

PUBLIC REPORT BY PROMTPRESS

Channel audit

Ice Cream



@na_morozhenoe

Tasty insights on modern marketing, media, and ads. 🍦 Collab:
@redcat Contact author: @morozenbot RKN: <https://clck.ru/3Gfcki>

SUBSCRIBERS

1 748 162

-16517 per month

ERR (% WHO SEE
POSTS)

2.0%

daily 1.0%

REACH/POST

31.6K

ad reach 16.9K/24h

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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 1 748 162 —	 SUBSCRIBER REACH 1.81% avg % subs see post	 VIEWS/POST 31.6K median 32K · 29 days	 POSTS/WK 27.1 over period
 7D TREND -20.1% vs previous week	 REACTIONS/POST 662.2 total 75,490 reactions, 17,475 reposts, 0 comments	 POST LENGTH 383 chars. median 366 · 29 days	 POSTS ANALYZED 114 29 days
 AD REACH 16.9K 24h avg	 CHURN / MONTH -16517 last month	 QUOTE RATE 667 citation index · 3,989 channels mentioned all time	 CHANNEL AGE 6 years 11 months created 07.07.2019

AI EDITOR SUMMARY

Channel 'Morozhenoe' – 1 748 162 subs. Each post avg views 31.6K people (2% from subs), reach is low – need to expand audience. Publishes 27 posts per week (~4/day) – active publishing. For week 22–28 Jun reach dropped -20.1% to week 15–21 Jun – worth analyzing reasons.

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 114 posts over 29 days.
- 02 Dominant format – Photo (83/114 posts).
- 03 Avg post length – 383 chars (median 366).
- 04 Peak audience activity – Friday, 22:00 MSK.
- 05 Top posts drive 2x more views than the weakest (43.7K avg for top vs 17.7K for worst) – among 114 posts over 29 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 12.06 · 19:14 VIDEO Girl drinks tea from a bottle with TWO NECKS – as you guessed, the 'fruit drama' trend keeps taking over the world and has already appeared on...	VIEWS 44 792 REPOSTS 199	REACTIONS 906 ER 2.6%
Nº2 12.06 · 15:00 PHOTO Free FESTIVAL by Alfa-Bank in Krasnodar – madk1d and Dark Prince performed. Students got lectures from creators...	VIEWS 43 404 REPOSTS 37	REACTIONS 402 ER 2.5%
Nº3 17.06 · 05:02 PHOTO Egor Kreed is making a DOCUMENTARY about himself – 😂😂😂😂😂😂😂😂 The singer promised to honestly tell the journey from a simple rich son of a father from...	VIEWS 42 952 REPOSTS 171	REACTIONS 1 415 ER 2.5%

Nº4 15.06 • 15:39 VIDEO Vibe coder lives on a MATTRESS in central St. Pete — founder of Ai b2b p2p CRM announced this challenge 🖥️ Honestly, kinda pictured it that way...	VIEWS 42 537 REPOSTS 130 REACTIONS 404 ER 2.4%
Nº5 19.06 • 05:02 PHOTO AAAAAA, THE GRINCH WITH JIM CARREY GETS A SEQUEL 🔥🔥🔥 Ron Howard, who directed the original, may return as director...	VIEWS 42 455 REPOSTS 107 REACTIONS 565 ER 2.4%

WORST 3

↓ 29.06 • 08:00 PHOTO Discounts up to -40% on Ozon fresh products found! Scanned the assortment: lots of sweets, dairy, nuts, chips and...	VIEWS 18 794 REPOSTS 11 REACTIONS 30 ER 1.1%
↓ 29.06 • 06:53 PHOTO Samsung, Micron and SK Hynix accused of collusion — companies sued in COURT 🔍🏢📱 Class action filed in California against the largest...	VIEWS 18 428 REPOSTS 71 REACTIONS 358 ER 1.1%
↓ 29.06 • 10:02 VIDEO A swear ditty from Oxy* and Johnny Boy's battle turned into anime cuteness NYAA KAWAI 😊😊😊 The girl calling herself a singer and artist showed...	VIEWS 15 745 REPOSTS 247 REACTIONS 360 ER 0.9%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

