

PUBLIC REPORT PROMTPRESS

Channel audit

Креатив на сдачу



@creoch

All money spent on ads & content, used the change for an avatar.
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RKN: clck.ru/3GBGSM

SUBS

94 585

-1638 per month

ERR (% SEE POSTS)

5.0%

per day 3.2%

REACH/POST

4.5K

ad reach 3K/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.

 SUBS 94 585 —	 SUB REACH 4.78% avg % subs see post	 VIEWS/POST 4.5K median 4.6K · 29 days	 POSTS/WEEK 37.9 over period
 7D TREND -9.4% vs previous week	 REACTIONS/POST 41.3 total 6,695 reactions, 7,514 reposts, 0 comments	 POST LENGTH 222 chars median 140 · 29 days	 POSTS ANALYZED 162 29 days
 AD REACH 3K 24h avg	 CHURN / MONTH -1638 over last month	 CITATION RATE 4 865 citation index · 3,963 channels mentioned ever	 CHANNEL AGE 2 years 3 months created 19.03.2024

AI EDITOR SUMMARY

Channel «Креатив на сдачу» – 94 585 subs. Each post gets avg 4.5K people (5% from subs), reach is low – need to grow audience. Publishes 38 posts per week (~5/day) – active posting. Week 8–14 Jun reach dropped -9.4% by week 1–7 Jun – worth analyzing the reasons.

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 HAVE IN COMMON

- 01 Analysis based on **162** posts over 29 days.
- 02 Dominant format – **Photo** (107/162 posts).
- 03 Avg post length – **222** chars (median 140).
- 04 Audience peak – **Thursday**, 01:00 MSK.
- 05 Top posts get **1x** more views than the weakest (5.6K avg for top vs 3.8K for worst) – among 162 posts over 29 days. Analyze what top posts share – topic, format, timing.

TOP 5 POSTS

Nº1 04.06 · 22:11 PHOTO At Vizit, an intern tried to stand out and nearly got the brand canceled: a girl messaged the official account to get contacts...	VIEWS 5 787 REPOSTS 70	REACTIONS 64 ER 6.1%
Nº2 28.05 · 18:38 PHOTO Death doula profession gains popularity among zoomers – people helping others through dying, grief, and...	VIEWS 5 536 REPOSTS 20	REACTIONS 41 ER 5.9%
Nº3 29.05 · 06:20 PHOTO Banks will stop considering 'gray' income of self-employed for loans and mortgages. From July 1, income assessment...	VIEWS 5 525 REPOSTS 14	REACTIONS 7 ER 5.8%

Nº4 03.06 · 05:37 PHOTO Wildberries to launch its own messenger — Tatyana Kim announced. Initially designed to solve the team's own problems...	VIEWS 5 478 REPOSTS 45	REACTIONS 28 ER 5.8%
Nº5 29.05 · 20:01 PHOTO Tired taxi drivers to be disconnected: Russia to develop mechanism preventing drivers with...	VIEWS 5 443 REPOSTS 13	REACTIONS 33 ER 5.8%

