

PUBLIC REPORT PROMTPRESS

Channel audit

N:OW



@nowagency

Media from creative industries by agency N:OW. Writing about projects, events, trends, and sharing creative stuff 🚀 #2 event agency in Russia 2025 TOP-5 marketing agencies in Russia 95 festival awards 📧...

SUBSCRIBERS

21 369

+112 per month

ERR (% SEE POSTS)

46.0%

per day 47.0%

REACH/POST

10.1K

ad reach 10.1K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. The subtitle shows the period it covers.

 SUBSCRIBERS 21 369 —	 SUBSCRIBER REACH 47.33% avg % of subs see post	 VIEWS/POST 10.1K median 10.2K · 28 days	 POSTS/WEEK 9.9 for the period
 7D TREND -4.1% vs previous week	 REACTIONS/POST 112.7 total 4,622 reactions, 351 reposts, 9 comments	 POST LENGTH 714 chars median 785 · 28 days	 POSTS ANALYZED 41 28 days
 AD REACH 10.1K 24h avg	 CHURN / MONTH +112 last month	 CITATION RATE 42 citation index · 243 channels mentioned it ever	 CHANNEL AGE 4 years 4 months created 11.03.2022

AI EDITOR SUMMARY

Channel "N:OW" — 21 369 subs. Each post averages 10.1K people (47% from subs), broad reach for a channel this size. Publishes 10 posts per week (~1/day) — consistent schedule. For the week Jun 29 – Jul 5, reach stable (-4.1% vs week Jun 22–28).

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS SHARE

- 01 Analysis based on 41 posts in 28 days.
- 02 Dominant format – Photo (20/41 posts).
- 03 Avg post length – 714 chars (median 785).
- 04 Peak audience activity – Wednesday, 19:00 MSK.
- 05 Top-performing posts get 1x more views than the weakest (10.7K top avg vs 9.6K worst) – among 41 posts in 28 days. Worth analyzing what top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 17.06 · 16:35 POLL (post without caption – poll)	VIEWS 10 788 REPOSTS —	REACTIONS 99 ER 50.5%
Nº2 17.06 · 16:34 VIDEO (post without caption – video)	VIEWS 10 737 REPOSTS 1	REACTIONS 101 ER 50.2%
Nº3 23.06 · 12:26 PHOTO The ultimate collection! We noticed how impressive the #bookNOW section has become lately. Here are books about...	VIEWS 10 699 REPOSTS 14	REACTIONS 104 ER 50.1%

Nº4 03.07 • 10:55 VIDEO Rainy in St. Pete, but our venue is pure Italian summer. 🍋 Sneak peek from the setup while the team preps for...	VIEWS 10 664 REPOSTS 3 REACTIONS 123 ER 49.9%
Nº5 24.06 • 11:15 VIDEO Went to the Picnic 'Afisha' in Moscow and didn't regret it! We've gathered the brightest moments and memorable brand zones for the section...	VIEWS 10 660 REPOSTS 18 REACTIONS 103 ER 49.9%

