

PUBLIC PROMTPRESS REPORT

Channel audit

Ad break



@marketingpause

№ 7622409992 Admin, ads: @ElaginMedia Partner:

@Tgpodbor_official

SUBS

118 236

-2311 per month

ERR (% SEE POSTS)

24.0%

daily 14.3%

REACH/POST

27.6K

ad reach 16.9K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBS 118 236 —	 SUBSCRIBER REACH 23.31% avg % subs see post	 VIEWS/POST 27.6K median 28.5K · 23 days	 POSTS/WK 10.6 for the period
 7D TREND -8.5% vs previous week	 REACTIONS/POST 317.1 total 11,100 reactions, 7,844 reposts, 0 comments	 POST LENGTH 311 chars. median 250 · 23 days	 POSTS ANALYZED 35 23 days
 AD REACH 16.9K 24h avg	 CHURN / MONTH -2311 last month	 CITATION RATE 1 694 citation index · 2,479 channels mentioned all time	 CHANNEL AGE 3 years 5 months created 03.02.2023

AI EDITOR SUMMARY

Channel «Ad Break» — 118 236 subs. Each post averages 27.6K people (23% of subs), average reach — room to grow. Publishes 11 posts per week (~2/day) — regular schedule. For week Jun 22–28, reach dropped -8.5% by week Jun 15–21 — worth analyzing 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 TOP POSTS HAVE IN COMMON

- 01 Analysis based on 35 posts over 23 days.
- 02 Dominant format – Photo (25/35 posts).
- 03 Avg post length – 311 chars (median 250).
- 04 Peak audience activity – Wednesday, 12:00 MSK.
- 05 Top posts get 1x more views than the weakest (32.4K avg for top vs 25.7K for worst) – among 35 posts over 23 days. Worth analyzing what the top have in common – topic, format, timing.

TOP 5 POSTS

Nº1 17.06 · 09:34 TEXT Russians may be allowed to repair roads themselves. The State Duma proposed canceling the ₺10K fine for such work, explaining...	VIEWS 33 143 REPOSTS 330	REACTIONS 480 ER 28.0%
Nº2 17.06 · 14:06 PHOTO In 2025, Russia's obesity drug market hit ₺44.6 bn, per Vedomosti. That's 2.5x more than two...	VIEWS 32 616 REPOSTS 317	REACTIONS 586 ER 27.6%
Nº3 15.06 · 08:53 PHOTO Bermuda tops global ranking of most expensive electricity for households – average price \$0.466/kWh. In...	VIEWS 31 398 REPOSTS 273	REACTIONS 247 ER 26.6%

Nº4 10.06 • 12:46 PHOTO Ferrari shares fell 8% after unveiling first all-electric model – design criticized. Ferrari Luce...	VIEWS 31 156 REACTIONS 213 REPOSTS 112 ER 26.4%
Nº5 10.06 • 09:13 PHOTO SpaceX adjusted expected valuation before IPO to \$1.8 trillion, Bloomberg reports. Previously the company expected...	VIEWS 30 796 REACTIONS 298 REPOSTS 312 ER 26.0%

