

PROMTPRESS PUBLIC REPORT

Channel audit

Creative Brief



@creative_brief

Ctrl+Alt+Creative. What about the deadline?

SUBSCRIBERS

26 011

+14089 per month

ERR (% SEE POSTS)

16.0%

per day 11.2%

REACH/POST

4K

ad reach 2.6K/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 26 011 —	 SUBS REACH 15.2% avg % subs see post	 VIEWS/POST 4K median 4K · 24 days	 POSTS/WK 6.3 over period
 7D TREND -1.5% vs previous week	 REACTIONS/POST — MTPROTO only	 POST LENGTH 696 chars median 722 · 24 days	 POSTS ANALYZED 22 24 days
 AD REACH 2.6K 24h avg	 CHURN / MONTH +14089 last month	 MENTIONS 1 citation index · 8 channels mentioned all time	 CHANNEL AGE 2 years 10 months created 28.08.2023

AI EDITOR SUMMARY

Channel «Creative Brief» — 26 011 subs. Each post gets avg 4K people (15% of subs), avg reach — room to grow. Publishes 6 posts/week (~1/day) — rare. Week Jul 6–12 reach stable (-1.5% vs week June 29 – July 5).

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on 22 posts in 24 days.
- 02 Dominant format – Photo (13/22 posts).
- 03 Avg post length – 696 chars (median 722).
- 04 Peak audience activity – Saturday, 13:00 MSK.
- 05 Top posts get 1x more views than the weakest (4.3K avg for top vs 3.8K for worst) – among 22 posts over 24 days. Worth analyzing what the top has in common – topic, format, timing.

TOP 5 POSTS

Nº1 29.06 · 11:02 TEXT Meta* replaces thousands of moderators with generative AI – and it's happening now. Half of all content review requests in...	VIEWS 4 371 REPOSTS –	REACTIONS – ER 16.8%
Nº2 04.07 · 10:24 TEXT Chanel acquired Charvet – France's oldest shirtmaker – days before its July 7 couture show in Paris. Charvet...	VIEWS 4 302 REPOSTS –	REACTIONS – ER 16.5%
Nº3 22.06 · 09:43 PHOTO Apple returns power to designers – first time since the Ive era. Starting Sept 1, John Ternus takes over. Per Bloomberg, he already...	VIEWS 4 292 REPOSTS 1	REACTIONS – ER 16.5%

Nº422.06 · 12:48 PHOTO Research shows: generative AI improves individual ideas but narrows their range. In an experiment with 61 students, ChatGPT helped...	VIEWS 4 256 REPOSTS 1	REACTIONS — ER 16.4%
Nº522.06 · 15:54 TEXT Chanel unveiled a haute couture wedding dress for Dua Lipa — the first such work by Matthieu Blazy as creative director...	VIEWS 4 184 REPOSTS —	REACTIONS — ER 16.1%

