

PUBLIC PROMTPRESS REPORT

Channel audit drinking water



@drinkablewater

Media, brands, marketing & PR in one bottle Ads - @WeSell_Igor
Partnerships - @swaymedia, @Spiral_Yuri RKN: <https://clck.ru/3MKL53>

SUBSCRIBERS

220 879

+12818 per month

ERR (% SEE POSTS)

6.0%

per day 4.3%

REACH/POST

13.6K

ad reach 9.6K/24h

— CONTENTS · 2026

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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 220 879 —	 SUBSCRIBER REACH 6.14% avg % subs see post	 VIEWS/POST 13.6K median 13.3K · 29 days	 POSTS/WK 31.6 over period
 TREND 7D +21.6% vs previous week	 REACTIONS/POST 73.2 total 9 876 reactions, 3 804 reposts, 0 comments	 POST LENGTH 313 chars median 300 · 29 days	 POSTS ANALYZED 135 29 days
 AD REACH 9.6K 24h avg	 CHURN / MONTH +12818 last month	 CITATION RATE 8 citation index · 37 channels mentioned all time	 CHANNEL AGE 2 years 11 months created 05.07.2023

AI EDITOR SUMMARY

Channel 'drinking water' — 220 879 subs. Each post averages 13.6K people (6% from subs), reach low — need to grow audience. Posts 32 posts per week (~5/day) — active posting. Week Jun 8–14 reach up +21.6% vs week Jun 1–7 — positive trend.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS SHARE

- 01 Analysis based on **135** posts over 29 days.
- 02 Dominant format — **Photo** (81/135 posts).
- 03 Avg post length — **313** chars (median 300).
- 04 Peak audience activity — **wed**, 16:00 MSK.
- 05 Top posts get **2x** more views than the weakest (19.6K avg for top vs 10.8K for bottom) — across 135 posts in 29 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 29.05 · 15:35 PHOTO Cult cartoon 'Once Upon a Dog' gets a feature film with Gosha Kutsenko as the Wolf. Plot: The Wolf is a hallucination of a former boxer...	VIEWS 21 509 REPOSTS 40	REACTIONS 71 ER 9.7%
Nº2 13.06 · 18:52 PHOTO Remember the main life truth:	VIEWS 18 841 REPOSTS 18	REACTIONS 81 ER 8.5%
Nº3 10.06 · 13:34 PHOTO Nike released sneakers for those who want to hit KPI and still dunk. Glossy black upper, collar instead of tongue, clamp...	VIEWS 18 436 REPOSTS 24	REACTIONS 47 ER 8.3%

Nº4 11.06 • 18:15 PHOTO Brand Boston Titan Caskets decided a coffin is merch too and launched a TMNT-style line. Now you can go into eternity in...	<table> <tr> <td>VIEWS</td><td>REACTIONS</td></tr> <tr> <td>18 432</td><td>42</td></tr> <tr> <td>REPOSTS</td><td>ER</td></tr> <tr> <td>30</td><td>8.3%</td></tr> </table>	VIEWS	REACTIONS	18 432	42	REPOSTS	ER	30	8.3%
VIEWS	REACTIONS								
18 432	42								
REPOSTS	ER								
30	8.3%								
Nº5 12.06 • 18:50 VIDEO Adidas launched a collection for pets and their owners – now you can match with your dog in three-stripe outfits. In...	<table> <tr> <td>VIEWS</td><td>REACTIONS</td></tr> <tr> <td>17 923</td><td>53</td></tr> <tr> <td>REPOSTS</td><td>ER</td></tr> <tr> <td>22</td><td>8.1%</td></tr> </table>	VIEWS	REACTIONS	17 923	53	REPOSTS	ER	22	8.1%
VIEWS	REACTIONS								
17 923	53								
REPOSTS	ER								
22	8.1%								