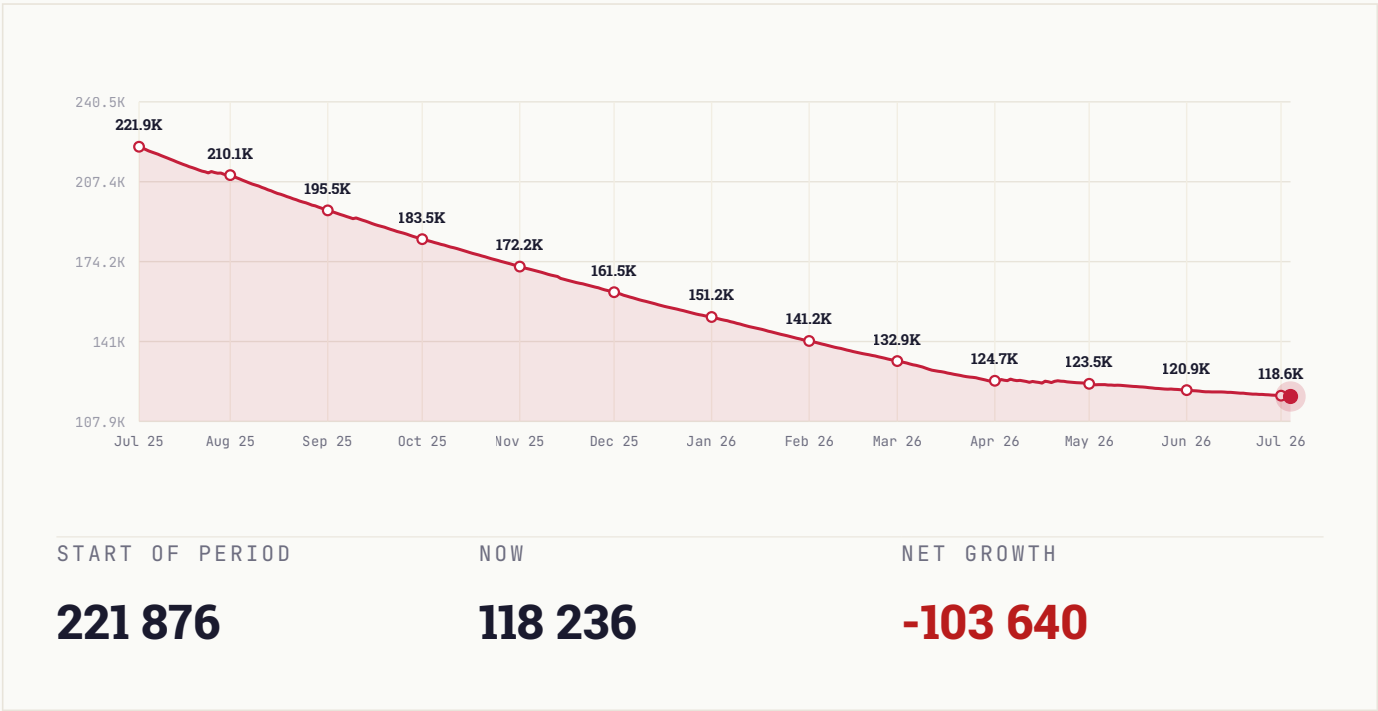
WORST 3

↓ 23.06 • 13:10 PHOTO Employee got a 50% raise using a sales approach. He prepared a presentation on his value to the company with...	VIEWS 25 941 REACTIONS 299 REPOSTS 278 ER 21.9%
↓ 25.06 • 14:05 PHOTO Critical aviation fuel situation in Russia – Azimuth airline. The situation requires immediate...	VIEWS 25 708 REACTIONS 299 REPOSTS 173 ER 21.7%
↓ 01.07 • 12:49 VIDEO McDonald's office delivery 📺 French McDonald's & TWBA launched "Office Delivery" campaign...	VIEWS 25 384 REACTIONS 210 REPOSTS 269 ER 21.5%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

