

PROMTPRESS PUBLIC REPORT

Channel audit

Marketing Unfiltered



@costperlead

Marketing and media as they are. Author: @samiydobriy_bot
Collaboration: @magicdennis Channel included in registry: <https://clck.ru/3Fascq>

SUBSCRIBERS

112 311

-1046 per month

ERR (% SEE POSTS)

10.0%

per day 6.2%

REACH/POST

10.9K

ad reach 7K/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 112 311 —	SUBSCRIBER REACH 9.73% avg % of subs see post	VIEWS/POST 10.9K median 11K · 29 days	POSTS/WEEK 44.0 for the period
TREND 7D -14.2% vs previous week	REACTIONS/POST 222.2 total 41,777 reactions, 29,034 reposts, 0 comments	POST LENGTH 260 chars median 216 · 29 days	POSTS ANALYZED 188 29 days
AD REACH 7K 24h avg	CHURN / MONTH -1046 last month	CITATION RATE 2 674 citation index · 4,014 channels mentioned all time	CHANNEL AGE 3 years 11 months created 30.06.2022

AI EDITOR SUMMARY

Channel «Marketing Unfiltered» — 112 311 subs. Each post averages 10.9K people (10% from subs), reach is low — expand audience. Publishes 44 posts per week (~6/day) — active publishing. For week 8–14 June reach dropped -14.2% to week 1–7 June — investigate causes.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement & outsiders – to see what to repeat & what to drop from rotation.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **188** posts in 29 days.
- 02 Dominant format – **Photo** (125/188 posts).
- 03 Avg post length – **260** chars (median 216).
- 04 Peak audience activity – **Wed**, 19:00 MSK.
- 05 Top posts get **2x** more views than the weakest (18.8K avg top vs 8.6K worst) – across 188 posts in 29 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 27.05 · 16:39 VIDEO Norilsk – depression capital. A May video with a window view and sad voiceover went viral in Reels. Commenters finished it off...	VIEWS 28 759 REPOSTS 686	REACTIONS 268 ER 25.6%
Nº2 25.05 · 08:59 PHOTO Cats Lock app officially released for MacBook, solving remote workers' biggest problem – cats. The app blocks the keyboard...	VIEWS 13 814 REPOSTS 281	REACTIONS 219 ER 12.3%
Nº3 03.06 · 09:55 PHOTO At SPIEF, a Tatar rover was spotted handing out chak-chak to guests 🍷 Finally, decent cyberpunk.	VIEWS 13 691 REPOSTS 300	REACTIONS 287 ER 12.2%

Nº4 24.05 • 21:26 PHOTO Turns out, cockchafers have a lot in common with grads before landing a job:	VIEWS 13 381 REPOSTS 158	REACTIONS 381 ER 11.9%
Nº5 01.06 • 21:02 PHOTO I/We Tom Hardy	VIEWS 13 369 REPOSTS 220	REACTIONS 265 ER 11.9%

