

PUBLIC REPORT PROMTPRESS

Channel audit

Мари про запуски



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Blog for entrepreneurs without FOMO. Showing how to make business easier with AI and vibecoding. Author [instagram.com/mariafonina](https://www.instagram.com/mariafonina) Moderator...

SUBSCRIBERS

78 978

-1288 per month

ERR (% SEE POSTS)

8.0%

per day 4.2%

REACH/POST

6.5K

ad reach 3.3K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 78 978 —	 SUBS REACH 8.2% avg % of subs see post	 VIEWS/POST 6.5K median 7.2K · 23 days	 POSTS/WEEK 7.9 for the period
 TREND 7D -7.8% vs previous week	 REACTIONS/POST 184.3 total 4,976 reactions, 1,524 reposts, 53 comments	 POST LENGTH 620 chars median 609 · 23 days	 POSTS IN ANALYSIS 27 23 days
 AD REACH 3.3K 24h avg	 CHURN / MONTH -1288 last month	 CITATION RATE 22 citation index · 272 channels mentioned it ever	 CHANNEL AGE 6 years 5 months created 12.01.2020

AI EDITOR SUMMARY

Channel «Мари про запуски» — 78 978 subs. Each post gets avg 6.5K people (8% of subs), reach is low — need to grow audience. Publishes 8 posts per week (~1/day) — consistent. For week Jun 15–21, reach dropped -7.8% to the week of Jun 8–14 — worth analyzing why.

SECTION 02 · CONTENT ANALYSIS

Best-performing content

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 27 posts in 23 days.
- 02 Dominant format – Photo (12/27 posts).
- 03 Avg post length – 620 characters (median 609).
- 04 Peak audience activity – Sunday, 18:00 MSK.
- 05 Top posts get 2x more views than the weakest (8.1K avg for top vs 4K for bottom) – across 27 posts in 23 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 31.05 · 15:17 PHOTO You can earn much more if... you teach not only vibe coding and agents, but AI from scratch for beginners...	VIEWS 8 240 REPOSTS 33	REACTIONS 188 ER 10.4%
Nº2 02.06 · 09:43 PHOTO Big research for parents – what to teach kids now so they succeed in the future I'm a mom of a 9-year-old son. It's time...	VIEWS 8 100 REPOSTS 245	REACTIONS 188 ER 10.3%
Nº3 18.06 · 11:54 TEXT Sasha Mitroshina got 3 years suspended. What it means: • 3-year term, but it's 'frozen' and voided if within...	VIEWS 8 051 REPOSTS 95	REACTIONS 958 ER 10.2%

Nº4 09.06 · 15:21 PHOTO Who wants to understand AI agents from scratch? What is it, what is everyone talking about? What does everyone want? What are they willing to pay for setup? What are they talking about...	VIEWS 7 880 REPOSTS 64	REACTIONS 113 ER 10.0%
Nº5 10.06 · 21:02 VIDEO Oh, now you can change the order of posts in the Instagram feed 😊	VIEWS 7 814 REPOSTS 57	REACTIONS 192 ER 9.9%

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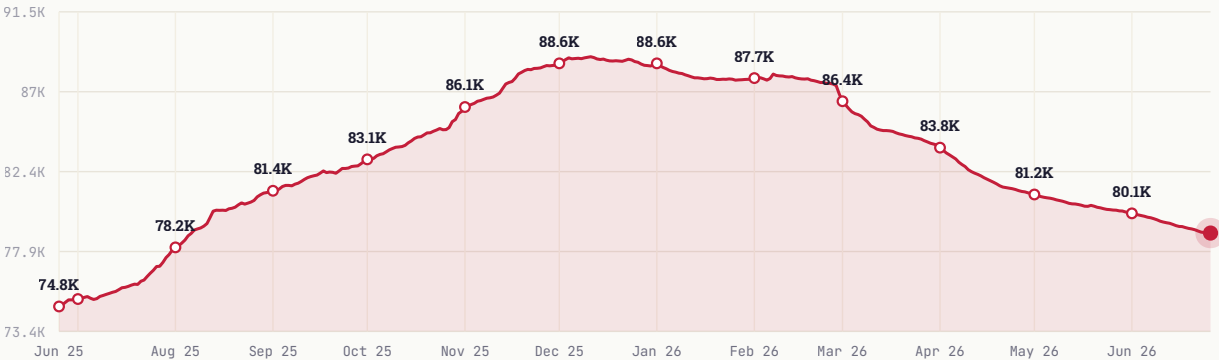
WORST 3

