

PROMTPRESS PUBLIC REPORT

Channel audit

EFKO



@efko_group

Processing oilseeds Developing exports Creating innovations
Producing future food Building people-first business Registered in
RKN:...

SUBSCRIBERS

10 812

-45 per month

ERR (% SEE POSTS)

10.0%

last day 4.0%

REACH/POST

1.1K

ad reach 436/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 10 812 —	 SUBS REACH 9.97% avg % subs see post	 VIEWS/POST 1.1K median 1.1K · 26 days	 POSTS/WEEK 4.8 for period
 7D TREND -17.1% vs prev. week	 REACTIONS/POST 16.6 298 reactions, 143 reposts, 12 comments	 POST LENGTH 959 chars median 1000 · 26 days	 POSTS ANALYZED 18 26 days
 AD REACH 436 24h avg	 CHURN / MONTH -45 last month	 CITATION RATE 401 citation index · 948 channels mentioned all time	 CHANNEL AGE 5 years 10 months created 14.09.2020

AI EDITOR SUMMARY

Channel «EFKO» — 10 812 subs. Avg post views 1.1K people (10% subs), low reach — need to grow audience. Publishes 5 posts/week (~1/day) — rare. Week Jun 29–Jul 5 reach dropped -17.1% by week Jun 22–28 — worth analyzing.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on **18** posts over 26 days.
- 02 Dominant format — **Photo** (10/18 posts).
- 03 Avg post length — **959** chars (median 1000).
- 04 Peak audience activity — **Saturday**, 11:00 MSK.
- 05 Top posts get **2×** more views than the weakest (1.5K avg for top vs 673 for worst) — among 18 posts in 26 days. Worth analyzing what top posts share — topic, format, timing.

TOP 5 POSTS

Nº1 25.06 · 13:46 VIDEO Aging 'by the clock' and preventive medicine Sure you know your age? Turns out your passport can lie. Scientists have created...	VIEWS 1 622 REPOSTS 10	REACTIONS 8 ER 15.0%
Nº2 27.06 · 08:09 PHOTO Bet you didn't know you already have a biotech product at home? Check your kitchen drawer...	VIEWS 1 427 REPOSTS 4	REACTIONS 21 ER 13.2%
Nº3 17.06 · 05:51 PHOTO Why you should stop eating with your phone in hand? Seems harmless. But here's how a doctor describes its consequences...	VIEWS 1 410 REPOSTS 15	REACTIONS 22 ER 13.0%

№4 24.06 · 17:22 **PHOTO**

**Malio by «EFKO Косметик» – winner of «Golden Bear» award
Tear-free shampoo, soap, cream, bath foam – simple products
for...**

VIEWS
1 342

REACTIONS
26

REPOSTS
12

ER
12.4%

№5 21.06 · 07:10 **PHOTO**

**The main trial of the 20th century. That's what the
international tribunal of Nazi Germany leaders in Nuremberg
is called. It lasted 316 days...**

VIEWS
1 330

REACTIONS
27

REPOSTS
6

ER
12.3%

WORST 3

↓ 09.07 · 07:36 **VIDEO**

**Imagine your psyche as a huge house – many rooms, secret
passages and locked doors. Emotions, values «live» here...**

VIEWS
747

REACTIONS
14

REPOSTS
8

ER
6.9%

↓ 10.07 · 10:36 **PHOTO**

**«The only barrier is yourself», – tech director of EFKO
warehouse logistics Sergey Silinsky At the foot...**

VIEWS
669

REACTIONS
9

REPOSTS
3

ER
6.2%

↓ 11.07 · 13:10 **PHOTO**

**«A thousand and one dreams» of an octopus An octopus is an
unusual creature. Not just eight limbs, three hearts, blue
blood...**

