

PROMTPRESS PUBLIC REPORT

Channel audit opinion leader among fertilizers



@lider

All about brands, PR art & (not always) great marketing. Suggest:
@ludobreniyabot Collab: @pokrovek RKN: <https://rkn.link/M94>

SUBSCRIBERS

153 221

-504 per month

ERR (% SEE POSTS)

14.0%

per day **12.1%**

REACH/POST

21.1K

ad reach **18.6K**/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. Subtitle shows the period.

 SUBSCRIBERS 153 221 —	 SUBS REACH 13.77% avg % subs see post	 VIEWS/POST 21.1K median 21K · 29 days	 POSTS/WEEK 49.0 over period
 7D TREND +3.9% vs previous week	 REACTIONS/POST 411.8 total 84,826 reactions, 49,002 reposts, 1,596 comments	 POST LENGTH 352 chars median 237 · 29 days	 POSTS ANALYZED 206 29 days
 AD REACH 18.6K 24h avg	 CHURN / MONTH -504 last month	 CITATION RATE 1 768 citation index · 6,014 channels mentioned ever	 CHANNEL AGE 8 years 11 months created 23.07.2017

AI EDITOR SUMMARY

Channel «opinion leader among fertilizers» — 153 221 subs. Each post avg views 21.1K people (14% from subs), reach is low — need to grow audience. Publishes 49 posts per week (~7/day) — active posting. Week of Jun 15–21 reach stable (+3.9% vs week 8–14 Jun).

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and laggards – to see what to repeat and what to drop from rotation.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 206 posts in 29 days.
- 02 Dominant format – Photo (115/206 posts).
- 03 Avg post length – 352 chars (median 237).
- 04 Peak audience activity – Sat, 20:00 MSK.
- 05 Top posts drive 2x more views than the weakest (31K avg top vs 17.3K worst) – among 206 posts in 29 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 20.06 · 17:33 VIDEO Pyaterochka dropped a wild AI slop on Harry Potter, sending Hermione for pasta and making Malfoy advertise a discount card...	VIEWS 31 489 REPOSTS 994	REACTIONS 667 ER 20.6%
Nº2 19.06 · 21:54 PHOTO See who charges more🐵	VIEWS 30 875 REPOSTS 269	REACTIONS 579 ER 20.2%
Nº3 13.06 · 17:26 PHOTO Moscow taxi right now🐵	VIEWS 30 641 REPOSTS 490	REACTIONS 622 ER 20.0%

Nº4 01.06 • 16:08 TEXT ↗ Wildberries to buy Gloria Jeans — exclusive @lider. Details, share volume and deal timeline unknown, but negotiations are very...	VIEWS 29 240 REPOSTS 895 REACTIONS 578 ER 19.1%
Nº5 22.06 • 21:36 TEXT No luxury foreign brands left offline in Russia. All gone. The last Western luxury island was...	VIEWS 28 783 REPOSTS 200 REACTIONS 665 ER 18.8%

