

PUBLIC REPORT BY PROMTPRESS

Channel audit

Бренды на коне



@brand_horse

This horse knows marketing, SMM, and brands. And speaks human.
Collaboration: @pr_commerce RKN: <https://clck.ru/3LzLkR>

SUBSCRIBERS

132 186

+1369 per month

ERR (% SEE POSTS)

14.0%

per day 10.9%

REACH/POST

18.1K

ad reach 14.4K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. Subtitle below the number shows the period it covers.

 SUBSCRIBERS 132 186 —	 SUBS REACH 13.72% avg % subs see post	 VIEWS/POST 18.1K median 18.7K · 29 days	 POSTS/WEEK 38.1 over period
 7D TREND -0.5% vs previous week	 REACTIONS/POST 305.9 total 48,944 reactions, 16,418 reposts, 319 comments	 POST LENGTH 149 chars median 134 · 29 days	 POSTS ANALYZED 160 29 days
 AD REACH 14.4K 24h avg	 CHURN / MONTH +1369 last month	 CITATION RATE 1 455 citation index · 5,491 channels mentioned ever	 CHANNEL AGE 3 years 4 months created 01.02.2023

AI EDITOR SUMMARY

Channel 'Brands on Horseback' — 132 186 subs. Each post averages 18.1K people (14% subs), reach is low — consider expanding audience. Publishes 38 posts per week (~5/day) — active posting. Week of June 8–14 reach stable (-0.5% vs week Jun 1–7).

SECTION 02 · CONTENT ANALYSIS

Best-performing content

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

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on **160** posts over 29 days.
- 02 Dominant format – **Photo** (88/160 posts).
- 03 Avg post length – **149** characters (median 134).
- 04 Peak audience activity – **Thu**, 10:00 MSK.
- 05 Strongest posts get **1x** more views than the weakest (19.8K avg for top vs 16.6K for worst) – among 160 posts over 29 days. Worth analyzing what the top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 11.06 · 07:48 PHOTO Designer from banned social network shows headphones shaped like hamster butts. When worn, it looks like a rodent burrowed into your ear.	VIEWS 20 031 REPOSTS 249	REACTIONS 360 ER 15.2%
Nº2 25.05 · 08:15 PHOTO Russian labor market, situation:	VIEWS 19 788 REPOSTS 82	REACTIONS 412 ER 15.0%
Nº3 30.05 · 06:58 VIDEO Father of the year clearly explained to his daughter how state tax works. Everyone saw themselves in this girl.	VIEWS 19 501 REPOSTS 179	REACTIONS 333 ER 14.8%

Nº4 02.06 · 07:15 VIDEO Today is «Leave the office early» day. Share with colleagues.	VIEWS 19 461 REPOSTS 174	REACTIONS 251 ER 14.7%
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Nº5 27.05 · 08:15 PHOTO When they wanted a sign for PP desserts but got the exact opposite:	VIEWS 19 459 REPOSTS 143	REACTIONS 414 ER 14.7%
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WORST 3

↓ 20.06 · 17:19 VIDEO A fisherman's tackle box can cost as much as a new Mercedes – an experienced angler showed his gear worth 6 million rubles. Found...	VIEWS 16 807 REPOSTS 101	REACTIONS 282 ER 12.7%
↓ 20.06 · 16:04 PHOTO Network showed new 'crooked' Apple Watch band design. Commenters horrified by the unevenness.	VIEWS 16 759 REPOSTS 59	REACTIONS 449 ER 12.7%
↓ 20.06 · 14:49 VIDEO Career goals we deserve:	VIEWS 16 343 REPOSTS 55	REACTIONS 151 ER 12.4%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

