

PUBLIC PROMTPRESS REPORT

Channel audit

Маркетинговый джем



@marketologjam

Marketing, media, PR and e-commerce Admin, ads: @ElaginMedia

Channel cooperates: @Tgpodbor_official , @Spiral_Yuri

SUBS

122 242

-1025 per month

ERR (% SEE POSTS)

22.0%

per day 14.5%

REACH/POST

25.1K

ad reach 17.8K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card – a separate channel health indicator. The subtitle shows the period.

 SUBS 122 242 —	 SUBSCRIBER REACH 20.5% avg % of subs see a post	 VIEWS/POST 25.1K median 26.8K · 25 days	 POSTS/WEEK 8.4 over period
 TREND 7D +12.2% vs previous week	 REACT./POST 361.2 total 10,837 reactions, 7,080 reposts, 0 comments	 POST LENGTH 369 chars median 358 · 25 days	 POSTS ANALYZED 30 25 days
 AD REACH 17.8K 24h avg	 CHURN / MONTH -1025 over last month	 CITATIONS 2 392 citation index · 2,310 channels mentioned all time	 CHANNEL AGE 2 years 11 months created 24.07.2023

AI EDITOR SUMMARY

Channel «Маркетинговый джем» – 122 242 subs. Each post averages 25.1K people (21% from subs), this is average reach – room to grow. Posts 8 posts per week (~1 per day) – regular schedule. For the week of June 15–21 reach grew by +12.2% to the week of June 8–14 – positive trend.

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 30 posts over 25 days.
- 02 Dominant format — Photo (19/30 posts).
- 03 Avg post length — 369 chars (median 358).
- 04 Peak audience activity — Wed, 12:00 MSK.
- 05 Top posts get 1x more views than the weakest (32.2K avg for top vs 26.1K for worst) — among 30 posts over 25 days. Worth analyzing what the top posts have in common — topic, format, time.

TOP 5 POSTS

Nº1 17.06 · 14:41 PHOTO Japanese invented a dessert for cat lovers — edible fur. The treat looks like tricolor cat fur, but tastes like ordinary...	VIEWS 33 231 REP. 236	REACT. 346 ER 27.2%
Nº2 17.06 · 09:33 PHOTO Happy KFC rebranding day. The chain decided not to seek new meanings or invent something radically new. At the center of it all...	VIEWS 32 083 REP. 109	REACT. 346 ER 26.2%
Nº3 15.06 · 08:52 PHOTO Japan opens a mayo paradise — Mayo x Mayo store, sauce flowing, offered with every...	VIEWS 31 268 REP. 367	REACT. 347 ER 25.6%

Nº4 15.06 · 14:23 PHOTO Brilliant: Heinz in Kuwait launched ketchup as red caviar. Even plain sausages look like luxury.	VIEWS 29 523 REACT. 348 REP. 203 ER 24.2%
Nº5 09.06 · 08:58 PHOTO Artemy Lebedev Studio released a poster for Russia Day with a tricolor in the shape of a Wi-Fi icon. Very relatable.	VIEWS 29 496 REACT. 349 REP. 85 ER 24.1%

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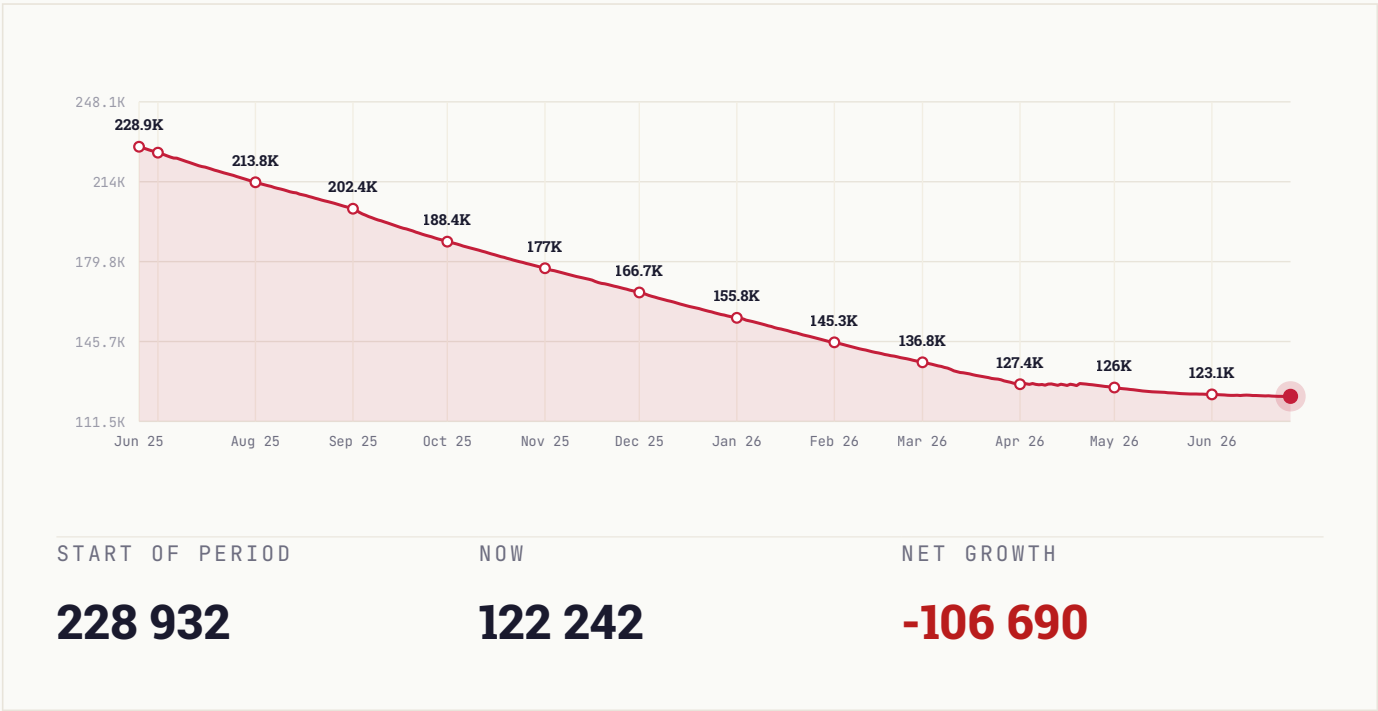
WORST 3

