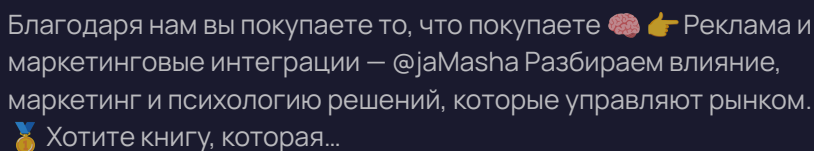


Channel audit

Безумцы в рекламе | Черный пиар



SUBSCRIBERS	ERR (% SEE POSTS)	REACH/POST
26 909	3.0%	523
12.07.2026 -212 per month	HTTPS://PROMTPRESS.COM/AUDIT/BEZUMCI_V_REKLAME_CHERNII_PIAR per day 0.8%	ad reach 222/24h

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09 Strategy

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. The subtitle shows the period.

 SUBSCRIBERS 26 909 —	 SUBS REACH 1.94% avg % subs see post	 VIEWS/POST 523 median 503 · 27 days	 POSTS/WEEK 3.0 over period
 7D TREND -26.6% vs previous week	 REACTIONS/POST — MTPROTO only	 POST LENGTH 553 chars median 588 · 27 days	 POSTS ANALYZED 12 27 days
 AD REACH 222 24h avg	 CHURN / MONTH -212 last month	 CITATION RATE 351 citation index · 239 channels mentioned it ever	 CHANNEL AGE 6 years 6 months created 03.01.2020

AI EDITOR SUMMARY

Channel «Madmen in Ads | Black PR» — 26 909 subs. Each post averages 523 people (2% from subs), reach is low — need to grow audience. Publishes 3 posts per week (~0 per day) — rare posts. For the week of June 29 – July 5, reach dropped -26.6% to the week of June 22–28 — worth analyzing causes.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and underperformers — to see what to repeat and what to drop from rotation.

WHAT TOP POSTS SHARE

- 01 Analysis based on 12 posts over 27 days.
- 02 Dominant format — Photo (12/12 posts).
- 03 Avg post length — 553 chars (median 588).
- 04 Peak audience activity — Thu, 11:00 MSK.
- 05 Top posts get 2x more views than the weakest (755 avg for top vs 377 for bottom) — across 12 posts in 27 days. Worth analyzing what the top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 12.06 · 16:07 PHOTO Like Matrix: How a coffee shop cloned customers Ever wondered where a tiny coffee shop gets thousands of likes and rave...	VIEWS 829 REPOSTS 4	REACTIONS — ER 3.1%
Nº2 18.06 · 08:02 PHOTO The worst hell isn't fire. It's a Tuesday that repeats for ten years. Artyom didn't crash. Didn't lose everything in one...	VIEWS 735 REPOSTS 3	REACTIONS — ER 2.7%
Nº3 19.06 · 16:07 PHOTO Intel не сдается в битве за видеокарты Алекс Катузян, топ Intel, снова говорит, что видеокарты для компании важны. Они работают с...	VIEWS 703 REPOSTS 2	REACTIONS — ER 2.6%

Nº4 25.06 · 09:13 PHOTO IF YOU'RE SICK OF "NEW LIFE" — THIS BOOK IS FOR YOU We've all been fixed. Courses. Marathons. Retreats. Meditations. People...	VIEWS 596 REPOSTS 4 REACTIONS — ER 2.2%
Nº5 26.06 · 16:07 PHOTO New AI buzzword — with a price tag and limits Another marketing novelty that makes you...	VIEWS 570 REPOSTS 3 REACTIONS — ER 2.1%

