

— PROMTPRESS PUBLIC REPORT

Channel audit

XXX / Marat Yusupov



@maratyus

Been slaving in marketing since 17. Got my degree just to run this channel. Breaking down trends, cases & other smart words simply & with humor. ex Sber, MegaFon, Pyaterochka & VK Reception for citizens and...

SUBSCRIBERS

93 639

+939 per month

ERR (% SEE POSTS)

24.0%

per day 16.2%

REACH/POST

21.7K

ad reach 15.2K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. The subtitle shows the period it covers.

 SUBSCRIBERS 93 639 —	 SUBS REACH 23.18% avg % subs see post	 VIEWS/POST 21.7K median 21.1K · 29 days	 POSTS/WEEK 10.9 for the period
 7D TREND -21.3% vs previous week	 REACTIONS/POST 222.9 total 10,253 reactions, 3,507 reposts, 864 comments	 POST LENGTH 710 chars median 836 · 29 days	 POSTS ANALYZED 46 29 days
 AD REACH 15.2K 24h avg	 CHURN / MONTH +939 last month	 CITATION RATE 455 citation index · 1,317 channels mentioned all time	 CHANNEL AGE 4 years 4 months created 26.02.2022

AI EDITOR SUMMARY

Channel «/ Marat Yusupov» — 93 639 subs. Each post averages 21.7K people (23% from subs), this is average reach — room to grow. Publishes 11 posts per week (~2/day) — regular schedule. For the week of June 15–21, reach dropped -21.3% to the week of June 8–14 — worth analyzing reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 46 posts over 29 days.
- 02 Dominant format – Photo (37/46 posts).
- 03 Avg post length – 710 chars (median 836).
- 04 Peak audience activity – Monday, 09:00 MSK.
- 05 Top posts get 2x more views than the weakest (28K avg top vs 17.7K worst) – among 46 posts over 29 days. Worth analyzing what top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 11.06 · 07:10 PHOTO How to find the most annoying colleague A guy on Twitter showed how he connected his Whoop fitness band to his work calendar to understand...	VIEWS 28 470 REPOSTS 230	REACTIONS 292 ER 30.4%
Nº2 08.06 · 06:09 PHOTO HRs might soon be an endangered species Uber in the US cut 23% of HR and recruiting staff as part of a business reorganization...	VIEWS 28 308 REPOSTS 58	REACTIONS 161 ER 30.2%
Nº3 12.06 · 16:19 PHOTO HRs seem to have learned a new word Now test assignments ask for reels and memes to check compatibility with...	VIEWS 27 300 REPOSTS 176	REACTIONS 323 ER 29.2%

