

PROMTPRESS PUBLIC REPORT

Channel audit

Creativity with an asterisk



@creative

I write about modern marketing, media, and ads you want to rewatch. Author: @livligbot For all inquiries: @earlsky RKN: <https://clck.ru/3FJTft>

SUBSCRIBERS

135 764

+144 per month

ERR (% SEE POSTS)

13.0%

per day 9.9%

REACH/POST

17.6K

ad reach 13.4K/24h

— CONTENTS · 2026

What's inside the report

01 Channel snapshot

12 key metrics · AI summary

02 Content analysis

Top 5 posts · worst 3 · takeaways

03 Subscriber dynamics

Yearly chart · growth

04 Citation rate

Who and how mentions the channel

05 Ad potential

How long a post generates reach

06 Competitors

Niche neighbors · your spot

07 Mention dynamics

6 months · monthly

08 Niche comparison

Position in category «Marketing, PR, advertising»

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 135 764 —	 SUBSCRIBER REACH 12.99% avg % subs see post	 VIEWS/POST 17.6K median 16.9K · 29 days	 POSTS/WEEK 48.5 over period
 7D TREND +8.6% vs prev week	 REACTIONS/POST 355.3 total 73,197 reactions, 75,720 reposts, 0 comments	 POST LENGTH 398 chars median 342 · 29 days	 POSTS ANALYZED 206 29 days
 AD REACH 13.4K 24h avg	 CHURN / MONTH +144 last month	 CITATION RATE 1 049 citation index · 4,453 channels mentioned all time	 CHANNEL AGE 4 years 4 months created 30.01.2022

AI EDITOR SUMMARY

Channel «Creativity with an asterisk» — 135 764 subs. Each post averages 17.6K people (13% from subs), reach is low — consider expanding audience. Publishes 48 posts per week (~7 per day) — active posting schedule. For the week of June 8–14, reach grew by +8.6% by week of June 1–7 — positive trend.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS SHARE

- 01 Analysis based on **206** posts over 29 days.
- 02 Dominant format – **Photo** (130/206 posts).
- 03 Avg post length – **398** characters (median 342).
- 04 Audience peak activity – **Tuesday**, 11:00 MSK.
- 05 Top posts get **5x** more views than the weakest (67.3K avg for top vs 14K for worst) – among 206 posts over 29 days. Worth analyzing what the top posts have in common: topic, format, time.

TOP 5 POSTS

Nº1 26.05 · 08:20 PHOTO Adidas drops cool loafers for any occasion. Sales start this week in Japan, \$100. Everyone...	VIEWS 91 501 REP. 1 539	REACTIONS 331 ER 67.4%
Nº2 08.06 · 13:28 PHOTO Fatherhood slows aging in men – USC scientists compared thousands of MRI scans and found that fathers' brains look younger...	VIEWS 88 388 REP. 3 356	REACTIONS 260 ER 65.1%
Nº3 25.05 · 15:25 TEXT ✂ Putin signed a law increasing overtime limit from 120 to 240 hours per year. Effective September. Your...	VIEWS 21 992 REP. 480	REACTIONS 522 ER 16.2%

Nº4 25.05 • 12:47 VIDEO After watching this video, even Red Bull grabbed their heads — in Austria, a girl was paragliding and unexpectedly collided with...	<table> <tr> <td>VIEWS</td><td>REACTIONS</td></tr> <tr> <td>21 801</td><td>411</td></tr> <tr> <td>REP.</td><td>ER</td></tr> <tr> <td>483</td><td>16.1%</td></tr> </table>	VIEWS	REACTIONS	21 801	411	REP.	ER	483	16.1%
VIEWS	REACTIONS								
21 801	411								
REP.	ER								
483	16.1%								
Nº5 25.05 • 21:17 PHOTO «Quiet vacation» becomes a 2026 trend. 4 in 10 millennials secretly take time off: fill slots with vague calls, solve...	<table> <tr> <td>VIEWS</td><td>REACTIONS</td></tr> <tr> <td>21 187</td><td>407</td></tr> <tr> <td>REP.</td><td>ER</td></tr> <tr> <td>448</td><td>15.6%</td></tr> </table>	VIEWS	REACTIONS	21 187	407	REP.	ER	448	15.6%
VIEWS	REACTIONS								
21 187	407								
REP.	ER								
448	15.6%								

