

PROMTPRESS PUBLIC REPORT

# Channel audit

## Dopamine Marketer



@doffamarketologa

We explain modern marketing in plain language — and more)

SUBS

**12 439**

35 posts 28 days

ERR (% SEE POSTS)

**6.0%**

per day 0.0%

REACH/POST

**809**

ad reach 0/24h

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— CONTENTS · 2026

# What's inside the report

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## 01 Channel Snapshot

12 key metrics · AI summary

## 02 Content analysis

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Who and how mentions the channel

## 04 Competitors

Niche neighbors · your place

## 05 Niche Comparison

Position in category «Marketing, PR, ads»

## 06 Strategy

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

# Key channel metrics

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

|                                                                                                                                                               |                                                                                                                                                                                               |                                                                                                                                                                             |                                                                                                                                                          |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------|
| <div><div> SUBS</div><div>12 439</div><div>—</div></div>                     | <div><div> SUBSCRIBER REACH</div><div>6.51%</div><div>avg % subs see post</div></div>                        | <div><div> VIEWS/POST</div><div>809</div><div>median 262 · 28 days</div></div>             | <div><div> POSTS/WEEK</div><div>8.6</div><div>over period</div></div> |
| <div><div> 7D TREND</div><div>+655.9%</div><div>vs previous week</div></div> | <div><div> REACTIONS/POST</div><div>1.4</div><div>only 49 reactions, 11 reposts, 0 comments</div></div>      | <div><div> POST LENGTH</div><div>355 chars</div><div>median 294 · 28 days</div></div>      | <div><div> POSTS ANALYZED</div><div>35</div><div>28 days</div></div>  |
| <div><div> AD REACH</div><div>0</div><div>avg per 24h</div></div>           | <div><div> CITATION RATE</div><div>0</div><div>citation index · 256 channels mentioned all time</div></div> | <div><div> CHANNEL AGE</div><div>3 years 17 days</div><div>created 02.07.2023</div></div> |                                                                                                                                                          |

AI EDITOR SUMMARY

Channel «Dopamine Marketer» – 12 439 subs. Each post gets avg 809 people (7% from subs), reach is low – need to grow audience. Publishes 9 posts per week (~1/day) – consistent. Week July 6–12 reach grew by +655.9% by week June 29 – July 5 – positive trend.

SECTION 02 · CONTENT ANALYSIS

# What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 35 posts over 28 days.
- 02 Dominant format – Photo (30/35 posts).
- 03 Avg post length – 355 chars (median 294).
- 04 Audience activity peak – Thu, 21:00 MSK.
- 05 Top posts get 60x more views than the weakest (1.3K avg for top vs 21 for worst) – among 35 posts over 28 days. Worth analyzing what top posts have in common: topic, format, timing.

TOP 5 POSTS

|                                                                                                                                        |         |           |
|----------------------------------------------------------------------------------------------------------------------------------------|---------|-----------|
| №111.07 · 10:02PHOTO                                                                                                                   | VIEWS   | REACTIONS |
|                                                                                                                                        | 1 838   | —         |
| Marketers promoting the new Spider-Man: New Day film went all out to make people think this installation...                            | REPOSTS | ER        |
|                                                                                                                                        | —       | 14.8%     |
| №215.07 · 07:30PHOTO                                                                                                                   | VIEWS   | REACTIONS |
|                                                                                                                                        | 1 008   | —         |
| Legendary Lay's with white mushroom & sour cream flavor are back on shelves. A pack at Dixy costs 150 rubles.                          | REPOSTS | ER        |
|                                                                                                                                        | —       | 8.1%      |
| №315.07 · 18:15PHOTO                                                                                                                   | VIEWS   | REACTIONS |
|                                                                                                                                        | 923     | —         |
| Mobile internet schedule introduced in Crimea, city administration of Dzhankoy reports. Stable connection will be available 8 hours... | REPOSTS | ER        |
|                                                                                                                                        | —       | 7.4%      |