↓ 22.06 · 09:36 TEXT Opened comments))	VIEWS 4 173 REPOSTS —	REACTIONS 18 ER 5.3%
↓ 22.06 · 09:21 VIDEO Who wants a MacBook? Help decide. We have a contest in Labs, the guys chose a prize — a MacBook Pro. For the one who is most energetic...	VIEWS 4 111 REPOSTS 30	REACTIONS 79 ER 5.2%
↓ 22.06 · 08:31 TEXT Full overview of AI features and tools I use every day Will be today, my first lesson at Labs at 15:00 MSK!! Lesson...	VIEWS 3 813 REPOSTS 17	REACTIONS 32 ER 4.8%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

Subscriber growth chart for the year. Key months show exact subscriber count. It's clear which months the channel gained and which it lost subscribers.

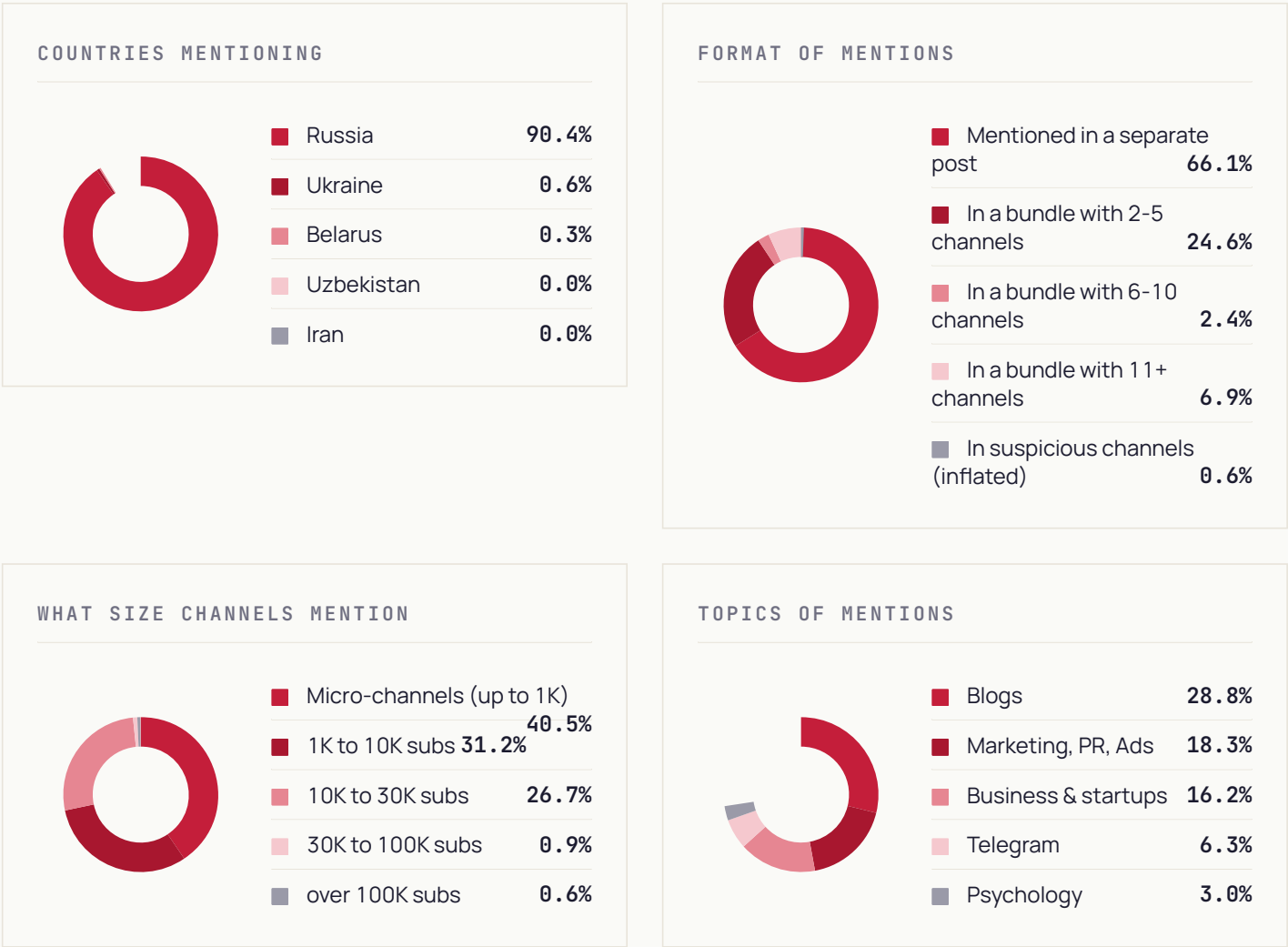


PERIOD START	NOW	NET GROWTH
74 833	78 978	+4 145

SECTION 04 · CITATIONS

Who mentions the channel and how

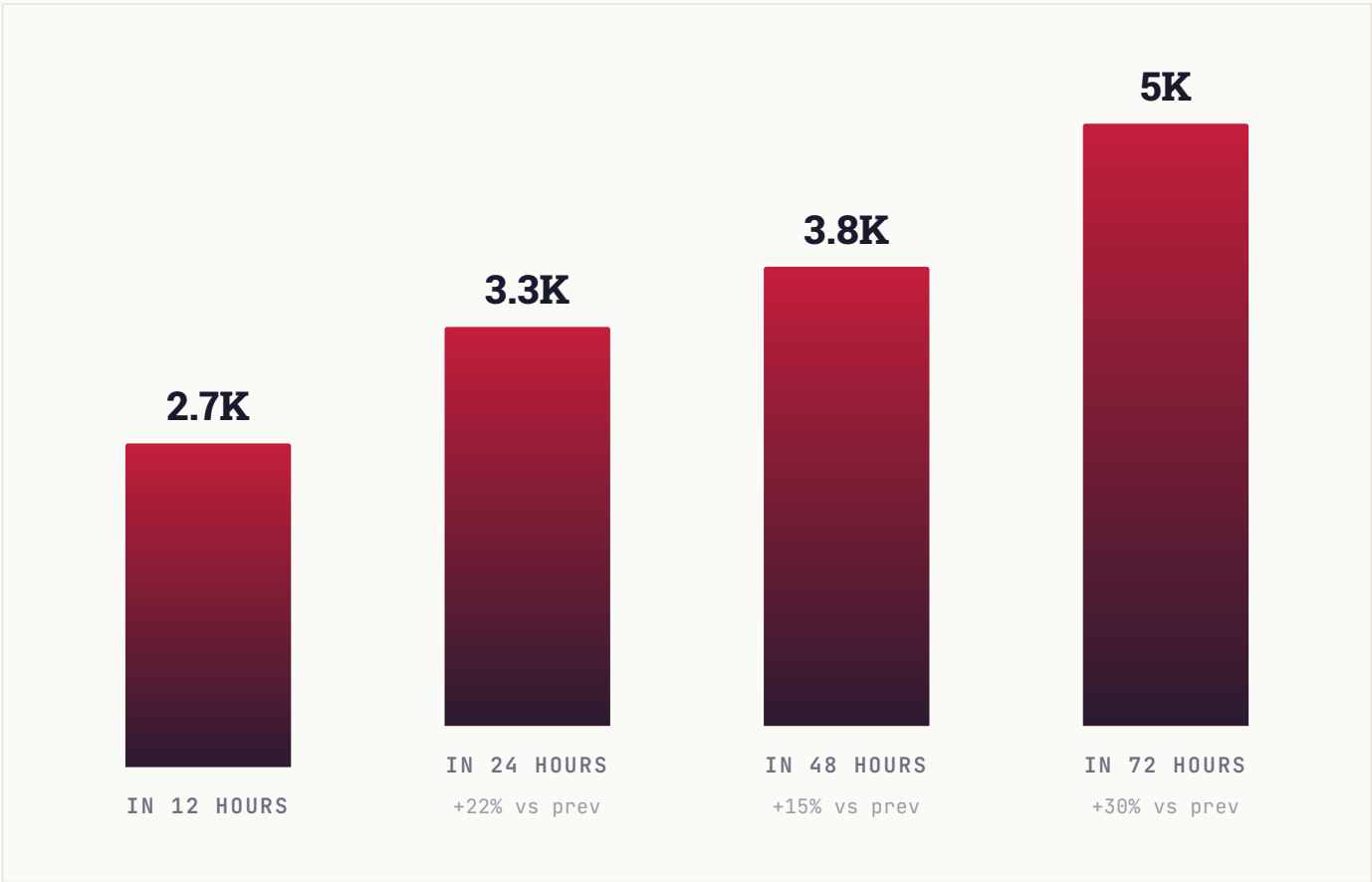
Citation index 22 – channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel mentioned 272 different channels.