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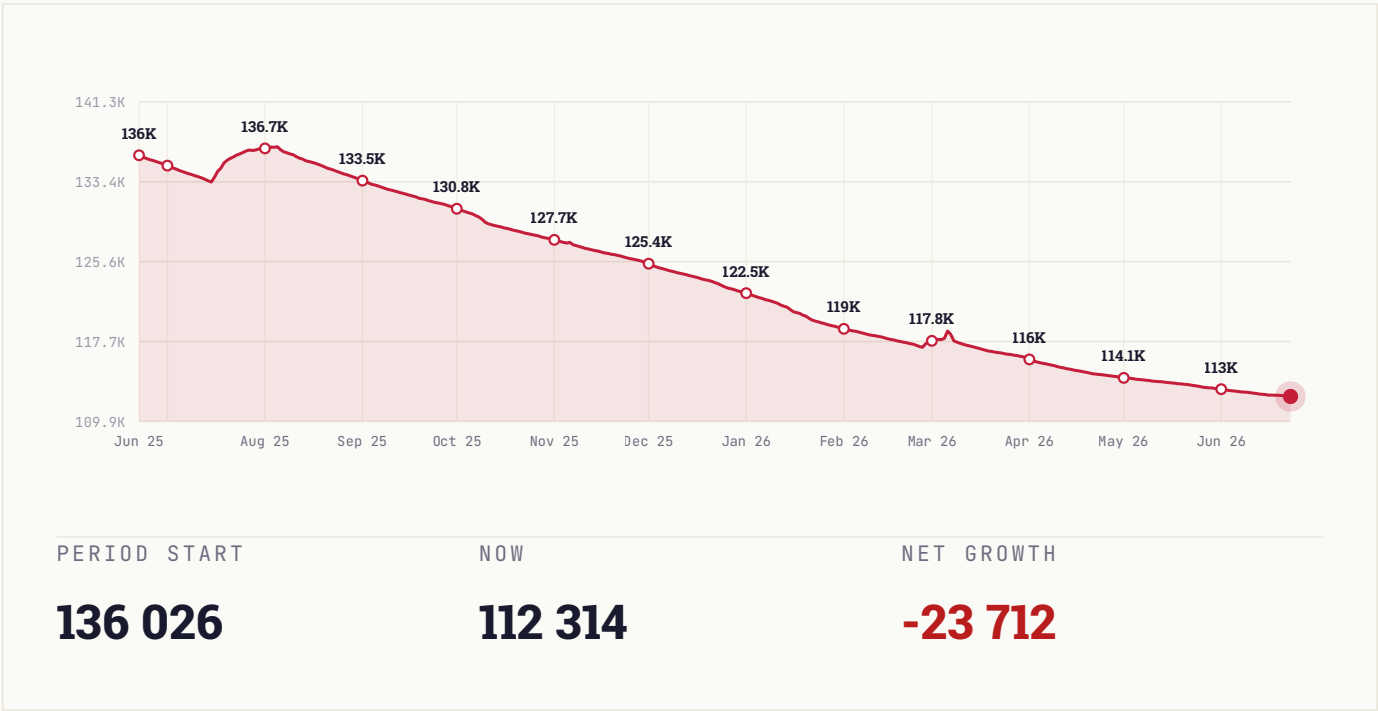
WORST 3

↓ 08.06 • 17:34 VIDEO For now, the highlights: • Period tracker will be built right into iPhone. • Parents can limit kids' screen time...	VIEWS 8 755 REPOSTS 68	REACTIONS 120 ER 7.8%
↓ 16.06 • 13:31 PHOTO Solving business cases is now a niche hobby: IZZI Business launched an interactive game for young entrepreneurs where you can win...	VIEWS 8 680 REPOSTS 21	REACTIONS 25 ER 7.7%
↓ 08.06 • 17:02 VIDEO Tim Cook's last keynote just started – WWDC 2026 livestream is on. They'll unveil new iOS, updated Siri, and...	VIEWS 8 512 REPOSTS 26	REACTIONS 67 ER 7.6%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

