

PUBLIC REPORT PROMTPRESS

Channel audit old-school marketing



@marketingold

marketing, ads, news, cases, trends, smm & le digital Ads:
@justcage Work with @bidfox_news, @Tgpodbor_official,
@swaymedia, @Spiral_Yuri RKN link:...

SUBSCRIBERS

126 869

-499 per month

ERR (% SEE POSTS)

8.0%

daily 4.5%

REACH/POST

9.7K

ad reach 5.8K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 126 869 —	 SUBSCRIBER REACH 7.62% avg % subs see post	 VIEWS/POST 9.7K median 8K · 29 days	 POSTS/WEEK 41.1 for period
 TREND 7D -28.0% vs previous week	 REACTIONS/POST 117.9 total 20,402 reactions, 16,473 reposts, 0 comments	 POST LENGTH 211 chars median 125 · 29 days	 POSTS ANALYZED 173 29 days
 AD REACH 5.8K 24h avg	 CHURN / MONTH -499 last month	 CITATION RATE 2 259 citation index · 3,534 channels mentioned ever	 CHANNEL AGE 6 years 9 months created 04.09.2019

AI EDITOR SUMMARY

Channel «old-school marketing» – 126 869 subs. Each post avg views 9.7K people (8% of subs), reach low – need to grow audience. Publishes 41 posts/week (~6/day) – active posting. Week Jun 15–21 reach dropped -28.0% vs week Jun 8–14 – worth analyzing causes.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS SHARE

- 01 Analysis based on 173 posts over 29 days.
- 02 Dominant format — Photo (108/173 posts).
- 03 Avg post length — 211 chars (median 125).
- 04 Peak audience activity — Monday, 18:00 MSK.
- 05 Top posts get 11x more views than the weakest (72.5K avg top vs 6.6K worst) — across 173 posts in 29 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 08.06 · 08:50 PHOTO Share of envelope wages rising again Banks estimate small businesses at 20-25% vs previous 10–15%, and sole proprietors even...	VIEWS 74 526 REPOSTS 181	REACTIONS 100 ER 58.7%
Nº2 11.06 · 15:35 PHOTO ☹️ Innocent man spent 50 days in jail due to AI error In the US, a man was arrested after facial recognition matched...	VIEWS 71 618 REPOSTS 231	REACTIONS 177 ER 56.5%
Nº3 29.05 · 08:05 PHOTO AI replacing debt collectors In the US, neural networks already call debtors instead of humans. Some services make millions of calls a month...	VIEWS 71 263 REPOSTS 168	REACTIONS 40 ER 56.2%

Nº4

01.06 • 15:25

PHOTO

Regular Wi-Fi routers can identify people by signal distortion
Researchers from Germany found that modern routers collect...

VIEWS

68 341

REACTIONS

56

REPOSTS

206

ER

53.9%

Nº5

22.06 • 15:14

PHOTO

Volunteer faces lawsuit for river cleanup British eco-activist
organized volunteers to clean a river – now faces up to 2
years...

VIEWS

67 371

REACTIONS

231

REPOSTS

185

ER

53.1%

WORST 3

↓ 04.06 • 15:01 PHOTO

Relatives of gambling addicts may be allowed to impose a ban
on gambling From September 1, self-ban can be set on
Gosuslugi by the players themselves...

VIEWS

6 783

REACTIONS

58

REPOSTS

27

ER

5.3%

↓ 04.06 • 19:25 VIDEO

☺ **Of course, your favorite old's editorial team couldn't miss the**
PMEF party by Rutube and Kommersant The Hatters – top!

VIEWS

6 593

REACTIONS

93

REPOSTS

11

ER

5.2%

↓ 04.06 • 17:44 PHOTO

☒ **If the product was in demand, requests were processed**
quietly, unhurriedly, without fuss... And the rest got a bracket
fatality))

