

— PROMTPRESS PUBLIC REPORT

Channel audit

Маркетолог в тренде



@marketvtrende

Marketing without borders: ideas, tips and trends. RKN:
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SUBS

143 718

58 posts 28 days

ERR (% SEE POSTS)

13.0%

per day 11.4%

REACH/POST

18.7K

ad reach 16.3K/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's calculated for.

 SUBS 143 718 —	 SUBSCRIBER REACH 13.04% avg % of subs see post	 VIEWS/POST 18.7K median 18.6K · 28 days	 POSTS/WK 14.1 over period
 7D TREND +28.1% vs previous week	 REACTIONS/POST 102.8 only 5,960 reactions, 2,550 reposts, 0 comments	 POST LENGTH 336 chars median 274 · 28 days	 POSTS IN ANALYSIS 58 28 days
 AD REACH 16.3K 24h avg	 CITATION RATE 0 citation index · 1 channel mentioned ever	 CHANNEL AGE 1 month 8 days created 18.05.2026	

AI EDITOR SUMMARY

Channel «Маркетолог в тренде» — 143 718 subs. Each post averages 18.7K people (13% from subs), reach low — need to grow audience. Publishes 14 posts per week (~2/day) — consistent. Week 15–21 Jun reach grew by +28.1% by week 8–14 Jun — positive trend.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement & underperformers – to see what to repeat and what to drop.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on**58** posts in 28 days.
- 02 Dominant format – **Photo** (40/58 posts).
- 03 Avg post length – **336** chars (median 274).
- 04 Audience peak activity – **Wednesday**, 12:00 MSK.
- 05 Top posts get **2x** more views than the weakest (22.7K avg top vs 14.9K worst) – among 58 posts in 28 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 19.06 · 09:35 VIDEO 🕒 Swarovski celebrated Shrek's 25th anniversary with crystal figurines of the characters. The largest is 13 cm tall with 551 facets. Shrek figurine for \$650...	VIEWS	REACTIONS
	23 134	116
	REPOSTS	ER
	72	16.1%
Nº2 18.06 · 13:35 PHOTO 🕒 In the UK, McDonald's launched outdoor ads using real photos of its customers. They took pictures of people stopping by for a burger at night, sitting in...	VIEWS	REACTIONS
	22 523	134
	REPOSTS	ER
	61	15.7%
Nº3 19.06 · 13:35 PHOTO 🕒 Warner Bros. opens a two-story flagship store in London dedicated to the Harry Potter universe – nearly 2,000 m² on Oxford Street. Launch scheduled for fall...	VIEWS	REACTIONS
	22 472	106
	REPOSTS	ER
	46	15.6%

Nº4 18.06 • 16:35 PHOTO Levi's brilliantly adapted to the logo ban at their namesake stadium. FIFA demanded to hide branding, and the iconic sign above...	VIEWS 22 386 REPOSTS 53 REACTIONS 103 ER 15.6%
Nº5 19.06 • 16:35 PHOTO ☒ ASICS revived the legendary film Kill Bill and released those iconic yellow sneakers... on a HEEL. Available this fall. Price...	VIEWS 22 377 REPOSTS 56 REACTIONS 117 ER 15.6%

