

PROMTPRESS PUBLIC REPORT

Channel audit

Маркетология



@marketology24

About social media, ads & marketing. Ads: @alfapolo Partnered with @Tgpodbor_official Invite link: <https://t.me/+olly1vrdFzg4YThiRKN> registry:...

SUBSCRIBERS

11 686

-82 per month

ERR (% SEE POSTS)

7.0%

daily 3.0%

REACH/POST

803

ad reach 355/24h

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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.

 SUBSCRIBERS 11 686 —	 SUBS REACH 6.87% avg % subs see post	 VIEWS/POST 803 median 502 · 1.0 day	 POSTS/WEEK 18.9 for period
 7D TREND — no data for period	 REACTIONS/POST — MTPROTO only	 POST LENGTH 355 chars median 466 · 1.0 day	 POSTS ANALYZED 3 1.0 day
 AD REACH 355 24h avg	 CHURN / MONTH -82 last month	 CITATION RATE 337 citation index · 816 channels mentioned all time	 CHANNEL AGE 5 years 7 months created 29.11.2020

AI EDITOR SUMMARY

Channel «Маркетология» — 11 686 subs. Each post avg views 803 people (7% of subs), reach is low — consider expanding audience. Posts 19 posts/week (~3/day) — consistent schedule.

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 3 posts over 1.0 day.
- 02 Dominant format — Text (1/3 of posts).
- 03 Avg post length — 355 chars (median 466).
- 04 Peak audience activity — Friday, 17:00 MSK.
- 05 Top posts get 1x more views than the weakest (803 avg top vs 803 worst) — among 3 posts over 1.0 day. Worth analyzing what the top has in common: topic, format, timing.

TOP 3 POSTS

№110.07 · 14:54VIDEO	Marketing through confrontation: why a niche brand beat the giants A local billboard showdown unfolded in Moscow 🦊🦊 🦊...	VIEWS	REACTIONS
		1 462	—
		REPOSTS	ER
		4	12.5%
№209.07 · 12:17TEXT	🔥 Stumbled upon a useful case: how a team got 500,000+ reach in Telegram In short, Tutu decided that in situational marketing speed...	VIEWS	REACTIONS
		502	—
		REPOSTS	ER
		—	4.3%
№310.07 · 14:34PHOTO	And speeding fines will be introduced	VIEWS	REACTIONS
		445	—
		REPOSTS	ER
		11	3.8%

