

— PROMTPRESS PUBLIC REPORT

Channel audit

gurá

**@creativeee**

I'm Danil Gura and every day my brain processes about 50 (on average) ad campaigns. gurá – a place where you'll find the most creative activations from around the world! ■For collaboration:...

SUBS

64 715

-1193 per month

ERR (% SEE POSTS)

7.0%

in a day 4.1%

REACH/POST

4.1K

ad reach 2.7K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. The subtitle under the number shows the period it's calculated for.

 SUBS 64 715 —	 SUB REACH 6.34% avg % subs see post	 VIEWS/POST 4.1K median 4.1K · 29 days	 POSTS/WK 16.9 for the period
 7D TREND -8.2% vs previous week	 REACTIONS/POST 85.1 total 6,045 reactions, 3,516 reposts, 0 comments	 POST LENGTH 217 chars median 186 · 29 days	 POSTS ANALYZED 71 29 days
 AD REACH 2.7K 24h avg	 CHURN / MONTH -1193 last month	 QUOTE RATE 191 citation index · 1,790 channels mentioned ever	 CHANNEL AGE 4 years 6 months created 06.12.2021

AI EDITOR SUMMARY

Channel «gurá» — 64 715 subs. Avg views per post 4.1K people (6% from subs), reach low — need to grow audience. Publishes 17 posts/week (~2/day) — steady. Week 8–14 Jun reach dropped -8.2% by week 1–7 Jun — worth analyzing reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on 71 posts over 29 days.
- 02 Dominant format – Photo (44/71 posts).
- 03 Avg post length – 217 chars (median 186).
- 04 Peak audience activity – Monday, 12:00 MSK.
- 05 Top posts get 2x more views than the weakest (7.3K avg for top vs 3.4K for worst) – among 71 posts over 29 days. Analyze what top posts share – topic, format, timing.

TOP 5 POSTS

Nº1 01.06 · 09:13 VIDEO Chanel did it before, but still cool. 585 Gold replaced jewelry pics with kids' drawings for Children's Day...	VIEWS 11 094 REPOSTS 81	REACTIONS 163 ER 17.1%
Nº2 25.05 · 08:52 VIDEO Let's Get Married is only 5% explored. The remaining 95% is uncharted integrations. And X5 paid for this 😊	VIEWS 5 827 REPOSTS 222	REACTIONS 89 ER 9.0%
Nº3 04.06 · 21:07 VIDEO Muscovites get bird song recordings to make the city more comfortable. One theory says it's a system alert test so that...	VIEWS 4 996 REPOSTS 63	REACTIONS 67 ER 7.7%

Nº4 11.06 · 11:24 PHOTO Is this for real??	VIEWS 4 975 REPOSTS 110	REACTIONS 140 ER 7.7%
Nº5 03.06 · 09:38 PHOTO At SPIEF, a Robot-Tatar gives out chak-chak. I like this kind of cyberpunk.	VIEWS 4 822 REPOSTS 205	REACTIONS 137 ER 7.5%