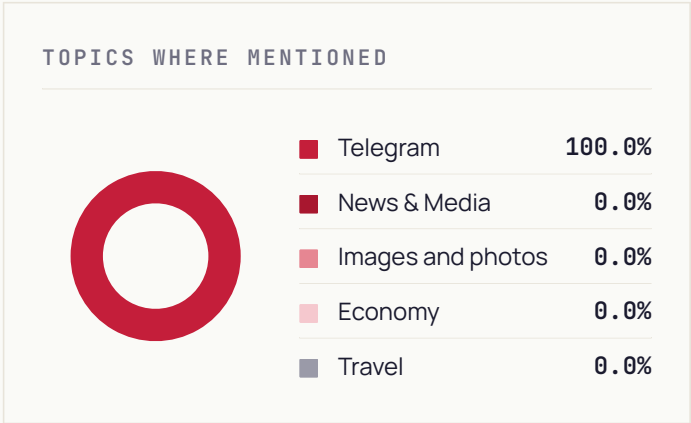
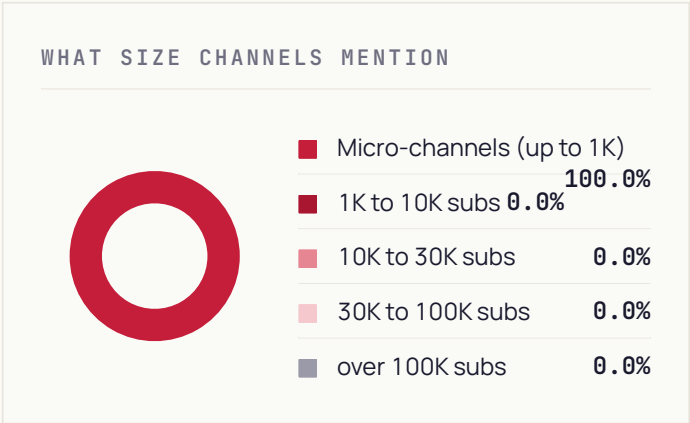
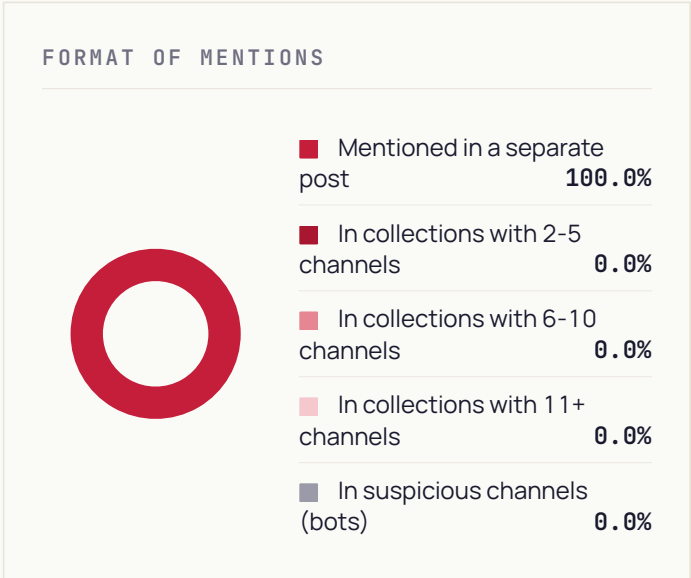
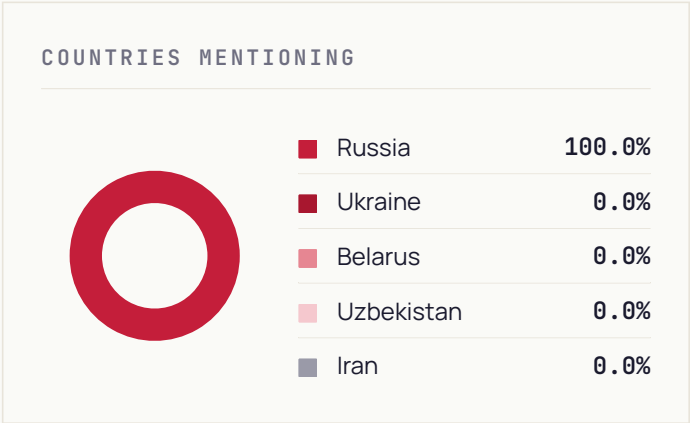
WORST 3

↓ 04.06 • 12:10 VIDEO Heineken turned an office elevator into a full BAR. In a Singapore office building, you can now grab a free beer can on your way to...	VIEWS 15 035 REPOSTS 67 REACTIONS 143 ER 10.5%
↓ 04.06 • 16:50 VIDEO ☒☒ French Burger King launched a campaign for new King Tortillas featuring comedian Jamel Debbouze, who has a partially...	VIEWS 14 882 REPOSTS 83 REACTIONS 127 ER 10.4%
↓ 18.06 • 09:18 PHOTO Looks like custom cars for movie promos are becoming a new trend. This time, 'History...' joined forces...	VIEWS 14 777 REPOSTS 77 REACTIONS 125 ER 10.3%

