

PUBLIC REPORT PROMTPRESS

Channel audit

Who let the duck into marketing



@marketingducks

Marketing, brands & trends without the fluff! Even Scrooge McDuck reads us* Collab: @tellmoscowrus RKN: <https://clck.ru/3U6Gd8>

SUBSCRIBERS

92 249

+29507 per month

ERR (% SEE POSTS)

21.0%

per day 12.6%

REACH/POST

19K

ad reach 11.6K/24h

— CONTENTS · 2026

What's inside the report

01 Channel snapshot

12 key metrics · AI summary

02 Content analysis

Top 5 posts · worst 3 · takeaways

03 Subscriber dynamics

Year chart · growth

04 Citation rate

Who mentions the channel and how

05 Ad potential

How long a post generates reach

06 Competitors

Niche neighbors · your spot

07 Mention dynamics

5 months · monthly

08 Niche comparison

Rank in category «Marketing, PR, Advertising»

09 Strategy

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 92 249 —	 SUBSCRIBER REACH 20.59% avg % subs see post	 VIEWS/POST 19K median 18.7K · 29 days	 POSTS/WEEK 14.7 for period
 TREND 7D -22.3% vs previous week	 REACTIONS/POST 75.6 total 4,613 reactions, 793 reposts, 0 comments	 POST LENGTH 264 chars median 247 · 29 days	 POSTS ANALYZED 61 29 days
 AD REACH 11.6K 24h avg	 CHURN / MONTH +29507 last month	 CITATION RATE 3 citation index · 17 channels mentioned all time	 CHANNEL AGE 10 months 5 days created 21.08.2025

AI EDITOR SUMMARY

Channel «Who let the duck into marketing» – 92 249 subs. Each post averages 19K people (21% of subs), average reach – room to grow. Publishes 15 posts per week (~2/day) – consistent. For week Jun 15–21 reach dropped -22.3% to week of Jun 8–14 – analyze why.

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 61 posts in 29 days.
- 02 Dominant format – Photo (46/61 posts).
- 03 Avg post length – 264 chars (median 247).
- 04 Audience peak activity – Saturday, 13:00 MSK.
- 05 Top posts get 4× more views than the weakest (30K avg for top vs 8.6K for worst) – among 61 posts in 29 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 03.06 · 09:04 PHOTO Probably the main UGC case at SPIEF now looks like this. First, forum guests took photos at Sber's wall, and now Elon...	VIEWS 33 215 REPOSTS 8	REACTIONS 41 ER 36.0%
Nº2 06.06 · 10:35 PHOTO Man in US arrested for trying to kill coworker who reheated fish at work. Officer drew service weapon...	VIEWS 28 608 REPOSTS 11	REACTIONS 46 ER 31.0%
Nº3 09.06 · 08:55 VIDEO iPhone turned into a magic wand – Twitter users showed how the photo angle change feature works. With one tap...	VIEWS 28 293 REPOSTS 8	REACTIONS 29 ER 30.7%

Nº4 09.06 · 12:11 VIDEO «Bitch, I said what I said!». Nothing unusual, just the vibe in Pashinyan's office listening to American rapper Doja Cat. Your...	VIEWS 27 433 REPOSTS 19	REACTIONS 148 ER 29.7%
Nº5 10.06 · 12:40 VIDEO «He doesn't take off his jacket even during sex». Nvidia CEO Jensen Huang went viral after sweating from heat in South Korea...	VIEWS 26 471 REPOSTS 10	REACTIONS 95 ER 28.7%