VIEWS
605

REACTIONS
15

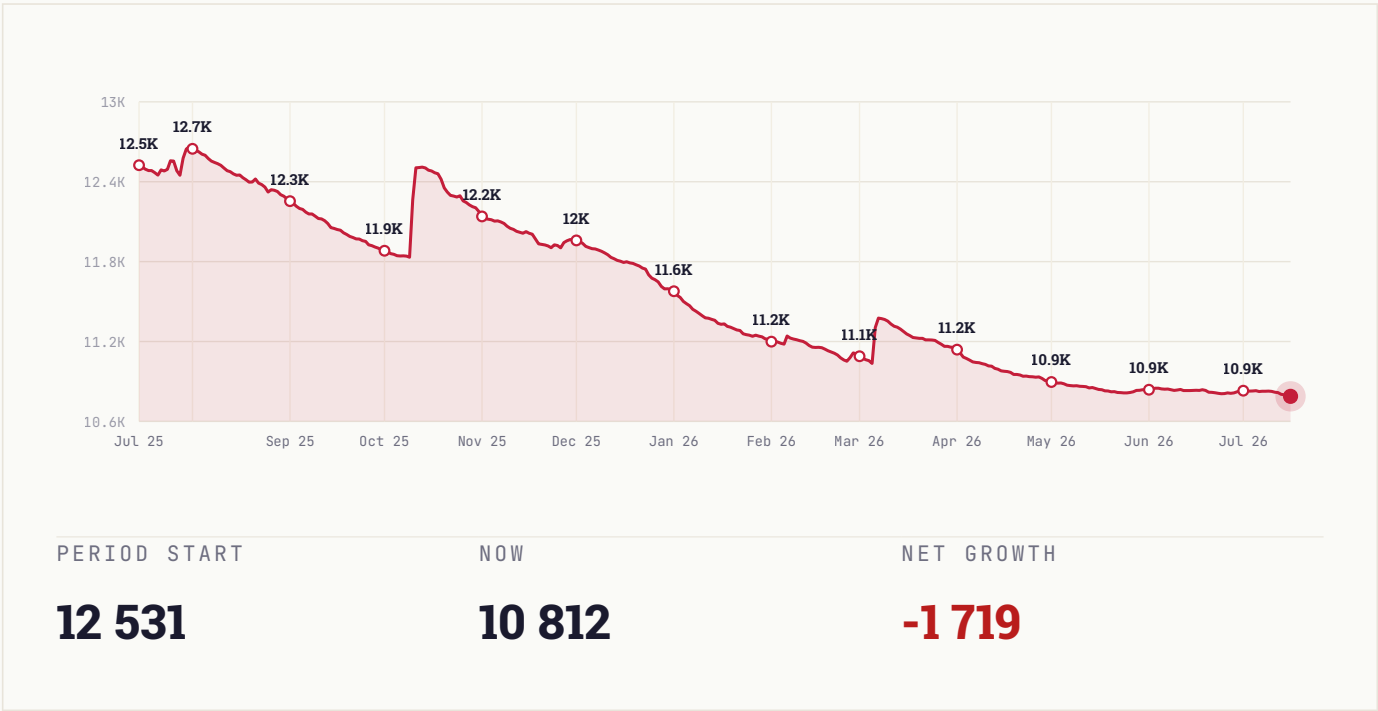
REPOSTS
4

ER
5.6%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

