

— PUBLIC REPORT BY PROMTPRESS

Channel audit

what colleagues are talking about

**@kollegi**

What trendy PR pros, IT guys in Maldives, and brand SMMers talk about. Trends, business, marketing. Author: @livligbot
Collaboration: @earlsky The channel collaborates with...

SUBS

122 114

-1823 per month

ERR (% SEE POSTS)

7.0%

per day 4.7%

REACH/POST

8.6K

ad reach 5.8K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBS 122 114 —	 SUBSCRIBER REACH 7.01% avg % of subs see post	 VIEWS/POST 8.6K median 8.6K · 29 days	 POSTS/WEEK 48.7 over period
 7D TREND +5.2% vs previous week	 REACTIONS/POST 148.2 total 30,537 reactions, 69,055 reposts, 0 comments	 POST LENGTH 562 chars median 510 · 29 days	 POSTS ANALYZED 206 29 days
 AD REACH 5.8K 24h average	 CHURN / MONTH -1823 last month	 CITATION RATE 4 940 citation index · 5,248 channels mentioned ever	 CHANNEL AGE 3 years 5 months created 09.01.2023

AI EDITOR SUMMARY

Channel “what colleagues talk about” – 122 114 subs. Each post gets on average 8.6K people (7% from subs), reach is low – consider expanding audience. Publishes 49 posts per week (~7 per day) – active posting. For the week of June 8–14, reach grew +5.2% vs week Jun 1–7 – positive trend.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **206** posts over 29 days.
- 02 Dominant format – **Photo** (124/206 posts).
- 03 Avg post length – **562** chars (median 510).
- 04 Peak audience activity – **Sunday**, 18:00 MSK.
- 05 Top posts get **2x** more views than the weakest (15K avg top vs 7.4K worst) – among 206 posts in 29 days. Worth analyzing what the top shares: topic, format, timing.

TOP 5 POSTS

Nº107.06 · 15:19 PHOTO Female friendship is dying as a phenomenon worldwide – 60% of women no longer share personal life with friends. Reason: fear of judgment...	VIEWS	REACTIONS
	17 040	211
	REPOSTS	ER
	477	14.0%
Nº210.06 · 09:27 PHOTO Meme: Dodo Pizza collab with WINX – in one city they already dropped a milkshake based on recipes from Alfea with berry-fruit magic in...	VIEWS	REACTIONS
	16 203	155
	REPOSTS	ER
	509	13.3%
Nº312.06 · 10:24 VIDEO In Tolyatti, City Day became a day of impressions – Sber's HR brand interactive zone featured a quest with exciting activities...	VIEWS	REACTIONS
	11 833	36
	REPOSTS	ER
	15	9.7%

Nº4 14.06 • 15:34 PHOTO Genetically modified kids coming soon – human 'upgrade' secret revealed. Columbia University geneticists...	VIEWS 10 679 REACTIONS 178 REPOSTS 398 ER 8.7%
Nº5 17.06 • 06:55 PHOTO Bravecto flea & tick tablets for dogs are back in stores – reports Shoppers Media. They've been out of stock since 2022. Then...	VIEWS 10 545 REACTIONS 207 REPOSTS 365 ER 8.6%

