

PUBLIC REPORT BY PROMTPRESS

Channel audit

FUNKY LANDS



@funkylands

For any questions: <https://vk.com/funkylands> Our chat: <https://t.me/+rr9OjjA69f40Mzgy>

SUBS

17 827

-485 per month

ERR (% SEE POSTS)

7.0%

per day 1.7%

REACH/POST

1.1K

ad reach 311/24h

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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.

 SUBS 17 827 —	 SUB REACH 6.29% avg % subs see post	 VIEWS/POST 1.1K median 1.2K · 23 days	 POSTS/WEEK 3.2 over the period
 7D TREND -14.6% vs previous week	 REACTIONS/POST 11.5 only 127 reactions, 13 reposts, 12 comments	 POST LENGTH 89 chars. median 48 · 23 days	 POSTS ANALYZED 11 23 days
 AD REACH 311 24h avg	 CHURN / MONTH -485 over the last month	 QUOTABILITY 552 citation index · 1,096 channels mentioned ever	 CHANNEL AGE 2 years 9 months created 03.10.2023

AI EDITOR SUMMARY

Channel «FUNKY LANDS» – 17 827 subs. Each post gets avg 1.1K people (6% of subs), reach is low – consider expanding audience. Publishes 3 posts per week (~0/day) – rare posts. For week Jun 29 – Jul 5 reach dropped by -14.6% by week 22–28 Jun – worth analyzing reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and outsiders – to see what to repeat and what to drop from rotation.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 11 posts over 23 days.
- 02 Dominant format – Photo (9/11 posts).
- 03 Avg post length – 89 chars (median 48).
- 04 Peak audience activity – Wed, 11:00 MSK.
- 05 Top posts get 2× more views than the weakest (1.5K avg for top vs 657 for worst) – among 11 posts over 23 days. Worth analyzing what the top has in common – topic, format, timing.

TOP 5 POSTS

Nº1 24.06 · 08:49 PHOTO The next showdown between FUNKY LANDS and CATAclysm has begun 🔥 Voting is open! 👉 https://t.me/honlikbot/honlikbot	VIEWS	REACTIONS
	1 543	8
	REPOSTS	ER
	1	8.7%
Nº2 19.06 · 16:15 PHOTO Let's fly 🚀 #Sonic	VIEWS	REACTIONS
	1 503	18
	REPOSTS	ER
	—	8.4%
Nº3 26.06 · 16:33 PHOTO You won't believe it, but Sonic has its own tastes 🤔 #Sonic	VIEWS	REACTIONS
	1 400	15
	REPOSTS	ER
	—	7.9%

Nº422.06 · 16:13 PHOTO Pure cold victory🧊 #Viper	VIEWS 1 398 REPOSTS 1	REACTIONS 15 ER 7.8%
Nº529.06 · 16:06 PHOTO Concerts at all stores nationwide🎤 #SonicSeries	VIEWS 1 281 REPOSTS 3	REACTIONS 18 ER 7.2%

