

PROMTPRESS PUBLIC REPORT

Channel audit

99 francs.

Marketing



@marketolog_marketing

Mecca for marketers ■■■Ads and strong integrations – @JaMasha
Trends, ideas and marketing solutions that help you grow faster
than competitors. ■■Want a book that strengthens your brand and...

SUBS

83 236

-327 per month

ERR (% WHO SEE
POSTS)

3.0%

per day 1.0%

REACH/POST

2.4K

ad reach 843/24h

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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.

 SUBS 83 236 —	 SUB REACH 2.84% avg % subs see post	 VIEWS/POST 2.4K median 2K · 23 days	 POSTS/WK 2.1 over period
 7D TREND -15.0% vs previous week	 REACTIONS/POST — MTPROTO only	 POST LENGTH 567 chars. median 596 · 23 days	 POSTS ANALYZED 7 23 days
 AD REACH 843 24h avg	 CHURN / MONTH -327 last month	 QUOTABILITY 180 citation index · 215 channels mentioned all time	 CHANNEL AGE 6 years 10 months created 29.07.2019

AI EDITOR SUMMARY

Channel «99 francs. Marketing» — 83 236 subs. Each post averages 2.4K people (3% from subs), reach is low — need to grow audience. Publishes 2 posts per week (~0 per day) — rare posts. For week 15–21 Jun, reach dropped -15.0% to week 8–14 Jun — worth analyzing reasons.

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 7 posts over 23 days.
- 02 Dominant format — Photo (7/7 posts).
- 03 Avg post length — 567 chars (median 596).
- 04 Peak audience activity — Thu, 15:00 MSK.
- 05 Top posts get 2x more views than the weakest (3.1K avg for top vs 1.8K for worst) — among 7 posts over 23 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 28.05 · 12:08 PHOTO When «analog» is just a word on the package The «Pills» brand sells a mask and calls it a full analog of K18. This is classic marketing...	VIEWS 3 555 REPOSTS 6	REACTIONS — ER 4.3%
Nº2 05.06 · 12:54 PHOTO Queue as a marketing tool Store opens — people queue. Not for iPhones or sneaker drops, but for Scandinavian...	VIEWS 2 927 REPOSTS 8	REACTIONS — ER 3.5%
Nº3 28.05 · 11:07 PHOTO «The scariest thing is not death. But the life you haven't lived.» The protagonist learns he might die. And suddenly realizes: everything...	VIEWS 2 795 REPOSTS 7	REACTIONS — ER 3.4%

Nº4 12.06 · 07:18 PHOTO The worst thing isn't failing. The worst thing is winning and feeling nothing. The main character of this book got almost everything he...	VIEWS 1 961 REPOSTS 5	REACTIONS — ER 2.4%
Nº5 12.06 · 12:54 PHOTO Holidays are marketing too Today dozens of reasons to celebrate. From otters to sprats. Each is a potential move for...	VIEWS 1 961 REPOSTS 4	REACTIONS — ER 2.4%

|

WORST 3

↓ 12.06 · 12:54 PHOTO Holidays are marketing too Today dozens of reasons to celebrate. From otters to sprats. Each is a potential move for...	VIEWS 1 961 REPOSTS 4	REACTIONS — ER 2.4%
↓ 16.06 · 09:57 PHOTO The club that taught China to play hockey Hockey in Shanghai? Sounded like fantasy. But the «Shanghai Dragons» team not only settled in the KHL...	VIEWS 1 829 REPOSTS 1	REACTIONS — ER 2.2%
↓ 20.06 · 13:29 PHOTO The worst hell isn't fire. It's an ordinary Tuesday that repeats for ten years. Artyom didn't get into a disaster. He didn't lose everything in one...	VIEWS 1 504 REPOSTS 2	REACTIONS — ER 1.8%

SECTION 03 · SUB GROWTH

How the channel grew over the year

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



PERIOD START	NOW	NET GROWTH
87 303	83 239	-4 064

SECTION 04 • MENTIONS

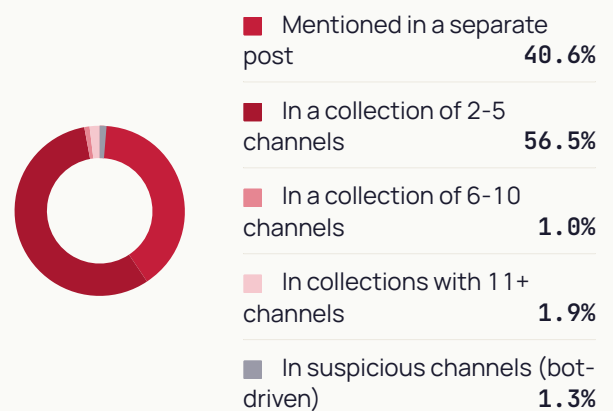
Who and how mentions the channel

Citation index **180** — 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 mentions: **215** different channels.