|

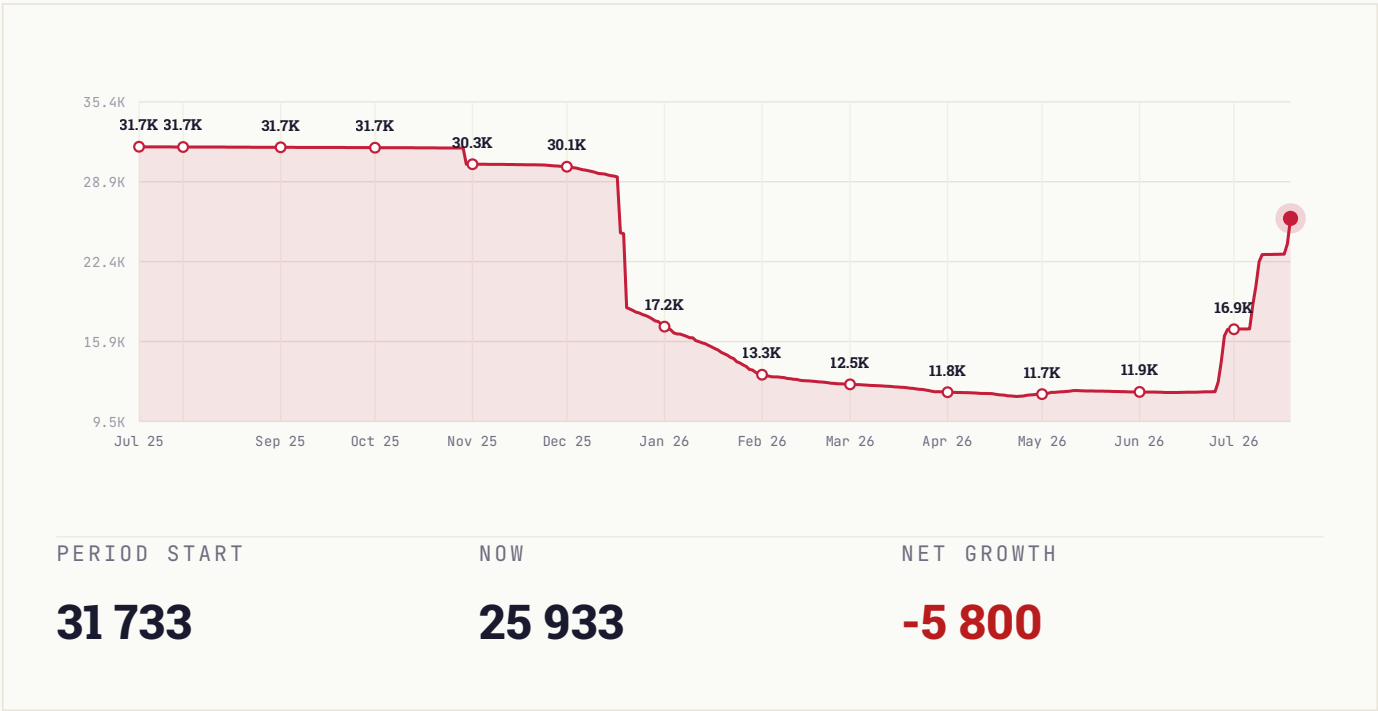
WORST 3

↓ 04.07 · 14:50 PHOTO Sony announced phasing out physical PlayStation discs by 2028 — and brands immediately smelled blood. GameSir pledged to switch...	VIEWS 3 829 REPOSTS 1	REACTIONS — ER 14.7%
↓ 10.07 · 13:41 TEXT Heinz launched limited-edition Penalty Packets — red ketchup & yellow mustard in referee card shapes. This isn't just...	VIEWS 3 748 REPOSTS —	REACTIONS — ER 14.4%
↓ 05.07 · 15:51 PHOTO Taylor Swift and Travis Kelce got married at Madison Square Garden — and three brands woke up richer without a single media dollar...	VIEWS 3 746 REPOSTS 1	REACTIONS — ER 14.4%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

