
PUBLIC PROMTPRESS REPORT

Channel audit

BOSSY MARKETING / Marketing, ads and SMM for those who want to stand out



@bossy_marketing

Ad manager: @Anastacy_pr Registered with RKN: <https://clck.ru/3Q3gyf>

SUBS

169 152

+29201 per month

ERR (% SEE POSTS)

36.0%

last day 14.4%

REACH/POST

62K

ad reach 25.7K/24h

— CONTENTS · 2026

What's Inside the Report

01 Channel Snapshot

12 key metrics · AI summary

02 Content analysis

Top 5 Posts · Worst 3 · Insights

03 Subscriber dynamics

Yearly chart · growth

04 Citation Rate

Who & how mentions the channel

05 Ad potential

How long a post brings reach

06 Competitors

Niche Neighbors · Your Place

07 Mention dynamics

6 months · monthly

08 Niche Comparison

Rank in «Marketing, PR, Ads»

09 Strategy

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. The subtitle under the number shows the period it covers.

 SUBS 169 152 —	 SUB REACH 36.63% avg % subs see post	 VIEWS/POST 62K median 60.3K · 22 days	 POSTS/WK 1.5 for period
 7D TREND — no data for period	 REACTS/POST 3597.8 total 17,989 reactions, 7 reposts, 104 comments	 POST LENGTH 1,000 chars. median 1000 · 22 days	 POSTS ANALYZED 5 22 days
 AD REACH 25.7K 24h avg	 CHURN / MONTH +29201 last month	 CITATION RATE 6 citation index · 919 channels mentioned ever	 CHANNEL AGE 3 years 1 month created 22.05.2023

AI EDITOR SUMMARY

Channel «BOSSY MARKETING / Marketing, ads and SMM for those who want to stand out» — 169 152 subs. Each post averages 62K people (37% subs), good reach. Publishes 2 posts per week (~0/day) — rare posts.

SECTION 02 · CONTENT ANALYSIS

What Works Best

Top posts by engagement and outsiders – to see what to repeat and what to drop from rotation.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 5 posts over 22 days.
- 02 Dominant format – Photo (5/5 posts).
- 03 Avg post length – 1000 chars (median 1000).
- 04 Peak audience activity – Tue, 13:00 MSK.
- 05 Top posts get 1× more views than the weakest (69.8K avg for top vs 53.6K for worst) – among 5 posts over 22 days. Analyze what the top shares: topic, format, timing.

TOP 5 POSTS

Nº1 09.06 · 10:33 PHOTO ☒ Sales News ☒ Why clients no longer want "salespeople" (and why the phrase "Is now a good time to discuss an offer?" makes them want...	VIEWS 80 871 REPOSTS 2	REACTS 4 323 ER 47.8%
Nº2 12.06 · 18:26 PHOTO ☒ Ladies, spoiler: money is also about beauty. Just as skin needs SPF, your budget needs protection from spontaneous "oh, bought it on sale, but...	VIEWS 68 262 REPOSTS 1	REACTS 3 951 ER 40.4%
Nº3 27.05 · 19:19 PHOTO ☒ SMM News ☒ Short video trends that are actually popping off now (spoiler: perfect clips are no longer top ☺) Let's be real. 2026...	VIEWS 60 307 REPOSTS 2	REACTS 3 268 ER 35.7%

Nº4 04.06 · 19:58 PHOTO 🗒 SMM News 🗒 Trend: “honest content” without filters – why it works (and why the perfect picture is losing to raw...	VIEWS 58 202 REPOSTS 1	REACTS 2 750 ER 34.4%
Nº5 19.06 · 11:05 PHOTO 🗒 Marketing News 🗒 AI is now the main business growth driver (and we've officially moved past the 'let's just...	VIEWS 42 176 REPOSTS 1	REACTS 3 697 ER 24.9%

|

WORST 3

↓ 27.05 · 19:19 PHOTO 🗒 SMM News 🗒 Short video trends that are actually popping off now (spoiler: perfect clips are no longer top 😊) Let's be real. 2026...	VIEWS 60 307 REPOSTS 2	REACTS 3 268 ER 35.7%
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SECTION 03 · SUB GROWTH