Nº4 09.06 • 16:19 VIDEO How Mixit brand caused a stampede downtown An adult hippo can produce up to 20kg of dung a day. But for Mixit, just...	<table> <tr> <td>VIEWS</td><td>REACTIONS</td></tr> <tr> <td>27 197</td><td>270</td></tr> <tr> <td>REPOSTS</td><td>ER</td></tr> <tr> <td>160</td><td>29.0%</td></tr> </table>	VIEWS	REACTIONS	27 197	270	REPOSTS	ER	160	29.0%
VIEWS	REACTIONS								
27 197	270								
REPOSTS	ER								
160	29.0%								
Nº5 15.06 • 15:18 PHOTO How to turn a mishap into a case study During World Cup matches, FIFA bans using sponsor stadiums. That's exactly what happened...	<table> <tr> <td>VIEWS</td><td>REACTIONS</td></tr> <tr> <td>26 810</td><td>280</td></tr> <tr> <td>REPOSTS</td><td>ER</td></tr> <tr> <td>94</td><td>28.6%</td></tr> </table>	VIEWS	REACTIONS	26 810	280	REPOSTS	ER	94	28.6%
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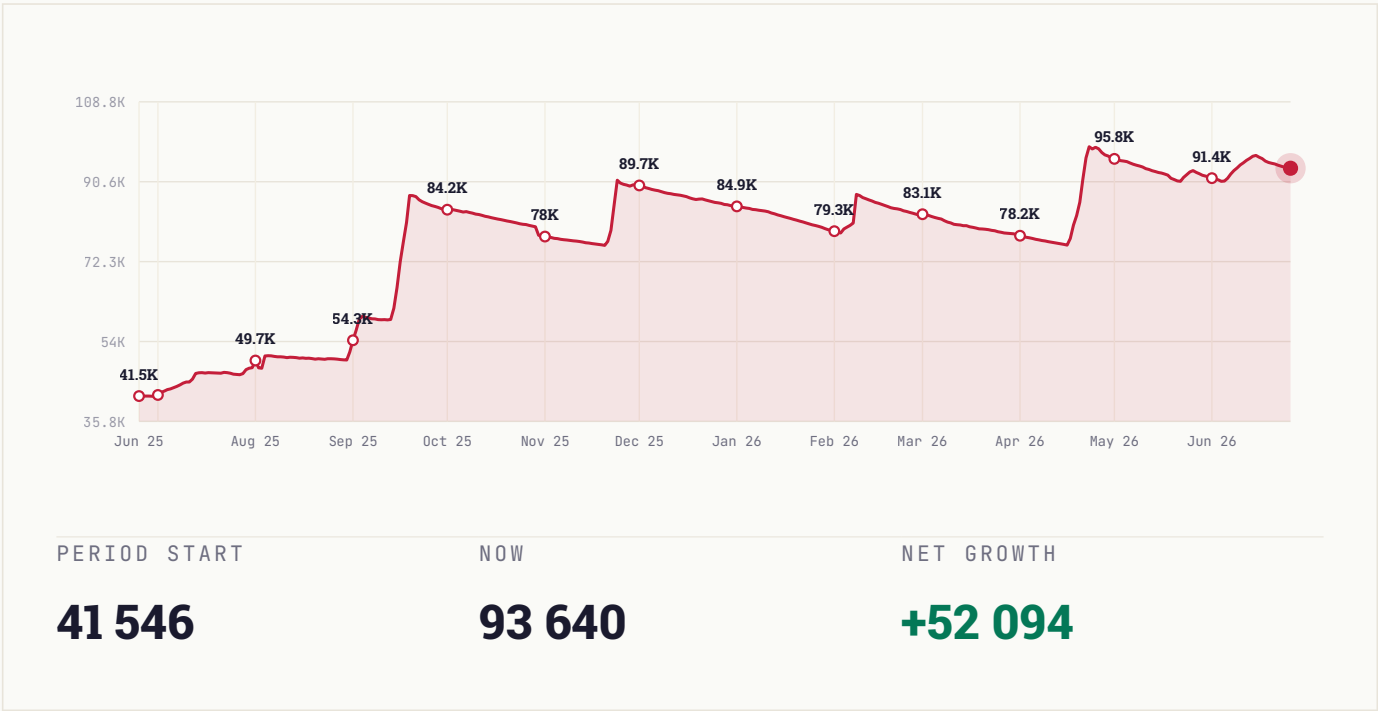
WORST 3

↓ 18.06 • 14:17 PHOTO Good news from CTV fields Auction video ads on Connected TV keep growing: Yandex Direct increased by 82% the number...	<table> <tr> <td>VIEWS</td><td>REACTIONS</td></tr> <tr> <td>18 969</td><td>71</td></tr> <tr> <td>REPOSTS</td><td>ER</td></tr> <tr> <td>7</td><td>20.3%</td></tr> </table>	VIEWS	REACTIONS	18 969	71	REPOSTS	ER	7	20.3%
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18 969	71								
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7	20.3%								
↓ 17.06 • 15:18 PHOTO How to lose \$600 million by ignoring Twitter is buzzing about Alex Lieberman's post — co-founder of Morning Brew. The situation is of course very...	<table> <tr> <td>VIEWS</td><td>REACTIONS</td></tr> <tr> <td>18 922</td><td>274</td></tr> <tr> <td>REPOSTS</td><td>ER</td></tr> <tr> <td>78</td><td>20.2%</td></tr> </table>	VIEWS	REACTIONS	18 922	274	REPOSTS	ER	78	20.2%
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18 922	274								
REPOSTS	ER								
78	20.2%								
↓ 18.06 • 17:31 PHOTO If layoff is inevitable — strike first! @maratyus	<table> <tr> <td>VIEWS</td><td>REACTIONS</td></tr> <tr> <td>15 118</td><td>221</td></tr> <tr> <td>REPOSTS</td><td>ER</td></tr> <tr> <td>62</td><td>16.1%</td></tr> </table>	VIEWS	REACTIONS	15 118	221	REPOSTS	ER	62	16.1%
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REPOSTS	ER								
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SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