↓ 01.06 · 13:15 VIDEO Kanye West broke a record – his concert in Istanbul was attended by over 118,000 fans. The artist performed hits on a stage designed as...	VIEWS 26 373 REACT. 342 REP. 335 ER 21.6%
↓ 01.06 · 11:41 PHOTO A startup developing cleaning robots tested the tech in Airbnb apartments. Engineers checked in disguised as tourists and...	VIEWS 26 208 REACT. 343 REP. 538 ER 21.4%
↓ 31.05 · 14:50 PHOTO IKEA hosts a night event that will make you want to sleep every day. Ten lucky ones will spend the night in the store: food, ...	VIEWS 25 847 REACT. 347 REP. 341 ER 21.1%

SECTION 03 • SUB DYNAMICS

Channel growth over the year

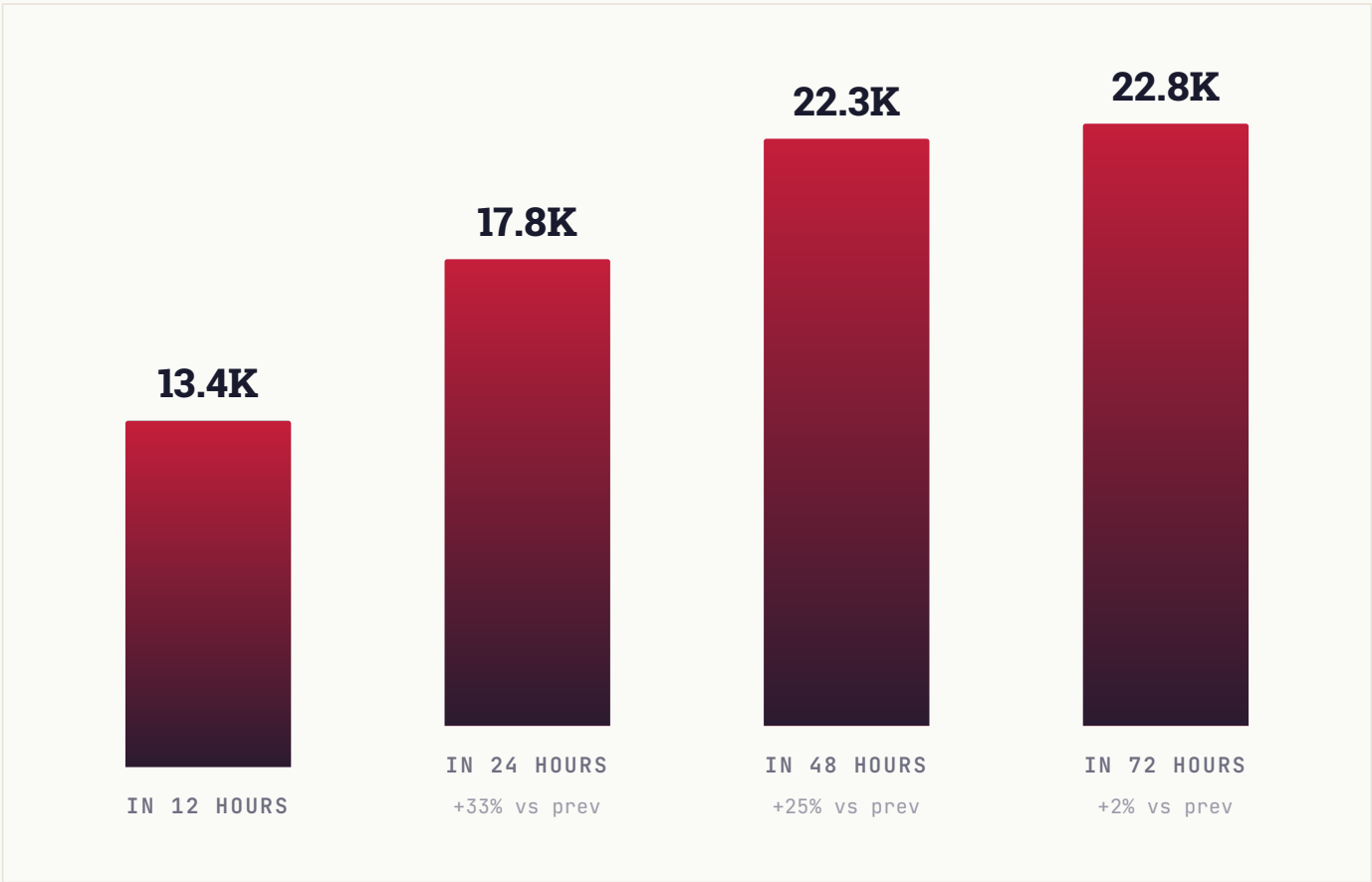
Subscriber growth over the year. Key months show exact sub count. See gains and losses.



