

— PUBLIC REPORT BY PROMTPRESS

Channel audit

Thoughts- NonThoughts



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SUBSCRIBERS

151 863

+1138 per month

ERR (% SEE POSTS)

14.0%

per day 10.9%

REACH/POST

20.3K

ad reach 16.5K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. Subtitle shows the period.

 SUBSCRIBERS 151 863 —	 SUBSCRIBER REACH 13.38% avg % subs see post	 VIEWS/POST 20.3K median 19.9K · 29 days	 POSTS/WEEK 44.2 for period
 7D TREND +1.9% vs previous week	 REACTIONS/POST — MTPROTO only	 POST LENGTH 857 chars median 898 · 29 days	 POSTS ANALYZED 186 29 days
 AD REACH 16.5K avg per 24h	 CHURN / MONTH +1138 last month	 CITATION RATE 975 citation index · 2,888 channels mentioned ever	 CHANNEL AGE 9 years 8 months created 22.09.2016

AI EDITOR SUMMARY

Channel «Thoughts-NonThoughts» — 151 863 subs. Each post avg views 20.3K people (13% of subs), low reach — expand audience. Publishes 44 posts per week (~6/day) — active. Week 25–31 May reach stable (+1.9% vs week 18–24 May).

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **186** posts in 29 days.
- 02 Dominant format — **Text** (167/186 posts).
- 03 Avg post length — **857** chars (median 898).
- 04 Peak audience activity — **Wednesday**, 17:00 MSK.
- 05 Top posts get **2x** more views than weakest (40K avg top vs 17.3K worst) — among 186 posts in 29 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 27.05 · 14:12 TEXT Russia's Constitutional Court settled the dispute over MTPL limits, ruling the current practice unconstitutional...	VIEWS 73 402 REP. 65	REACTIONS — ER 48.3%
Nº2 21.05 · 09:27 TEXT Russian credit debt hit a record. Q1 loan portfolio reached 37.4 trillion rubles, up 1.6...	VIEWS 23 316 REP. 22	REACTIONS — ER 15.4%
Nº3 30.05 · 14:09 TEXT Oil supply disruptions via the Strait of Hormuz are becoming an increasingly serious risk for the global economy and energy security. This...	VIEWS 23 284 REP. 7	REACTIONS — ER 15.3%

Nº4 01.06 • 17:20 PHOTO A major scandal erupts in the recruiting market: it turns out that the main HR rating from HeadHunter is easily manipulated...	VIEWS 23 261 REP. 22	REACTIONS — ER 15.3%
Nº5 25.05 • 08:23 TEXT Russia's IT sector in 2025 showed its first revenue decline in years, down nearly 60...	VIEWS 23 199 REP. 22	REACTIONS — ER 15.3%

|

WORST 3

↓ 27.05 • 06:47 TEXT Russia-UAE trade in 2025 grew 1.5x to a record \$14B, said First Deputy PM...	VIEWS 17 394 REP. 1	REACTIONS — ER 11.5%
↓ 27.05 • 12:23 TEXT Bank of Russia called fair and justified the court ruling on immediate enforcement of the decision to recover over \$249.43 billion from Euroclear...	VIEWS 17 337 REP. 3	REACTIONS — ER 11.4%
↓ 27.05 • 14:42 TEXT Moscow City Court yesterday upheld the Tverskoy District Court ruling on IT investor Alexander Galitsky and Almaz Capital fund...	VIEWS 17 304 REP. 6	REACTIONS — ER 11.4%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

