

PUBLIC REPORT BY PROMTPRESS

Channel audit

NonMarketing



@not_marketing

Best marketing channel in 'Best Marketing Channels'. Contact:

@antosha_antosha Channel link: <https://t.me/>

+Cd_LB5jwn75jMWYy RKN: <https://vk.cc/cHWLa7> Partnering with bidfox

SUBSCRIBERS

501 815

-14914 per month

ERR (% SEE POSTS)

3.0%

per day 1.9%

REACH/POST

13.1K

ad reach 9.4K/24h

— CONTENTS · 2026

What's inside the report

01 Channel snapshot

12 key metrics · AI summary

02 Content analysis

Top 5 posts · worst 3 · insights

03 Subscriber dynamics

Yearly chart · growth

04 Citation rate

Who and how mentions the channel

05 Ad potential

How long a post brings reach

06 Competitors

Niche neighbors · your place

07 Mention dynamics

6 months · monthly

08 Niche comparison

Rank in «Marketing, PR, ads»

09 Strategy

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. The subtitle under the number shows the period it was calculated for.

 SUBSCRIBERS 501 815 —	 SUBS REACH 2.61% avg % subs see post	 VIEWS/POST 13.1K median 13.1K · 29 days	 POSTS/DAY 7.4 ~52 per week
 7D TREND +2.0% vs previous week	 REACTS/POST 132.9 total 29 101 reactions, 13 277 reposts, 0 comments	 POST LENGTH 285 chars median 262 · 29 days	 POSTS ANALYZED 219 29 days
 AD REACH 9.4K 24h avg	 CHURN / MONTH -14914 last month	 CITATION RATE 312 citation index · 1 353 channels mentioned ever	 CHANNEL AGE 2 years 7 months created 15.11.2023

AI EDITOR SUMMARY

Channel «NonMarketing» — 501 815 subs. Each post averages 13.1K people (3% of subs), reach is low — consider expanding audience. Publishes 52 posts per week (~7/day) — active posting. Week of Jun 22–28 reach stable (+2.0% vs week Jun 15–21).

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **219** posts in 29 days.
- 02 Dominant format – **Photo** (160/219 posts).
- 03 Avg post length – **285** chars (median 262).
- 04 Peak audience activity – **Sunday**, 16:00 MSK.
- 05 Top posts get **2x** more views than the weakest (21.7K avg for top vs 10.4K for worst) – across 219 posts in 29 days. Worth analyzing what top posts share: topic, format, time.

TOP 5 POSTS

Nº1 05.06 · 10:27 PHOTO Buldak changes mascot after 13 years. Brand replaces white chick Ho Chi with red bird Peppo on packaging. Trigger: 10B...	VIEWS 22 205 REP. 164	REACTS 232 ER 4.4%
Nº2 05.06 · 05:58 PHOTO ☎ Voice messages in work chats linked to burnout. Analysts noticed: a sharp switch from text to voice often coincides with exhaustion...	VIEWS 21 513 REP. 126	REACTS 46 ER 4.3%
Nº3 05.06 · 08:46 PHOTO Social media shared funny consequences of working with Gen Z Such autoresponders are worth borrowing from the young 😊	VIEWS 21 439 REP. 89	REACTS 105 ER 4.3%

Nº4 05.06 · 12:16 PHOTO Man pulled gun on coworker over fish in microwave. In South Carolina, a cop snapped at a colleague who regularly...	VIEWS 20 920 REP. 89	REACTS 272 ER 4.2%
Nº5 01.07 · 06:01 PHOTO KitKat now a beauty brand. With Risqué, six nail polishes launched — shades matching chocolate bars, with same aroma...	VIEWS 18 216 REP. 93	REACTS 204 ER 3.6%