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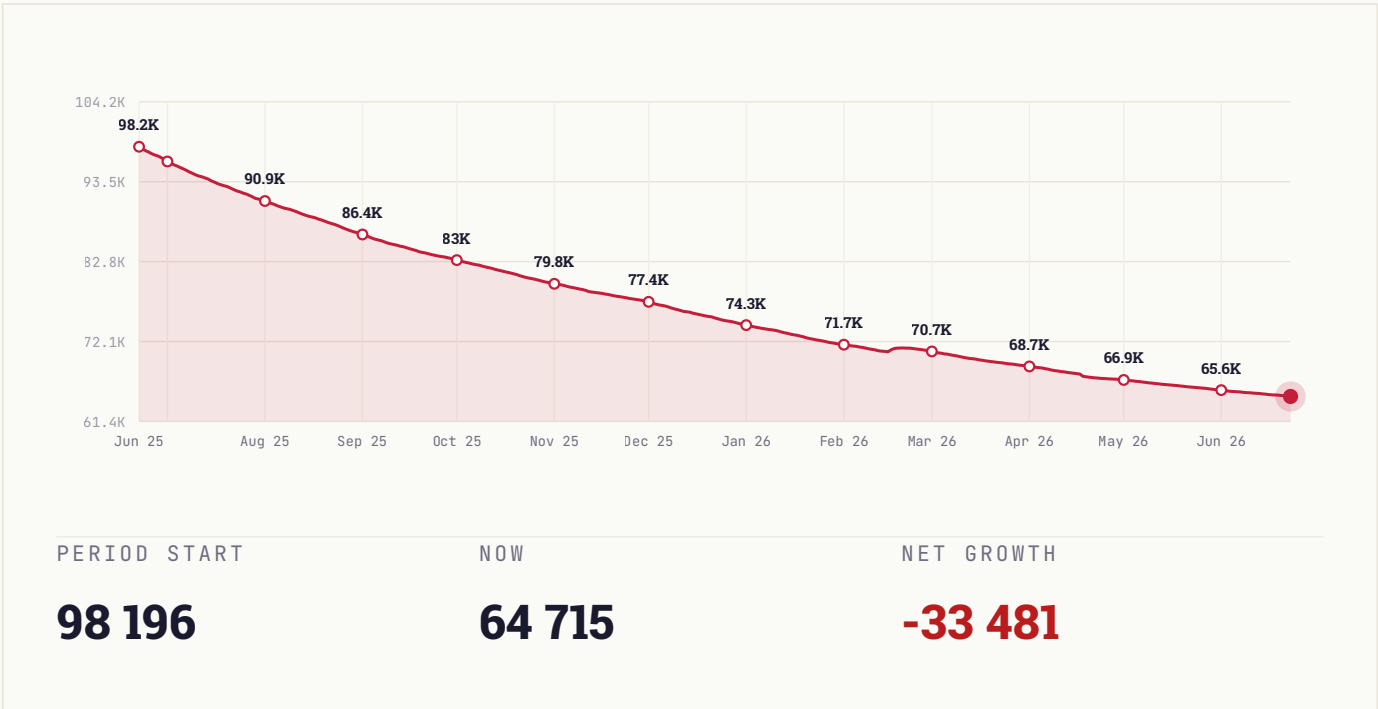
WORST 3

↓ 17.06 · 09:51 PHOTO Your admin lay in a Siberia bathhouse for 30 min yesterday. Amid endless deadlines and hustle, it helps. When asked what...	VIEWS 3 491 REPOSTS 10	REACTIONS 66 ER 5.4%
↓ 19.06 · 10:21 PHOTO Twitter compiled top 15 tips for 20-25 year olds. Actually, there are very important things, like about positive...	VIEWS 3 460 REPOSTS 71	REACTIONS 55 ER 5.3%
↓ 18.06 · 14:04 PHOTO If they don't film about you, do it yourself ☒	VIEWS 3 259 REPOSTS 41	REACTIONS 103 ER 5.0%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