WORST 3

↓ 11.06 • 17:17 PHOTO For Russia Day, the AI art festival «Giga-Art» launched, reflecting the ability to create a portrait of the country in a year of unity. The works...	<table> <tr> <td>VIEWS</td><td>REACTIONS</td></tr> <tr> <td>14 181</td><td>141</td></tr> <tr> <td>REP.</td><td>ER</td></tr> <tr> <td>50</td><td>10.4%</td></tr> </table>	VIEWS	REACTIONS	14 181	141	REP.	ER	50	10.4%
VIEWS	REACTIONS								
14 181	141								
REP.	ER								
50	10.4%								
↓ 30.05 • 14:26 VIDEO (captionless post — video)	<table> <tr> <td>VIEWS</td><td>REACTIONS</td></tr> <tr> <td>13 907</td><td>56</td></tr> <tr> <td>REP.</td><td>ER</td></tr> <tr> <td>16</td><td>10.2%</td></tr> </table>	VIEWS	REACTIONS	13 907	56	REP.	ER	16	10.2%
VIEWS	REACTIONS								
13 907	56								
REP.	ER								
16	10.2%								
↓ 30.05 • 14:26 TEXT Admin didn't miss the massive SberPrime Green Marathon everyone's talking about. But the main thing is...	<table> <tr> <td>VIEWS</td><td>REACTIONS</td></tr> <tr> <td>13 800</td><td>108</td></tr> <tr> <td>REP.</td><td>ER</td></tr> <tr> <td>11</td><td>10.2%</td></tr> </table>	VIEWS	REACTIONS	13 800	108	REP.	ER	11	10.2%
VIEWS	REACTIONS								
13 800	108								
REP.	ER								
11	10.2%								