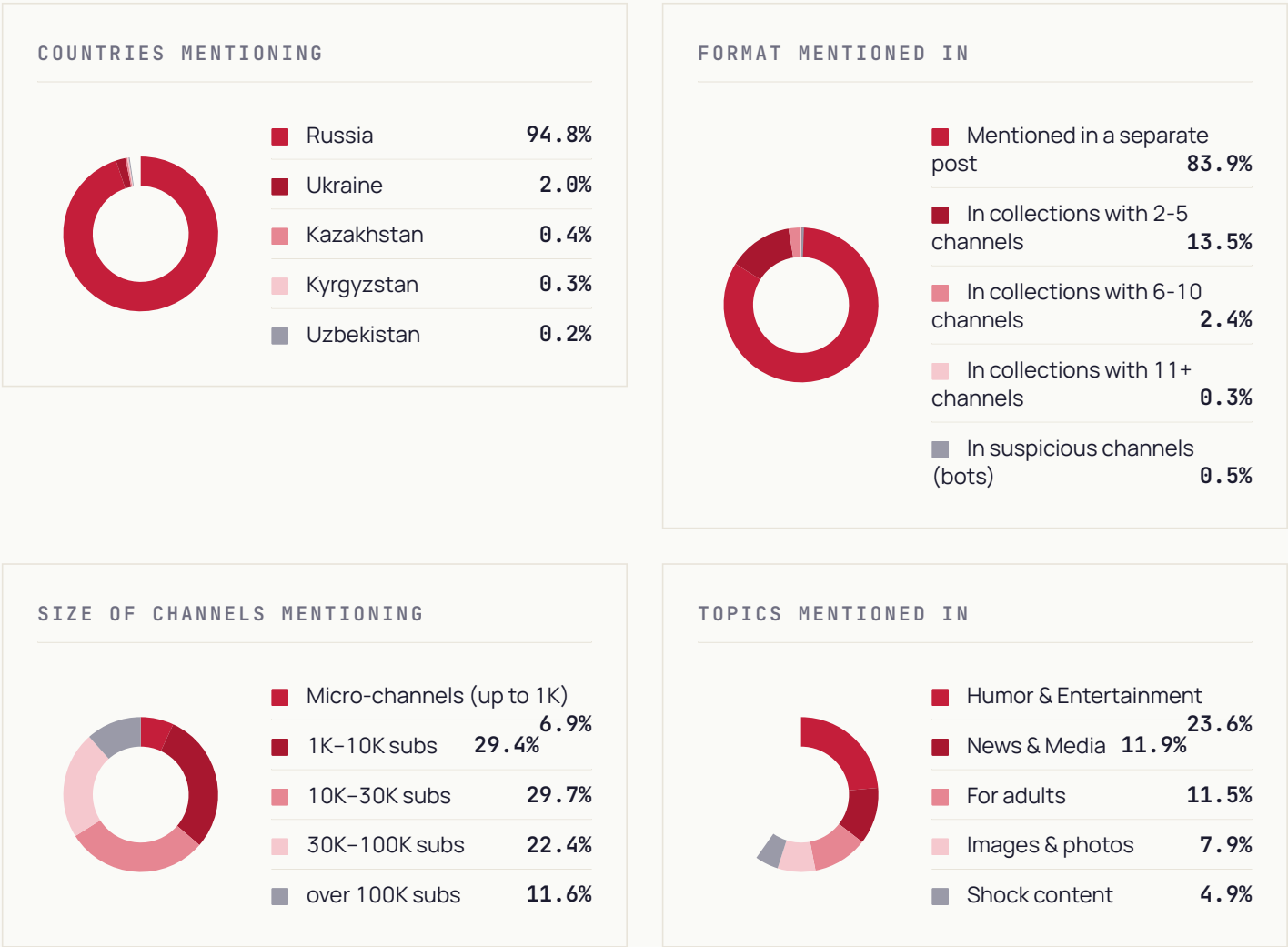
Subscriber growth chart over the year. Key months show exact subscriber count.
See which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