VIEWS

6 360

REACTIONS

118

REPOSTS

25

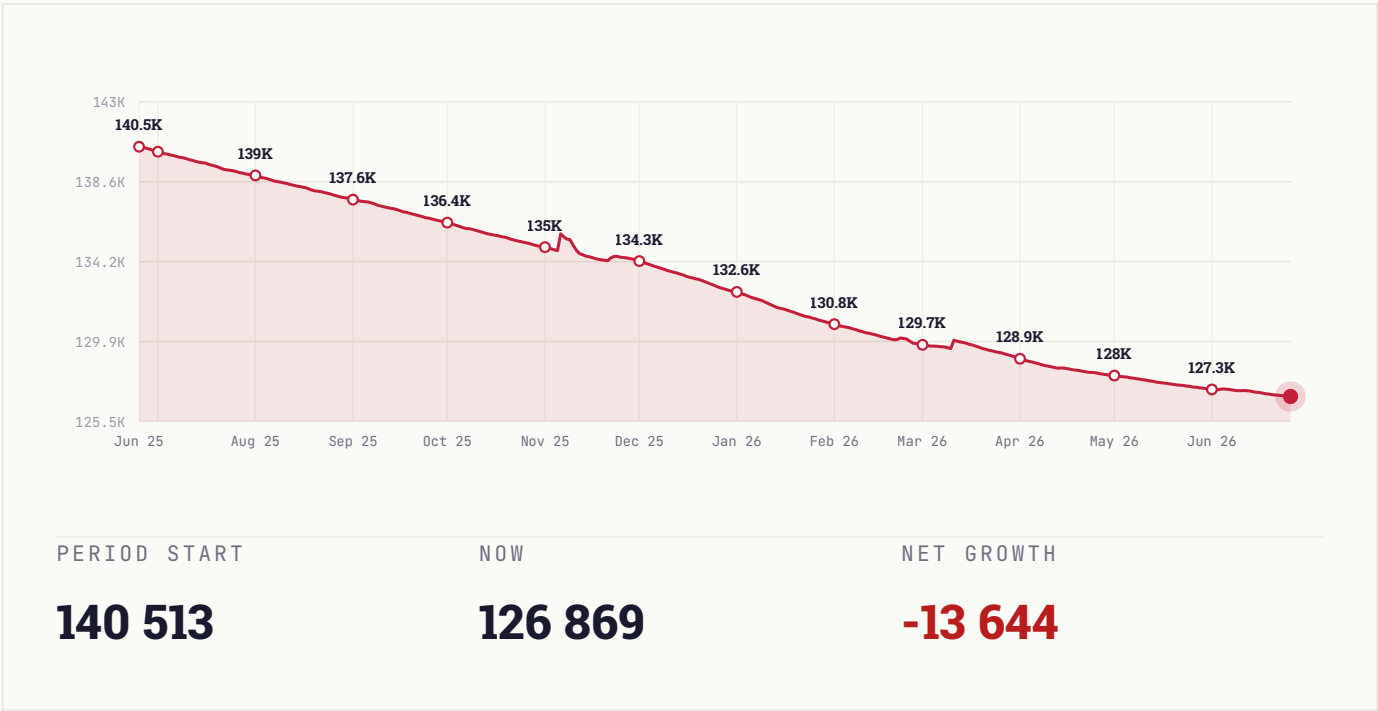
ER

5.0%

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 or lost subs.

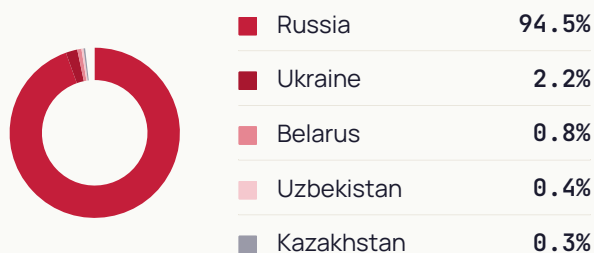


SECTION 04 • MENTIONS

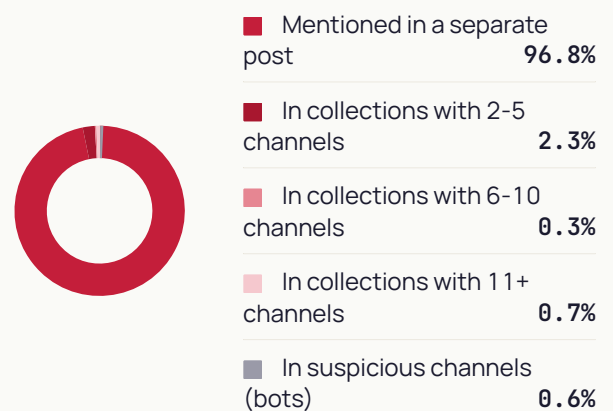
Who and how mentions the channel

Citation index **2 259** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from 1K. All time channel was mentioned **3 534** different channels.

