

PROMTPRESS PUBLIC REPORT

Channel audit

Anatoly Sulyanov



@emotioneconomy

Я Anatoly Sulyanov, >For 20 years I create and shape the emotion economy, multiplying marketing with production. How to lead the content info field, design products with high concepts and meanings: read,...

SUBSCRIBERS

50 223

-1114 per month

ERR (% SEE POSTS)

22.0%

per day **12.9%**

REACH/POST

11.3K

ad reach **6.5K/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 50 223 —	 SUBS REACH 22.43% avg % subs see post	 VIEWS/POST 11.3K median 11.3K · 27 days	 POSTS/WEEK 9.3 over period
 7D TREND -7.6% vs previous week	 REACTIONS/POST 135.2 only 4,866 reactions, 1,304 reposts, 0 comments	 POST LENGTH 786 chars median 1000 · 27 days	 POSTS ANALYZED 36 27 days
 AD REACH 6.5K 24h avg	 CHURN / MONTH -1114 last month	 QUOTABILITY 345 citation index · 941 channels mentioned all time	 CHANNEL AGE 1 year 6 months created 15.12.2024

AI EDITOR SUMMARY

Channel «Anatoly Sulyanov» — 50 223 subs. Each post averages 11.3K people (22% from subs), average reach — room to grow. Publishes 9 posts per week (~1/day) — consistent. For week 22–28 Jun reach dropped -7.6% by week 15–21 Jun — worth analyzing why.

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 SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **36** posts in 27 days.
- 02 Dominant format — **Photo** (21/36 posts).
- 03 Avg post length — **786** chars (median 1000).
- 04 Peak audience activity — **Saturday**, 13:00 MSK.
- 05 Top posts gather **1x** more views than the weakest (13.4K avg for top vs 9.7K for worst) — among 36 posts in 27 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 19.06 · 15:01 PHOTO In 1958 Mao Zedong looked at sparrows and decided they were eating the great Chinese people. The logic seemed to the leader...	VIEWS 13 594 REPOSTS 48	REACTIONS 110 ER 27.1%
Nº2 20.06 · 10:04 VIDEO Well. It's out. Putin, Solovyov, Trump, Bill Gates, the planet's top conspiracy theories, who really rules the world, predictions by Victoria...	VIEWS 13 451 REPOSTS 40	REACTIONS 153 ER 26.8%
Nº3 13.06 · 13:45 PHOTO For decades we've been sold one idea: successful people go to bed at 23:00 sharp and wake up at 5 AM to meditate. The magic of morning...	VIEWS 13 248 REPOSTS 131	REACTIONS 224 ER 26.4%

Nº4 07.06 • 10:14 PHOTO It was incredible!!!! The first 'Business Engineering LIVE'. Over 400 entrepreneurs in the hall, representatives of the largest business clubs...	VIEWS 13 126 REPOSTS 11 REACTIONS 179 ER 26.1%
Nº5 08.06 • 10:36 PHOTO So, yesterday I decided to finish the finale of "The Boys". Seven years of emotions, suffering, Butcher, Homelander, stars, fish-f*ckers and all this...	VIEWS 12 971 REPOSTS 32 REACTIONS 108 ER 25.8%

WORST 3

↓ 26.06 • 14:18 PHOTO Evolve or die: why your business must become a media or vanish in 5 years In cognitive psychology there's a neat concept -...	VIEWS 10 255 REPOSTS 39 REACTIONS 56 ER 20.4%
↓ 02.07 • 15:25 PHOTO So... where did I disappear for two days. Tomorrow I'll tell you everything.	VIEWS 9 548 REPOSTS 4 REACTIONS 56 ER 19.0%
↓ 02.07 • 20:20 PHOTO Let's agree not to get rich so fast? Better slow and steady, or all the money in the world will run out...	VIEWS 9 421 REPOSTS 36 REACTIONS 146 ER 18.8%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

