

— PUBLIC REPORT BY PROMTPRESS

# Channel audit

## Marketer's Bookshelf



@knizhnaya\_polka\_marketologa

Marketer's & Ad Specialist's First Aid Kit 🩹👉 Ads & strong integrations — @jaMasha Working tools, ideas & solutions to sell more & for higher prices. 📖 Want a book that...

SUBSCRIBERS

**36 080**

-312 per month

ERR (% SEE POSTS)

**7.0%**

per day 4.5%

REACH/POST

**2.3K**

ad reach 1.6K/24h

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SECTION 01 · CHANNEL SNAPSHOT

# Key channel metrics

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

|                                                                                        |                                                                                                      |                                                                                                                          |                                                                                                         |
|----------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------|
| <div><div></div><div>SUBSCRIBERS</div></div> <div>36 080</div> <div>—</div>            | <div><div></div><div>SUBSCRIBER REACH</div></div> <div>6.24%</div> <div>avg % of subs see post</div> | <div><div></div><div>VIEWS/POST</div></div> <div>2.3K</div> <div>median 2.4K · 27 days</div>                             | <div><div></div><div>POSTS/WEEK</div></div> <div>2.6</div> <div>for the period</div>                    |
| <div><div></div><div>7D TREND</div></div> <div>-6.7%</div> <div>vs previous week</div> | <div><div></div><div>REACTIONS/POST</div></div> <div>—</div> <div>MTPROTO only</div>                 | <div><div></div><div>POST LENGTH</div></div> <div>680 chars</div> <div>median 682 · 27 days</div>                        | <div><div></div><div>POSTS ANALYZED</div></div> <div>10</div> <div>27 days</div>                        |
| <div><div></div><div>AD REACH</div></div> <div>1.6K</div> <div>24h avg</div>           | <div><div></div><div>CHURN / MONTH</div></div> <div>-312</div> <div>last month</div>                 | <div><div></div><div>CITATION RATE</div></div> <div>356</div> <div>citation index · 302 channels mentioned it ever</div> | <div><div></div><div>CHANNEL AGE</div></div> <div>6 years 10 months</div> <div>created 14.08.2019</div> |

AI EDITOR SUMMARY

Channel «Marketer's Bookshelf» – 36 080 subs. Each post averages 2.3K people (6% from subs), reach is low – consider expanding audience. Publishes 3 posts per week (~0 per day) – infrequent posts. For week Jun 29 – Jul 5, reach dropped by -6.7% by week of Jun 22–28 – worth investigating reasons.

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 10 posts over 27 days.
- 02 Dominant format — Photo (10/10 posts).
- 03 Avg post length — 680 chars (median 682).
- 04 Peak audience activity — Sat, 12:00 MSK.
- 05 Top posts get 2x more views than the weakest (2.7K avg for top vs 1.7K for worst) — among 10 posts over 27 days. Worth analyzing what top posts have in common: topic, format, timing.

TOP 5 POSTS

|                                                                                                                                                                                                             |                                                                    |                                                                 |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------|-----------------------------------------------------------------|
| <div><div>Nº1</div><div>13.06 · 09:00</div><div>PHOTO</div></div> <div>You're not living. You're just replying to messages. Wake up — phone. Breakfast — phone. Work — phone. Kid says something —...</div> | <div>VIEWS</div> <div>2 875</div> <div>REPOSTS</div> <div>11</div> | <div>REACTIONS</div> <div>—</div> <div>ER</div> <div>8.0%</div> |
| <div><div>Nº2</div><div>19.06 · 16:03</div><div>PHOTO</div></div> <div>New way to break into Hollywood How to top global box office without a prestigious film school? Turns out, there is a way...</div>   | <div>VIEWS</div> <div>2 695</div> <div>REPOSTS</div> <div>5</div>  | <div>REACTIONS</div> <div>—</div> <div>ER</div> <div>7.5%</div> |
| <div><div>Nº3</div><div>22.06 · 08:44</div><div>PHOTO</div></div> <div>How a YouTube ban could kill content quality Yesterday at SPIEF, VEB said a full YouTube ban would be traumatic. Instead...</div>    | <div>VIEWS</div> <div>2 665</div> <div>REPOSTS</div> <div>4</div>  | <div>REACTIONS</div> <div>—</div> <div>ER</div> <div>7.4%</div> |

## Nº4

02.07 • 13:00

PHOTO

While most ads fight for feed attention, brands can meet audiences where they're already engaged 📌 One such...

