

PROMTPRESS PUBLIC REPORT

Channel audit

OK, agreed



@notypicmarketing

Marketing, media & SMM stories worth your attention. Ads:
@justcage Suggestions: @notypicalmarketing_bot Work with
@bidfox_news, @Tgpodbor_official, @swaymedia,...

SUBSCRIBERS

370 048

-11670 per month

ERR (% SEE POSTS)

4.0%

per day 3.5%

REACH/POST

14.3K

ad reach 12.9K/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

Year chart · growth

04 Citation rate

Who & how mentions the channel

05 Ad potential

How long a post brings reach

06 Competitors

Niche neighbors · your spot

07 Mention dynamics

6 months · monthly

08 Niche comparison

Rank in «Marketing, PR, Advertising» category

09 Strategy

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. Subtitle below the number shows the period it covers.

 SUBSCRIBERS 370 048 —	 SUBS REACH 3.87% avg % subs see post	 VIEWS/POST 14.3K median 14.3K · 29 days	 POSTS/DAY 8.2 ~58 per week
 TREND 7D -10.5% vs previous week	 REACTIONS/POST 186.5 total 45,880 reactions, 49,113 reposts, 0 comments	 POST LENGTH 309 chars median 239 · 29 days	 POSTS ANALYZED 246 29 days
 AD REACH 12.9K 24h avg	 CHURN / MONTH -11670 last month	 CITATION RATE 3 543 citation index · 4,707 channels mentioned ever	 CHANNEL AGE 4 years 10 months created 16.08.2021

AI EDITOR SUMMARY

Channel «ok, согласовано» — 370 048 subs. Each post averages 14.3K people (4% of subs), reach is low — need to grow audience. Publishes 58 posts per week (~8/day) — active posting. For week 15–21 Jun, reach dropped -10.5% to week 8–14 Jun — worth analyzing why.

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 246 posts in 29 days.
- 02 Dominant format – Photo (161/246 posts).
- 03 Avg post length – 309 chars (median 239).
- 04 Audience peak activity – Friday, 22:00 MSK.
- 05 Top posts get the most 3x more views than the weakest (32.2K avg for top vs 11.8K for bottom) – among 246 posts in 29 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

№112.06 · 19:58PHOTO	A viral collection of services for real internships worldwide went around – here's the full list: • Zintellect – exclusive...		VIEWS	REACTIONS
			56 042	54
№210.06 · 19:10PHOTO			REPOSTS	ER
			1 137	15.1%
№309.06 · 19:22PHOTO			VIEWS	REACTIONS
			20 967	228
			REPOSTS	ER
			393	5.7%
№309.06 · 19:22PHOTO			VIEWS	REACTIONS
			19 585	389
			REPOSTS	ER
			275	5.3%

Nº4 29.05 • 08:46 PHOTO Best alternative to the word «colleagues» – Threads collected many definitions for a work team, so everyone finds something they like. What...	<table> <tr> <td>VIEWS</td><td>REACTIONS</td></tr> <tr> <td>18 987</td><td>214</td></tr> <tr> <td>REPOSTS</td><td>ER</td></tr> <tr> <td>526</td><td>5.1%</td></tr> </table>	VIEWS	REACTIONS	18 987	214	REPOSTS	ER	526	5.1%
VIEWS	REACTIONS								
18 987	214								
REPOSTS	ER								
526	5.1%								
Nº5 23.06 • 18:13 PHOTO «Six-seven» nobody expected 🤖	<table> <tr> <td>VIEWS</td><td>REACTIONS</td></tr> <tr> <td>18 018</td><td>268</td></tr> <tr> <td>REPOSTS</td><td>ER</td></tr> <tr> <td>326</td><td>4.9%</td></tr> </table>	VIEWS	REACTIONS	18 018	268	REPOSTS	ER	326	4.9%
VIEWS	REACTIONS								
18 018	268								
REPOSTS	ER								
326	4.9%								

