

PROMTPRESS PUBLIC REPORT

Channel audit

Zubastyy Marketolog



@marketolog_digital

Zubastyy Marketolog 🦷 Bite-bite — and competitors left behind. 👉
 Ads and powerful integrations — @jaMasha Marketing, sales and
 strategies that help capture attention and market. 📖 Book,...

SUBSCRIBERS

50 018

-493 per month

ERR (% SEE POSTS)

34.0%

per day 5.5%

REACH/POST

13.9K

ad reach 2.8K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 50 018 —	 SUBS REACH 27.72% avg % subs see post	 VIEWS/POST 13.9K median 848 · 20 days	 POSTS/WEEK 4.2 for period
 7D TREND -97.4% vs previous week	 REACTIONS/POST — MTPROTO only	 POST LENGTH 676 chars median 630 · 20 days	 POSTS ANALYZED 12 20 days
 AD REACH 2.8K 24h avg	 CHURN / MONTH -493 last month	 CITATION RATE 326 citation index · 314 channels mentioned all time	 CHANNEL AGE 7 years 9 months created 15.09.2018

AI EDITOR SUMMARY

Channel «Zubastyy Marketolog» — 50 018 subs. Each post averages 13.9K people (28% of subs), good reach. Publishes 4 posts per week (~1/day) — rare posts. For week Jun 22–28 reach dropped -97.4% by week Jun 15–21 — worth analyzing why.

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 SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 12 posts in 20 days.
- 02 Dominant format — Photo (12/12 posts).
- 03 Avg post length — 676 chars (median 630).
- 04 Audience peak — Friday, 11:00 MSK.
- 05 Top posts get 66x more views than the weakest (32.4K avg for top vs 491 for worst) — among 12 posts in 20 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 12.06 · 14:27 PHOTO How to spot a fake by two spaces When I visited cosmetic factories in Belarus, my eyes opened. For example,...	VIEWS 32 525 REPOSTS 2	REACTIONS — ER 65.0%
Nº2 12.06 · 08:38 PHOTO The worst isn't failing. The worst is winning and feeling nothing. The protagonist of this book got almost everything he...	VIEWS 32 347 REPOSTS —	REACTIONS — ER 64.7%
Nº3 17.06 · 13:16 PHOTO The worst hell isn't fire. It's an ordinary Tuesday that repeats for ten years. Artyom didn't get into a disaster. Didn't lose everything in one...	VIEWS 32 338 REPOSTS 2	REACTIONS — ER 64.7%

Nº419.06 · 14:27 PHOTO How AI saved millions on content production Know how much a series costs now? Prices soared: inflation, new...	VIEWS	REACTIONS
	32 288	—
	REPOSTS	ER
	2	64.6%

Nº521.06 · 16:57 PHOTO AI that builds worlds from scratch New Anthropic Claude AI showed incredible code generation. The system...	VIEWS	REACTIONS
	32 272	—
	REPOSTS	ER
	1	64.5%

WORST 3

↓ 01.07 · 16:25 PHOTO Stop wasting budget and waiting for a miracle! TG ads should generate leads FAST. 😊 We buy ads professionally and squeeze...	VIEWS	REACTIONS
	657	—
	REPOSTS	ER
	1	1.3%