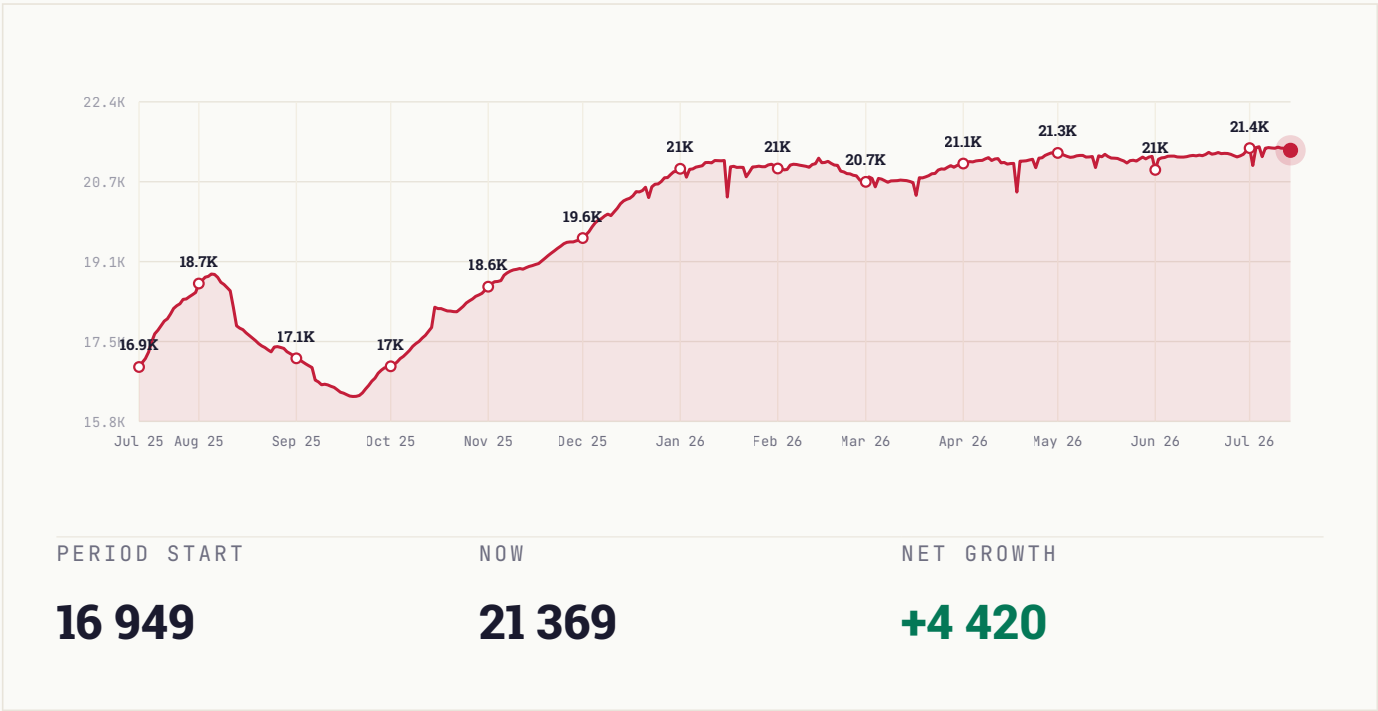
WORST 3

↓ 18.06 • 08:35 PHOTO Vladivostok, we're coming to you. 🚚 On June 23, the summer business festival "Local Code" kicks off in Vladivostok – a big expedition by T-Business...	VIEWS 9 708 REPOSTS 29 REACTIONS 121 ER 45.4%
↓ 08.07 • 08:55 PHOTO 💛💛 1 2 3 4 The expedition continues. Next stop – Novosibirsk. After Vladivostok, together with T-Business team, we're heading...	VIEWS 9 655 REPOSTS 6 REACTIONS 121 ER 45.2%
↓ 29.06 • 17:16 PHOTO If Pinterest shows the same thing... it's time to move on. Continuing the #usefulNOW section, sharing sites we...	VIEWS 9 332 REPOSTS 38 REACTIONS 103 ER 43.7%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

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

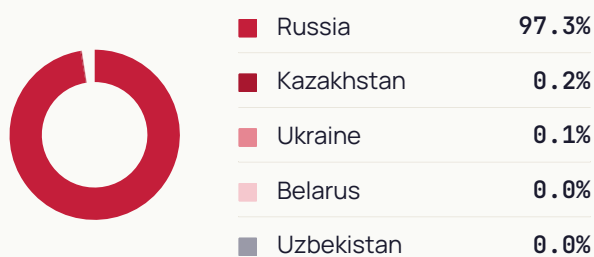


SECTION 04 • MENTIONS

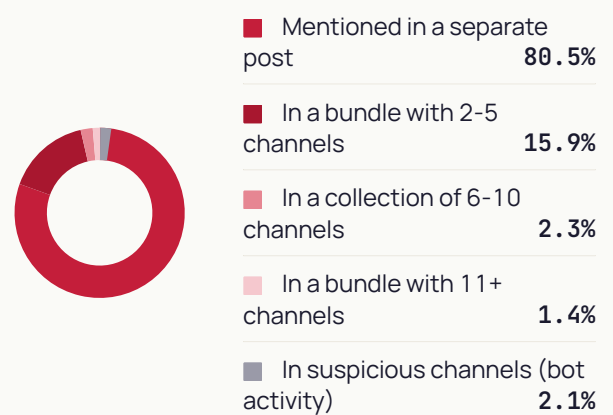
Who mentions the channel and how

Citation index **42** — channel popularity rating based on mentions. Considers not only count but also mentioner weight: a post from a 100K subs channel weighs more than from 1K subs. All-time mentions: **243** different channels.