VIEWS

2 536

REPOSTS

5

REACTIONS

—

ER

7.0%

## Nº5

02.07 • 14:01

PHOTO

When the market closes straits In marketing, there are also "Strait of Hormuz" — key communication channels with the audience...

VIEWS

2 419

REPOSTS

2

REACTIONS

—

ER

6.7%

## WORST 3

### ↓ 01.07 • 17:26 PHOTO

Dear readers, today about how tech cares for our health while we're deep in work An enthusiast created a plugin for...

VIEWS

2 282

REPOSTS

2

REACTIONS

—

ER

6.3%

### ↓ 01.07 • 16:25 PHOTO

Telegram clients exist — you just don't know which channels they're in! ✅ We do! — 50M subs in our own network...

VIEWS

2 224

REPOSTS

2

REACTIONS

—

ER

6.2%

### ↓ 06.07 • 10:25 PHOTO

Sometimes a book doesn't save. Sometimes it just gives a beautiful excuse to destroy everything. German Lansky made money on simple phrases...

VIEWS

725

REPOSTS

4

REACTIONS

—

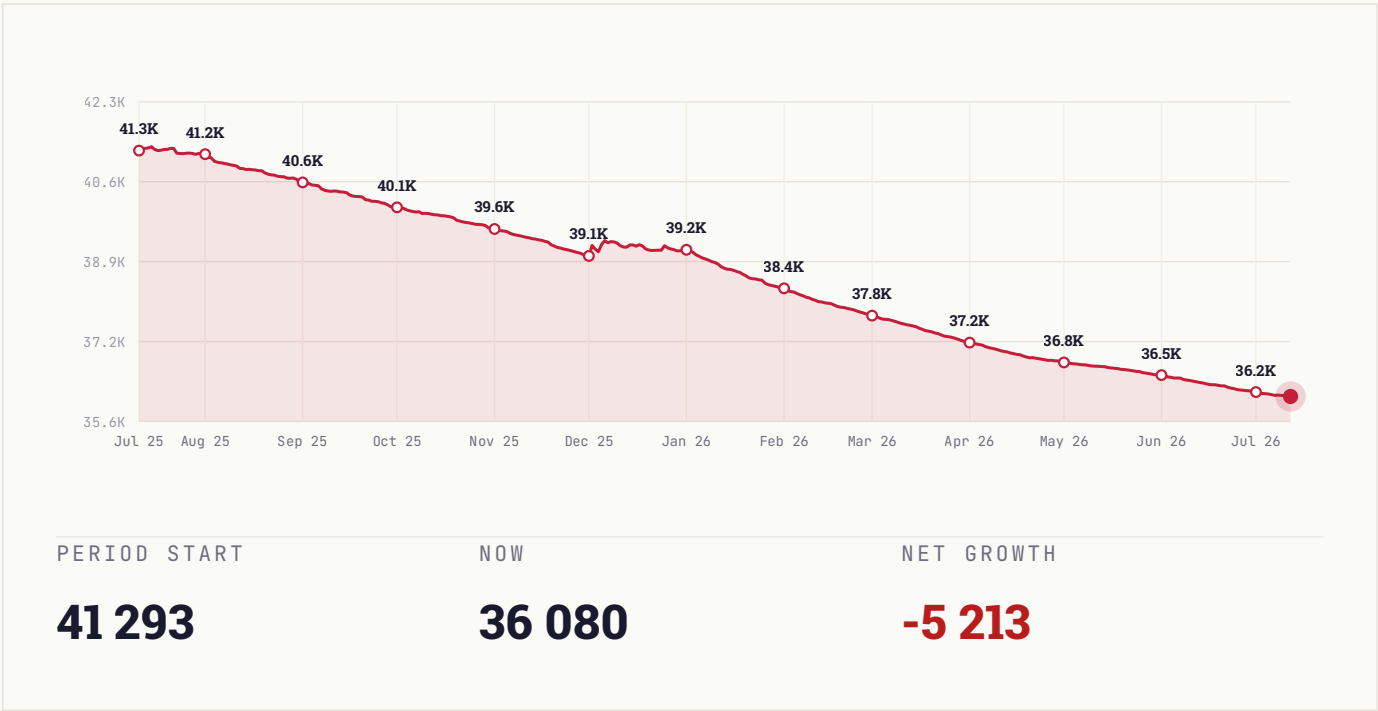
ER

2.0%

SECTION 03 · SUBSCRIBER DYNAMICS

# How the channel grew over the year

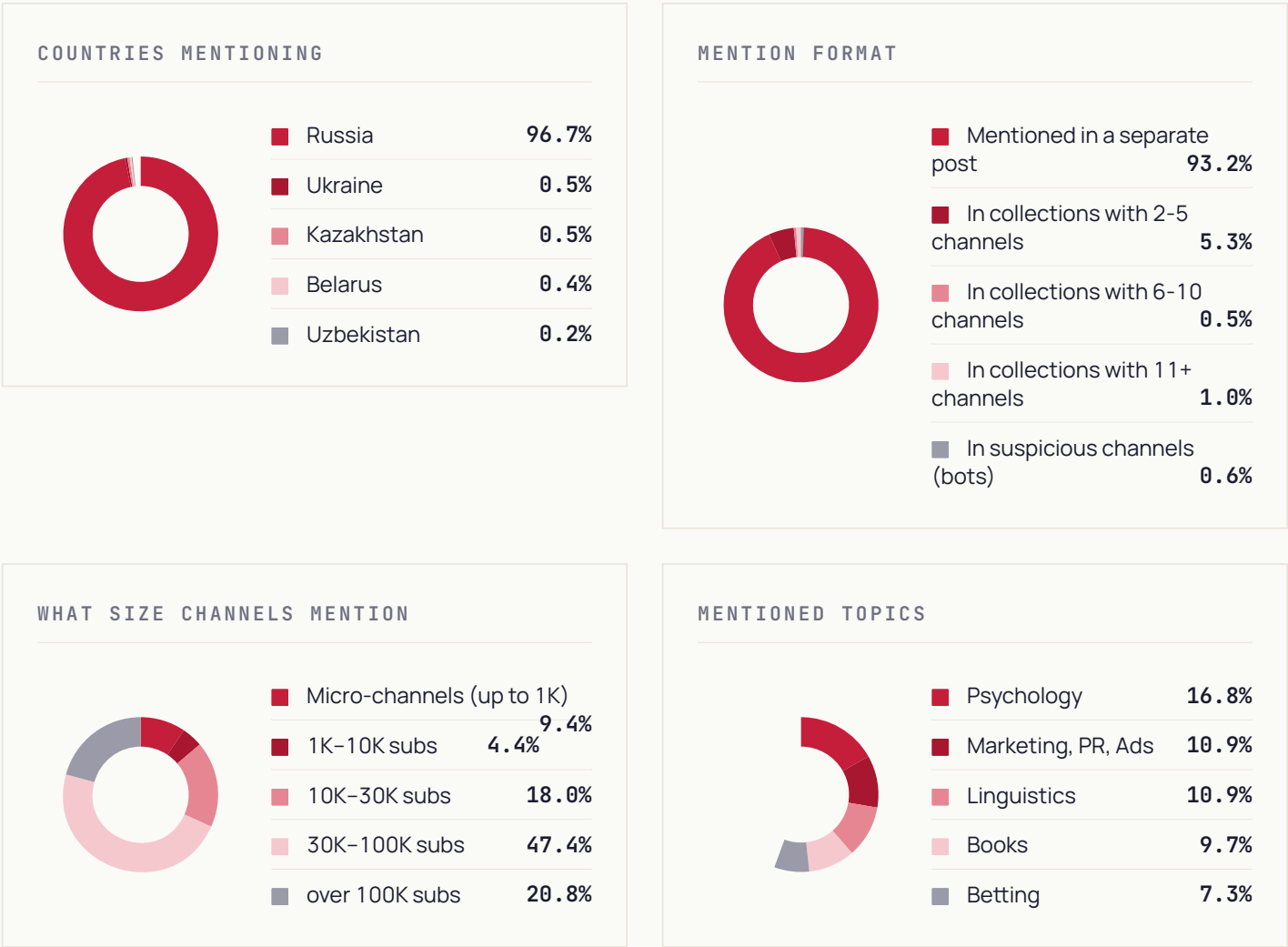
Subscriber growth chart for the year. Key months show exact subscriber count. See which months grew and which lost subs.