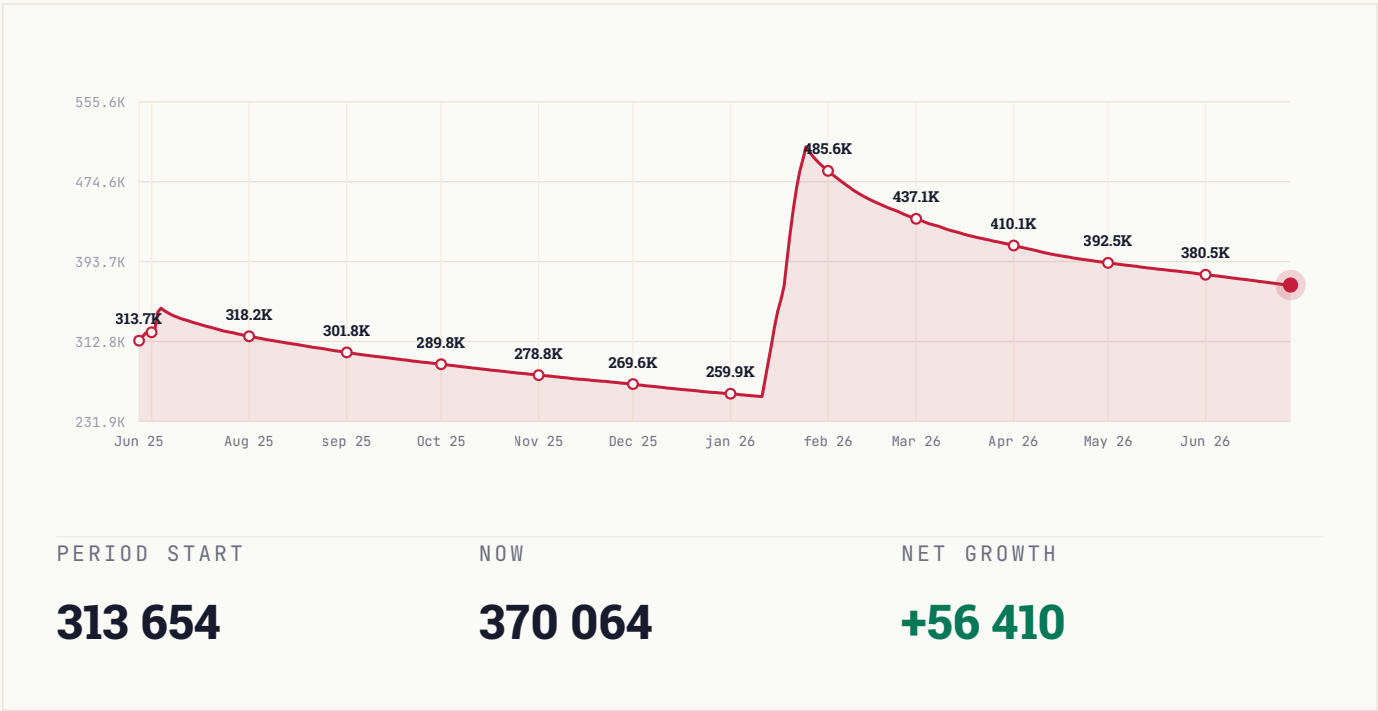
WORST 3

↓ 01.06 • 15:01 VIDEO We all need a HUUUUGE break – and customizing your vacation is easy. Tours, hotels, flights...	<table> <tr> <td>VIEWS</td><td>REACTIONS</td></tr> <tr> <td>11 949</td><td>32</td></tr> <tr> <td>REPOSTS</td><td>ER</td></tr> <tr> <td>22</td><td>3.2%</td></tr> </table>	VIEWS	REACTIONS	11 949	32	REPOSTS	ER	22	3.2%
VIEWS	REACTIONS								
11 949	32								
REPOSTS	ER								
22	3.2%								
↓ 01.06 • 17:00 TEXT Entrepreneurs, ever wondered how you look from the outside? Found a video where kids parody their «important» and «busy»...	<table> <tr> <td>VIEWS</td><td>REACTIONS</td></tr> <tr> <td>11 911</td><td>32</td></tr> <tr> <td>REPOSTS</td><td>ER</td></tr> <tr> <td>4</td><td>3.2%</td></tr> </table>	VIEWS	REACTIONS	11 911	32	REPOSTS	ER	4	3.2%
VIEWS	REACTIONS								
11 911	32								
REPOSTS	ER								
4	3.2%								
↓ 03.06 • 13:47 PHOTO What face do we make when the camera doesn't work 🤖	<table> <tr> <td>VIEWS</td><td>REACTIONS</td></tr> <tr> <td>11 472</td><td>259</td></tr> <tr> <td>REPOSTS</td><td>ER</td></tr> <tr> <td>122</td><td>3.1%</td></tr> </table>	VIEWS	REACTIONS	11 472	259	REPOSTS	ER	122	3.1%
VIEWS	REACTIONS								
11 472	259								
REPOSTS	ER								
122	3.1%								

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.

