

PUBLIC PROMTPRESS REPORT

Channel audit

Digital Culture



@digital_sila

Casually writing about digital, brands, and marketing. Collab/ads:
@alfapolo We're on the exchange: <https://telega.in/channels/+k64aMDagJ4wyN2Ri/card> The channel works with an ad service...

SUBSCRIBERS

39 227

-185 per month

ERR (% SEE POSTS)

10.0%

in 24 hours **6.6%**

REACH/POST

3.7K

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 39 227 —	 SUBS REACH 9.52% avg % subs see post	 VIEWS/POST 3.7K median 3.8K · 29 days	 POSTS/WK 30.4 for the period
 TREND 7D +1.9% vs previous week	 REACTS/POST 60.0 total 7,681 reactions, 7,489 reposts, 0 comments	 POST LENGTH 131 chars median 128 · 29 days	 POSTS ANALYZED 128 29 days
 AD REACH 2.6K 24h avg	 CHURN / MONTH -185 last month	 CITATION RATE 1 056 citation index · 1,936 channels mentioned all time	 CHANNEL AGE 4 years 7 months created 26.11.2021

AI EDITOR SUMMARY

Channel «Digital Culture» – 39 227 subs. Each post avg views 3.7K people (10% from subs), reach is low – expand audience. Publishes 30 posts/week (~4/day) – active. Week Jun 29 – Jul 5 reach stable (+1.9% vs week of June 22–28).

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement & outsiders – to see what to repeat & what to drop.

WHAT TOP POSTS SHARE

- 01 Analysis based on **128** posts in 29 days.
- 02 Dominant format – **Photo** (88/128 posts).
- 03 Avg post length – **131** chars (median 128).
- 04 Peak audience activity – **Monday**, 12:00 MSK.
- 05 Top posts get **2x** more views than the weakest (4.9K avg top vs 3K worst) – across 128 posts in 29 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 15.06 · 06:15 VIDEO Clinic brawler: cat in Israel trashed the place when they tried to vaccinate. Someone really hates treatment! And...	VIEWS 5 081 REPOSTS 270	REACTS 91 ER 13.0%
Nº2 16.06 · 08:22 PHOTO Love everything math – sailors, mattresses, and especially swears.	VIEWS 4 944 REPOSTS 121	REACTS 176 ER 12.6%
Nº3 15.06 · 09:25 VIDEO Chinese startup Yueban released a smart toilet on wheels. It can come to any room, 'receive' waste, then drive to...	VIEWS 4 772 REPOSTS 104	REACTS 61 ER 12.2%

Nº4 14.06 · 18:42 PHOTO Singer Oliver Tree died in a helicopter crash in Brazil – authorities confirmed. Known for tracks...	VIEWS 4 616 REPOSTS 54	REACTS 102 ER 11.8%
Nº5 16.06 · 06:34 VIDEO 80-year-old grandpa caught watching porn: relatives visited to watch World Cup on big screen but...	VIEWS 4 578 REPOSTS 81	REACTS 85 ER 11.7%

