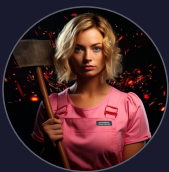


— PUBLIC REPORT BY PROMTPRESS

Channel audit

Strike while the iron is hot!



@marketingqui

Strike while the iron is hot! Effective strategies and secrets of success. All about marketing, digital and even more (but that's not certain) Collaboration: @niktwix Manager: @Spiral_Yuri Collaboration:...

SUBSCRIBERS

158 802

-4139 per month

ERR (% SEE POSTS)

10.0%

daily 7.1%

REACH/POST

14.3K

ad reach 11.2K/24h

— CONTENTS · 2026

What's inside the report

01 Channel snapshot

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02 Content analysis

Top 5 posts · worst 3 · insights

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6 months · monthly

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Rank in category «Marketing, PR, Advertising»

09 Strategy

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 158 802 —	 SUBSCRIBER REACH 9.03% avg % subs see post	 VIEWS/POST 14.3K median 13.6K · 29 days	 POSTS/WEEK 9.7 over period
 TREND 7D -7.3% vs previous week	 REACTIONS/POST 138.0 only 5,657 reactions, 1,196 reposts, 0 comments	 POST LENGTH 387 chars median 365 · 29 days	 POSTS ANALYZED 41 29 days
 AD REACH 11.2K 24h avg	 CHURN / MONTH -4139 last month	 CITATION RATE 111 citation index · 664 channels mentioned ever	 CHANNEL AGE 2 years 5 months created 06.01.2024

AI EDITOR SUMMARY

Channel «Strike while the iron is hot!» — 158 802 subs. Each post avg views 14.3K people (9% from subs), reach low — expand audience. Publishes 10 posts/week (~1/day) — regular. Week Jun 15–21 reach dropped -7.3% to week 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 remove from rotation.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 41 posts in 29 days.
- 02 Dominant format – Photo (25/41 posts).
- 03 Avg post length – 387 chars (median 365).
- 04 Peak audience activity – Friday, 12:00 MSK.
- 05 Top posts get 2x more views than weakest (top avg 20K vs worst 12.6K) – among 41 posts in 29 days. Analyze commonalities: topic, format, timing.

TOP 5 POSTS

Nº1 12.06 · 09:01 VIDEO 🇷🇺 Today is a great holiday – Russia Day! It symbolizes the strength of our unity, unshakable freedom and sincere pride in...	VIEWS 22 498 REPOSTS 17	REACTIONS 96 ER 14.2%
Nº2 12.06 · 04:47 PHOTO 🇺🇸 ELON MUSK – FIRST TRILLIONAIRE IN HISTORY After the record IPO of SpaceX, Elon Musk's fortune exceeded \$1 trillion, making him the first person...	VIEWS 18 937 REPOSTS 16	REACTIONS 143 ER 11.9%
Nº3 27.05 · 05:20 VIDEO 🇷🇺 If an SMM manager demands at least one day off – they should be fired: a database has been found that all businessmen strictly adhere to. What...	VIEWS 18 641 REPOSTS 3	REACTIONS 103 ER 11.7%

Nº4

29.05 • 06:24

PHOTO

☒ Banks will stop counting 'gray' income of self-employed when considering loan and mortgage applications. From July 1, the approach to income assessment...

VIEWS

18 639

REPOSTS

16

REACTIONS

102

ER

11.7%

Nº5

02.06 • 15:26

PHOTO

☒ 'What kind of family of scruffs is this' – viewers shocked by the poster of the new 'Cheburashka'. The third part will show several relatives of the eared one at once...

VIEWS

17 252

REPOSTS

61

REACTIONS

226

ER

10.9%

WORST 3

↓ 22.06 • 07:05 VIDEO

☒ Getting a full personality analysis from Chat GPT
Psychologists have created a prompt 'Psychological personality map' that looks like a real...

VIEWS

12 774

REPOSTS

48

REACTIONS

45

ER

8.0%

↓ 12.06 • 07:04 VIDEO

☒ Beer trucks flooded Moscow – little ones drive around the center in the heat and deliver foam to the thirsty. Well, these are definitely real ☒ Have you seen them? ♥ –...

VIEWS

12 508

REPOSTS

28

REACTIONS

138

ER

7.9%

↓ 21.06 • 14:16 VIDEO

☒ Snickers with COFFEE flavor brought to Russia – this is a brand new product that has become very popular in Asia for its invigorating taste. Inside peanuts...

