

PROMTPRESS PUBLIC REPORT

Channel audit

Kult Kapitala



@capitalcult

SUBS

14 859

76 posts 22 days

ERR (% SEE POSTS)

4.0%

per day 6.6%

REACH/POST

602

ad reach 691/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card – a separate channel health indicator. Subtitle shows the period it covers.

 SUBS 14 859 —	 SUBS REACH 4.05% avg % subs see post	 VIEWS/POST 602 median 36 · 22 days	 POSTS/WK 24.2 over period
 7D TREND +1591.4% vs previous week	 REACTIONS/POST 1.1 only 86 reactions, 9 reposts, 0 comments	 POST LENGTH 460 chars median 454 · 22 days	 POSTS IN ANALYSIS 76 22 days
 AD REACH 691 24h avg	 CITATION RATE 4 citation index · 302 channels mentioned all time	 CHANNEL AGE 3 years 17 days created 02.07.2023	

AI EDITOR SUMMARY

Channel «Kult Kapitala» – 14 859 subs. Each post averages 602 people (4% from subs), reach low – need to grow audience. Publishes 24 posts per week (~3/day) – active posting. Week Jul 6–12 reach up +1591.4% to week Jun 29 – Jul 5 – positive trend.

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 **76** posts in 22 days.
- 02 Dominant format – **Photo** (58/76 posts).
- 03 Avg post length – **460** chars (median 454).
- 04 Audience peak activity – **Saturday**, 16:00 MSK.
- 05 Top posts get **570×** more views than the weakest (1.7K avg for top vs 3 for worst) – among 76 posts in 22 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 15.07 · 15:00 PHOTO «Рыжий Ап» may return to store shelves. Legendary childhood brand gets a second chance. Wimm-Bill-Dann filed...	VIEWS 2 249 REPOSTS —	REACTIONS 5 ER 15.1%
Nº2 12.07 · 15:02 PHOTO Russians advised to invest in storage rooms for a secure future. Main advantage: low entry threshold and...	VIEWS 1 450 REPOSTS —	REACTIONS — ER 9.8%
Nº3 15.07 · 09:02 VIDEO +80,000 ₺/month on wool pet figurines. Idea for extra income – create keepsake dog & cat figurines...	VIEWS 1 429 REPOSTS —	REACTIONS — ER 9.6%

Nº4 15.07 • 13:04 **PHOTO**

In H1, premium wine sales in Russia grew over 200%. Buyers favor wines...

VIEWS
1 351

REACTIONS
1

REPOSTS
1

ER
9.1%

Nº5 13.07 • 12:59 **PHOTO**

3.5-year cruise for remote workers launches in May. Passengers will stop at 425 ports in 147 countries, spending...

VIEWS
1 067

REACTIONS
—

REPOSTS
—

ER
7.2%

WORST 3

↓ 08.07 • 07:03 **PHOTO**

Secret to attracting buyers to your products To boost sales, build a huge product pyramid in the hall...

VIEWS
3

REACTIONS
—

REPOSTS
—

ER
0.0%

↓ 08.07 • 09:02 **TEXT**

Consulting vs. Coaching: what's the difference? When a business needs help, the choice is between consulting and coaching. But what exactly...

VIEWS
3

REACTIONS
—

REPOSTS
—

ER
0.0%

↓ 08.07 • 10:59 **PHOTO**

Business idea: Fruit chips Starting capital: from 100,000P Fruitsy — healthy snack, no preservatives or artificial...