WORST 3

↓ 01.06 • 12:24 PHOTO «SuperercoB UEBA» FC Zenit marketers decided to test AI and employee attention. Nobody passed the test 🤖	<table> <tr> <td>VIEWS</td><td>REACTIONS</td></tr> <tr> <td>11 241</td><td>57</td></tr> <tr> <td>REPOSTS</td><td>ER</td></tr> <tr> <td>16</td><td>5.1%</td></tr> </table>	VIEWS	REACTIONS	11 241	57	REPOSTS	ER	16	5.1%
VIEWS	REACTIONS								
11 241	57								
REPOSTS	ER								
16	5.1%								
↓ 07.06 • 13:02 VIDEO In Orion Park at VDNKh, an unusual ice sculpture of a polar bear with cub was spotted – and it's melting before your eyes. As explained...	<table> <tr> <td>VIEWS</td><td>REACTIONS</td></tr> <tr> <td>11 156</td><td>42</td></tr> <tr> <td>REPOSTS</td><td>ER</td></tr> <tr> <td>3</td><td>5.1%</td></tr> </table>	VIEWS	REACTIONS	11 156	42	REPOSTS	ER	3	5.1%
VIEWS	REACTIONS								
11 156	42								
REPOSTS	ER								
3	5.1%								
↓ 14.06 • 05:11 VIDEO Wine paradise opened: Gelendzhik's resort town 'Bely Mys' launched – 42k sq m with tasting rooms, exhibition...	<table> <tr> <td>VIEWS</td><td>REACTIONS</td></tr> <tr> <td>9 939</td><td>29</td></tr> <tr> <td>REPOSTS</td><td>ER</td></tr> <tr> <td>29</td><td>4.5%</td></tr> </table>	VIEWS	REACTIONS	9 939	29	REPOSTS	ER	29	4.5%
VIEWS	REACTIONS								
9 939	29								
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SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

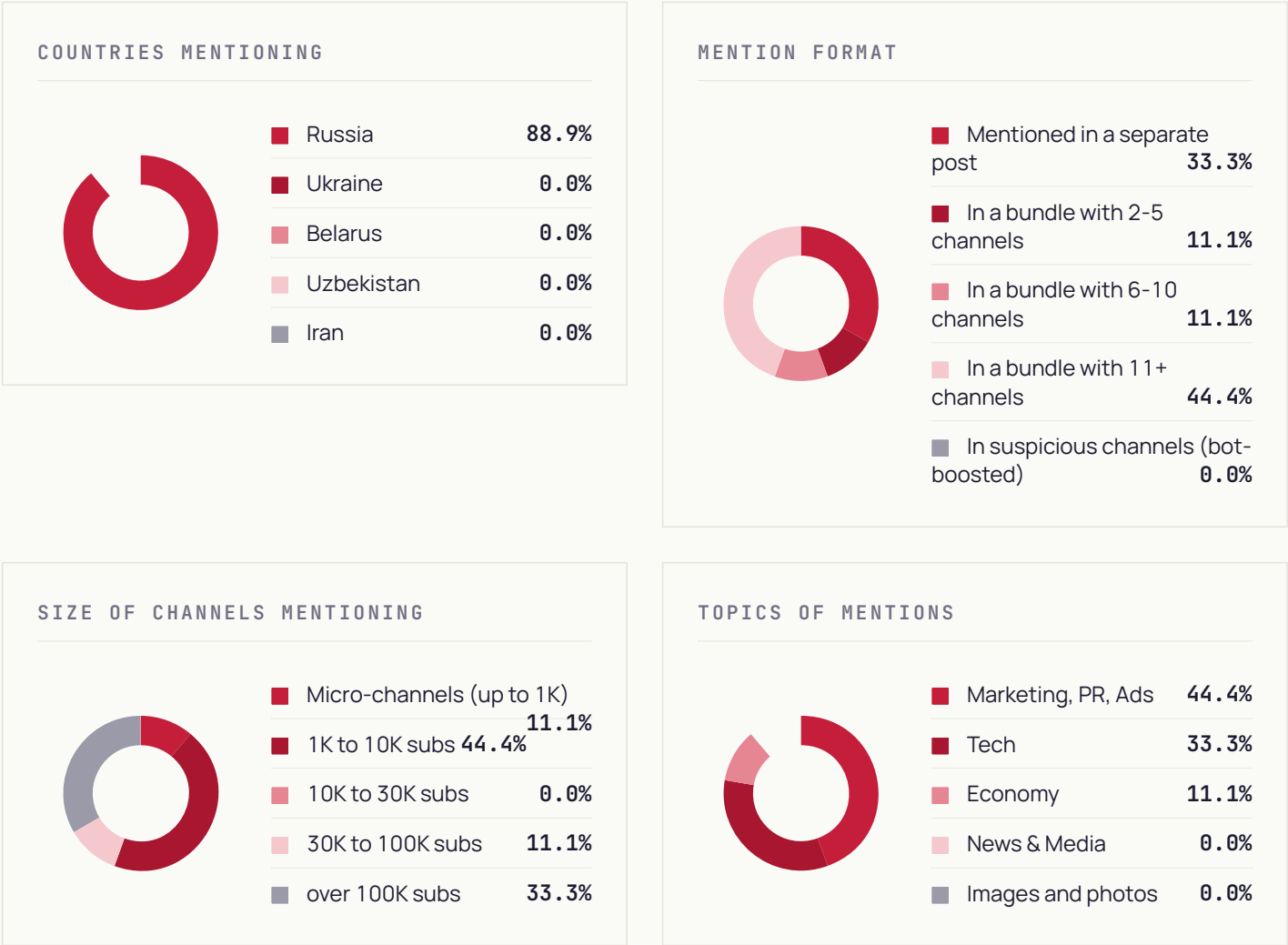
Subscriber growth chart for the year. Key months show exact sub count. See which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

