

PUBLIC REPORT BY PROMTPRESS

Channel audit

Guerrilla Marketing



@guerrillamarketing

Author channel about marketing and advertising Contacts:

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SUBSCRIBERS

104 159

+3278 per month

ERR (% SEE POSTS)

13.0%

per day 8.9%

REACH/POST

13.2K

ad reach 9.2K/24h

— CONTENTS · 2026

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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 104 159 —	 SUBSCRIBER REACH 12.71% avg % subs see post	 VIEWS/POST 13.2K median 13.7K · 29 days	 POSTS/WEEK 24.4 for the period
 TREND 7D +3.3% vs previous week	 REACTIONS/POST 241.9 total 25,153 reactions, 33,832 reposts, 0 comments	 POST LENGTH 249 chars. median 198 · 29 days	 POSTS ANALYZED 104 29 days
 AD REACH 9.2K 24h avg	 CHURN / MONTH +3278 last month	 CITATION RATE 908 citation index · 2,460 channels mentioned all time	 CHANNEL AGE 8 years 6 months created 24.12.2017

AI EDITOR SUMMARY

Channel «Partisan Marketing» — 104 159 subs. Each post averages 13.2K people (13% from subs), reach is low — consider growing audience. Posts 24 posts per week (~3 per day) — active posting. Week of June 8–14 reach stable (+3.3% vs week 1–7 Jun).

SECTION 02 · CONTENT ANALYSIS

Best-performing content

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

WHAT TOP POSTS SHARE

- 01 Analysis based on **104** posts over 29 days.
- 02 Dominant format — **Photo** (75/104 posts).
- 03 Avg post length — **249** chars (median 198).
- 04 Peak audience activity — **Monday**, 13:00 MSK.
- 05 Top posts get the most **2x** more views than the weakest (20.6K avg for top vs 11K for bottom) — across 104 posts in 29 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 08.06 · 10:44 PHOTO Artemy Lebedev Studio released its traditional poster for Russia Day. Commenting only spoils it.	VIEWS 28 883 REPOSTS 507	REACTIONS 386 ER 27.7%
Nº2 06.06 · 10:47 PHOTO In South Korea, dopamine sites are trending among Gen Z. Services that look like marketplaces or...	VIEWS 16 651 REPOSTS 552	REACTIONS 451 ER 16.0%
Nº3 30.05 · 09:23 VIDEO The tea room showed the journey of premium tea before it reaches the visitor's cup. Tea experts on site?	VIEWS 16 307 REPOSTS 618	REACTIONS 291 ER 15.7%