|

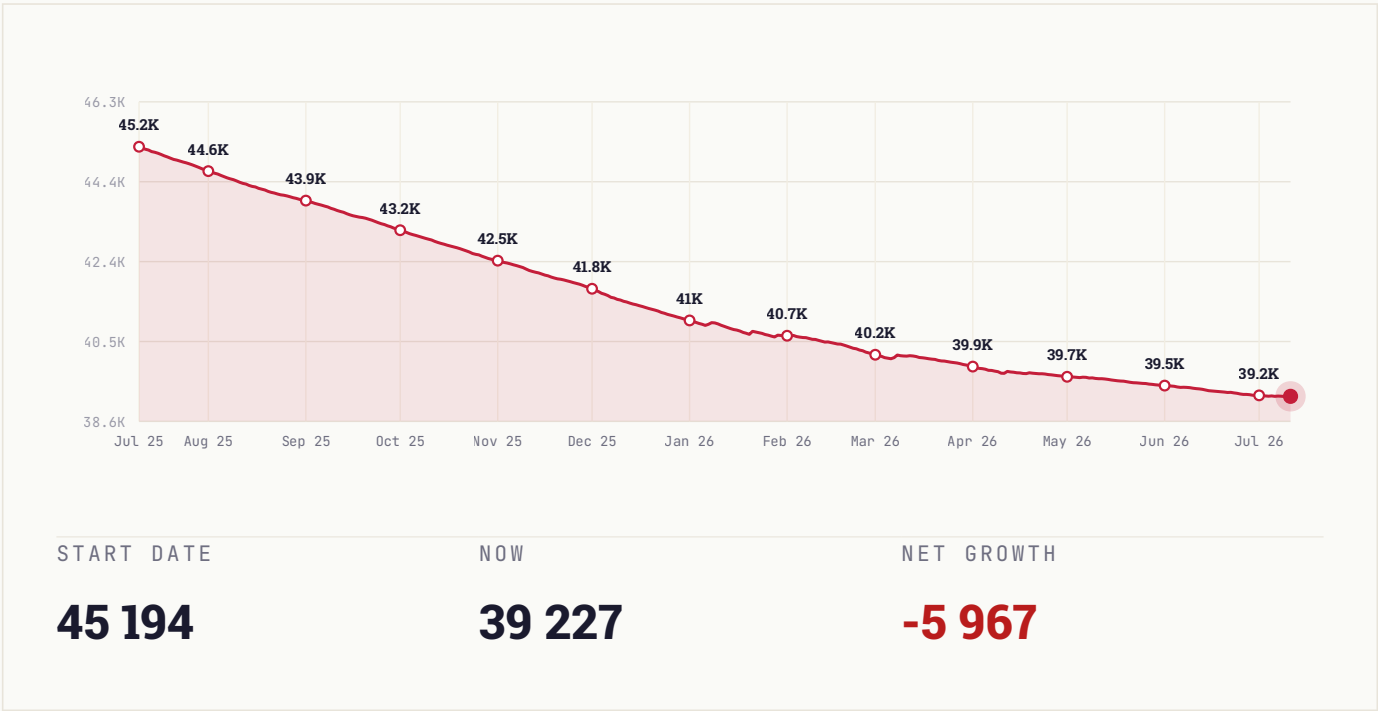
WORST 3

↓ 07.07 · 12:07 PHOTO Russians won't pay for foreign internet traffic. No such measure for mobile operators – Ministry of Digital. Well...	VIEWS 3 210 REPOSTS 18	REACTS 45 ER 8.2%
↓ 08.07 · 18:15 VIDEO First trailer for Dune Part Three with Timothée Chalamet is out. The film will adapt Dune Messiah.	VIEWS 2 905 REPOSTS 21	REACTS 14 ER 7.4%
↓ 08.07 · 19:31 VIDEO A fence on Rublyovka is going viral in Reels – it's 10 meters high, a whole high-rise. Seems they don't really want to look at ordinary people...	VIEWS 2 905 REPOSTS 51	REACTS 58 ER 7.4%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

