

PUBLIC REPORT PROMTPRESS

Channel audit

Боги маркетинга



@godketing

I write about ads, show and share the best creatives. For all questions: @alfapolo The channel works with ad service @Tgpodbor_official, @swaymedia and @Spiral_Yuri RKN: clck.ru/3FmAug

SUBSCRIBERS

115 719

-914 per month

ERR (% SEE POSTS)

9.0%

per day 5.8%

REACH/POST

9.3K

ad reach 6.7K/24h

— CONTENTS · 2026

What's inside the report

01 Channel snapshot

12 key metrics · AI summary

02 Content analysis

Top 5 posts · worst 3 · takeaways

03 Subscriber dynamics

Year chart · growth

04 Citation rate

Who mentions the channel and how

05 Ad potential

How long a post brings reach

06 Competitors

Niche neighbors · your spot

07 Mention dynamics

6 months · monthly

08 Niche comparison

Position in category 'Marketing, PR, Advertising'

09 Strategy

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card – a separate channel health indicator. Subtitle under the number shows the period it covers.

 SUBSCRIBERS 115 719 —	 SUBSCRIBER REACH 8.01% avg % of subs see post	 VIEWS/POST 9.3K median 8.8K · 29 days	 POSTS/WEEK 36.1 for the period
 TREND 7D -24.3% vs previous week	 REACTIONS/POST 153.1 total 23,581 reactions, 28,973 reposts, 0 comments	 POST LENGTH 333 chars median 316 · 29 days	 POSTS ANALYZED 154 29 days
 AD REACH 6.7K 24h avg	 CHURN / MONTH -914 last month	 CITATION RATE 1 169 citation index · 2,839 channels mentioned all time	 CHANNEL AGE 6 years 1 month created 10.05.2020

AI EDITOR SUMMARY

Channel «Marketing Gods» – 115 719 subs. Each post averages 9.3K people (8% from subs), reach is low – need to grow audience. Publishes 36 posts per week (~5/day) – active posting. For week Jun 8–14, reach dropped -24.3% vs week Jun 1–7 – worth investigating why.

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 **154** posts over 29 days.
- 02 Dominant format — **Photo** (79/154 posts).
- 03 Avg post length — **333** chars (median 316).
- 04 Peak audience activity — **Tuesday**, 17:00 MSK.
- 05 Top posts get **6x** more views than the weakest (42.5K avg top vs 7.3K worst) — among 154 posts over 29 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 02.06 · 14:59 PHOTO Cat leggings became an unexpected hit in Asia. The first batch sold out in hours. Why pets need this item...	VIEWS 104 600 REP. 8 079	REACTIONS 252 ER 90.4%
Nº2 05.06 · 13:04 PHOTO We figure out which books really shape the cultural code of Russians. For Russian Language Day, Dzen together with 'Prosveshchenie' launched...	VIEWS 11 536 REP. 22	REACTIONS 15 ER 10.0%
Nº3 15.06 · 12:16 PHOTO A knowledge base every marketer should study has been published. Must-see, colleagues ☑	VIEWS 11 437 REP. 88	REACTIONS 180 ER 9.9%

Nº4 03.06 · 08:12 VIDEO At SPIEF they showed the new 'Volga' — looks impressive! But there's a catch: it's a Geely Yes, they just took a Geely Monjaro and changed the...	VIEWS 11 020 REP. 357	REACTIONS 330 ER 9.5%
--	---	---

Nº5 03.06 · 11:45 PHOTO OnlyFans girl spent \$50K on a wedding with herself ☒ After a series of failed relationships, the 38-year-old model decided to stop...	VIEWS 10 998 REP. 146	REACTIONS 225 ER 9.5%
---	---	---

