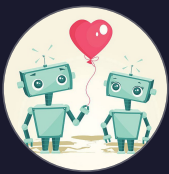


— PUBLIC REPORT BY PROMTPRESS

Channel audit

Bot family

**@familybots**

We write about social media, marketing, and digital in general. Also about our bots @SaveAsBot, @Text4InstaBot, @InstaPoliceRobot.
Bot issues: @Supermanoff Ad inquiries: @Supermanoff RKN:...

SUBSCRIBERS

697 270

+7245 per month

ERR (% SEE POSTS)

14.0%

daily 4.3%

REACH/POST

85.1K

ad reach 29.9K/24h

— CONTENTS · 2026

What's inside the report

01 Channel snapshot

12 key metrics · AI summary

02 Content analysis

Top 5 posts · worst 3 · insights

03 Subscriber dynamics

Yearly chart · growth

04 Citation rate

Who & how mentions the channel

05 Ad potential

How long a post generates reach

06 Competitors

Niche neighbors · your spot

07 Mention dynamics

6 months · monthly

08 Niche comparison

Rank in «Marketing, PR, Advertising»

09 Strategy

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card – a separate channel health indicator. Subtitle shows the period.

 SUBSCRIBERS 697 270 —	 SUBS REACH 12.21% avg % subs see post	 VIEWS/POST 85.1K median 92.7K · 27 days	 POSTS/WK 1.3 for period
 7D TREND — no data for period	 REACTIONS/POST 1.6 8 reactions, 1,719 reposts, 0 comments	 POST LENGTH 918 chars median 999 · 27 days	 POSTS ANALYZED 5 27 days
 AD REACH 29.9K 24h avg	 CHURN / MONTH +7245 last month	 CITATION RATE 87 citation index · 1,121 channels mentioned ever	 CHANNEL AGE 8 years 4 months created 22.02.2018

AI EDITOR SUMMARY

Channel «Family of bots» – 697 270 subs. Each post avg views 85.1K people (12% from subs), low reach – expand audience. Posts 1 posts/week (~0/day) – rare.

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 5 posts in 27 days.
- 02 Dominant format – Text (5/5 posts).
- 03 Avg post length – 918 chars (median 999).
- 04 Peak audience activity – Friday, 21:00 MSK.
- 05 Top posts get 1x more views than weakest (102.1K avg top vs 70.7K worst) – across 5 posts in 27 days. Analyze commonalities: topic, format, timing.

TOP 5 POSTS

Nº1 05.06 · 18:42 TEXT Apple removed national messenger MAX from App Store. The app disappeared from Apple Store on the night of June 4, causing new...	VIEWS 111 754 REPOSTS 324	REACTIONS — ER 16.0%
Nº2 14.06 · 11:08 TEXT Another Telegram update brought several interesting innovations. First, full versions of apps for...	VIEWS 101 716 REPOSTS 95	REACTIONS — ER 14.6%
Nº3 21.06 · 18:02 TEXT Instagram starts rolling out one of the most anticipated carousel updates. Now you can add separate captions for each slide...	VIEWS 92 698 REPOSTS 341	REACTIONS — ER 13.3%

Nº4 25.06 • 16:57 TEXT Apple, following Max, removed all VK apps from App Store. 16 VK apps were removed from App Store today. According to Apple...	VIEWS 84 866 REPOSTS 650 REACTIONS 6 ER 12.2%
Nº5 03.07 • 10:36 TEXT Russian services are massively dropping Google and Apple ID login. Now in Russia, administrative liability is provided...	VIEWS 34 594 REPOSTS 309 REACTIONS 2 ER 5.0%