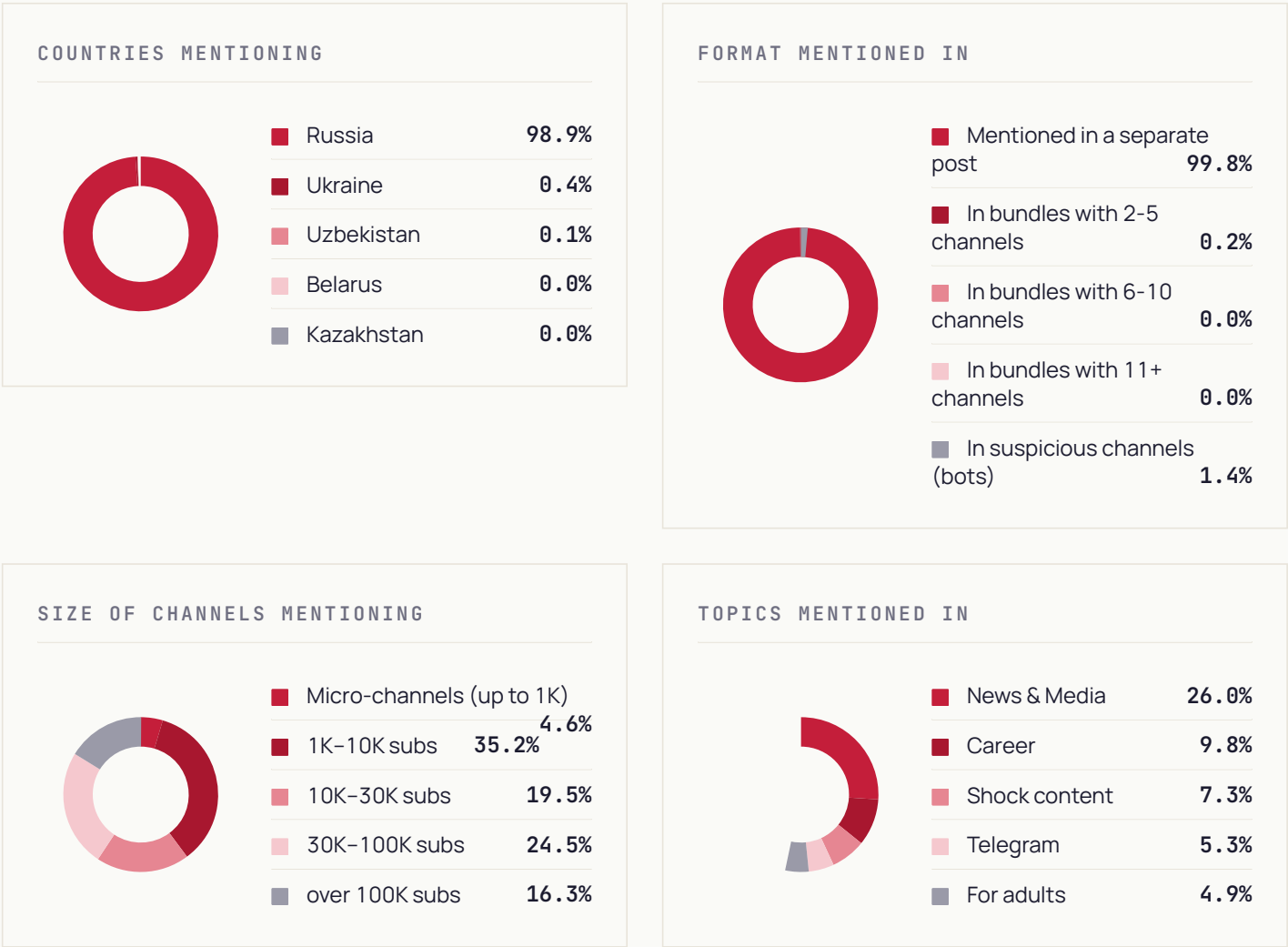
Subscriber growth chart for the year. Key months show exact sub count. See which months gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