VIEWS
3

REACTIONS
—

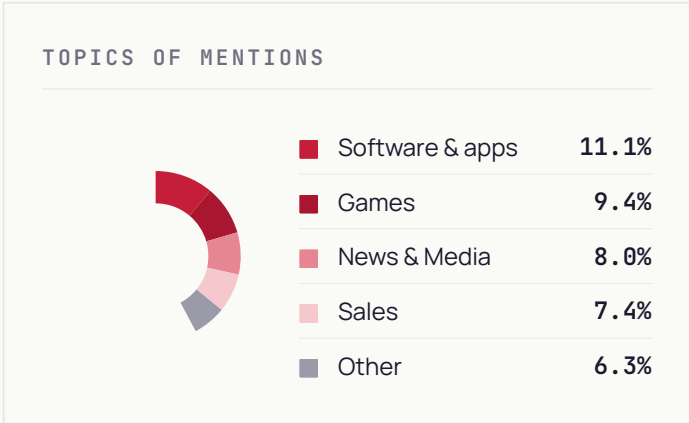
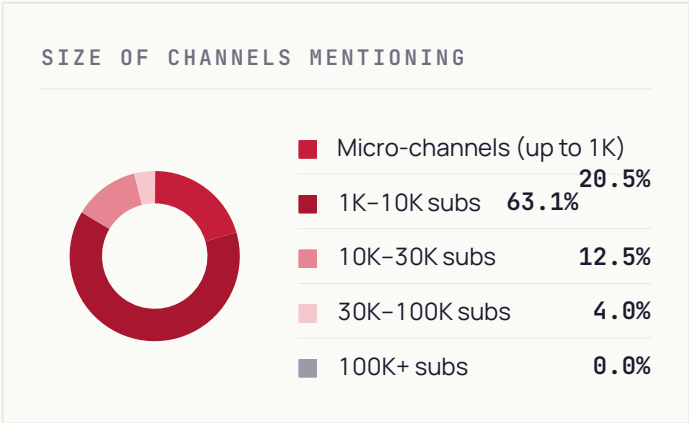
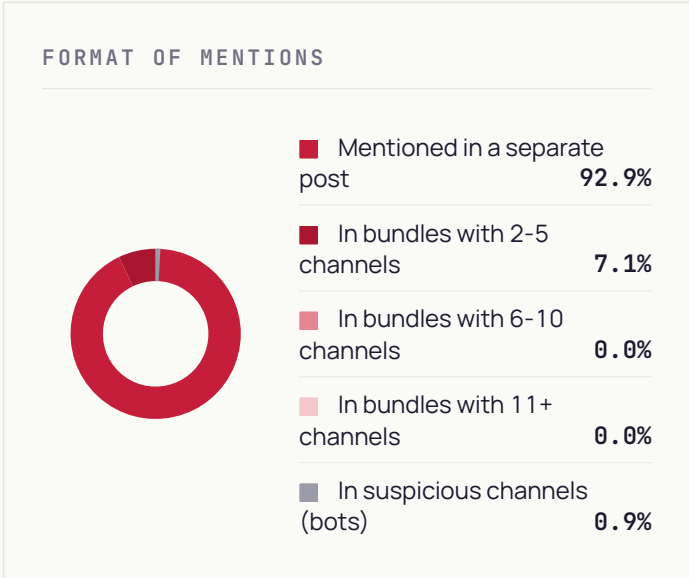
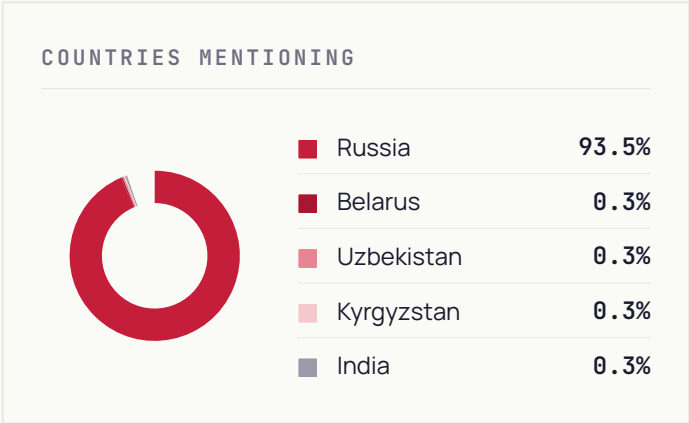
REPOSTS
—