|                                                                                                                                                                                                                         |                                                                                     |                                                                                     |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|
| <div><div>Nº4</div><div>14.07 · 10:13</div><div>PHOTO</div></div> <div><div>Water prices in Moscow restaurants have completely lost touch with reality. A 750 ml bottle now costs 710 to 1650 rubles. In...</div></div> | <div><div>VIEWS</div><div>283</div></div> <div><div>REPOSTS</div><div>—</div></div> | <div><div>REACTIONS</div><div>—</div></div> <div><div>ER</div><div>2.3%</div></div> |
| <div><div>Nº5</div><div>15.07 · 12:54</div><div>PHOTO</div></div> <div><div>Meme of the day — Huawei phone's AI at max zoom thought a plane was a bird and drew wings and paws 🛩️🐾</div></div>                          | <div><div>VIEWS</div><div>277</div></div> <div><div>REPOSTS</div><div>—</div></div> | <div><div>REACTIONS</div><div>—</div></div> <div><div>ER</div><div>2.2%</div></div> |

|

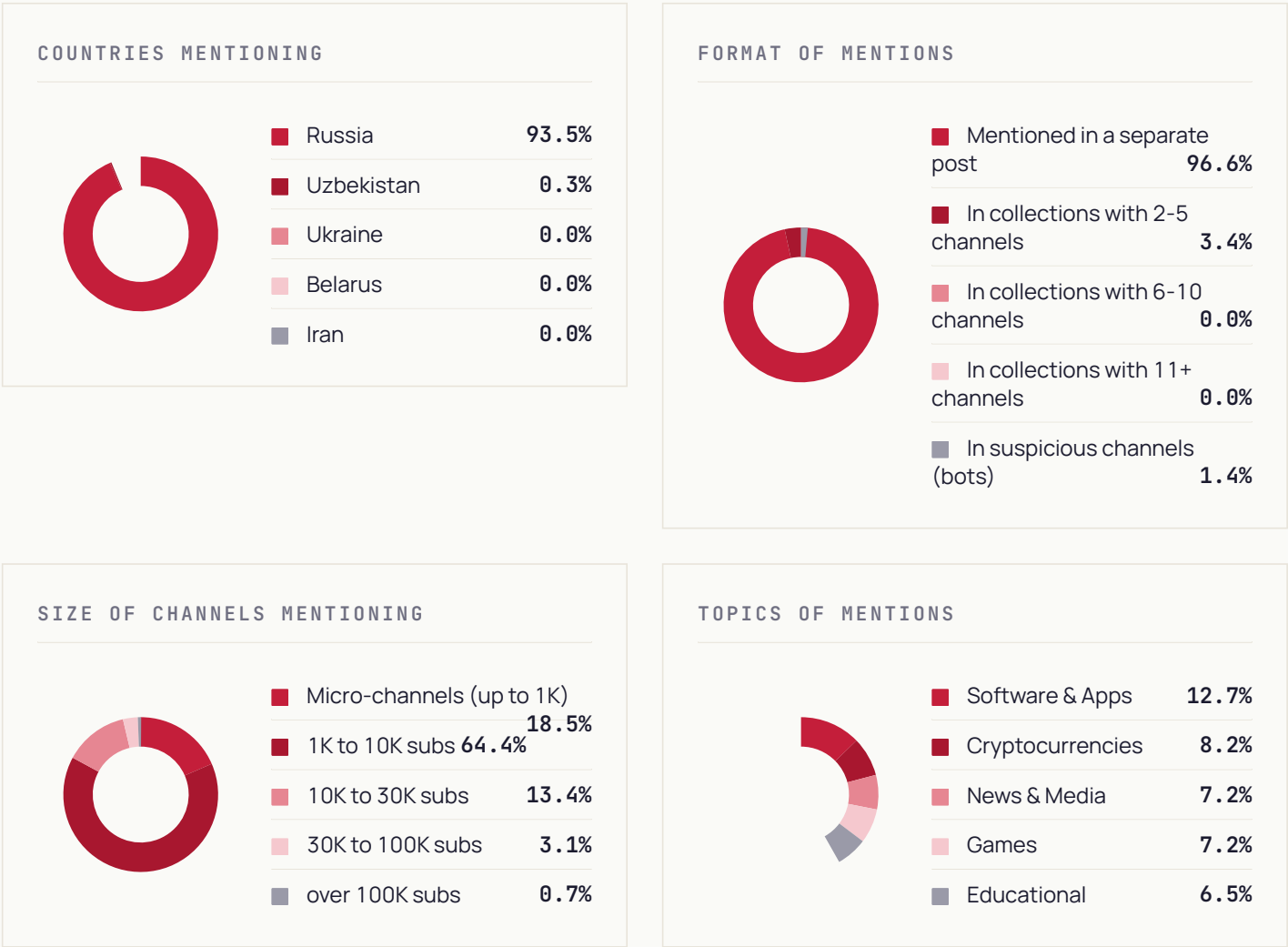
WORST 3

|                                                                                                                                                                                                                         |                                                                                    |                                                                                     |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|
| <div><div>↓</div><div>29.06 · 09:53</div><div>PHOTO</div></div> <div><div>Louis Vuitton created an artificial beach with real sea waves for a Paris show. Under this wave they set up a runway imitating...</div></div> | <div><div>VIEWS</div><div>23</div></div> <div><div>REPOSTS</div><div>—</div></div> | <div><div>REACTIONS</div><div>—</div></div> <div><div>ER</div><div>0.2%</div></div> |
