

PUBLIC REPORT BY PROMTPRESS

Channel audit

Client said 'more creative'



@marketingcreo

Breaking down ad campaigns of big brands — effective and not
Collab: @ElaginMedia Channel partners: @Tgpodbor_official RKN -
<https://clck.ru/3SYbAq>

SUBS

100 042

-223 per month

ERR (% SEE POSTS)

19.0%

per day **14.4%**

REACH/POST

19.3K

ad reach **14.5K**/24h

— CONTENTS · 2026

What's inside the report

01 Channel snapshot

12 key metrics · AI summary

02 Content analysis

Top 5 posts · worst 3 · insights

03 Subscriber dynamics

Yearly chart · growth

04 Ad potential

How long a post generates reach

05 Competitors

Niche neighbors · your place

06 Mention dynamics

6 months · monthly

07 Niche comparison

Rank in «Marketing, PR, Ads»

08 Strategy

5 priority actions

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 100 042 —	 SUBSCRIBER REACH 19.25% avg % of subs see post	 VIEWS/POST 19.3K median 20.7K · 16 days	 POSTS/WK 9.5 over period
 TREND 7D — no data for period	 REACTIONS/POST 291.9 total 6,714 reactions, 4,989 reposts, 0 comments	 POST LENGTH 397 chars median 454 · 16 days	 POSTS ANALYZED 23 16 days
 AD REACH 14.5K 24h avg	 CHURN / MONTH -223 last month	 CITATION RATE 508 citation index · 1,454 channels mentioned ever	 CHANNEL AGE 2 years 1 month created 11.05.2024

AI EDITOR SUMMARY

Channel «Client said 'more creative'» – 100 042 subs. Each post gets on avg 19.3K people (19% from subs), average reach – room to grow. Publishes 10 posts per week (~1/day) – regular schedule.

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 23 posts over 16 days.
- 02 Dominant format – Photo (14/23 posts).
- 03 Avg post length – 397 chars (median 454).
- 04 Audience peak – Tuesday, 12:00 MSK.
- 05 Top posts get 1x more views than the weakest (22.2K avg for top vs 20K for worst) – among 23 posts over 16 days. Worth analyzing what the top has in common – topic, format, timing.

TOP 5 POSTS

Nº1 09.06 · 09:52 PHOTO KFC showed a visual guide on how not to share your food. More precisely – chicken. The chain launched outdoor ads in Sweden...	VIEWS 22 438 REPOSTS 245	REACTIONS 291 ER 22.4%
Nº2 08.06 · 11:37 PHOTO A GTA fan really went all out – he bugged Rockstar's office. According to him, the mics were right at...	VIEWS 22 227 REPOSTS 150	REACTIONS 337 ER 22.2%
Nº3 08.06 · 14:40 VIDEO Now Citroen in the middle of a sexist scandal Recently the brand launched an ad showing the rearview mirror feature that...	VIEWS 22 053 REPOSTS 216	REACTIONS 299 ER 22.0%

Nº4 08.06 · 12:10 PHOTO From the Baltic to the Pacific – 'National Project Construction' shapes the framework of Russian infrastructure. What's behind this name? • a network of more than...	VIEWS 21 859 REPOSTS 315	REACTIONS 241 ER 21.8%
Nº5 08.06 · 13:41 PHOTO Top 45 most discussed series according to Threads users. Analysis of hundreds of reviews and IMDb ratings – honest ranking from 9.5 to 7.2...	VIEWS 21 638 REPOSTS 311	REACTIONS 330 ER 21.6%

|

WORST 3

↓ 18.06 · 11:09 PHOTO Coca-Cola released a limited-edition can collection for the FIFA World Cup. Each can is dedicated to one of 48 participating countries...	VIEWS 20 538 REPOSTS 219	REACTIONS 329 ER 20.5%
↓ 20.06 · 10:27 VIDEO ☒McDonald's turned its PlayPlace into Backrooms – the viral horror from A24 studio. On premiere day, the brand released a video that...	VIEWS 19 863 REPOSTS 187	REACTIONS 297 ER 19.9%
↓ 20.06 · 08:26 PHOTO Coors Light released possibly the weirdest football merch this summer – a giant thermos Tallerboy. It holds three cans...	VIEWS 19 606 REPOSTS 187	REACTIONS 245 ER 19.6%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