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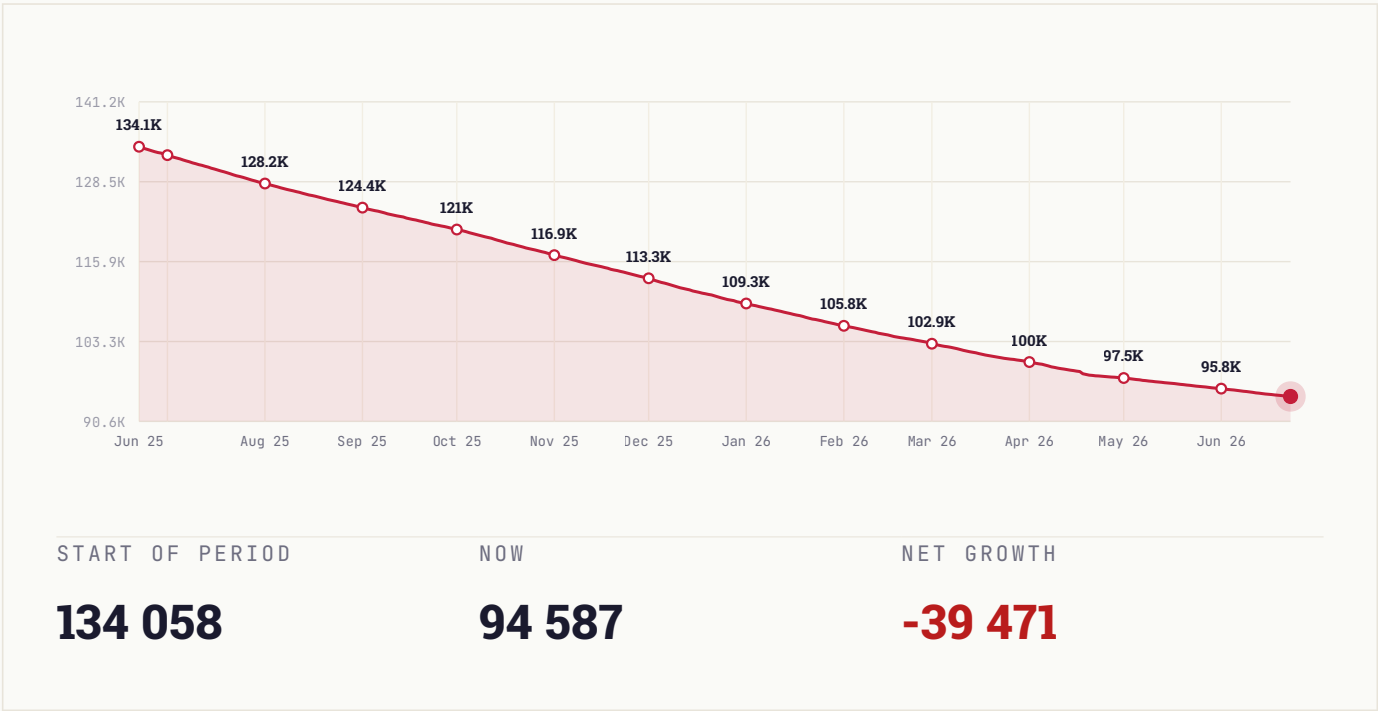
WORST 3

↓ 20.06 · 18:36 VIDEO A Muscovite opened a cafe right on the balcony: no hall, no waiters — orders from the fifth floor are lowered on a rope. The menu has two...	VIEWS 3 879 REPOSTS 60	REACTIONS 72 ER 4.1%
↓ 20.06 · 13:00 VIDEO In Vietnam's Dalat, Dalat Gods' Valley park strikingly resembles Hobbiton from Tolkien's works...	VIEWS 3 751 REPOSTS 36	REACTIONS 28 ER 4.0%
↓ 20.06 · 10:02 PHOTO Bad news for the boss looks something like this.	VIEWS 3 722 REPOSTS 11	REACTIONS 37 ER 3.9%