SECTION 04 · MENTIONS

# Who mentions the channel and how

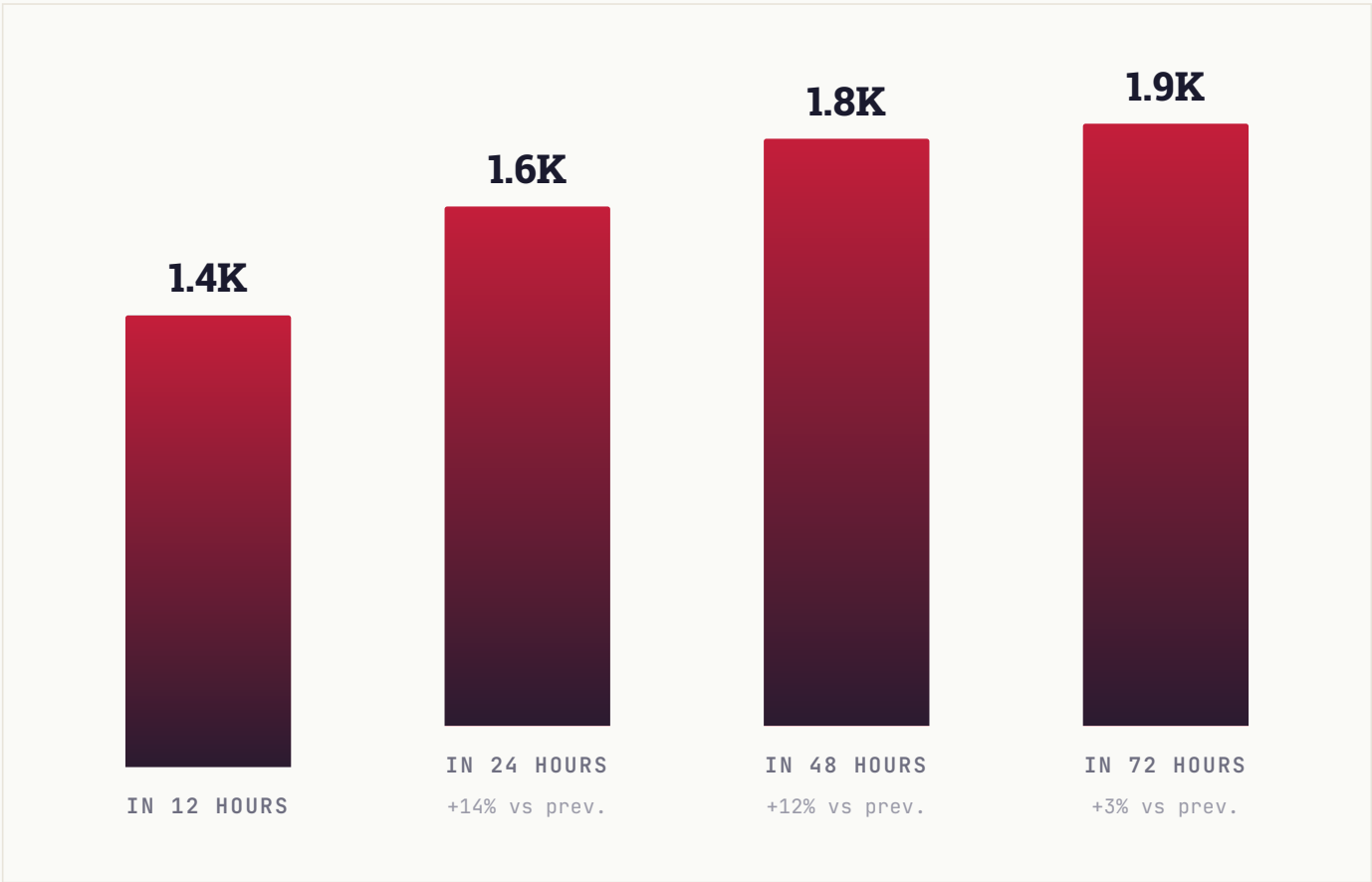
Citation index **356** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100K subs channel 'weighs' more than from a 1K subs channel. All time the channel was mentioned **302** different channels.