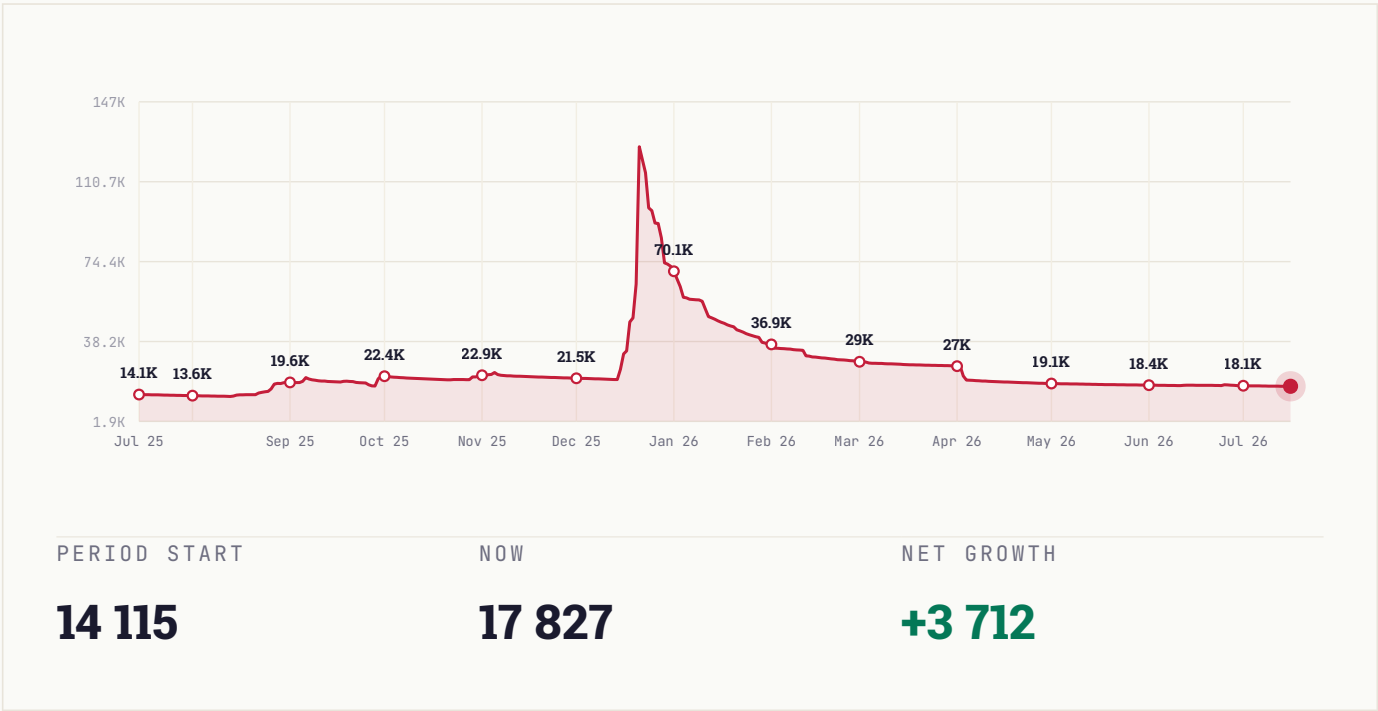
WORST 3

↓06.07 · 07:30 PHOTO The next showdown between FUNKY LANDS and PLONQ has begun🔥 Voting is open!👉 https://t.me/honlikbot/honlikbot	VIEWS 798 REPOSTS 1	REACTIONS 15 ER 4.5%
↓10.07 · 16:02 PHOTO We have smoke on rocks, not on water🔥 #Viper	VIEWS 751 REPOSTS —	REACTIONS 9 ER 4.2%
↓13.07 · 16:04 PHOTO Pick and spin not just Sonic flavors🎱 Predict match outcomes & get prize wheel spins for correct...	VIEWS 424 REPOSTS 1	REACTIONS 4 ER 2.4%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