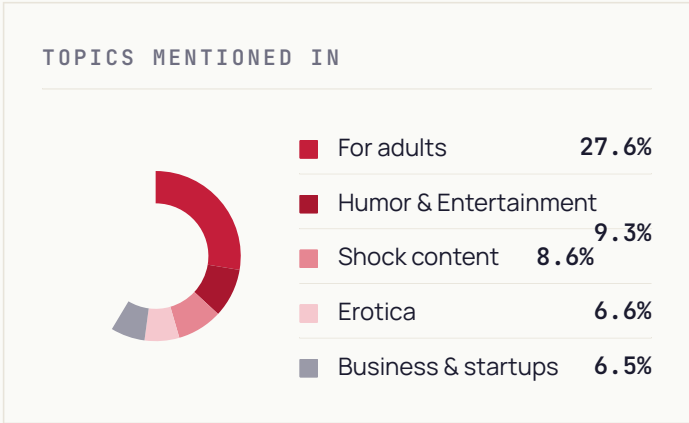
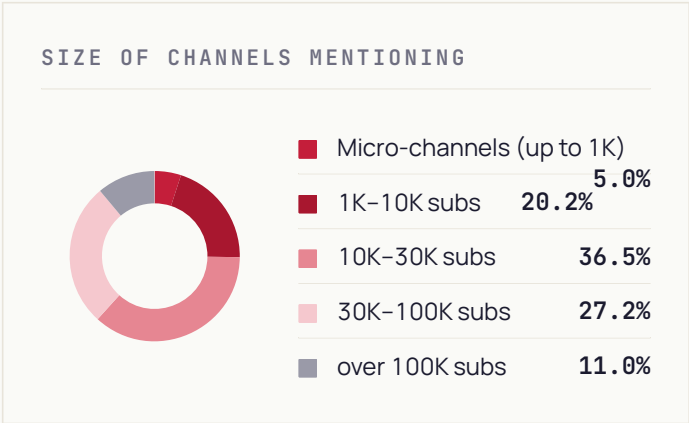
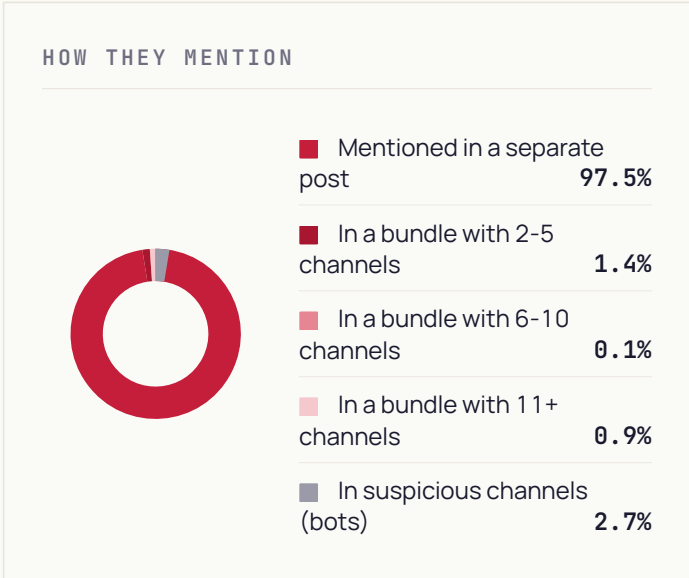
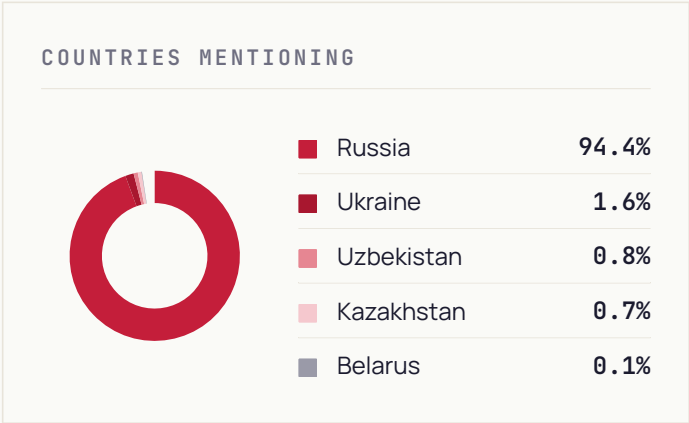
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained and lost subs.



