

PROMTPRESS PUBLIC REPORT

Channel audit

CaseGuru



@cg_pods

Tyumen electronics brand CaseGuru • Legendary CGPods headphones • Cordless vacuums & home appliances • Smartwatches with cool...

SUBSCRIBERS

48 521

-981 per month

ERR (% SEE POSTS)

7.0%

in 24 hrs **2.4%**

REACH/POST

3K

ad reach **1.2K**/24h

— CONTENTS · 2026

What's inside the report

01 Channel snapshot

12 key metrics · AI summary

02 Content analysis

Top 5 posts · worst 3 · insights

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 place

07 Mention dynamics

6 months · monthly

08 Niche comparison

Position in «Technology» category

09 Strategy

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 48 521 —	 SUBS REACH 6.22% avg % subs see post	 VIEWS/POST 3K median 3.2K · 29 days	 POSTS/WEEK 7.2 over the period
 7D TREND -11.7% vs previous week	 REACTIONS/POST 18.2 only 546 reactions, 67 reposts, 29 comments	 POST LENGTH 744 chars median 1K · 29 days	 POSTS ANALYZED 30 29 days
 AD REACH 1.2K 24h avg	 CHURN / MONTH -981 over the last month	 CITATION RATE 1 553 citation index · 2,096 channels mentioned ever	 CHANNEL AGE 4 years 4 months created 13.03.2022

AI EDITOR SUMMARY

Channel «CaseGuru» — 48 521 subs. Avg views per post: 3K people (6% from subs), reach low — expand audience. Publishes 7 posts/week (~1/day) — regular pace. Week Jun 29–Jul 5 reach dropped -11.7% to week Jun 22–28 — worth analyzing reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS SHARE

- 01 Analysis based on **30** posts in 29 days.
- 02 Dominant format — **Photo** (13/30 posts).
- 03 Avg post length — **744** chars (median 1K).
- 04 Peak audience activity — **Saturday**, 15:00 MSK.
- 05 Top posts get **2x** more views than the weakest (4K avg for top vs 2.1K for worst) — among 30 posts over 29 days. Worth analyzing what the top has in common — topic, format, timing.

TOP 5 POSTS

Nº1 20.06 · 12:01 VIDEO  Clean stove in 5 min — no harsh chemicals or scrubbing Hi friends! Some spots at home are always visible...	VIEWS 4 054 REPOSTS 4	REACTIONS 22 ER 8.4%
Nº2 26.06 · 09:29 PHOTO CaseGuru Духовкин — new Tyumen air fryer. Includes 10 skewers, mesh basket and auto-rotating spit. Allows cooking...	VIEWS 3 990 REPOSTS 5	REACTIONS 21 ER 8.2%
Nº3 18.06 · 12:01 PHOTO  Reviews on our beauty products Hi friends! We absolutely love your reviews — they're full of life and real value, even more than...	VIEWS 3 961 REPOSTS 4	REACTIONS 17 ER 8.2%

Nº4 27.06 • 04:59 VIDEO  You'll never see me like this in action... I'm always like this Hi friends! Jumping on the trend and telling you about our awesome...	VIEWS 3 823 REPOSTS 2 REACTIONS 17 ER 7.9%
Nº5 23.06 • 11:59 PHOTO CaseGuru Тyрбосил – new cordless Tyumen vacuum. Record battery life-to-power ratio. Quickly cleans deep...	VIEWS 3 749 REPOSTS 3 REACTIONS 21 ER 7.7%

WORST 3

↓ 12.07 • 04:59 PHOTO Miss our giveaways? Join our channel in MAX! – Everything loads without limits; – We post exclusive cool stuff there...	VIEWS 2 306 REPOSTS 2 REACTIONS 17 ER 4.8%
↓ 10.07 • 11:59 POLL (post without caption – poll)	VIEWS 2 068 REPOSTS — REACTIONS 11 ER 4.3%
↓ 13.07 • 11:59 VIDEO  Tech you dream of: kettle turns on remotely! Hi friends! Imagine coming home after a long...	VIEWS 1 975 REPOSTS 3 REACTIONS 12 ER 4.1%

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 the channel grew and which it lost subs.