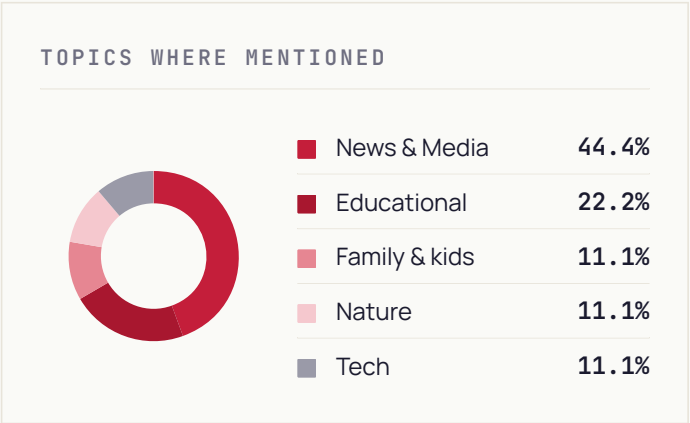
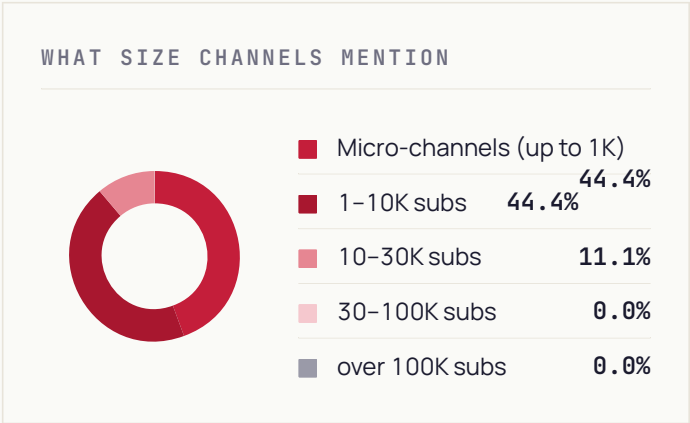
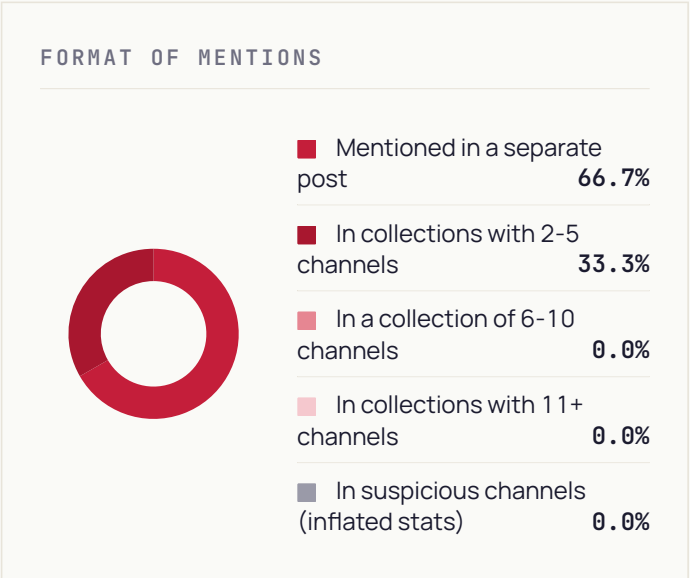
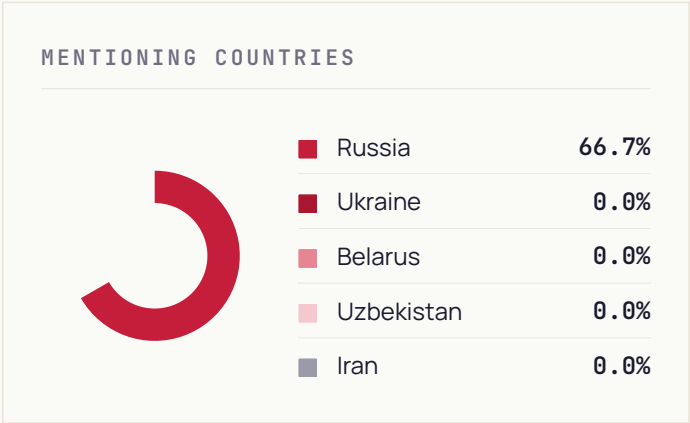
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel grew and which it lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

