

PUBLIC REPORT BY PROMTPRESS

Channel audit

Kub marketinga



@cubemark

I talk about ads, internet trends & digital in simple words Collab:
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SUBS

62 815

-957 per month

ERR (% SEE POSTS)

5.0%

per day 2.2%

REACH/POST

2.9K

ad reach 1.4K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card – a separate channel health indicator. The subtitle under the number shows the period it covers.

 SUBS 62 815 —	 SUBSCRIBER REACH 4.61% avg % of subs see post	 VIEWS/POST 2.9K median 3.1K · 29 days	 POSTS/WEEK 14.4 over period
 7D TREND -6.5% vs previous week	 REACTIONS/POST 28.7 only 1 720 reactions, 1 527 reposts, 0 comments	 POST LENGTH 213 chars median 162 · 29 days	 POSTS ANALYZED 60 29 days
 AD REACH 1.4K 24h avg	 CHURN / MONTH -957 last month	 CITATION RATE 1 179 citation index · 2 273 channels mentioned ever	 CHANNEL AGE 2 years 6 months created 14.12.2023

AI EDITOR SUMMARY

Channel «Kub marketinga» – 62 815 subs. Each post averages 2.9K people (5% from subs), reach is low – need to grow audience. Publishes 14 posts per week (~2/day) – regular schedule. For week 8–14 Jun reach dropped -6.5% by week 1–7 Jun – worth analyzing causes.

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 SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 60 posts over 29 days.
- 02 Dominant format – Photo (57/60 posts).
- 03 Avg post length – 213 chars (median 162).
- 04 Peak audience activity – Monday, 15:00 MSK.
- 05 Top posts get 2x more views than the weakest (3.5K avg for top vs 2.2K for worst) – among 60 posts over 29 days. Worth analyzing what the top has in common – topic, format, timing.

TOP 5 POSTS

Nº1 27.05 · 09:03 PHOTO A flower shop from Bishkek renamed flowers for men to boost sales. Well, mentions they definitely...	VIEWS 3 701 REPOSTS 36	REACTIONS 24 ER 5.9%
Nº2 27.05 · 17:01 PHOTO All medical certificates will now be issued only via MAX. The Ministry of Health plans to extend the new practice to all...	VIEWS 3 455 REPOSTS 26	REACTIONS 47 ER 5.5%
Nº3 25.05 · 17:04 PHOTO «Killer» of Microsoft Office in Russia seems done – MyOffice has mass layoffs of entire departments. The MyOffice product was...	VIEWS 3 436 REPOSTS 28	REACTIONS 39 ER 5.5%

Nº4 28.05 • 17:04 PHOTO The perfect blanket for a couch evening, made by Russian designers. We'd move to a region like this.@cubemark	VIEWS 3 429 REPOSTS 35 REACTIONS 18 ER 5.5%
Nº5 28.05 • 09:03 PHOTO Let them enjoy a little...@cubemark	VIEWS 3 406 REPOSTS 43 REACTIONS 88 ER 5.4%