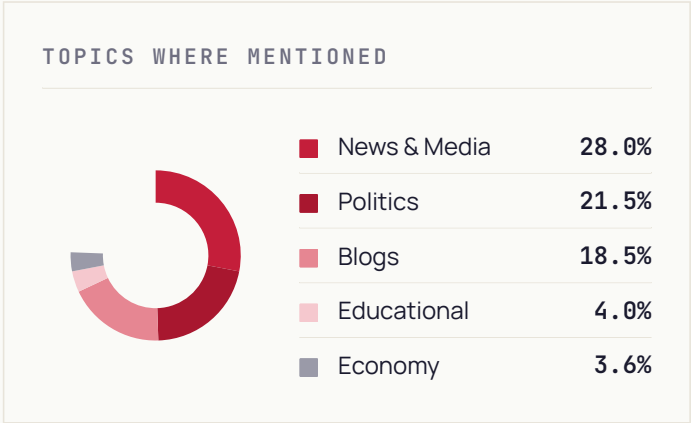
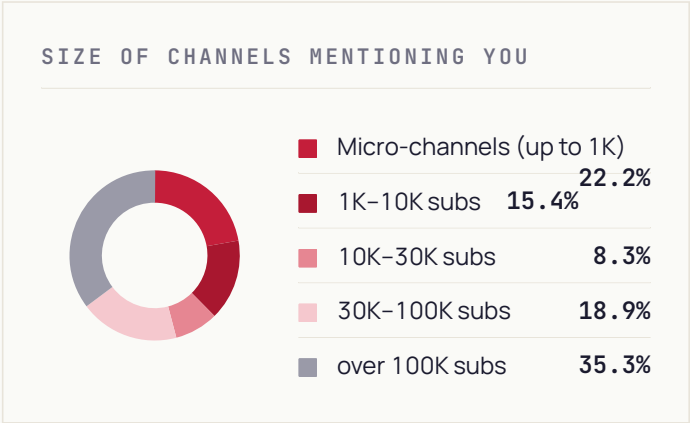
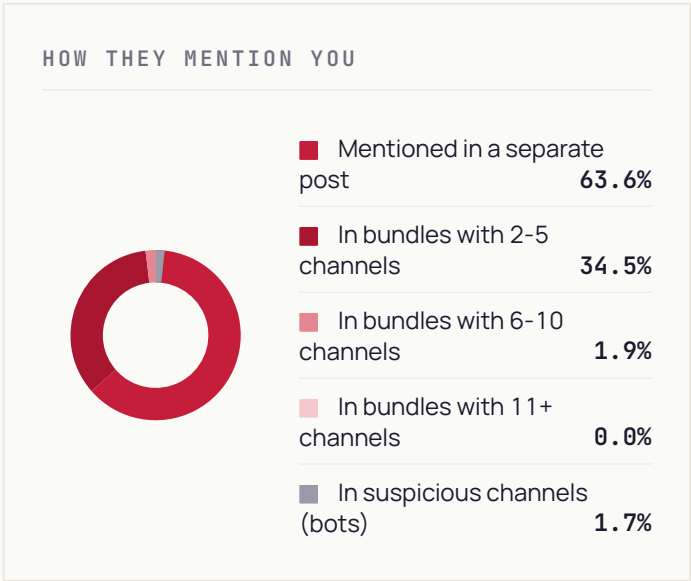