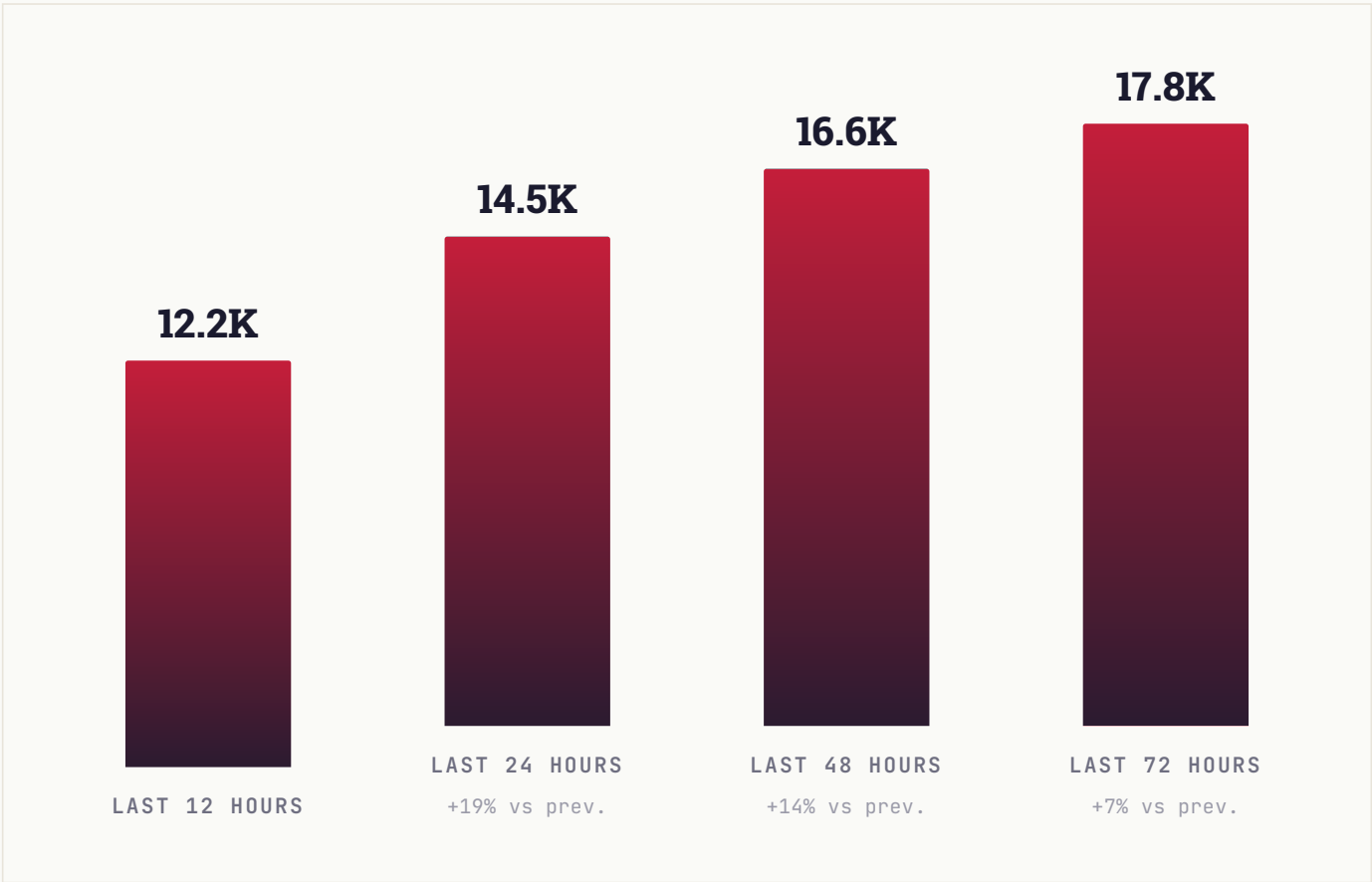
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained and lost subs.



