

PROMTPRESS PUBLIC REPORT

Channel audit

CEO.txt



@ceotxt_1

Love surfing, negroni, and a good SWOT. I do business, write about innovation, and praise creative PR folks. Collab: @lumenosy
Registered with RKN: <https://rkn.link/YUq>

SUBS

404 888

141 posts 29 days

ERR (% SEE POSTS)

15.0%

per day 9.2%

REACH/POST

55.3K

ad reach 37.5K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate health indicator. The subtitle shows the period.

 SUBS 404 888 —	 SUBSCRIBER REACH 13.66% avg % of subs see post	 VIEWS/POST 55.3K median 57.7K · 29 days	 POSTS/WEEK 33.5 over the period
 7D TREND -3.8% vs previous week	 REACTIONS/POST 300.7 only 42,393 reactions, 35,198 reposts, 0 comments	 POST LENGTH 416 chars. median 411 · 29 days	 POSTS ANALYZED 141 29 days
 AD REACH 37.5K 24h avg	 CITATION RATE 0 citation index · 776 channels mentioned all time	 CHANNEL AGE 1 month 1 day created 18.06.2026	

AI EDITOR SUMMARY

Channel «CEO.txt» — 404 888 subs. Each post averages 55.3K people (14% subs), reach is low — need to expand audience. Publishes 34 posts per week (~5/day) — active posting. For the week of July 6–12, reach stable (-3.8% vs week June 29 – July 5).

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 141 posts over 29 days.
- 02 Dominant format — Photo (106/141 posts).
- 03 Avg post length — 416 characters (median 411).
- 04 Peak audience activity — Wednesday, 13:00 MSK.
- 05 Top posts get 7x more views than the weakest (90K avg for top vs 12.7K for worst) — among 141 posts over 29 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 25.06 · 21:31 PHOTO  Modern businesswomen know how to attract new clients.		VIEWS 90 445	REACTIONS 370
		REPOSTS 376	ER 22.3%
Nº2 24.06 · 10:16 PHOTO  Simplified tax system stays! The State Duma kept the income threshold of 20 million rubles until 2030, at which small businesses on simplified tax switch to...		VIEWS 90 077	REACTIONS 244
		REPOSTS 396	ER 22.2%
Nº3 26.06 · 21:38 PHOTO  Us, if the new VAT transition is canceled.		VIEWS 89 532	REACTIONS 344
		REPOSTS 203	ER 22.1%

Nº4 24.06 · 07:15 **PHOTO**

Taxi and airfare prices will skyrocket soon. Fuel is rapidly getting more expensive in Russia, and its shortage is already hitting...

VIEWS

88 978

REPOSTS

299

REACTIONS

151

ER

22.0%**Nº5** 25.06 · 19:25 **PHOTO**

🚧 Sit down, you're about to learn about the most popular yet unsuccessful business in the world – Disneyland. In 35 years, the 'hole' in its investments...

VIEWS

88 849

REPOSTS

240

REACTIONS

219

ER

21.9%**WORST 3**

22.06 · 15:42

PHOTO

SpaceX shares keep falling for the third session in a row, losing about 10% in a day. After strong growth and record valuation, investors...

VIEWS

12 800

REPOSTS

—

REACTIONS

141

ER

3.2%

20.06 · 13:28

PHOTO

Samsung smartphones will assess your pet's health from photos using AI. Accuracy claimed up to 97%...

VIEWS

12 733

REPOSTS

1

REACTIONS

162

ER

3.1%

22.06 · 08:22

TEXT

Foreign AI won't be banned in Russia – Izvestia reports. The final AI bill draft dropped the ban...

VIEWS

12 573

REPOSTS

—

REACTIONS

288

ER

3.1%

— SECTION 03 · MENTIONS

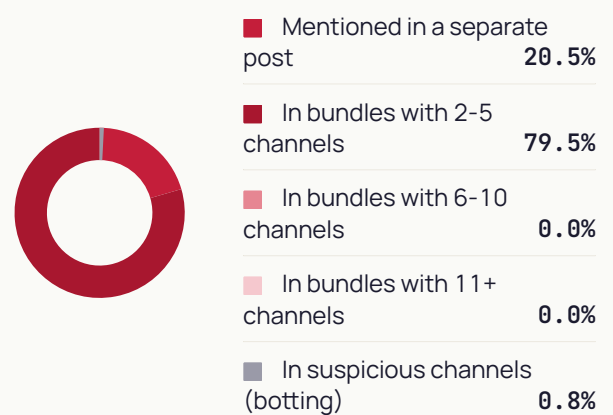
Who mentions your channel and how

Citation index 0 — 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 channel mentions: **776** different channels.

