

PUBLIC REPORT BY PROMTPRESS

Channel audit

Shared with colleagues



@collegi

Colleagues, let's ASAP, deadlines are tight. Collaboration: @alexdali
RKN: <https://rkn.link/GKe>

SUBSCRIBERS

143 430

-4573 per month

ERR (% SEE POSTS)

8.0%

per day 5.7%

REACH/POST

11.3K

ad reach 8.2K/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 and how mentions the channel

05 Ad potential

How long a post brings reach

06 Competitors

Niche neighbors · your rank

07 Mention dynamics

6 months · monthly

08 Niche comparison

Position in category «Marketing, PR, ads»

09 Strategy

5 priority actions

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 143 430 —	 SUBSCRIBER REACH 7.85% avg % subs see post	 VIEWS/POST 11.3K median 11.3K · 29 days	 POSTS/DAY 10.7 ~75 per week
 7D TREND +0.5% vs previous week	 REACTIONS/POST 190.9 total 60,891 reactions, 64,068 reposts, 0 comments	 POST LENGTH 255 chars median 225 · 29 days	 POSTS ANALYZED 319 29 days
 AD REACH 8.2K 24h avg	 CHURN / MONTH -4573 last month	 CITATION RATE 1 475 citation index · 4,761 channels mentioned it ever	 CHANNEL AGE 7 years 2 months created 29.03.2019

AI EDITOR SUMMARY

Channel 'Forwarded to colleagues' — 143 430 subs. Each post gets on average 11.3K people (8% from subs), reach is low — need to expand audience. Publishes 75 posts per week (~11/day) — very active posting. For the week of June 8–14, reach stable (+0.5% vs week June 1–7).

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS SHARE

- 01 Analysis based on 319 posts in 29 days.
- 02 Dominant format — Photo (177/319 posts).
- 03 Avg post length — 255 characters (median 225).
- 04 Peak audience activity — Saturday, 11:00 MSK.
- 05 Top posts get 3x more views than the weakest (23.4K avg for top vs 8.8K for worst) — among 319 posts in 29 days. Analyze what top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 20.06 · 08:20 VIDEO Just the official TikTok of LDPR deputy Egor Koskov. This is funny, leave ☹	VIEWS 40 156 REP. 1 405	REACTIONS 541 ER 28.0%
Nº2 08.06 · 08:56 PHOTO AI escort girls — a new 'specialty' born from the AI boom. In Silicon Valley, demand surged for girls who can offer...	VIEWS 15 169 REP. 503	REACTIONS 209 ER 10.6%
Nº3 12.06 · 20:32 PHOTO It's not alcoholism, it's therapy Social media said 'summer alcoholism doesn't count' and the idea got instant approval. People...	VIEWS 15 010 REP. 185	REACTIONS 123 ER 10.5%

Nº4 09.06 · 09:26 PHOTO MAX is top again — it hacked the most popular scheduling bot, along with 30K+ channels that...	VIEWS	REACTIONS
	14 461	419
	REP.	ER
	719	10.1%

Nº5 27.05 · 07:30 PHOTO Korean messenger KakaoTalk is officially coming to Russia — Kakao Corp. has filed an application with Rospatent. Earlier amid slowdowns...	VIEWS	REACTIONS
	14 241	370
	REP.	ER
	278	9.9%

WORST 3

↓ 12.06 · 12:04 PHOTO Pizza from Dodo x Winx collab will cost 799 rubles! New details leaked. Pizza will be Cheese Bombani with colorful balls...	VIEWS	REACTIONS
	8 822	92
	REP.	ER
	230	6.2%