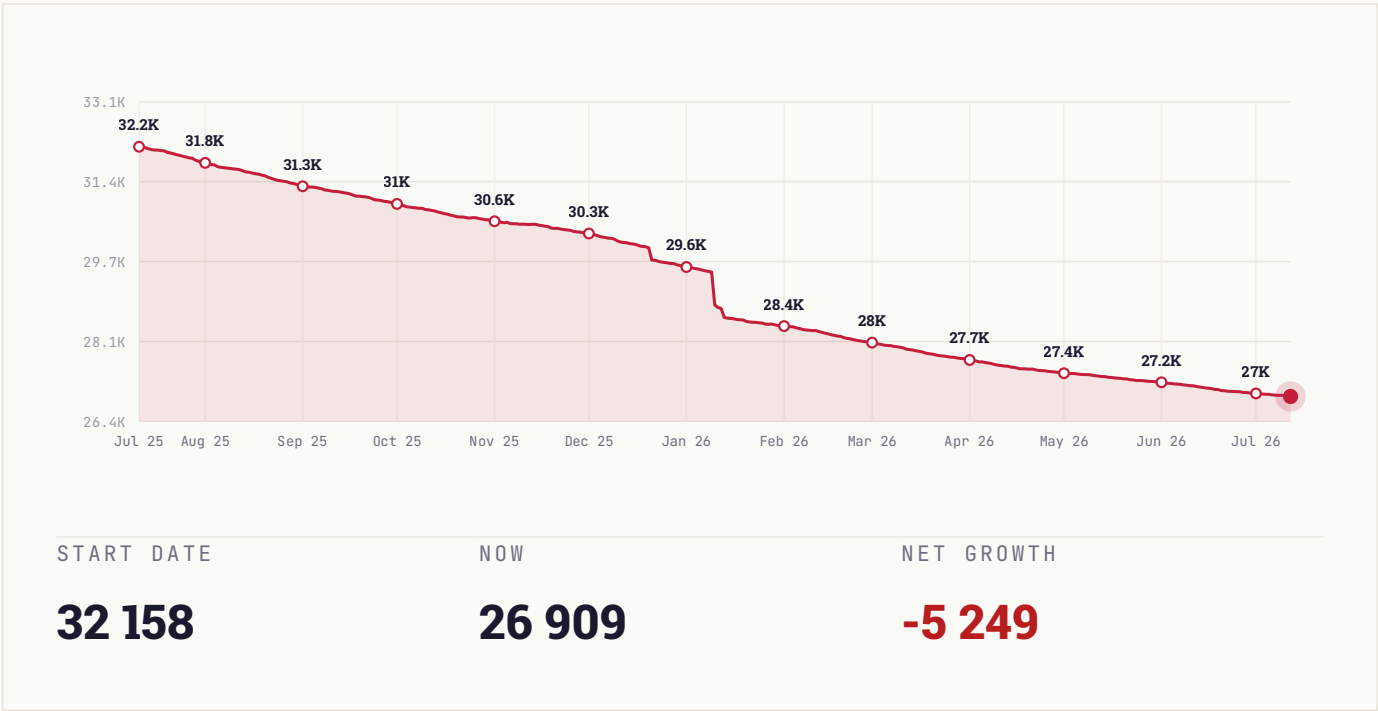
WORST 3

↓ 01.07 · 17:26 PHOTO Безумные новости для рекламщиков Криптовалюты в России могут получить особый статус. Государство готовится ввести "особый режим обращения"...	VIEWS 404 REPOSTS 1 REACTIONS — ER 1.5%
↓ 01.07 · 07:17 PHOTO This book won't make you happy. It won't give 7 steps to success. Won't pat your head. Won't say: 'you're unique, just unlock...	VIEWS 384 REPOSTS 1 REACTIONS — ER 1.4%
↓ 01.07 · 16:25 PHOTO Telegram clients exist — you just don't know which channels they're in!  We do! — 50M subs in our own network...	VIEWS 345 REPOSTS — REACTIONS — ER 1.3%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