SECTION 03 • SUBSCRIBER DYNAMICS

How the channel grew over the year

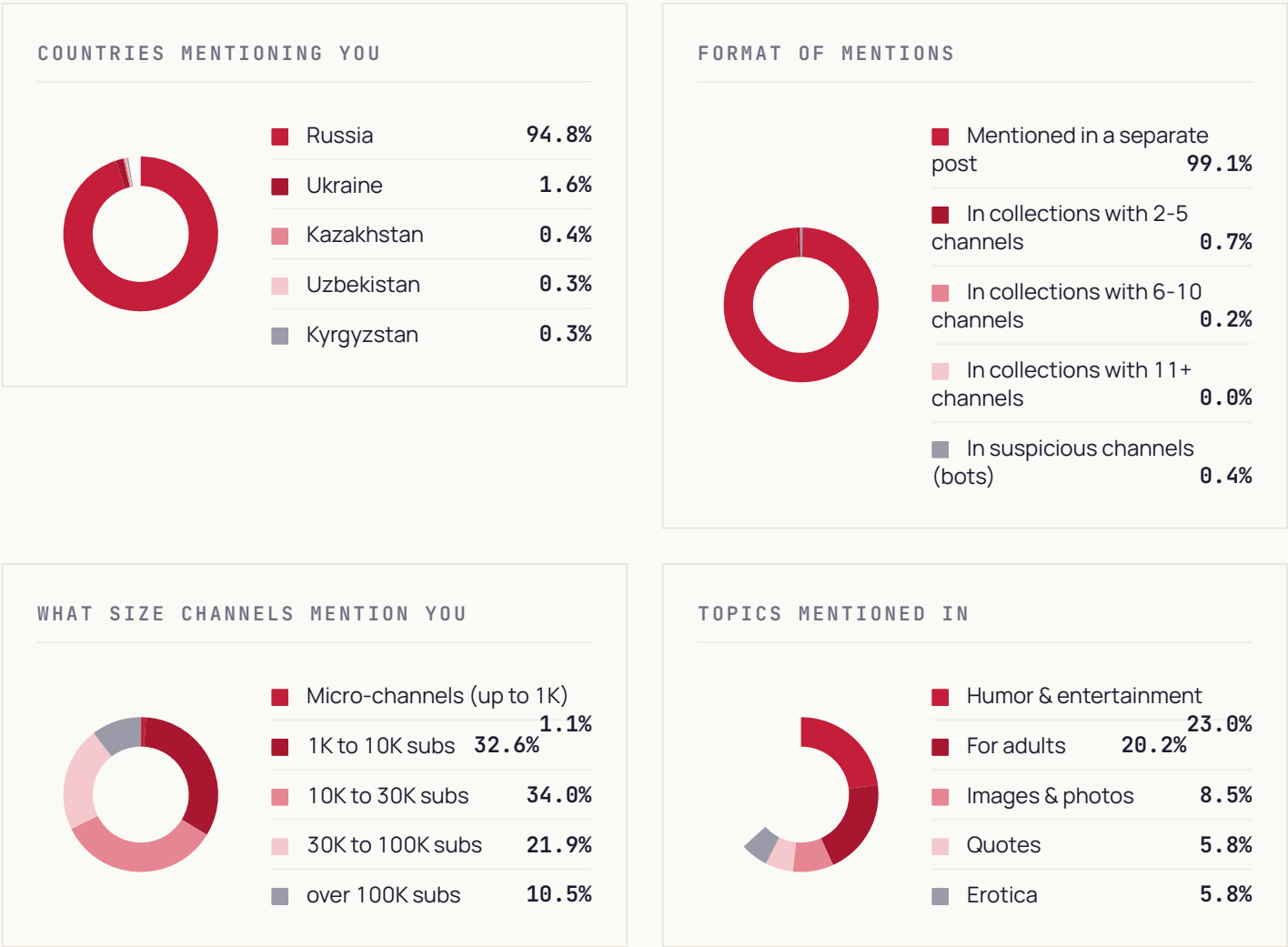
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel grew and which it lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

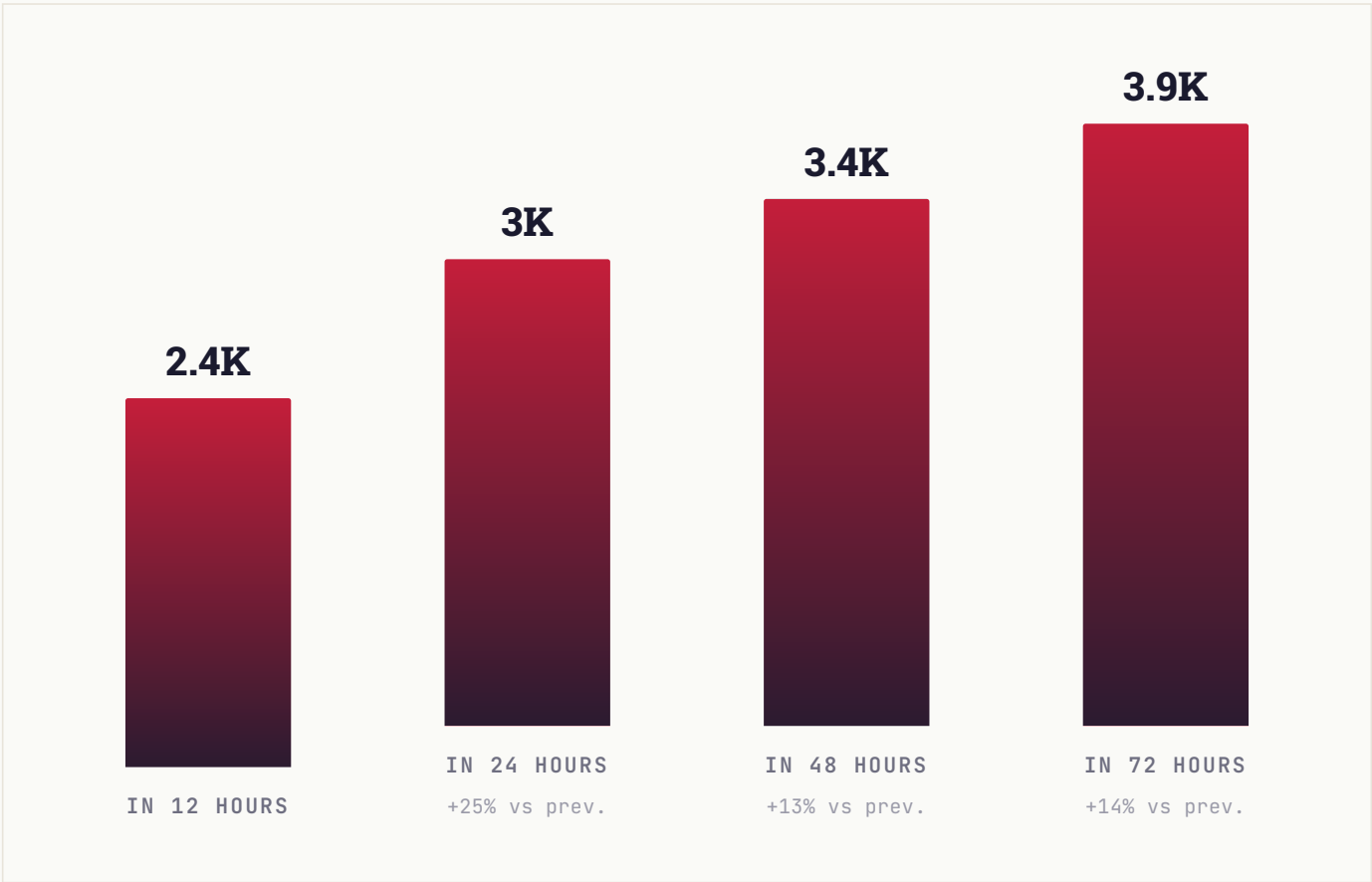
Citation index **4 865** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from 1K subs. All time channel was mentioned **3 963** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post over 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. Highlighted your channel — see its rank among niche peers.