Nº4 29.05 • 13:13 VIDEO Uber launched Uber Drift in Japan. Instead of a regular ride, you can book a drift track session and be sideways in an hour...	<table> <tr> <td>VIEWS</td><td>REACTIONS</td></tr> <tr> <td>16 109</td><td>252</td></tr> <tr> <td>REPOSTS</td><td>ER</td></tr> <tr> <td>513</td><td>15.5%</td></tr> </table>	VIEWS	REACTIONS	16 109	252	REPOSTS	ER	513	15.5%
VIEWS	REACTIONS								
16 109	252								
REPOSTS	ER								
513	15.5%								
Nº5 04.06 • 15:10 PHOTO Vizit unveiled import-substituted condoms «HAX». The manufacturer promises protection from foreign influence on sexual relations. Though...	<table> <tr> <td>VIEWS</td><td>REACTIONS</td></tr> <tr> <td>16 099</td><td>387</td></tr> <tr> <td>REPOSTS</td><td>ER</td></tr> <tr> <td>460</td><td>15.5%</td></tr> </table>	VIEWS	REACTIONS	16 099	387	REPOSTS	ER	460	15.5%
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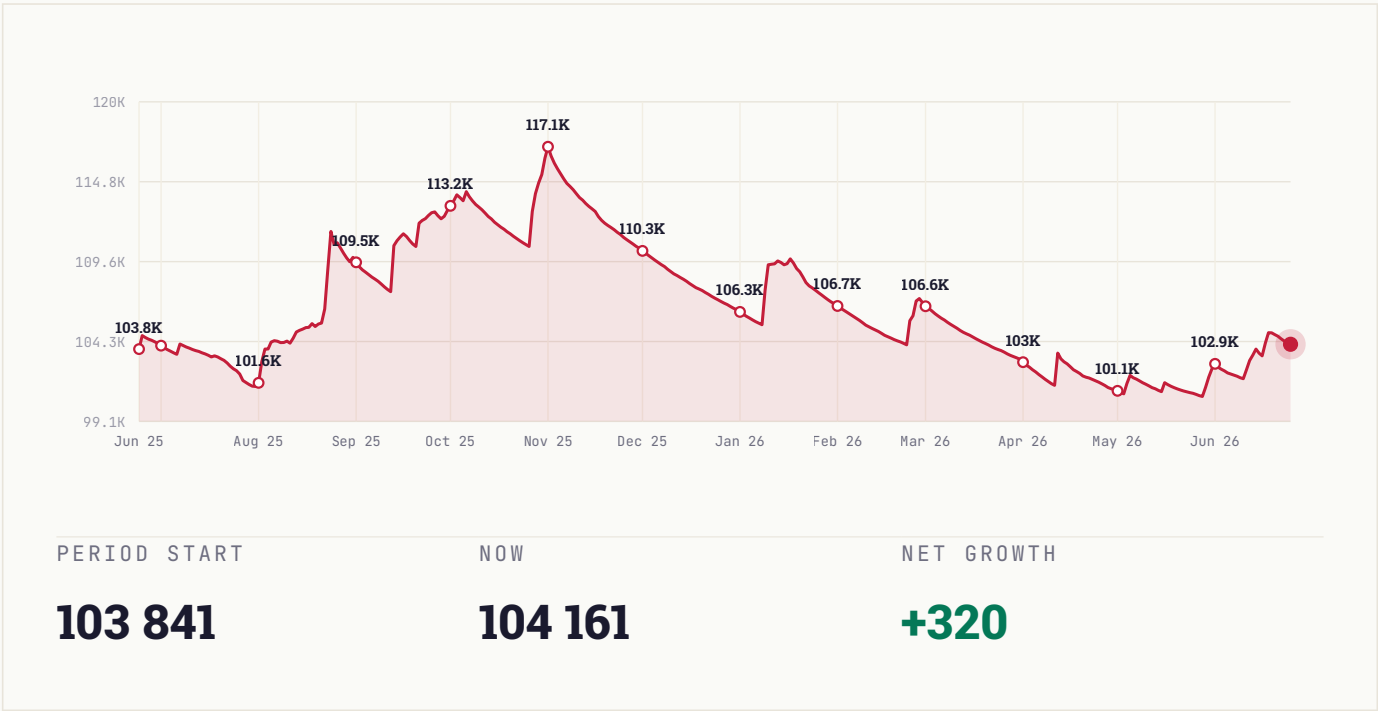
WORST 3

↓ 22.06 • 06:38 PHOTO House of the Dragon S3 is out, and early reviews are even better than many expected. On Rotten Tomatoes it started with the most...	<table> <tr> <td>VIEWS</td><td>REACTIONS</td></tr> <tr> <td>11 360</td><td>82</td></tr> <tr> <td>REPOSTS</td><td>ER</td></tr> <tr> <td>264</td><td>10.9%</td></tr> </table>	VIEWS	REACTIONS	11 360	82	REPOSTS	ER	264	10.9%
VIEWS	REACTIONS								
11 360	82								
REPOSTS	ER								
264	10.9%								
↓ 22.06 • 13:15 PHOTO Gillette also found a way to elegantly bypass FIFA rules. Since the company isn't an official WC sponsor, the Gillette logo...	<table> <tr> <td>VIEWS</td><td>REACTIONS</td></tr> <tr> <td>11 026</td><td>290</td></tr> <tr> <td>REPOSTS</td><td>ER</td></tr> <tr> <td>176</td><td>10.6%</td></tr> </table>	VIEWS	REACTIONS	11 026	290	REPOSTS	ER	176	10.6%
VIEWS	REACTIONS								
11 026	290								
REPOSTS	ER								
176	10.6%								
↓ 22.06 • 11:02 PHOTO Colleagues, don't lose me, I stepped out for a magnet	<table> <tr> <td>VIEWS</td><td>REACTIONS</td></tr> <tr> <td>10 604</td><td>182</td></tr> <tr> <td>REPOSTS</td><td>ER</td></tr> <tr> <td>128</td><td>10.2%</td></tr> </table>	VIEWS	REACTIONS	10 604	182	REPOSTS	ER	128	10.2%
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10 604	182								
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SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