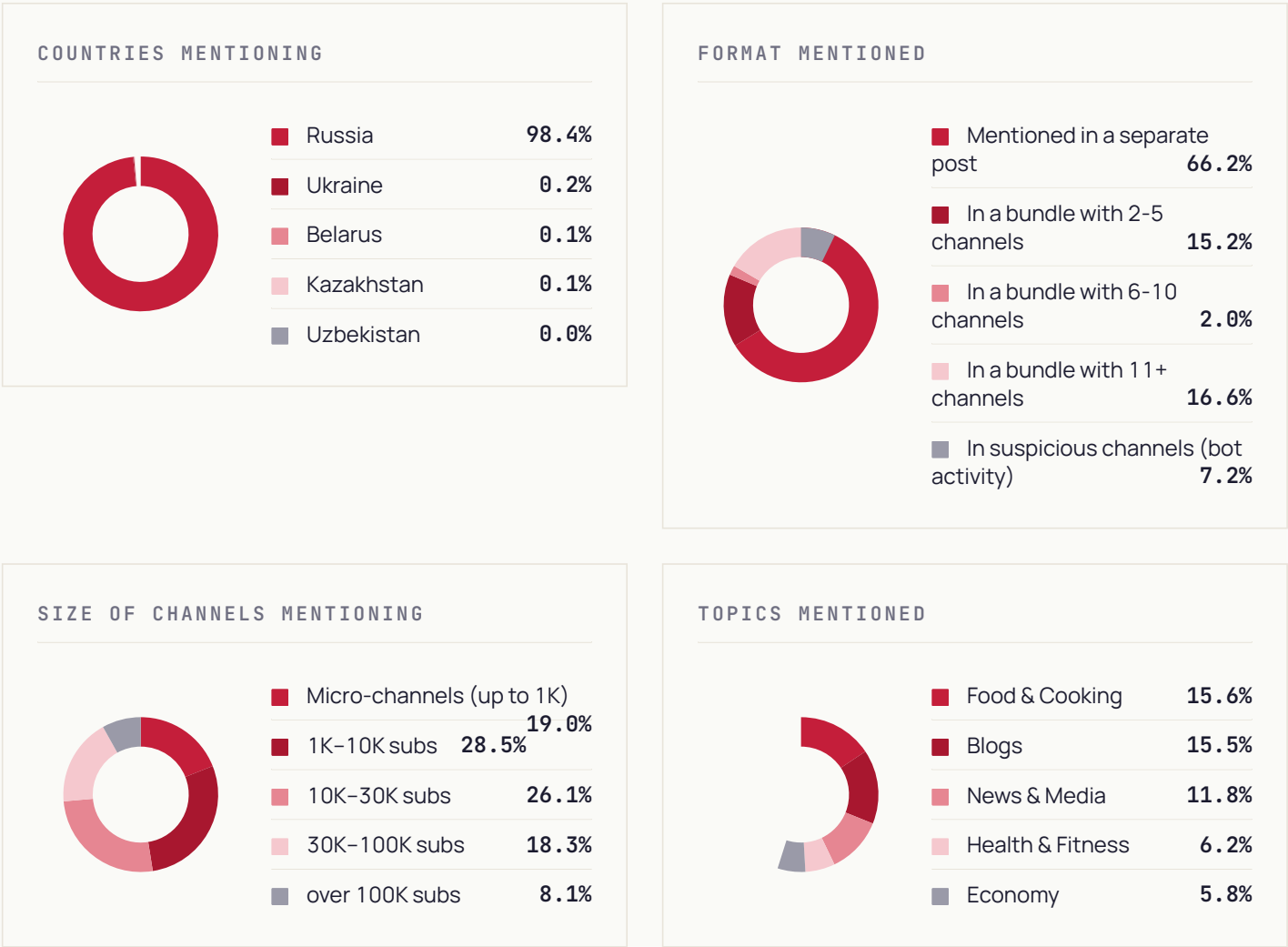
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