| <div><div>↓</div><div>20.06 · 08:37</div><div>PHOTO</div></div> <div><div>Blue and brown M&amp;M's may be removed forever due to artificial dyes ban. Mars is forced to switch to natural...</div></div>                | <div><div>VIEWS</div><div>21</div></div> <div><div>REPOSTS</div><div>—</div></div> | <div><div>REACTIONS</div><div>—</div></div> <div><div>ER</div><div>0.2%</div></div> |
| <div><div>↓</div><div>27.06 · 17:46</div><div>PHOTO</div></div> <div><div>Iconic Brazilian beach brand Havaianas recreated the national flag using its flip-flops. By the way, behind this campaign is...</div></div>   | <div><div>VIEWS</div><div>20</div></div> <div><div>REPOSTS</div><div>—</div></div> | <div><div>REACTIONS</div><div>—</div></div> <div><div>ER</div><div>0.2%</div></div> |

SECTION 03 · MENTIONS

# Who and how mentions the channel

Citation index 0 – channel popularity rating based on mentions. Considers not only their count but also the weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time channel mentions: **256** different channels.



SECTION 04 · COMPETITORS

# Who you compete with

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

| CHANNEL                                        | SUBS  |
|------------------------------------------------|-------|
| <div>TM</div> My feed trends                   | 2.5M  |
| <div>MO</div> Ice cream                        | 1.7M  |
| <div>OK</div> Oka                              | 1.6M  |
| <div>Today</div> Search                        | 1.5M  |
| <div>TR</div> Trending                         | 1.2M  |
| <div>TB</div> trends by russia                 | 1.1M  |
| <div>KV</div> Customer is always right         | 1.1M  |
| <div>TV</div> Trend or leave                   | 1.1M  |
| <div>TZ</div> Set trends                       | 1.1M  |
| <div>Yesterday</div> Trending today            | 1M    |
| <div>DM</div> Dopamine Marketer <div>YOU</div> | 12.4K |