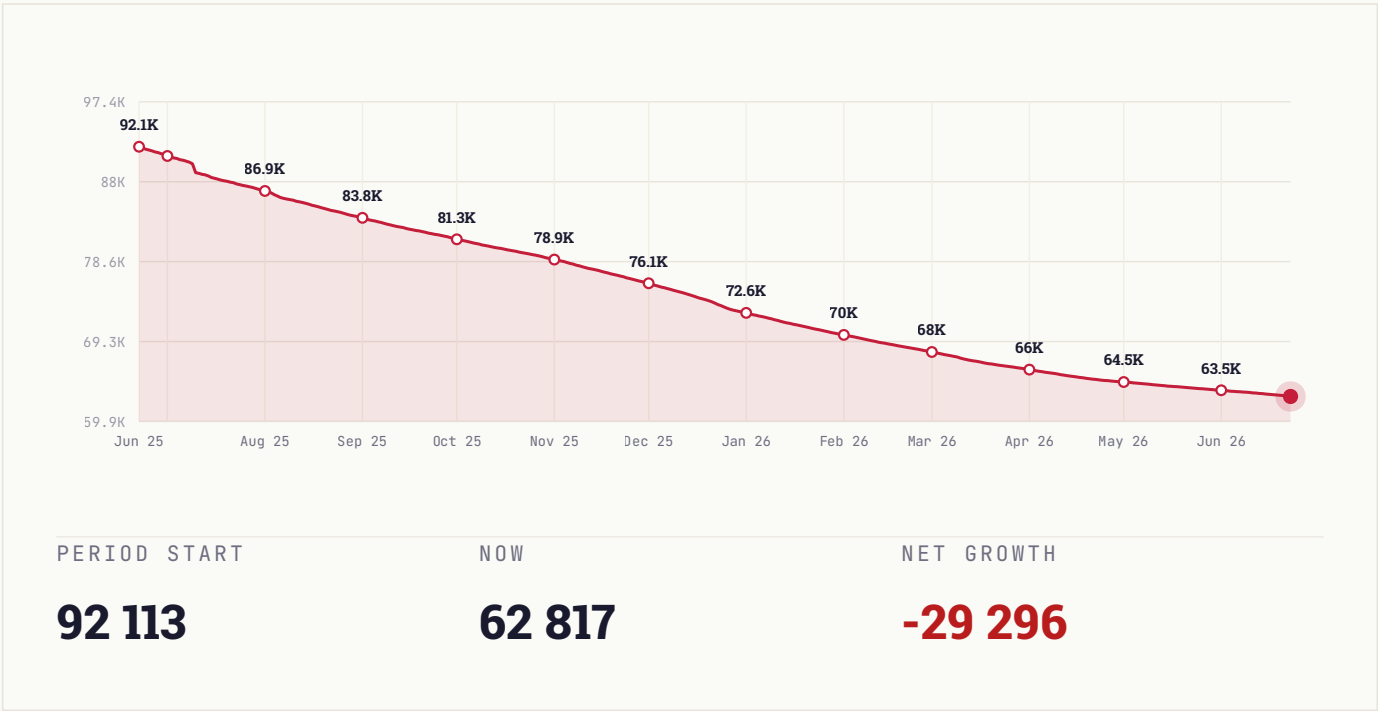
WORST 3

↓ 19.06 • 17:02 PHOTO ✂Central Bank cut key rate from 14.5% to 14.25% – ninth consecutive cut.@cubemark	VIEWS 2 285 REPOSTS 13 REACTIONS 34 ER 3.6%
↓ 20.06 • 11:01 PHOTO Visas to Japan will skyrocket FIVE times! Country raises entry document fees for first time in 50 years. From July 1, single-entry visa will...	VIEWS 2 220 REPOSTS 19 REACTIONS 13 ER 3.5%
↓ 20.06 • 17:03 PHOTO Blue & brown M&M's may be removed forever due to artificial dye ban. Mars is forced to switch to natural...	VIEWS 2 146 REPOSTS 17 REACTIONS 1 ER 3.4%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

