

PUBLIC REPORT BY PROMTPRESS

Channel audit

Should have done it yesterday



@nadobulovchera

PR guide with brains. I share how to think outside the box, avoid communication mistakes, show practical and inspiring ideas.
Anastasia Semenova, PR consulting Ads in the channel:...

SUBSCRIBERS

26 246

+75 per month

ERR (% SEE POSTS)

32.0%

per day **8.6%**

REACH/POST

8.9K

ad reach **2.3K**/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 26 246 —	 SUBSCRIBER REACH 33.86% avg % subs see post	 VIEWS/POST 8.9K median 6.2K · 25 days	 POSTS/WEEK 2.5 over period
 7D TREND +163.2% vs previous week	 REACTIONS/POST 354.1 only 3,187 reactions, 497 reposts, 0 comments	 POST LENGTH 937 chars median 1000 · 25 days	 POSTS ANALYZED 9 25 days
 AD REACH 2.3K 24h avg	 CHURN / MONTH +75 last month	 CITATION RATE 331 citation index · 791 channels mentioned ever	 CHANNEL AGE 4 years 5 months created 21.01.2022

AI EDITOR SUMMARY

Channel «Had to yesterday» – 26 246 subs. Each post gets avg 8.9K people (34% of subs), that's good reach. Publishes 2 posts per week (~0 per day) – rare publications. For week Jun 29 – Jul 5 reach grew by +163.2% to week 22–28 Jun – positive trend.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and laggards – to see what to repeat and what to drop from rotation.

WHAT SUCCESSFUL POSTS SHARE

- 01 Analysis based on 9 posts in 25 days.
- 02 Dominant format – Photo (5/9 posts).
- 03 Avg post length – 937 chars (median 1000).
- 04 Peak audience activity – Tuesday, 09:00 MSK.
- 05 Strongest posts gather 3x more views than the weakest (16.5K avg for top vs 5.3K for worst) – among 9 posts in 25 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 30.06 · 06:22 VIDEO «Six-seven» came to power Governor of Smolensk region Vasily Anokhin suddenly delivered on the city stage...	VIEWS 33 472 REPOSTS 200	REACTIONS 466 ER 127.5%
Nº2 25.06 · 07:24 TEXT How benches affect birth rate I have a theory – half-joking, half-serious – that the insane number of benches on Moscow streets (sometimes...	VIEWS 9 510 REPOSTS 84	REACTIONS 488 ER 36.2%
Nº3 23.06 · 16:03 TEXT What to make viral and why Read an interesting post about a different take on «Clean Line» viral videos – about how the brand even got to...	VIEWS 6 398 REPOSTS 14	REACTIONS 171 ER 24.4%

Nº419.06 · 09:08 PHOTO Horse on the run and fire in the hut for the FIFA World Cup Amid the ongoing World Cup, I'll dive into nostalgia – my work at the World Cup...	VIEWS	REACTIONS
	6 313	316
	REPOSTS	ER
	2	24.1%

Nº515.06 · 07:12 PHOTO You can do PR on pigeons and sparrows too I'll start Monday lightly. Bakery Boucher, it turns out, refunds money if your bun...	VIEWS	REACTIONS
	6 206	439
	REPOSTS	ER
	60	23.6%

WORST 3

↓ 26.06 · 07:11 PHOTO Who brought joy back to Omsk residents Back in 2024, developer Brusnika said it would restore the «Joy» sign in Omsk – a city symbol. In...	VIEWS	REACTIONS
	5 833	302
	REPOSTS	ER
	21	22.2%

↓ 17.06 · 06:40 VIDEO Can a politician be funny? A member of the Elista regional Public Chamber recorded a video in the look from her own poster. Which before that...	VIEWS	REACTIONS
	5 286	512
	REPOSTS	ER
	51	20.1%

↓ 03.07 · 06:32 PHOTO Gas situation buzz Fuel topic works for right projects, however it sounds. Now all the outrage...	VIEWS	REACTIONS
	4 670	296
	REPOSTS	ER
	29	17.8%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth vs. loss.

