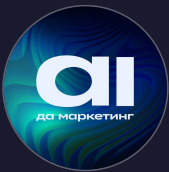


— PUBLIC REPORT BY PROMTPRESS

Channel audit

AI да маркетинг



@marketing_da_ai

We show how to work with AI and new tech instead of fighting them.

SUBS

156 673

+110267 per month

ERR (% WHO SEE
POSTS)

1.0%

in a day 0.5%

REACH/POST

672

ad reach 825/24h

— CONTENTS · 2026

What's inside the report

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08 Strategy

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBS 156 673 —	 SUBSCRIBER REACH 0.43% avg % subs see post	 VIEWS/POST 672 median 356 · 27 days	 POSTS/WK 8.0 for the period
 7D TREND -34.5% vs previous week	 REACTIONS/POST 14.8 only 472 reactions, 98 reposts, 0 comments	 POST LENGTH 724 chars. median 708 · 27 days	 POSTS ANALYZED 32 27 days
 AD REACH 825 24h avg	 CHURN / MONTH +110267 last month	 CITATIONS 9 citation index · 15 channels mentioned ever	 CHANNEL AGE 5 months 10 days created 09.02.2026

AI EDITOR SUMMARY

Channel «AI da marketing» — 156 673 subs. Each post averages 672 people (0% of subs), reach is low — expand audience. Publishes 8 posts/week (~1/day) — steady. Week of Jul 6–12 reach dropped -34.5% by week Jun 29 – Jul 5 — analyze reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on 32 posts in 27 days.
- 02 Dominant format – Photo (20/32 posts).
- 03 Avg post length – 724 chars (median 708).
- 04 Audience peak – Tuesday, 16:00 MSK.
- 05 Top posts get 19x more views than the weakest (3K avg top vs 159 worst) – among 32 posts in 27 days. Analyze what top shares: topic, format, timing.

TOP 5 POSTS

Nº1 30.06 · 13:01 PHOTO  How DomClick helps real estate players adapt to new conditions The real estate market is changing faster than usual...	VIEWS 5 407 REPOSTS 10	REACTIONS 13 ER 3.5%
Nº2 01.07 · 14:47 PHOTO  What's happening with AI in Russian business Attended «AI Conf 2026» in Moscow today. Opening panel...	VIEWS 1 895 REPOSTS 16	REACTIONS 16 ER 1.2%
Nº3 13.07 · 12:34 VIDEO  Beauty needs tokens: how neural networks promote cosmetics L'Oréal partnered with OpenAI: users can try on...	VIEWS 1 670 REPOSTS 3	REACTIONS 27 ER 1.1%

Nº410.07 · 16:18 PHOTO 🚀 AI answers in search: how user path to site is changing Google is gradually changing search: instead of a list of links, at the top...	VIEWS	REACTIONS
	1 246	22
	REPOSTS	ER
	5	0.8%

Nº509.07 · 15:07 VIDEO Neural network in frame: how AI boosts virtual production Virtual production doesn't mean production necessarily...	VIEWS	REACTIONS
	1 225	18
	REPOSTS	ER
	1	0.8%

WORST 3

↓ 23.06 · 15:54 VIDEO Google shifts search ads to AI management Dynamic Search Ads are gradually leaving Google Ads...	VIEWS	REACTIONS
	180	14
	REPOSTS	ER
	4	0.1%