COUNTRIES MENTIONING



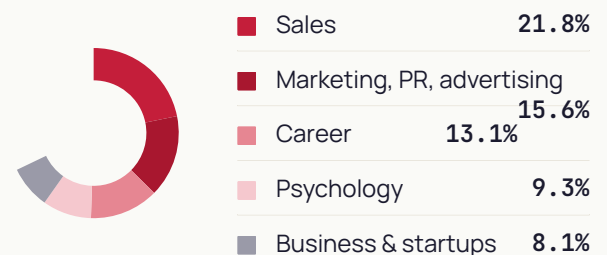
MENTION FORMATS



WHAT SIZE CHANNELS MENTION



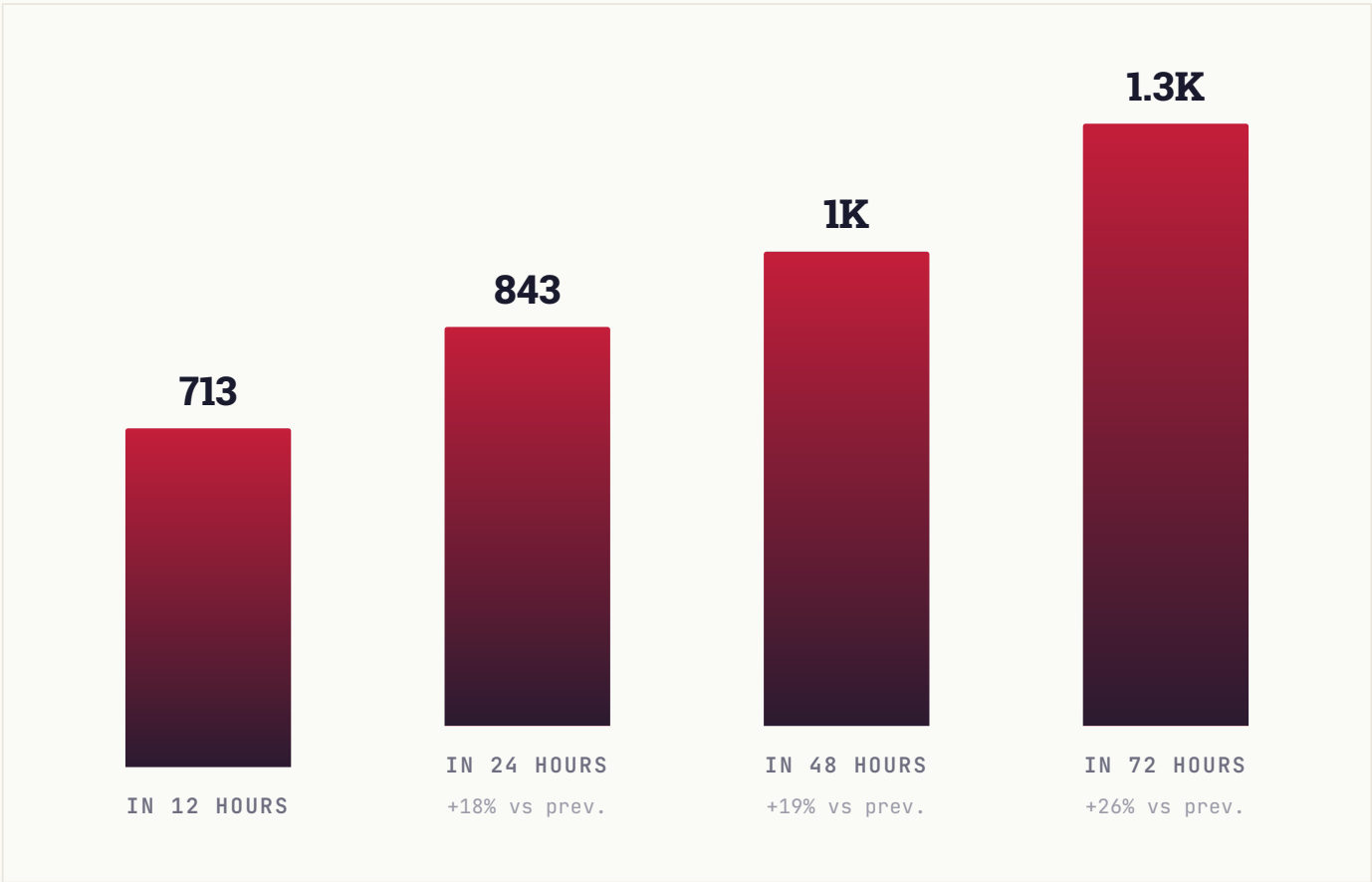
MENTION TOPICS



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post over 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	SUBS
TM My feed trends	2.5M
MO Ice Cream	1.8M
OK Okak	1.6M
SE Search	1.3M
TR Trendly	1.2M
KV Customer is always right	1.1M
SV Trending today	1M
TB trends by russia	1M
TV Trend or leave	935.3K
TR Trending	909.3K
9F 99 francs. Marketing YOU	83.2K

COMPARATIVE INSIGHT

Channel in bottom half of top-100 niche (#70 of 99). Niche median: 125.2K subs.
First growth KPI: reach median. Leader: My feed trends (2.5M).