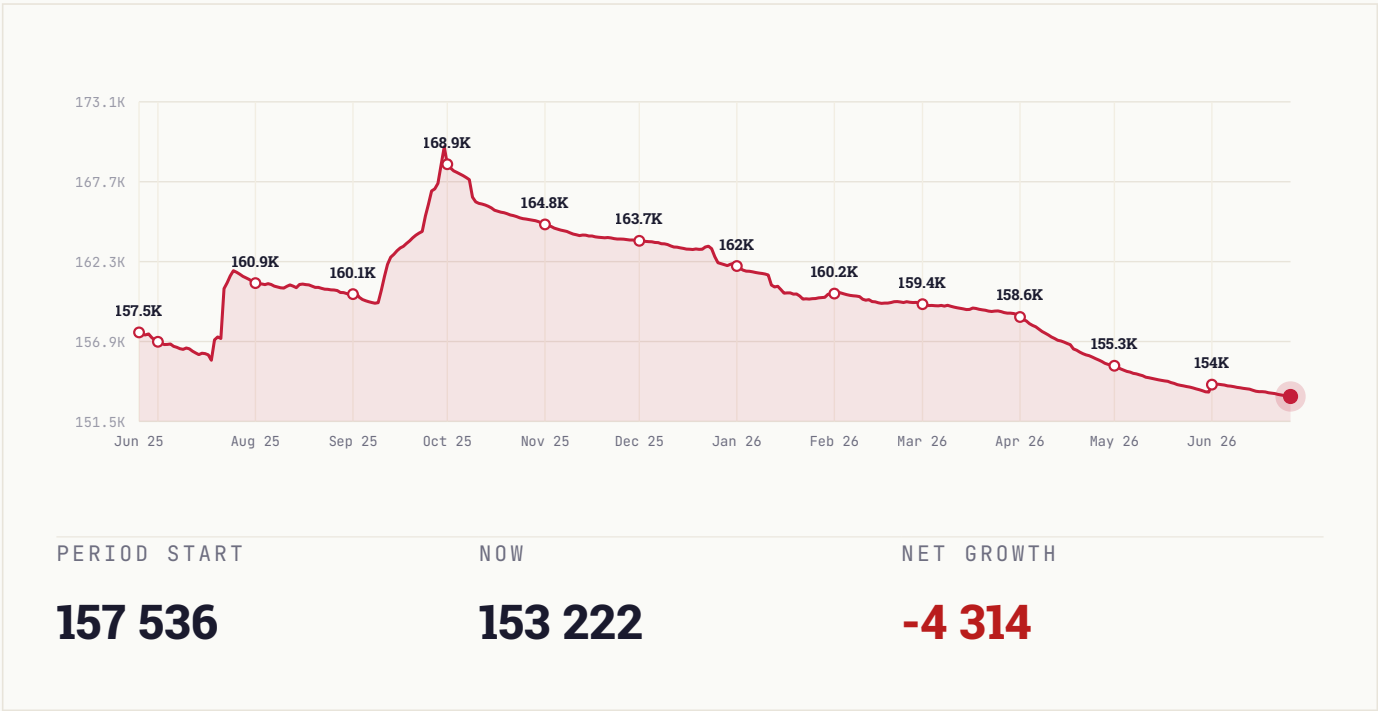
WORST 3

↓ 29.05 • 12:32 TEXT Will Arsenal rewrite history or will PSG take the cup? Watch the Champions League on May 30 on PRIME STADIVAN. Stadium + huge couch +...	VIEWS 17 535 REPOSTS 13 REACTIONS 45 ER 11.4%
↓ 04.06 • 16:41 TEXT Russia may ban inflated salaries in job ads. Employers listing one amount on HH but offering less at interview...	VIEWS 17 262 REPOSTS 78 REACTIONS 407 ER 11.3%
↓ 04.06 • 15:29 PHOTO “This employee doesn't burn out or get tired.” At SPIEF, a session on AI and people showed Russia's tough situation. On one...	VIEWS 17 065 REPOSTS 48 REACTIONS 86 ER 11.1%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