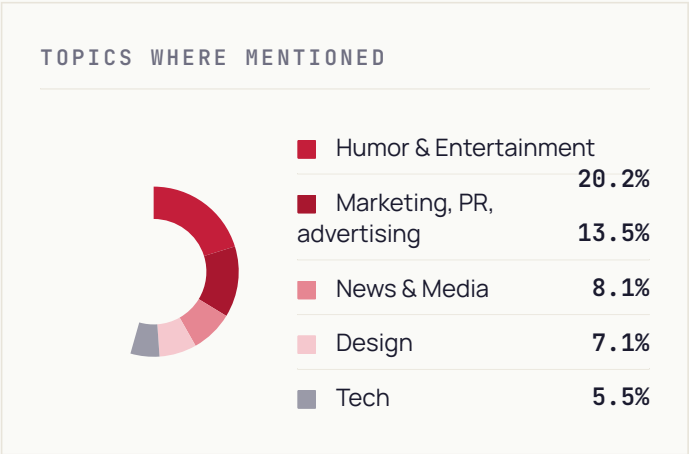
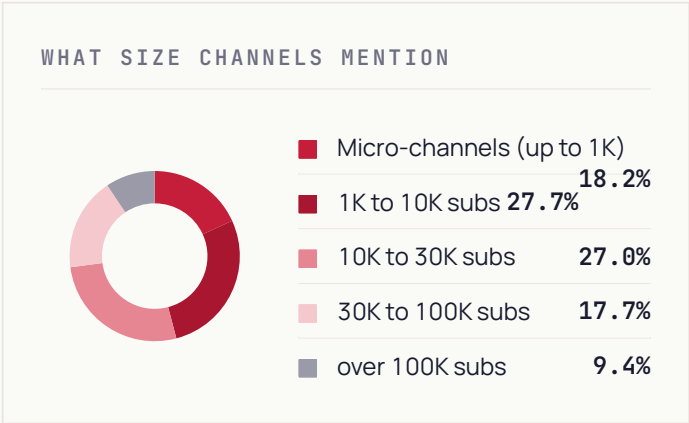
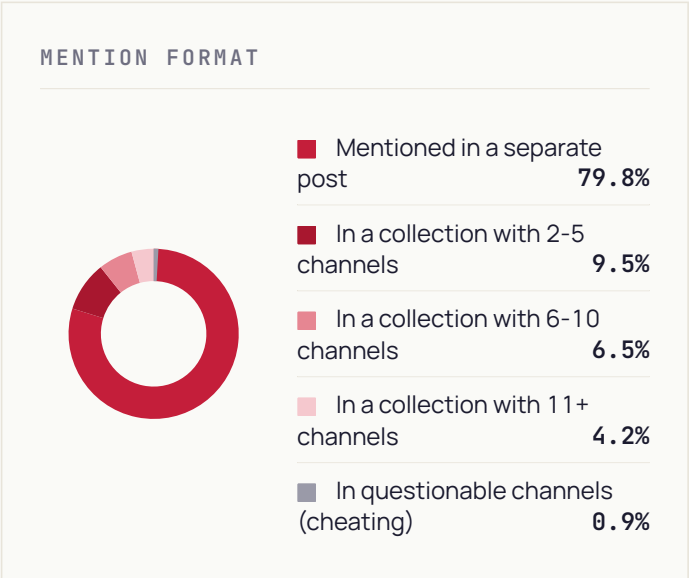
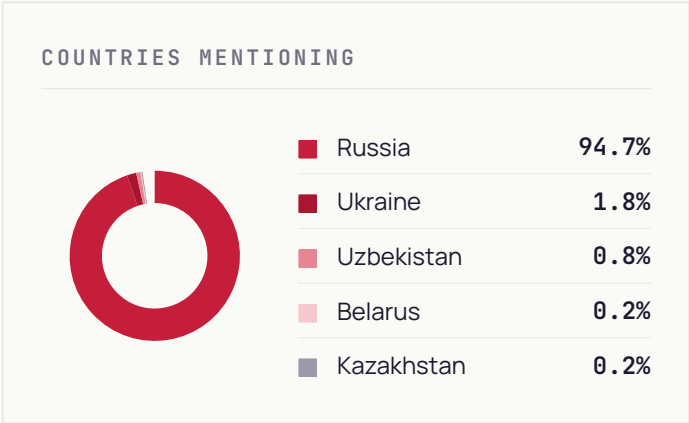
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who and how mentions the channel