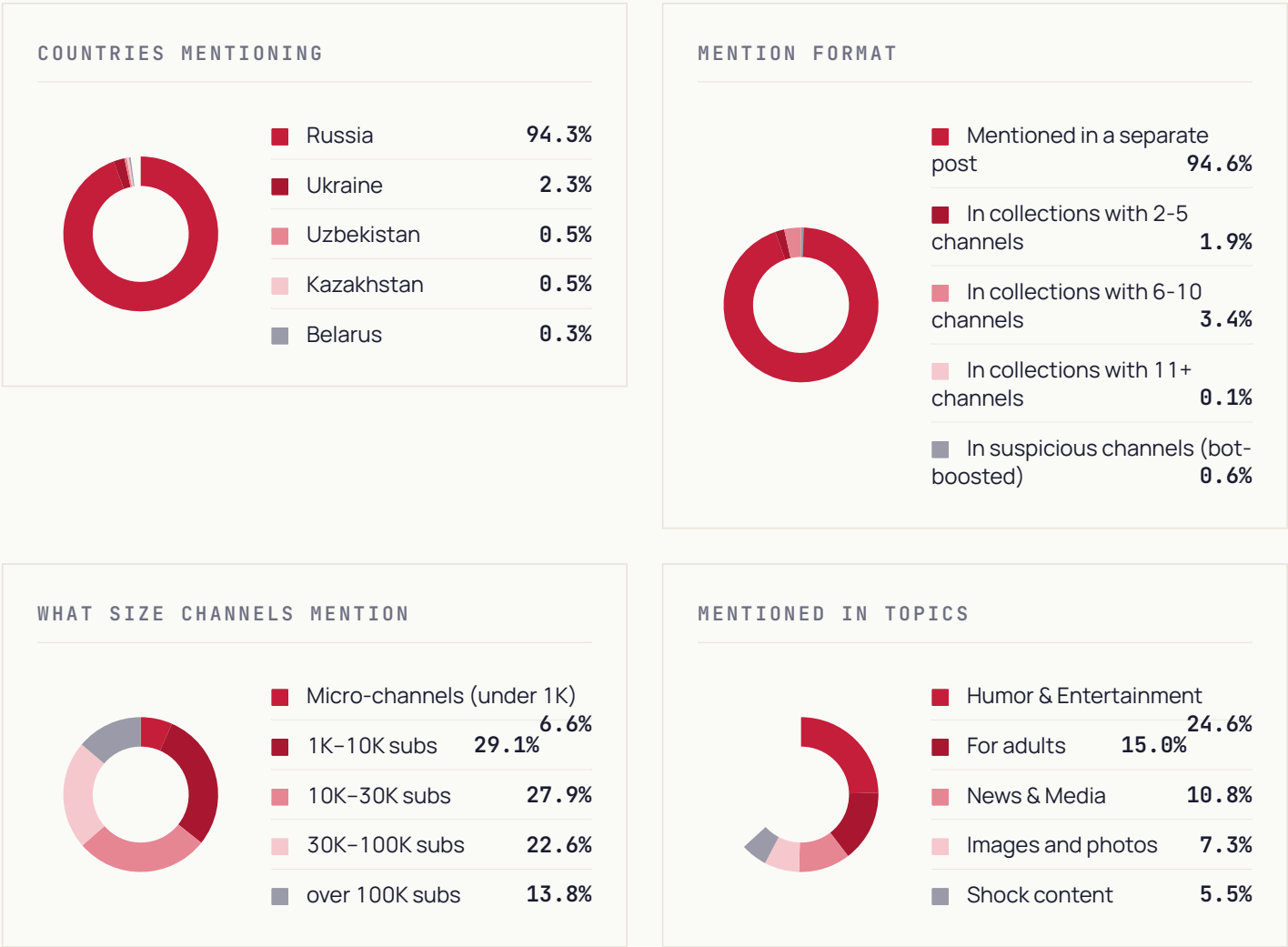
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained and lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