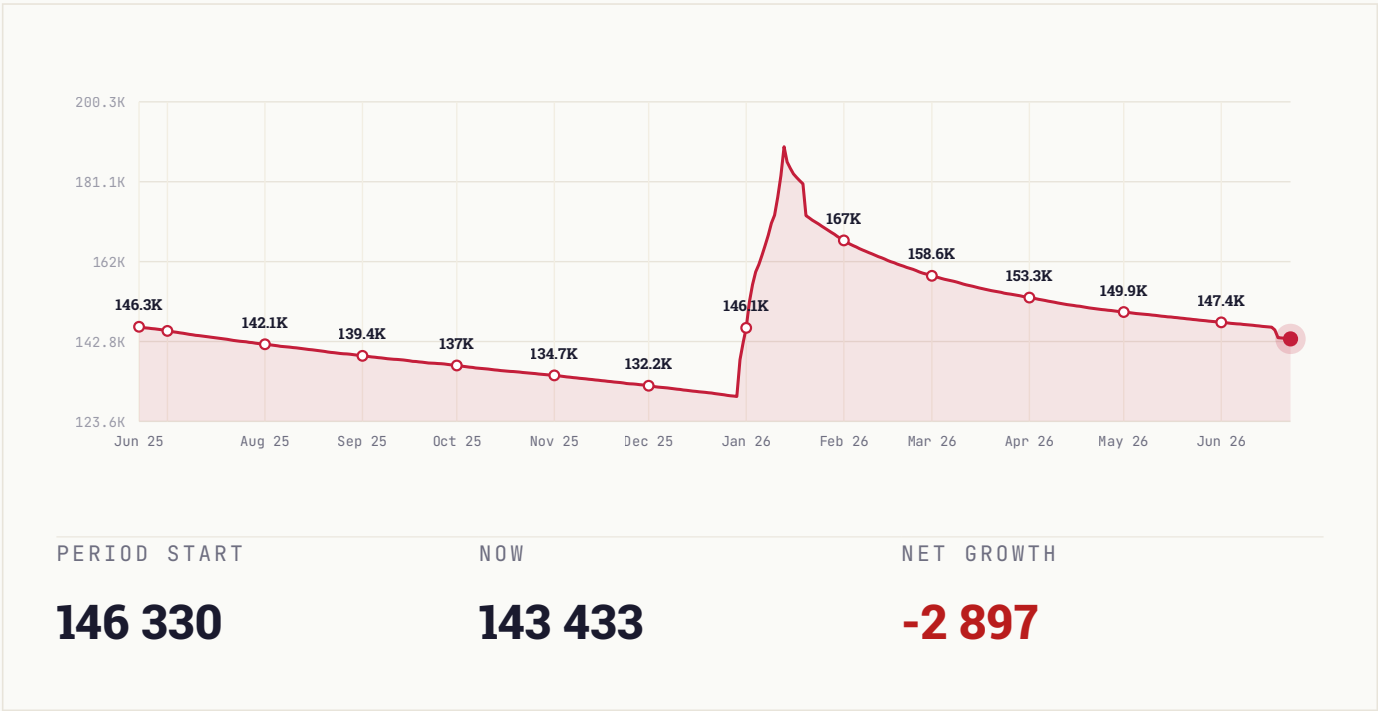
↓ 12.06 · 12:41 PHOTO Wow, Netflix is preparing a horror about ghosts in medieval Korea! The series is called 'Eastern Palace' and will be released on July 17. Royal...	VIEWS	REACTIONS
	8 817	72
	REP.	ER
	233	6.1%

↓ 12.06 · 11:41 PHOTO You can still return to that endless, free, adventure-filled summer from childhood. It was found in Peredelkino — for adults and their...	VIEWS	REACTIONS
	8 768	27
	REP.	ER
	19	6.1%