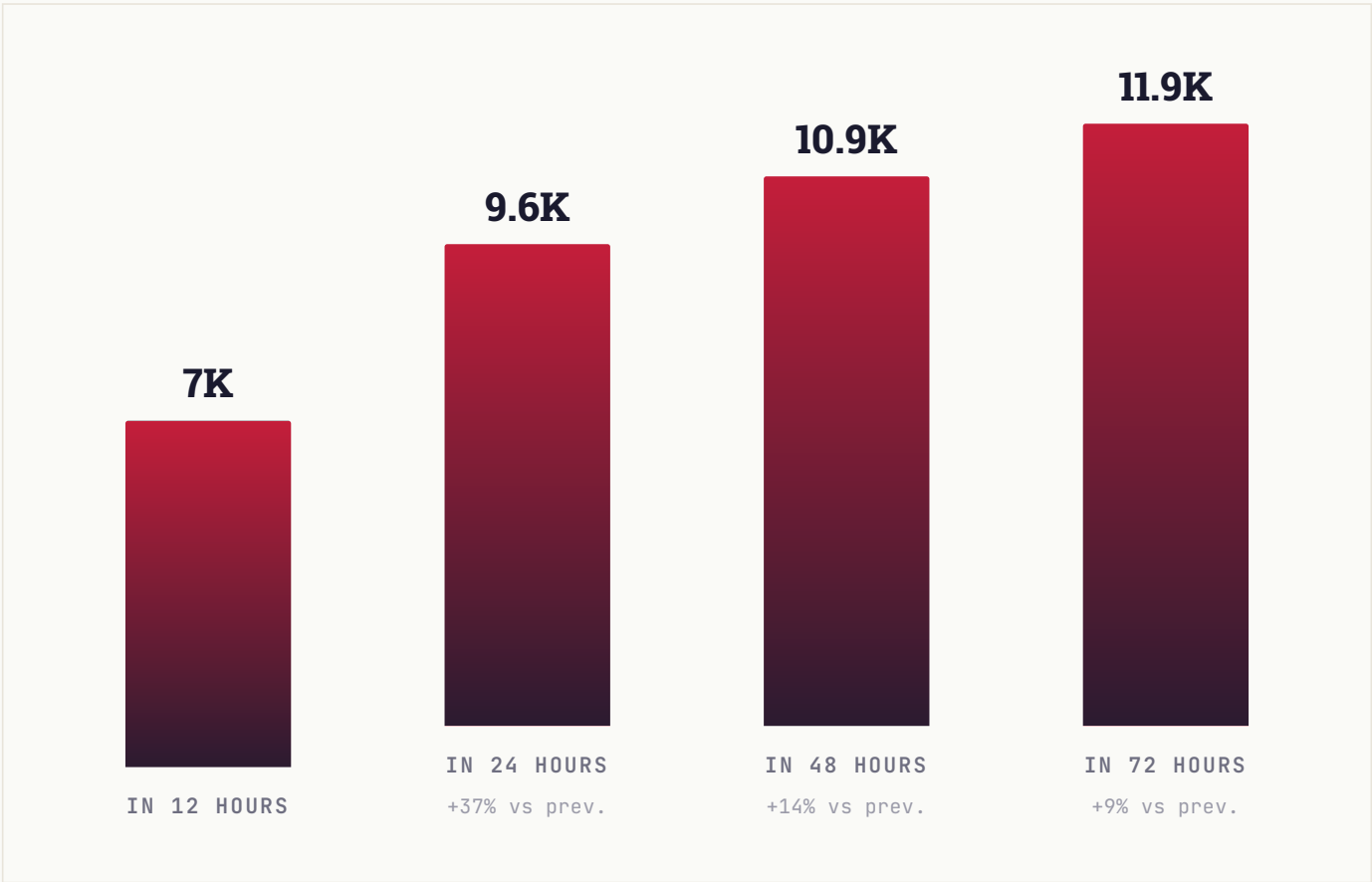
Citation index 8 – channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from 1K. All-time mentions 37 different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of ad post by time since publication. Helps gauge how long a placement stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
TM My feed trends	2.5M
MO Ice cream	1.8M
OK Okak	1.6M
SE Search	1.3M
TR Trendly	1.2M
KV Customer is always right	1.1M
SV Trending today	1M
TB trends by russia	1M
TV Trend or leave	935.3K
TR Trendach	909.3K
VP drinking water YOU	220.9K

COMPARATIVE INSIGHT

Channel in top half of niche (#26 of 99). Niche leader — My feed trends (2.5M), median subs 125.2K. Aim for top quartile — realistic 6-12 month horizon.