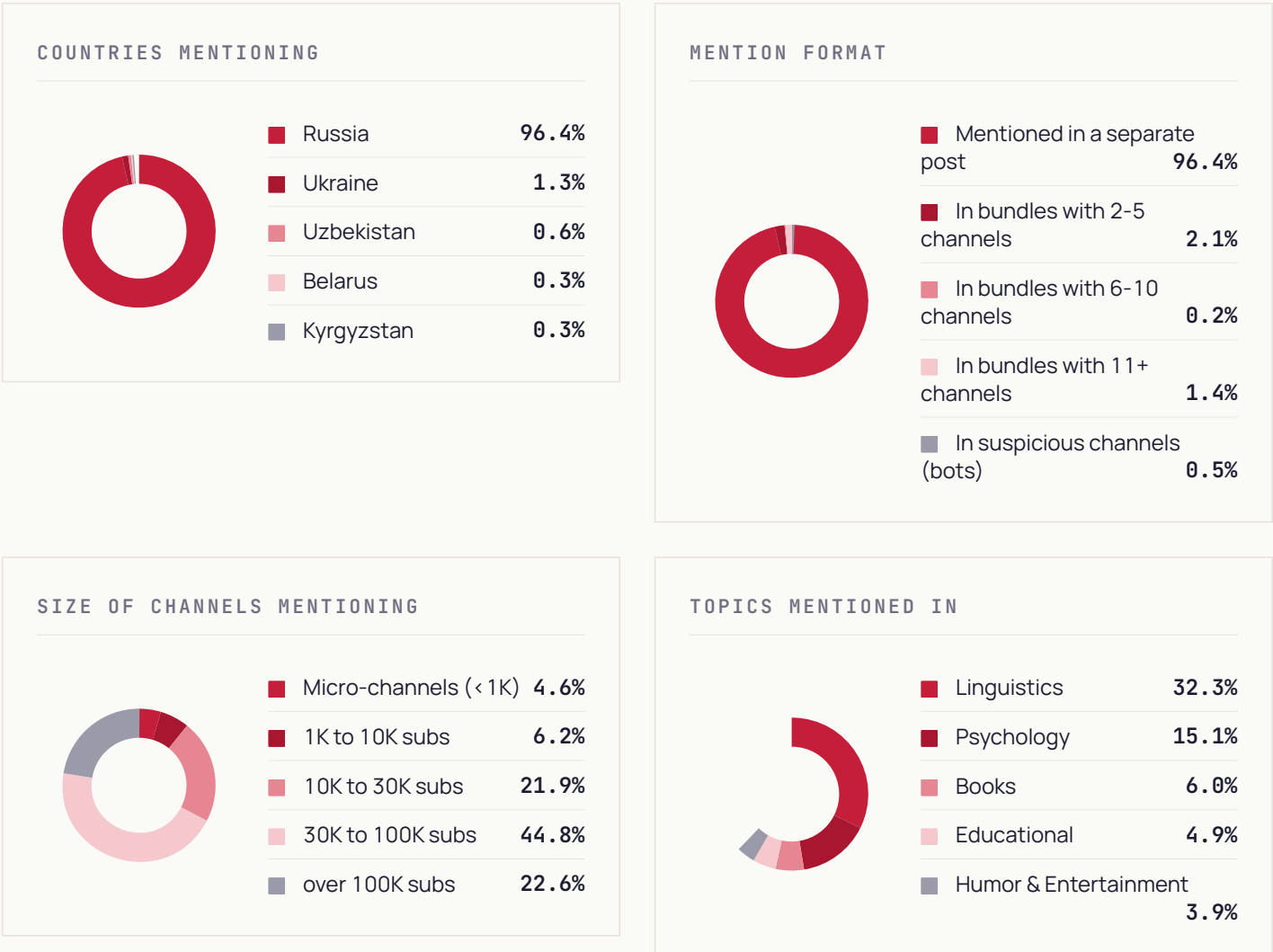
Subscriber growth chart for the year. Key months show exact subs. See which months grew or lost subs.