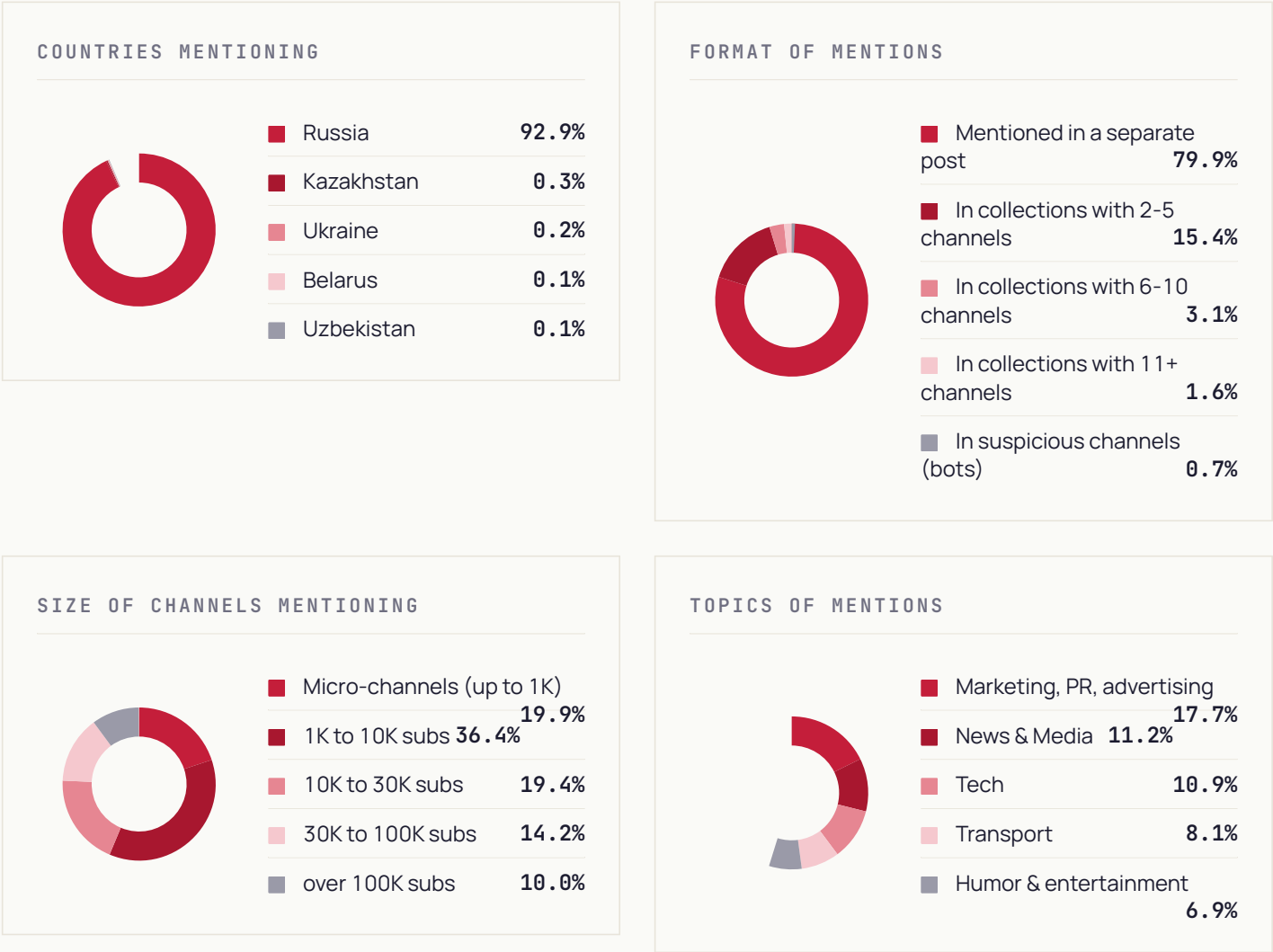
Subscriber growth chart for the year. Key months show exact sub count. See which months the channel gained or lost subs.