MENTIONING COUNTRIES



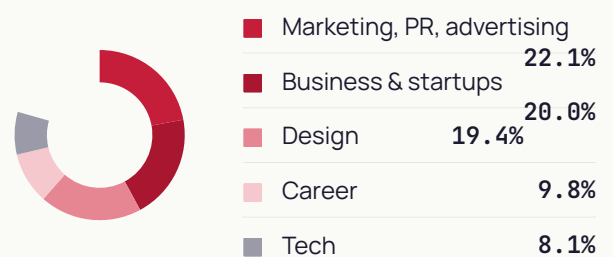
FORMAT OF MENTIONS



WHAT SIZE CHANNELS MENTION



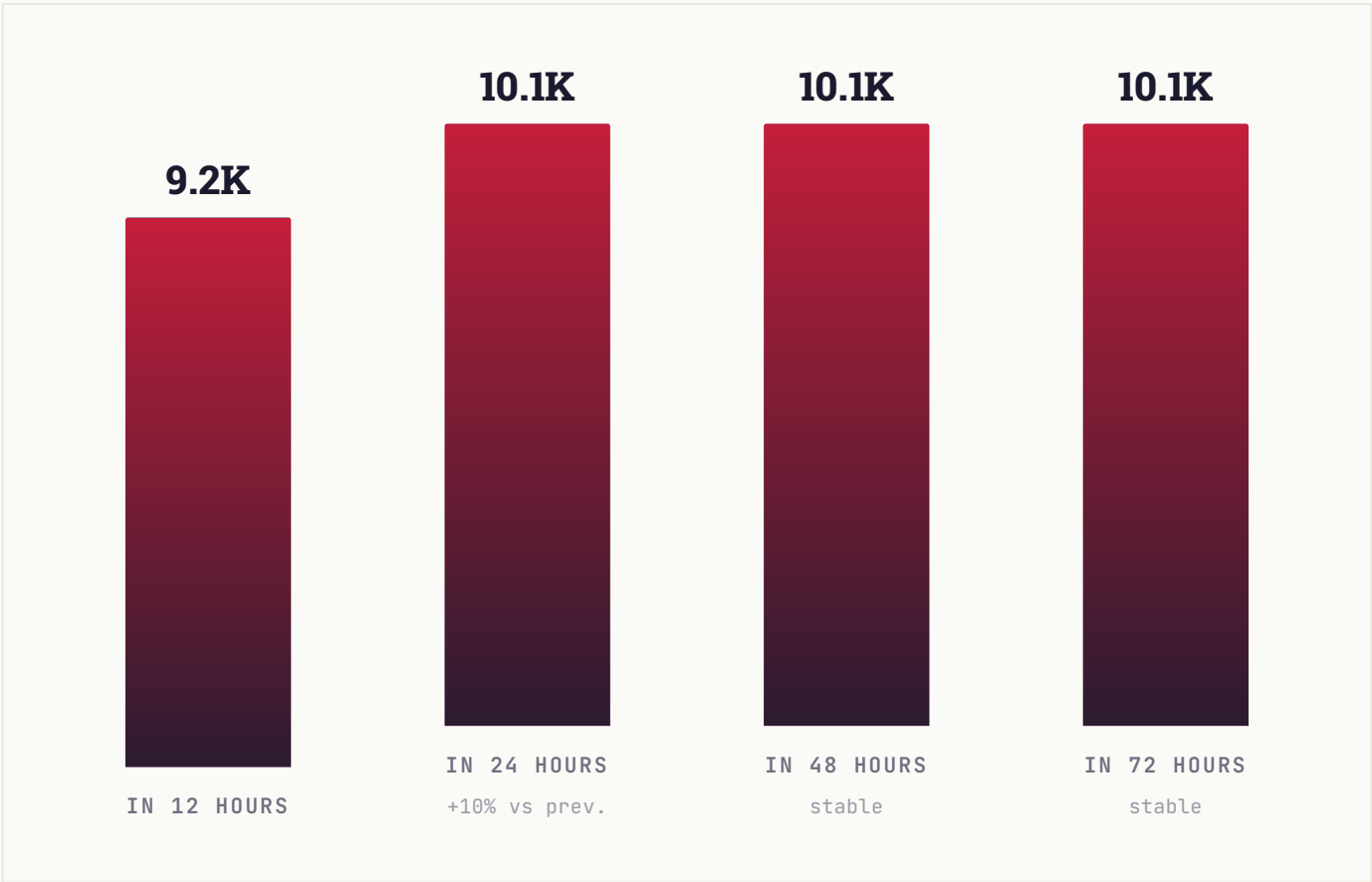
TOPICS MENTIONED IN



SECTION 05 · AD POTENTIAL

How long a post generates reach

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



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic & 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	1.5M
TR Trendly	1.2M
TB Trends by Russia	1.1M
ER Customer is always right	1.1M
TZ Set trends	1M
SW Trending today	1M
TV Trend or leave	990K
N: N:OW YOU	21.4K

COMPARATIVE INSIGHT

Channel currently 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 via systematic traffic & content work.

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 **64**, they brought **6 773** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	5	2	1 332
December 2025	11	5	1 649
November 2025	13	8	1 037
October 2025	11	7	1 670
Sep 2025	7	4	603
August 2025	17	10	482

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
64	6	6 773

Where the channel stands in its league

The figure consists of three horizontal bar charts, each representing a different performance metric. Each chart has a light beige background bar representing the median, a darker beige bar representing the peer group, and a red dot representing the channel's performance. A vertical line marks the median value.

Metric	Channel Value	Median	Peer Group Range	Performance Status
SUBSCRIBERS	21,369	144.6K	40.9K - 1.2M	85% below median
AVG REACH / POST	10,114	13.4K	11 - 56.2K	25% below median
CITATION INDEX	42	204	0 - 3.3K	79% below median

SUBSCRIBERS 85% below median

median 144.6K

40.9K 21 369 — your channel 1.2M

AVG REACH / POST 25% below median

median 13.4K

11 10 114 — your channel 56.2K

CITATION INDEX 79% below median

median 204

0 42 — your channel 3.3K

— 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 Wednesday

Audience is most active on this day at 19:00 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 usually boost ER by +5-15%.
One weekly poll on a hot topic — easy growth lever.

EFFECT

+5-15% ER

04

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**

05

Update channel description for Telegram search

Telegram search scans descriptions. Add 3-5 niche keywords — organic traffic source.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in a few minutes using public data. If you want to go further — run ads through us and hit your growth plan in a month.

01 **Launch ads on Telegram** <https://panel.promptpress.com/register>

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