WORST 3

↓ 21.06 • 18:02 TEXT Instagram starts rolling out one of the most anticipated carousel updates. Now you can add separate captions for each slide...	VIEWS 92 698 REPOSTS 341 REACTIONS — ER 13.3%
↓ 25.06 • 16:57 TEXT Apple, following Max, removed all VK apps from App Store. 16 VK apps were removed from App Store today. According to Apple...	VIEWS 84 866 REPOSTS 650 REACTIONS 6 ER 12.2%
↓ 03.07 • 10:36 TEXT Russian services are massively dropping Google and Apple ID login. Now in Russia, administrative liability is provided...	VIEWS 34 594 REPOSTS 309 REACTIONS 2 ER 5.0%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

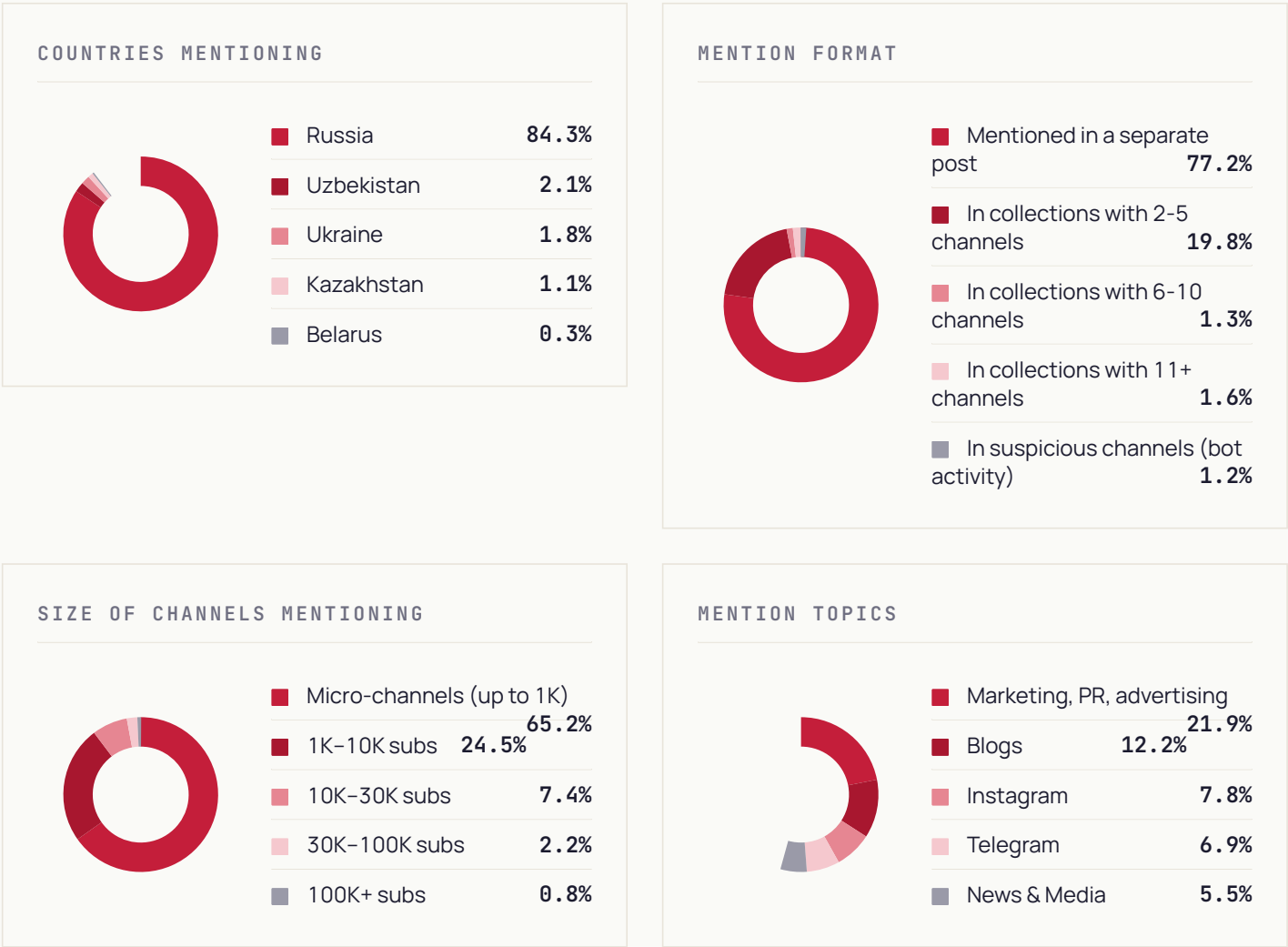
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who and how mentions the channel