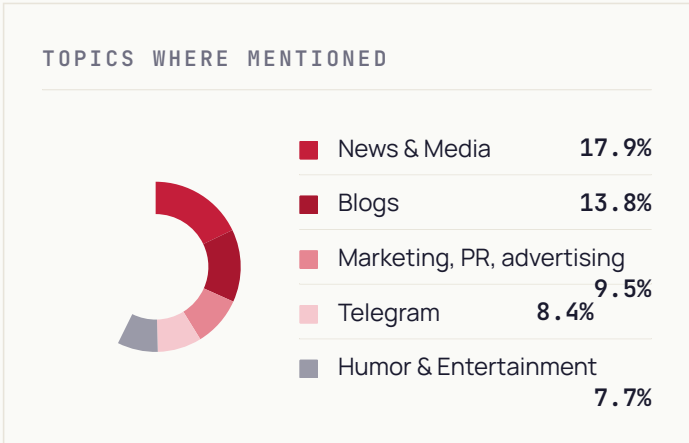
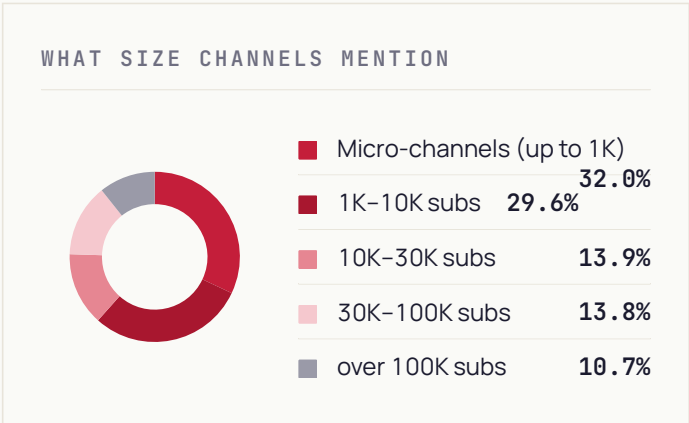
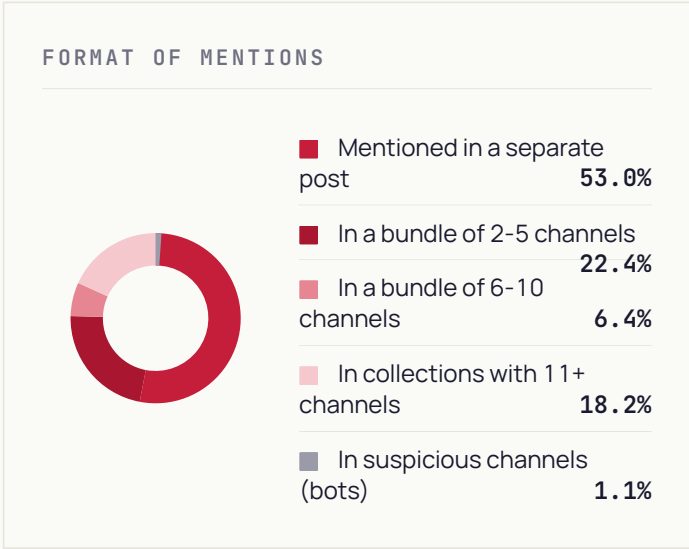
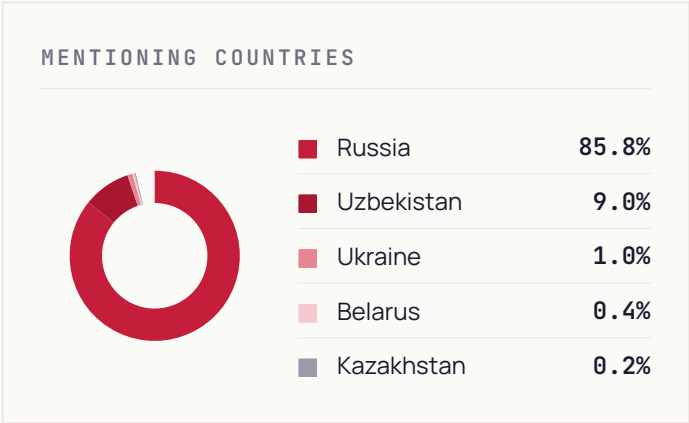
Yearly subscriber growth chart. Key months show exact subscriber count. Shows months of growth vs. loss.