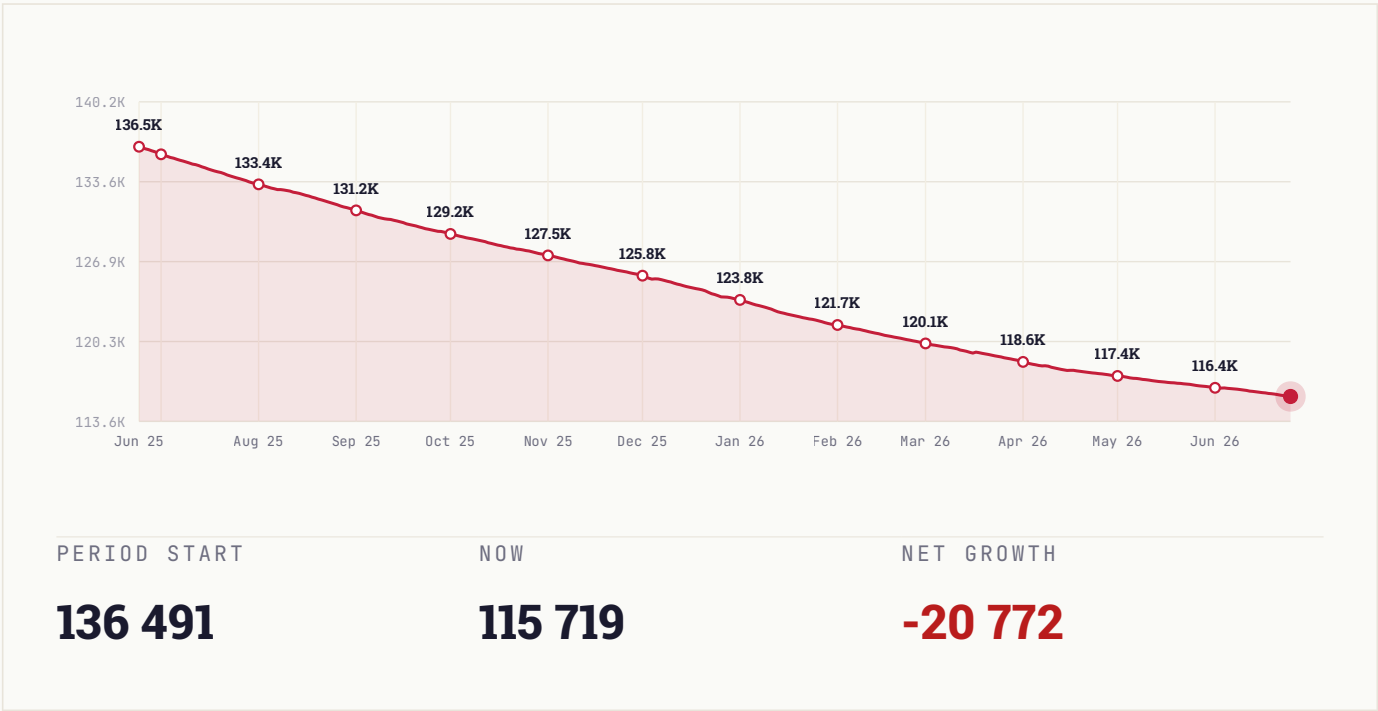
WORST 3

↓ 22.06 · 14:37 PHOTO Going to the movies has become a therapy session. Dazed writes that cinemas now help the brain take a break from the constant stream...	VIEWS 7 528 REP. 84	REACTIONS 78 ER 6.5%
↓ 09.06 · 09:30 PHOTO Every hot day could be a short workday. The State Duma proposed to enshrine this norm for cases when the indoor temperature...	VIEWS 7 335 REP. 40	REACTIONS 93 ER 6.3%
↓ 14.06 · 13:51 VIDEO The editorial team of the 'Lobushkin' channel congratulates colleagues on their professional holiday — Blogger's Day! We learned about it from Rutube, they've been congratulating since morning...	VIEWS 7 080 REP. 5	REACTIONS 19 ER 6.1%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