|

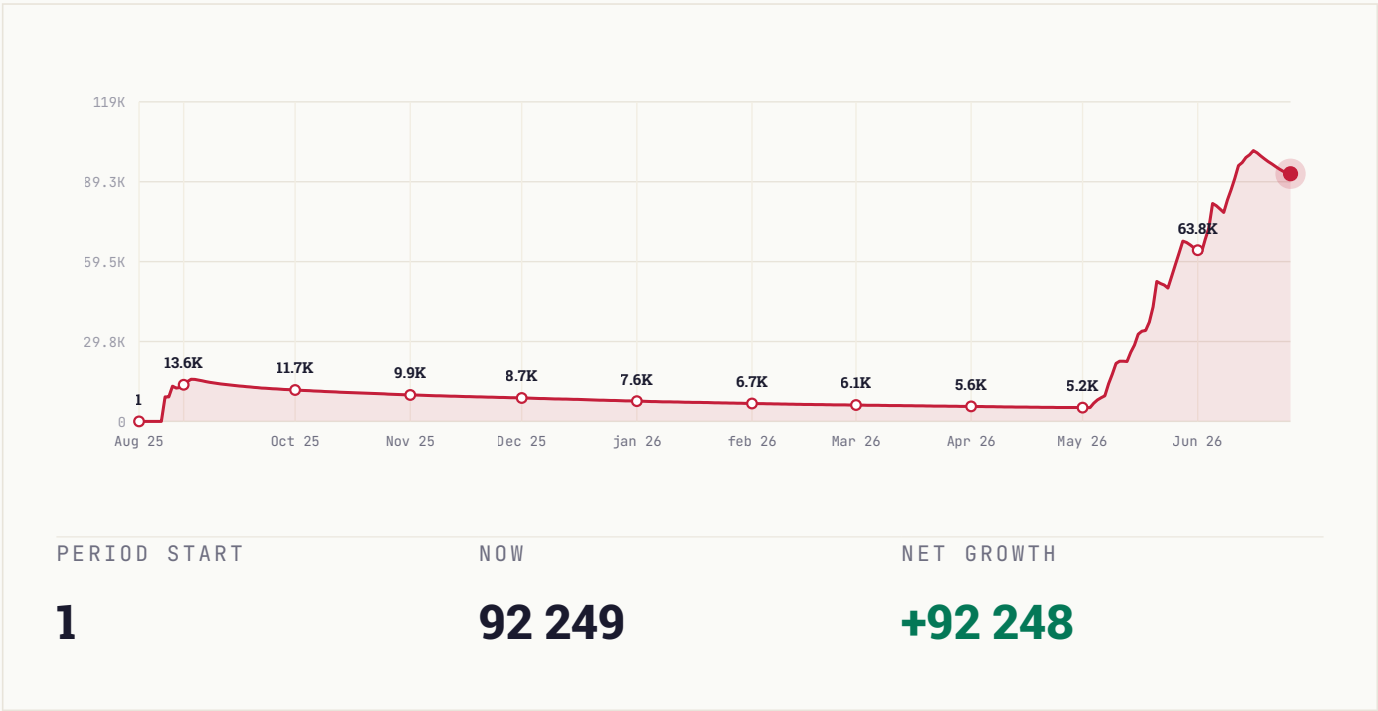
WORST 3

↓ 01.06 · 08:04 PHOTO Israeli designer Kobi Levi created illusion sneakers. They look cut in half and sewn back crookedly. Maybe someone needs them.	VIEWS 10 885 REPOSTS 10	REACTIONS 60 ER 11.8%
↓ 28.05 · 07:11 VIDEO «This is a breakthrough in cinema». Russian women are thrilled about the new hockey series «Off Campus». Most praise the casting of the lead...	VIEWS 8 685 REPOSTS 20	REACTIONS 26 ER 9.4%
↓ 31.05 · 06:50 PHOTO Today is World Blonde Day. Send this to your blonde loves ☒	VIEWS 6 133 REPOSTS 39	REACTIONS 36 ER 6.6%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