|

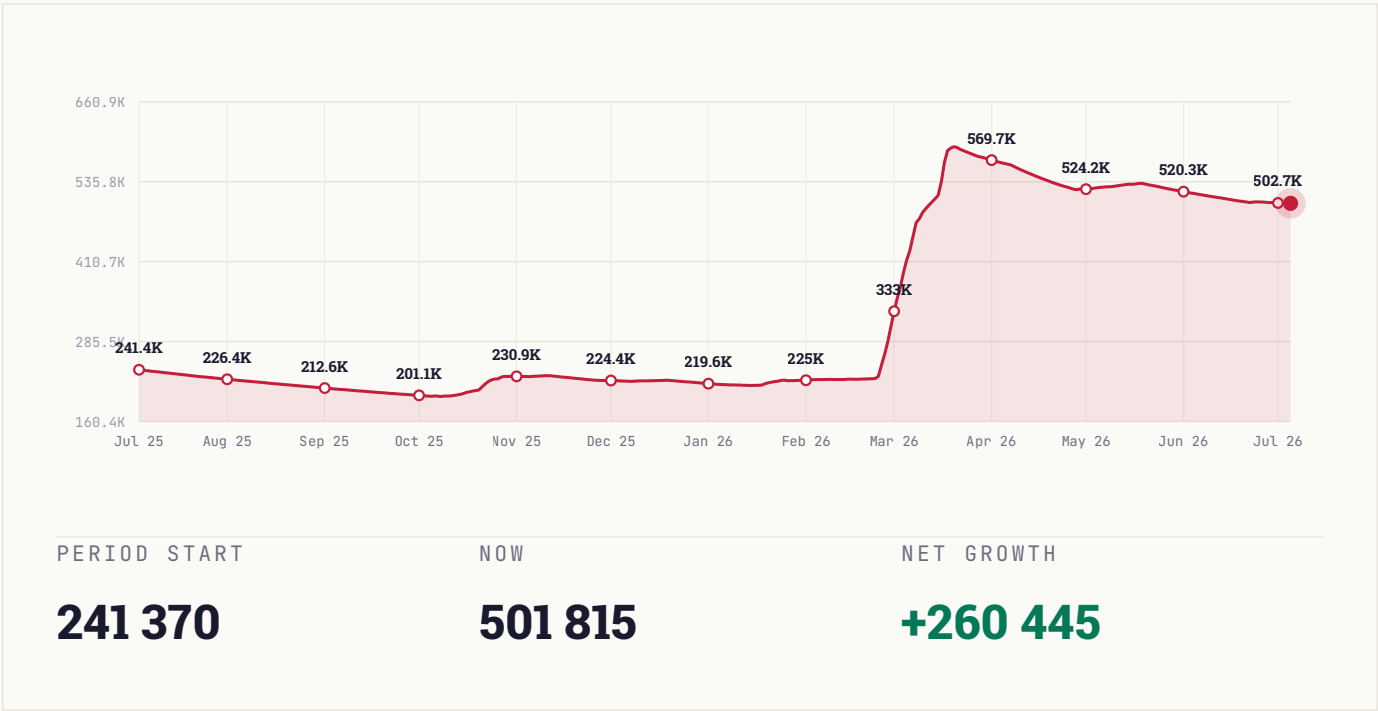
WORST 3

↓ 10.06 · 14:11 PHOTO Gen Z increasingly enters the funeral industry. Undertakers and gravediggers are always needed, and there's a shortage of staff. Salaries are rising, demand is stable even...	VIEWS 10 467 REP. 69	REACTS 122 ER 2.1%
↓ 29.06 · 16:08 VIDEO In Switzerland, workday ends in the RIVER. Office workers pack stuff in waterproof bags, enter the Rhine and float downstream to...	VIEWS 10 409 REP. 105	REACTS 169 ER 2.1%
↓ 30.06 · 12:16 PHOTO State corporations propose to tackle demographics. The Federation Council suggested a separate KPI for them — contribution to birth rate. The metric is to...	VIEWS 10 379 REP. 50	REACTS 138 ER 2.1%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