SECTION 04 · CITATIONS

Who mentions the channel and how

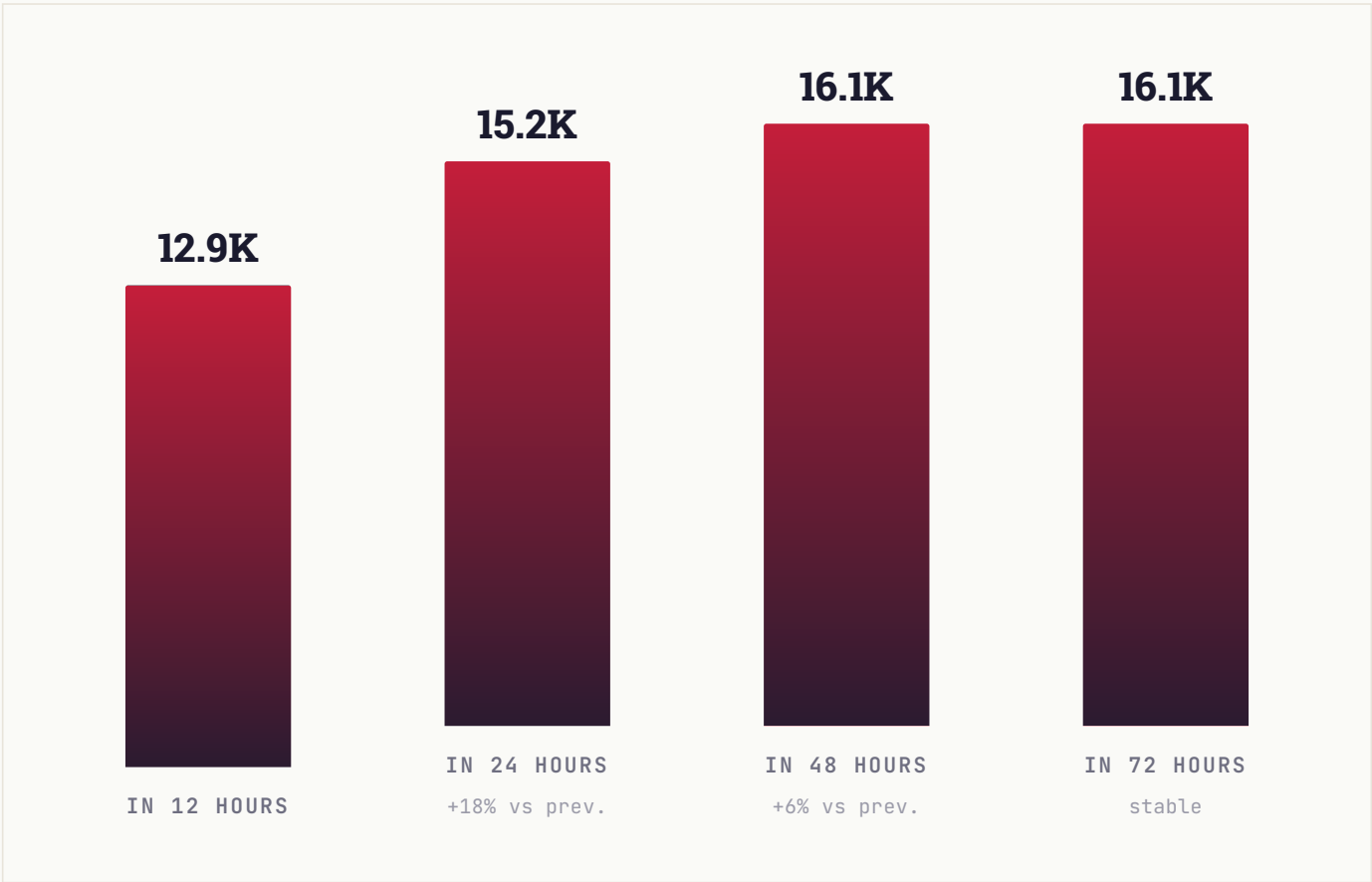
Citation index **455** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from 1K. All-time mentions: **1 317** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

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



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
TM My feed trends	2.5M
MO Ice cream	1.8M
OK Okak	1.6M
Today Search	1.3M
TR Trendly	1.2M
KV Customer is always right	1.1M
This week Trending today	1M
TB Trends by Russia	1M
TV Trend or leave	935.3K
TR Trendach	909.3K
MM 🇷🇺/ Marat Yusupov YOU	93.6K

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#62 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

Each month we track posts in other channels that mention yours. Over the last **6 months** such mentions **760**, they brought **66 282** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
December 2025	140	137	125	
November 2025	364	360	15 231	
October 2025	31	28	191	
Sep 2025	52	45	36 659	
August 2025	54	41	6 723	
July 2025	119	109	7 353	

