

PROMTPRESS PUBLIC REPORT

Channel audit

No Name buro



@noname_buro

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SUBSCRIBERS

20 715

+57 per month

ERR (% WHO SEE
POSTS)

7.0%

per day 2.9%

REACH/POST

1.3K

ad reach 608/24h

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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 20 715 —	 SUBS REACH 6.38% avg % subs see post	 VIEWS/POST 1.3K median 880 · 28 days	 POSTS/WEEK 16.0 over period
 7D TREND -43.4% vs previous week	 REACTIONS/POST 17.2 only 1,136 reactions, 575 reposts, 0 comments	 POST LENGTH 478 chars. median 450 · 28 days	 POSTS ANALYZED 66 28 days
 AD REACH 608 avg per 24h	 CHURN / MONTH +57 last month	 CITATION RATE 444 citation index · 638 channels mentioned all time	 CHANNEL AGE 6 years 8 months created 07.11.2019

AI EDITOR SUMMARY

Channel «No Name buro» – 20 715 subs. Each post gets avg 1.3K people (6% from subs), reach is low – need to grow audience. Publishes 16 posts/week (~2/day) – steady pace. For week Jun 29 – Jul 5 reach dropped -43.4% to week Jun 22–28 – 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.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **66** posts in 28 days.
- 02 Dominant format — **Photo** (37/66 posts).
- 03 Avg post length — **478** chars (median 450).
- 04 Audience peak activity — **Monday**, 11:00 MSK.
- 05 Top posts get **15x** more views than weakest (10.2K avg top vs 699 worst) — among 66 posts in 28 days. Worth analyzing what top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 22.06 · 08:32 PHOTO Continuing #smaltalk — warm chats with our friends, socialites, and those who inspire. Today we spoke with Alena...	VIEWS 15 594 REPOSTS 12	REACTIONS 35 ER 75.3%
Nº2 07.07 · 08:54 VIDEO Katya Golden is the face of the new Ekonika Premium ad campaign fall 2026. The shoot was in California style🔥	VIEWS 11 794 REPOSTS 13	REACTIONS 14 ER 56.9%
Nº3 06.07 · 11:58 VIDEO Vita Klats at Schiaparelli Haute Couture FW26–27 — wow!	VIEWS 3 267 REPOSTS 17	REACTIONS 14 ER 15.8%

Nº4 29.06 · 17:50 PHOTO Our team is now at BLAR, where guests have gathered for the opening of the exhibition 'Subject of Conversation' – curators Esther Gorilovskaya and...	VIEWS 1 523 REPOSTS 9	REACTIONS 12 ER 7.4%
Nº5 11.06 · 11:32 PHOTO Yesterday the Pianissimo festival and Marc-Antoine Barrois perfume house gathered guests on Prechistenskaya Embankment for a solo concert...	VIEWS 1 425 REPOSTS 9	REACTIONS 62 ER 6.9%

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WORST 3

↓ 07.07 · 15:11 PHOTO New heroine of the July issue of 'Moskvichka' – Milena Ioanna. Big summer travel issue dedicated to journeys that change your perspective on...	VIEWS 721 REPOSTS 7	REACTIONS 10 ER 3.5%
↓ 29.06 · 10:36 PHOTO Today we share a selection of looks from our stylish heroines, get inspired! Anfisa Ibadova, Polina Podpletennaya, Maria Chervotkina, Polina...	VIEWS 693 REPOSTS 1	REACTIONS 7 ER 3.3%
↓ 19.06 · 11:32 VIDEO Bottega Veneta's new campaign is called IL MIO – Italian for 'mine'. Focus is on the brand's new bag models and...	VIEWS 685 REPOSTS 4	REACTIONS 12 ER 3.3%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