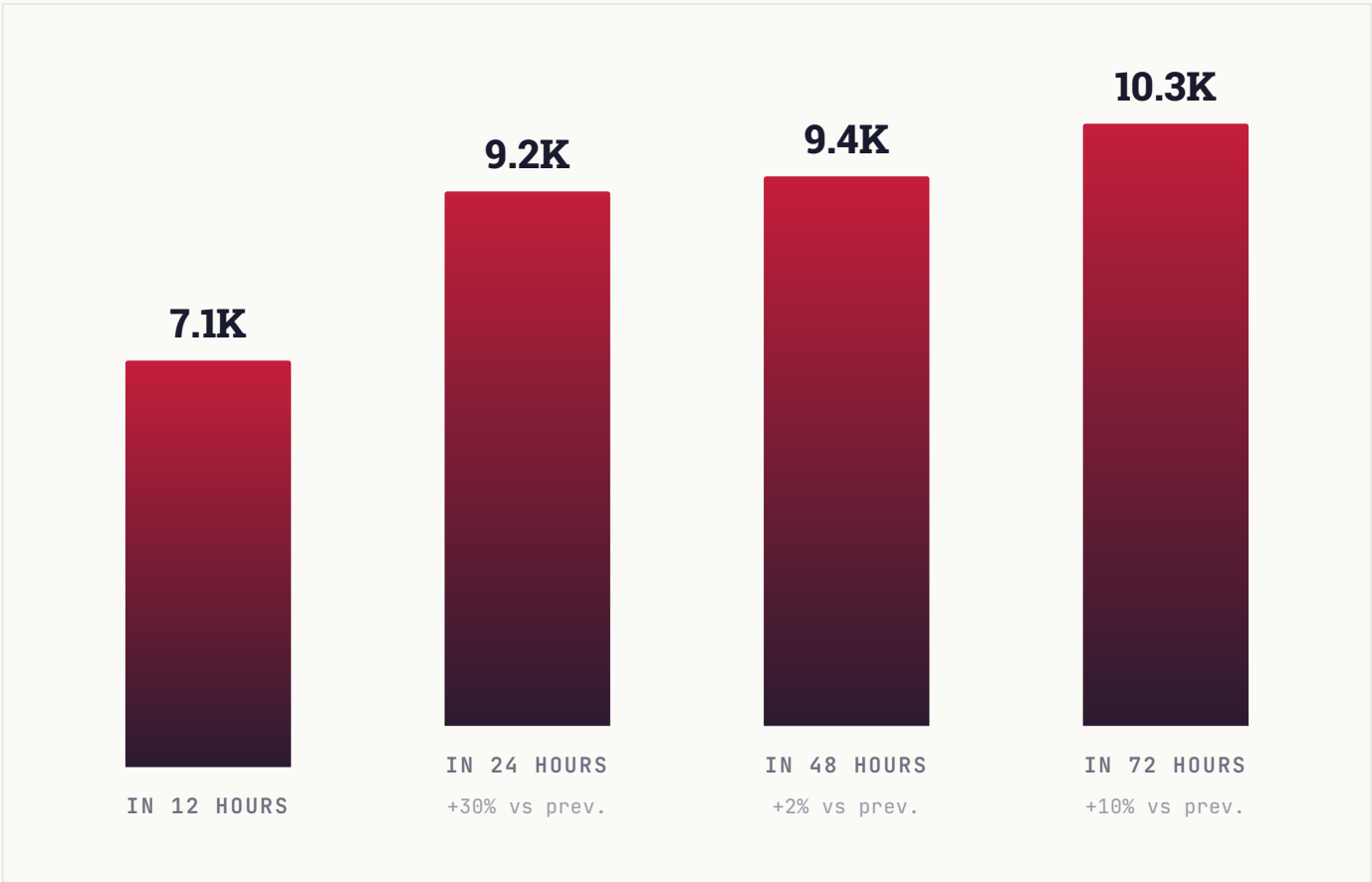
Citation index **908** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from 1K subs. All time channel mentioned **2 460** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of ad post over 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 peers.

