

PUBLIC REPORT PROMTPRESS

Channel audit

Brand cheat sheet



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SUBSCRIBERS

23 483

-51 per month

ERR (% SEE POSTS)

8.0%

daily 3.6%

REACH/POST

1.7K

ad reach 837/24h

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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 23 483 —	 SUBSCRIBER REACH 7.42% avg % subs see post	 VIEWS/POST 1.7K median 1.8K · 28 days	 POSTS/WEEK 9.0 for the period
 7D TREND +10.2% vs previous week	 REACTIONS/POST 24.8 891 reactions, 557 reposts, 7 comments	 POST LENGTH 238 chars median 236 · 28 days	 POSTS ANALYZED 36 28 days
 AD REACH 837 24h avg	 CHURN / MONTH -51 last month	 CITATION RATE 48 citation index · 139 channels mentioned ever	 CHANNEL AGE 4 years 4 months created 03.02.2022

AI EDITOR SUMMARY

Channel «Cheat sheet for brand» — 23 483 subs. Each post averages 1.7K people (7% from subs), reach is low — consider expanding audience. Publishes 9 posts/week (~1/day) — consistent. Week Jun 8–14 reach grew +10.2% vs week Jun 1–7 — positive trend.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **36** posts in 28 days.
- 02 Dominant format — **Video** (27/36 posts).
- 03 Avg post length — **238** chars (median 236).
- 04 Audience peak activity — **Friday, 20:00 MSK**.
- 05 Top posts get **2x** more views than the weakest (2.2K avg top vs 1.3K worst) — among 36 posts in 28 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 13.06 · 14:50 PHOTO Tote bag by Krivokoso Gorgeous! Would you take one to shoots? Very curious: ♥ — Yes ☒ — nah	VIEWS 2 367 REP. 21	REACTIONS 69 ER 10.1%
Nº2 08.06 · 14:40 VIDEO New Reels trend ☒ The idea is to show what truly makes you happier: it could be a person or something...	VIEWS 2 099 REP. 29	REACTIONS 19 ER 8.9%
Nº3 29.05 · 17:10 VIDEO New Balenciaga campaign ☒ The brand invited Sarah Pidgeon to act, directed by El Fant. The mini-films...	VIEWS 2 043 REP. 13	REACTIONS 30 ER 8.7%

Nº4 28.05 · 09:44 VIDEO Casetify & Tamagotchi collab mailer Great mailer design with a case with charms and the Tamagotchi itself 📺 Link to...	VIEWS 2 028 REP. 8	REACTIONS 17 ER 8.6%
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Nº5 04.06 · 07:50 VIDEO Wow! Paid subscription on Instagram ✂ Interesting: ability to keep stories for 48 hours, search for a specific person...	VIEWS 2 027 REP. 37	REACTIONS 22 ER 8.6%
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WORST 3

↓ 22.06 · 10:51 VIDEO New Reels trend 🤖 The trend is to show your personality through a selection of images that fully characterize your...	VIEWS 1 454 REP. 31	REACTIONS 20 ER 6.2%
↓ 22.06 · 05:48 VIDEO The Ordinary surprises again with its pop-up 📺 They opened a Hydration Lab showcasing skincare in an interactive...	VIEWS 1 386 REP. 5	REACTIONS 9 ER 5.9%
↓ 22.06 · 14:51 VIDEO And this is RALPH LAUREN's pop-up at WIMBLEDON 📺 Ralph's Coffee, live screenings, and Polo Bear sculptures that definitely...	VIEWS 1 203 REP. 3	REACTIONS 13 ER 5.1%

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 • MENTIONS

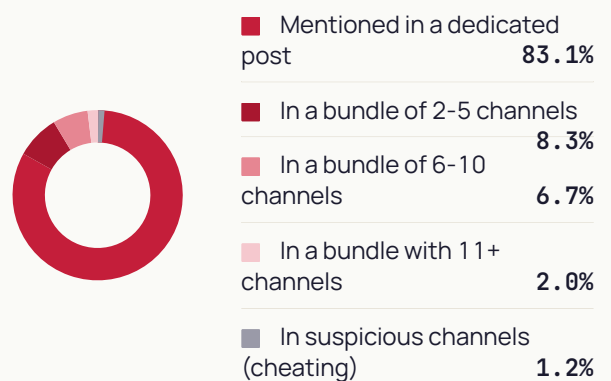
Who & how mentions the channel

Citation index **48** — 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: **139** different channels.

