

PUBLIC REPORT BY PROMTPRESS

Channel audit

Psychology of Marketing



@marketpsy

Blog of Nikolay Molchanov: PhD in Psychology, Moscow State University, INSEAD, behavioral management expert, science popularizer. Author of best business books in Russia in 2020 and 2022...

SUBSCRIBERS

177 371

-1068 per month

ERR (% SEE POSTS)

8.0%

daily 3.5%

REACH/POST

12.5K

ad reach 6.2K/24h

— CONTENTS · 2026

What's inside the report

01 Channel snapshot

12 key metrics · AI summary

02 Content analysis

Top-5 posts · worst 3 · insights

03 Citation rate

Who mentions the channel and how

04 Ad potential

How long a post brings reach

05 Competitors

Niche neighbors · your spot

06 Mention dynamics

6 months · monthly

07 Comparison with niche

Rank in «Marketing, PR, Advertising»

08 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 177 371 —	 SUBS REACH 7.05% avg % subs see post	 VIEWS/POST 12.5K median 13.3K · 29 days	 POSTS/WK 6.7 over period
 7D TREND -13.7% vs previous week	 REACTIONS/POST 251.1 total 7,030 reactions, 2,632 reposts, 1,333 comments	 POST LENGTH 908 chars median 1,000 · 29 days	 POSTS ANALYZED 28 29 days
 AD REACH 6.2K 24h avg	 CHURN / MONTH -1068 last month	 CITATION RATE 864 citation index · 1,451 channels mentioned all time	 CHANNEL AGE 8 years 6 months created 11.12.2017

AI EDITOR SUMMARY

Channel «Psychology of Marketing» — 177 371 subs. Each post averages 12.5K people (7% of subs), reach low — should expand audience. Publishes 7 posts per week (~1/day) — rare posts. Week of June 15–21 reach dropped -13.7% by week of June 8–14 — worth analyzing why.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and underperformers — to see what to repeat and what to remove from rotation.

WHAT SUCCESSFUL POSTS SHARE

- 01 Analysis based on **28** posts over 29 days.
- 02 Dominant format — **Text** (18/28 posts).
- 03 Avg post length — **908** chars (median 1,000).
- 04 Peak audience activity — **Wed**, 18:00 MSK.
- 05 Top posts get **2x** more views than the weakest (17.8K avg for top vs 9.4K for worst) — among 28 posts over 29 days. Worth analyzing what the top has in common — topic, format, posting time.

TOP 5 POSTS

Nº1 28.05 · 06:41 TEXT If you don't give up and keep searching, sooner or later you'll find your happiness. A sensible phrase, but it implies that our happiness is cozy...	VIEWS 18 826 REPOSTS 361	REACTIONS 431 ER 10.6%
Nº2 29.05 · 06:41 TEXT «Сейчас не могу. Я занят» О, это прекрасное словечко из корпоративного сленга! И все должны расступится, ведь нам некогда, мы ожесточенно...	VIEWS 17 547 REPOSTS 167	REACTIONS 443 ER 9.9%
Nº3 27.05 · 15:02 PHOTO Manage campaigns ♥♥♥ in Yandex Direct right ♥♥♥♥ from your phone We love the feeling of being in control...	VIEWS 16 894 REPOSTS 10	REACTIONS 32 ER 9.5%

Nº4 05.06 • 06:41 TEXT Once Robert Provine set out to find out why people laugh. With assistants, he recorded conversations in bars, buses, shops...	VIEWS 16 581 REPOSTS 116 REACTIONS 281 ER 9.3%
Nº5 11.06 • 06:41 TEXT «А теперь – улыбочку!» Мы дружно говорим «чииз», бежим смотреть фотографию - и видим какую-то перекошенную гримасу. Рот неестественно...	VIEWS 16 507 REPOSTS 95 REACTIONS 381 ER 9.3%
WORST 3	
↓ 16.06 • 06:41 TEXT Today's post I gave to Lifehacker) Developed the idea of express friendship I wrote about earlier)	VIEWS 10 494 REPOSTS 3 REACTIONS 43 ER 5.9%
↓ 22.06 • 06:41 POLL (post without caption – poll)	VIEWS 8 986 REPOSTS 12 REACTIONS 55 ER 5.1%
↓ 22.06 • 10:17 TEXT Well of course, who was I trying to fool with such a naive question - that doesn't fly with PM blog readers) Should have done it differently) Let's say...	VIEWS 8 785 REPOSTS 16 REACTIONS 194 ER 5.0%