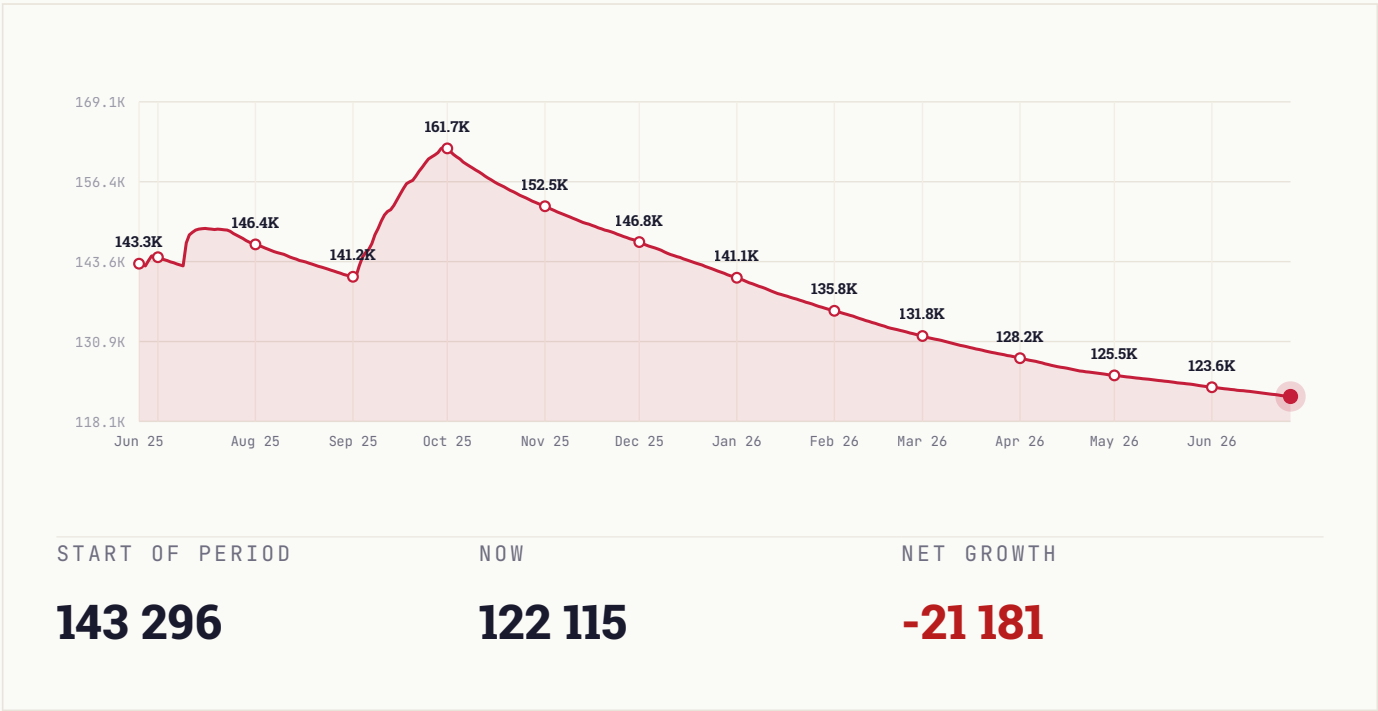
WORST 3

↓ 05.06 • 09:26 PHOTO «Vkusno – i tochka» launched Line Friends collab. Starting June 16, Kids Combo adds iconic Korean messenger characters...	VIEWS 7 466 REACTIONS 127 REPOSTS 276 ER 6.1%
↓ 04.06 • 11:34 PHOTO At SPIEF a new attraction appeared, no less engaging than economics – you can display your text message on the facade of Sber's stand. You can do it...	VIEWS 7 465 REACTIONS 119 REPOSTS 25 ER 6.1%
↓ 02.06 • 08:08 PHOTO From registration to first leads – one marathon ↩ Avito ad cabinet opens an effective channel for attracting clients...	VIEWS 7 188 REACTIONS 23 REPOSTS 9 ER 5.9%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