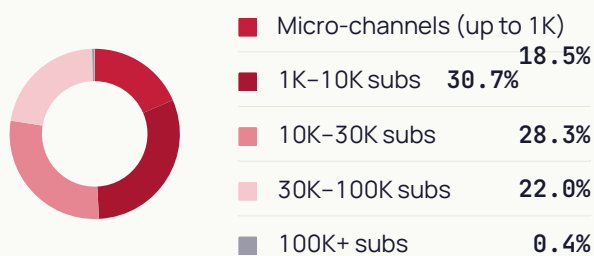
COUNTRIES MENTIONING



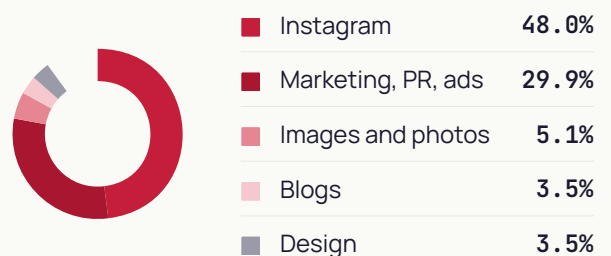
MENTION FORMAT



SIZE OF CHANNELS MENTIONING



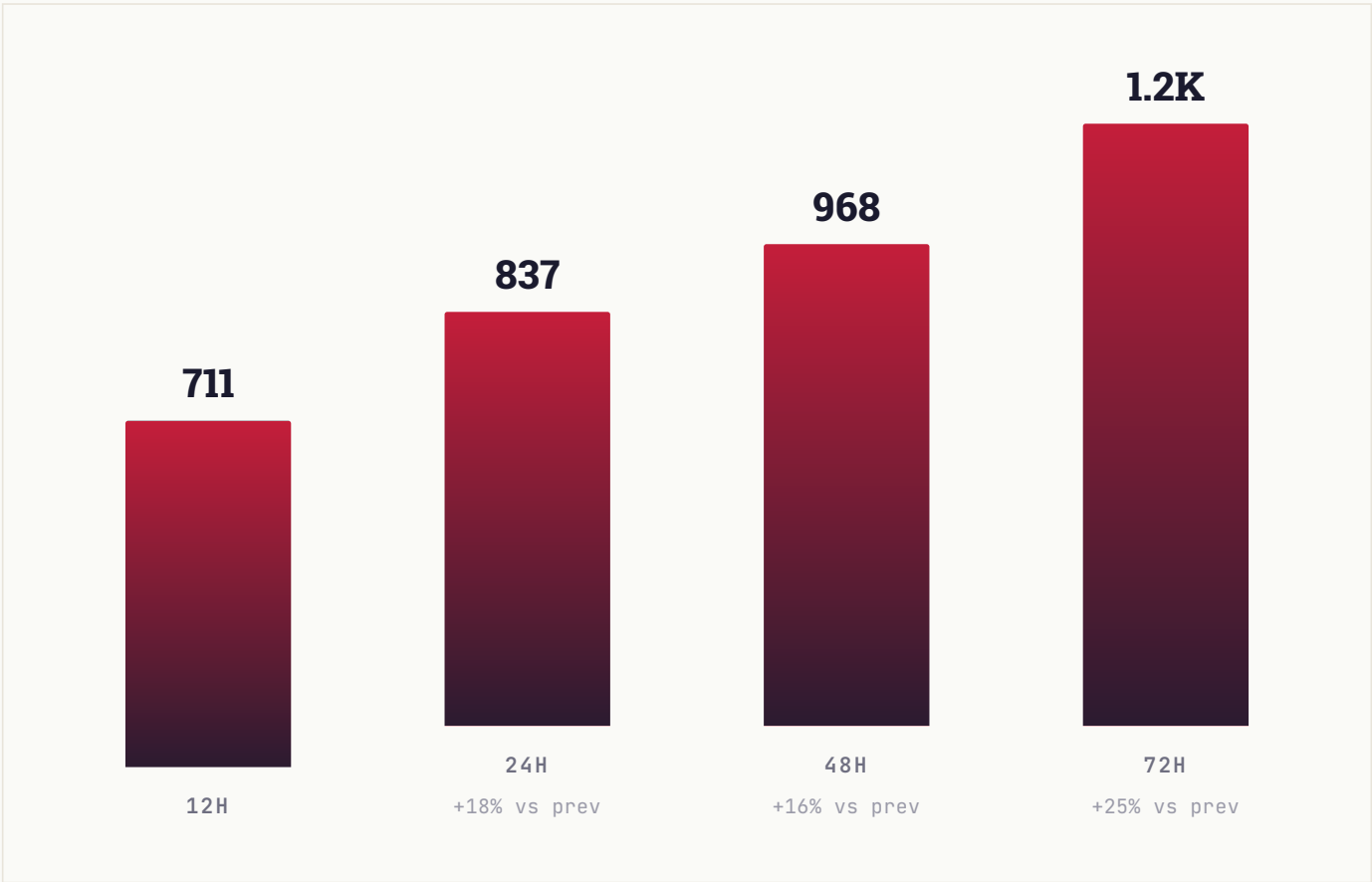
MENTIONED TOPICS



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of an 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 & audience. Your channel is highlighted — see its rank among niche neighbors.

CHANNEL	SUBSCRIBERS
ShD Brand cheat sheet YOU	23.5K
GM Gusarov marketing ☒	18.5K
CA Creative Anatoly	5.9K
VA Vitaly Adamsov AI Studio & Content	5.1K
CA CERBER ARBITRAGE	4.3K
PD PPC for Superminds Alexander Hitro	3.9K
DK Content marketer's diary	3.4K
MN MARKETING by numbers ☒ELPODIUM	3K
NN ☒ Newton.by ☒	2.7K
US Yura Sanko	1.9K
ShM Shurup Muravyova	1.9K

COMPARATIVE CONCLUSION

Channel in top-1 niche (#1 of 39 channels in category). One of the leaders — client-partners can cross-promo with equals; for PR/reach you're a valuable media partner.

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 were **7**, they brought **451** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	4	4	3
Nov 2025	3	3	36
Oct 2025	0	0	101
Sep 2025	0	0	158
August 2025	0	0	67
July 2025	0	0	86
TOTAL MENTIONS	MONTHS IN DATA		ATTRACTED SUBSCRIBERS
7	6		451