SECTION 03 · MENTIONS

Who and how mentions the channel

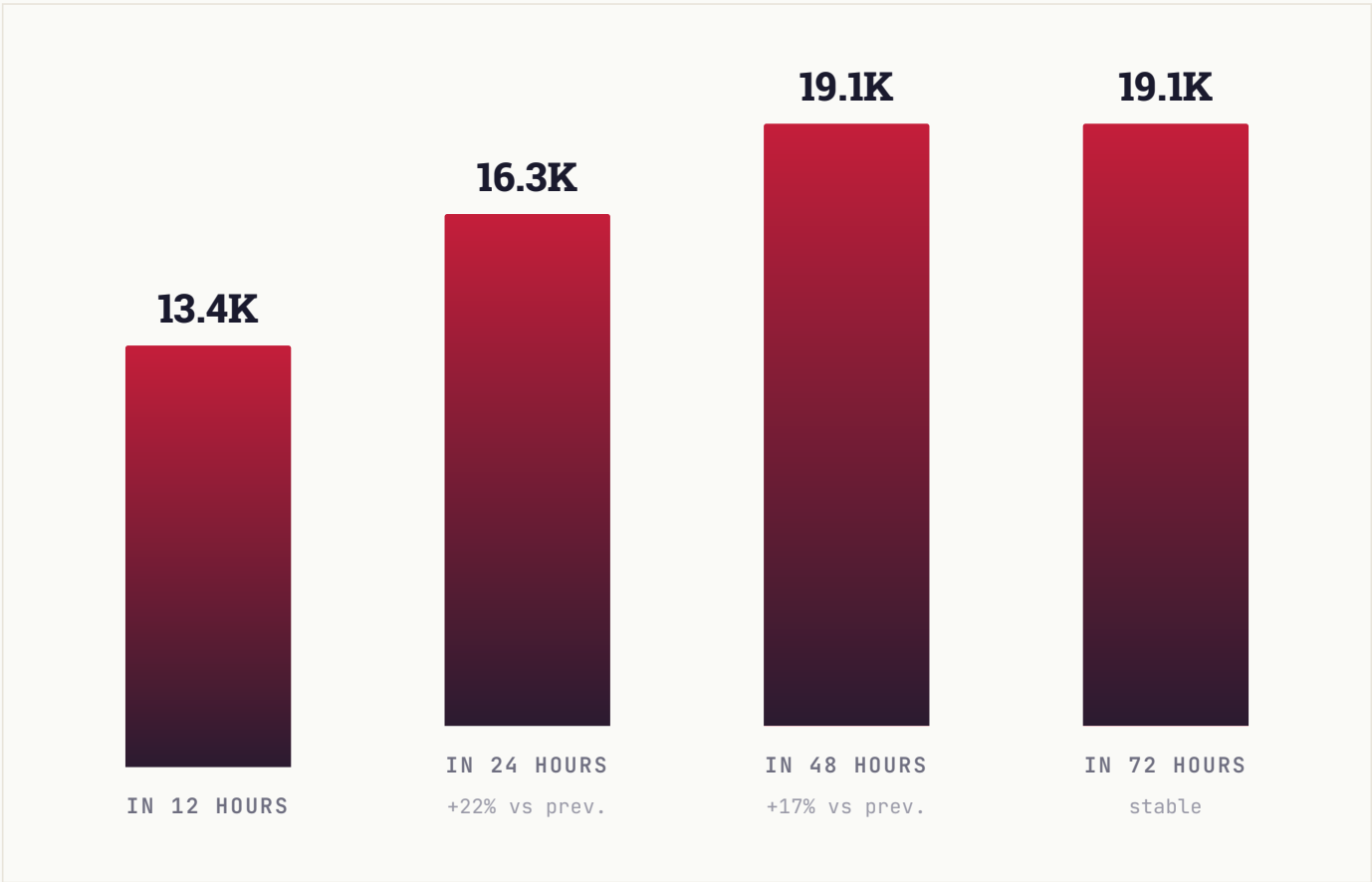
Citation index 0 – channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from 1K. All-time mentions: 1 different channels.



SECTION 04 · AD POTENTIAL

How long a post brings reach

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



SECTION 05 · 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 Окак	1.6M
ER Search	1.3M
TR Trendly	1.2M
KV Customer is always right	1.1M
AVG Trending today	1M
TB Trends by Russia	1M
TV Trend or die	935.3K
TR Trending	909.3K
MV Маркетолог в тренде YOU	143.7K

COMPARATIVE INSIGHT

Channel in top half of niche (#47 of 99). Niche leader — My Feed Trends (2.5M), median subs 125.2K. Aim for top quartile — realistic 6-12 month horizon.

SECTION 06 • 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 = 80% of niche channels (p10-p90). Black line = median. Red dot = your channel.

#47

/100

POSITION IN NICHE

Channel in the top half of the ranking

SUBS

better than 51% of niche

median 123.8K

29.7K

143 718 – your channel

1.1M

AVG REACH / POST

better than 60% of niche

median 11.4K

73

18 738 – your channel

50.1K

CITATION INDEX

99% below median

median 366

0

0 – your channel

3.1K

— SECTION 07 · STRATEGY

What to do right now

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

- 01

Top post of the week — on Wednesday

Audience most active on this day at 12:00 MSK.

EFFECT

Best window for an important post
- 02

Systematic traffic buying

3 formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromptPress finds sources for your niche.

EFFECT

+1000-3000 subs
- 03

Test polls & interactive formats

Posts with polls/reactions usually give +5-15% ER. One poll per week on a hot topic — easy growth lever.

EFFECT

+5-15% ER
- 04

Cross-promo with neighboring channels

Swap posts with same-segment channels once a quarter. 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 us to do it PromptPress?

This audit — what we can do in minutes using public data. Want to go further? 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