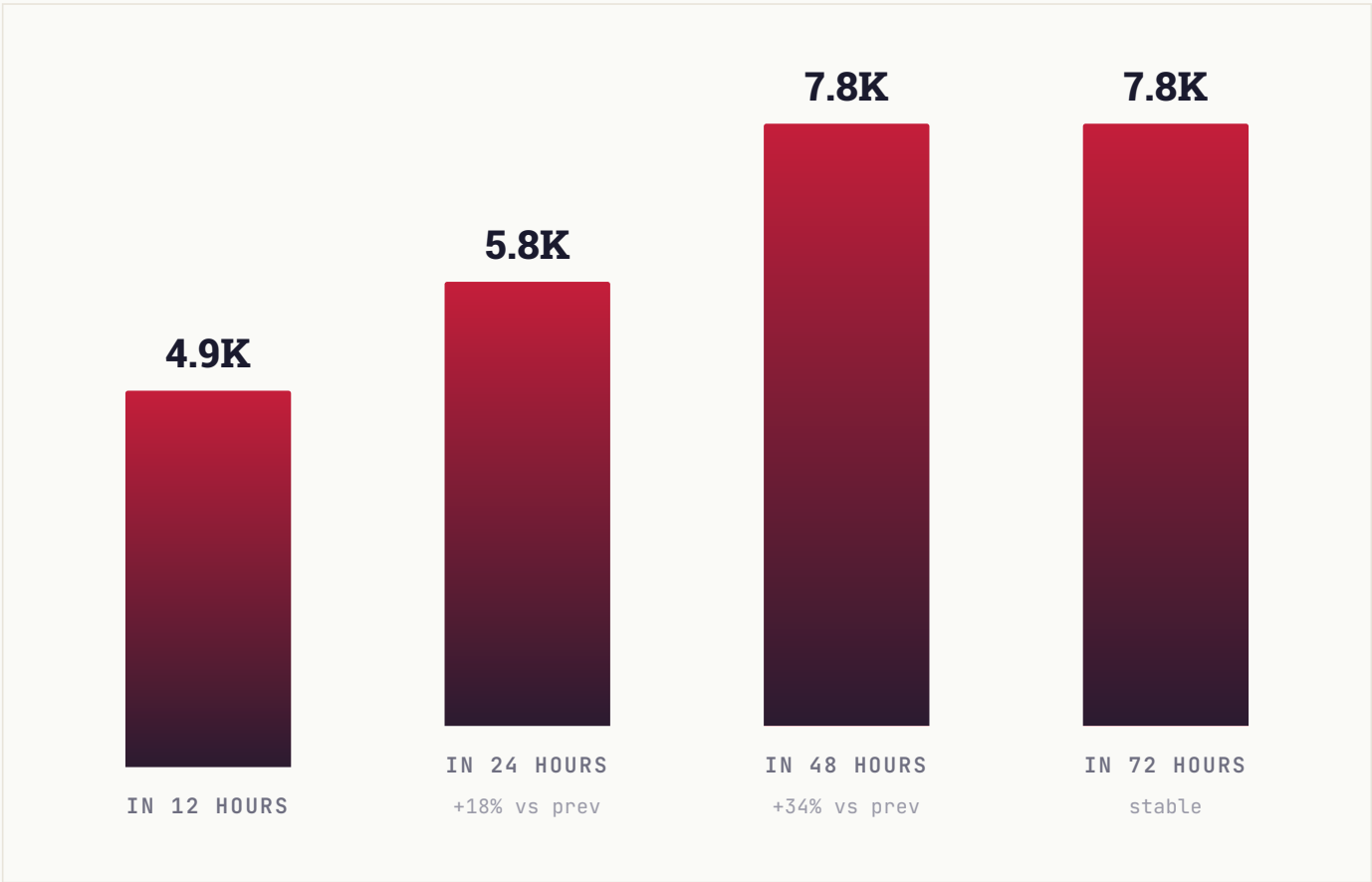
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained and lost subs.



SECTION 04 · AD POTENTIAL

How long a post generates reach

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



SECTION 05 · COMPETITORS

Who you compete with

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

CHANNEL	SUBS
TM My feed trends	2.5M
MO Ice cream	1.8M
OK Oka	1.6M
ER Search	1.3M
TR Trendly	1.2M
ER Customer is always right	1.1M
AVG Trending today	1M
TB Trends by Russia	1M
TV Trend or leave	935.3K
TR Trending	909.3K
HC what colleagues are talking about YOU	122.1K

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#52 of 99). Niche median — 125.2K subs. First growth KPI — reach median. Leader: My feed trends (2.5M).