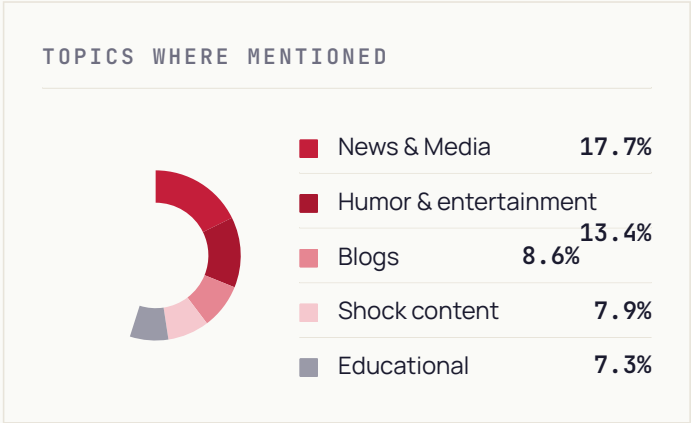
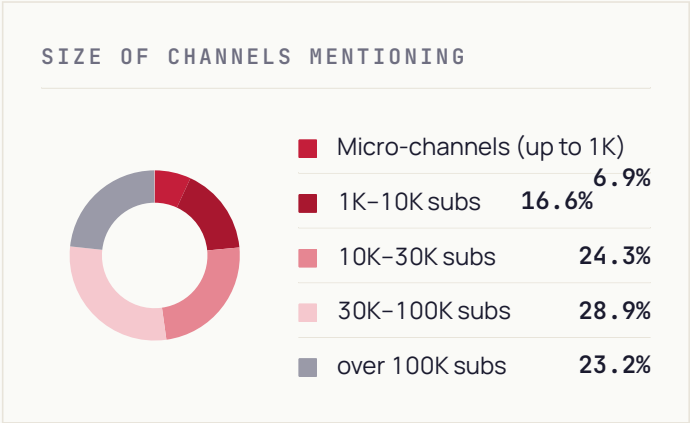
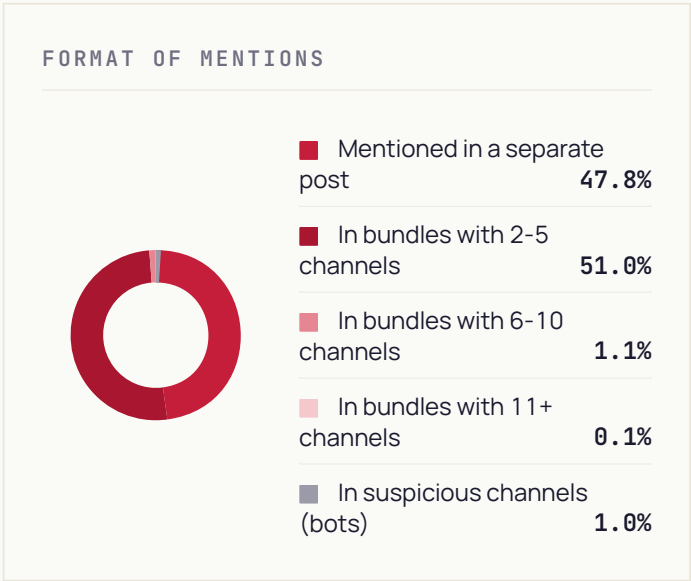
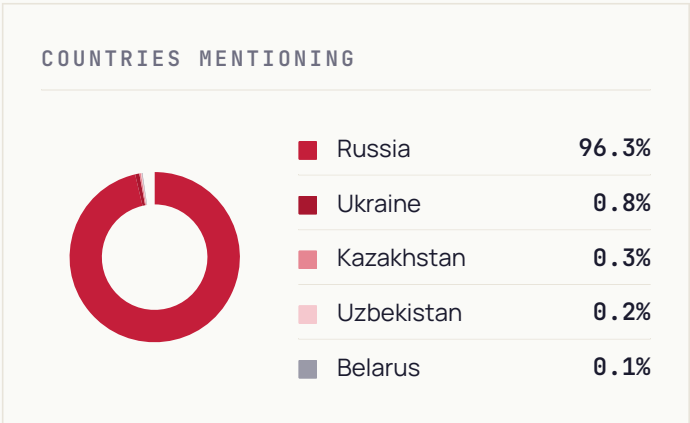
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained and which it lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