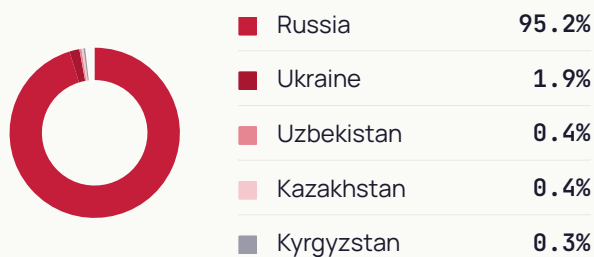


SECTION 04 • MENTIONS

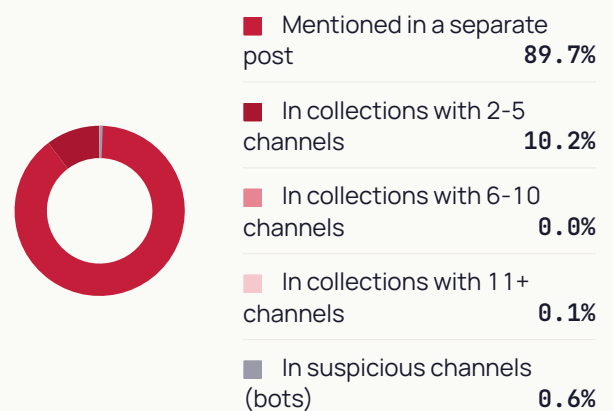
Who & how mentions the channel

Citation index **3 543** — channel popularity score based on mentions. Considers both count and weight of mentioning channels: a post from a 100k subs channel weighs more than from 1k. All-time mentions: **4 707** different channels.