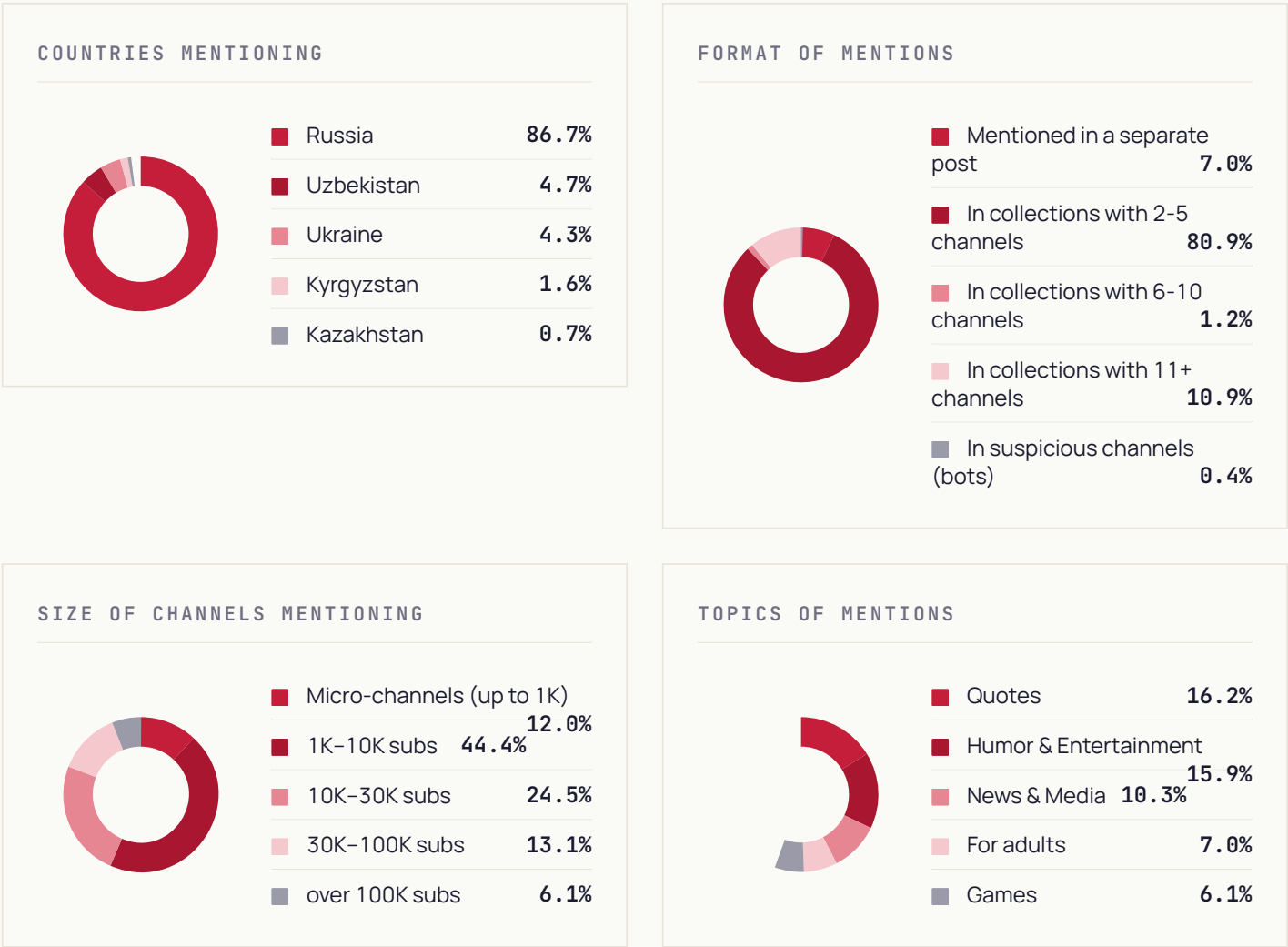
Subscriber growth chart for the year. Key months show exact sub count. See which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