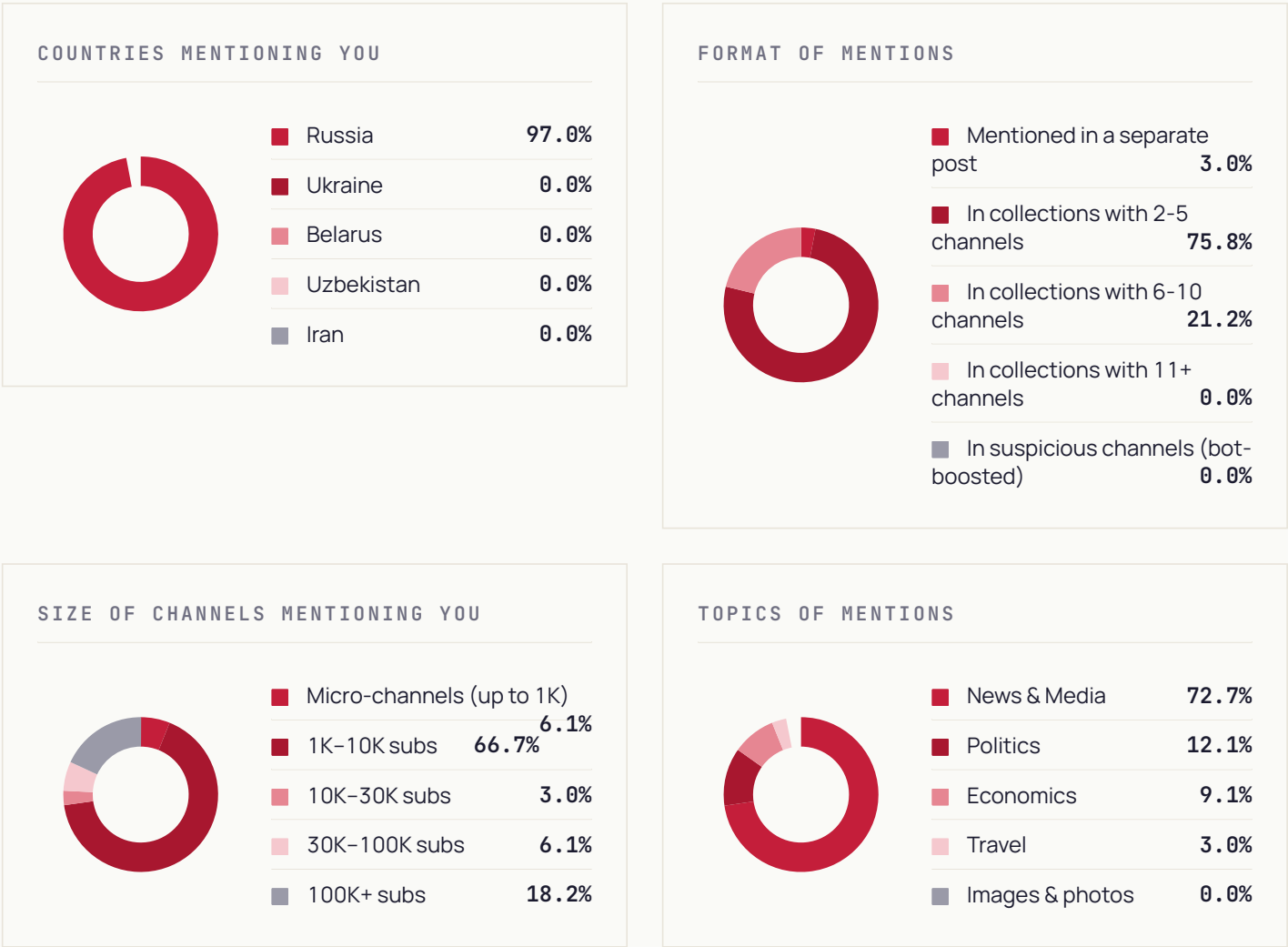
Subscriber growth chart for the year. Key months show exact subs. See which months grew or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

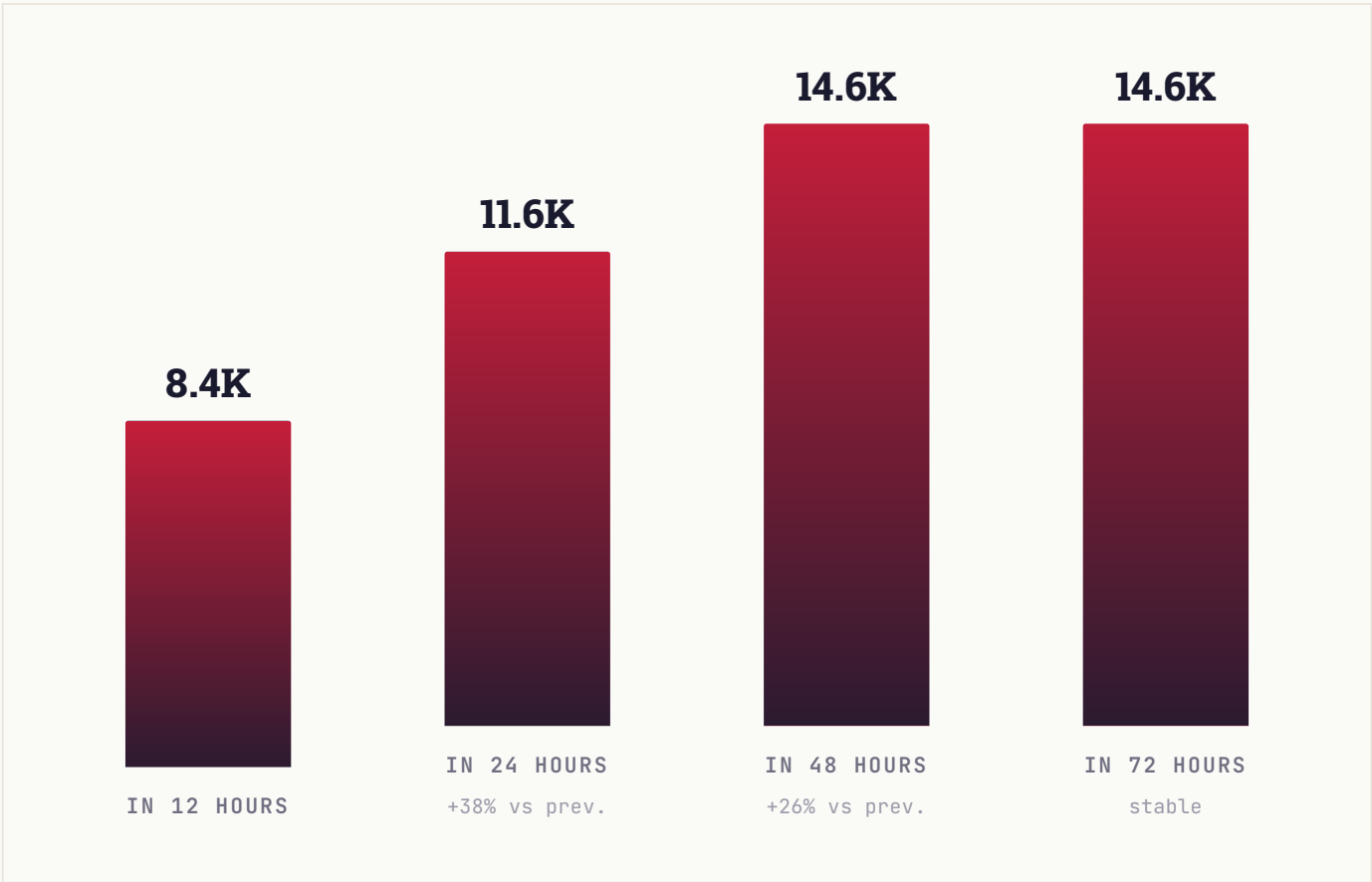
Citation index 3 – channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned 17 different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