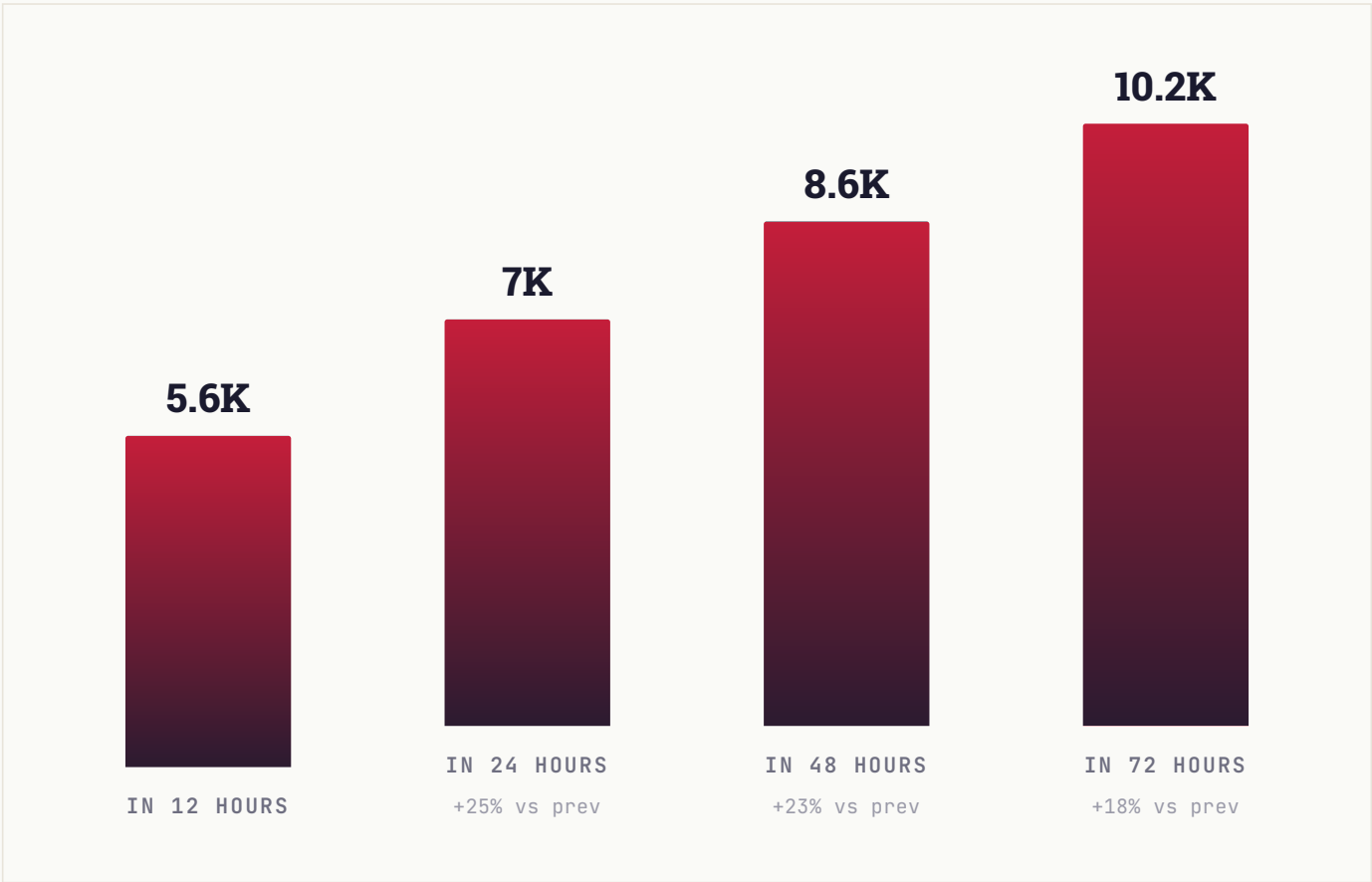
Citation index **2 674** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel mentioned **4 014** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post by time since publication. Helps estimate how long 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
MO Ice Cream	1.8M
OK Okak	1.6M
SE Search	1.3M
TR Trendly	1.2M
ER Customer is always right	1.1M
SV Today's trends	1M
TB Trends by Russia	1M
TV Trend or leave	935.3K
TR Trendach	909.3K
MN Marketing Unfiltered YOU	112.3K

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#55 of 99). Niche median — 125.2K subs. First growth KPI — reach median. Leader: My feed trends (2.5M).