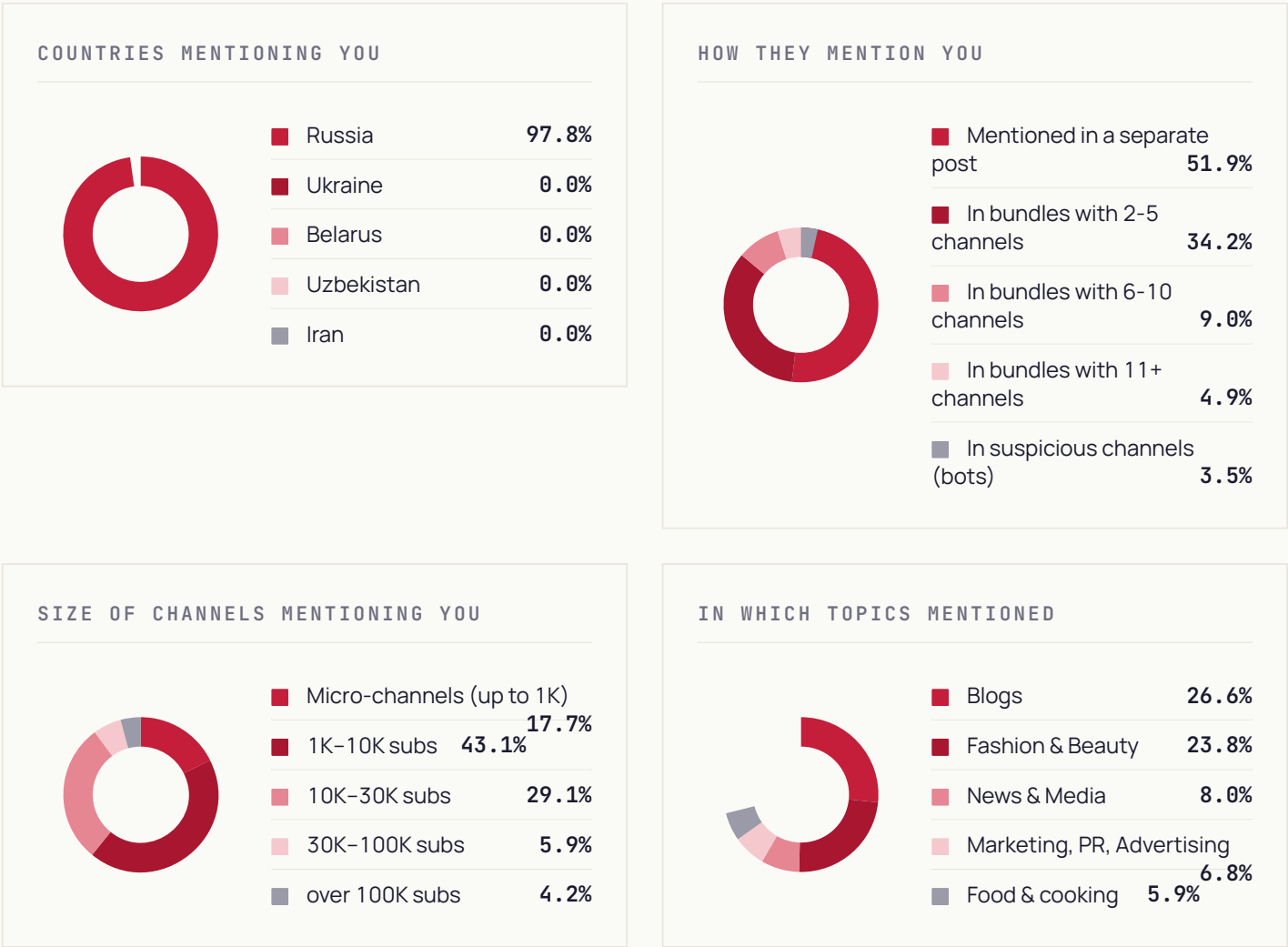
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · CITATIONS

Who mentions the channel and how

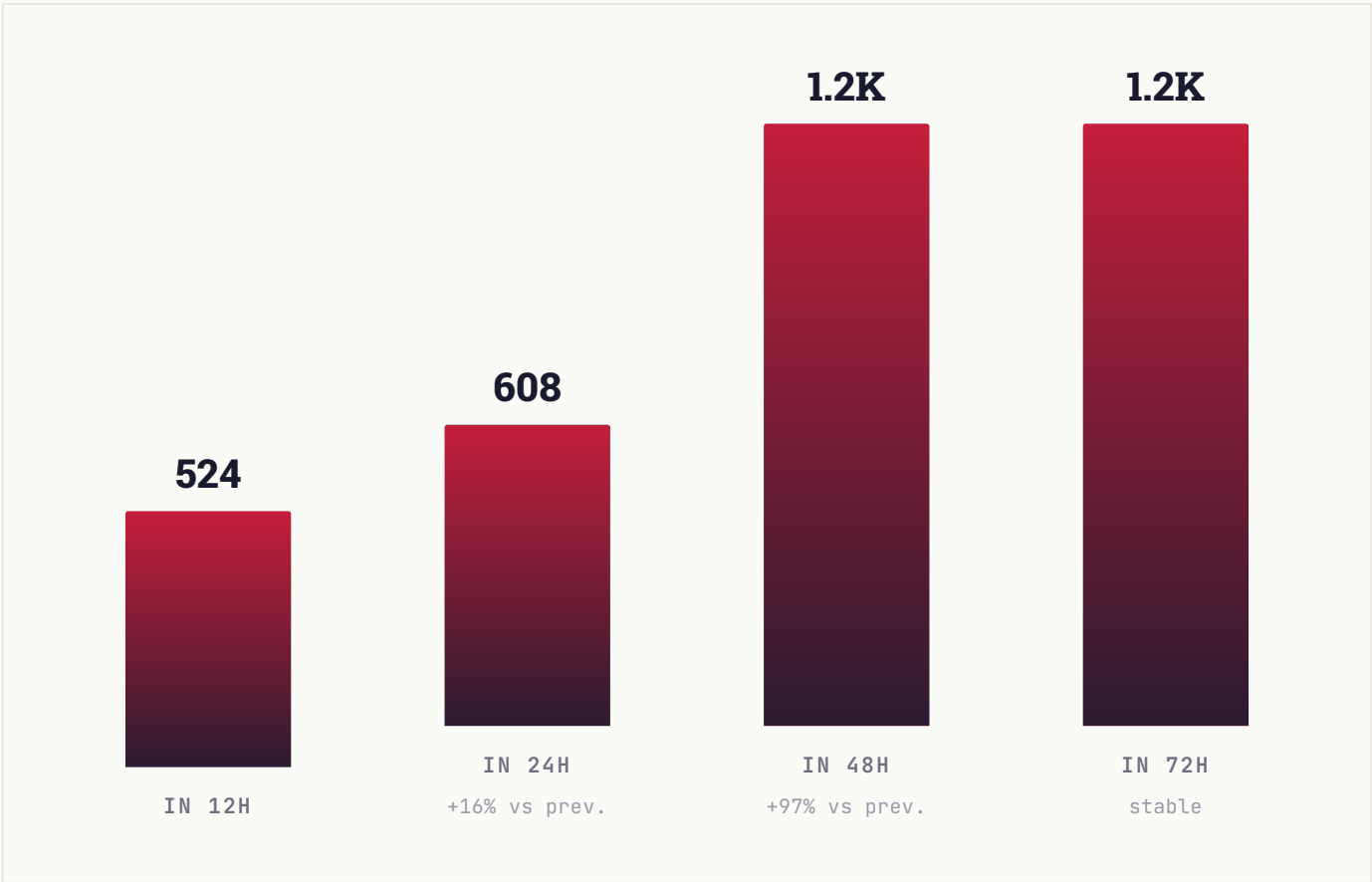
Citation index **444** — channel popularity rating based on mentions. Considers not only quantity but also weight of mentioning channels: a post from a 100K subs channel 'weighs' more than from a 1K subs channel. All-time mentions: **638** different channels.