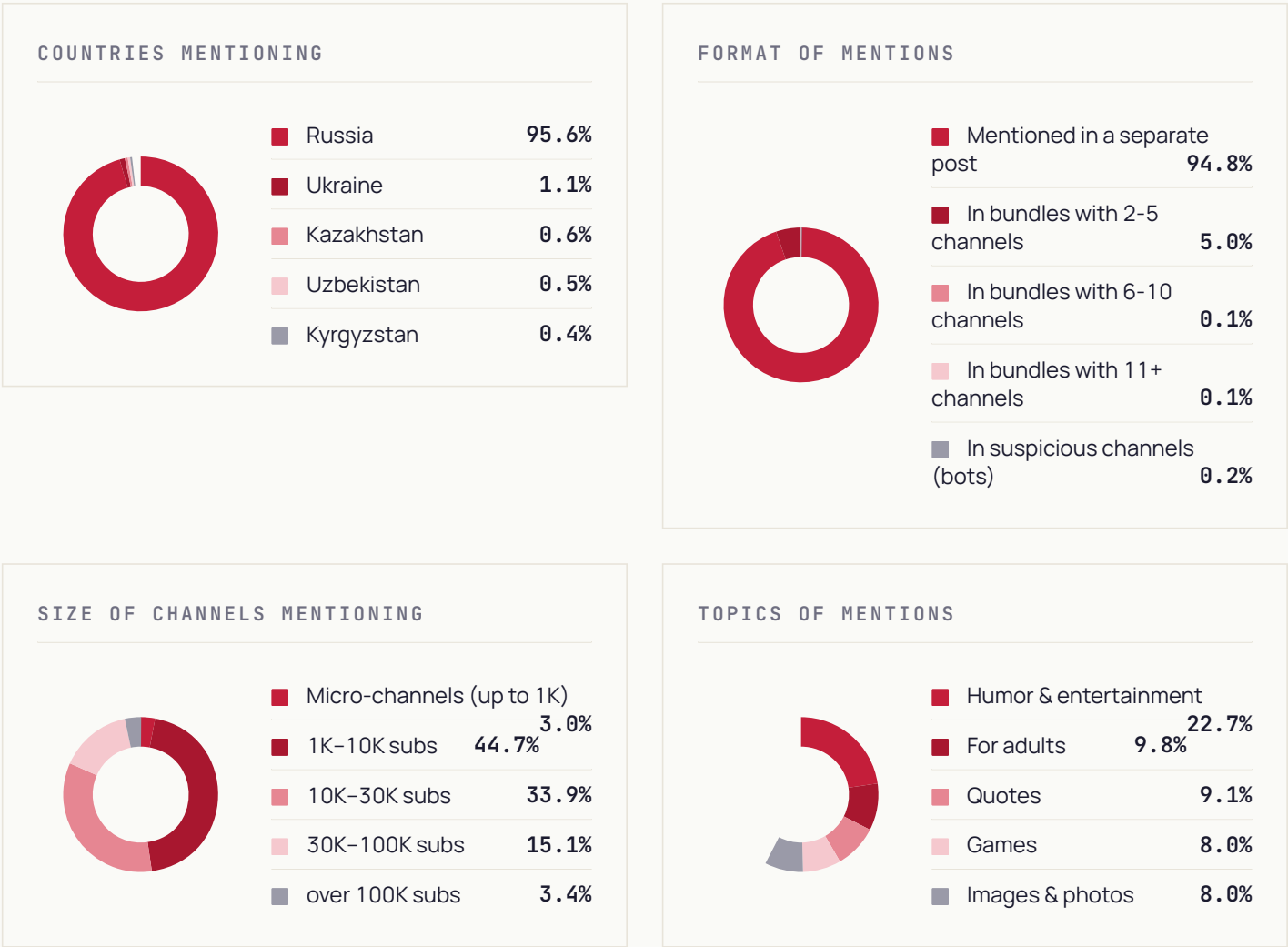
Subscriber growth chart over the year. Key months show exact subscriber count.
See which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