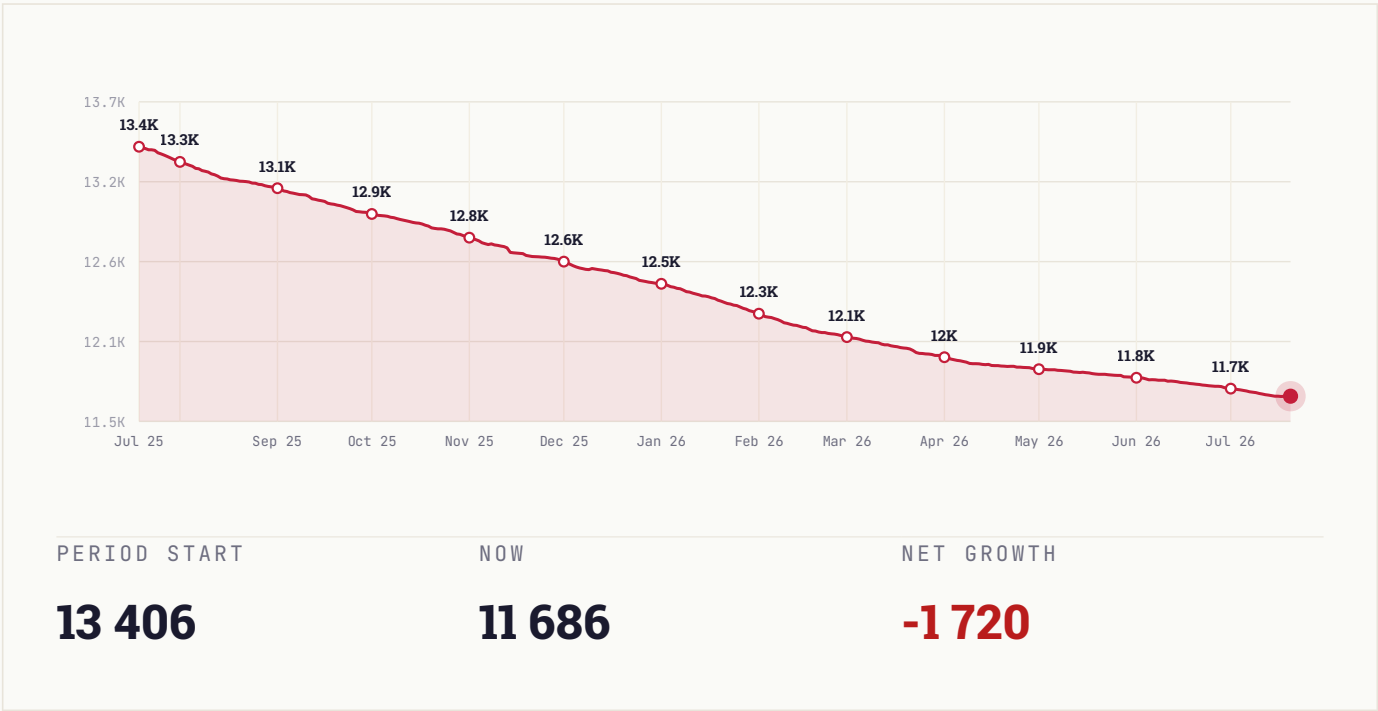
WORST 3

↓ 10.07 · 14:54 VIDEO Marketing through confrontation: why a niche brand beat the giants A local billboard showdown unfolded in Moscow 🦊🦊🦊...	VIEWS 1462 REPOSTS 4	REACTIONS — ER 12.5%
↓ 09.07 · 12:17 TEXT 🔥 Stumbled upon a useful case: how a team got 500,000+ reach in Telegram In short, Tutu decided that in situational marketing speed...	VIEWS 502 REPOSTS —	REACTIONS — ER 4.3%
↓ 10.07 · 14:34 PHOTO And speeding fines will be introduced	VIEWS 445 REPOSTS 11	REACTIONS — ER 3.8%

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.

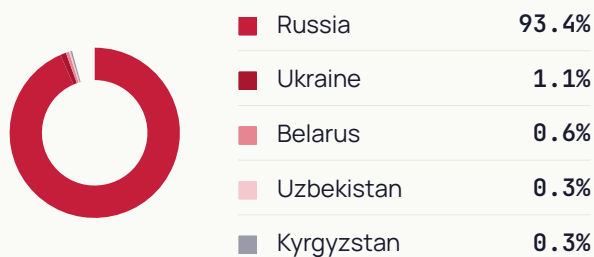


SECTION 04 • MENTIONS

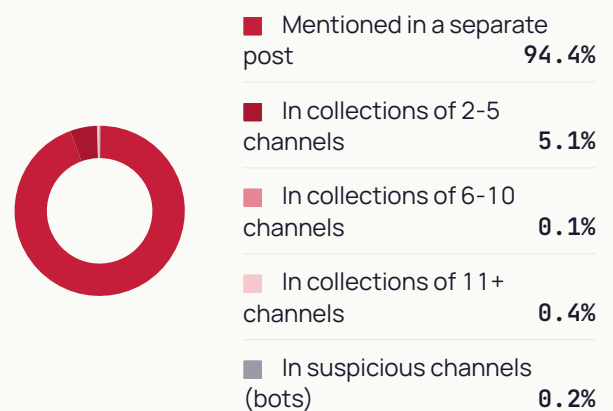
Who mentions the channel and how

Citation index **337** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from 1K. All-time mentions: **816** different channels.