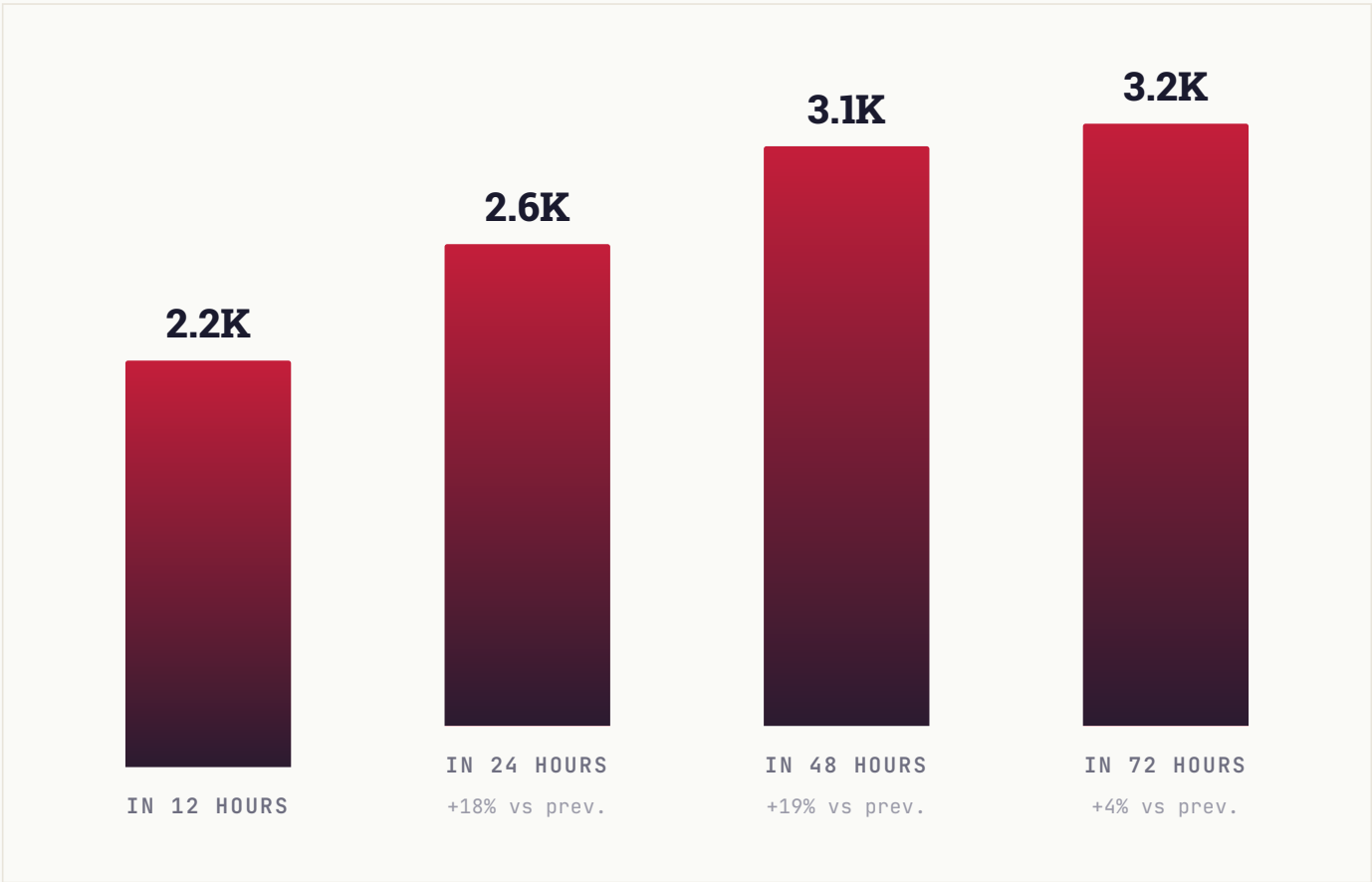
Citation index 1 – channel popularity rating based on mentions. Considers not only count but also mentioner weight: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: 8 different channels.



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 effective.



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Highlighted your channel — shows its rank among niche peers.

CHANNEL	SUBSCRIBERS
TM My feed trends	2.5M
MO Ice cream	1.7M
OK Oka	1.6M
This Search	1.5M
week TR Trending	1.2M
TB Trends by Russia	1.1M
KV Customer is always right	1.1M
TV Trend or leave	1.1M
TZ Set trends	1.1M
Last Trending today	1M
week KB Creative Brief YOU	26K

