

PROMTPRESS PUBLIC REPORT

Channel audit

we'll call you back



@ca11_you

Top supplier of corporate chaos and entertaining stories from the next office. Welcome, colleagues! Collaboration: @lurialex
Suggestions: @avansanebudet_bot Unban inquiries:...

SUBSCRIBERS

144 505

-2431 per month

ERR (% SEE POSTS)

12.0%

in 24 hours 6.5%

REACH/POST

17.1K

ad reach 9.4K/24h

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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 144 505 —	 SUBSCRIBER REACH 11.85% avg % of subs see post	 VIEWS/POST 17.1K median 17.2K · 29 days	 POSTS/WEEK 22.6 over period
 7D TREND -6.2% vs previous week	 REACTIONS/POST 240.2 total 22,821 reactions, 23,890 reposts, 1,267 comments	 POST LENGTH 264 chars median 218 · 29 days	 POSTS ANALYZED 95 29 days
 AD REACH 9.4K 24h avg	 CHURN / MONTH -2431 last month	 MENTION RATE 714 citation index · 1,380 channels mentioned all time	 CHANNEL AGE 4 years 9 months created 04.09.2021

AI EDITOR SUMMARY

Channel “we’ll call you back” – 144 505 subs. Each post is viewed on avg by 17.1K people (12% of subs), reach is low – should expand audience. Publishes 23 posts per week (~3 per day) – active posting mode. During week 8–14 Jun reach dropped by -6.2% by week 1–7 Jun – worth analyzing the reasons.

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 **95** posts over 29 days.
- 02 Dominant format – **Photo** (69/95 posts).
- 03 Avg post length – **264** chars (median 218).
- 04 Peak audience activity – **Tuesday**, 17:00 MSK.
- 05 Top posts get **2x** more views than the weakest (23.3K avg for top vs 14.1K for worst) – among 95 posts in 29 days. Worth analyzing what top posts share – topic, format, timing.

TOP 5 POSTS

Nº1 29.05 · 07:13 PHOTO In a St. Petersburg bar on June 1, a thousand Andreys will gather to sing “Hello, Andrey”. Namesakes already created a community, in...	VIEWS	REACTIONS
	23 514	282
	REPOSTS	ER
	830	16.3%
Nº2 16.06 · 14:04 VIDEO Blogger made a video that restores faith in 10 seconds. You're welcome.	VIEWS	REACTIONS
	23 436	281
	REPOSTS	ER
	582	16.2%
Nº3 29.05 · 11:14 PHOTO “How to replace the word colleagues in a niche way?”: users discuss unusual greetings in work chats. Compassionates, remember...	VIEWS	REACTIONS
	22 998	170
	REPOSTS	ER
	369	15.9%

Nº4

30.05 · 07:36

PHOTO

Desk rat Larisa Workers started collecting paper origami rats for their office decor. With such rats we work...

VIEWS

22 336

REACTIONS

193

REPOSTS

683

ER

15.5%

Nº5

29.05 · 14:20

PHOTO

If notifications on Friday evening, only these:

VIEWS

21 169

REACTIONS

461

REPOSTS

384

ER

14.6%

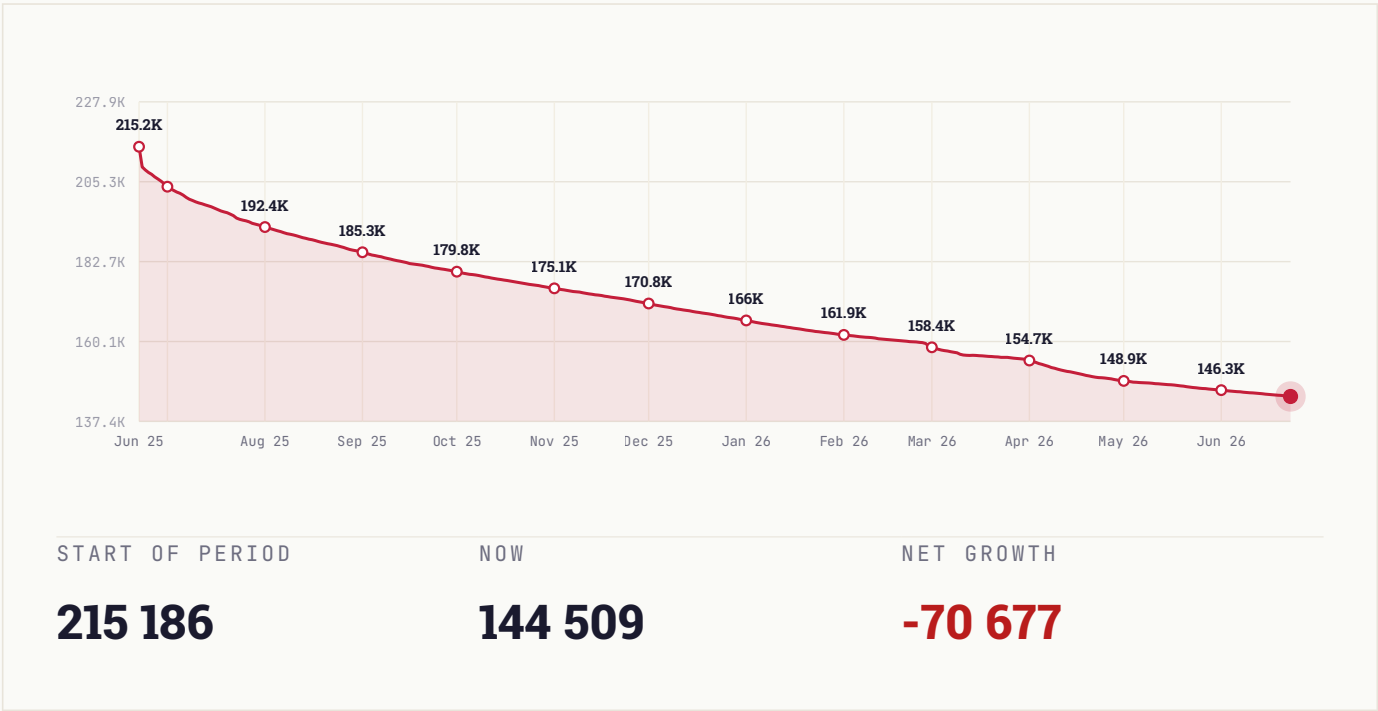
WORST 3

↓ 09.06 · 11:08 VIDEO Even more creative options in GigaChat! Now the AI assistant can edit images using up to three photos...	VIEWS 14 320 REACTIONS 35 REPOSTS 58 ER 9.9%
↓ 20.06 · 09:24 PHOTO Declining a promotion is becoming a new career trend: more employees consciously refuse managerial positions...	VIEWS 14 023 REACTIONS 243 REPOSTS 118 ER 9.7%
↓ 19.06 · 14:39 PHOTO Colleagues, old marketing rules are off. On July 1, T-Space will host E+ Grand Summer Forum 2026 – a conference for those who have to...	VIEWS 13 897 REACTIONS 20 REPOSTS 10 ER 9.6%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