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

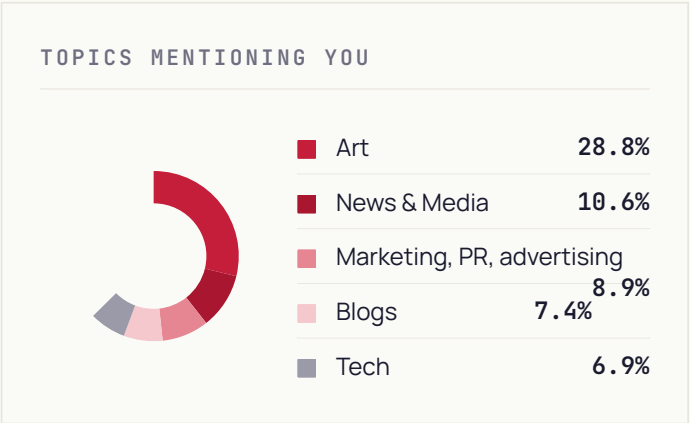
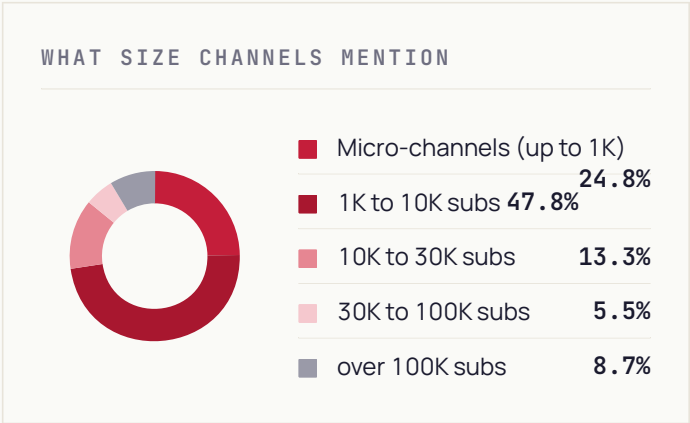
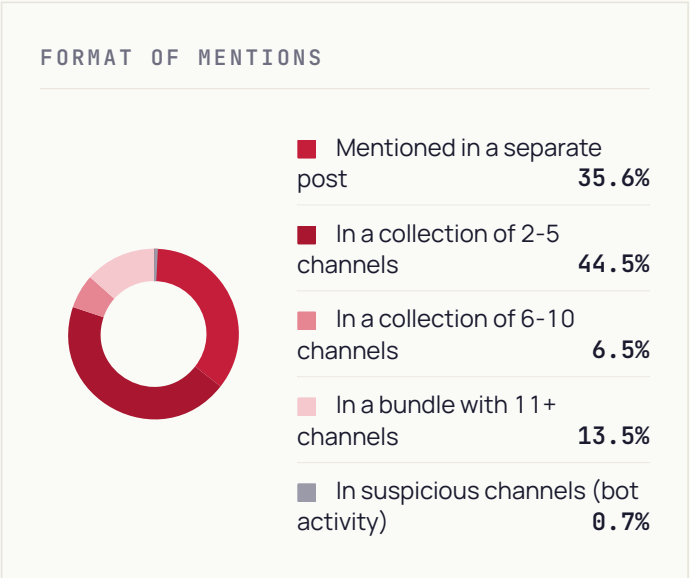
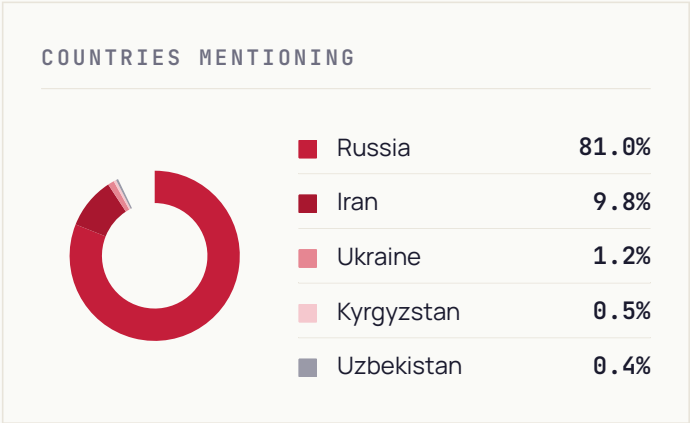
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who and how mentions the channel

