

— PUBLIC REPORT BY PROMTPRESS

Channel audit

Brandwatching



@brandwatching

Ad cases, events, trends, brand news & inspiration Ads:
@hello_settersmedia Curated by: @setters Press:
ikuhn@vibe.moscow RKN:...

SUBSCRIBERS

12 745

-155 per month

ERR (% SEE POSTS)

10.0%

in 24 hrs 5.6%

REACH/POST

1.2K

ad reach 714/24h

— CONTENTS · 2026

What's inside the report

01 Channel snapshot

12 key metrics · AI summary

02 Content analysis

Top 5 posts · worst 3 · takeaways

03 Subscriber dynamics

Yearly chart · growth

04 Citation rate

Who mentions the channel and how

05 Ad potential

How long a post generates reach

06 Competitors

Niche neighbors · your spot

07 Mention dynamics

6 months · monthly

08 Niche comparison

Rank in «Design» category

09 Strategy

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 12 745 —	 SUBS REACH 9.18% avg % subs see post	 VIEWS/POST 1.2K median 1.2K · 29 days	 POSTS/WEEK 13.5 over period
 7D TREND -4.3% vs previous week	 REACTIONS/POST 21.5 only 1,228 reactions, 880 reposts, 0 comments	 POST LENGTH 480 chars median 424 · 29 days	 POSTS ANALYZED 57 29 days
 AD REACH 714 24h avg	 CHURN / MONTH -155 last month	 CITATION RATE 79 citation index · 285 channels mentioned ever	 CHANNEL AGE 9 years 1 month created 24.05.2017

AI EDITOR SUMMARY

Channel «Brandwatching» – 12 745 subs. Avg post views 1.2K people (9% of subs), reach is low – consider expanding audience. Publishes 14 posts/week (~2/day) – regular pace. Week of Jul 6–12 reach stable (-4.3% vs week June 29 – July 5).

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on 57 posts in 29 days.
- 02 Dominant format — Video (45/57 posts).
- 03 Avg post length — 480 chars (median 424).
- 04 Peak audience activity — Sunday, 11:00 MSK.
- 05 Top posts get 2x more views than the weakest (2K avg for top vs 927 for worst) — among 57 posts in 29 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 28.06 · 08:54 VIDEO "Sport from new luxury"? Balenciaga pop-up with cafe & gym confirms it. 📺 Boost Pop-Up in Paris, resembling...	VIEWS 2 885 REPOSTS 22	REACTIONS 15 ER 22.6%
Nº2 17.07 · 07:44 VIDEO Another fictional mini-market opened in NYC 👁️ Have fashion brands finally moved into grocery stores? Following Jacquemus...	VIEWS 1 693 REPOSTS 8	REACTIONS 14 ER 13.3%
Nº3 24.06 · 06:29 VIDEO Pharrell Williams wowed with the set design of Louis Vuitton men's show ⚡ A cascading wave formed an arch through which models walked...	VIEWS 1 557 REPOSTS 43	REACTIONS 44 ER 12.2%

Nº4

29.06 • 06:52

PHOTO

Hermès released a DJ mixer ⚡ New collectible with hand finish is the latest Atelier Horizons creation...

VIEWS

1 365

REPOSTS

40

REACTIONS

32

ER

10.7%

Nº5

02.07 • 06:51

VIDEO

Dua Lipa opened her own library in one of the world's most beautiful bookstores 💖 Continuing the reading manifesto trend...

VIEWS

1 353

REPOSTS

23

REACTIONS

34

ER

10.6%

WORST 3

↓ 17.07 • 12:20 VIDEO

Tinder designers rethought swipe mechanics and ditched love templates Tinder launched its first major update in ten years...

VIEWS

956

REPOSTS

10

REACTIONS

15

ER

7.5%

↓ 18.07 • 08:45 VIDEO

NIVEA in Egypt hits pain points Huge summer pop-up for new two-step care line built on the beach. One zone...

VIEWS

927

REPOSTS

11

REACTIONS

22

ER

7.3%

↓ 16.07 • 16:18 VIDEO

LEGO to release Jumanji set ⚡ Company officially approved the movie-themed set under LEGO Ideas program...