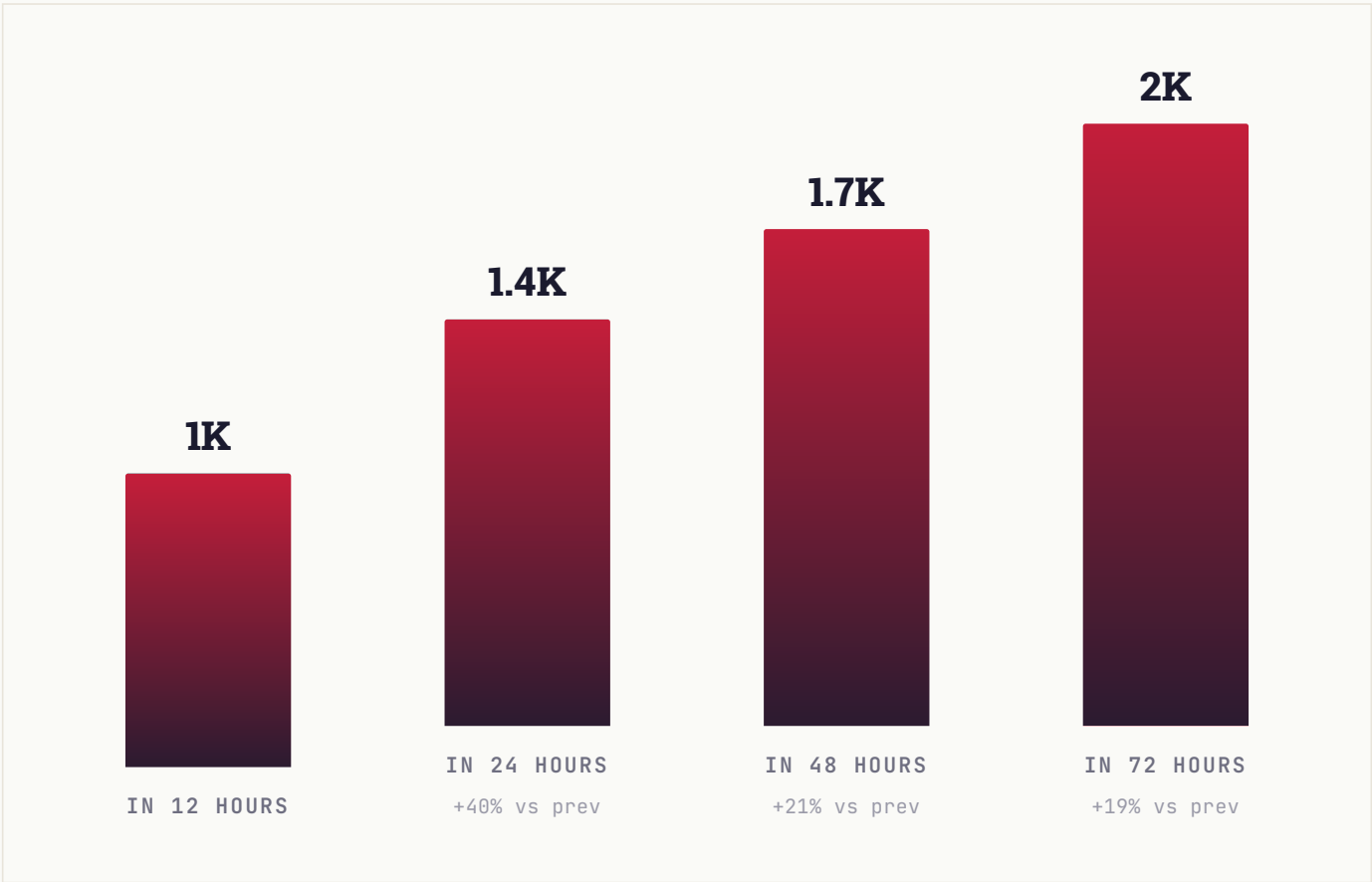
Citation index **1 179** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from 1K subs. All time channel was mentioned **2 273** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings 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 — you can 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 Trending	1.2M
KV Customer is always right	1.1M
Week Trending today	1M
TB Trends by Russia	1M
TV Trend or leave	935.3K
TR Trend watch	909.3K
KM Kub marketinga YOU	62.8K

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#87 of 99). Niche median — 125.2K subs. First growth KPI — reach median. Leader: My feed trends (2.5M).

SECTION 07 · NICHE COMPARISON

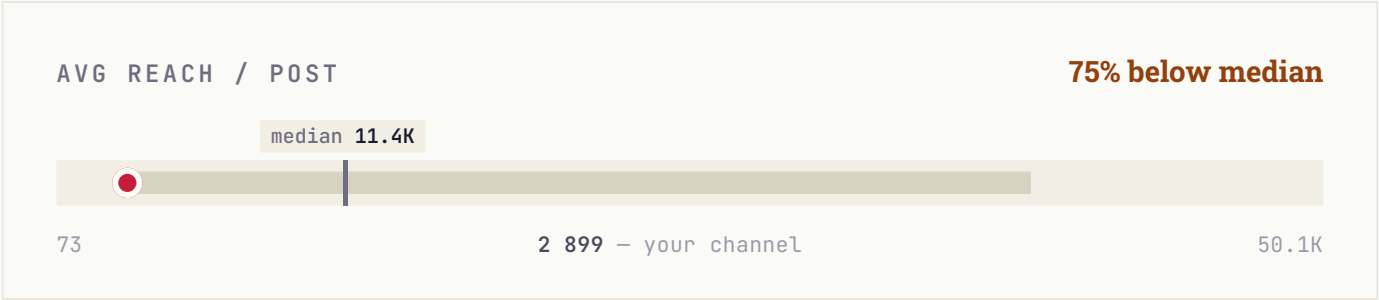
Where the channel stands in its league

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

#87/100

RANK IN NICHE

Channel in the bottom half of the ranking



— SECTION 08 · STRATEGY

What to do right now

5 priority actions sorted 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 15:00 MSK.

EFFECT

**Best window
for an
important post**

02

Increase video post share

Video in Telegram retains audience longer and is favored by algorithm. 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 finds sources for your niche.

EFFECT

**+1000-3000
subs**

04

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

05

Cross-promo with neighboring channels

Swap posts with same-segment channels once a quarter. 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 a few minutes based on public data. If you want to go further — run ads through 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