SECTION 03 • MENTIONS

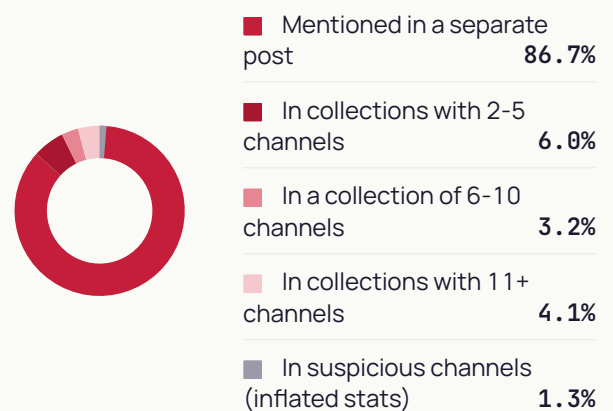
Who mentions the channel and how

Citation index **864** — channel popularity score based on mentions. Considers not just count but also weight of mentioners: a post from a 100K subs channel weighs more than from 1K subs. All time channel mentioned **1 451** different channels.

COUNTRIES MENTIONING YOU



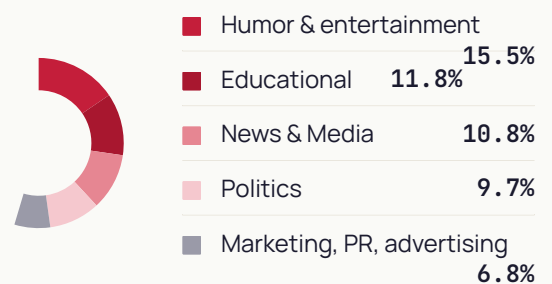
FORMAT OF MENTIONS



WHAT SIZE CHANNELS MENTION YOU



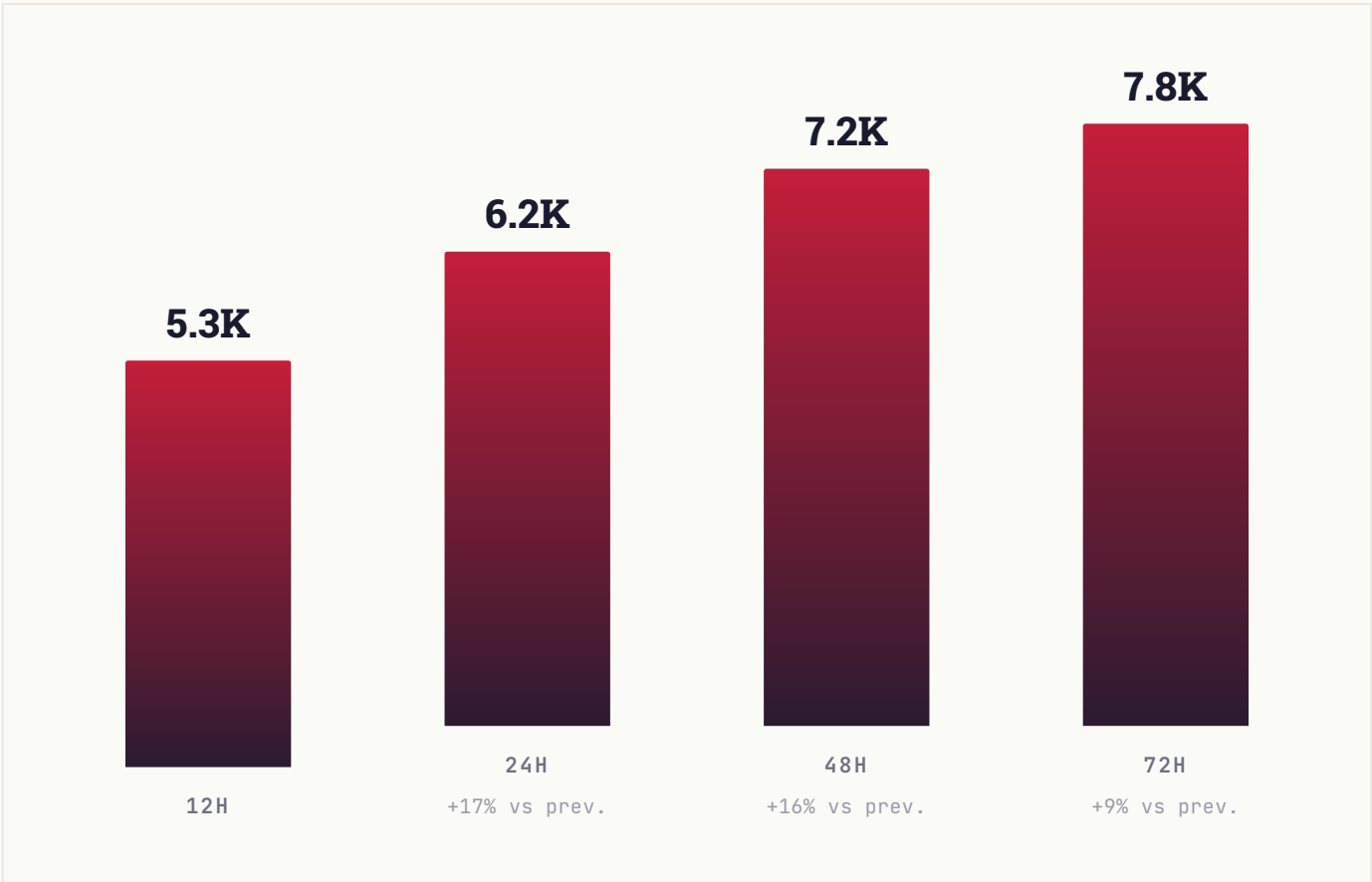
TOPICS OF MENTIONS



SECTION 04 · AD POTENTIAL

How long a post brings reach

Avg reach of ad post over 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. Highlighted your channel — you can see its place among niche neighbors.

CHANNEL	SUBSCRIBERS
TM My feed trends	2.5M
MO Ice cream	1.8M
OK OK	1.6M
ER Search	1.3M
TR Trendly	1.2M
KV Customer is always right	1.1M
ERR Trending today	1M
TB Trends by Russia	1M
TV Trend or die	935.3K
TR Trendach	909.3K
PM Psychology of Marketing YOU	177.4K

COMPARATIVE INSIGHT

Channel in top half of niche (#30 of 99). Niche leader — My feed trends (2.5M), median subs 125.2K. Aim for the top quartile — a realistic 6-12 month horizon.

SECTION 06 · MENTION TRENDS

How often the channel is mentioned

Every month we record posts in other channels that mention your channel. Over the last **6 months** such mentions were **171**, they brought **35 107** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
December 2025	12	12	210	
November 2025	15	8	450	
October 2025	42	33	2 600	