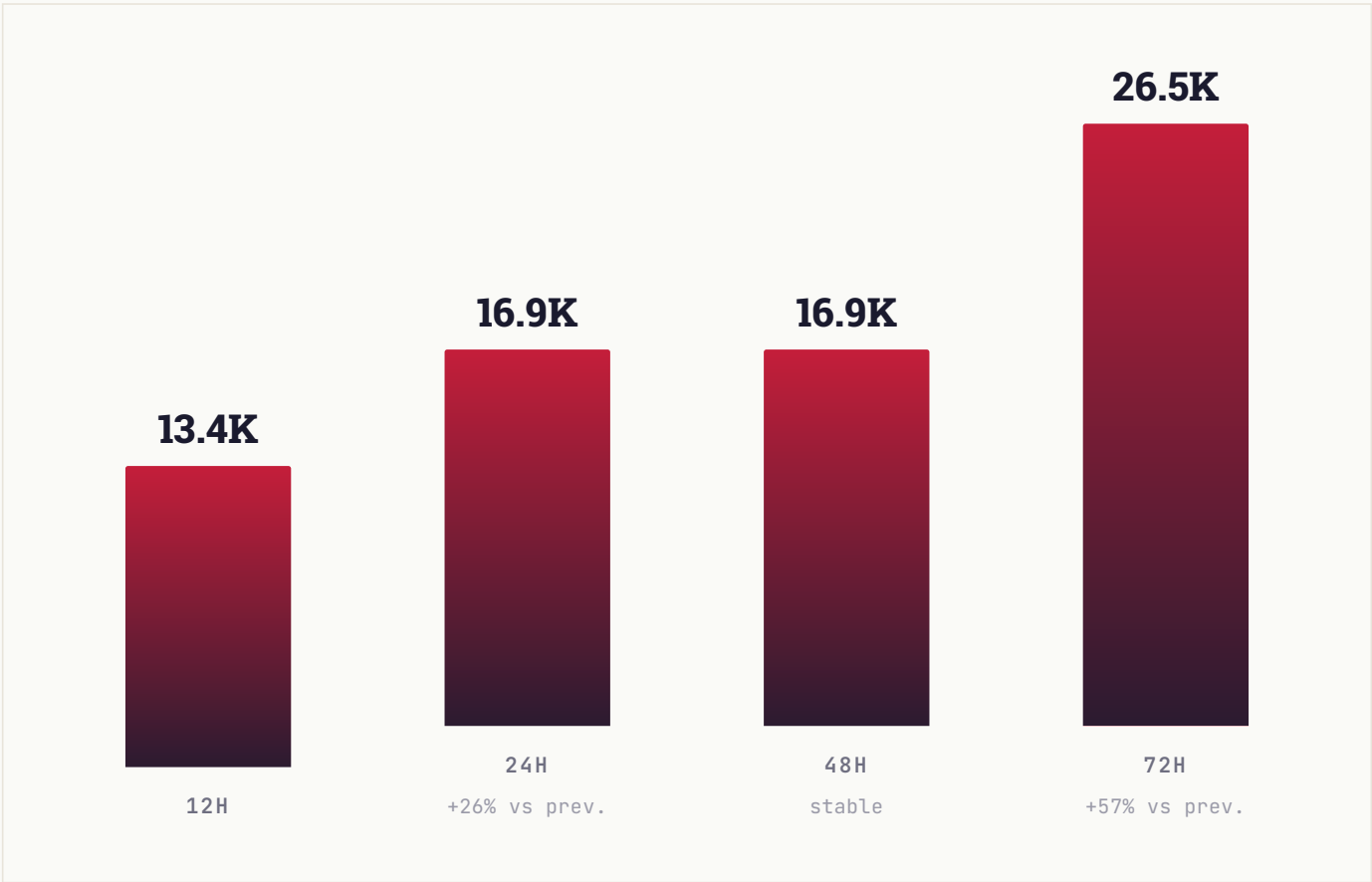
Citation index **667** — channel popularity rating based on mentions. Considers not only quantity but also weight of mentioners: a post from a 100k subs channel weighs more than from 1k. All time channel was mentioned **3 989** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates 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 closest channels by topic and audience. Your channel is highlighted — see its rank among niche peers.

CHANNEL	SUBSCRIBERS
TM My feed trends	2.5M
MO Ice Cream YOU	1.7M
OK Oka	1.6M
SE Search	1.4M
TR Trendly	1.2M
ER Customer is always right	1.1M
TB Trends by Russia	1.1M
SV Trending today	1M
TZ Set trends	939.7K
TV Trend or leave	920.5K
TR Trendach	899.5K

COMPARATIVE INSIGHT

Channel in top-2 niches (#2 of 99 category channels). One of the leaders — client-partners can cross-promo with equals; for PR/reach you're a valuable media partner.

SECTION 07 · 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** mentions count **18**, they brought **1 566 273** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
Jan 2026	1	1	50 727	
December 2025	3	3	27 372	
November 2025	10	10	564 466	
October 2025	0	0	305 516	
September 2025	1	1	303 976	
August 2025	3	2	314 216	