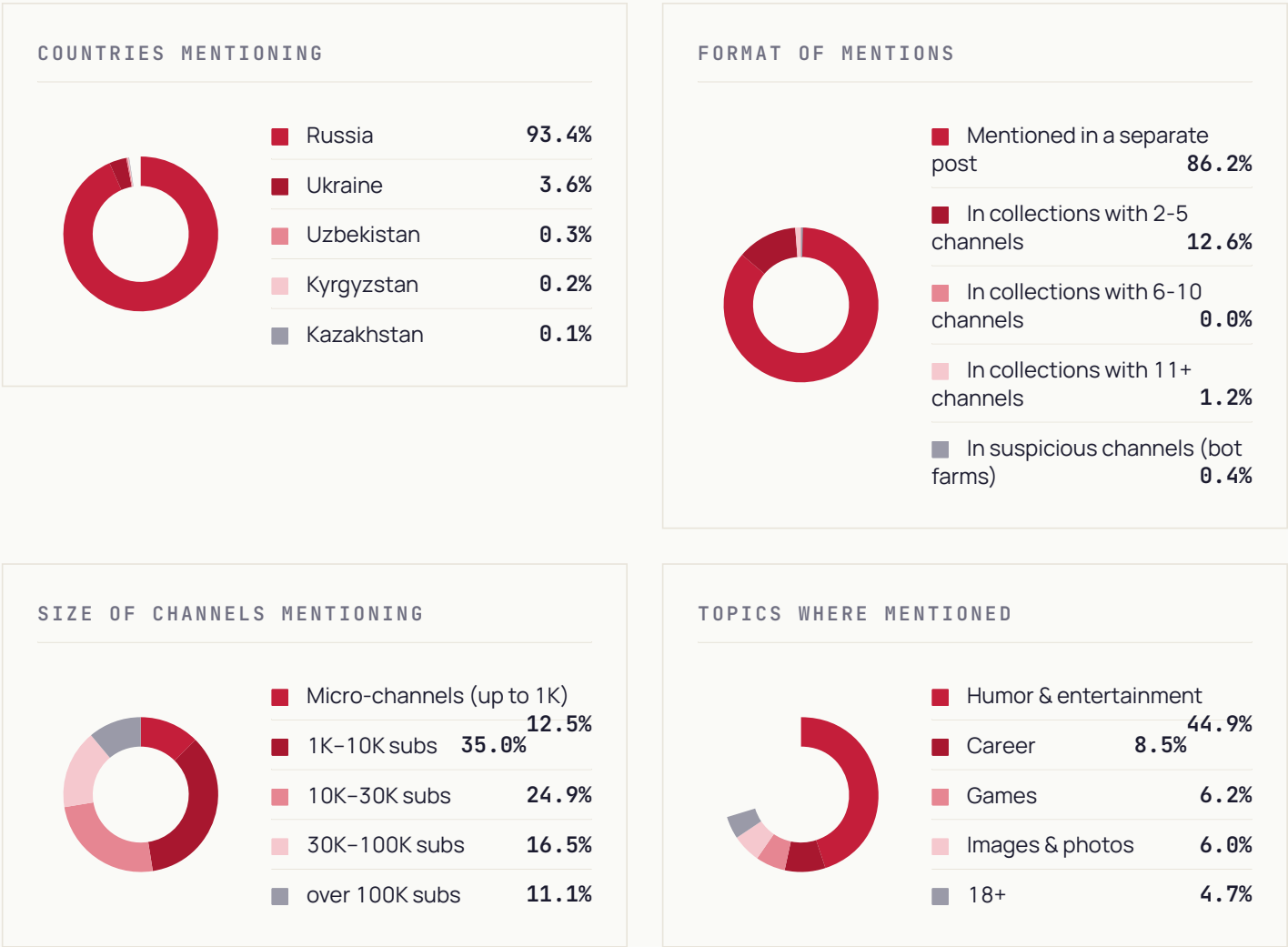
Subscriber growth chart for the year. Key months show exact subscriber count. See which months gained subs and which lost them.



SECTION 04 · MENTIONS

Who mentions the channel and how

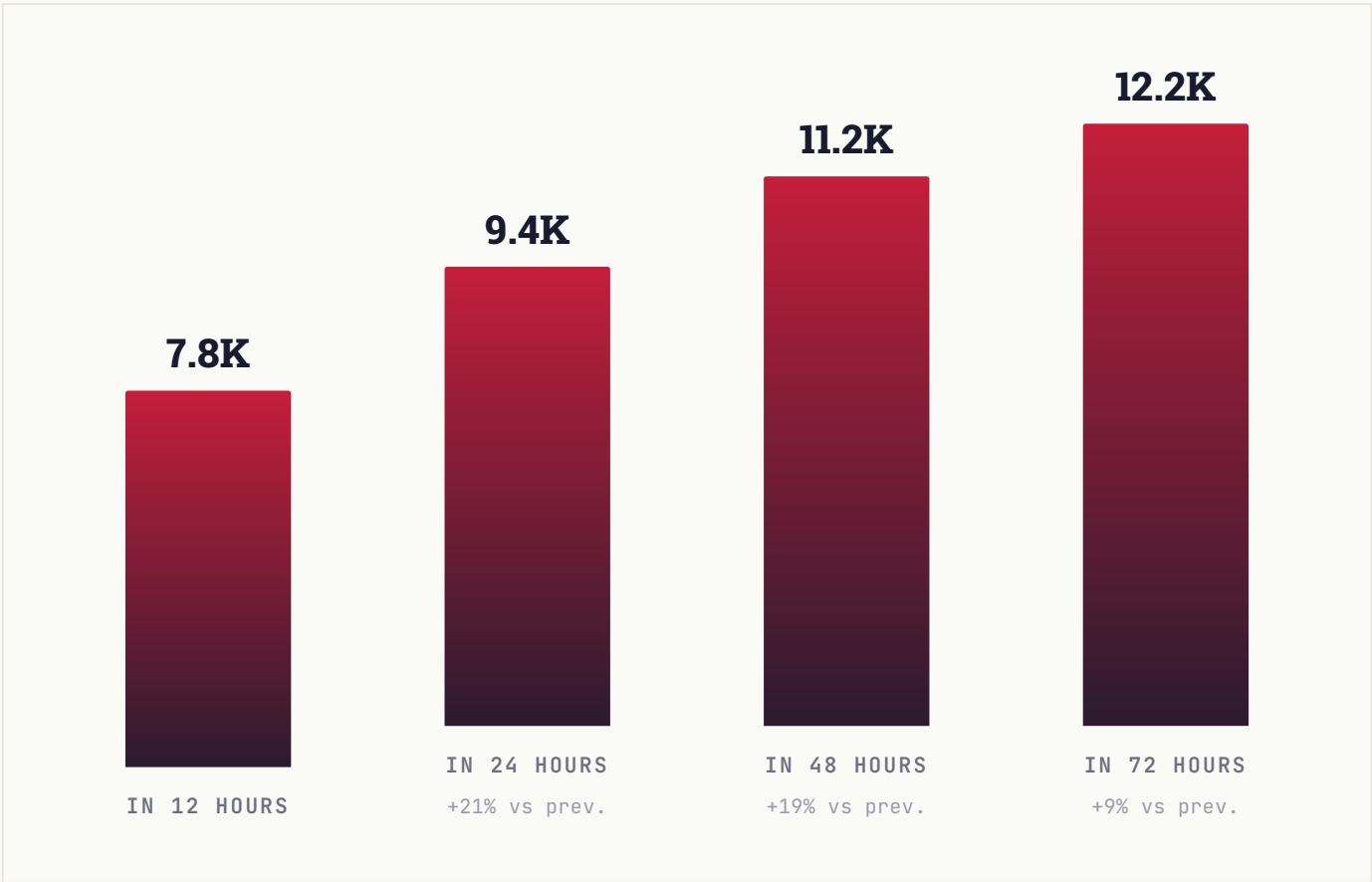
Citation index **714** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from 1K subs. All time channel was mentioned **1 380** different channels.