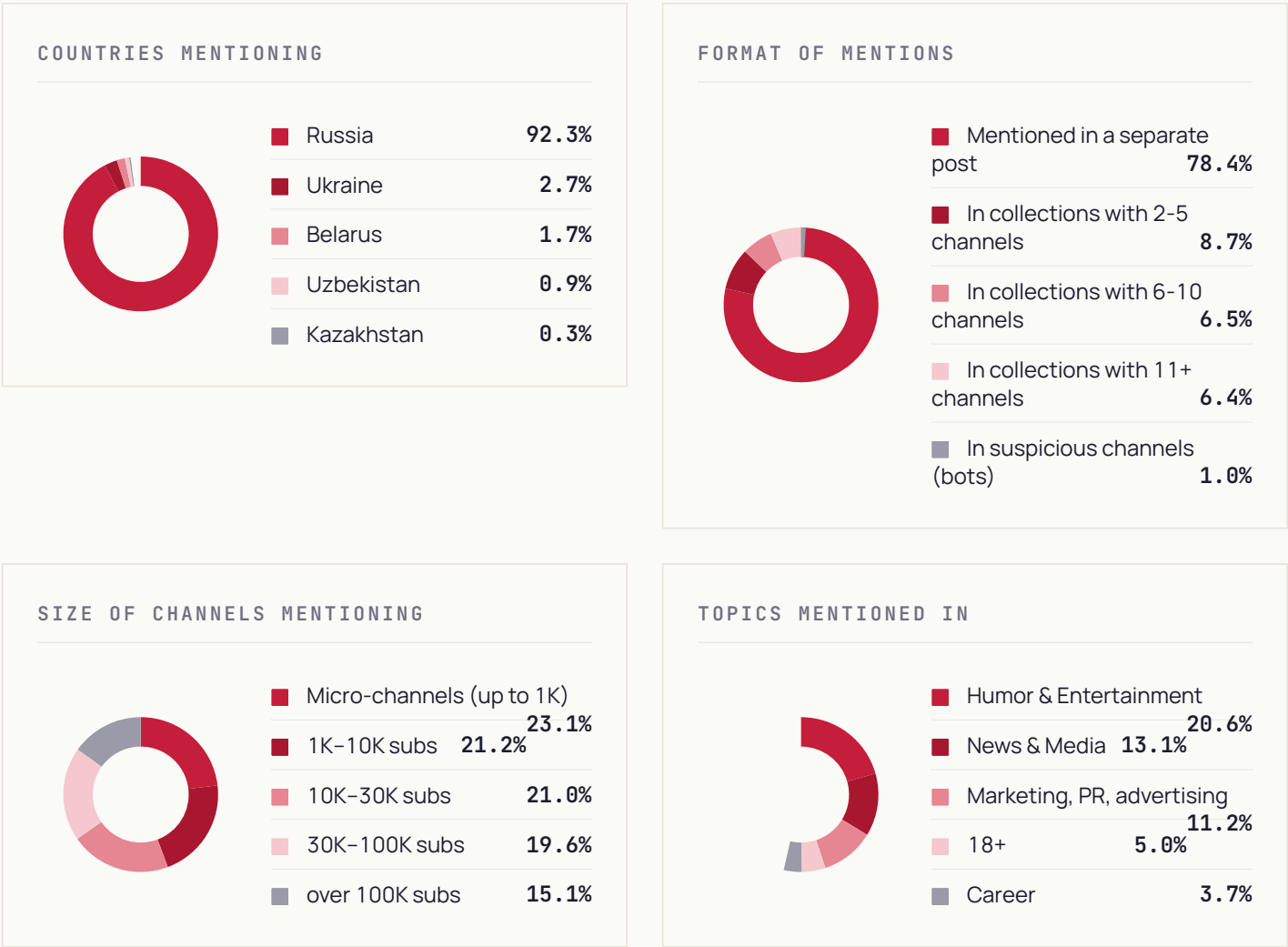
Subscriber growth chart for the year. Key months show exact sub count. Shows which months the channel gained or lost subs.