SECTION 06 · MENTION DYNAMICS

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 **78**, they brought **26 793** new subs.

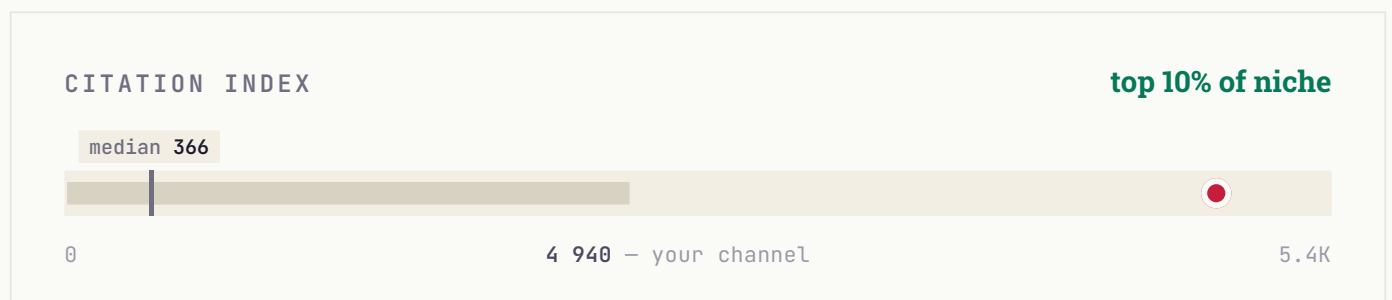
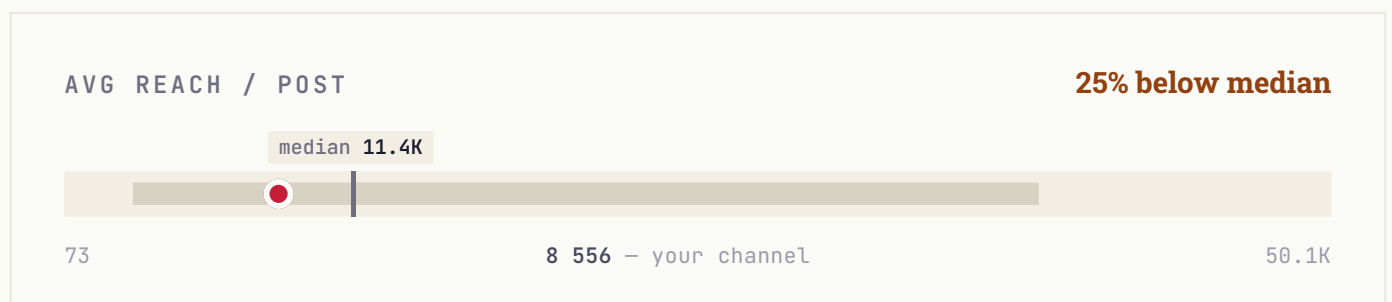
PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
Dec 2025	8	6	0	
Nov 2025	14	12	0	
Oct 2025	9	8	0	
September 2025	12	10	20 760	
August 2025	16	8	0	
Jul 2025	19	10	6 033	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
78	6	26 793

SECTION 07 • NICHE COMPARISON

Where the channel stands in its league

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



— SECTION 08 · STRATEGY

What to do right now

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

01

Top post of the week — Sunday

Audience most active on this day at 18:00 MSK.

EFFECT

**Best window
for an
important post**

02

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**

03

Test polls & interactive formats

Posts with polls/reactions usually boost ER by 5-15%.
One weekly poll on a hot topic is an easy growth lever.

EFFECT

+5-15% ER

04

Cross-promo with neighboring channels

Exchange posts quarterly with channels in the same segment. No need daily — 2-3 collabs give relevant growth.

EFFECT

**Relevant
audience
growth**

05

Update channel description for Telegram search

Telegram search scans descriptions. Add 3-5 niche keywords — that's 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