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 should «live».



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
TM My feed trends	2.5M
AR Ice cream	1.8M
OK About	1.6M
ER Search	1.3M
TR Trendly	1.2M
ER Customer is always right	1.1M
AVG Trending today	1M
TB trends by rasha	1M
TV Trend or leave	935.3K
TR Trend watch	909.3K
AV we'll call you back YOU	144.5K

COMPARATIVE CONCLUSION

Channel in top half of niche (#43 of 99). Niche leader — My feed trends (2.5M), median subs 125.2K. Aim for top quartile — realistic 6-12 month horizon.

— SECTION 07 · NICHE COMPARISON

Where channel ranks 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.

#43 /100

POSITION IN NICHE

Channel in top half of ranking

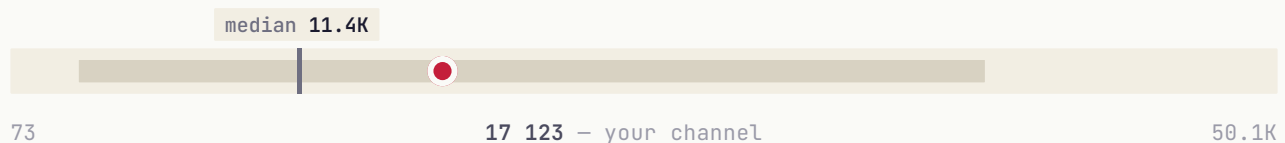
SUBSCRIBERS

better than 51% of niche



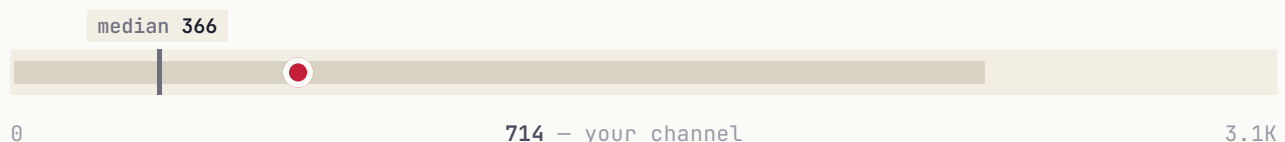
AVG REACH / POST

better than 58% of niche



CITATION INDEX

better than 56% of niche



— SECTION 08 · STRATEGY

What to do right now

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

- | | | |
|-----------|---|--|
| 01 | Main post of the week — Tuesday
Audience most active on this day at 17:00 MSK. | EFFECT
Best window
for an
important post |
| 02 | Systematic traffic buying
Three formats for your media: Inhouse (premium channels), Native (native integrations), Premium (target audience). PromptPress finds sources for your niche. | EFFECT
+1000-3000
subs |
| 03 | 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 |
| 04 | Cross-promo with neighboring channels
Exchange posts 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 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