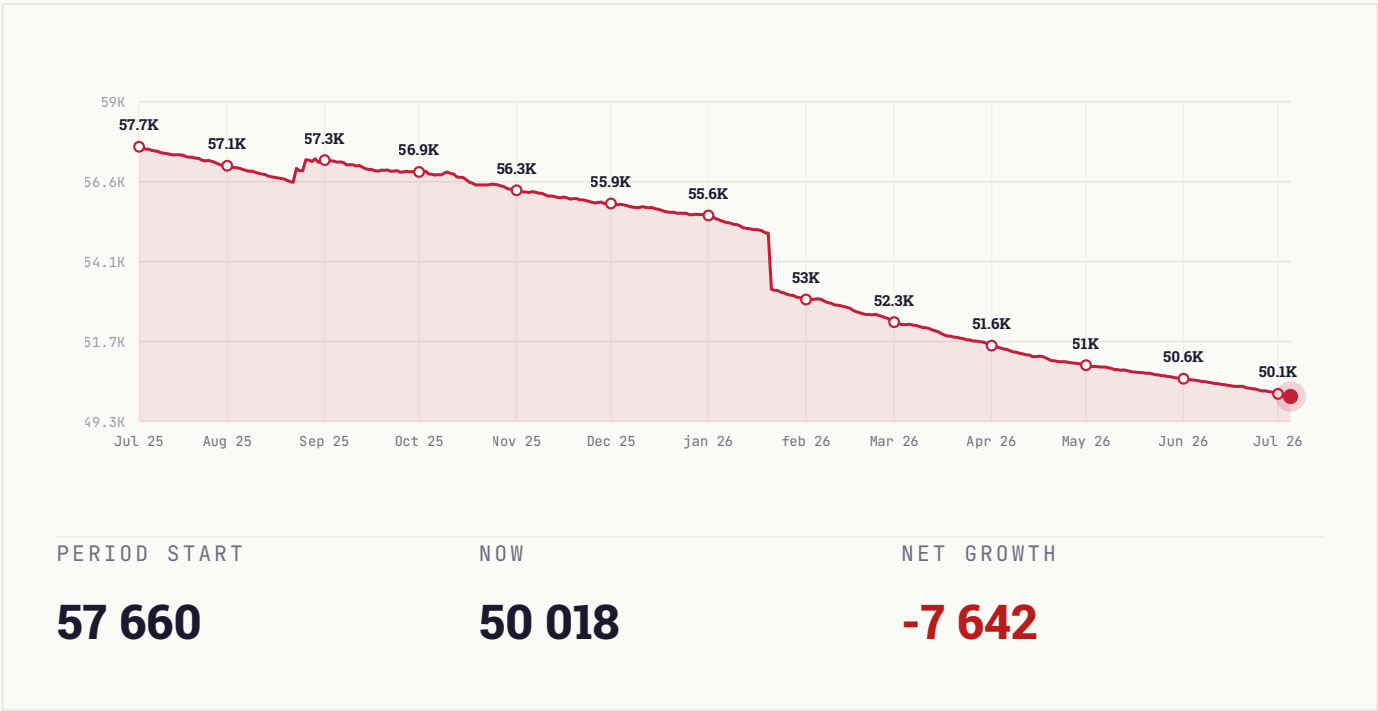
↓ 02.07 · 14:01 PHOTO Politics as a marketing move Here's a live example of positioning. First the brand claims neutrality, then...	VIEWS	REACTIONS
	415	—
	REPOSTS	ER
	1	0.8%

↓ 02.07 · 13:00 PHOTO Stop wasting budget and waiting for a miracle! TG ads should generate leads FAST. 😊 We buy ads professionally and squeeze...	VIEWS	REACTIONS
	401	—
	REPOSTS	ER
	—	0.8%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