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Every month we track posts in other channels that mention yours. Over the last **6 months** mentions found **3**, they brought **232 977** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	0	0	54 274
Nov 2025	0	0	56 079
Oct 2025	0	0	0
Sep 2025	1	1	11 613
August 2025	1	1	58 806
July 2025	1	1	52 205
TOTAL MENTIONS			3
MONTHS OF DATA			6
ACQUIRED SUBSCRIBERS			232 977

— SECTION 08 · NICHE COMPARISON

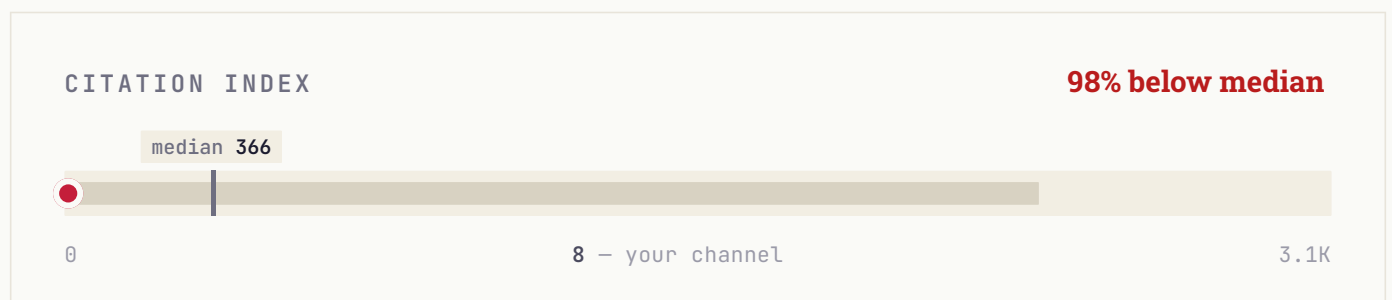
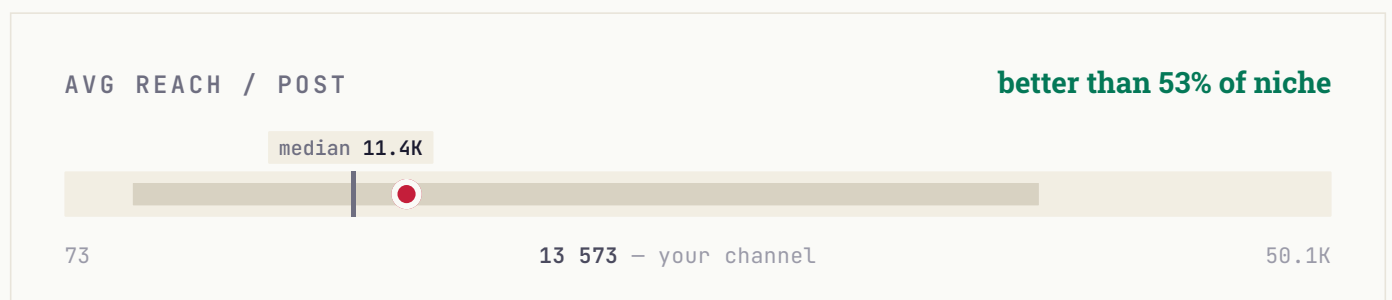
Where the channel stands in its league

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

#26/100

RANK IN NICHE

Channel in the top half of the ranking



— 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

Top post of the week — on Wednesday
Audience is most active on this day at 16:00 MSK.

EFFECT
Best time for key posts
- 02

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
- 03

Test polls & interactive formats
Posts with polls/reactions usually boost ER by +5-15%.
One poll per week on a hot topic — easy win.

EFFECT
+5-15% ER
- 04

Cross-promo with neighboring channels
Cross-post with same-segment channels 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 — 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 Telegram ads

<https://panel.promptpress.com/register>

02

Contact manager

t.me/PromptPress_manager