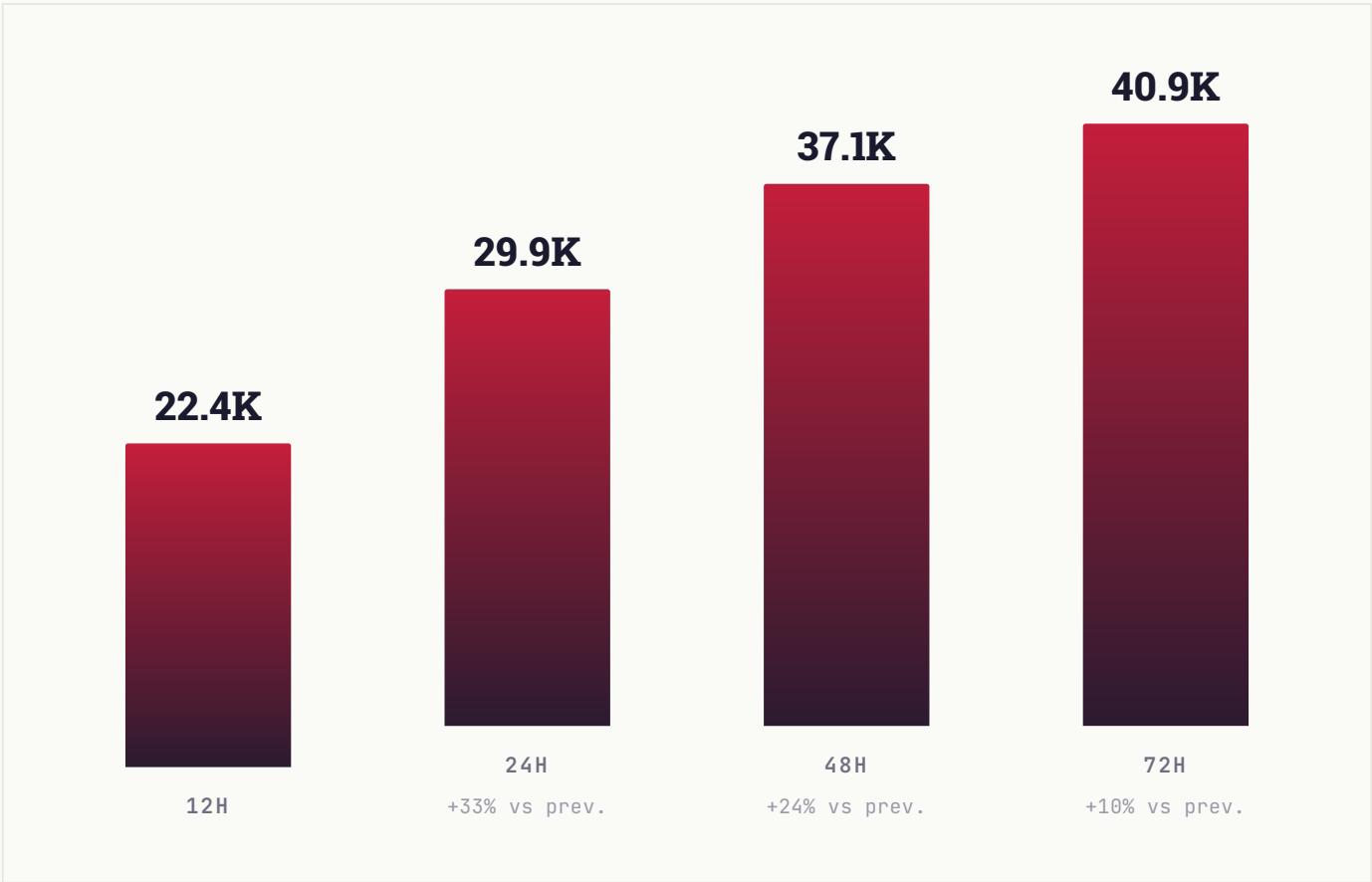
Citation index **87** — channel popularity rating based on mentions. Considers not only quantity but also weight of mentioners: a post from a 100k subs channel weighs more than from a 1k subs channel. All-time mentions: **1 121** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg ad post reach over time since publication. Helps estimate how long a placement stays effective.