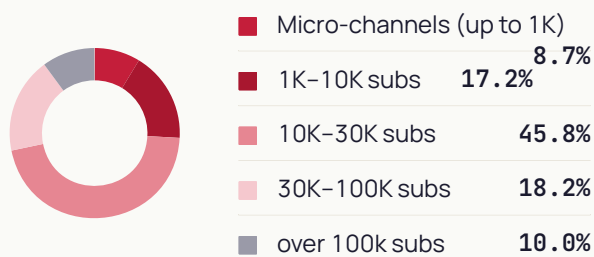
MENTIONING COUNTRIES



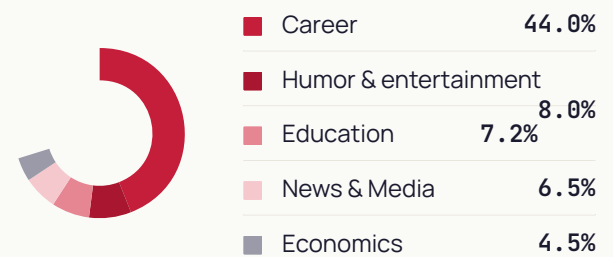
MENTION FORMAT



WHAT SIZE CHANNELS MENTION



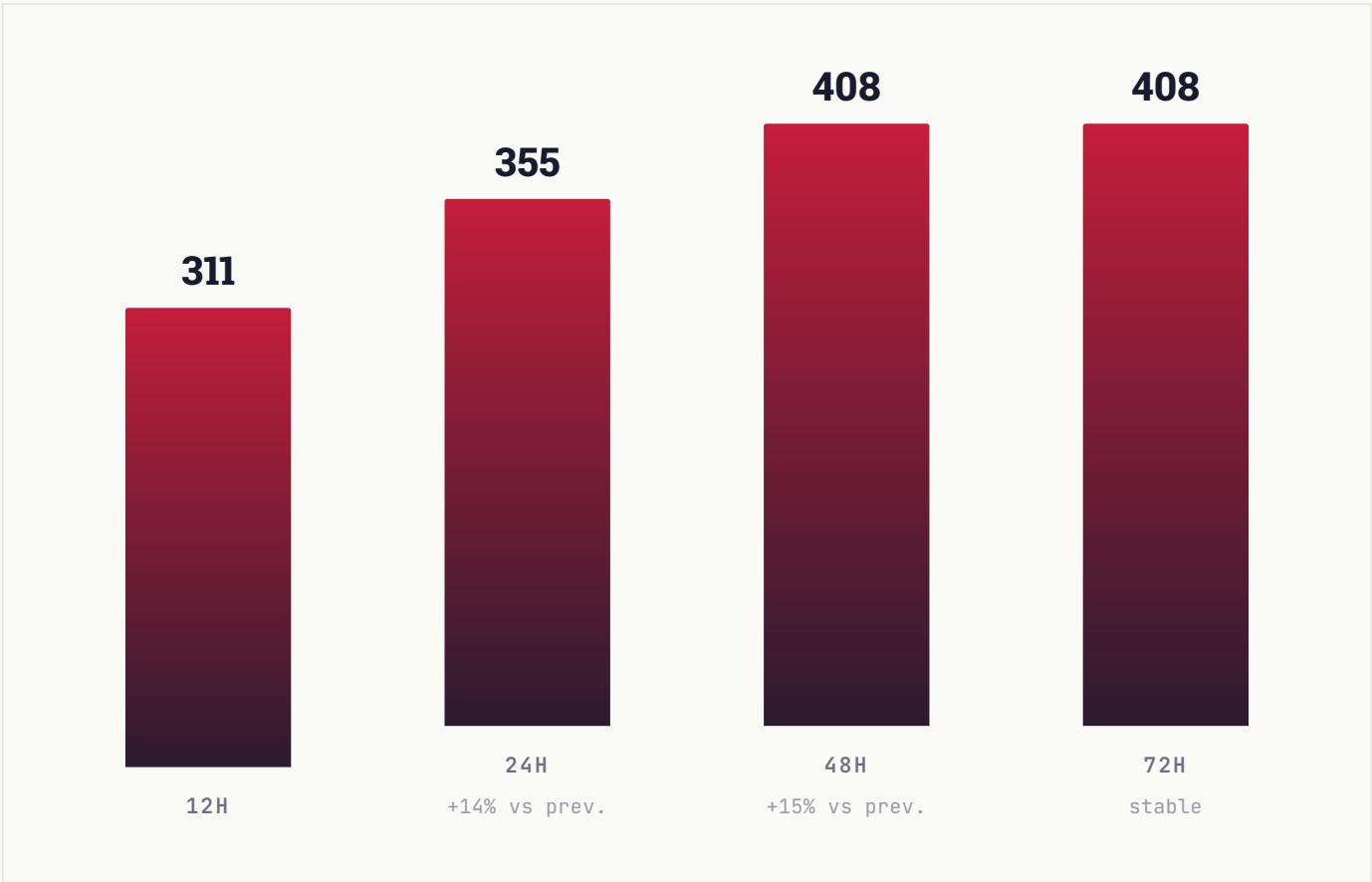
MENTION TOPICS



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 neighbors.

CHANNEL	SUBSCRIBERS
TM My feed trends	2.5M
MO Ice cream	1.7M
OK Oka	1.6M
Today Search	1.5M
TR Trending	1.2M
TB Trends by Russia	1.1M
KV Customer is always right	1.1M
TV Trend or leave	1.1M
TZ Set trends	1.1M
Yesterday Trending today	1M
MA Маркетология YOU	11.7K

COMPARATIVE CONCLUSION

Channel is still outside top-99 niche — early growth stage. Niche leader — My feed trends (2.5M), top-99 median: 148K. First goal — enter top-99 via systematic traffic & content work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