VIEWS

900

REPOSTS

18

REACTIONS

27

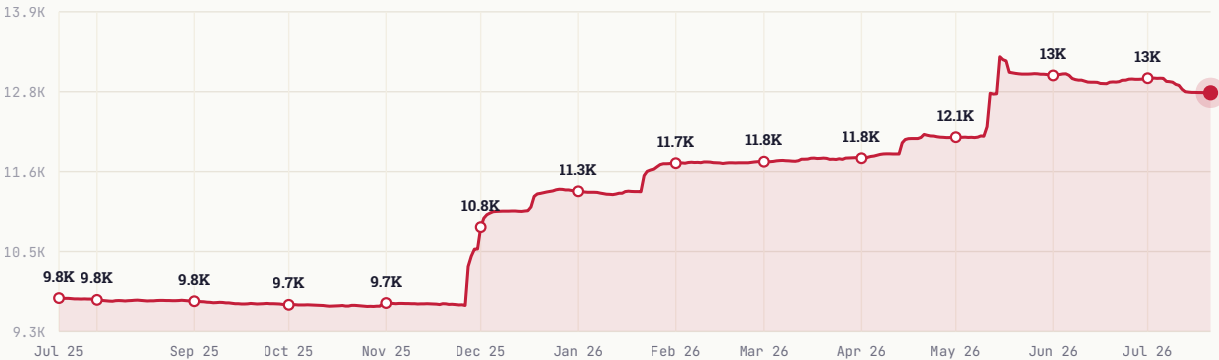
ER

7.1%

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.



PERIOD START

9 810

NOW

12 745

NET GROWTH

+2 935

SECTION 04 • MENTIONS

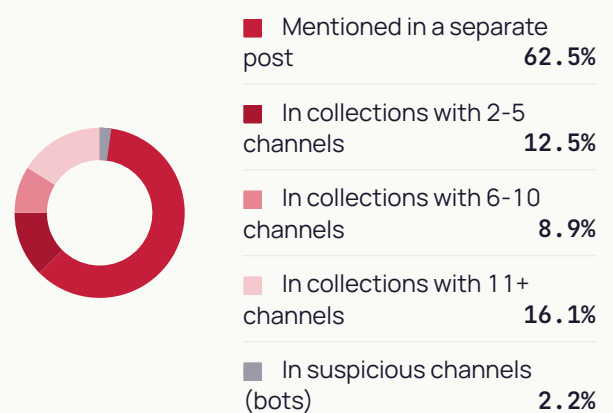
Who mentions the channel and how

Citation index **79** — channel popularity rating based on mentions. Considers not only count but also mentioner weight: a post from a 100K subs channel weighs more than from 1K. All-time mentions: **285** different channels.