COUNTRIES MENTIONING YOU



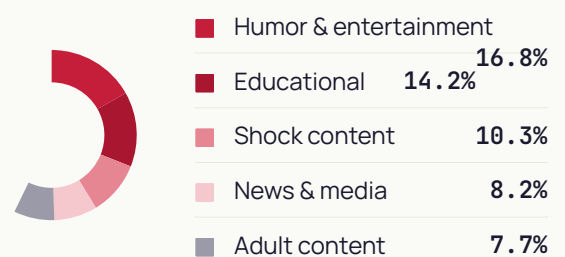
FORMAT OF MENTIONS



CHANNEL SIZES MENTIONING YOU



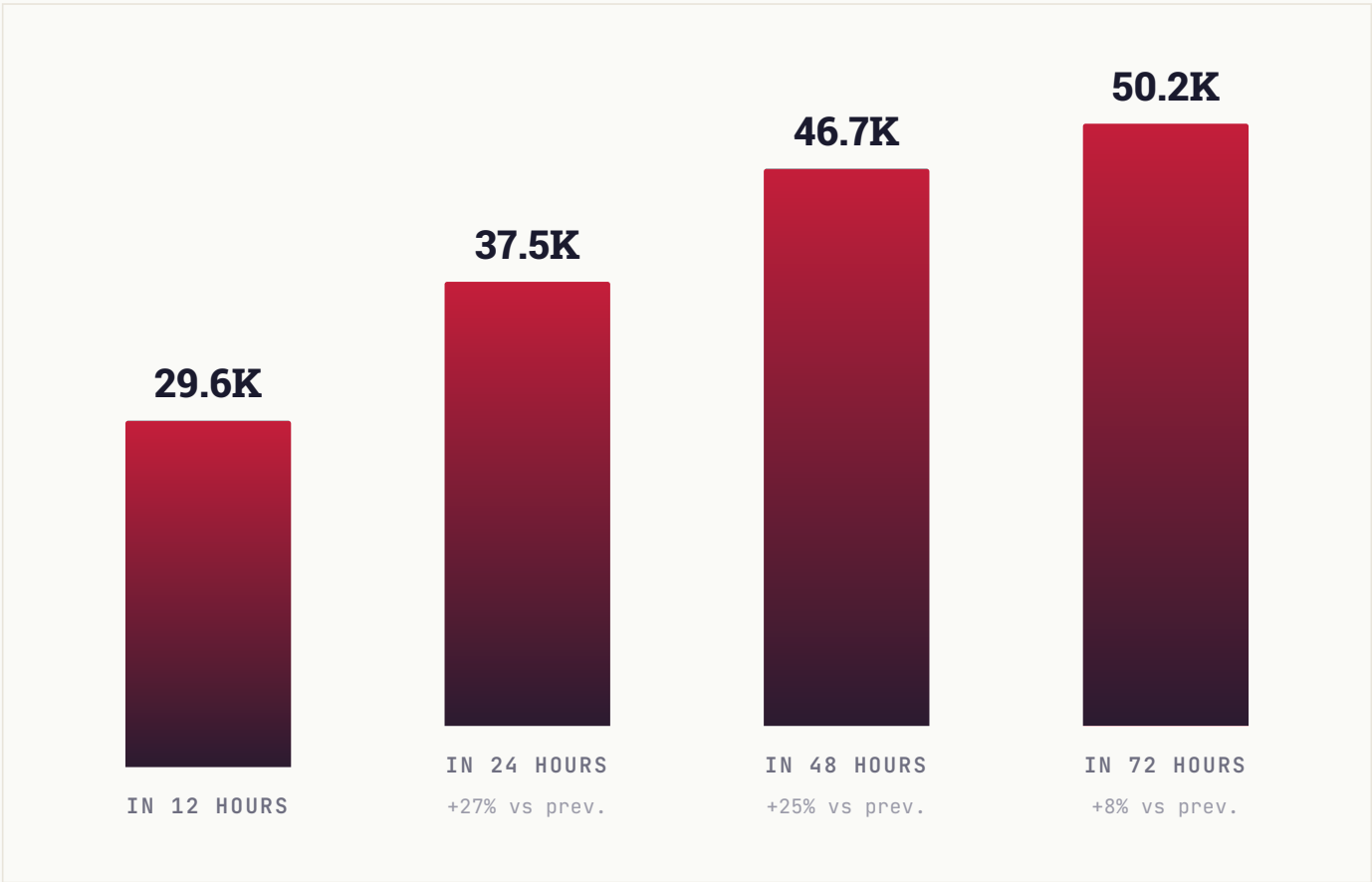
TOPICS OF MENTIONS



SECTION 04 · AD POTENTIAL

How long a post generates reach

Avg ad post reach 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 Oka	1.6M
ER Search	1.5M
TR Trending	1.2M
TB Trends by Russia	1.1M
KV Customer is always right	1.1M
TV Trend or die	1.1M
TZ Set trends	1.1M
AVG Trending today	1M
CE CEO.txt YOU	404.9K

COMPARATIVE CONCLUSION

Channel in top quarter of niche (#23 of 99). Leader: My feed trends (2.5M). Goal for coming months: enter niche top 10 through systematic traffic work.

— SECTION 06 • NICHE COMPARISON

Where your 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.

#23 /100

RANK IN NICHE

Channel in top 23% – strong position

SUBS

better than 61% of niche

median 146.6K

41.3K

404 888 – your channel

1.3M

AVG REACH / POST

better than 90% of niche

median 12.8K

25

55 295 – your channel

58.8K

CITATION INDEX

99% below median

median 204

0

0 – your channel

3.3K

— SECTION 07 · STRATEGY

What to do right now

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

01

Top post of the week — on Wednesday

Audience most active on this day at 13:00 MSK.

EFFECT

**Best window
for an
important post**

02

Increase video post share

Video in Telegram retains audience longer and is favored by the algorithm. Recommend increasing share to 15-25%.

EFFECT

**Video retains
audience
better**

03

Systematic traffic buying

3 formats for your media: **Inhouse** (premium channels), **Native** (organic integrations), **Premium** (target audience). PromptPress picks sources for your niche.

EFFECT

**+1000-3000
subs**

04

Test polls and interactive formats

Posts with polls/reactions usually boost ER by 5-15%.
One weekly poll on a hot topic is an easy growth lever.

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

Swap posts quarterly with channels in your niche. No need daily — 2-3 collabs bring relevant growth.

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 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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