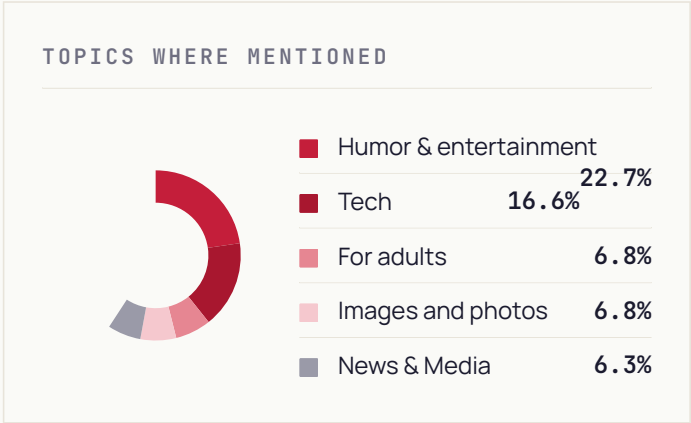
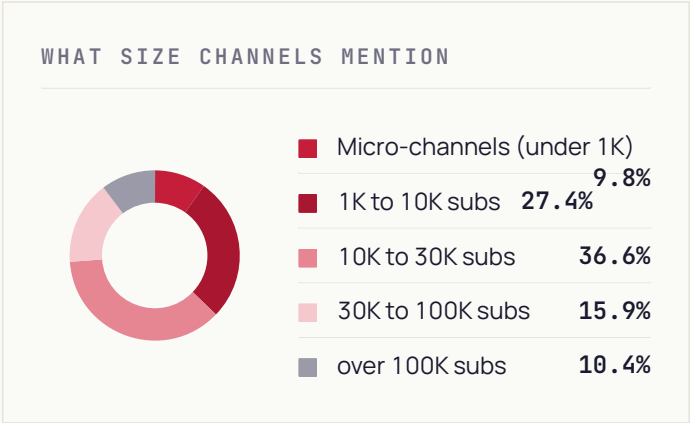
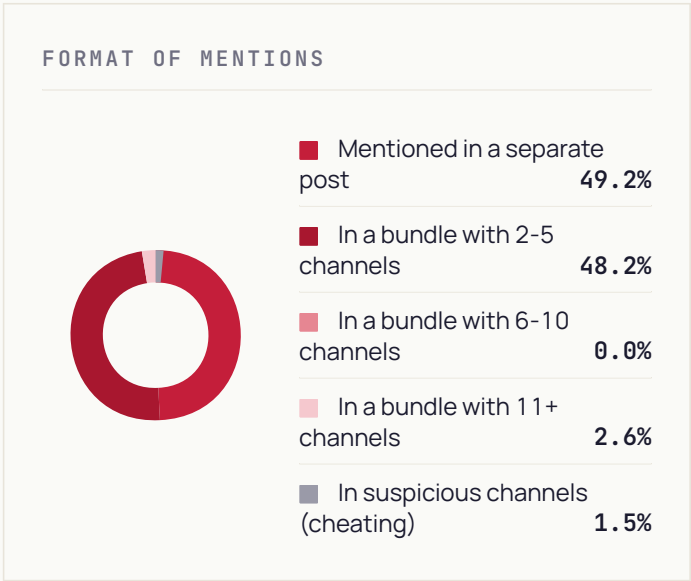
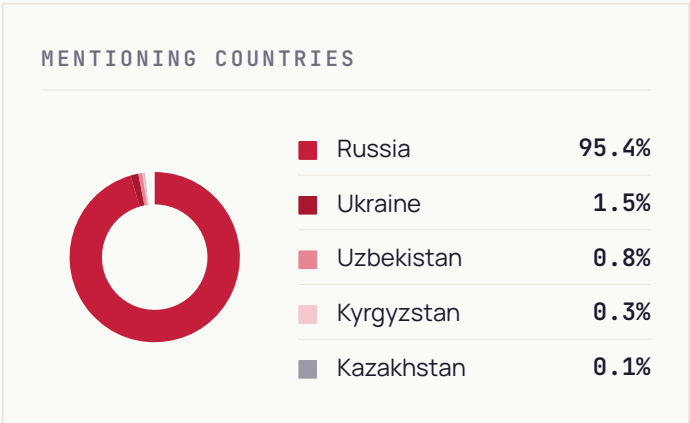
Subscriber growth chart for the year. Key months show exact subscriber count. It shows which months the channel gained and which months subscribers left.



