

PROMTPRESS PUBLIC REPORT

Channel audit

Mir Trendov



@brawl_stars_novostyy

We tell what will trend tomorrow. News on modern tech & internet trends. Quick read, long memory. For collab & ads - @MT_adm (owner) Managers-...

SUBSCRIBERS

3 346 175

-263294 per month

ERR (% SEE POSTS)

2.0%

per day 0.9%

REACH/POST

45K

ad reach 31K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 3 346 175 —	 SUBS REACH 1.34% avg % of subs see post	 VIEWS/POST 45K median 46K · 29 days	 POSTS/DAY 11.7 ~82 per week
 7D TREND -6.9% vs prev week	 REACTIONS/POST 1163.8 total 408,496 reactions, 503,081 reposts, 0 comments	 POST LENGTH 271 chars median 256 · 29 days	 POSTS ANALYZED 351 29 days
 AD REACH 31K 24h average	 CHURN / MONTH -263294 last month	 CITATION RATE 96 citation index · 2,029 channels mentioned ever	 CHANNEL AGE 4 years 6 months created 19.12.2021

AI EDITOR SUMMARY

Channel «Mir Trendov» — 3 346 175 subs. Each post averages 45K people (1% from subs), reach is low — consider expanding audience. Publishes 82 posts per week (~12/day) — very active posting. For week 22–28 Jun reach dropped -6.9% By week 15–21 Jun — worth analyzing causes.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **351** posts over 29 days.
- 02 Dominant format – **Photo** (237/351 posts).
- 03 Avg post length – **271** chars (median 256).
- 04 Peak audience activity – **Monday**, 18:00 MSK.
- 05 Top posts get **2x** more views than the weakest (72.4K avg for top vs 32.9K for worst) – among 351 posts over 29 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 15.06 · 15:47 VIDEO 🧊 That's it, summer is canceled: heat in Moscow and the Moscow region won't return in June. Forecasters promise cool weather, rain, and precipitation 50–80%...	VIEWS 86 720 REPOSTS 2 210	REACTIONS 1 168 ER 2.6%
Nº2 08.06 · 18:51 VIDEO 👉 Tim Cook stepped down as Apple CEO after 15 years. Legend ⚡ 🌐World Trends	VIEWS 65 951 REPOSTS 1 638	REACTIONS 2 393 ER 2.0%
Nº3 09.06 · 05:17 VIDEO 🏠 The world's most expensive TRAFFIC JAM formed in Monaco – hundreds of superyachts converged on the principality's shores for the Grand Prix, while the most modest guests...	VIEWS 64 401 REPOSTS 1 459	REACTIONS 1 694 ER 1.9%

Nº4 08.06 · 17:50 **PHOTO**

💀 The creepiest fashionista on the internet — Maxim Surpuls. The guy amassed millions of views thanks to his creepy look: hunched...

VIEWS
63 156
REPOSTS
1 234

REACTIONS
1 365
ER
1.9%

Nº5 09.06 · 13:10 **PHOTO**

✉️ Gmail outlawed? — The State Duma passed a law banning websites from using authorization via foreign services like Gmail, Apple...

VIEWS
59 069
REPOSTS
1 986

REACTIONS
2 387
ER
1.8%

WORST 3↓ 02.07 · 14:01 **PHOTO**

🤡 A porcelain hooligan you want to put on a shelf. Artist Artemy Maximau turns street aesthetics into art: sports...

VIEWS
33 859
REPOSTS
1 914

REACTIONS
1 284
ER
1.0%

↓ 30.06 · 14:56 **VIDEO**

🇨🇳 Chinese invented laser anti-aircraft defense against mosquitoes. A Chinese startup raised \$3M for a device that finds bloodsuckers using LiDAR...

VIEWS
32 816
REPOSTS
1 640

REACTIONS
1 060
ER
1.0%

↓ 02.07 · 15:03 **PHOTO**

⚡ In some Russian regions, gasoline is already MORE EXPENSIVE than in the US. The price of AI-92 per liter has risen to 97.44 rubles in places, while in...