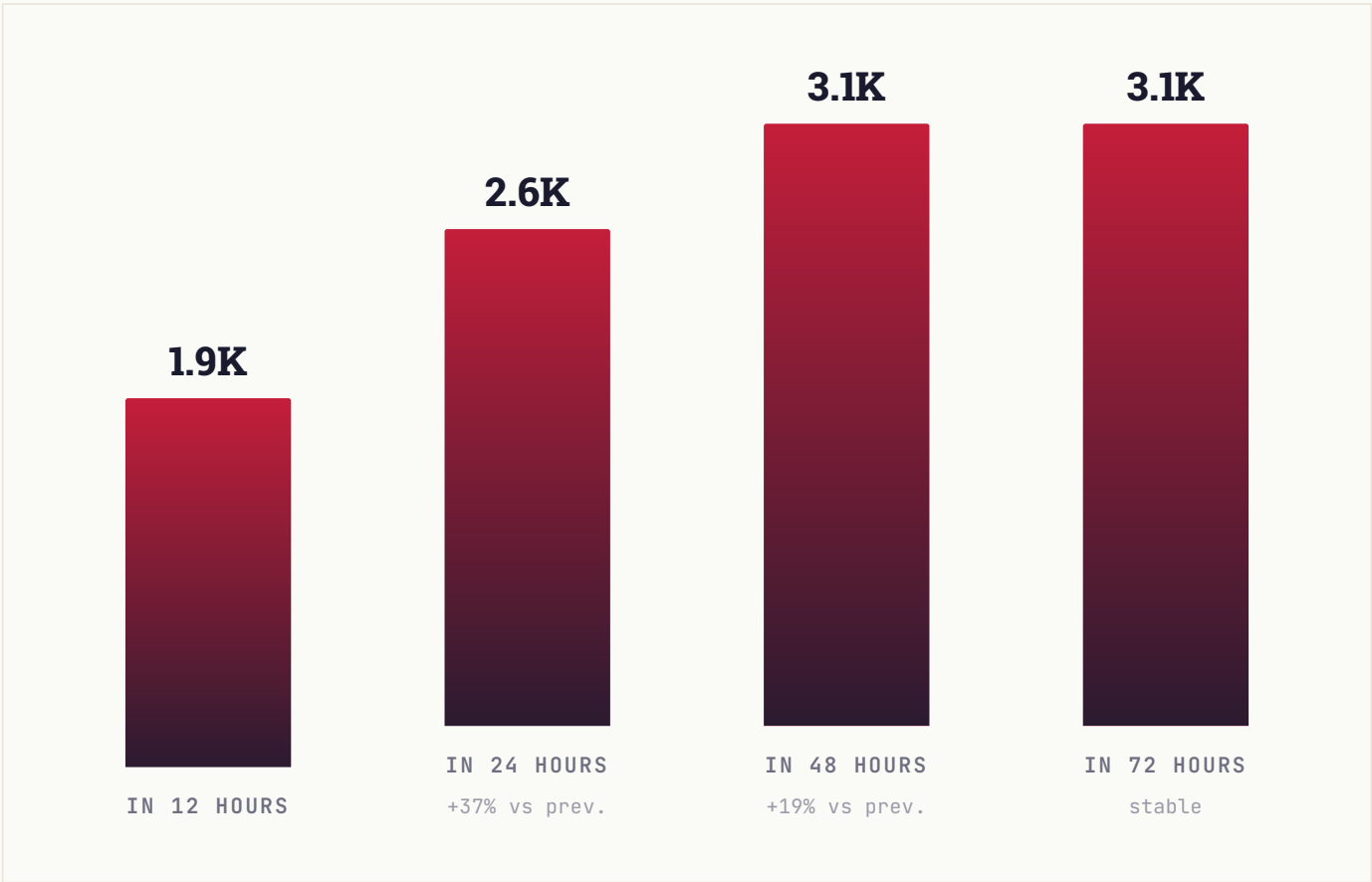
Citation index **1 056** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **1 936** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of ad post by time since publication. Helps gauge how long placement should 'live'.



SECTION 06 · COMPETITORS

Who you compete with

11 closest channels by topic & audience. Your channel is highlighted — see its rank among niche peers.

CHANNEL	SUBSCRIBERS
TM My feed trends	2.5M
MO Ice cream	1.7M
OK Okak	1.6M
SE Search	1.5M
TR Trendly	1.2M
TB Trends by Russia	1.1M
KV Customer is always right	1.1M
TZ Set trends	1M
SV Trending today	1M
TV Trend or leave	990K
DI Digital Culture YOU	39.2K

COMPARATIVE INSIGHT

Channel not yet outside top 99 of niche — early growth stage. Niche leader — My feed trends (2.5M), top-99 median: 145.1K. First goal: enter top-99 through systematic traffic & content work.

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Every month we record posts in other channels that mention your channel. Over the last **6 months** mentions found **10**, they brought **186** new subs.