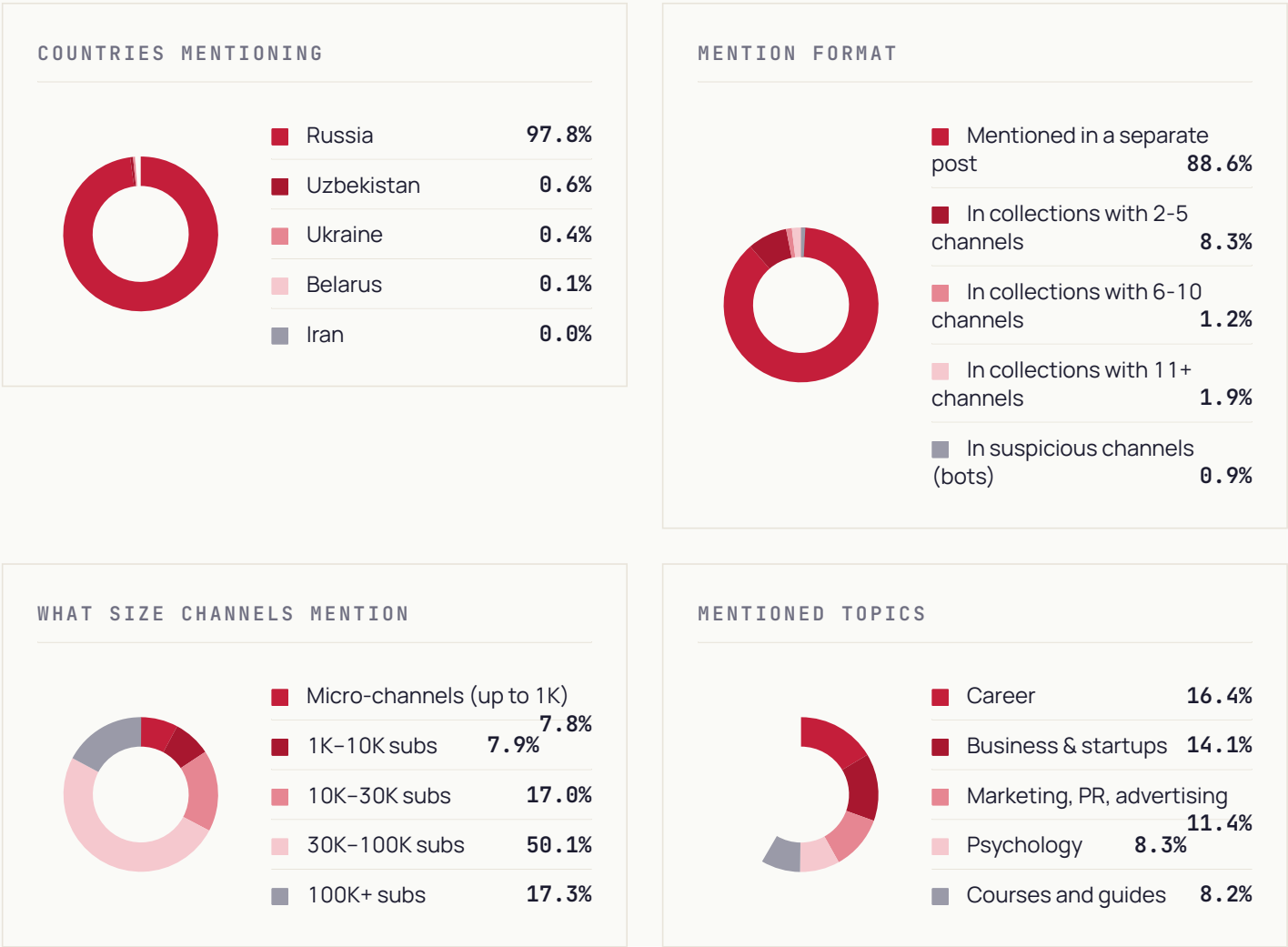
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who and how mentions the channel