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Each month we record posts in other channels that mention your channel. Over the last **6 months** such mentions were **19**, they brought **3 943** new subs.

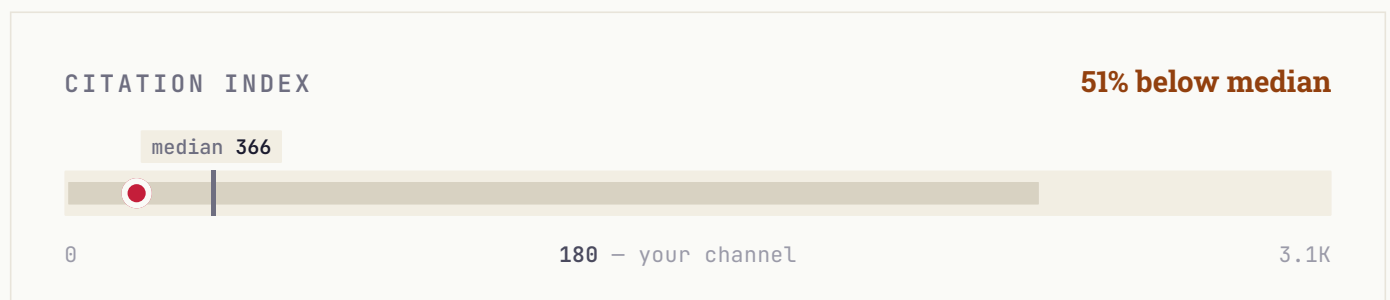
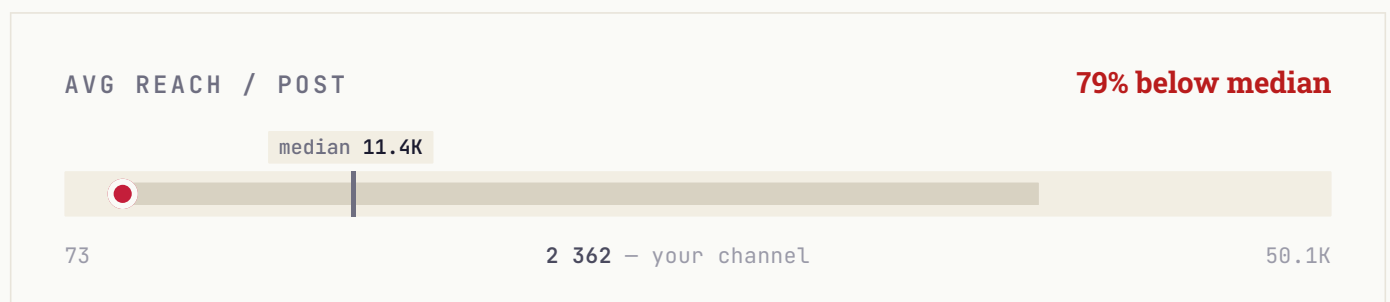
PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
December 2025	4	2	262
Nov 2025	5	4	443
Oct 2025	4	4	734
September 2025	2	2	739
August 2025	2	2	1 599
July 2025	2	2	166

TOTAL MENTIONS	MONTHS IN DATA	ACQUIRED SUBS
19	6	3 943

SECTION 08 • NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category "Marketing, PR, advertising» (Russia) and saw how your channel compares. Gray band: range of 80% of niche channels (p10 to p90). Black vertical: median. Red dot: your channel.



— SECTION 09 · STRATEGY

What to do right now

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

01

Increase posting frequency

Now 2.1 posts/wk. Active channels average 7-10.
Consistency is key to audience retention.

EFFECT

**Consistency
beats volume**

02

Main post of the week — on Thursday

On this day at 15:00 MSK the audience is most active.

EFFECT

**Best window
for an
important post**

03

Increase video posts share

Video in Telegram retains audience longer and is better perceived by the algorithm. We recommend increasing share to 15-25%.

EFFECT

**Video retains
audience
better**

04

ER below niche benchmark — rethink formats

Current ER 2.84% vs norm 3.0%. Try polls and interactive formats.

EFFECT

+0.2pp ER

05

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**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in minutes using public data. Want more? 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