

PROMTPRESS PUBLIC REPORT

Channel audit

Авоська

маркетинга



@marketingfuture

Brands, trends & cool ads. Something marketing-ish. Ads: @alfapolo

Channel link: @marketingfuture Partners with ad service

@Tgpodbor_official & @Spiral_Yuri RKN:...

SUBSCRIBERS

18 031

-112 per month

ERR (% SEE POSTS)

7.0%

per day 3.9%

REACH/POST

1.2K

ad reach 703/24h

— 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 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

6 months · monthly

08 Niche comparison

Rank in category «Marketing, PR, ads»

09 Strategy

5 priority actions

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 18 031 —	 SUBSCRIBER REACH 6.4% avg % subs see post	 VIEWS/POST 1.2K median 1.2K · 29 days	 POSTS/WEEK 24.9 for the period
 7D TREND -5.8% vs previous week	 REACTIONS/POST — MTPROTO only	 POST LENGTH 319 chars. median 284 · 29 days	 POSTS ANALYZED 105 29 days
 AD REACH 703 24h avg	 CHURN / MONTH -112 last month	 CITATION RATE 360 citation index · 630 channels mentioned it ever	 CHANNEL AGE 5 years 10 months created 30.08.2020

AI EDITOR SUMMARY

Channel "Avoska Marketing" — 18 031 subs. Each post averages 1.2K people (6% from subs), reach is low — consider expanding audience. Publishes 25 posts per week (~4/day) — active posting. For the week Jun 29 — Jul 5, reach dropped -5.8% to the week of Jun 22–28 — worth investigating why.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS SHARE

- 01 Analysis based on **105** posts over 29 days.
- 02 Dominant format — **Photo** (63/105 posts).
- 03 Avg post length — **319** chars (median 284).
- 04 Peak audience activity — **Friday**, 17:00 MSK.
- 05 Top posts get **2x** more views than the weakest (1.5K avg for top vs 844 for worst) — among 105 posts over 29 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 15.06 · 11:10 VIDEO FIFA hid brands at stadiums to protect World Cup sponsors. The organization removed company names from arenas that are not official...	VIEWS 1 591 REPOSTS 29	REACTIONS — ER 8.8%
Nº2 01.07 · 11:08 PHOTO GOST will WORSEN Russian beer: foam requirements to be halved. Under new norms, beer foam must be 15 mm instead of 30 mm...	VIEWS 1 539 REPOSTS 20	REACTIONS — ER 8.5%
Nº3 14.06 · 19:35 VIDEO «Алёнка» got lighter but looks the same. The chocolate maker cut the bar weight by almost 15g while keeping its familiar...	VIEWS 1 512 REPOSTS 27	REACTIONS — ER 8.4%

Nº4 15.06 • 08:03 PHOTO "Vkusno — i Tochka!" launched Indian menu. Restaurants now have Chicken Curry Roll, Indian strips, curry sauce, and Ice Cocoa. S...	VIEWS 1 509 REACTIONS — REPOSTS 26 ER 8.4%
Nº5 16.06 • 19:04 PHOTO Bukhlobus will run in Moscow until end of summer — it takes guests to Irish pubs, stopping for 40–50 min so passengers can...	VIEWS 1 465 REACTIONS — REPOSTS 70 ER 8.1%