SECTION 04 · CITATIONS

Who mentions the channel and how

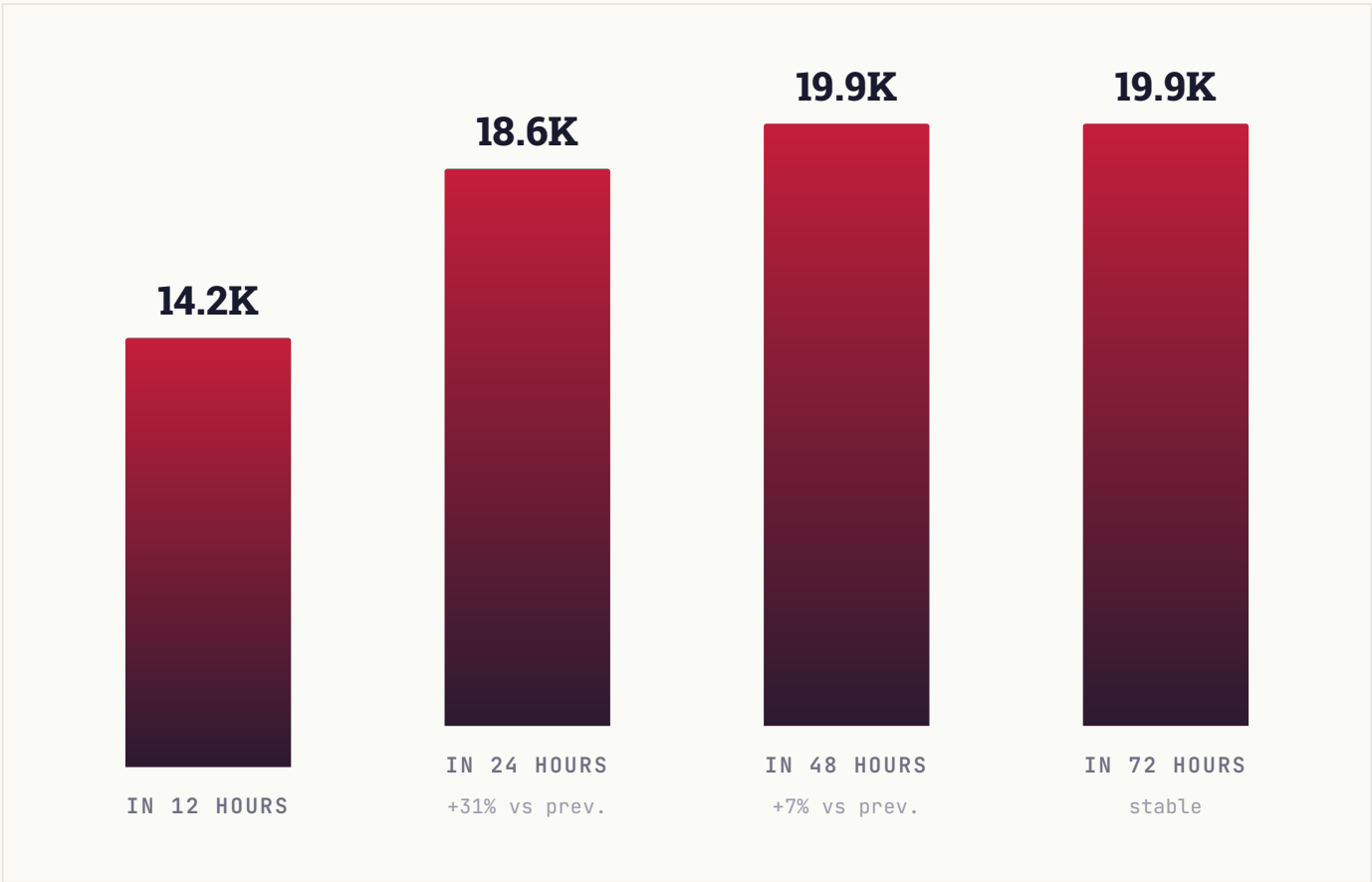
Citation index **1 768** — channel popularity rating based on mentions. Considers both count and weight of mentioning channels: a post from a 100K subs channel weighs more than from 1K. All-time mentions: **6 014** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg ad post reach by time since publication. Helps gauge how long a placement should 'live'.



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
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
LM opinion leader among fertilizers YOU	153.2K

COMPARATIVE CONCLUSION

Channel in top half of niche (#40 of 99). Niche leader — My feed trends (2.5M), median subs 125.2K. Aim for top quartile — realistic 6-12 month horizon.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Monthly we track posts in other channels that mention yours. Over the last **6 months** such mentions were **366**, they brought **18 010** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
December 2025	83	60	391
Nov 2025	37	33	52
Oct 2025	30	27	0
September 2025	72	65	10 668
August 2025	50	36	532
July 2025	94	63	6 367

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS
366	6	18 010

— SECTION 08 • NICHE COMPARISON

Where the channel ranks in its league

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

#40

/100

POSITION IN NICHE

Channel in top half of ranking

SUBSCRIBERS

better than 51% of niche

median 123.8K



29.7K

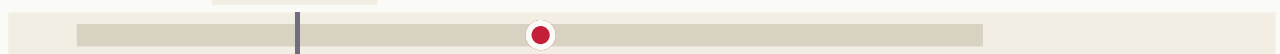
153 221 — your channel

1.1M

AVG REACH / POST

better than 64% of niche

median 11.4K



73

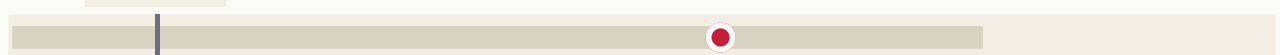
21 106 — your channel

50.1K

CITATION INDEX

better than 77% of niche

median 366



0

1 768 — your channel

3.1K

— SECTION 09 · STRATEGY

What to do right now

5 priority actions sorted by expected impact. Check off and revisit next month.

- 01

Top post of the week — on Saturday

Audience most active on this day at 20:00 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 picks 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 — easy win.

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

Growth from relevant audience
- 05

Update channel description for Telegram search

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

EFFECT

Organic traffic source

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in minutes using public data. To go further — run ads through 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