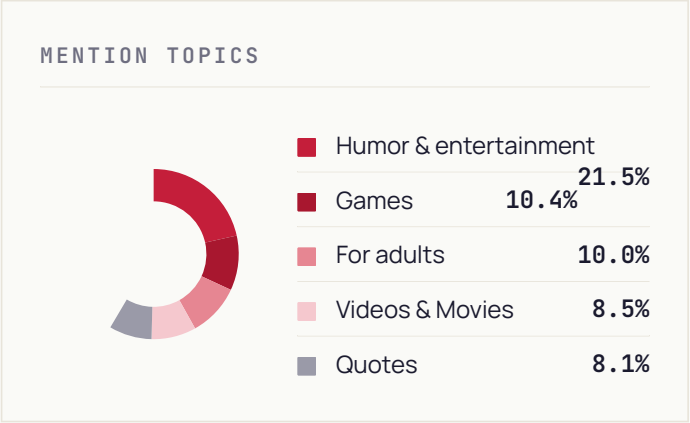
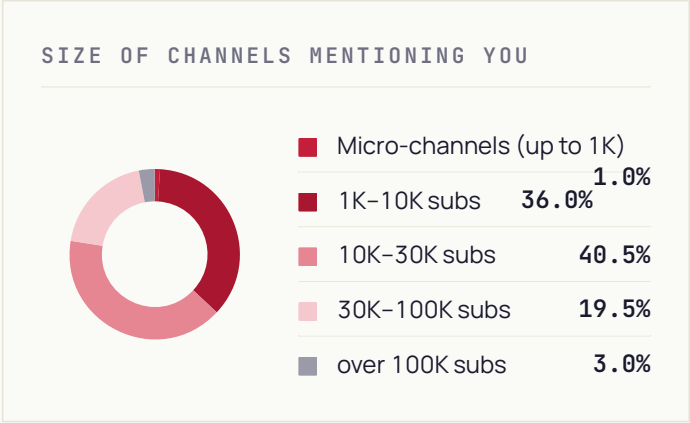
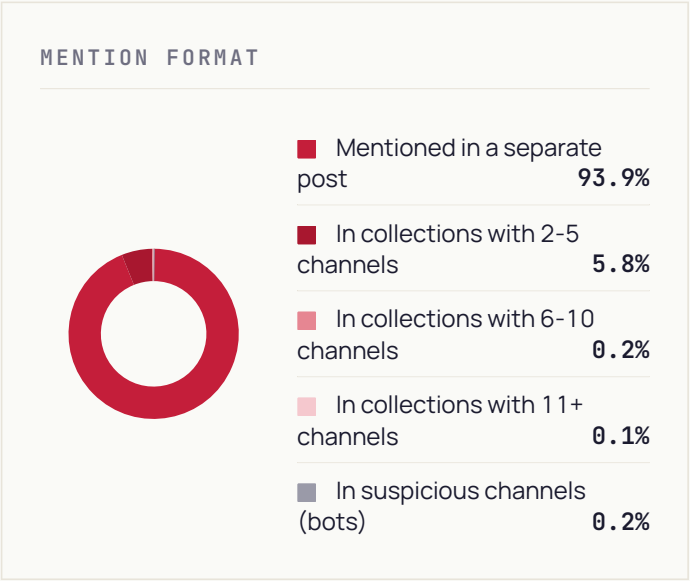
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained and which it lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

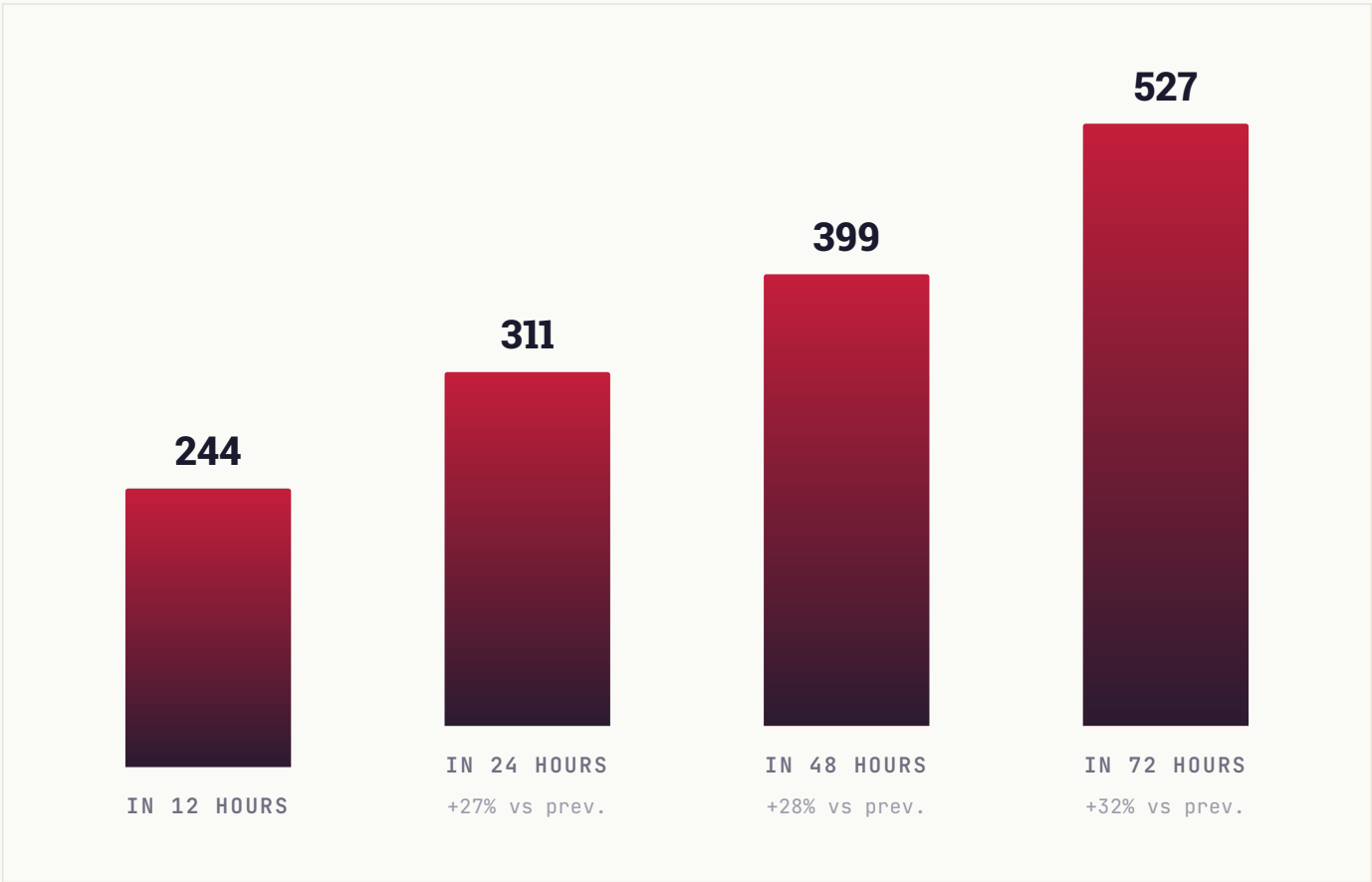
Citation index **552** – channel popularity rating based on mentions. Considers both quantity and weight of mentioners: a post from a 100K subs channel weighs more than from 1K. All-time mentions: **1 096** different channels.



— SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg ad post reach over time since publication. Helps estimate how long a placement should «live».



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Highlighted your channel — you can see its rank among niche peers.

CHANNEL	SUBS
O2 Offerzone 2.	5.8M
OF Offerzone	4.2M
OF Offerzone	1.2M
O3 Offerzone 3.	3.5M
DE Dealdost	3.1M
O4 Offerzone 4.	2.4M
G- GrowDealz - Shopping Deals & Offers	2.2M
AL AliBaba Loot Deals	2.2M
PD Premium Deals	1.5M
SQ Shoppers Quest	1.3M
FL FUNKY LANDS YOU	17.8K

COMPARATIVE CONCLUSION

Channel not yet outside top 95% of niche — early growth stage. Niche leader — Offerzone 2. (5.8M), top-95 median: 408K. First goal: enter top-95 via systematic traffic & content work.

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Each month we track posts in other channels that mention yours. Over the last **6 months** such mentions were **23**, they brought **122 943** new subs.

PERIOD	MENTIONS	CHANNELS	GAINED SUBS
January 2026	1	1	0
December 2025	6	4	105 709
November 2025	5	5	1 662
October 2025	4	3	1 846
September 2025	4	3	7 190
August 2025	3	3	6 536

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS
23	6	122 943

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category «Sales» (Russia) and compared your channel.
Gray band = 80% of niche channels (p10-p90). 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 this report in a month.

01

Increase posting frequency

Now 3.2 posts/week. Active channels average 7-10.
Consistency is key to retention.

EFFECT

**Consistency
beats volume**

02

Top post of the week — on Wednesday

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

EFFECT

**Best window
for an
important post**

03

Increase video posts share

Video in Telegram retains audience longer and is
algorithm-friendly. Aim for 15-25% video share.

EFFECT

**Video holds
audience
better**

04

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**

05

Test polls & interactive formats

Posts with polls/reactions usually 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 a few minutes based on public data. To go further — run ads through us and hit your growth plan in a month.

01 Launch Telegram ad <https://panel.promptpress.com/register>

02 Contact manager t.me/PromptPress_manager