SECTION 03 • SUBSCRIBER DYNAMICS

How the channel grew over the year

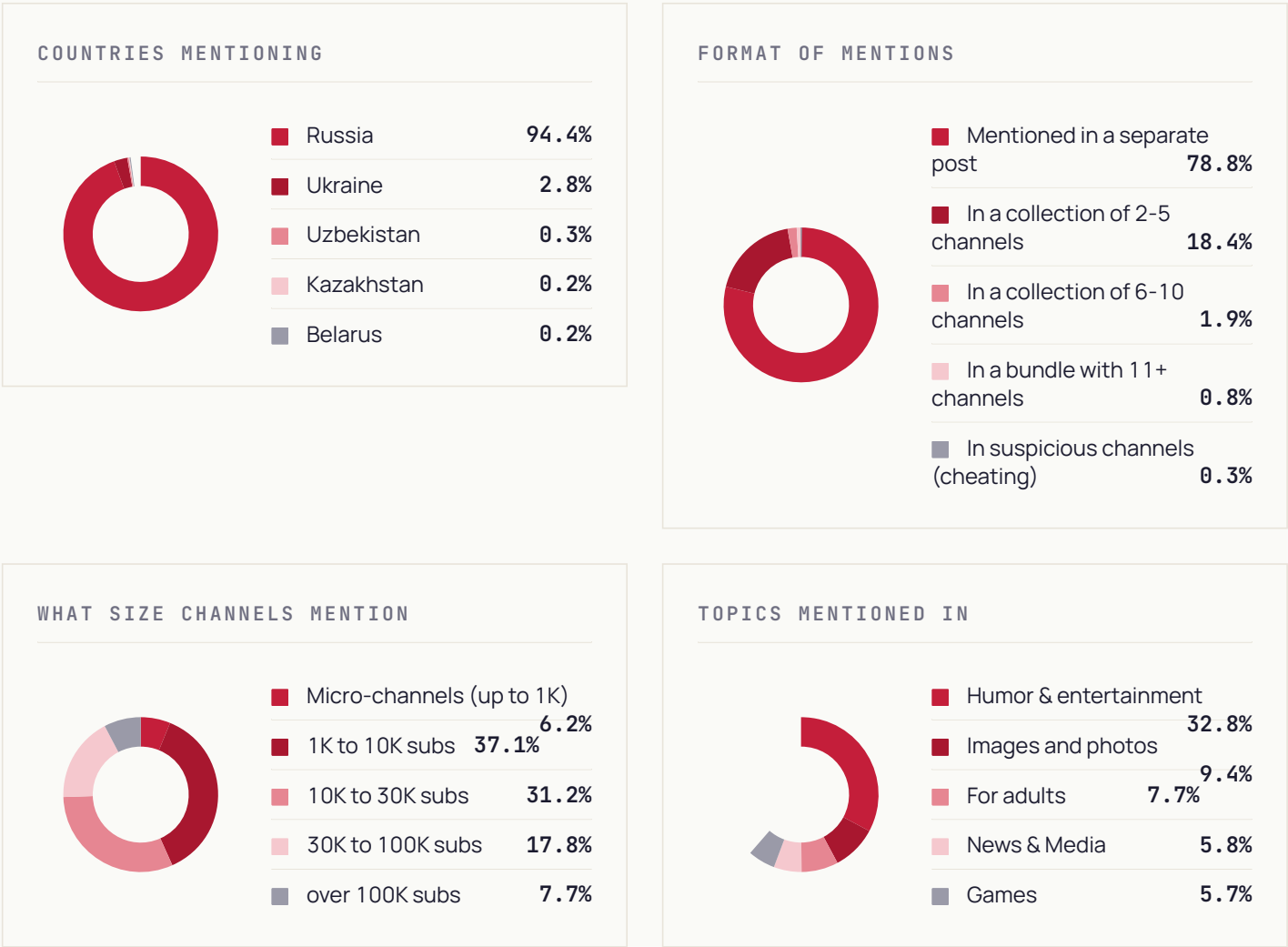
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel & how