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS
760	6	66 282

— SECTION 08 • NICHE COMPARISON

Where channel stands in its league

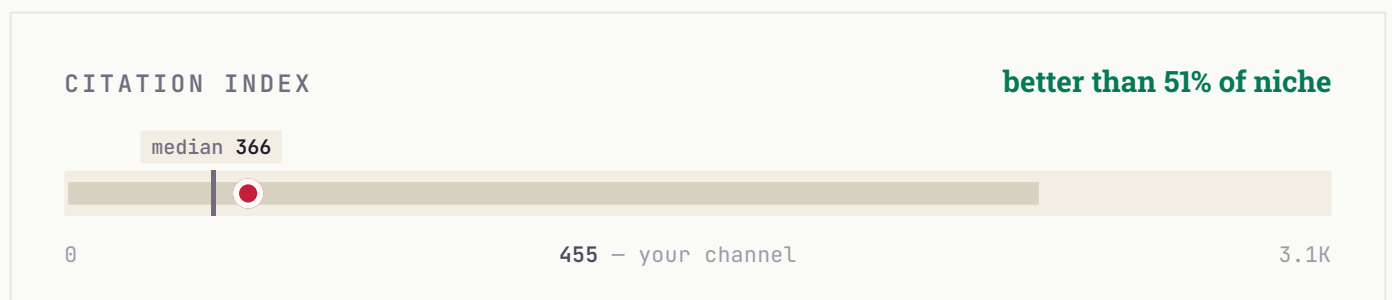
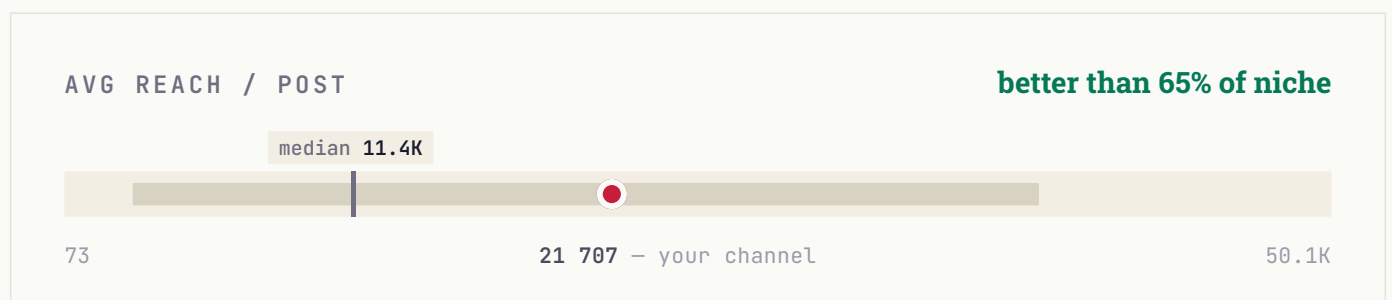
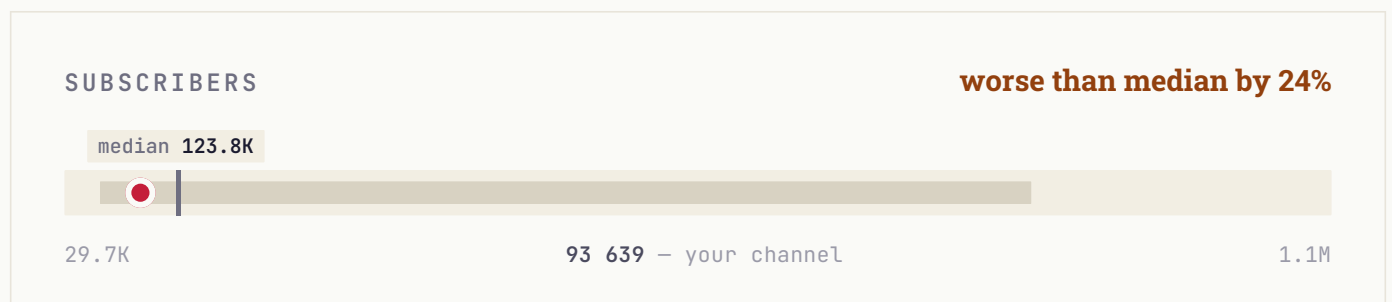
Took top-100 channels in category "Marketing, PR, advertising» (Russia) and compared your channel. Gray band shows range for 80% of niche channels (p10 to p90). Black vertical line is median. Red dot is your channel.

#62

/100

RANK IN NICHE

Channel in bottom half of ranking



— 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

Top post of the week — Monday

Audience most active on this day at 09:00 MSK.

EFFECT

**Best window
for an
important post**

02

Increase video post share

Video in Telegram retains audience longer and is favored by algorithm. Recommend increasing share to 15-25%.

EFFECT

**Video holds
audience
better**

03

System traffic buy

Three formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromptPress finds sources for your niche.

EFFECT

**+1000-3000
subs**

04

Test polls & interactive formats

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

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

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

EFFECT

**Growth from
relevant
audience**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is 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