SECTION 04 · AD POTENTIAL

How long a post drives reach

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



SECTION 05 · COMPETITORS

Who you compete with

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

CHANNEL	SUBS
TM My feed trends	2.5M
MO Ice cream	1.8M
OK Окак	1.6M
Today Search	1.3M
TR Trendly	1.2M
KV Customer is always right	1.1M
This Trending today	1M
Week TB Trends by Russia	1M
TV Trend or leave	935.3K
TR Trending	909.3K
MD Маркетинговый джем YOU	122.2K

COMPARATIVE INSIGHT

Channel in bottom half of top-100 niche (#51 of 99). Niche median — 125.2K subs. First growth KPI — reach median. Leader: My feed trends (2.5M).

— SECTION 06 · NICHE COMPARISON

Where the channel stands in its league

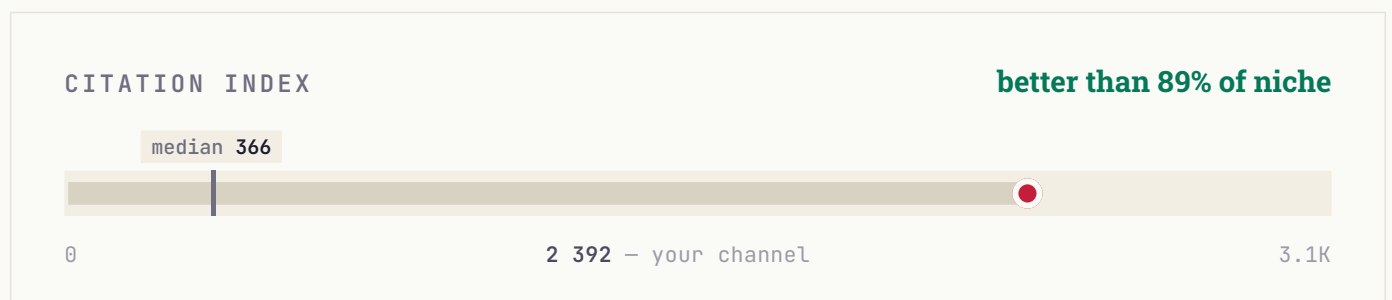
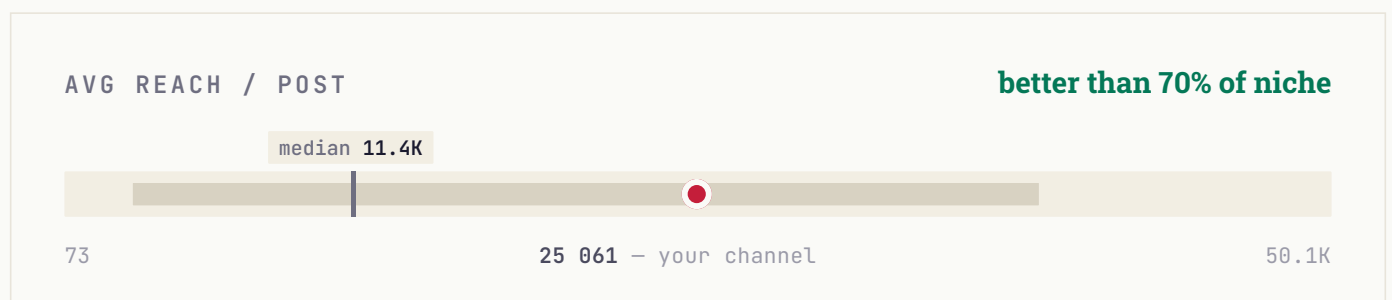
Took top-100 channels in category "Marketing, PR, advertising» (Russia) and see how your channel compares. Gray band — range for 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

#51

/100

POSITION IN NICHE

Channel in the bottom half of the ranking



— SECTION 07 • STRATEGY

What to do right now

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

- 01

Best post day — Wednesday
Audience 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). 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 quarterly with channels in the same segment. 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 — that's organic traffic.

EFFECT
Organic traffic source

★ WHAT'S NEXT

Want us to do this **PromptPress?**

This audit is what we can do in a few minutes using public data.
Want 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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