ER
0.0%

SECTION 03 · MENTIONS

Who mentions the channel and how

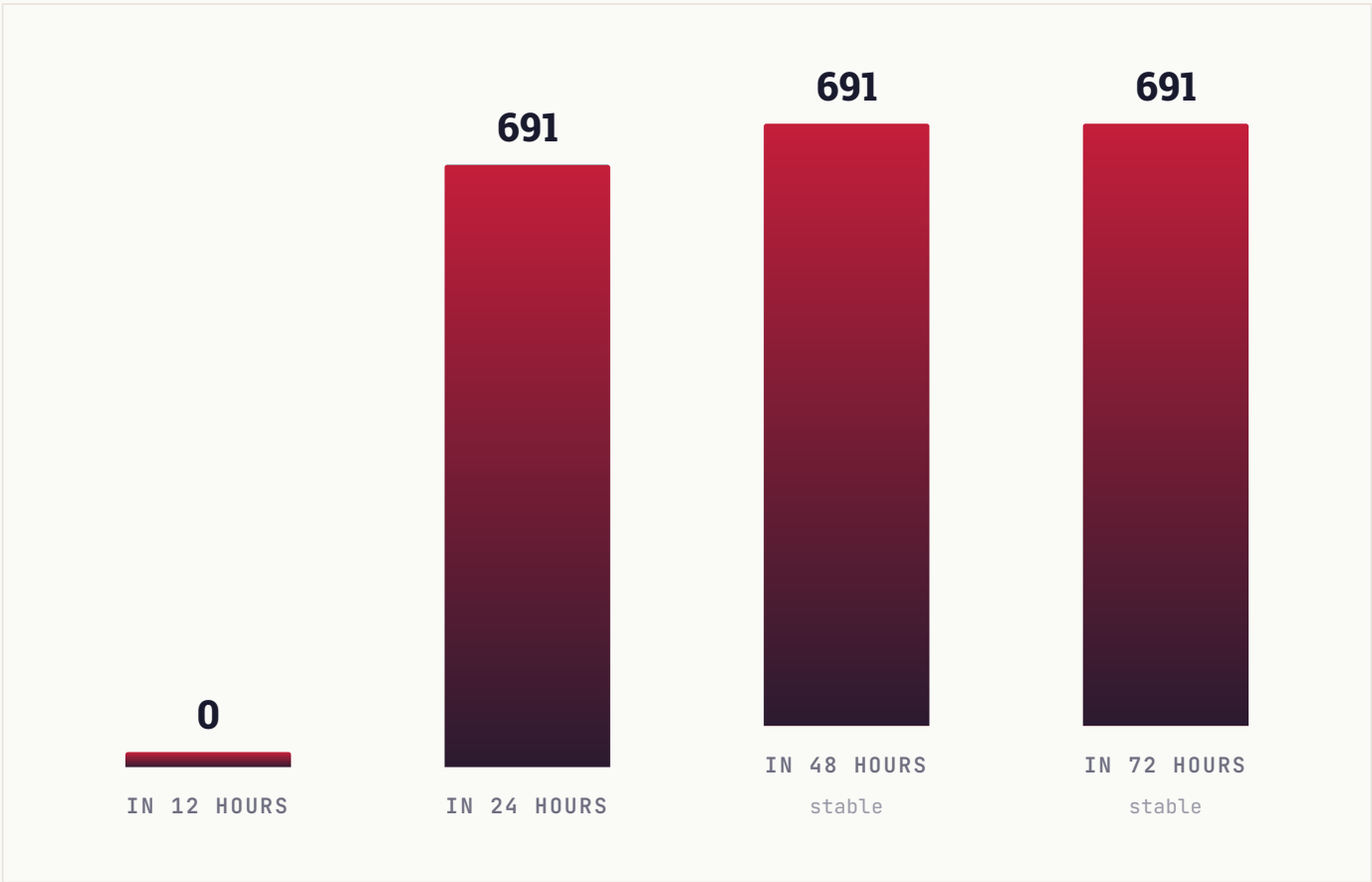
Citation index 4 – channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from 1K. All-time mentions: **302** different channels.



SECTION 04 · AD POTENTIAL

How long a post brings reach

Avg reach of ad post over time since publication. Helps estimate how long placement stays effective.



SECTION 05 · COMPETITORS

Who you compete with

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

CHANNEL	SUBS
TM My feed trends	2.5M
MO Ice cream	1.7M
OK Okak	1.6M
SE Search	1.5M
TR Trending	1.2M
TB Trends by Russia	1.1M
KV Customer is always right	1.1M
TV Trend or leave	1.1M
TZ Set trends	1.1M
SV Trending today	1M
KK Kult Kapitala YOU	14.9K