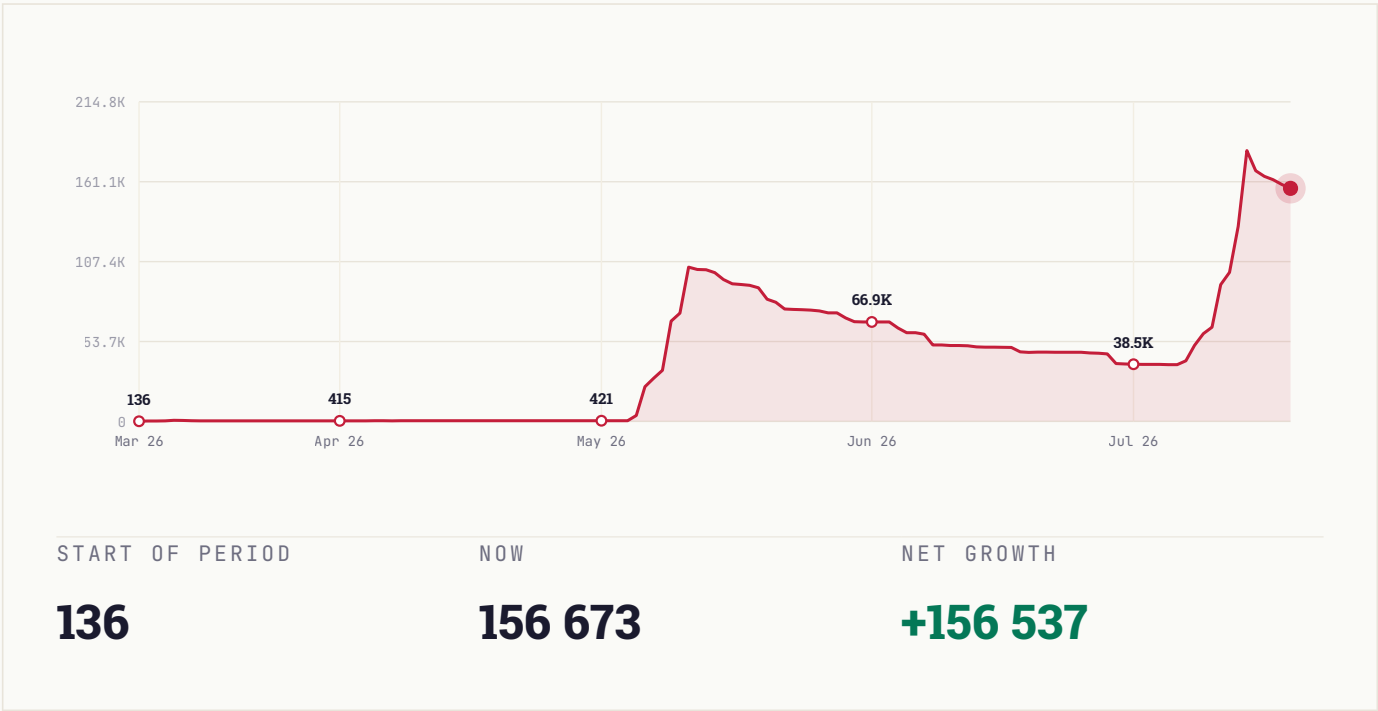
↓ 22.06 · 15:47 PHOTO SLM vs LLM: which model for brands in 2026 Over the past two years, many companies bet on LLMs and started solving...	VIEWS	REACTIONS
	179	13
	REPOSTS	ER
	1	0.1%

↓ 23.06 · 13:32 PHOTO 🚀 Big decisions need big models: how DomClick embedded AI in home buying The Russian AI market is far from straightforward...	VIEWS	REACTIONS
	118	17
	REPOSTS	ER
	—	0.1%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