CHANNEL	SUBSCRIBERS
TM My feed trends	2.5M
MO Ice Cream	1.8M
OK Okak	1.6M
Today Search	1.3M
TR Trendly	1.2M
ER Customer is always right	1.1M
This Week Trending today	1M
TB Trends by Russia	1M
TV Trend or leave	935.3K
TR Trending	909.3K
PM Guerrilla Marketing YOU	104.2K

COMPARATIVE INSIGHT

Channel in bottom half of niche top 100 (#57 of 99). Niche median — 125.2K subs. First growth KPI — reach median. Leader: My feed trends (2.5M).

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** mentions count **224**, they brought **26 463** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	10	8	0
November 2025	18	8	735
October 2025	5	3	7 421
Sep 2025	9	5	6 574
August 2025	168	157	10 989
July 2025	14	6	744
TOTAL MENTIONS		MONTHS IN DATA	ATTRACTED SUBSCRIBERS
224		6	26 463

— SECTION 08 • NICHE COMPARISON

Where the channel ranks in its league

Took top-100 channels in category "Marketing, PR, advertising» (Russia) and saw how your channel compares. Gray band — range covering 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

#57

/100

RANK IN NICHE

Channel in the bottom half of the ranking

SUBSCRIBERS

worse than median by 16%

median 123.8K



AVG REACH / POST

better than 52% of niche

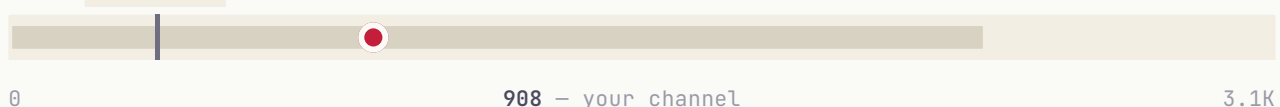
median 11.4K



CITATION INDEX

better than 60% of niche

median 366



— SECTION 09 · STRATEGY

What to do right now

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

01

Main post of the week — on Monday

On this day at 13:00 MSK audience is most active.

IMPACT

**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.

IMPACT

**+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.

IMPACT

+5-15% ER

04

Cross-promo with neighboring channels

Cross-post with same-niche channels once a quarter.
No need daily — 2-3 collabs give relevant growth.

IMPACT

**Growth from
relevant
audience**

05

Update channel description for Telegram search

Telegram search scans descriptions. Add 3-5 niche keywords — organic traffic source.

IMPACT

**Organic traffic
source**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in minutes using public data. Want to go further? Run ads with us and hit your growth target in a month.

01

**Launch ads in
Telegram**

<https://panel.promptpress.com/register>

02

Contact manager

t.me/PromptPress_manager