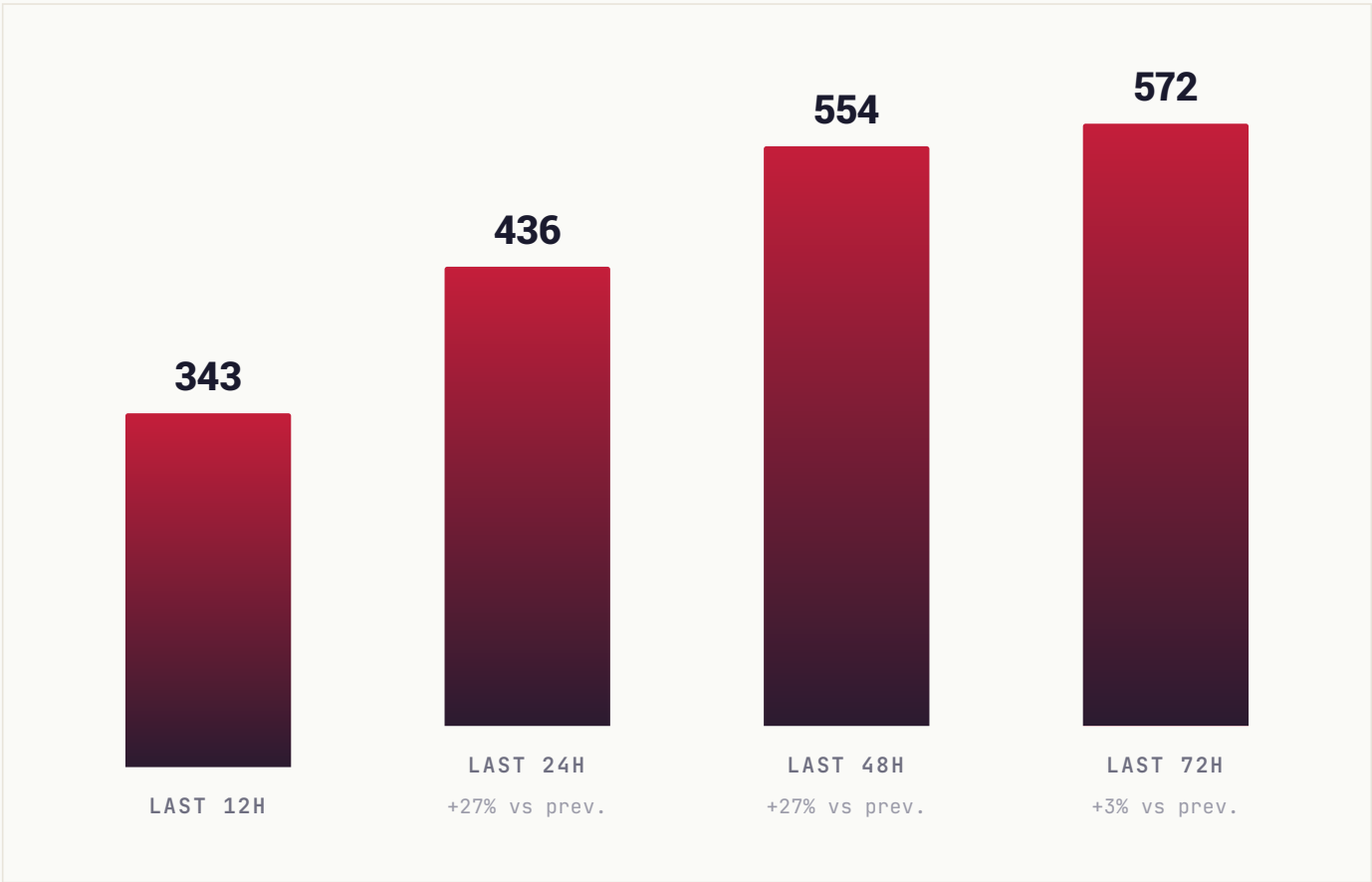
Citation index **401** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **948** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post by time since publication. Helps estimate how long placement stays effective.



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
S& Startups & Ventures	2.6M
VC Venture Capital	2.6M
ME Mohamed El Guazzar 🇪🇬	2.2M
IT ISHBOR Toshkent	1.4M
MO Moscow Business	1.1M
KN Million-dollar books business blog	861.7K
RP Roxman printing...	529.9K
AB Business Shark	502.2K
SS Merger & acquisition	469.6K
لز لباس زیر اقساطی ریزسابل	456.9K
EF EFKO YOU	10.8K

COMPARATIVE CONCLUSION

Channel not yet outside top 99 of niche — early growth stage. Niche leader — Startups & Ventures (2.6M), top-99 median: 171.4K. First goal: enter top-99 through systematic traffic & content work.