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Each month we record posts in other channels that mention your channel. Over the last **6 months** such mentions were **120**, they brought **3 687** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
December 2025	21	17	0	
Nov 2025	28	28	60	
Oct 2025	16	14	0	
Sep 2025	12	10	0	
August 2025	14	12	322	
July 2025	29	27	3 305	

TOTAL MENTIONS	MONTHS OF DATA	GAINED SUBSCRIBERS
120	6	3 687

SECTION 08 · NICHE COMPARISON

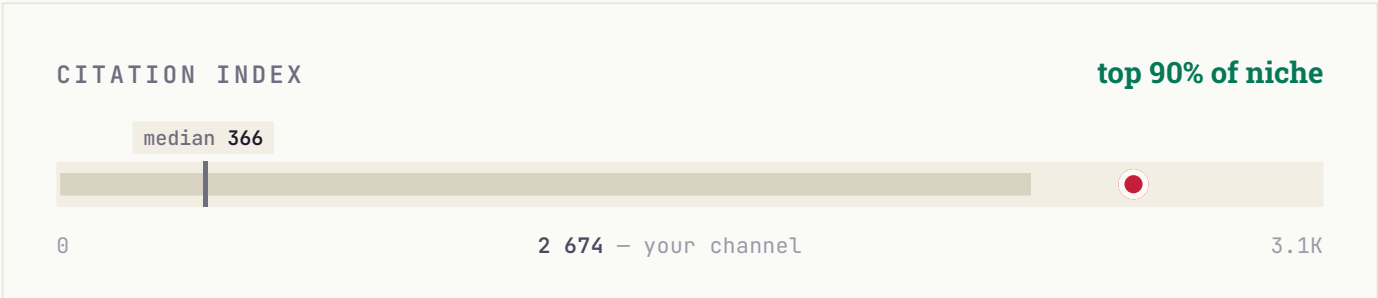
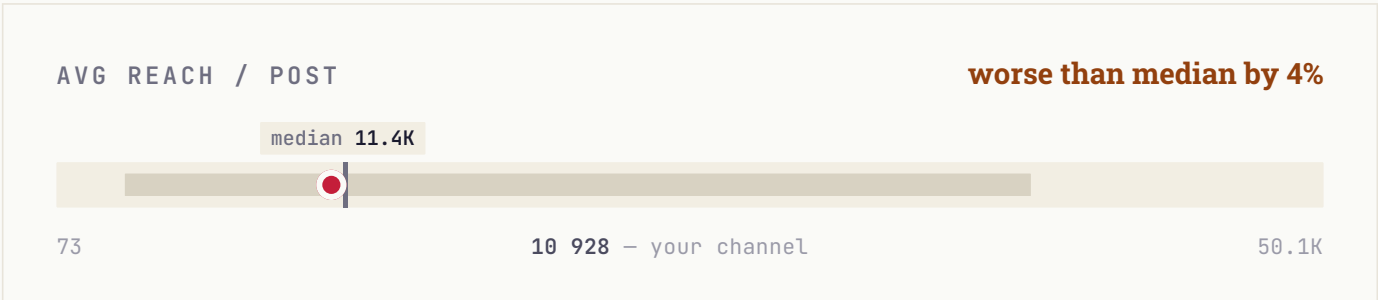
Where channel stands in its league

Took top-100 channels in category "Marketing, PR, advertising» (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.

#55/100

RANK IN NICHE

Channel in the bottom half of the ranking



— SECTION 09 · 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 19:00 MSK.

EFFECT

Best window for an important post
- 02

System traffic buy

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

EFFECT

+1000-3000 subs
- 03

Test polls & interactive formats

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

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 — organic traffic source.

EFFECT

Organic traffic source

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in minutes from public data. Want more? Run ads with us and hit your growth plan in a month.

01

**Launch ads on
Telegram**

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

02

Contact manager

t.me/PromptPress_manager