VIEWS
32 169
REPOSTS
1 498

REACTIONS
1 308
ER
1.0%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

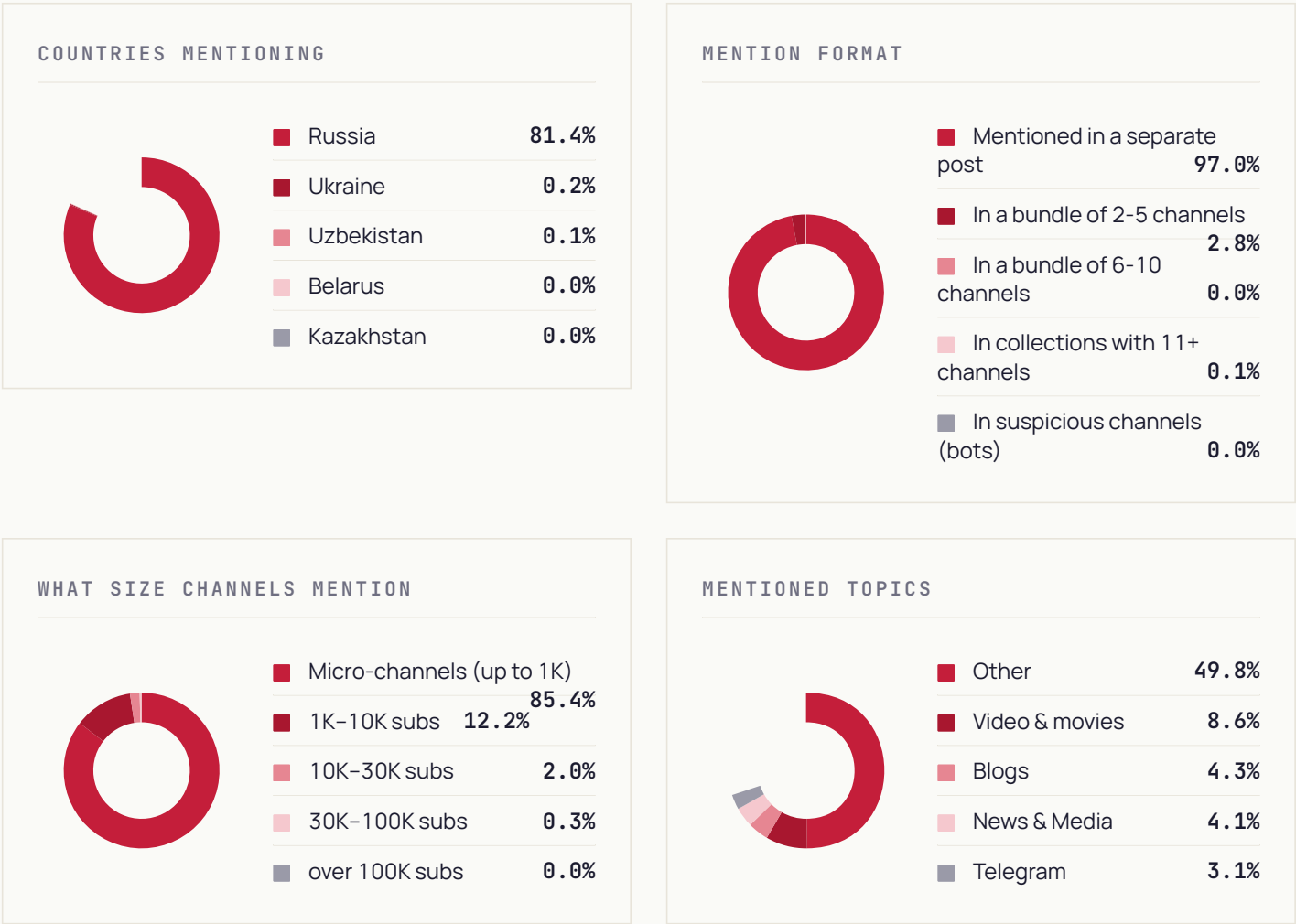
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · CITATIONS