How the channel grew over the year

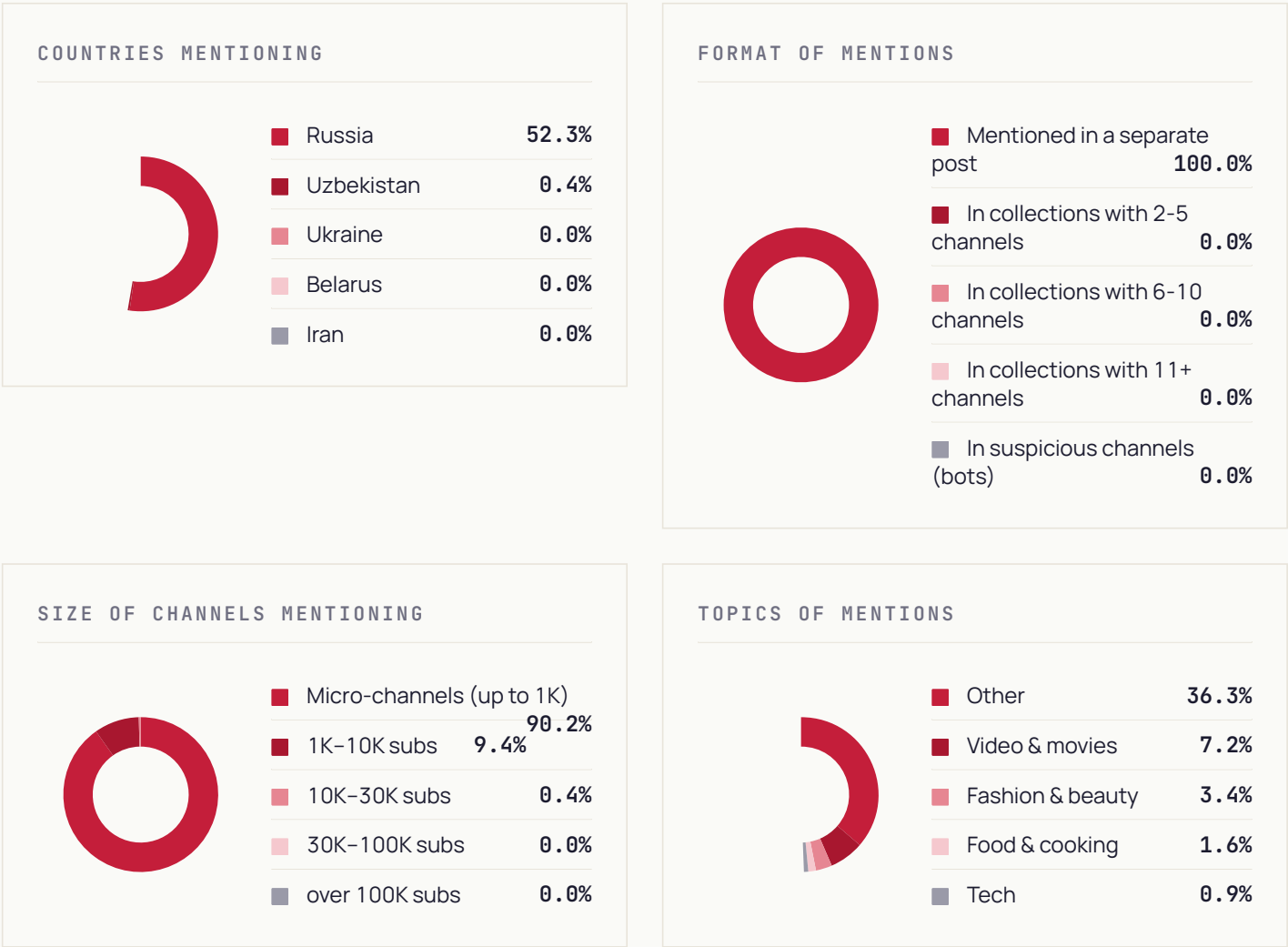
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel grew and which it lost subs.