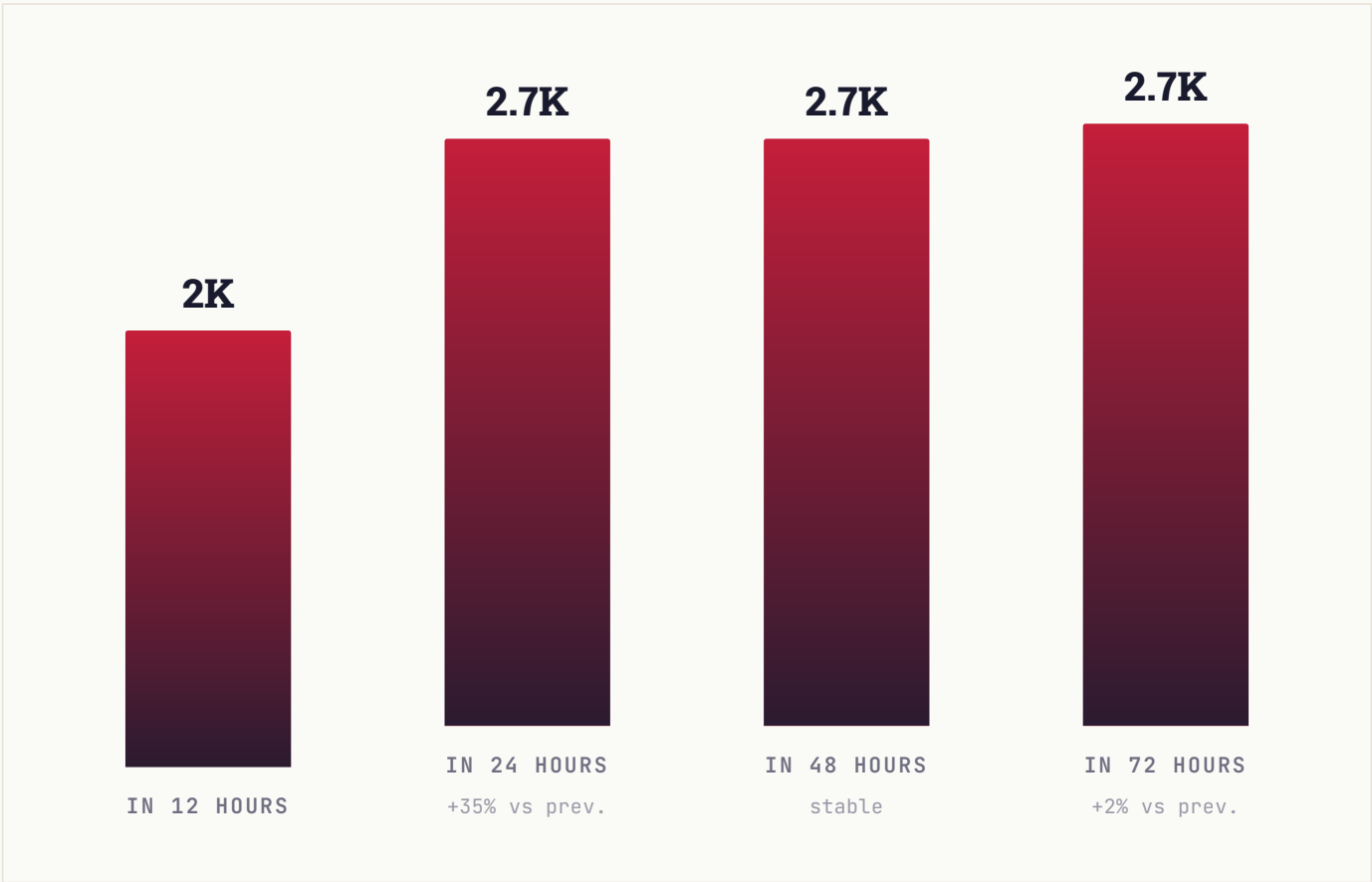
Citation index **191** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned **1 790** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of ad post over 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 is highlighted — see its rank among niche peers.

CHANNEL	SUBS
TM My feed trends	2.5M
MO Ice cream	1.8M
OK Oka	1.6M
Today Search	1.3M
TR Trendly	1.2M
ER Customer is always right	1.1M
Yesterday Trending today	1M
TB Trends by Russia	1M
TV Trend or leave	935.3K
TR Trending	909.3K
GU gura YOU	64.7K

COMPARATIVE INSIGHT

Channel in bottom half of top-100 niche (#84 of 99). Niche median — 125.2K subs. First growth KPI — reach median. Leader: My feed trends (2.5M).

— SECTION 07 · NICHE COMPARISON

Where the channel ranks in its league

Took top-100 channels in category "Marketing, PR, advertising» (Russia) and compared your channel. Gray band — range for 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

#84 /100

RANK IN NICHE

Channel in the bottom half of the ranking

SUBS

48% below median

median 123.8K

29.7K

64 715 — your channel

1.1M

AVG REACH / POST

64% below median

median 11.4K

73

4 103 — your channel

50.1K

CITATION INDEX

48% below median

median 366

0

191 — your channel

3.1K

— 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**Top post of the week — on Monday**

Audience most active on this day at 12:00 MSK.

EFFECT

**Best window
for an
important post****02****Systematic traffic buying**

3 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 point.

EFFECT

+5-15% ER**04****Cross-promo with neighboring channels**

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

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 using public data. Want more? 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