Who mentions the channel and how

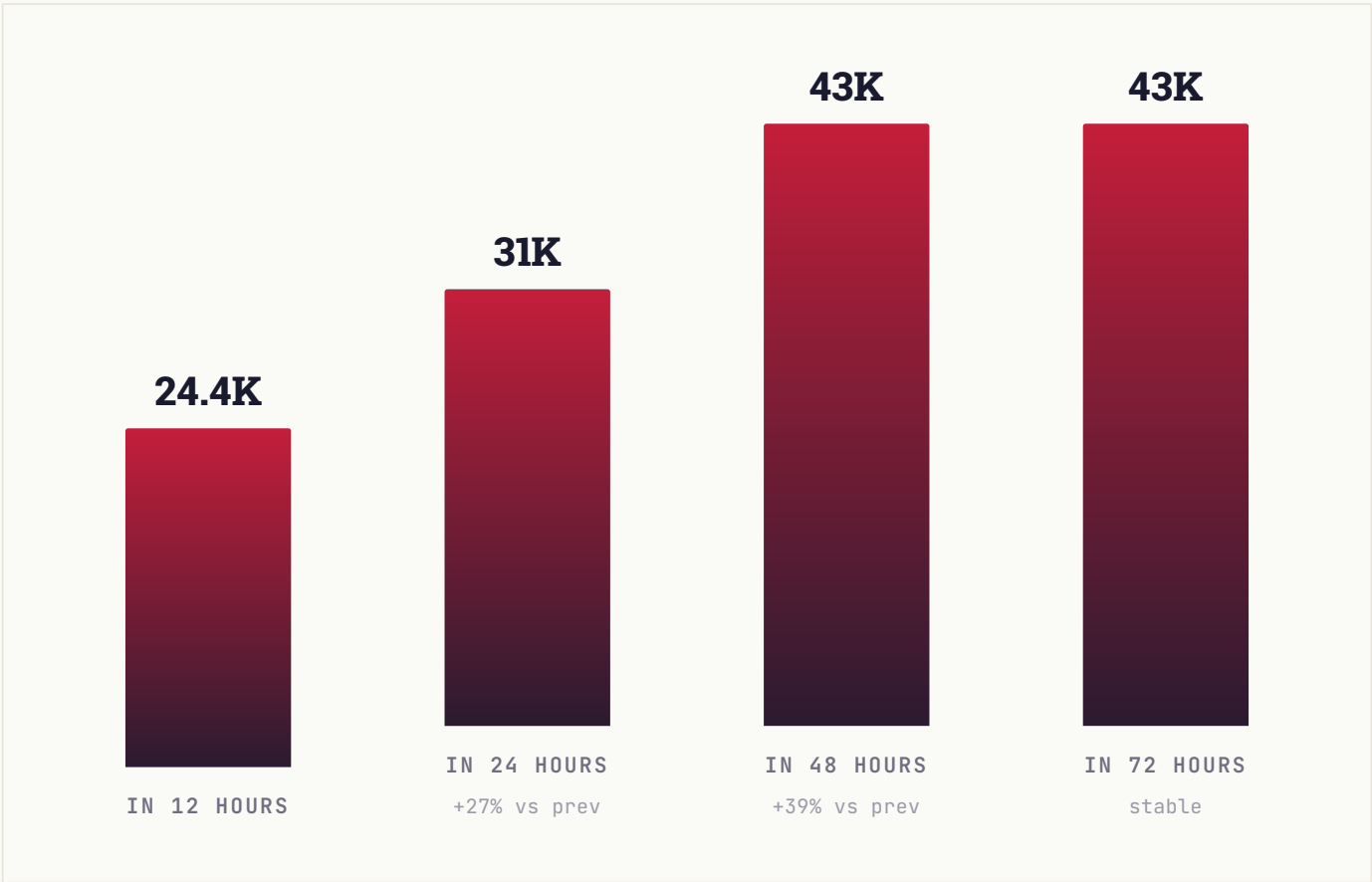
Citation index **96** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned **2 029** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

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



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
HI hitvpn_blog	4.6M
MT Mir Trendov	3.4M
MT Mir Trendov YOU	3.3M
TE Technochat	3.1M
HA Hi, AI • Новости технологий	2.5M
آا اینترنت آزاد	2.5M
TE Technomotel	2.3M
NN NN	2.2M
L- LIVE — Telegram, AI и технологии	2.1M
EC Exploit	2M
PP PINK PROXY پروکسی	2M