SECTION 04 · MENTIONS

Who and how mentions the channel

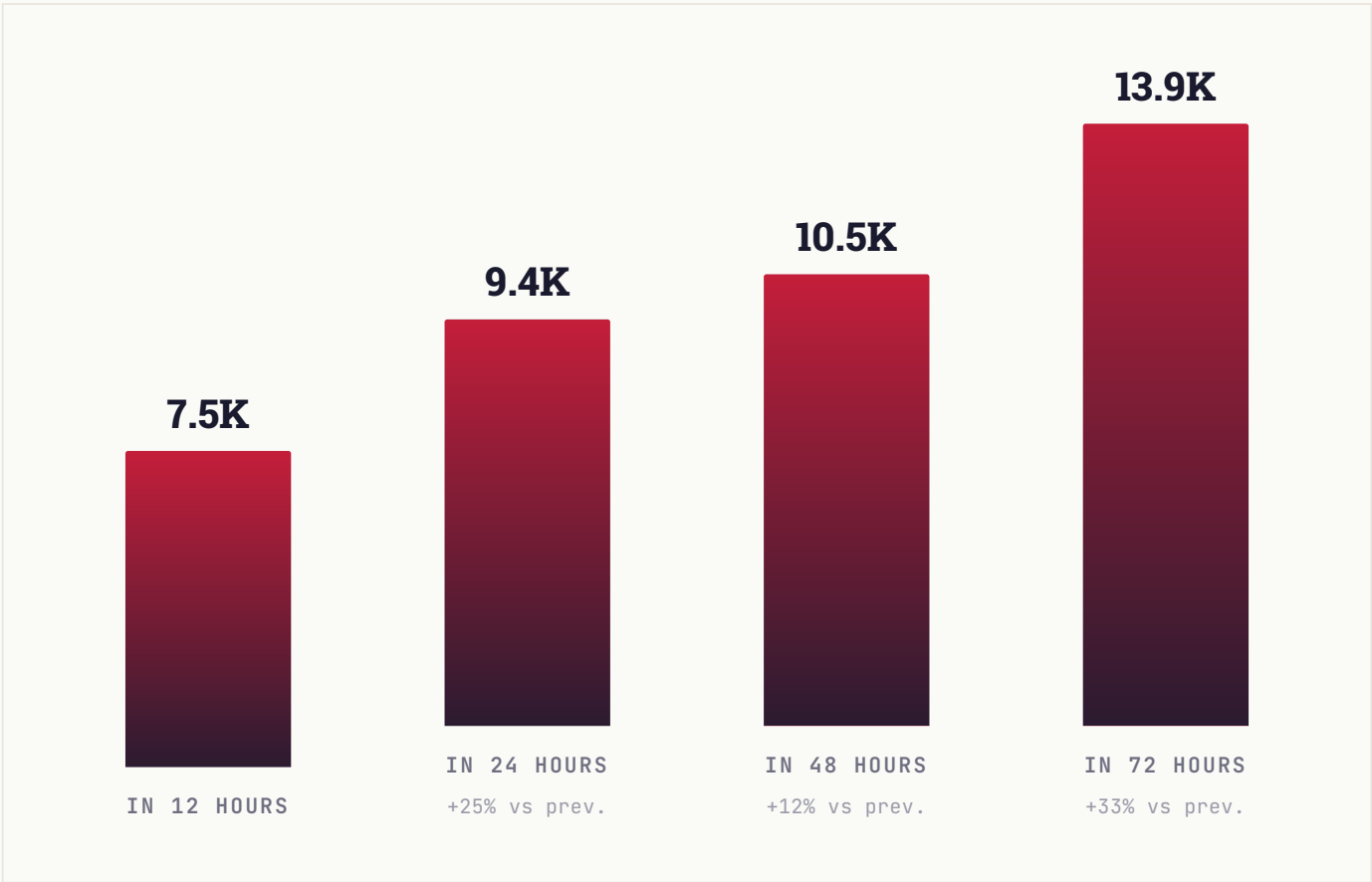
Citation index **312** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100k subs channel weighs more than from 1k. All time channel was mentioned **1 353** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings 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	1.7M
OK Okak	1.6M
SE Search	1.4M
TR Trending	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
NE NonMarketing YOU	501.8K