VIEWS

12 404

REPOSTS

21

REACTIONS

64

ER

7.8%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

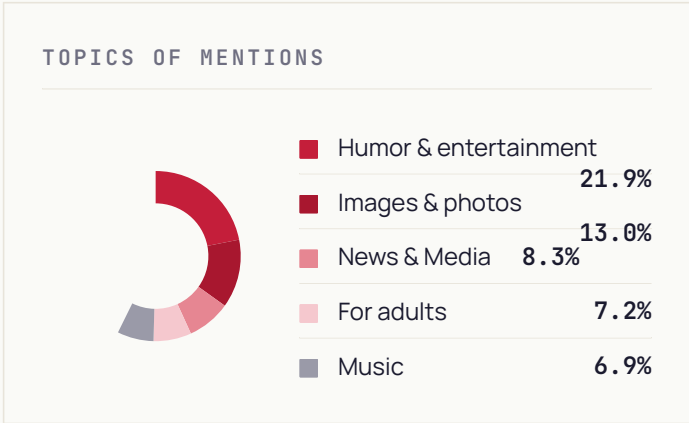
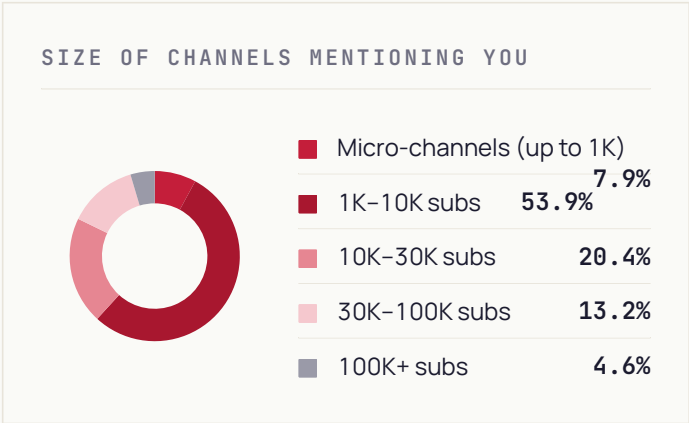
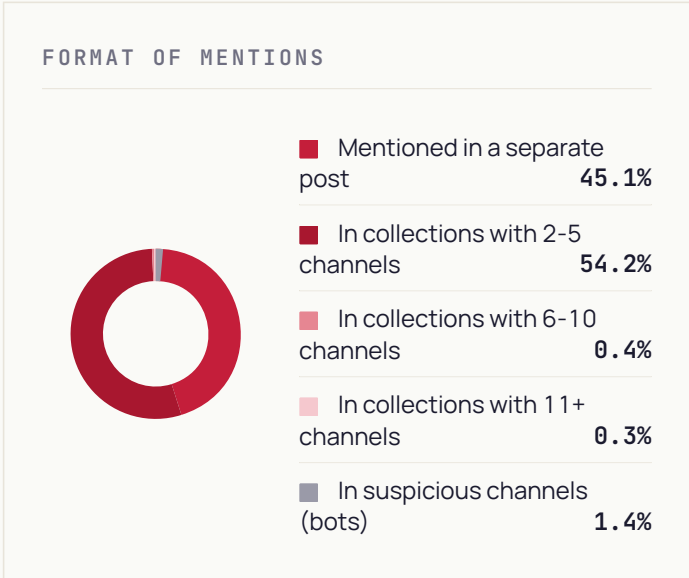
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