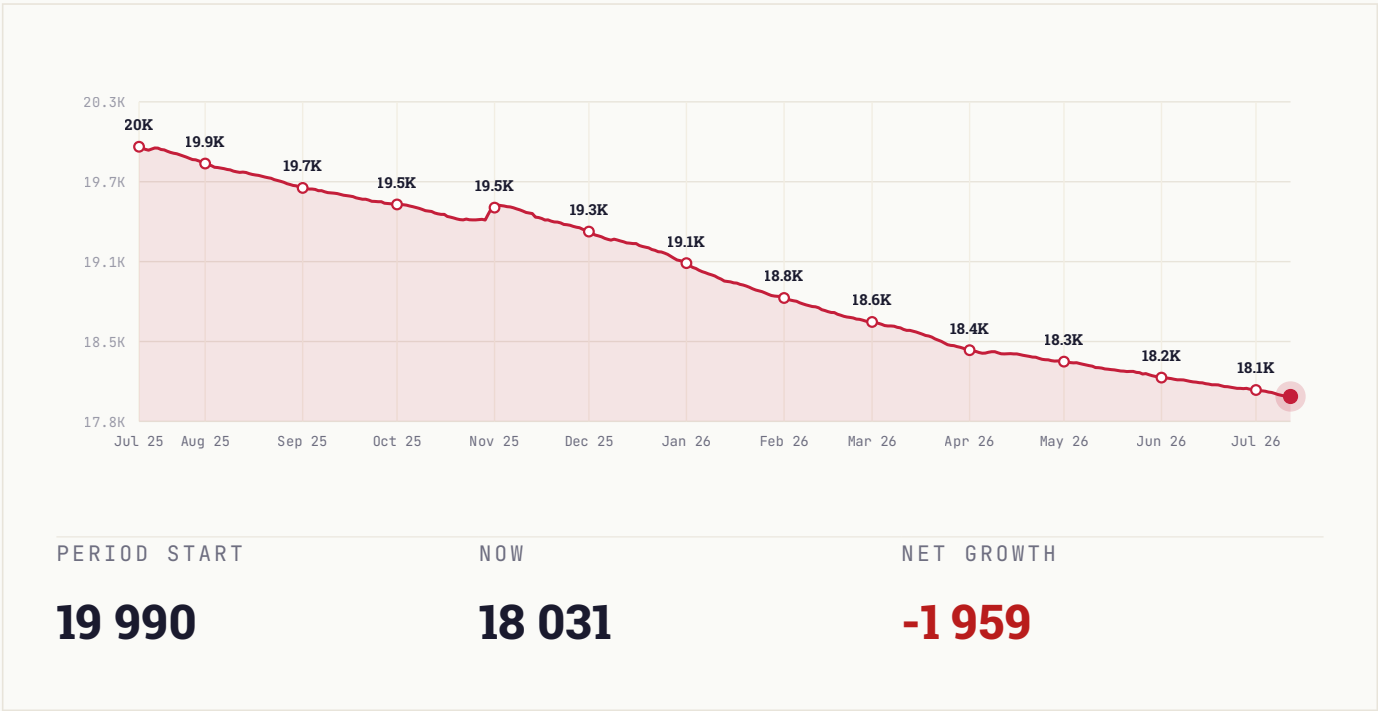
WORST 3

↓ 07.07 • 15:01 VIDEO Magnit Delivery launched a new account humorously showing order pickers' daily grind. Props for self-irony and light tone. Such...	VIEWS 857 REACTIONS — REPOSTS 5 ER 4.8%
↓ 08.07 • 12:01 PHOTO Fueling by license plate may be introduced in several Russian regions — after an experiment in Oryol region, such a system...	VIEWS 851 REACTIONS — REPOSTS 7 ER 4.7%
↓ 08.07 • 14:15 PHOTO Burger King soon launching a combo with fur handcuffs — insiders say the chain is preparing an unusual collab with Love is. Officially...	VIEWS 825 REACTIONS — REPOSTS 16 ER 4.6%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