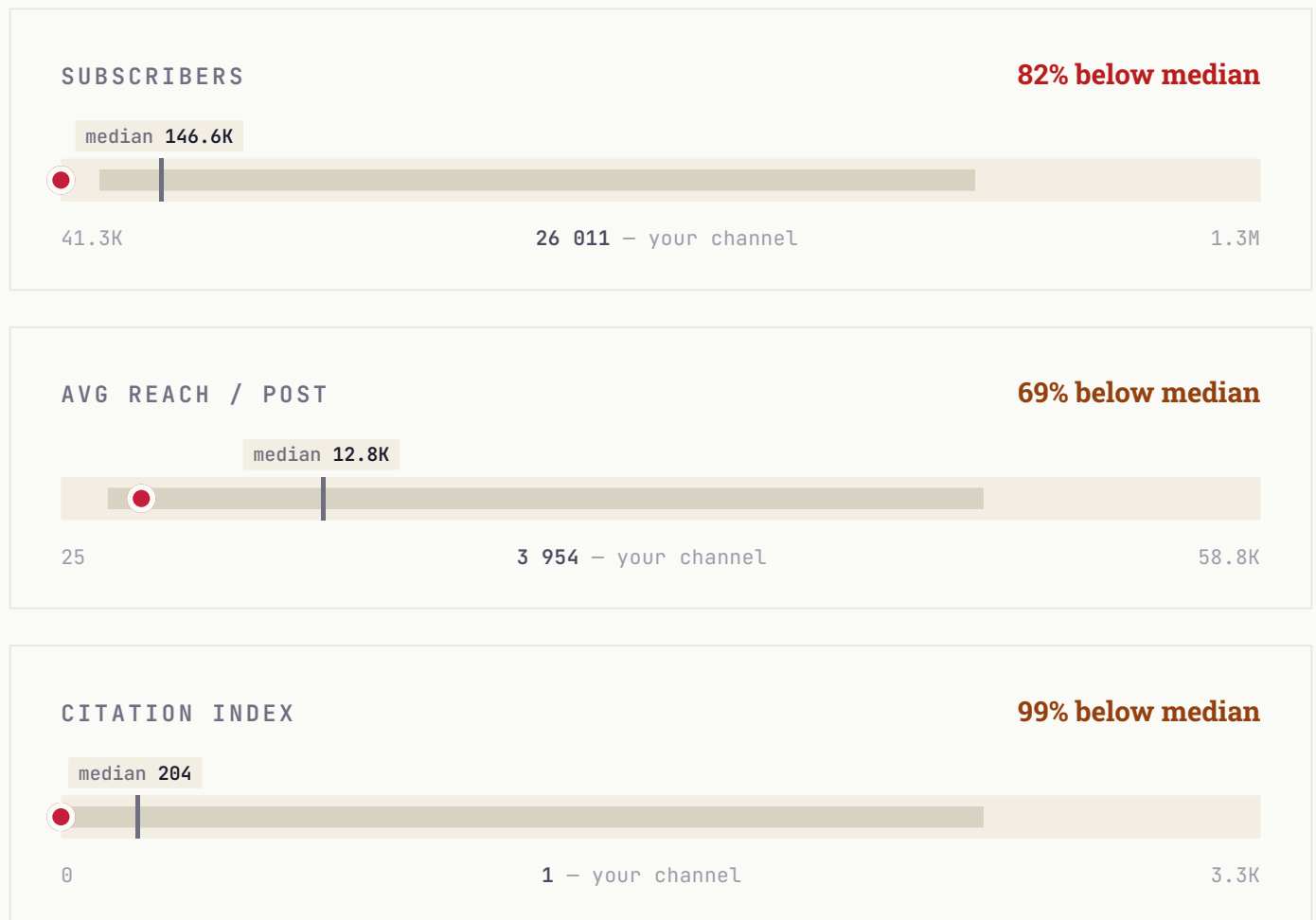
COMPARATIVE INSIGHT

Channel not yet outside top 99 of niche — early growth stage. Niche leader — My feed trends (2.5M), top-99 median: 148K. First goal: enter top-99 via systematic traffic & content work.

SECTION 07 • NICHE COMPARISON

Where the channel stands in its league

Top-100 channels in category «Marketing, PR, advertising» (Russia) and compared your channel against them. Gray band: range for 80% of niche channels (p10 to p90). Black vertical: median. Red dot: your channel.



— SECTION 08 · STRATEGY

What to do right now

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

01

Main post of the week — on Saturday

Audience is 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 better perceived by the algorithm. We recommend increasing share to 15-25%.

EFFECT

**Video retains
audience
better**

03

Systematic traffic buying

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

EFFECT

**+1000-3000
subs**

04

Test polls and interactive formats

Posts with polls/reactions typically boost ER by +5-15%. One poll per week on a hot topic — easy growth lever.

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

Swap posts with same-segment channels quarterly. No need daily — 2-3 collabs give relevant growth.

EFFECT

**Growth from
relevant
audience**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in minutes using public data. To go further — run ads through 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