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 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
KV Client is always right	1.1M
SV Trending today	1M
TB Trends by Russia	1M
TV Trend or leave	935.3K
TR Trendach	909.3K
MP Мари про запуски YOU	79K

COMPARATIVE INSIGHT

Channel in bottom half of top-100 niche (#72 of 99). Niche median — 125.2K subs. First growth KPI — reach the median. Leader: My feed trends (2.5M).

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 **71**, they brought **14 567** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
December 2025	13	8	770
Nov 2025	10	7	2 633
Oct 2025	14	8	2 889
September 2025	5	3	1 914
August 2025	7	7	3 388
July 2025	22	11	2 973
TOTAL MENTIONS	MONTHS IN DATA	ACQUIRED SUBS	
71	6	14 567	

— 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 for 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

#72 /100

RANK IN NICHE

Channel in the bottom half of the ranking

SUBSCRIBERS

worse than median by 36%

median 123.8K



29.7K

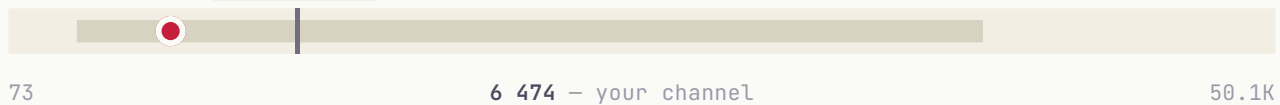
78 978 — your channel

1.1M

AVG REACH / POST

worse than median by 43%

median 11.4K



73

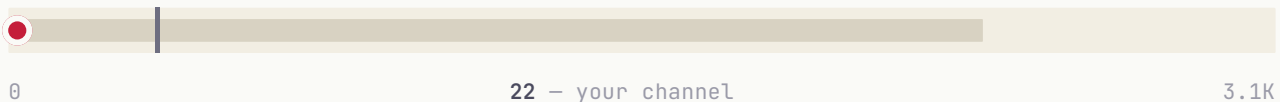
6 474 — your channel

50.1K

CITATION INDEX

worse than median by 94%

median 366



0

22 — your channel

3.1K

— SECTION 09 • STRATEGY

What to do right now

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

01

Main post of the week — on Sunday

On this day at 18:00 MSK the audience is most active.

EFFECT

**Best window
for an
important post**

02

Increase video post share

Video in Telegram retains audience longer and is better perceived by the algorithm. We recommend increasing the share to 15-25%.

EFFECT

**Video retains
audience
better**

03

Systematic traffic buying

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

EFFECT

**+1000-3000
subs**

04

Test polls & interactive formats

Posts with polls/reactions usually give +5-15% to ER. One poll per week on a hot topic is an easy growth point.

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

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

EFFECT

**Growth from
relevant
audience**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in minutes using public data. Want to go further? Run ads with us and hit your growth target in a month.

01 **Launch ads in Telegram** <https://panel.promptpress.com/register>

02 **Contact manager** t.me/PromptPress_manager