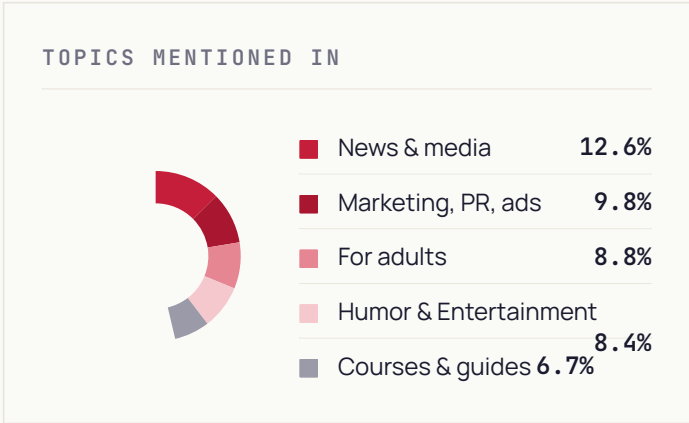
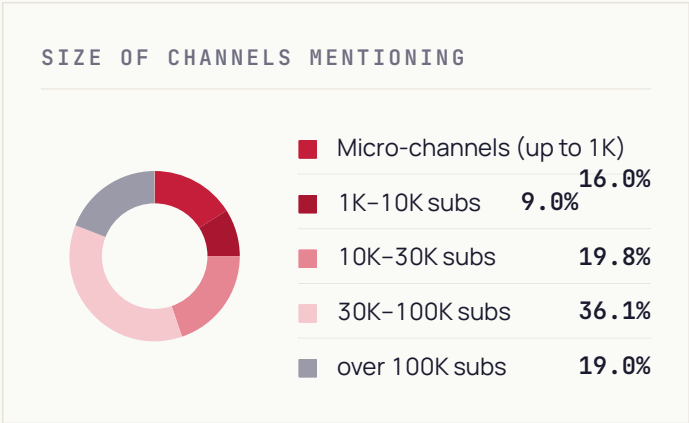
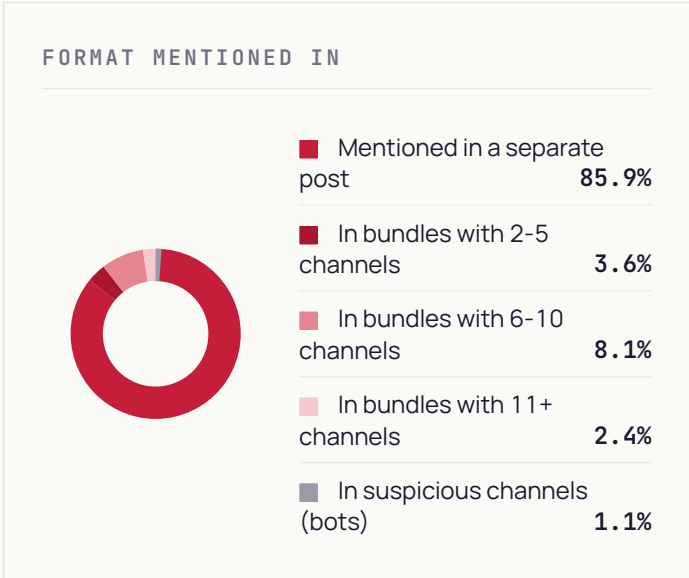
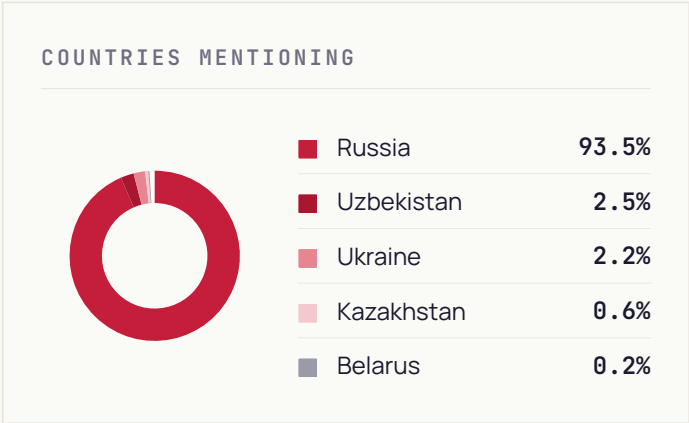
Subscriber growth chart for the year. Key months show exact sub count. See which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

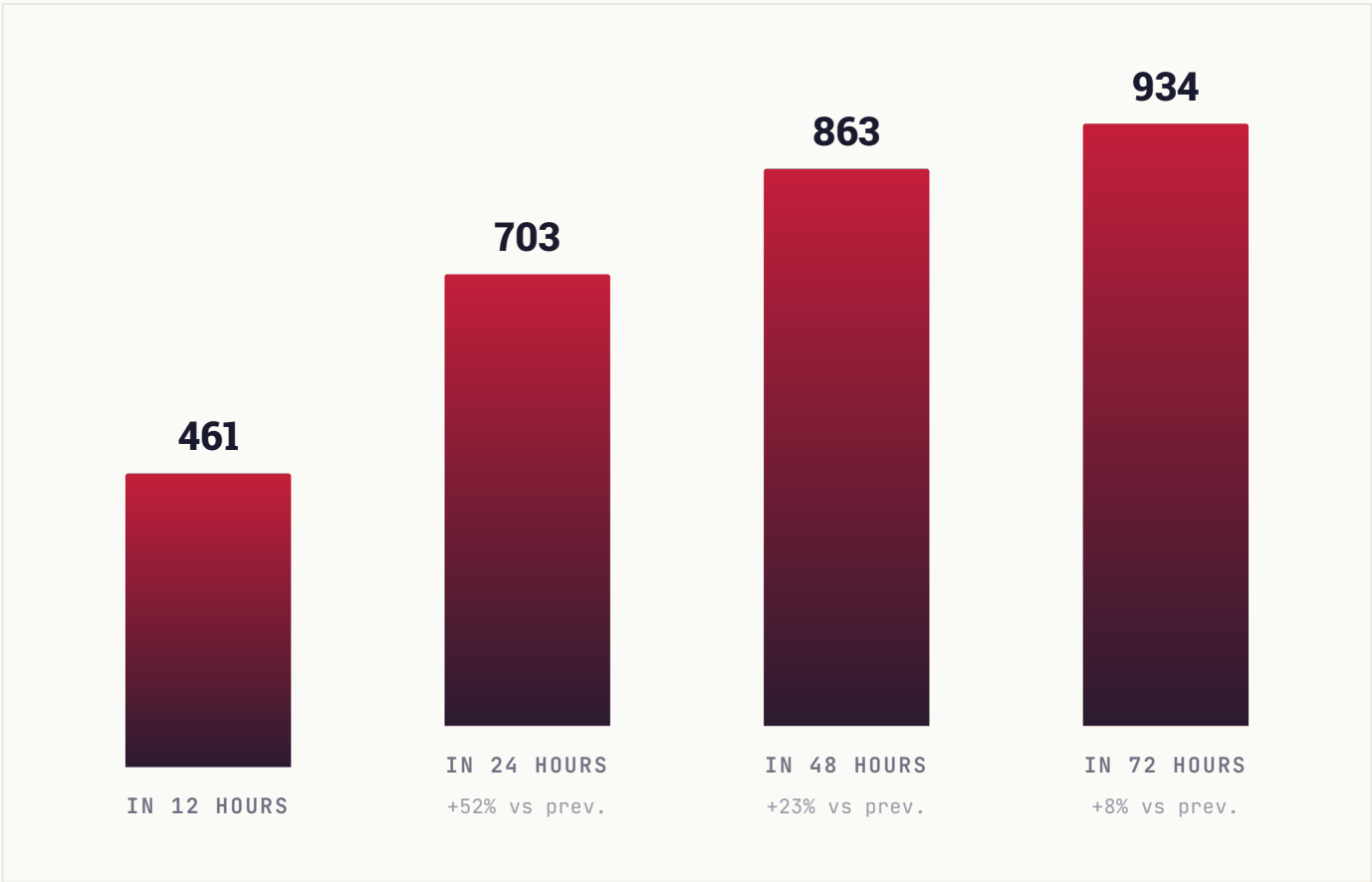
Citation index **360** — channel popularity rating based on mentions. Considers not only count but also mentioner weight: a post from a 100K subs channel weighs more than from 1K. All-time mentions: **630** different channels.



— SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg ad post reach by time since publication. Helps gauge how long a placement stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

11 closest 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	1.7M
OK Oka	1.6M
SE Search	1.5M
TR Trendly	1.2M
TB Trends by Russia	1.1M
ER Customer is always right	1.1M
TZ Set trends	1M
SV Trending today	1M
TV Trend or leave	990K
AM Авоська маркетинга YOU	18K

COMPARATIVE INSIGHT

Channel not yet outside top 99 of niche — early growth stage. Niche leader — My feed trends (2.5M), top-99 median: 145.1K. First goal: enter top-99 via systematic traffic & content work.

SECTION 07 · MENTION TRENDS

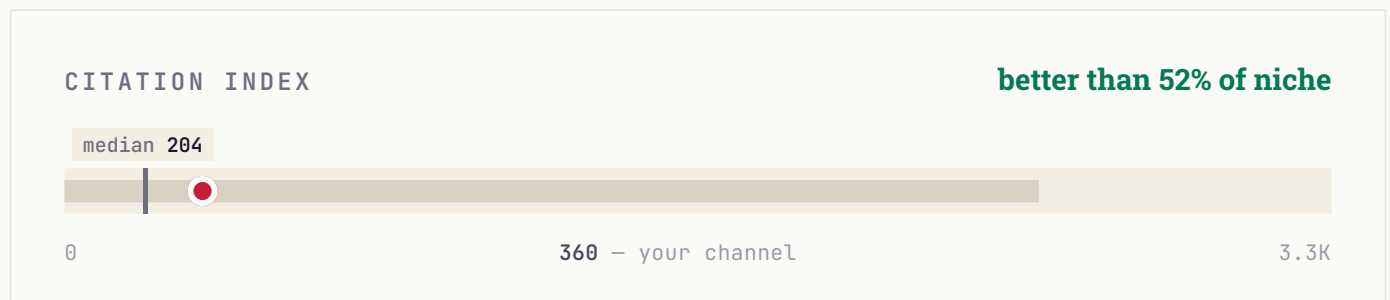
How often the channel is mentioned

Every month we record posts in other channels that mention your channel. Over the last **6 months** such mentions were **48**, they brought **140** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
Jan 2026	3	3	0	
December 2025	3	3	7	
Nov 2025	13	4	29	
Oct 2025	11	3	102	
Sep 2025	9	2	0	
August 2025	9	3	2	
TOTAL MENTIONS		MONTHS IN DATA		ATTRACTED SUBSCRIBERS
48		6		140

Where channel ranks in its league

Black vertical = median. Red dot = your channel.



— SECTION 09 • STRATEGY

What to do right now

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

- 01

Top post of the week — on Friday
Audience is most active on this day at 17:00 MSK.

EFFECT
Best time for key posts
- 02

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

EFFECT
+1000-3000 subs
- 03

Test polls & interactive formats
Posts with polls/reactions usually give +5-15% ER. One poll per week on a hot topic — easy growth lever.

EFFECT
+5-15% ER
- 04

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
- 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 is what we can do in minutes using public data. Want to go further? Run ads with us and hit your growth plan in a month.

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

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