COUNTRIES MENTIONING YOU



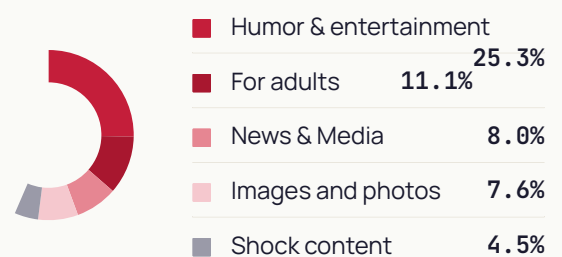
FORMAT OF MENTIONS



SIZE OF CHANNELS MENTIONING YOU



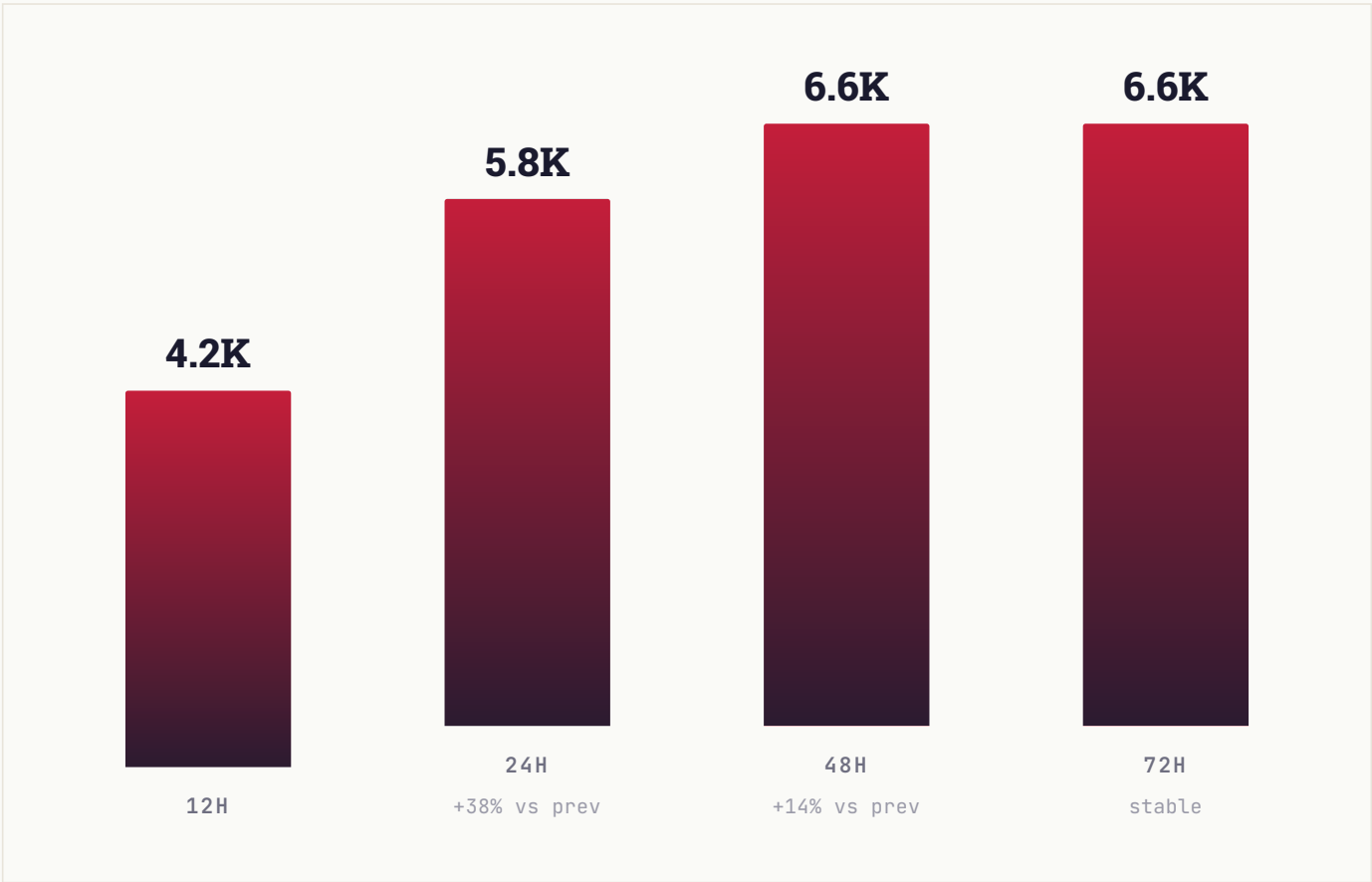
TOPICS OF MENTIONS



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 should 'live'.



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic & 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
ER Customer is always right	1.1M
SV Trending today	1M
TB Trends by Russia	1M
TV Trend or leave	935.3K
TR Trendach	909.3K
OM old-school marketing YOU	126.9K

COMPARATIVE INSIGHT

Channel in top half of niche (#49 of 99). Niche leader — My feed trends (2.5M), median subs 125.2K. Aim for top quartile — realistic 6-12 month horizon.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we record posts in other channels that mention yours. Over the last **6 months** such mentions **0**, they brought **1 158** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
December 2025	0	0	0	
Nov 2025	0	0	1 158	
Oct 2025	0	0	0	
September 2025	0	0	0	
August 2025	0	0	0	
July 2025	0	0	0	
TOTAL MENTIONS	MONTHS OF DATA		ATTRACTED SUBSCRIBERS	
0	6		1 158	

SECTION 08 • NICHE COMPARISON

Where channel ranks in its league

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

#49

/100

POSITION IN NICHE

Channel in top half of ranking

SUBSCRIBERS

better than 50% of niche

median 123.8K

29.7K

126 869 – your channel

1.1M

AVG REACH / POST

15% below median

median 11.4K

73

9 668 – your channel

50.1K

CITATION INDEX

better than 86% of niche

median 366

0

2 259 – your channel

3.1K

— SECTION 09 · STRATEGY

What to do right now

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

- 01

Main post of the week — on Monday
Audience most active on this day at 18:00 MSK.

EFFECT
Best window for an important post
- 02

System traffic buy
Three formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromtPress 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 — easy growth lever.

EFFECT
+5-15% ER
- 04

Cross-promo with neighboring channels
Exchange posts with channels in the same segment once a quarter. No need to do it 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 a few minutes based on public data. To go further — run ads through us and hit your growth plan in a month.

01	Launch Telegram ads	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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