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 nearest channels by topic and audience. Your channel is highlighted — see its place among niche neighbors.

CHANNEL	SUBSCRIBERS
M- Moscow - Where to Go Events	1.2M
A« Pobeda Airlines	1.1M
MD Moscow Digest	559.8K
AE AEROFLOT	525.4K
Mon Moskvichka	502.6K
JP Yandex Travel	498.7K
TU Tutu	497.1K
Sun Discount wagon	432.2K
JV Ways to travel almost free (RU) Vandrouki, Vandrouki, vandroki — that's us	401.8K
OT Ozon Travel	398.9K
NN No Name buro YOU	20.7K

COMPARATIVE CONCLUSION

Channel not yet outside top 96 of niche — early growth stage. Niche leader — Moscow - Where to Go | Events (1.2M), top-96 median: 151.6K. First goal — enter top-96 through systematic work with traffic and content.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Each month we track posts in other channels that mention yours. Over the last **6 months** such mentions were **67**, they brought **3 468** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
Jan 2026	9	6	3 275
December 2025	10	9	40
Nov 2025	18	16	99
Oct 2025	8	8	41
Sep 2025	16	12	12
August 2025	6	6	1
TOTAL MENTIONS	MONTHS IN DATA	ATTRACTED SUBS	
67	6	3 468	

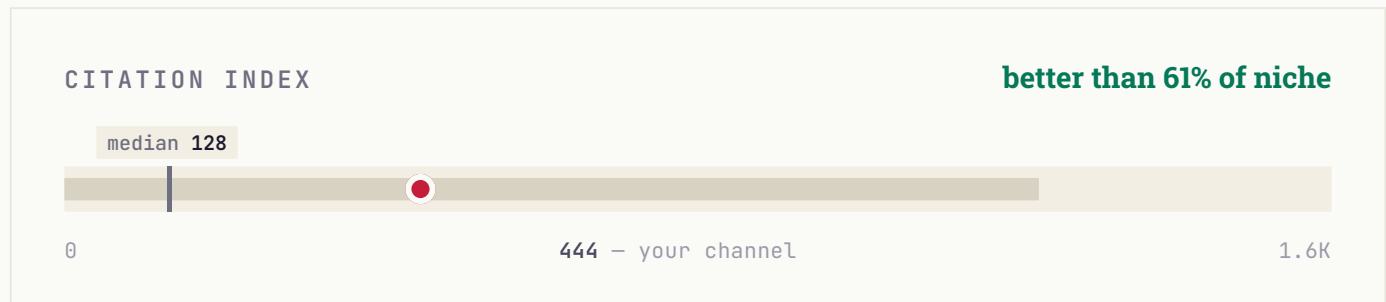
Where the channel ranks in its league

SUBSCRIBERS

worse than median by 86%

median 149.8K

48.1K 20 715 - your channel 427.5K



— 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

Best post day — Monday
 Audience is most active on this day at 11:00 MSK.

EFFECT
Best window for an important post

02

ER below niche benchmark — rethink formats
 Current ER 6.38% vs norm 7.5%. Try polls and interactive formats.

EFFECT
+1.1pp ER

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 and interactive formats
 Posts with polls/reactions usually boost ER by +5-15%.
 One poll per week on a 'hot' topic — an easy growth lever.

EFFECT
+5-15% ER

05

Cross-promo with neighboring channels
 Exchange 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 minutes from public data. Want to go further? 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