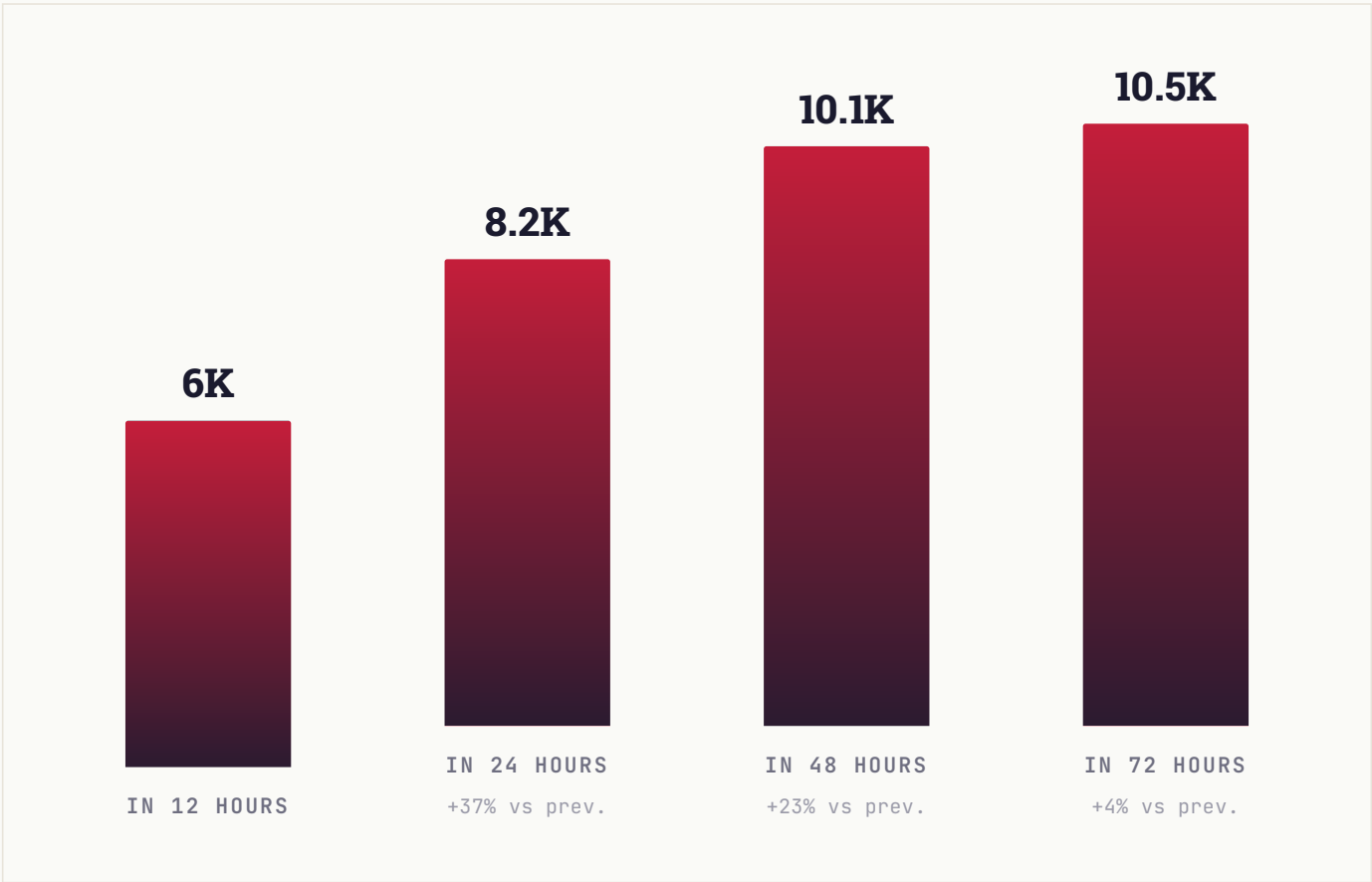
Citation index **1 475** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a channel with 100K subs weighs more than from 1K subs. All time channel was mentioned **4 761** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

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



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
TM My feed trends	2.5M
MO Ice cream	1.8M
OK Oka	1.6M
SE Search	1.3M
TR Trendly	1.2M
ER Customer is always right	1.1M
SV Trending today	1M
TB Trends by Russia	1M
TV Trend or leave	935.3K
TR Trending	909.3K
PC Shared with colleagues	YOU 143.4K

COMPARATIVE INSIGHT

Channel in top half of niche (#44 of 99). Niche leader — My feed trends (2.5M), median subs 125.2K. Aim for the first quartile — a realistic 6-12 month horizon.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we record posts in other channels that mention your channel. Over the last **6 months** mentions count **78**, they brought **12 939** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
December 2025	21	19	12 939	
Nov 2025	9	9	0	
Oct 2025	4	4	0	
September 2025	16	13	0	
August 2025	12	11	0	
July 2025	16	14	0	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
78	6	12 939