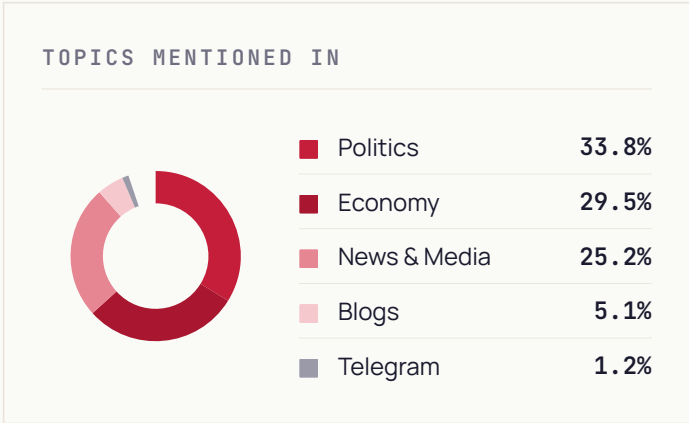
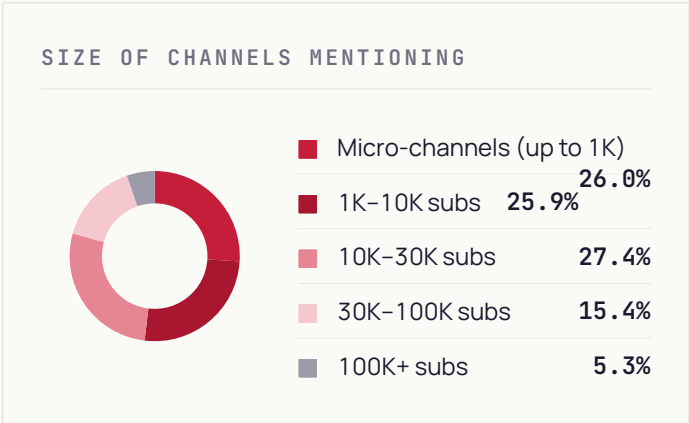
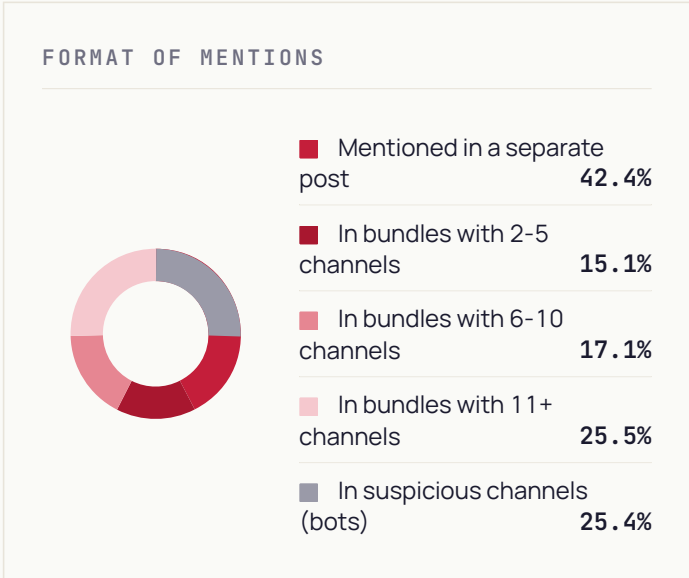
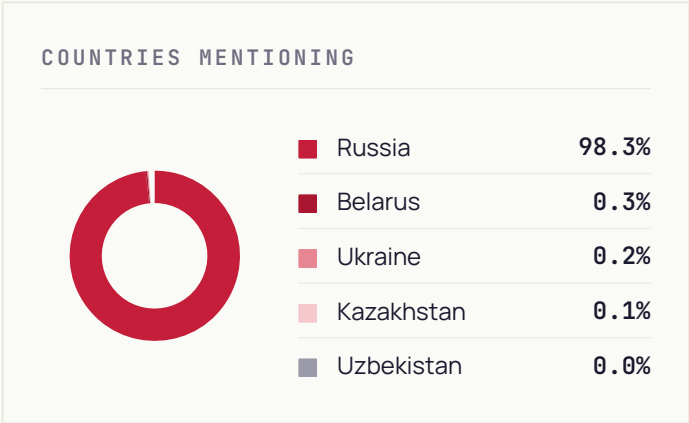
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel grew and which it lost subs.