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

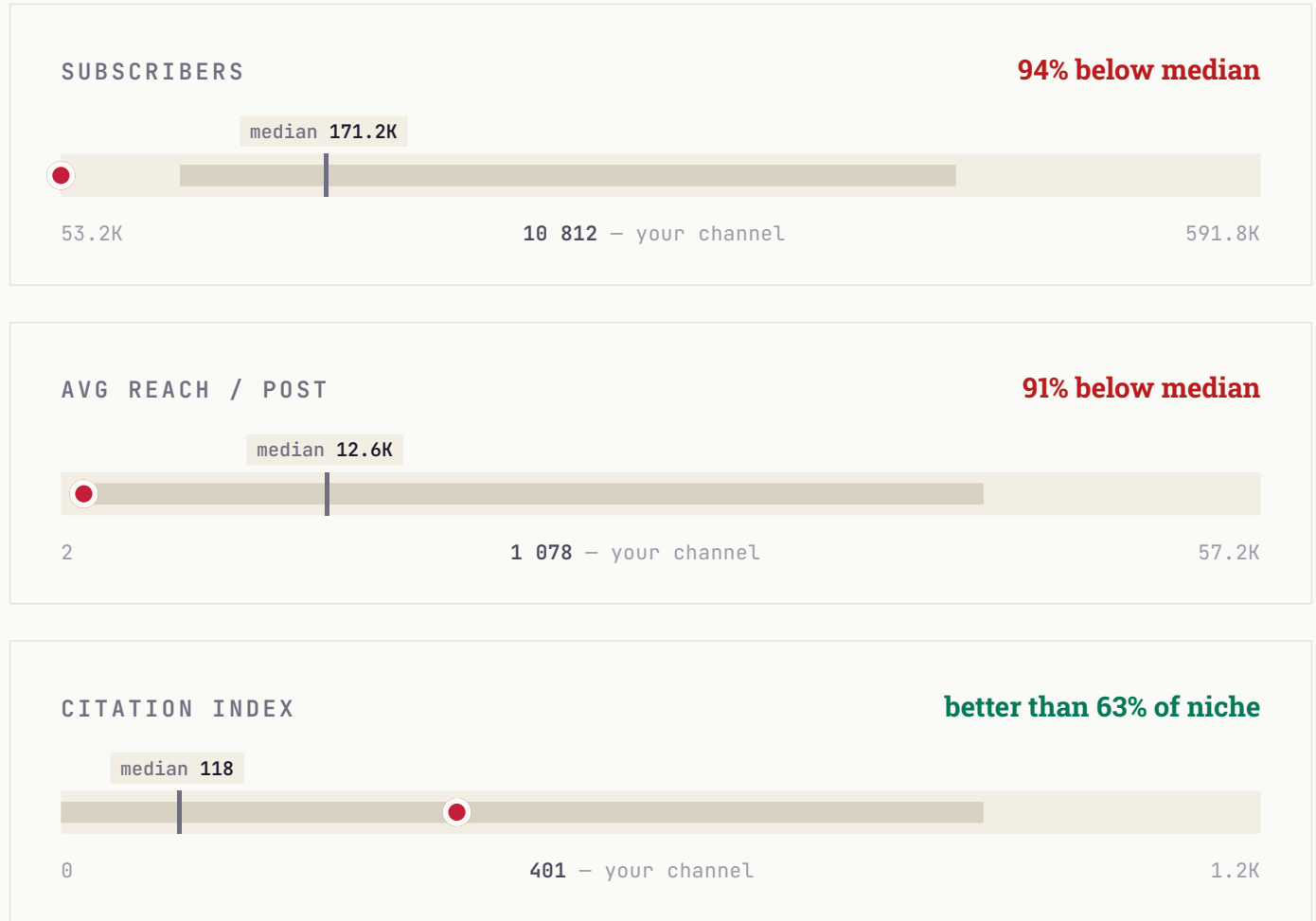
Every month we record posts in other channels that mention your channel. Over the last **6 months** such mentions **76**, they brought **840** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
January 2026	8	2	12	
December 2025	19	8	6	
November 2025	12	10	98	
October 2025	16	13	681	
September 2025	5	1	0	
August 2025	16	14	43	

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS
76	6	840

Where the channel ranks in its league

Black vertical: median. Red dot: your channel.



— SECTION 09 · STRATEGY

What to do right now

5 priority actions ranked by expected impact. Check off and revisit next month.

01

Increase posting frequency

Now 4.8 posts/wk. Active channels average 7-10.
Consistency is key to audience retention.

EFFECT

**Consistency
beats volume****02**

Top post of the week — on Saturday

Audience is most active on this day at 11:00 MSK.

EFFECT

**Best window
for an
important post****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 quarterly with channels in the same segment. 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 from public data.
To go further – run ads through 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