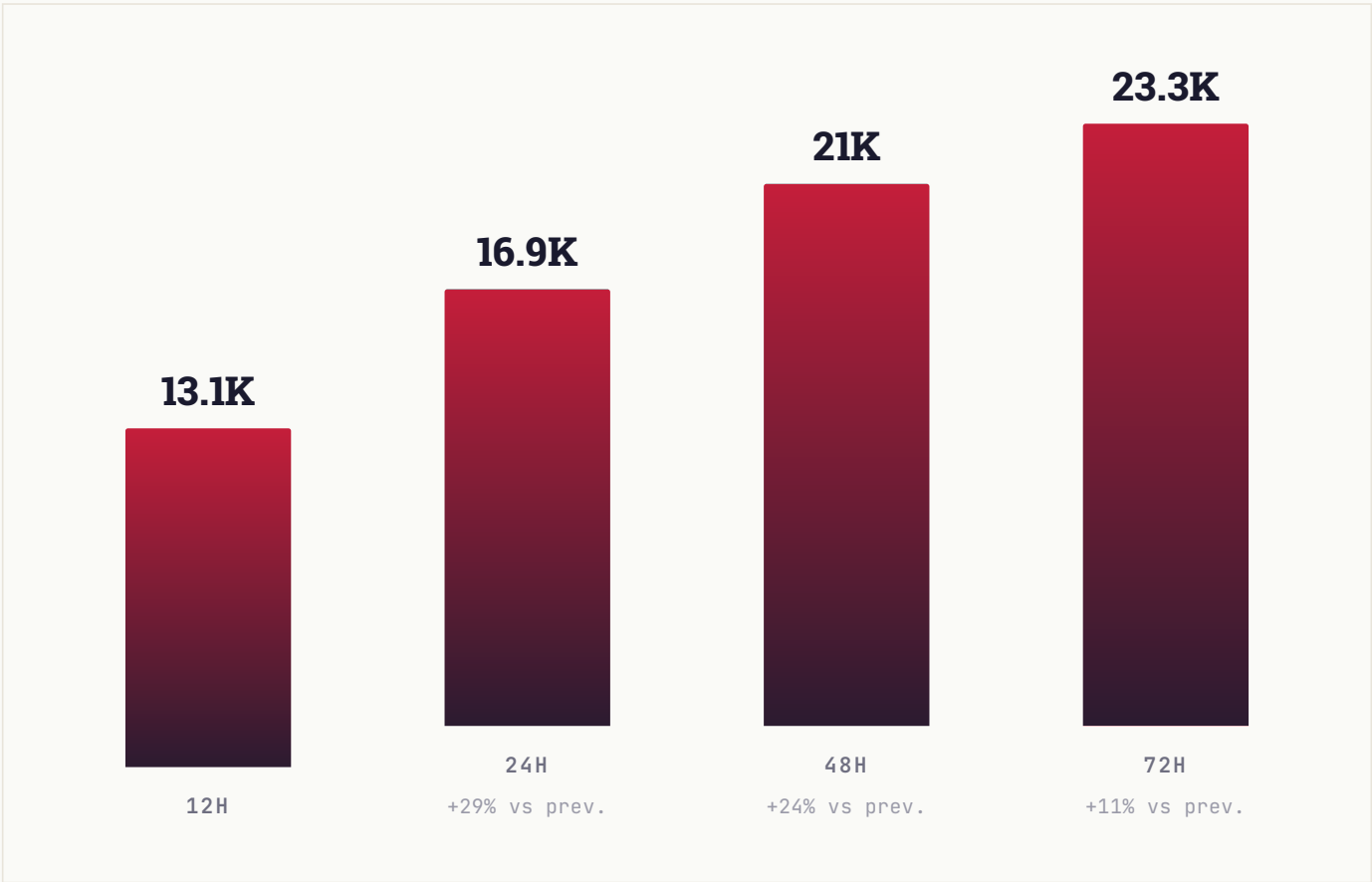
Citation index **1 694** — channel popularity rating based on mentions. Considers not only quantity but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned **2 479** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

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



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Your channel is highlighted — you can see its rank among niche neighbors.

CHANNEL	SUBS
S& Startups & Ventures	2.7M
VC Venture Capital	2.6M
ME Mohamed El Guazzar 🇸🇩	2.1M
IT ISHBOR Toshkent	1.4M
MO Moscowbusiness	1M
CN Million-dollar books business blog	864.8K
RP Roxman typing...	538.5K
AB Акула Бизнеса	498.5K
SS M&A	478.5K
لز لباس زیر اقساطی ریزسابل	474.8K
RP Ad break YOU	118.2K

COMPARATIVE CONCLUSION

Channel inbottom half of top-100 niche (#74 of 98). Niche median — 164.1K subs. First growth KPI — reach median. Leader: Startups & Ventures (2.7M).

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Monthly we track posts in other channels that mention yours. Over the last **6 months** such mentions were **1**, they brought **278** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
January 2026	0	0	0	
December 2025	1	1	0	
Nov 2025	0	0	0	
Oct 2025	0	0	0	
September 2025	0	0	278	
August 2025	0	0	0	
TOTAL MENTIONS		MONTHS IN DATA		ACQUIRED SUBS
1		6		278

SECTION 08 · NICHE COMPARISON

Where channel ranks in its league

Top-100 channels in category "Business & startups» (Russia) and compared your channel. Gray band — range covering 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

#74/100

RANK IN NICHE

Channel in bottom half of ranking



— SECTION 09 · STRATEGY

What to do right now

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

01

Top post of the week — on Wednesday

Audience is 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 — easy growth point.

EFFECT

+5-15% ER

04

Cross-promo with neighboring channels

Cross-post with same-segment channels once a quarter. 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 — organic traffic source.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — 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 ad <https://panel.promptpress.com/register>

02 Contact manager t.me/PromptPress_manager