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

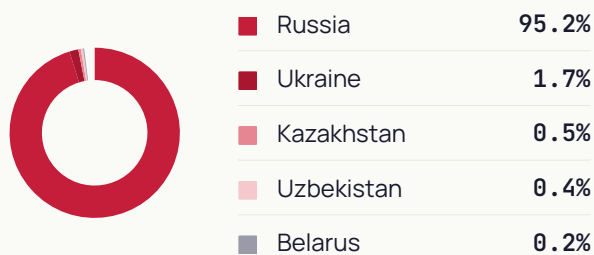


— SECTION 04 · MENTIONS

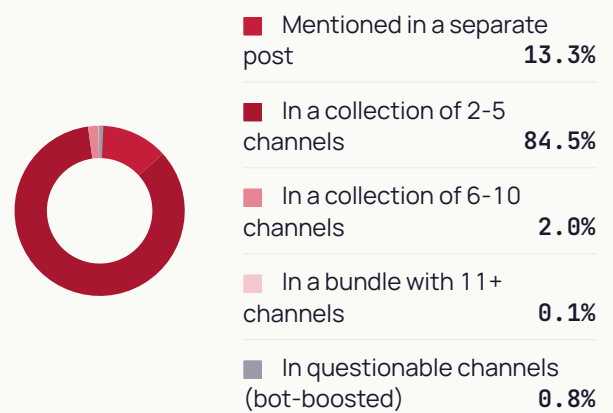
Who mentions the channel and how

Citation index **1 455** — channel popularity score based on mentions. Considers not just count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from 1K. All-time mentions: **5 491** different channels.