TOTAL MENTIONS	MONTHS IN DATA	ACQUIRED SUBSCRIBERS
18	6	1 566 273

— SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

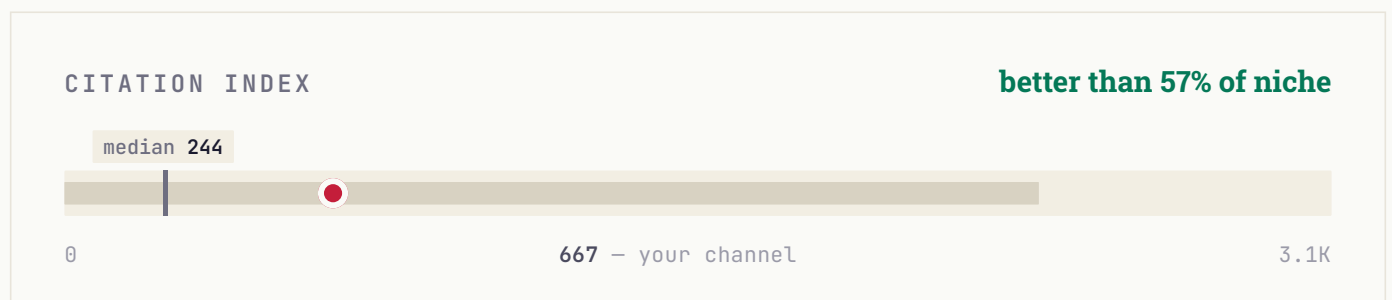
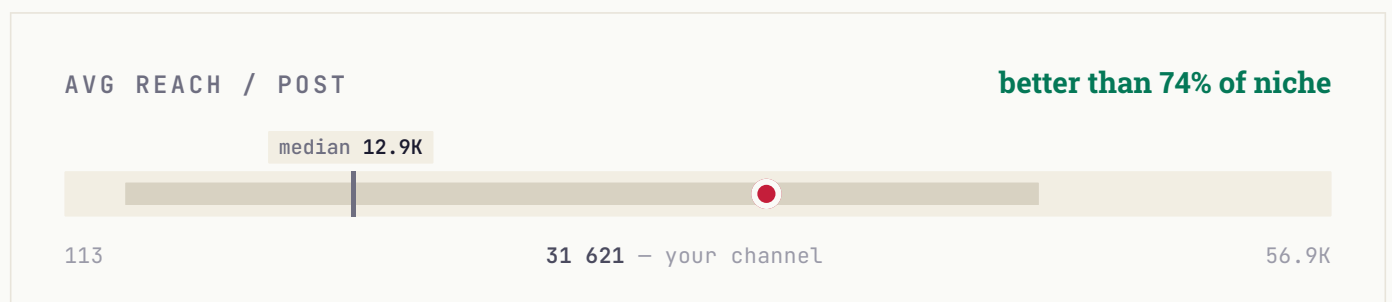
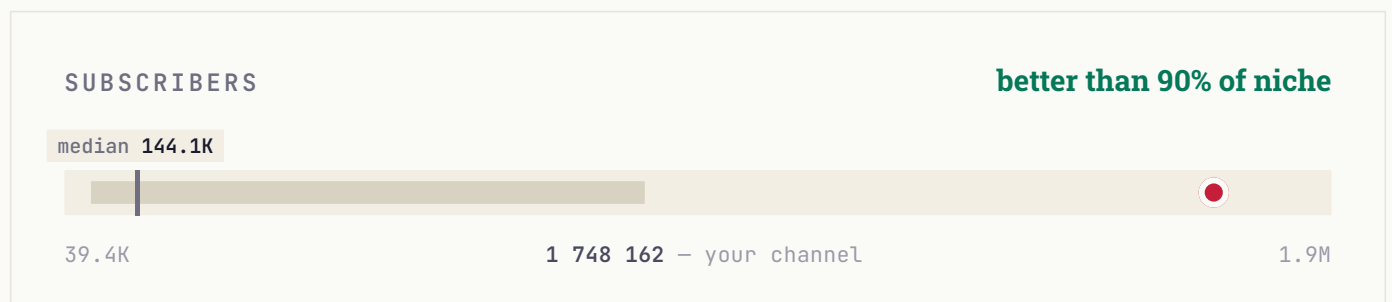
Took top-100 channels in category «Marketing, PR, advertising» (Russia) and compared your channel to them. Gray band — range covering 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

#2

/100

RANK IN NICHE

Channel in top 2% marketing, PR, advertising Russia



— SECTION 09 · STRATEGY

What to do right now

5 priority actions sorted by expected impact. Check off as a checklist and return to this report in a month.

01

Top post of the week — on Friday

Audience is most active on this day and at 22:00 MSK.

EFFECT

**Best window
for an
important post**

02

ER below niche benchmark — rethink formats

Current ER 1.81% vs norm 3.0%. Try polls & interactive formats.

EFFECT

+1.2pp ER

03

System traffic buy

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 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 using public data. Want to go further — run ads with us and close your growth plan in a month.

01

Launch ads in Telegram

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

02

Contact manager

t.me/PromptPress_manager