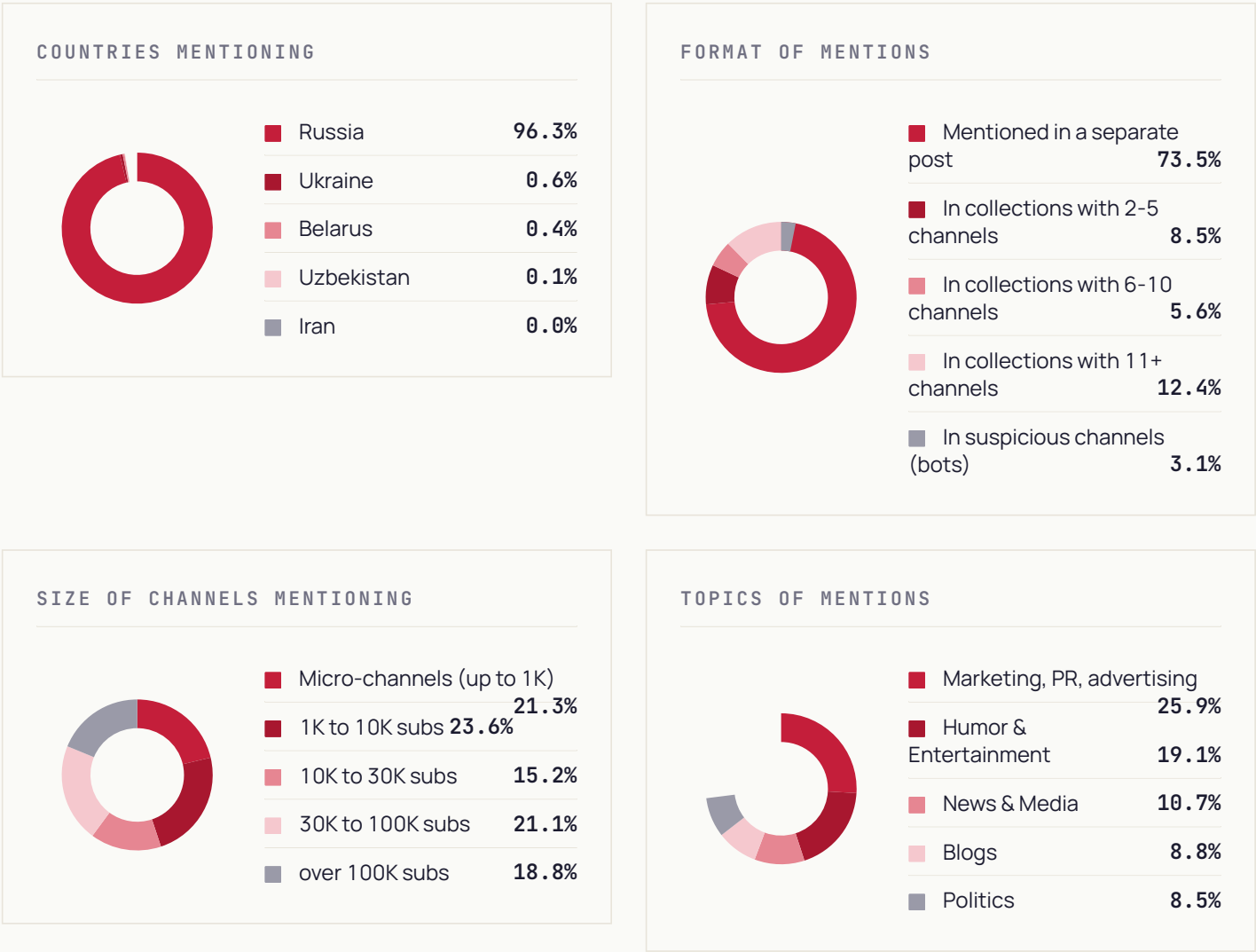


START DATE	NOW	NET GROWTH
25 623	26 246	+623

SECTION 04 · MENTIONS

Who mentions the channel and how

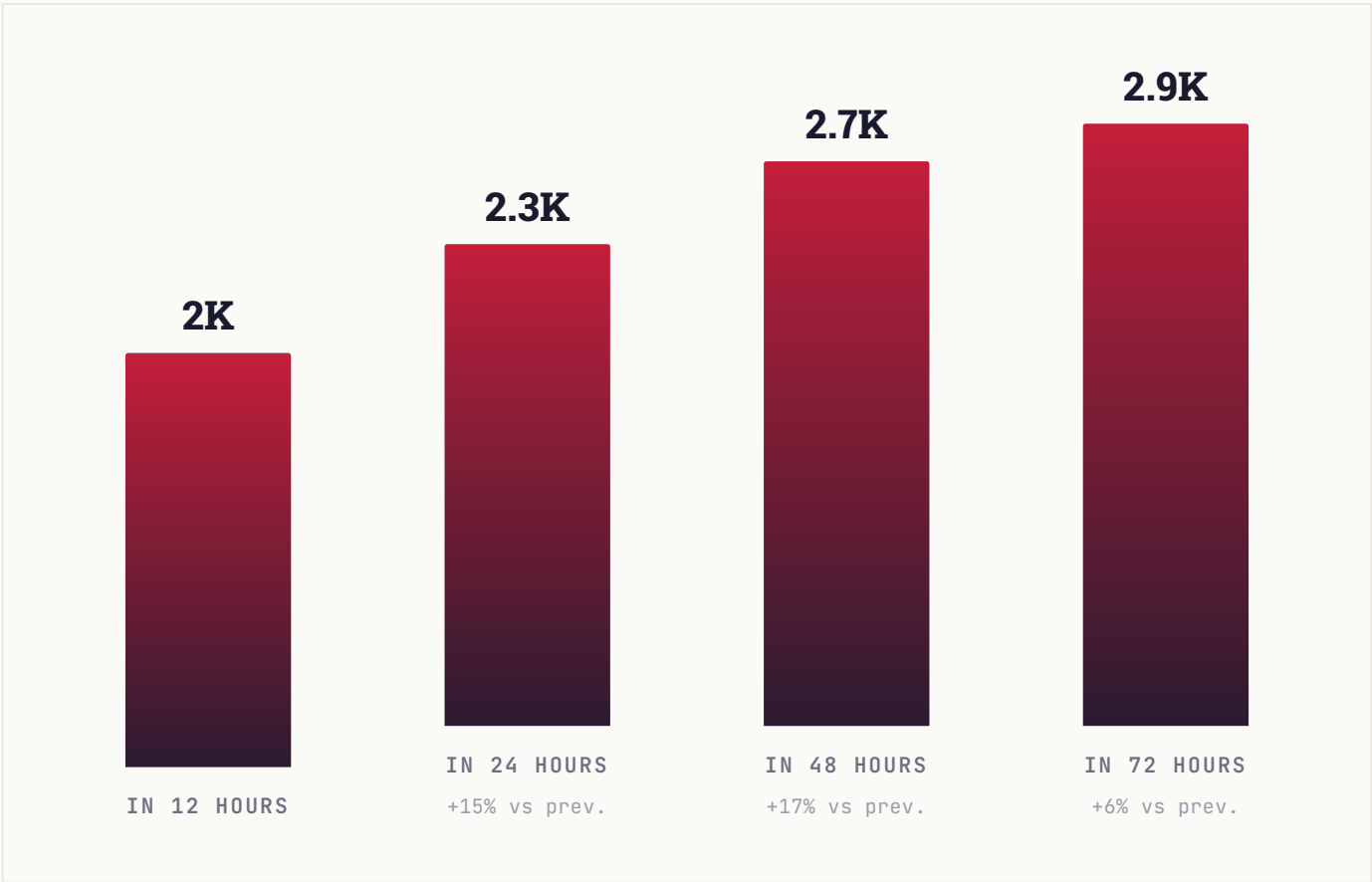
Citation index **331** — channel popularity rating based on mentions. Considers not only quantity but also weight of mentioning channels: a post from a 100K subs channel 'weighs' more than from a 1K subs channel. All time channel was mentioned **791** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

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



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	1.7M
OK Oka	1.6M
SE Search	1.5M
TR Trending	1.2M
TB Trends by Russia	1.1M
KV Customer is always right	1.1M
TZ Set trends	1M
SV Trending today	1M
TV Trend or leave	990K
NB Should have done it yesterday YOU	26.2K

COMPARATIVE INSIGHT

Channel yet outside top-99 of niche — early growth stage. Niche leader — My feed trends (2.5M), top-99 median: 145.1K. First goal — enter top-99 through systematic work with traffic and content.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Monthly we track posts in other channels that mention yours. Over the last **6 months** such mentions were **200**, they brought **3 052** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	19	19	195
December 2025	58	50	1 539
Nov 2025	34	33	802
Oct 2025	27	25	242
September 2025	39	35	131
August 2025	23	21	143

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
200	6	3 052

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

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



— SECTION 09 · STRATEGY

What to do right now

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

- | | | |
|-----------|---|--|
| 01 | Increase posting frequency
Now 2.5 posts/wk. Active channels avg 7-10.
Consistency is key to retention. | EFFECT
Consistency beats volume |
| 02 | Top post of the week — on Tuesday
On this day at 09:00 MSK the audience is most active. | EFFECT
Best window for an important post |
| 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 give +5-15% ER. One poll per week on a hot topic — easy growth point. | EFFECT
+5-15% ER |
| 05 | Cross-promo with neighboring channels
Swap posts with similar channels once a quarter. No need daily — 2-3 collabs bring 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 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