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



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Your channel 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 Customer is always right	1.1M
SV Trending today	1M
TB trends by russia	1M
TV Trend or leave	935.3K
TR Trending	909.3K
KP Who let the duck into marketing YOU	92.2K

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#63 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

Monthly we track posts in other channels that mention yours. Over the last **5 months** such mentions were **29**, they brought **16 367** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	0	0	0
Nov 2025	0	0	0
Oct 2025	6	6	0
Sep 2025	1	1	3 059
August 2025	22	9	13 308
TOTAL MENTIONS	MONTHS IN DATA	GAINED SUBSCRIBERS	
29	5	16 367	

— SECTION 08 · NICHE COMPARISON

Where channel ranks in its league

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

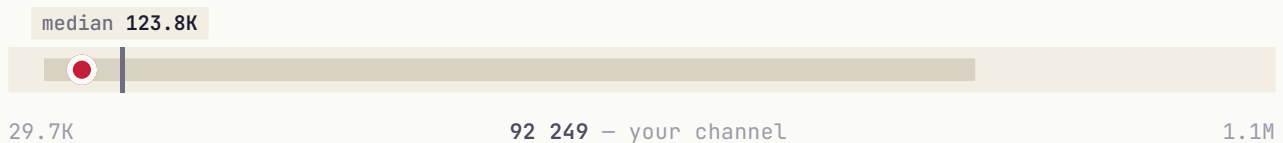
#63 /100

RANK IN NICHE

Channel in bottom half of ranking

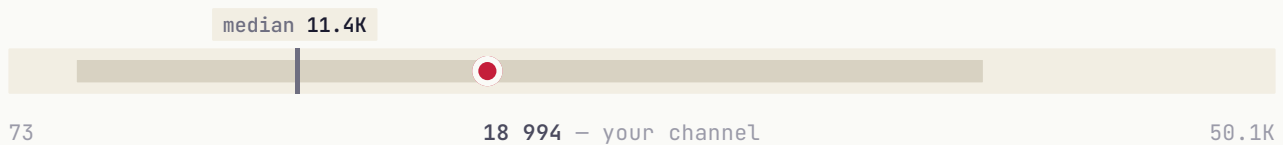
SUBSCRIBERS

worse than median by 25%



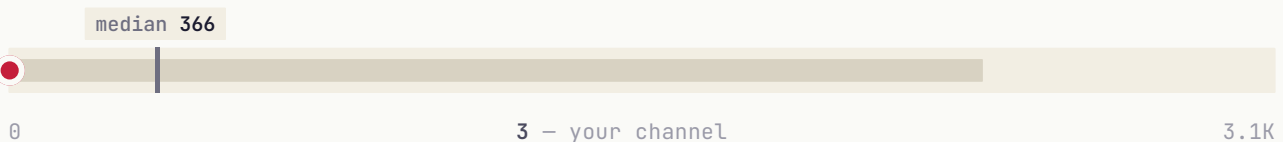
AVG REACH / POST

better than 61% of niche



CITATION INDEX

worse than median by 99%



— 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 — on Saturday

Audience most active on this day at 1:00 PM MSK.

EFFECT

**Best window
for an
important post**

02

System 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 poll per week on a hot topic — easy growth point.

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. Want more? Run ads with 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