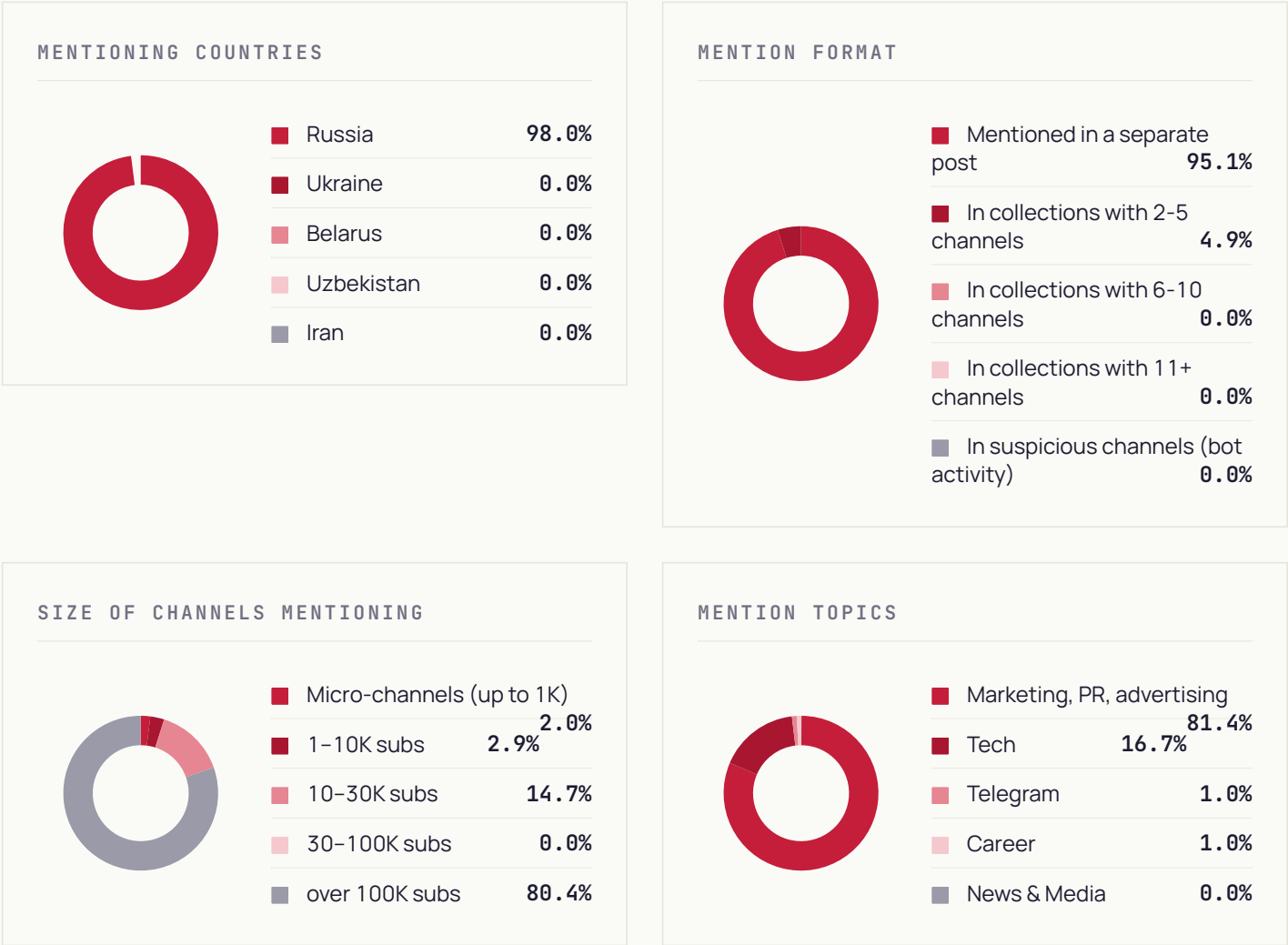
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel grew and which it lost subs.