September 2025	38	33	169	
August 2025	26	20	31 324	
July 2025	38	33	354	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
171	6	35 107

SECTION 07 • NICHE COMPARISON

Where the channel stands in its league

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

#30 /100

RANK IN NICHE

Channel in the top half of the ranking

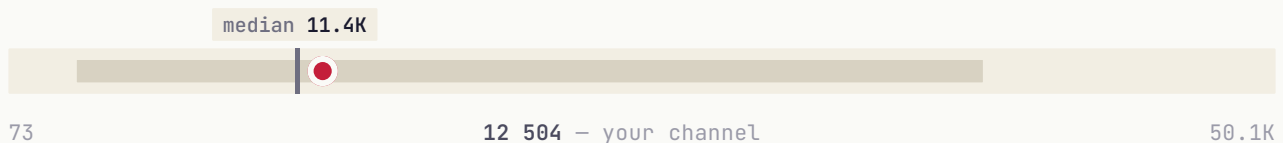
SUBSCRIBERS

better than 52% of niche



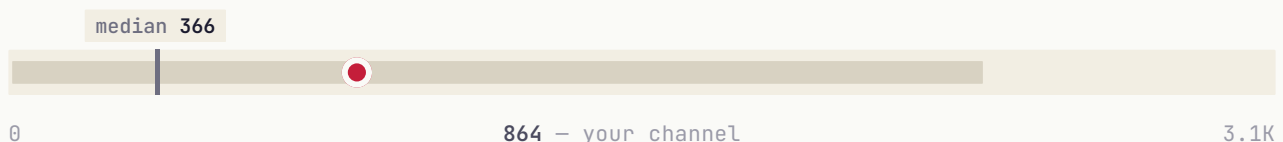
AVG REACH / POST

better than 51% of niche



CITATION INDEX

better than 59% of niche



— SECTION 08 · STRATEGY

What to do right now

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

01

Top post of the week — on Wednesday

Audience is most active on this day at 18:00 MSK.

EFFECT

**Best window
for an
important post**

02

Increase share of video posts

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**

03

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**

04

Test polls & interactive formats

Posts with polls/reactions usually boost ER by 5-15%.
One weekly poll on a hot topic is an easy win.

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

Swap posts quarterly with channels in the same segment. No need daily — 2-3 collabs give relevant growth.

EFFECT

**Growth from
relevant
audience**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is 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 ads in Telegram	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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