COUNTRIES MENTIONING



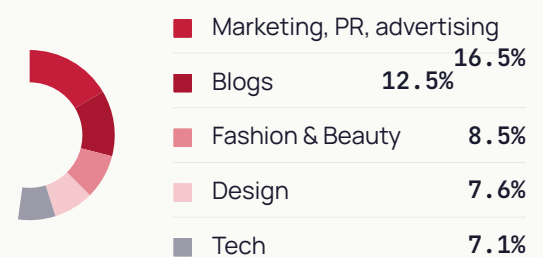
FORMAT MENTIONED IN



SIZE OF CHANNELS MENTIONING



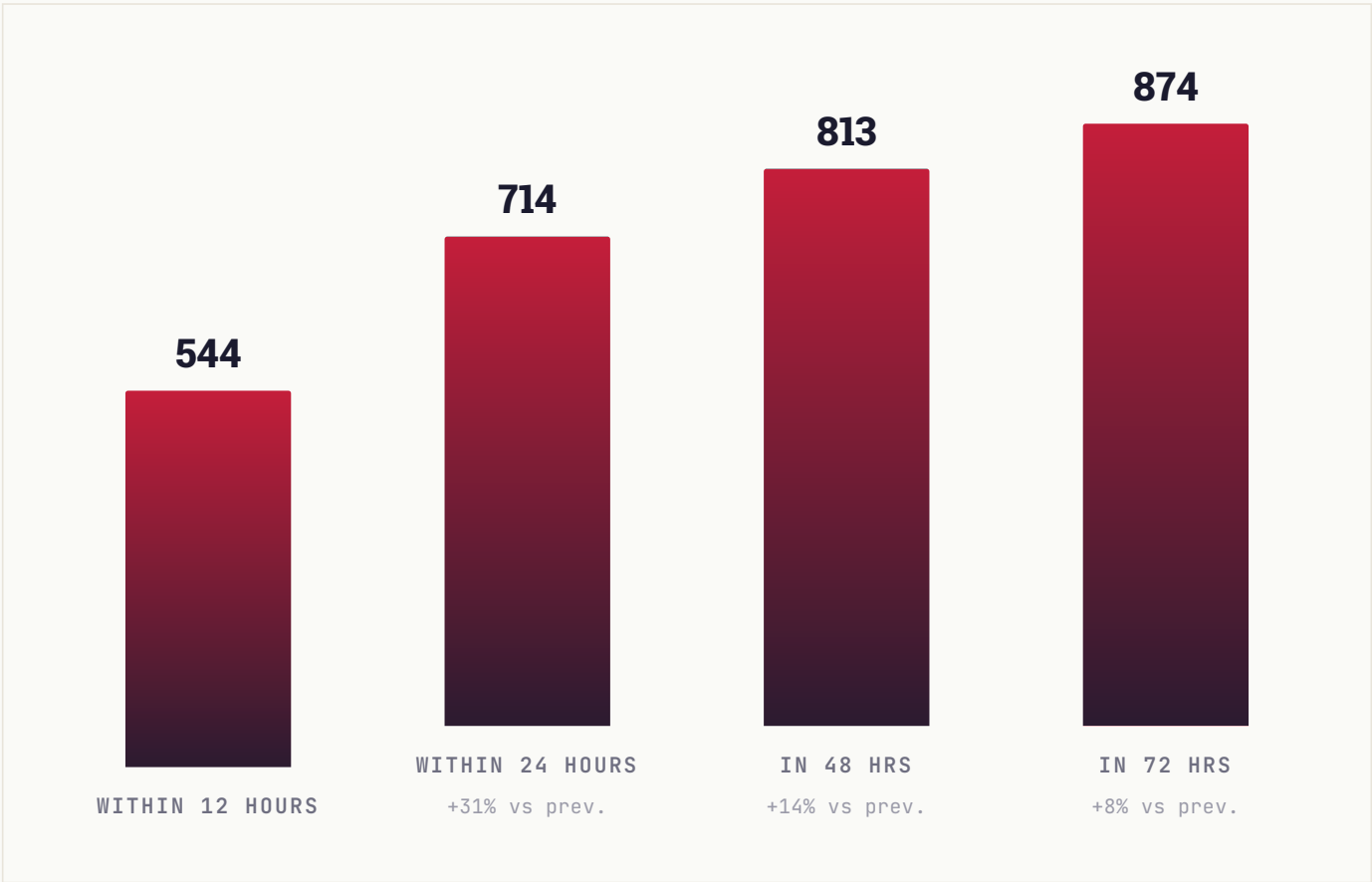
TOPICS MENTIONED IN



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg ad post reach over time since publication. Helps gauge 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 where it ranks among niche peers.

CHANNEL	SUBSCRIBERS
6 66Lottery 🏆🏆 CRYPTO	387.4K
缅甸 缅甸缅北吃瓜新闻曝光	257.3K
AE After Effects Templates	181.4K
R R	178.6K
3D 3Dline.net	173.8K
DG Designer Gang 👉	147.1K
TC template canva gratis 😄🐱	144.3K
TS Tube Sensei	137.2K
SZ STL Zone / 3D models / Free STL	136.8K
Std Sexy font. Cyrillic	134.7K
dev BR Brandwatching YOU	12.7K

COMPARATIVE INSIGHT

Channel not yet outside niche top 99 — early growth stage. Niche leader — 66Lottery

🏆🏆

CRYPTO (387.4K), top-99 median: 65.4K. First goal — enter top-99 via systematic traffic & content work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we track posts in other channels that mention yours. Over the last **6 months** such mentions were **26**, they brought **2 283** new subs.