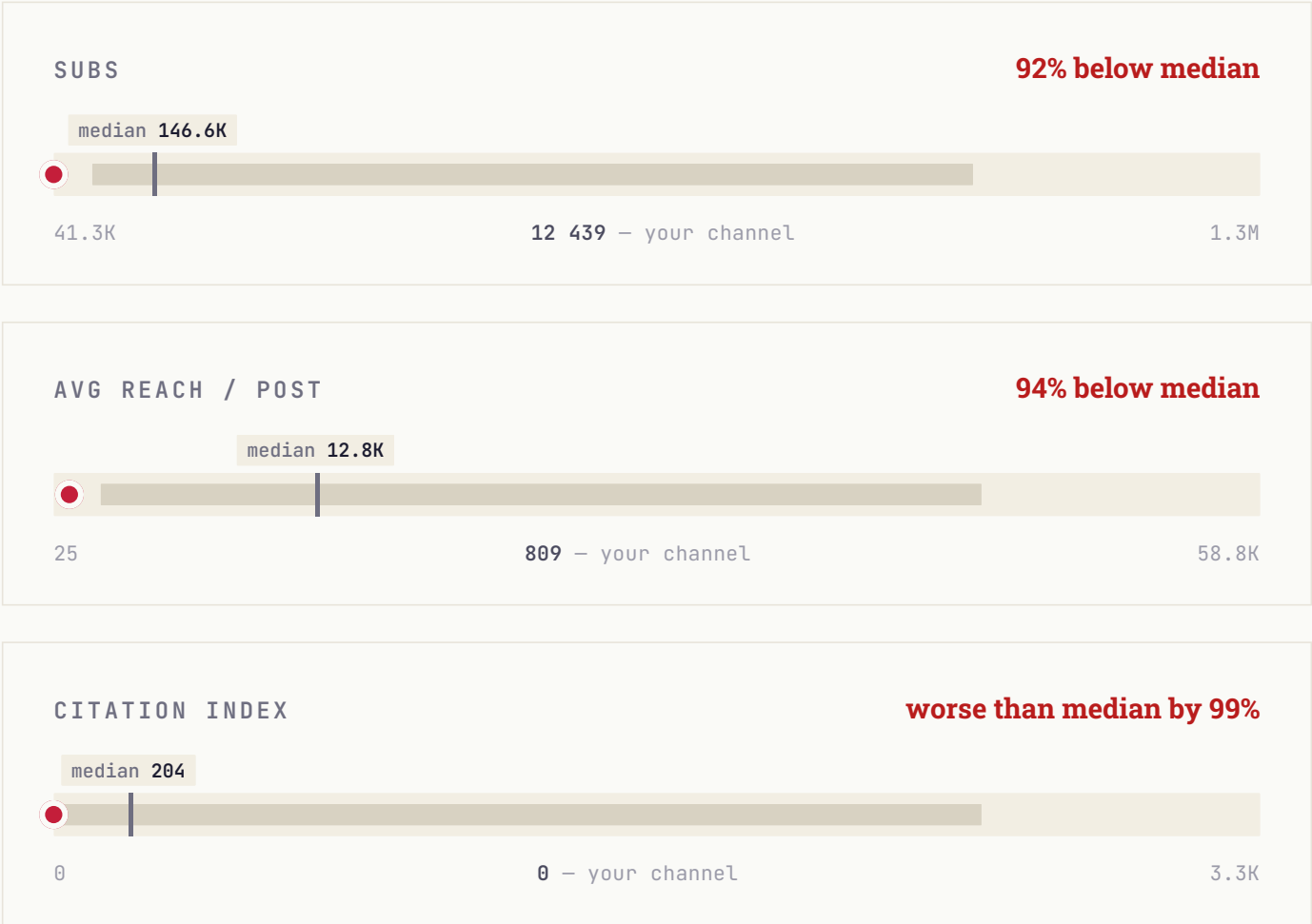
COMPARATIVE CONCLUSION

Channel still outside top 99 of niche — early growth stage. Niche leader — My feed trends (2.5M), top-99 median: 148K. First goal: enter top-99 through systematic traffic & content work.

SECTION 05 · NICHE COMPARISON

# Where the channel stands in its league

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





## — SECTION 06 · STRATEGY

# What to do right now

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

01

## Top post of the week — Thursday

Audience is most active on this day at 21:00 MSK.

EFFECT

**Best window  
for an  
important post**

02

## Increase video post share

Video in Telegram retains audience longer and is algorithm-friendly. 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 & interactive formats

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

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 bring relevant growth.

EFFECT

**Growth from  
relevant  
audience**

★ WHAT'S NEXT

# Want us to do it PromptPress?

This audit — what we can do in a few minutes using public data. If you want to go further — run ads through us and hit your growth target in a month.

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|    |                            |                                                                                             |
|----|----------------------------|---------------------------------------------------------------------------------------------|
| 01 | <b>Launch Telegram ads</b> | <a href="https://panel.promptpress.com/register">https://panel.promptpress.com/register</a> |
|----|----------------------------|---------------------------------------------------------------------------------------------|

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|    |                        |                                                                         |
|----|------------------------|-------------------------------------------------------------------------|
| 02 | <b>Contact manager</b> | <a href="https://t.me/PromptPress_manager">t.me/PromptPress_manager</a> |
|----|------------------------|-------------------------------------------------------------------------|

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