COUNTRIES MENTIONING



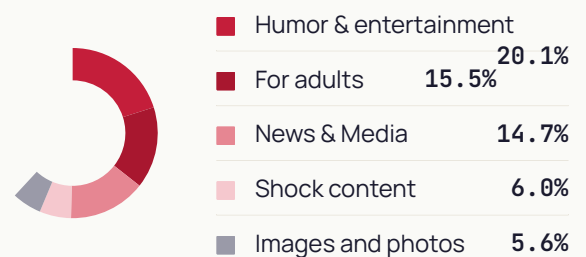
MENTION FORMATS



WHAT SIZE CHANNELS MENTION



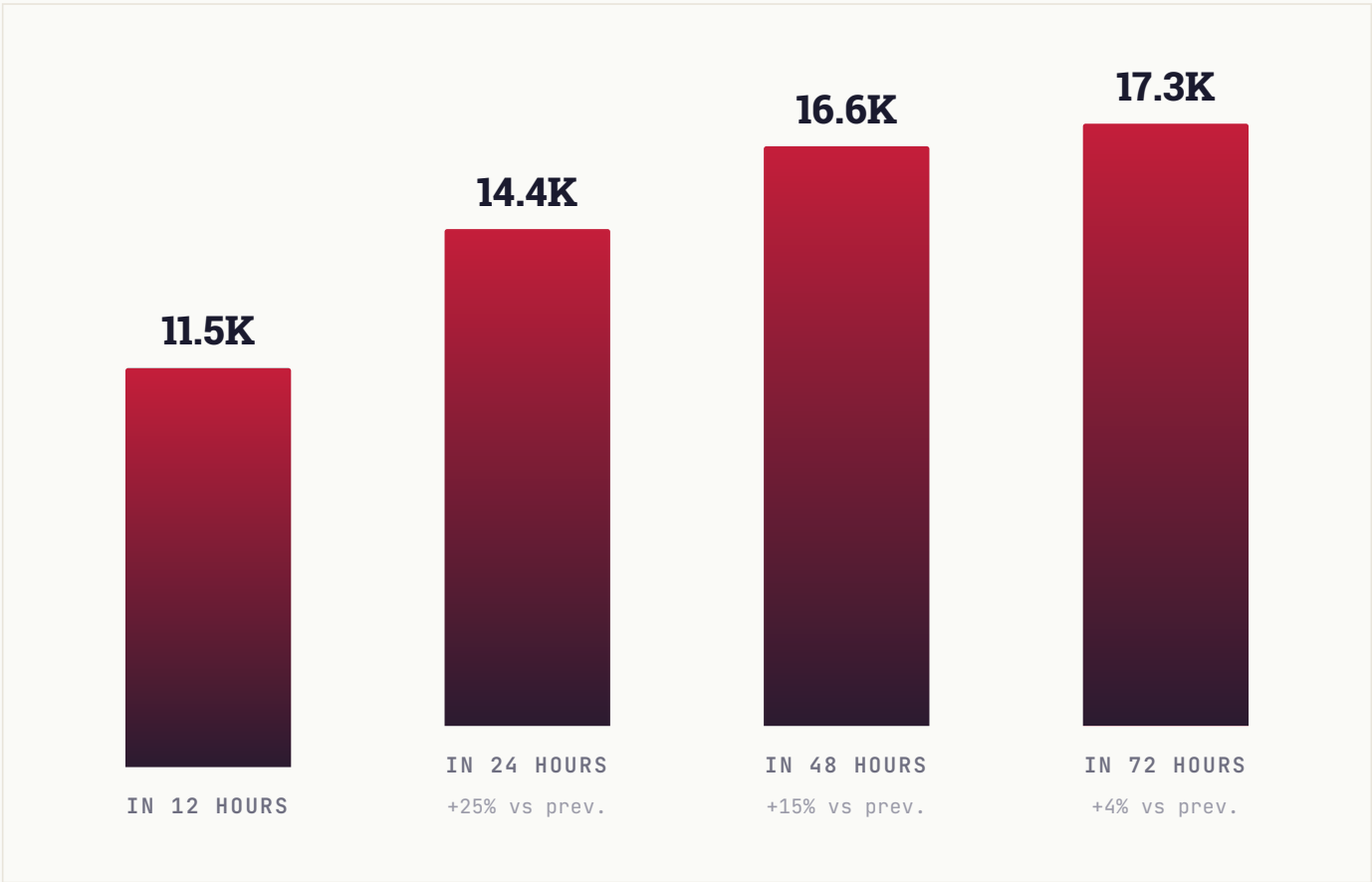
MENTION TOPICS



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 stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
TM My feed trends	2.5M
MO Ice cream	1.8M
OK Okak	1.6M
SE Search	1.3M
TR Trendly	1.2M
ER Customer is always right	1.1M
SV Today's trends	1M
TB Trends by Russia	1M
TV Trend or leave	935.3K
TR Trendach	909.3K
BH Бренды на коне YOU	132.2K

COMPARATIVE INSIGHT

Channel in top half of niche (#46 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

Monthly we record posts in other channels that mention your channel. Over the last **6 months** mentions count **117**, they brought **2 100** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
December 2025	2	2	2 100
Nov 2025	1	1	0
Oct 2025	0	0	0
Sep 2025	0	0	0
August 2025	4	3	0
July 2025	110	97	0

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS
117	6	2 100

— SECTION 08 · NICHE COMPARISON

Where channel ranks in its league

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

#46 /100

RANK IN NICHE

Channel in top half of ranking

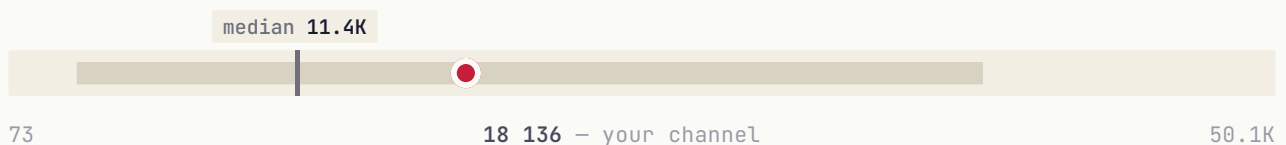
SUBSCRIBERS

better than 50% of niche



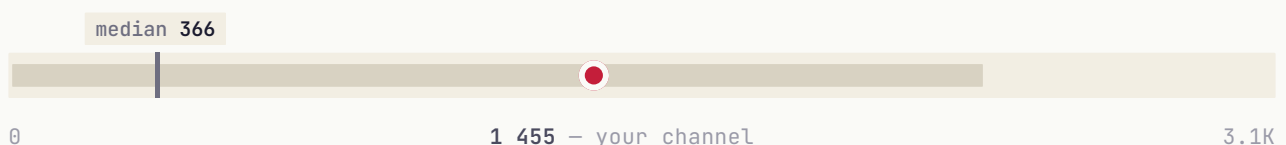
AVG REACH / POST

better than 59% of niche



CITATION INDEX

better than 71% of niche



— SECTION 09 · STRATEGY

What to do right now

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

- 01

Main post of the week — on Thursday
Audience most active on this day at 10:00 MSK.

IMPACT
Best window for an important post
- 02

Systematic traffic buying
Three formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromtPress picks sources for your niche.

IMPACT
+1000-3000 subs
- 03

Test polls & interactive formats
Posts with polls/reactions usually boost ER by 5-15%.
One weekly poll on a hot topic — easy growth lever.

IMPACT
+5-15% ER
- 04

Cross-promo with neighboring channels
Exchange posts quarterly with channels in the same segment. No need daily — 2-3 collabs give relevant growth.

IMPACT
Growth from relevant audience
- 05

Update channel description for Telegram search
Telegram search scans descriptions. Add 3-5 niche keywords — organic traffic source.

IMPACT
Organic traffic source

★ 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 with us and hit your growth target in a month.

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

02 Contact manager t.me/PromptPress_manager