SECTION 04 · MENTIONS

Who and how mentions the channel

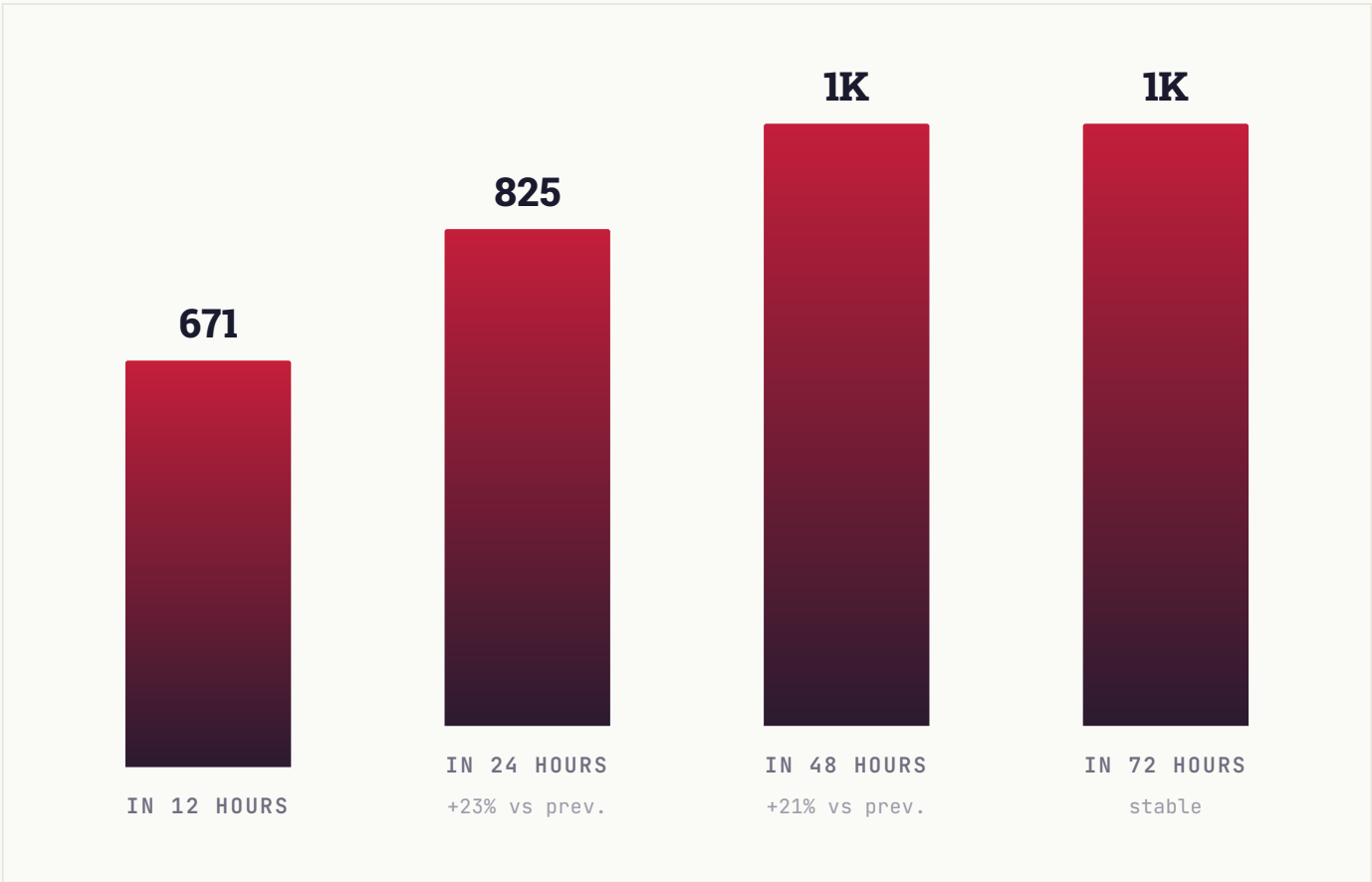
Citation index 9 – channel popularity rating based on mentions. Considers not only count but also mentioner weight: a post from a 100K subs channel weighs more than from 1K. All-time mentions: 15 different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of ad post by time since publication. Helps estimate how long a placement stays effective.



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBS
TM My feed trends	2.5M
MO Ice cream	1.7M
OK Okak	1.6M
ER Search	1.5M
TR Trending	1.2M
TB Trends by Russia	1.1M
KV Customer is always right	1.1M
TV Trend or leave	1.1M
TZ Set trends	1.1M
AVG Trending today	1M
AD AI да маркетинг YOU	156.7K

COMPARATIVE INSIGHT

Channel in top half of niche (#43 of 99). Niche leader: My feed trends (2.5M), median subs 148K. Aim for top quartile — realistic 6-12 month horizon.

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-p90). Black vertical = median. Red dot = your channel.

#43 /100

RANK IN NICHE

Channel in the top half of the ranking

SUBS

top 50% of niche

median 146.6K

41.3K

156 673 – your channel

1.3M

AVG REACH / POST

95% below median

median 12.8K

25

672 – your channel

58.8K

CITATION INDEX

96% below median

median 204

0

9 – your channel

3.3K

— SECTION 08 · STRATEGY

What to do right now

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

01

Main post of the week — on Tuesday

Most active on this day at 16:00 MSK.

EFFECT

**Best window
for an
important post**

02

ER below niche benchmark — rethink formats

Current ER 0.43% vs norm 3.0%. Try polls & interactive formats.

EFFECT

+2.6pp ER

03

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**

04

Test polls & interactive formats

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

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

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

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 more? — run ads with us and hit your growth plan in a month.

01

**Launch ad in
Telegram**

<https://panel.promptpress.com/register>

02

Contact manager

t.me/PromptPress_manager