SECTION 04 · CITATIONS

Who and how mentions the channel

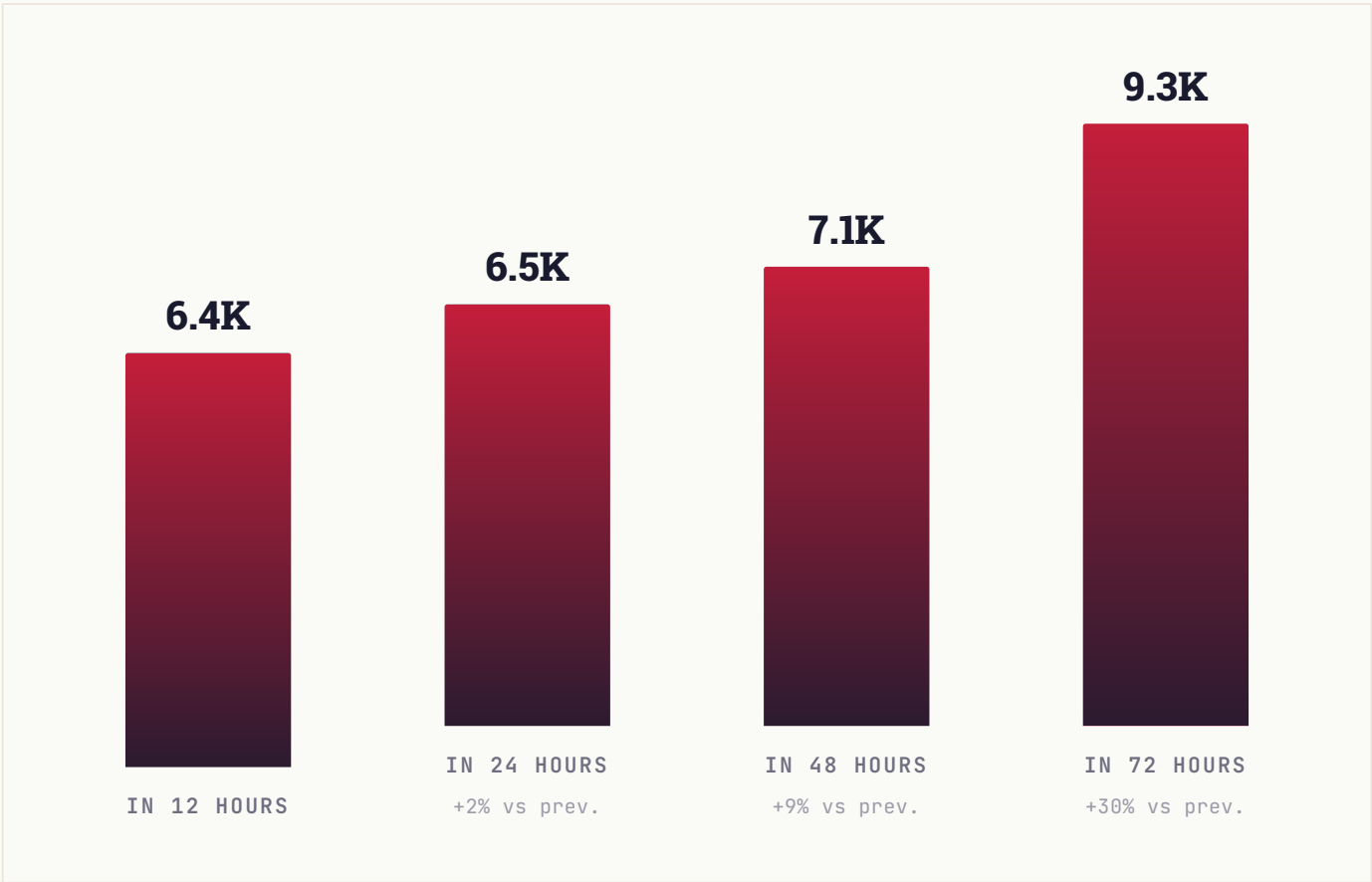
Citation index **345** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from 1K. All-time mentions: **941** different channels.



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 should 'live'.



SECTION 06 · COMPETITORS

Who you compete with

11 closest channels by topic and 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	1.4M
TR Trendly	1.2M
ER Customer is always right	1.1M
TB Trends by Russia	1.1M
SV Today's trends	1M
TZ Set trends	997.3K
TV Trend or leave	916.8K
AS Anatoly Sulyanov YOU	50.2K

COMPARATIVE CONCLUSION

Channel not yet outside top-99 of niche — early growth stage. Niche leader — My feed trends (2.5M), top-99 median: 143.9K. First goal: enter top-99 through systematic traffic & content work.

SECTION 07 · MENTION DYNAMICS

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 occurred **208**, they brought **19 150** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	37	33	135
December 2025	70	69	631
November 2025	17	16	212
October 2025	33	28	15 742
Sep 2025	25	21	1 456
August 2025	26	26	974

TOTAL MENTIONS	MONTHS OF DATA	GAINED SUBSCRIBERS
208	6	19 150

Where the channel stands in its league

The figure consists of three horizontal bar charts, each representing a different performance metric. Each chart has a light beige background with a darker beige bar representing the range from the bottom value to the top value. A vertical line marks the median, and a red dot marks the channel's performance.

- SUBSCRIBERS:** The chart shows a range from 40.3K to 1.2M. The median is at 143.2K. The channel's performance is at 50,223, which is worse than the median by 65%.
- AVG REACH / POST:** The chart shows a range from 119 to 55.9K. The median is at 13.1K. The channel's performance is at 11,267, which is worse than the median by 14%.
- CITATION INDEX:** The chart shows a range from 0 to 3.1K. The median is at 204. The channel's performance is at 345, which is better than 52% of the niche.

Metric	Bottom Value	Median	Channel Value	Top Value	Comparison
SUBSCRIBERS	40.3K	143.2K	50,223	1.2M	worse than median by 65%
AVG REACH / POST	119	13.1K	11,267	55.9K	worse than median by 14%
CITATION INDEX	0	204	345	3.1K	better than 52% of niche

— SECTION 09 · STRATEGY

What to do right now

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

01

Top post of the week — on Saturday

Audience is most active on this day at 13:00 MSK.

EFFECT

**Best window
for an
important post**

02

System traffic buy

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

Exchange posts with channels in the same segment once a quarter. No need to do it 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 — it's a source of organic traffic.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in minutes using public data. Want more? Run ads with 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