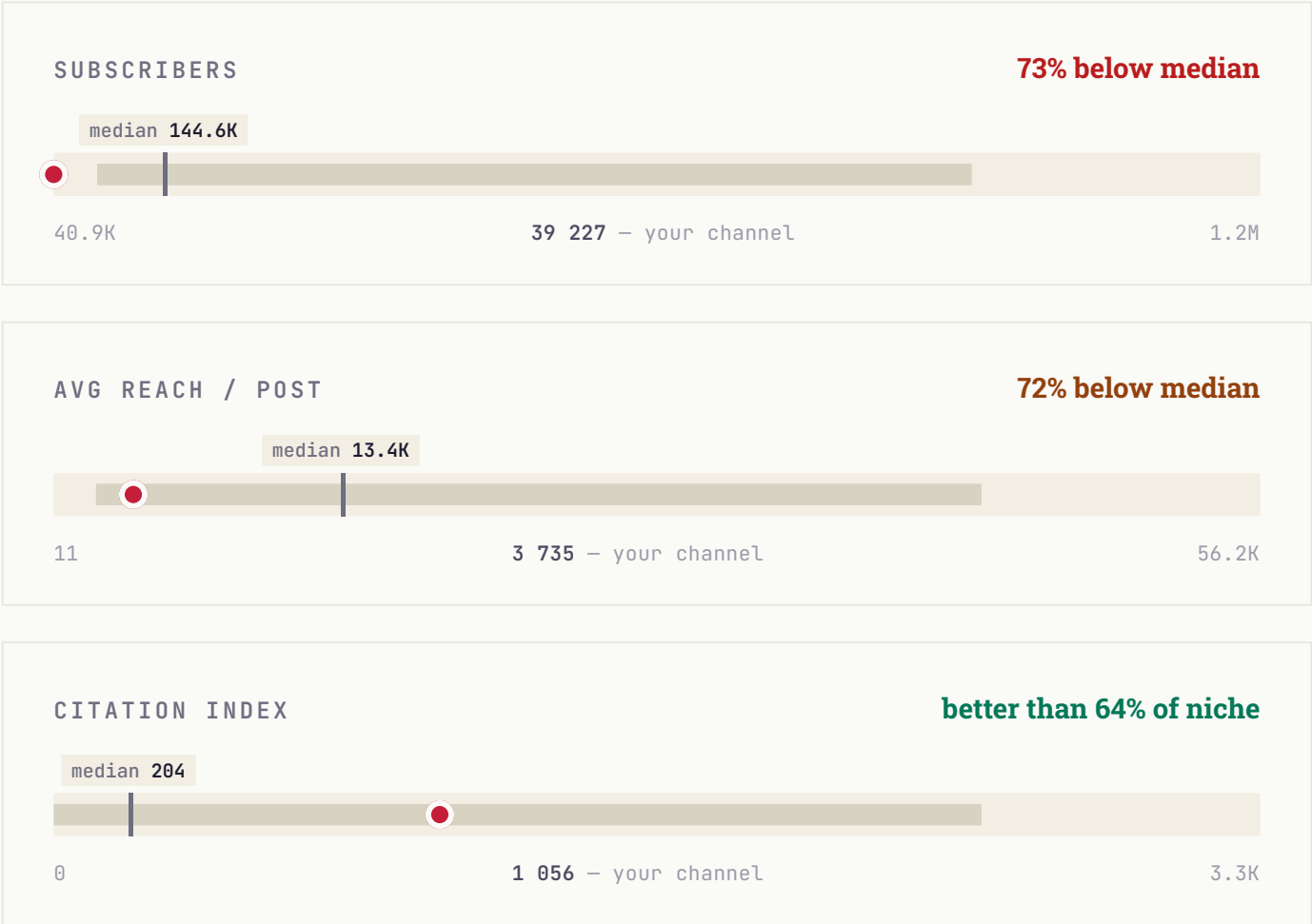
PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
Jan 2026	3	3	186	
December 2025	1	1	0	
Nov 2025	0	0	0	
Oct 2025	0	0	0	
Sep 2025	0	0	0	
August 2025	6	4	0	

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS
10	6	186

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

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



— SECTION 09 · STRATEGY

What to do right now

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

01

Main post of the week — on Monday

Audience is most active on this day at 12:00 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 quarterly with channels in the same niche.
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 — what we can do in minutes from public data. Want more? 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