SECTION 04 · CITATIONS

Who mentions the channel and how

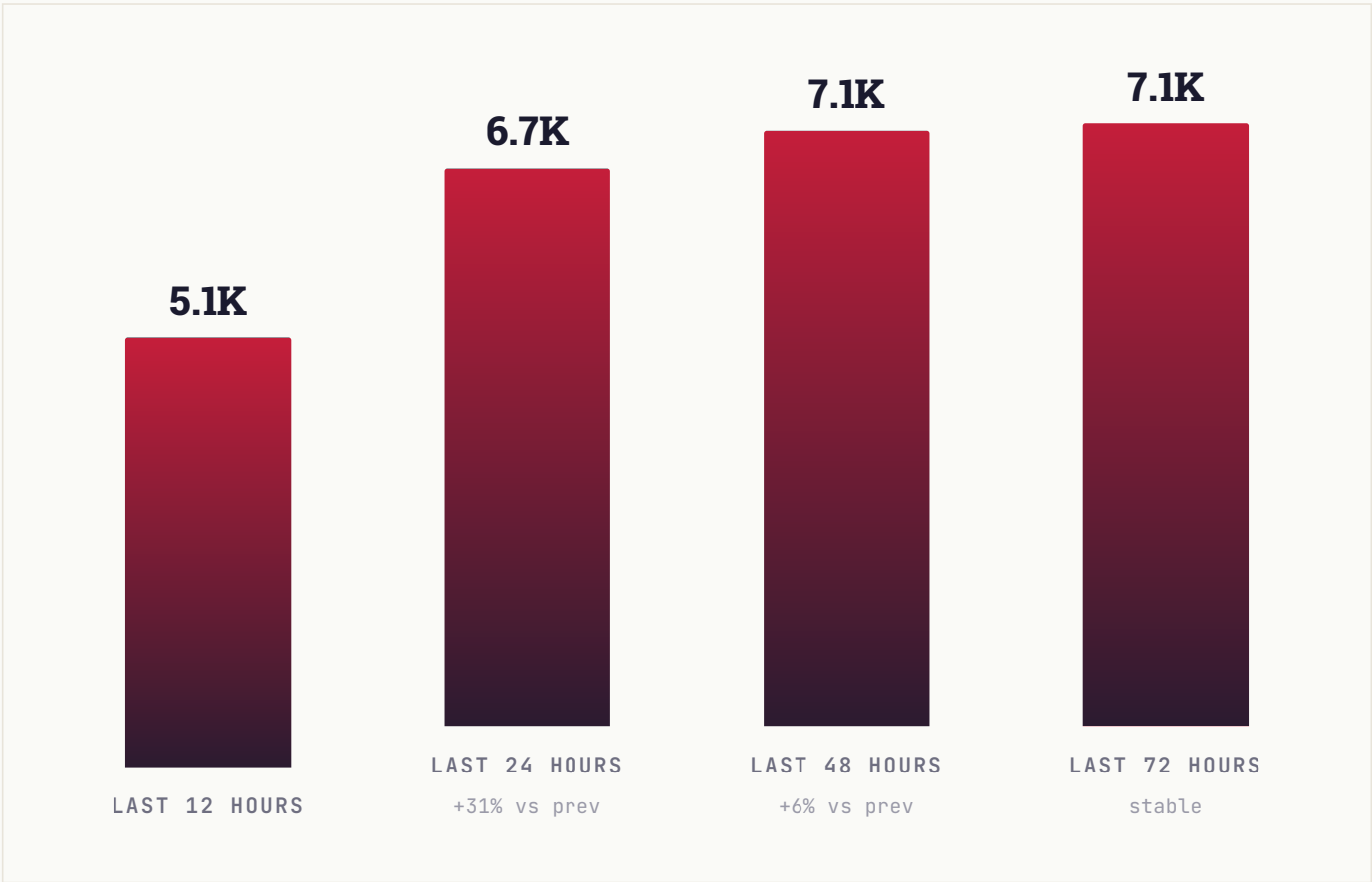
Citation index **1 169** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned **2 839** different channels.



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 stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

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

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
ER 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
БМ Боги маркетинга YOU	115.7K

COMPARATIVE INSIGHT

Channel in bottom half of top-100 niche (#54 of 99). Niche median — 125.2K subs. First growth KPI — reach the median. Leader: My feed trends (2.5M).

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we track posts in other channels that mention yours. Over the last **6 months** such mentions were **85**, they brought **26** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
December 2025	6	5	19	
November 2025	13	9	0	
October 2025	14	8	0	
Sep 2025	16	12	0	
August 2025	10	7	7	
July 2025	26	10	0	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
85	6	26

SECTION 08 • NICHE COMPARISON

Where channel ranks in its league

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

#54

/100

POSITION IN NICHE

Channel in bottom half of ranking

SUBSCRIBERS

worse than median by 7%

median 123.8K

29.7K

115 719 — your channel

1.1M

AVG REACH / POST

worse than median by 19%

median 11.4K

73

9 274 — your channel

50.1K

CITATION INDEX

better than 65% of niche

median 366

0

1 169 — your channel

3.1K

— SECTION 09 · STRATEGY

What to do right now

5 priority actions sorted by expected impact. Check them off and come back in a month.

01

Main post of the week — on Tuesday

Audience most active on this day at 17:00 MSK.

EFFECT

**Best window
for important
post**

02

System traffic buy

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 is an 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 every day — 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 is what we can do in minutes from public data. Want to go further? Run ads with 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