SECTION 04 · MENTIONS

Who & how mentions the channel

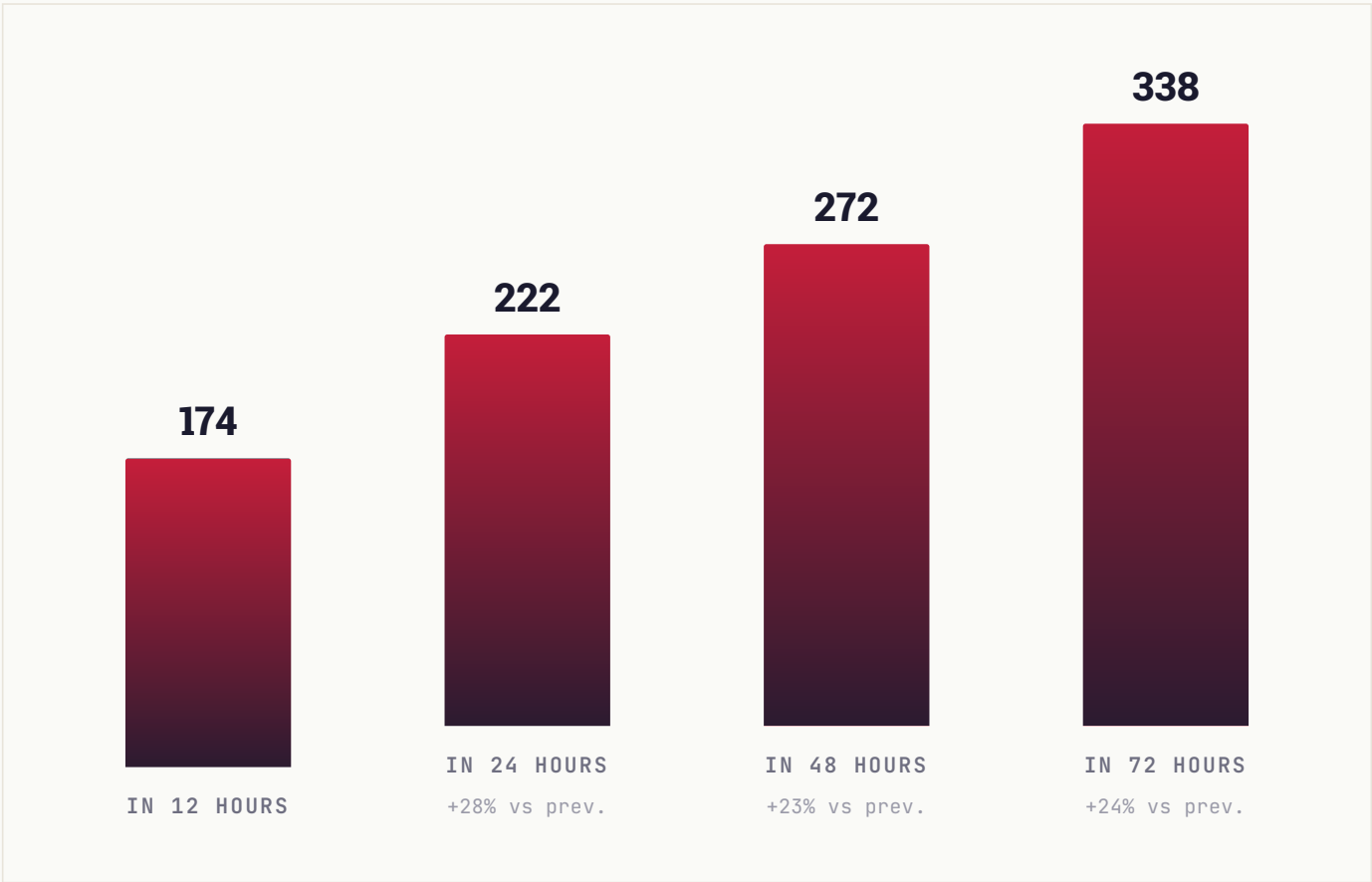
Citation index **351** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **239** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post by time since publication. Helps estimate how long a placement should 'live'.



SECTION 06 · COMPETITORS

Who you compete with

11 closest channels by topic & audience. Your channel is highlighted — see its rank among niche peers.

CHANNEL	SUBSCRIBERS
TM My feed trends	2.5M
MO Ice cream	1.7M
OK Oka	1.6M
This Search	1.5M
week TR Trending	1.2M
TB Trends by Russia	1.1M
ER Customer is always right	1.1M
TZ Set trends	1M
This Trending today	1M
month TV Trend or leave	990K
BB Безумцы в рекламе Черный пиар YOU	26.9K

COMPARATIVE INSIGHT

Channel not yet outside top 99 of niche — early growth stage. Niche leader — My feed trends (2.5M), top-99 median: 145.1K. First goal — enter top-99 through systematic work on traffic and content.