COUNTRIES MENTIONING YOU



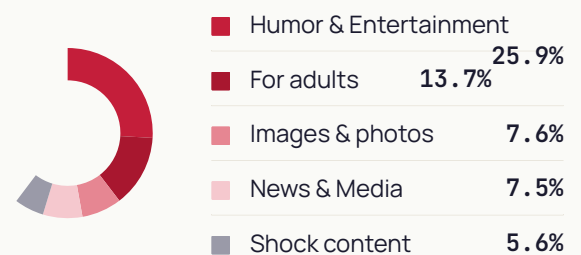
FORMAT OF MENTIONS



WHAT SIZE CHANNELS MENTION YOU



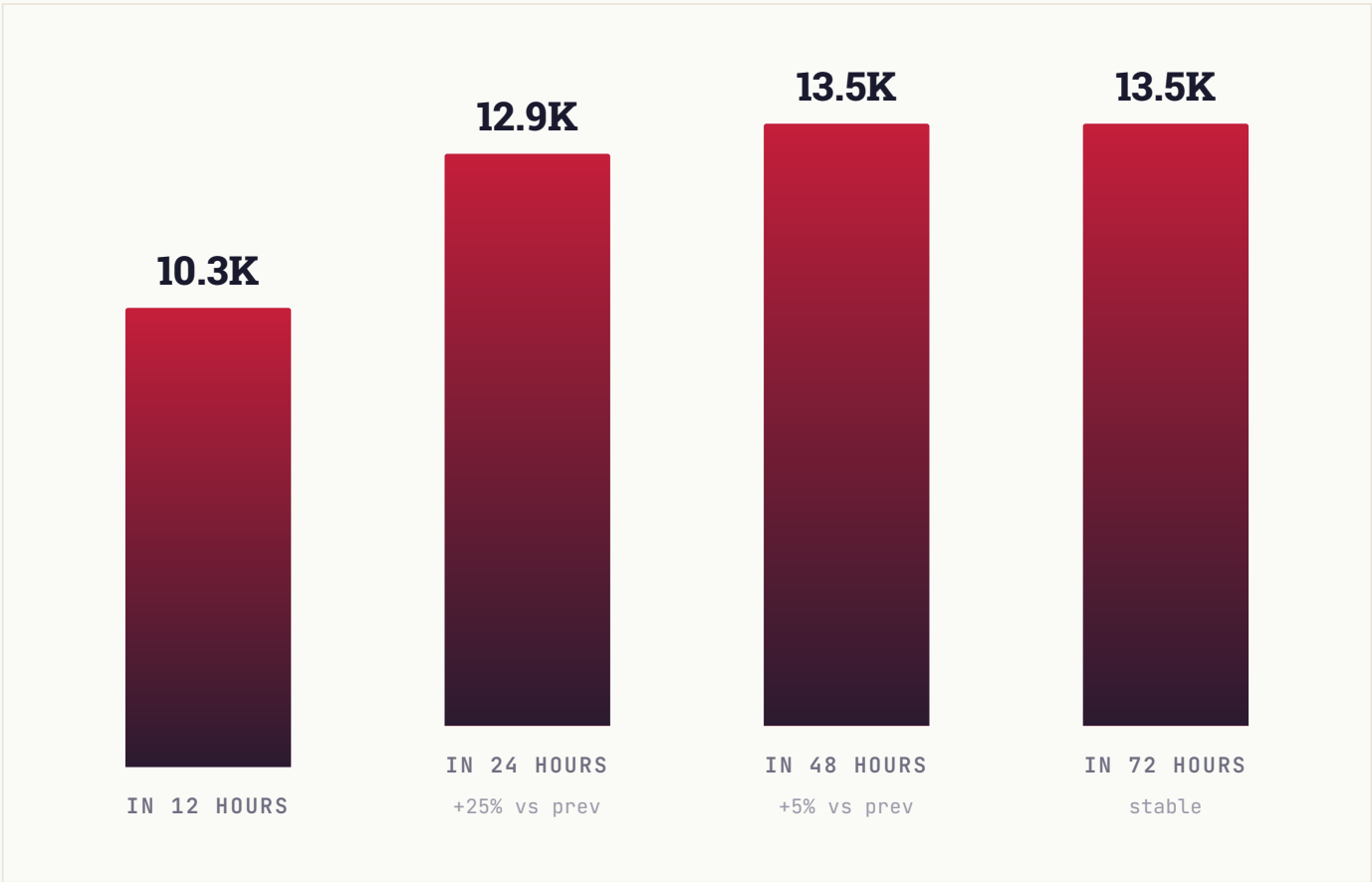
TOPICS OF MENTIONS



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	1.8M
OK Okak	1.6M
Today Search	1.3M
TR Trendly	1.2M
KV Customer is always right	1.1M
TB trends by russia	1.1M
Now Trending today	1M
TV Trend or leave	930.8K
TR Trending	904.7K
OS OK, agreed YOU	370K

COMPARATIVE CONCLUSION

Channel intop quartile of niche (#23 of 99). Leader — My feed trends (2.5M). Goal for coming months: break into niche top-10 via systematic traffic work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Each month we record posts in other channels that mention yours. Over the last **6 months** such mentions were **0**, they brought **25 292** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
Dec 2025	0	0	0
November 2025	0	0	0
October 2025	0	0	0
Sep 2025	0	0	0
August 2025	0	0	0
Jul 2025	0	0	25 292

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
0	6	25 292

SECTION 08 · NICHE COMPARISON

Where channel stands in its league

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

#23 /100

RANK IN NICHE

Channel in top 23% – strong position

SUBSCRIBERS

better than 62% of niche

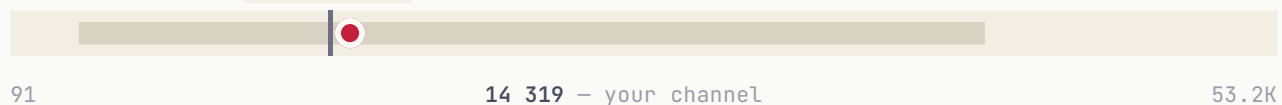
median 144.9K



AVG REACH / POST

better than 51% of niche

median 13.4K



CITATION INDEX

better than 90% of niche

median 204



— 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

Top post of the week — on Friday

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

EFFECT

**Best window
for an
important post**

02

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**

03

Test polls & interactive formats

Posts with polls/reactions typically boost ER by 5-15%.
One weekly poll on a hot topic is an easy growth lever.

EFFECT

+5-15% ER

04

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**

05

Update channel description for Telegram search

Telegram search scans descriptions. Add 3-5 niche keywords — it's a source of organic traffic.

EFFECT

**Organic traffic
source**

★ 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