START OF PERIOD	NOW	NET GROWTH
25 915	48 520	+22 605

SECTION 04 · CITATIONS

Who mentions the channel and how

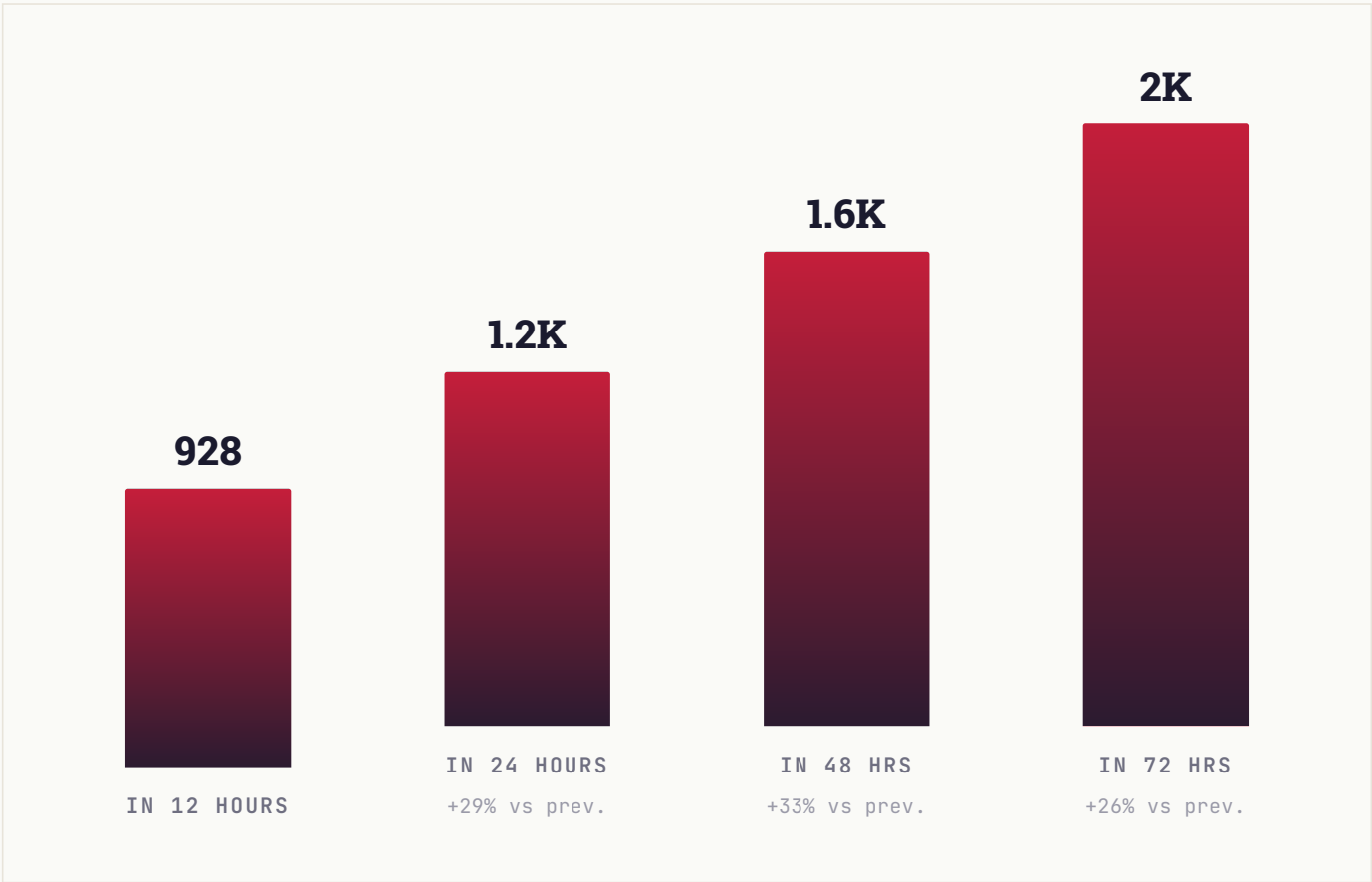
Citation index **1 553** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100K subs channel 'weighs' more than from a 1K subs channel. All time the channel was mentioned **2 096** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post by time since publication. Helps estimate how long a placement stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
HI hitvpn_blog	4.6M
MT Trends world	3.3M
TE Tech chat	3.1M
HA Hi, AI • Tech News	2.5M
آا اینترنت ژاد	2.5M
TE Technomotel	2.5M
NN NN	2.2M
EC Exploit	2.1M
PP PINK PROXY پروکسی	2M
L- LIVE — Telegram, AI and Tech	2M
CA CaseGuru YOU	48.5K

COMPARATIVE INSIGHT

Channel not yet outside top 100 in niche — early growth stage. Niche leader — hitvpn_blog (4.6M), top-100 median: 455.3K. 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 track posts in other channels that mention your channel. Over the last **6 months** such mentions: **974**, they brought **45 230** new subs.