SECTION 04 · AD POTENTIAL

How long a post generates reach

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



SECTION 05 · COMPETITORS

Who you compete with

11 nearest channels by topic and 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 Okak	1.6M
ER Search	1.3M
TR Trendly	1.2M
ER Client is always right	1.1M
AVG Trending today	1M
TB Trends by Russia	1M
TV Trend or leave	935.3K
TR Trendach	909.3K
CPM Client said 'more creative' YOU	100K

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#60 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 **565**, they brought **12 020** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
December 2025	1	1	0	
November 2025	0	0	0	
October 2025	0	0	0	
September 2025	32	16	328	
August 2025	41	25	2 551	
July 2025	491	295	9 141	
TOTAL MENTIONS	565	MONTHS OF DATA	6	ATTRACTED SUBS
			12 020	

— SECTION 07 • NICHE COMPARISON

Where your channel ranks in its league

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

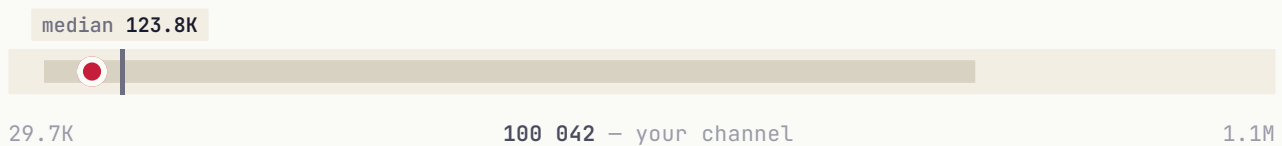
#60 /100

RANK IN NICHE

Channel in the bottom half of the ranking

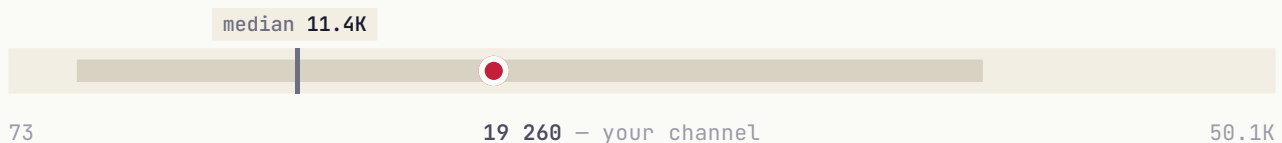
SUBS

19% below median



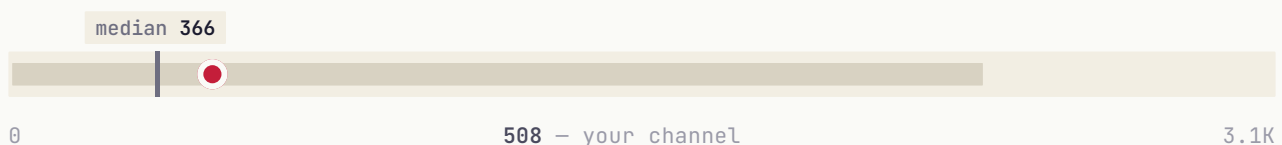
AVG REACH / POST

beats 61% of niche



CITATION INDEX

better than 52% of niche



— SECTION 08 · STRATEGY

What to do right now

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

- | | | |
|-----------|---|--|
| 01 | Top post of the week — Tuesday
Audience most active on this day at 12:00 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 poll per week on a hot topic is an easy win. | EFFECT
+5-15% ER |
| 04 | 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 |
| 05 | Update channel description for Telegram search
Telegram search scans descriptions. Add 3-5 niche keywords — it's a source of organic traffic. | EFFECT
Organic traffic
source |

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in minutes using public data. Want 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