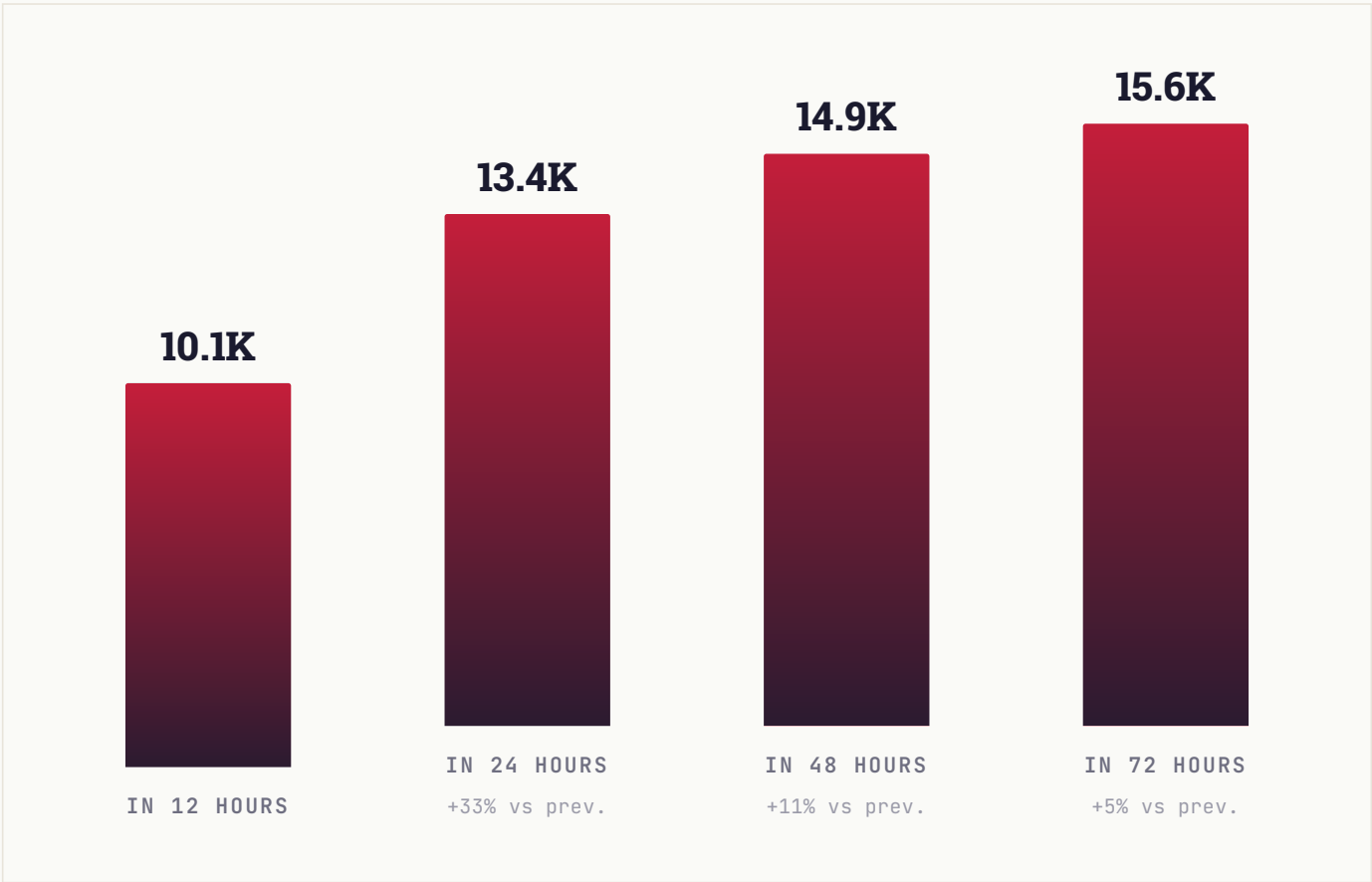
Citation index **1 049** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from 1K. All-time mentions: **4 453** different channels.



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 should «live».



SECTION 06 · COMPETITORS

Who you compete with

11 nearest 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 Okak	1.6M
SE Search	1.3M
TR Trendly	1.2M
KV Customer is always right	1.1M
SV Trending today	1M
TB trends by russia	1M
TV Trend or leave	935.3K
TR Trendach	909.3K
KS Creativity with an asterisk	YOU135.8K

COMPARATIVE INSIGHT

Channel in top half of niche (#45 of 99). Niche leader — My feed trends (2.5M), median subs 125.2K. Aim for the top quartile — a realistic 6-12 month horizon.

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** mentions found **991**, they brought **4 132** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
December 2025	68	39	2 793	
November 2025	143	34	16	
October 2025	189	32	593	
September 2025	209	45	173	
August 2025	136	45	65	
July 2025	246	56	492	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
991	6	4 132

— SECTION 08 · NICHE COMPARISON

Where the channel ranks in its league

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

#45

/100

POSITION IN NICHE

Channel in the top half of the ranking

SUBSCRIBERS

better than 50% of niche

median 123.8K

29.7K

135 764 — your channel

1.1M

AVG REACH / POST

better than 59% of niche

median 11.4K

73

17 631 — your channel

50.1K

CITATION INDEX

better than 63% of niche

median 366

0

1 049 — your channel

3.1K

— SECTION 09 · STRATEGY

What to do right now

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

01**Top post of the week — on Tuesday**

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

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 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 poll per week on a hot topic — easy growth lever.

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 — organic traffic source.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want us to do this **PromptPress?**

This audit — what we can do in a few minutes using public data.
Want to go further? — run ads with us and hit your growth plan
in a month.

01

**Launch ads in
Telegram**

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

02

Contact manager

t.me/PromptPress_manager