CHANNEL	SUBS
TM My feed trends	2.5M
MO Ice cream	1.8M
OK Окак	1.6M
ER Search	1.3M
TR Trendly	1.2M
KV The customer is always right	1.1M
AVG Trending today	1M
TB Trends by Russia	1M
TV Trend or leave	935.3K
TR Trend watch	909.3K
KN Креатив на сдачу YOU	94.6K

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#61 of 99). Niche median — 125.2K subs. First growth KPI — reach median. Leader: My feed trends (2.5M).

SECTION 07 · NICHE COMPARISON

Where your channel ranks in its league

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

#61/100

RANK IN NICHE

Channel in the bottom half of the ranking

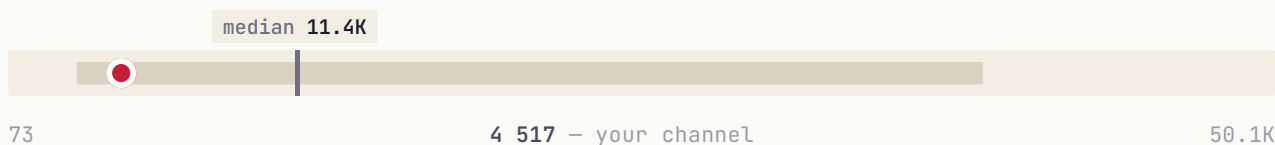
SUBS

24% below median



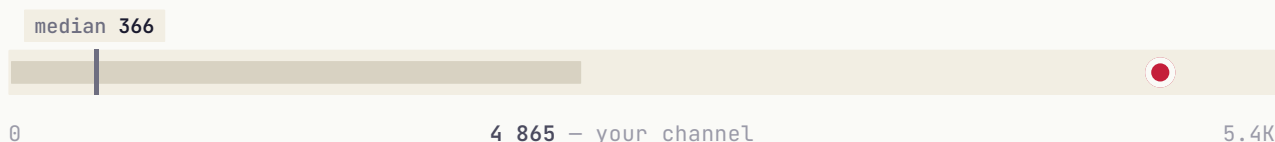
AVG REACH / POST

60% below median



CITATION INDEX

better than 90% of niche



— 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 Thursday**

Audience most active on this day at 01:00 MSK.

EFFECT

**Best window
for an
important post****02****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****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**

Swap posts with channels in the same segment once a quarter. 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 is what we can do in a few minutes based on public data. To go further — run ads through us and hit your growth target in a month.

01	Launch a Telegram ad	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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