COMPARATIVE CONCLUSION

Channel not yet outside top 100 niche — early growth stage. Niche leader — hitvpn_blog (4.6M), top-100 median: 430.9K. First goal: enter top-100 through systematic work on traffic and content.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we record posts in other channels that mention yours. Over the last **6 months** such mentions were **3 516**, they brought **4 804 344** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	2 112	624	1 791 224
December 2025	1 404	875	3 013 120
November 2025	0	0	0
October 2025	0	0	0
September 2025	0	0	0
August 2025	0	0	0
TOTAL MENTIONS	3 516	MONTHS OF DATA	6
		ACQUIRED SUBSCRIBERS	4 804 344

Where the channel ranks in its league

SUBSCRIBERS

108.5K

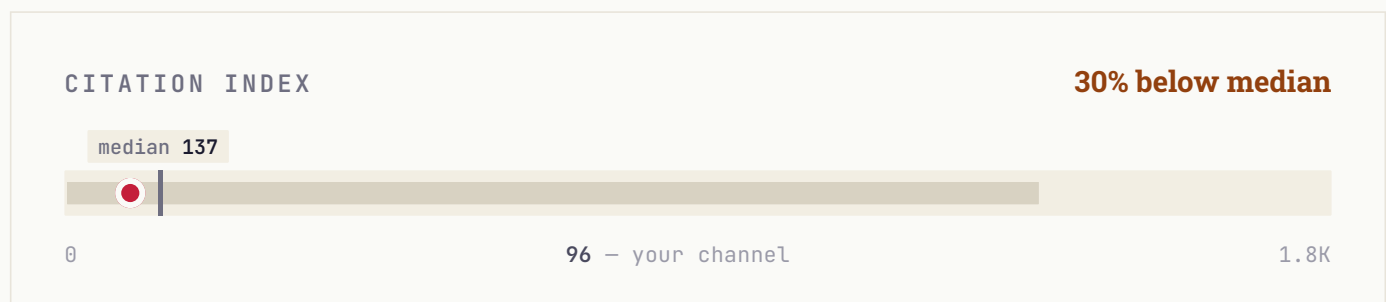
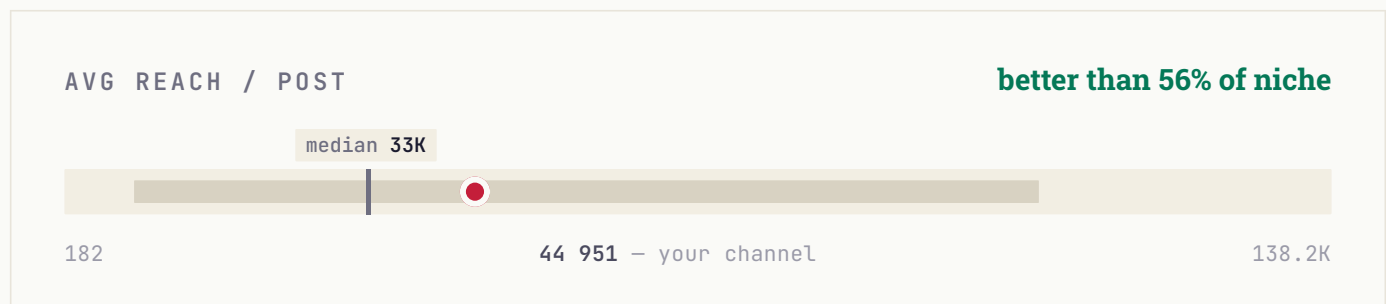
3 346 175 — your channel

3.7M

median 441.1K

better than 90% of niche

Metric	Value
Channel Subscribers	3,346,175
Niche Median	441.1K
Niche Range (Min-Max)	108.5K - 3.7M



— SECTION 09 · STRATEGY

What to do right now

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

01

Main post of the week — on Monday

Audience is most active on this day at 18:00 MSK.

EFFECT

**Best window
for an
important post**

02

ER below niche benchmark — rethink formats

Current ER 1.34% vs norm 4.5%. Try polls & interactive formats.

EFFECT

+3.2pp ER

03

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**

04

Test polls & interactive formats

Posts with polls/reactions usually boost ER by +5-15%.
One poll per week on a hot topic — easy growth point.

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

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

EFFECT

**Growth from
relevant
audience**

★ WHAT'S NEXT

Want us to do this **PromptPress?**

This audit is what we can do in a few minutes using public data.
To go further — run ads with us and hit your growth target 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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