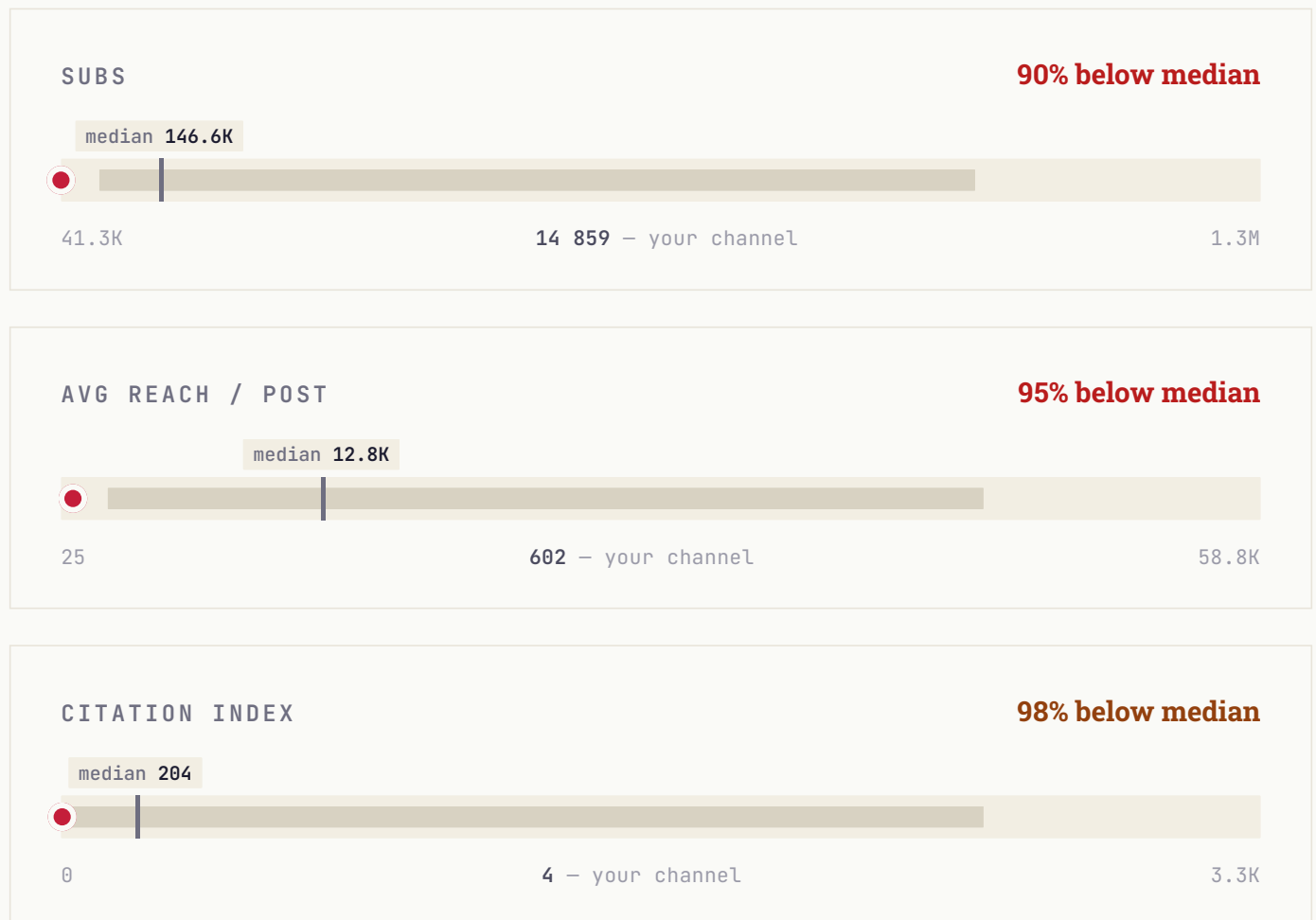
COMPARATIVE INSIGHT

Channel not yet outside top 99 of niche — early growth stage. Niche leader — My feed trends (2.5M), top-99 median: 148K. First goal — enter top-99 via systematic traffic & content work.

SECTION 06 • NICHE COMPARISON

Where 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.



— SECTION 07 · STRATEGY

What to do right now

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

01

Top post of the week — on Saturday

Audience most active on this day at 16:00 MSK.

EFFECT

**Best window
for an
important post**

02

Increase video posts share

Video in Telegram retains audience longer & is favored by algorithm. Aim for 15-25% share.

EFFECT

**Video retains
audience
better**

03

Systematic traffic buying

3 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 weekly poll on a hot topic — easy growth lever.

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

Swap posts quarterly with channels in your niche. 2-3 collabs give relevant growth — no need for daily.

EFFECT

**Growth from
relevant
audience**

★ 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 target in a month.

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

02 Contact manager t.me/PromptPress_manager