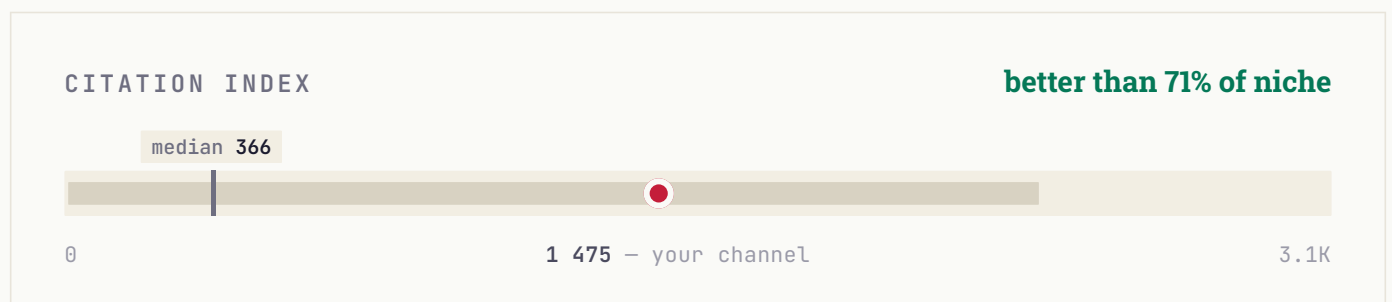
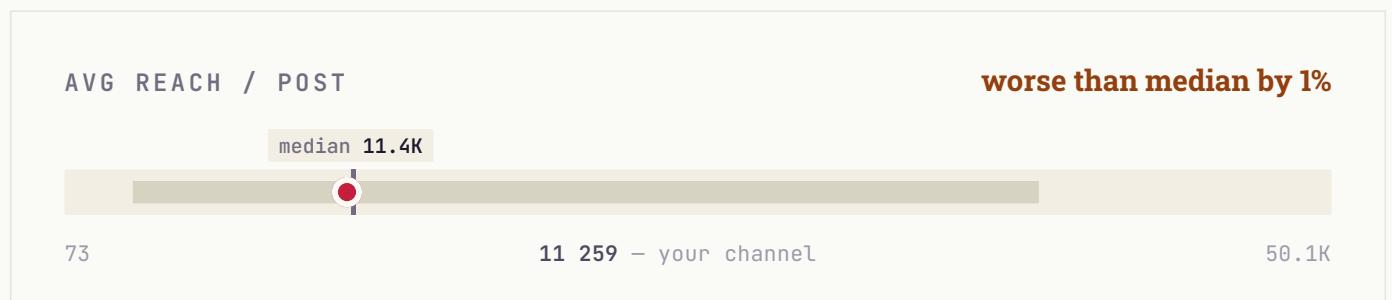
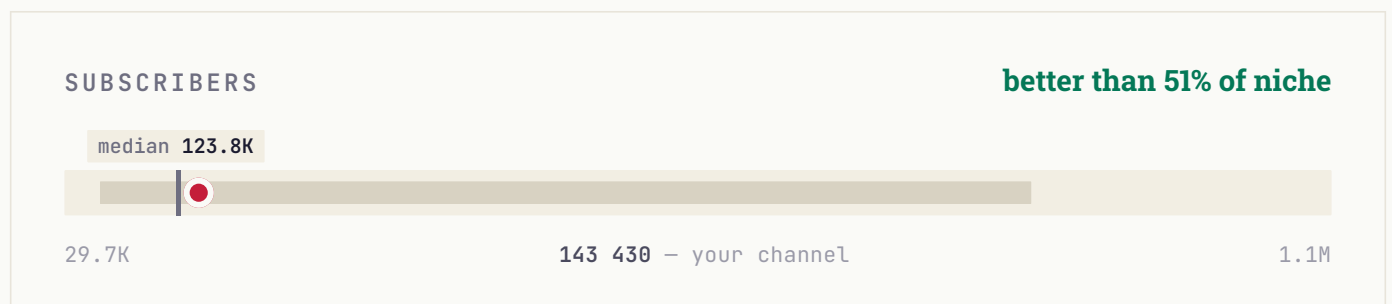
— SECTION 08 • NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category «Marketing, PR, ads» (Russia) and saw how your channel compares. Gray band = range for 80% of niche channels (p10 to p90). Black vertical = median. Red dot = your channel.

#44 /100

POSITION IN NICHE
 Channel in the top half of the ranking



— 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

Main post of the week — on Saturday

On this day at 11:00 MSK the audience is most active.

EFFECT

**Best time for
key posts**

02

System traffic buy

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 weekly poll on a hot topic is an easy growth lever.

EFFECT

+5-15% ER

04

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**

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.

Want to go further — run ads through us and hit your growth target in a month.

01

Launch ads in Telegram

<https://panel.promptpress.com/register>

02

Contact manager

t.me/PromptPress_manager