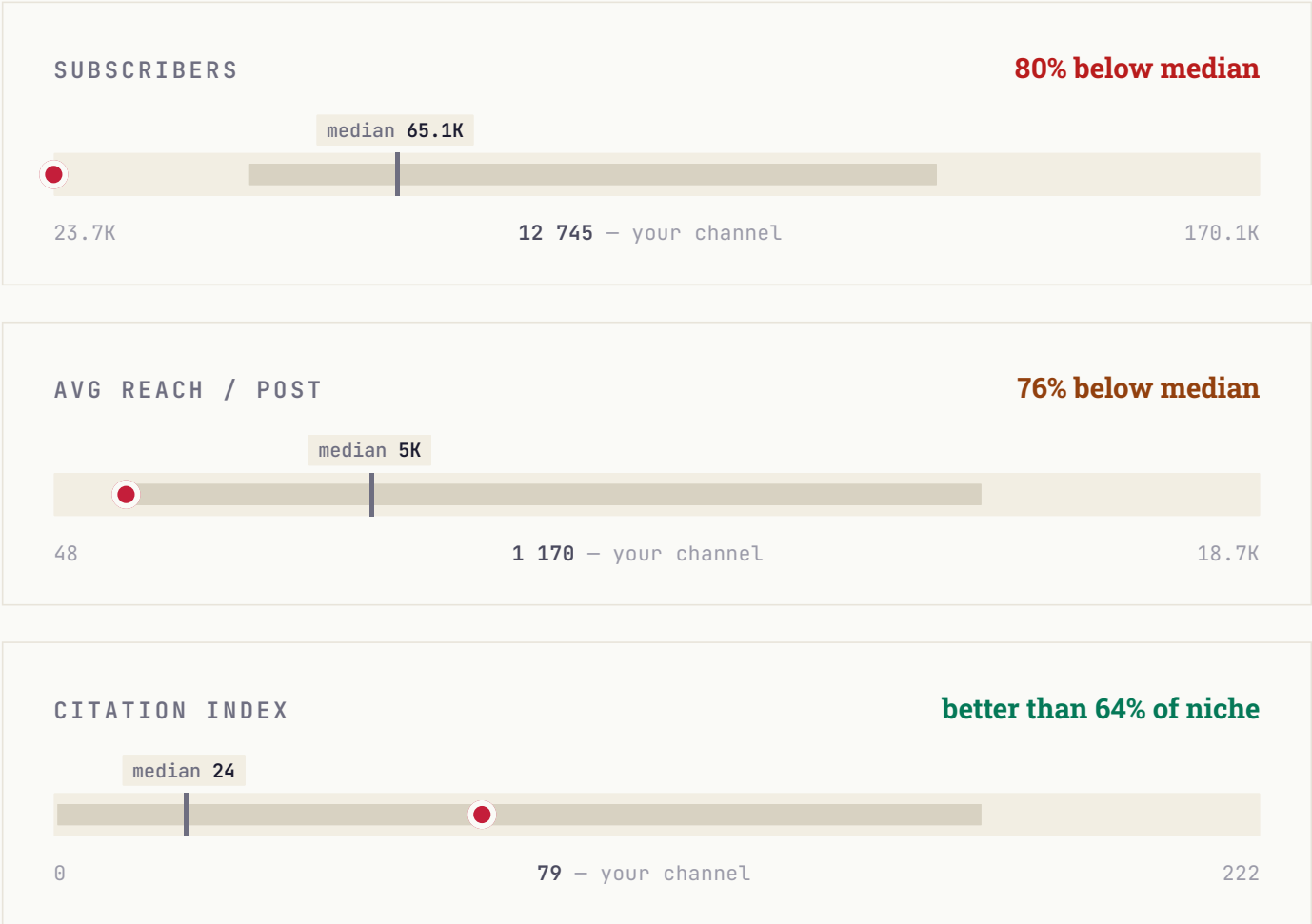
PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
January 2026	5	5	459	
December 2025	2	1	859	
Nov 2025	9	7	836	
Oct 2025	1	1	68	
September 2025	9	9	25	
August 2025	0	0	36	

TOTAL MENTIONS	MONTHS IN DATA	ACQUIRED SUBS
26	6	2 283

SECTION 08 · NICHE COMPARISON

Where channel stands in its league

Top-100 channels in «Design» (Russia) and compared your channel. Gray band – range of 80% channels (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 in a month.

- 01

Top post of the week — Sunday
Audience most active on this day at 11:00 MSK.

EFFECT
Best window for important posts
- 02

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

EFFECT
+1000-3000 subs
- 03

Test polls & interactive formats
Posts with polls/reactions usually give +5-15% ER. One poll per week on a hot topic — easy growth lever.

EFFECT
+5-15% ER
- 04

Cross-promo with neighboring channels
Cross-post with channels in the same segment once a quarter. No need daily — 2-3 collabs give relevant growth.

EFFECT
Growth from relevant audience
- 05

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

EFFECT
Organic traffic source

★ WHAT'S NEXT

Want us to do this?

PromptPress?

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

01	Launch Telegram ads	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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