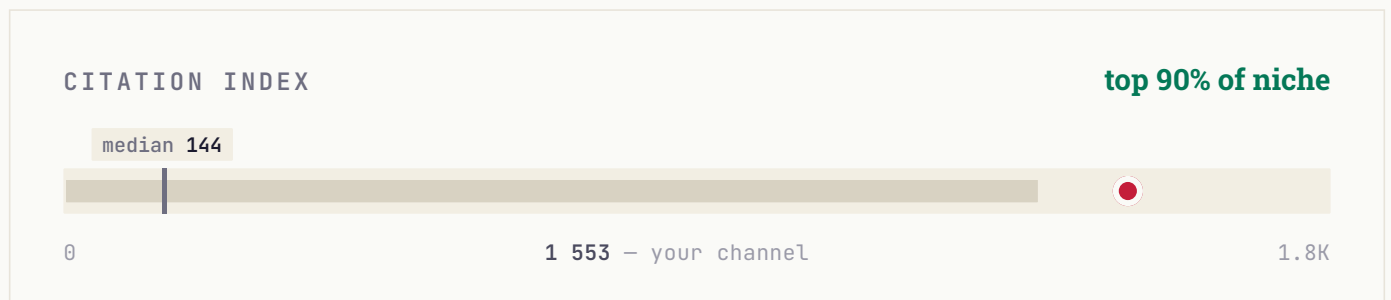
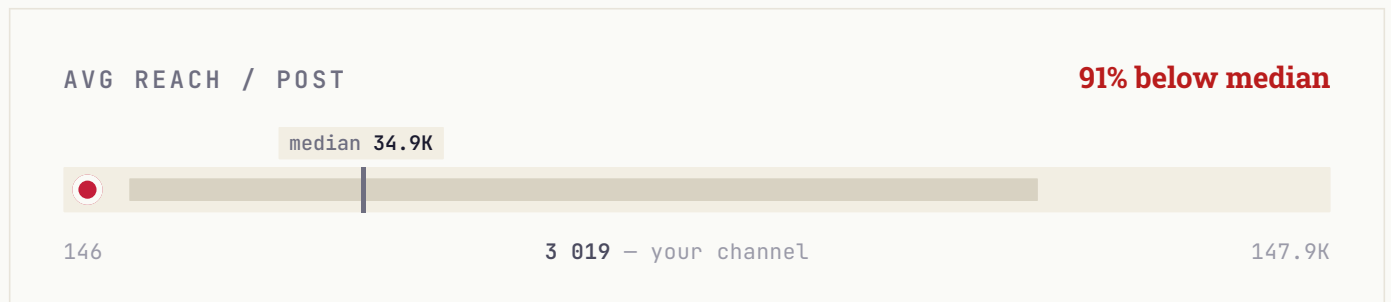
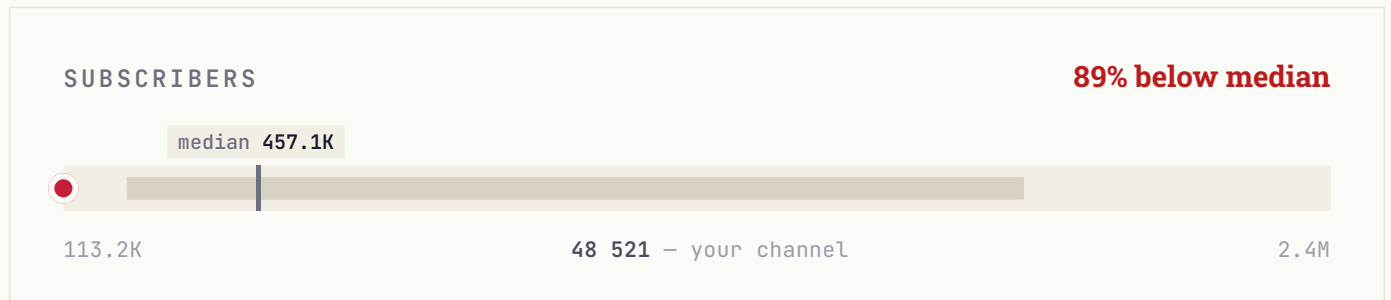
PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
Jan 2026	120	84	2 345
December 2025	210	116	9 691
November 2025	185	89	16 064
October 2025	209	143	11 688
September 2025	169	113	4 870
August 2025	81	56	572

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS
974	6	45 230

— SECTION 08 • NICHE COMPARISON

Where channel ranks in its league

Took top-**100** channels in category «**Tech**» (Russia) and saw how your channel compares. Gray band – range where 80% of niche channels fall (p10 to p90). Black vertical – median. Red dot – your channel.



— SECTION 09 · 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 is most active on this day at 15:00 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 selects sources for your niche.

EFFECT

**+1000-3000
subs**

03

Test polls & interactive formats

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

EFFECT

+5-15% ER

04

Cross-promo with neighboring channels

Exchange posts quarterly with channels in the same segment. 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 — it's a source of organic traffic.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in a few minutes using public data. If you 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
----	----------------------------	---

02	Contact manager	t.me/PromptPress_manager
----	------------------------	---