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

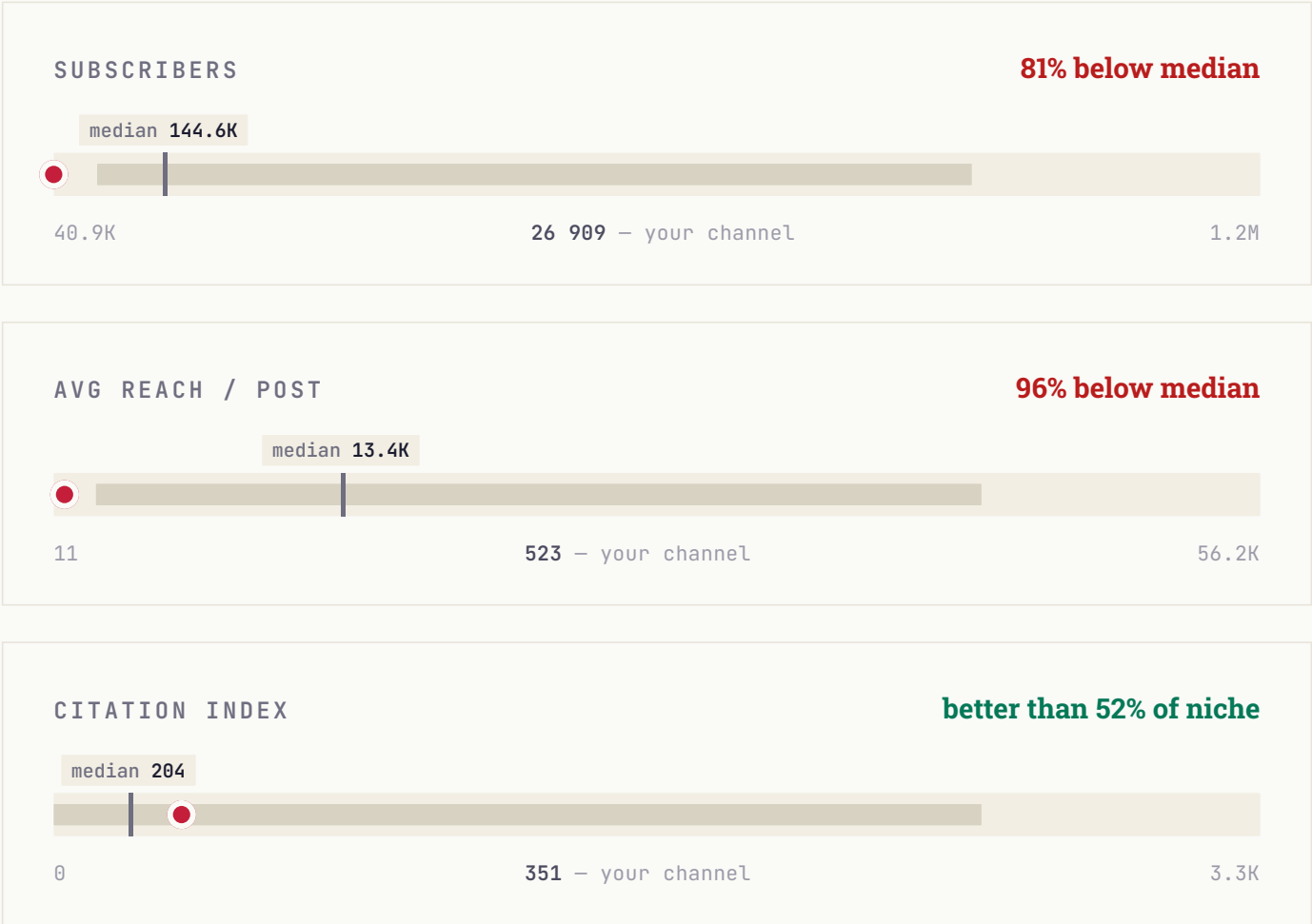
Each month we record posts in other channels that mention yours. Over the last **6 months** mentions count **0**, they brought **31** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
January 2026	0	0	4
December 2025	0	0	0
Nov 2025	0	0	19
Oct 2025	0	0	8
Sep 2025	0	0	0
August 2025	0	0	0
TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS	
0	6	31	

SECTION 08 · NICHE COMPARISON

Where channel stands in its league

Took top-100 channels in category «Marketing, PR, advertising» (Russia) and compared your channel to them. Gray band – range where 80% of niche channels fall (p10 to p90). Black vertical – median. Red dot – your channel.



— SECTION 09 · STRATEGY

What to do right now

5 priority actions ranked by expected impact. Check off and revisit this report in a month.

- | | | |
|----|---|--|
| 01 | Increase posting frequency
Now 3.0 posts/wk. Active channels norm 7-10.
Consistency is key for audience retention. | EFFECT
Consistency beats volume |
| 02 | Best post day — Thursday
Audience most active on this day at 11:00 MSK. | EFFECT
Best window for important posts |
| 03 | Increase video posts share
Video in Telegram holds audience longer and is favored by the algorithm. Aim for 15-25%. | EFFECT
Video retains audience better |
| 04 | ER below niche benchmark — rethink formats
Current ER 1.94% vs norm 3.0%. Try polls & interactive formats. | EFFECT
+1.1pp ER |
| 05 | Systematic traffic buying
Three formats for your media: Inhouse (premium channels), Native (native integrations), Premium (target audience). PromptPress picks sources for your niche. | EFFECT
+1000-3000 subs |

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in minutes from public data. Want more? Run ads with us and hit your growth plan in a month.

01

Launch Telegram ads

<https://panel.promptpress.com/register>

02

Contact manager

t.me/PromptPress_manager