SECTION 04 · MENTIONS

Who & how mentions the channel

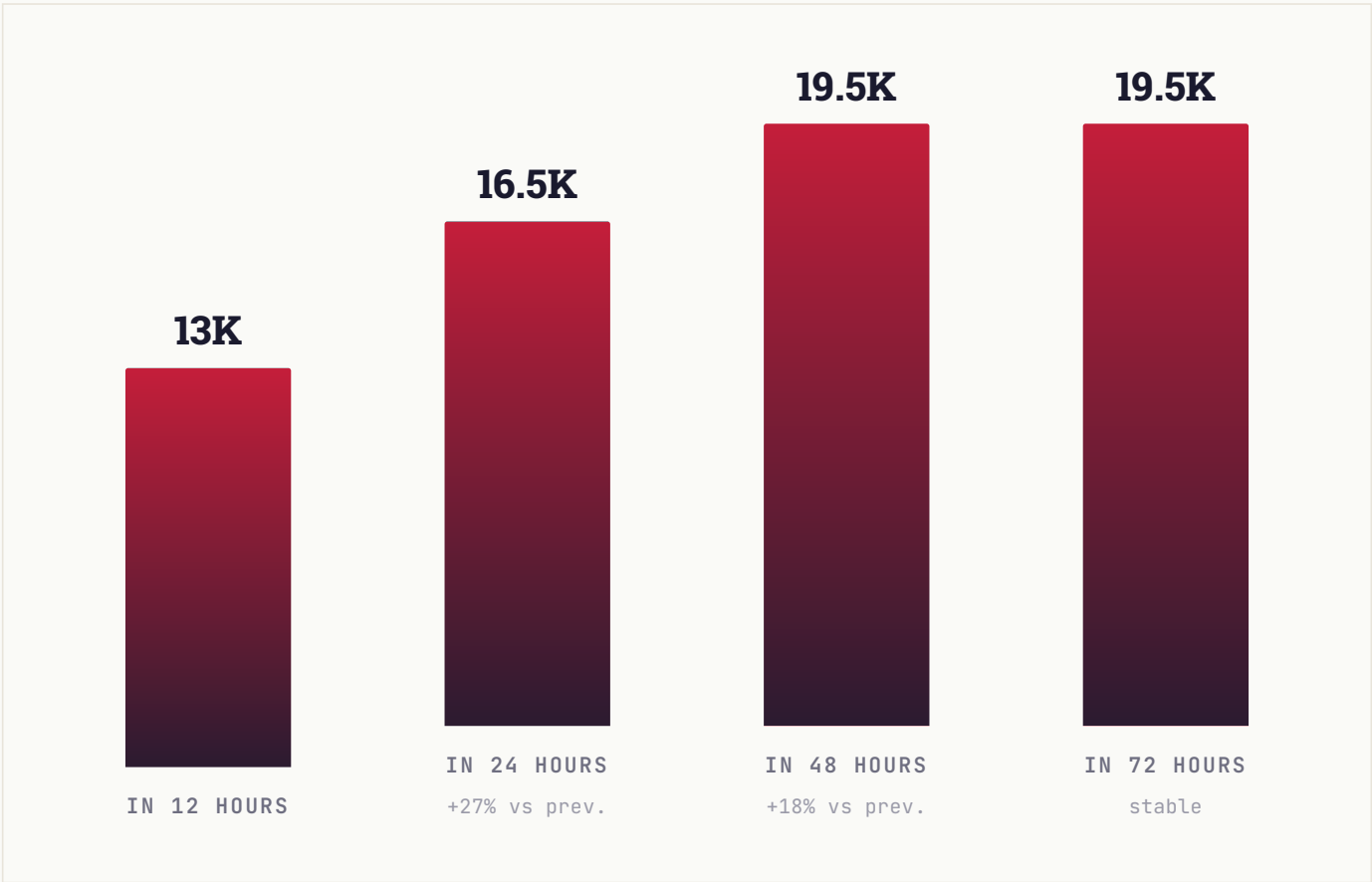
Citation index **975** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from 1K subs. All time channel mentioned **2 888** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg ad post reach over time since publication. Helps estimate how long a placement stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

11 closest channels by topic and audience. Your channel highlighted — see its niche rank.

CHANNEL	SUBSCRIBERS
TE The Economist	1.2M
TE Axe. Economy.	1.2M
BB Ruthless Bankster	1M
AL Alfa-Bank	1M
RE Russian economy	849.3K
AL Alfa-Investments	736.6K
MU Multiplier	734.3K
Sat Sber	717K
OG Olga Gogaladze	590.2K
BC More than economy	541.2K
WE Thoughts-NonThoughts YOU	151.9K

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#59 of 99). Niche median — 182.3K subs.
First growth KPI — reach median. Leader: The Economist (1.2M).

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 **791**, they brought **29 478** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	166	65	13 460
Nov 2025	131	49	2 668
Oct 2025	124	39	3 366
Sep 2025	147	62	3 183
August 2025	105	28	3 268
July 2025	118	47	3 533
TOTAL MENTIONS		MONTHS IN DATA	ATTRACTED SUBSCRIBERS
791		6	29 478

SECTION 08 • NICHE COMPARISON

Where channel ranks in its league

Took top-100 channels in category «Economy» (Russia) and saw how your channel compares. Gray band — range for 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

#59

/100

POSITION IN NICHE

Channel in bottom half of ranking

SUBSCRIBERS

worse than median by 17%



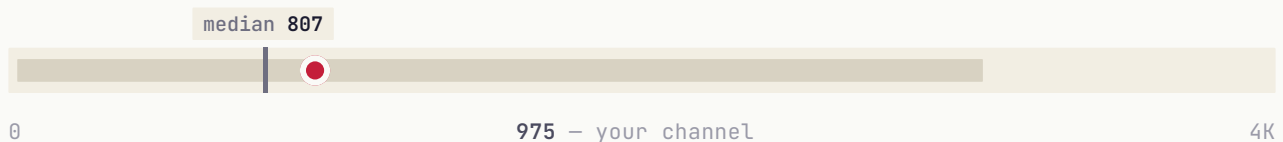
AVG REACH / POST

worse than median by 10%



CITATION INDEX

better than 52% of niche



— SECTION 09 · 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 17:00 MSK.

EFFECT

Best window for important post
- 02

Increase video posts share

Video in Telegram holds audience longer & is favored by algorithm. Aim for 15-25%.

EFFECT

Video holds audience better
- 03

Systematic traffic buying

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

EFFECT

+1000-3000 subs
- 04

Test polls & interactive formats

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

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 — what we can do in minutes from public data. Want more? Run ads with us and hit your growth plan in a month.

01

Launch Telegram ad

<https://panel.promptpress.com/register>

02

Contact manager

t.me/PromptPress_manager