COMPARATIVE CONCLUSION

Channel in top quartile of niche (#21 of 99). Leader — My feed trends (2.5M). Goal for coming months: enter niche top 10 through systematic traffic work.

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** such mentions were **78**, they brought **44 413** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
Jan 2026	14	6	9 098
December 2025	33	7	1 669
Nov 2025	23	21	1 495
Oct 2025	2	1	32 151
Sep 2025	2	2	0
August 2025	4	3	0

TOTAL MENTIONS	MONTHS IN DATA	ACQUIRED SUBS
78	6	44 413

SECTION 08 • NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category "Marketing, PR, ads» (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.

#21/100

RANK IN NICHE

Channel in top 21% — strong position

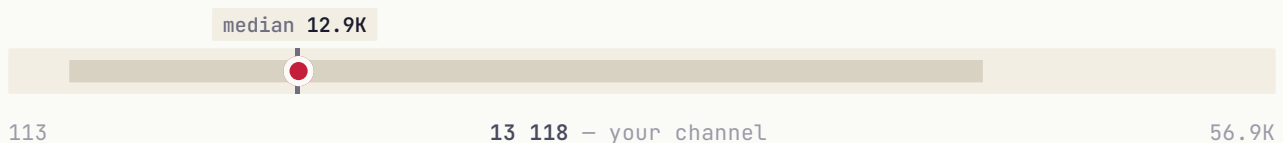
SUBSCRIBERS

better than 68% of niche



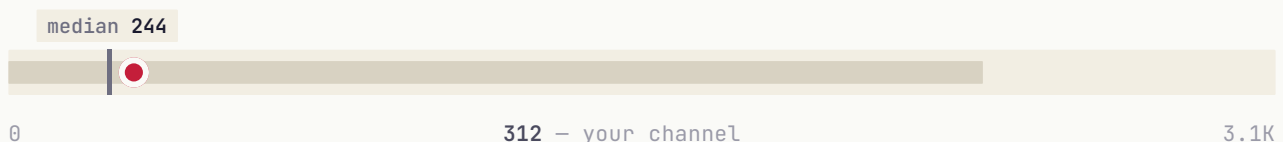
AVG REACH / POST

better than 50% of niche



CITATION INDEX

better than 51% of niche



— SECTION 09 · STRATEGY

What to do right now

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

- 01

Main post of the week — on Sunday
 On this day at 16:00 MSK audience is most active.

EFFECT
Best window for an important post
- 02

ER below niche benchmark — rethink formats
 Current ER 2.61% vs norm 3.0%. Try polls & interactive formats.

EFFECT
+0.4pp 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
+1k-3k subs
- 04

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

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 is what we can do in a few minutes using public data.
Want to go further? — Run ads with us and hit your growth target
in a month.

01	Launch Telegram ads	https://panel.promptpress.com/register
----	--------------------------------	---

02	Contact manager	t.me/PromptPress_manager
----	------------------------	---