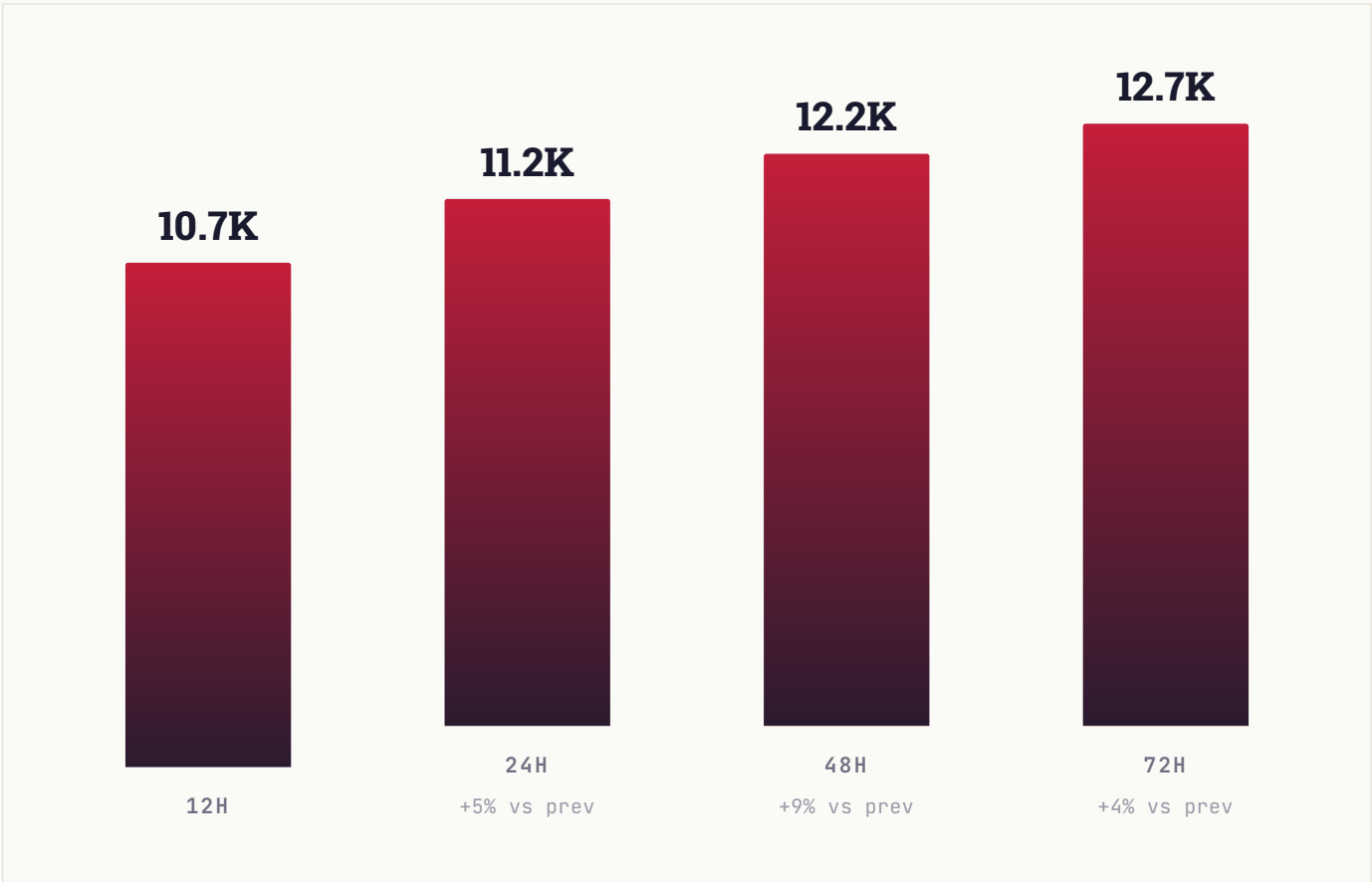
Citation index **111** — channel popularity score based on mentions. Considers both count and weight of mentioning channels: a post from a 100K subs channel weighs more than from 1K. All time channel was mentioned **664** different channels.



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 is highlighted — you can see its place among niche neighbors.

CHANNEL	SUBSCRIBERS
TM My feed trends	2.5M
MO Ice Cream	1.8M
OK Oka	1.6M
ER Search	1.3M
TR Trendly	1.2M
ER Customer is always right	1.1M
AVG Trending today	1M
TB Trends by Russia	1M
TV Trend or leave	935.3K
TR Trendach	909.3K
CPC Strike while the iron is hot! YOU	158.8K

COMPARATIVE CONCLUSION

Channel intop half of niche (#38 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

Each month we track posts in other channels that mention yours. Over the last **6 months** such mentions were **234**, they brought **32 151** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	5	4	300
November 2025	21	16	11 052
October 2025	16	16	0
September 2025	105	105	14 197
August 2025	59	59	5 379
July 2025	28	28	1 223

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS
234	6	32 151

— SECTION 08 • NICHE COMPARISON

Where channel stands in its league

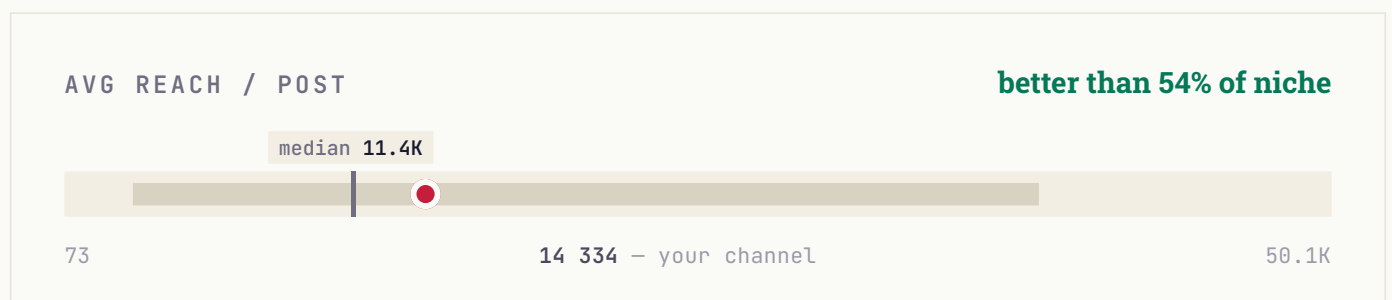
Took top100 channels in category "Marketing, PR, advertising» (Russia) and compared your channel. Gray band = range for 80% of niche channels (p10-p90). Black vertical = median. Red dot = your channel.

#38

/100

RANK IN NICHE

Channel in the top half of the ranking



— SECTION 09 • STRATEGY

What to do right now

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

- 01

Main post of the week — on Friday
Audience most active on this day at 12:00 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 win.

EFFECT
+5-15% ER
- 04

Cross-promo with neighboring channels
Cross-post with same-segment channels once a quarter. 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 a few minutes based on public data. If you 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