SECTION 06 · COMPETITORS

Who you compete with

11 nearest 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 Okay	1.6M
Thu Search	1.4M
TR Trending	1.2M
KV Customer is always right	1.1M
TB Trends by Russia	1.1M
Wed Trending today	1M
TZ Set trends	939.7K
TV Trend or leave	920.5K
Sat Bot family YOU	697.3K

COMPARATIVE CONCLUSION

Channel in top quartile (#16 of 99). Leader — **My feed trends (2.5M)**. Goal for coming months: enter niche top-10 through systematic traffic work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Monthly we track posts in other channels that mention yours. Over the last **6 months** such mentions were **62**, they brought **47 371** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
January 2026	6	6	1 001
December 2025	14	13	6 168
November 2025	3	3	4 913
October 2025	5	4	12 195
September 2025	9	8	10 124
August 2025	25	23	12 970

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS
62	6	47 371

— SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

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

#16 /100

RANK IN NICHE

Channel in top 16% – strong position

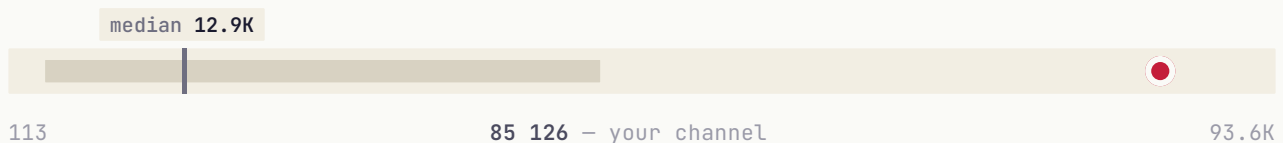
SUBSCRIBERS

better than 79% niche



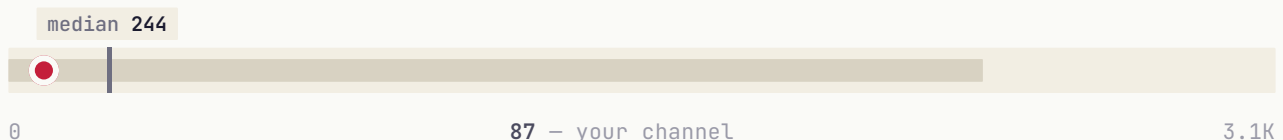
AVG REACH / POST

better than 90% niche



CITATION INDEX

worse than median by 64%



— SECTION 09 · STRATEGY

What to do right now

5 priority actions sorted by expected impact. Check off as done and revisit next month.

01

Increase posting frequency

Currently 1.3 posts/wk. Active channels average 7-10.
Consistency is key to audience retention.

EFFECT

**Consistency
beats volume**

02

Main post of the week — on Friday

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

EFFECT

**Best window
for important
post**

03

Increase video post share

Video in Telegram holds audience longer & is favored by
the algorithm. Recommend share of 15-25%.

EFFECT

**Video retains
audience
better**

04

System 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**

05

Test polls & interactive formats

Posts with polls/reactions typically boost ER by
+5-15%. One weekly poll on a hot topic is an easy win.

EFFECT

+5-15% ER

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in minutes using public data. To go further — run ads through 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