SECTION 04 · MENTIONS

Who & how mentions the channel

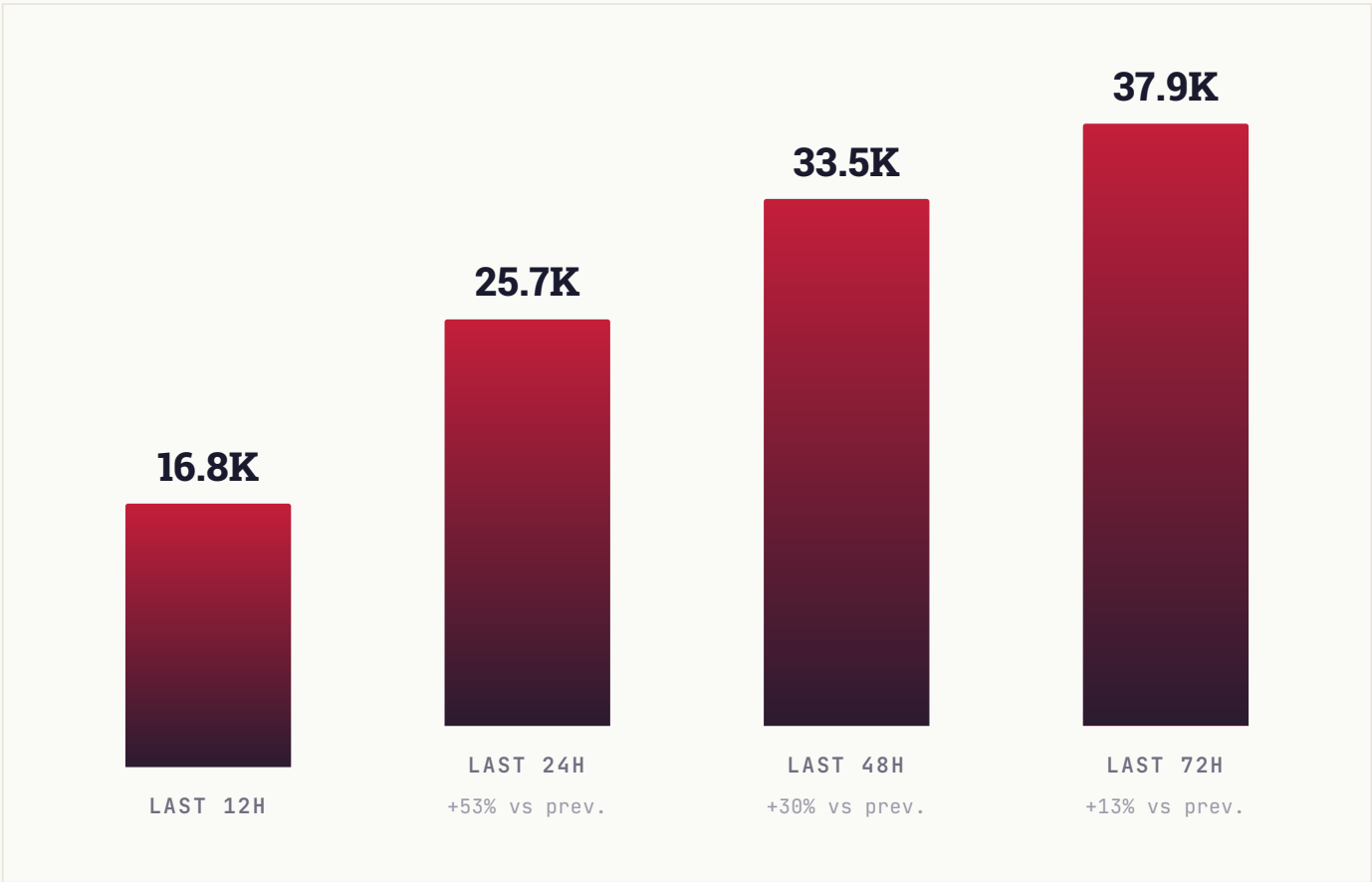
Citation index 6 – channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from 1K subs. All time channel was mentioned **919** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of ad post by time since publication. Helps estimate how long a placement stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Your channel is highlighted — see its rank among niche neighbors.

CHANNEL	SUBS
TM My Feed Trends	2.5M
MO Ice cream	1.8M
OK Okak	1.6M
Today Search	1.3M
TR Trendly	1.2M
KV Client is always right	1.1M
Week Trending today	1M
TB Trends by Russia	1M
TV Trend or Get Left Behind	935.3K
TR Trendach	909.3K
BM BOSSY MARKETING / Marketing, ads and SMM for those who want to stand out YOU	169.2K

COMPARATIVE CONCLUSION

Channel in upper half of the niche (#32 of 99). Niche leader — My Feed Trends (2.5M), median subs 125.2K. Aim for top quartile — realistic 6-12 month horizon.

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Every month we track posts in other channels that mention your channel. Over the last **6 months** such mentions were **12**, they brought **19 319** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
December 2025	12	12	10 197
Nov 2025	0	0	8 776
Oct 2025	0	0	346
Sep 2025	0	0	0
August 2025	0	0	0
July 2025	0	0	0

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS
12	6	19 319

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

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

#32 /100

RANK IN NICHE

Channel in top half of ranking

SUBS

better than 52% of niche

median 123.8K

29.7K

169 152 — your channel

1.1M

AVG REACH / POST

better than 90% of niche

median 11.4K

73

61 964 — your channel

68.2K

CITATION INDEX

98% worse than median

median 366

0

6 — your channel

3.1K

— SECTION 09 · STRATEGY

What to Do Right Now

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

- | | | |
|-----------|---|--|
| 01 | Increase Posting Frequency
Now 1.5 posts/wk. Active channels average 7-10.
Consistency is key to retention. | EFFECT
Consistency beats volume |
| 02 | Best post of the week – on Tuesday
Audience most active on this day at 13:00 MSK. | EFFECT
Best window for an important post |
| 03 | Increase Video Post Share
Video in Telegram retains audience longer and is better perceived by the algorithm. We recommend increasing share to 15-25%. | EFFECT
Video retains audience better |
| 04 | 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 |
| 05 | Test polls & interactive formats
Posts with polls/reactions usually boost ER by +5-15%.
One poll per week on a hot topic – easy growth lever. | EFFECT
+5-15% ER |

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in minutes using public data. Want to go further? Run ads through us and hit your growth plan in a month.

01 Launch Telegram ad <https://panel.promptpress.com/register>

02 Contact manager t.me/PromptPress_manager