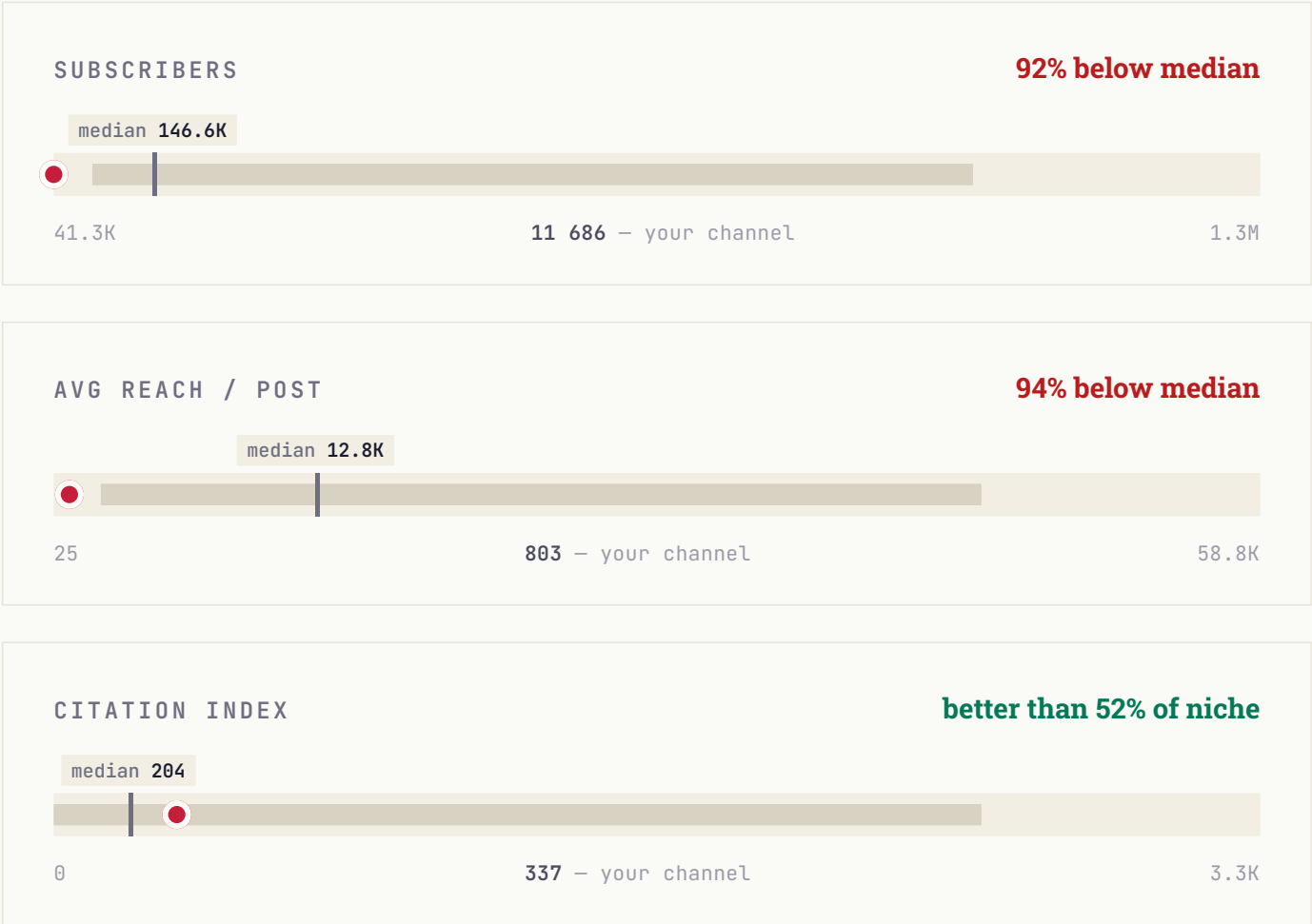
Every month we track posts in other channels that mention yours. Over the last **6 months** such mentions were **129**, they brought **11** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
January 2026	0	0	0	
December 2025	0	0	7	
Nov 2025	129	128	4	
Oct 2025	0	0	0	
Sep 2025	0	0	0	
August 2025	0	0	0	
TOTAL MENTIONS	129	MONTHS OF DATA	6	ACQUIRED SUBSCRIBERS
			11	

SECTION 08 · NICHE COMPARISON

Where channel stands in its league

Took top-100 channels in category «Marketing, PR, advertising» (Russia) and compared your channel. Gray band = 80% of niche channels (p10-p90). Black vertical = median. Red dot = your channel.



— SECTION 09 · STRATEGY

What to do right now

5 priority actions sorted 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 17:00 MSK.

EFFECT
Best window for an important post
- 02

System traffic buying
Three formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromtPress picks sources for your niche.

EFFECT
+1000-3000 subs
- 03

Test polls & interactive formats
Posts with polls/reactions usually boost ER by +5-15%.
One weekly poll on a hot topic — easy growth lever.

EFFECT
+5-15% ER
- 04

Cross-promo with neighboring channels
Exchange posts with channels in the same segment quarterly. 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 is what we can do in a few minutes using public data.
To go further – run ads through us and hit your growth plan in a month.

01	Launch ad in Telegram	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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