SECTION 05 · AD POTENTIAL

# How long a post generates 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 peers.

| CHANNEL                                           | SUBSCRIBERS |
|---------------------------------------------------|-------------|
| <div>TM</div> My feed trends                      | 2.5M        |
| <div>MO</div> Ice Cream                           | 1.7M        |
| <div>OK</div> Okak                                | 1.6M        |
| <div>SE</div> Search                              | 1.5M        |
| <div>TR</div> Trendlies                           | 1.2M        |
| <div>TB</div> Trends by Russia                    | 1.1M        |
| <div>KV</div> Customer is always right            | 1.1M        |
| <div>TZ</div> Set trends                          | 1M          |
| <div>SW</div> Today's trends                      | 1M          |
| <div>TV</div> Trend or leave                      | 990K        |
| <div>KP</div> Marketer's Bookshelf <div>YOU</div> | 36.1K       |

COMPARATIVE CONCLUSION

Channel yet outside top 99 of niche — early growth stage. Niche leader — My feed trends (2.5M), top-99 median: 145.1K. First goal — enter top-99 through systematic work on traffic and content.

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 **10**, they brought **722** new subs.

| PERIOD         | MENTIONS | CHANNELS | BROUGHT | SUBSCRIBERS |
|----------------|----------|----------|---------|-------------|
| Jan 2026       | 3        | 2        | 0       | <div></div> |
| December 2025  | 1        | 1        | 697     | <div></div> |
| Nov 2025       | 0        | 0        | 0       | <div></div> |
| Oct 2025       | 4        | 2        | 9       | <div></div> |
| September 2025 | 1        | 1        | 8       | <div></div> |
| August 2025    | 1        | 1        | 8       | <div></div> |

|                |                |                    |
|----------------|----------------|--------------------|
| TOTAL MENTIONS | MONTHS OF DATA | GAINED SUBSCRIBERS |
| 10             | 6              | 722                |

SECTION 08 · NICHE COMPARISON

# Where the channel stands in its league

Took top-100 channels in category «Marketing, PR, Ads» (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.



— SECTION 09 · STRATEGY

# What to do right now

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

- |           |                                                                                                                                                                                                                       |                                                    |
|-----------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------|
| <b>01</b> | <b>Increase posting frequency</b><br>Now 2.6 posts/wk. Active channels average 7-10.<br>Consistency is key to audience retention.                                                                                     | EFFECT<br><b>Consistency beats volume</b>          |
| <b>02</b> | <b>Top post of the week — on Saturday</b><br>Most active on this day at 12:00 MSK.                                                                                                                                    | EFFECT<br><b>Best window for an important post</b> |
| <b>03</b> | <b>Increase video posts share</b><br>Video in Telegram retains audience longer and is favored by the algorithm. Aim for 15-25%.                                                                                       | EFFECT<br><b>Video retains audience better</b>     |
| <b>04</b> | <b>Systematic traffic buying</b><br>Three formats for your media: <b>Inhouse</b> (premium channels), <b>Native</b> (native integrations), <b>Premium</b> (target audience). PromptPress picks sources for your niche. | EFFECT<br><b>+1000-3000 subs</b>                   |
| <b>05</b> | <b>Test polls &amp; interactive formats</b><br>Posts with polls/reactions usually give +5-15% ER. One poll per week on a 'hot' topic — easy growth point.                                                             | EFFECT<br><b>+5-15% ER</b>                         |

★ WHAT'S NEXT

# Want this done by **PromptPress?**

This audit — 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.

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|    |                                |                                                                                             |
|----|--------------------------------|---------------------------------------------------------------------------------------------|
| 01 | <b>Launch Telegram<br/>ads</b> | <a href="https://panel.promptpress.com/register">https://panel.promptpress.com/register</a> |
|----|--------------------------------|---------------------------------------------------------------------------------------------|

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|    |                        |                                                                         |
|----|------------------------|-------------------------------------------------------------------------|
| 02 | <b>Contact manager</b> | <a href="https://t.me/PromptPress_manager">t.me/PromptPress_manager</a> |
|----|------------------------|-------------------------------------------------------------------------|

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