SECTION 08 · NICHE COMPARISON

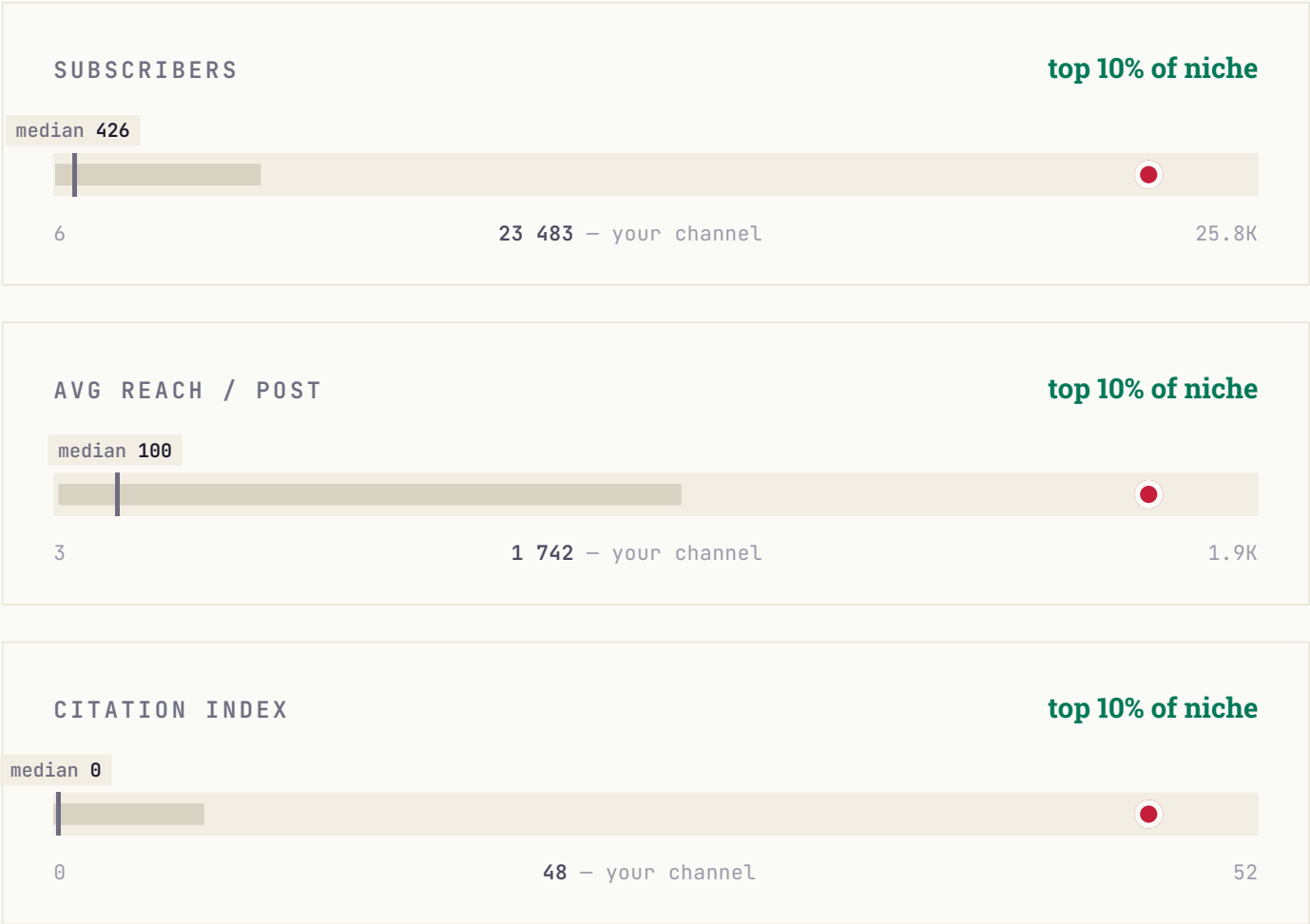
Where the channel stands in its league

Took top-39 channels in category "Marketing, PR, ads» (Belarus) and compared your channel against them. Gray band = range covering 80% of niche channels (p10 to p90). Black vertical = median. Red dot = your channel.

#1/39

RANK IN NICHE

Channel in top 2% marketing, PR, ads Belarus



— 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 Friday**

On this day at 20:00 MSK audience is most active.

EFFECT

**Best window
for important
posts****02****Systematic 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****03****Test polls & interactive formats**

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

EFFECT

+5-15% ER**04****Cross-promo with nearby channels**

Exchange posts quarterly with channels in the same segment. No need 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 us to do this **PromptPress?**

This audit is what we can do in a few minutes from public data.
Want to go further? Run ads through us and hit your growth plan
in a month.

01	Launch Telegram ads	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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