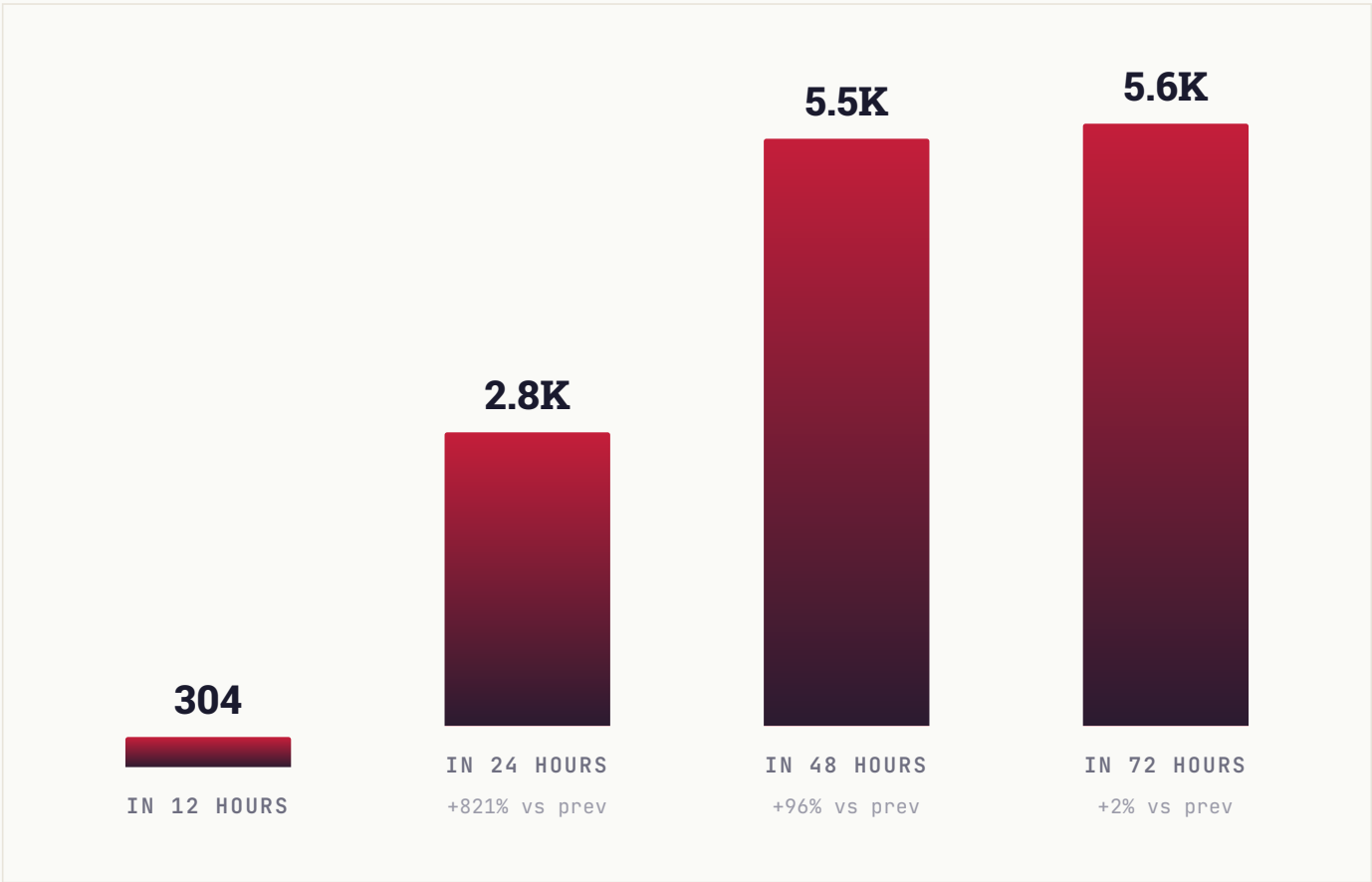
Citation index **326** — channel popularity rating based on mentions. Considers not only quantity but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **314** different channels.



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 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 Okak	1.6M
SE Search	1.4M
TR Trendly	1.2M
KV Customer is always right	1.1M
TB trends by russia	1.1M
SV Today's Trends	1M
TZ Set Trends	939.7K
TV Trend or Leave	920.5K
ZM Zubastyy Marketolog YOU	50K

COMPARATIVE CONCLUSION

Channel not yet outside top-99 of niche — early growth stage. Niche leader — My Feed Trends (2.5M), top-99 median: 144.3K. First goal: enter top-99 via systematic work on traffic and content.

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Monthly we track posts in other channels that mention yours. Over the last **6 months** such mentions were **26**, they brought **1 378** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
Jan 2026	7	7	0	
December 2025	4	3	77	
Nov 2025	8	7	96	
Oct 2025	2	1	152	
September 2025	4	4	181	
August 2025	1	1	872	

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS
26	6	1 378

Where the channel stands in its league

SUBSCRIBERS worse than median by 65%

median 144.1K

39.4K 50 018 — your channel 1.2M

AVG REACH / POST better than 51% of niche

median 12.9K

113 13 863 — your channel 56.9K

CITATION INDEX better than 51% of niche

median 244

0 326 — your channel 3.1K

— 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

Increase posting frequency

Now 4.2 posts/wk. Active channels norm 7-10.
Consistency is key to audience retention.

EFFECT

**Consistency
beats volume**

02

Main post of the week — on Friday

Most active on this day at 11:00 MSK.

EFFECT

**Best window
for an
important post**

03

Increase video posts share

Video in Telegram holds audience longer and is favored
by the algorithm. Recommend share 15-25%.

EFFECT

**Video retains
audience
better**

04

Systematic 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**

05

Test polls & interactive formats

Posts with polls/reactions usually boost ER by 5-15%.
One poll per week on a hot topic is an easy growth point.

EFFECT

+5-15% ER

★ WHAT'S NEXT

Want us to do this **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 ad <https://panel.promptpress.com/register>

02 Contact manager t.me/PromptPress_manager
