

PUBLIC REPORT BY PROMTPRESS

Channel audit

Trending now



@nowtrendbrand

While others follow trends, we watch them emerge. Collab:
@iratrends Our channel in MAX: <https://max.ru/join/IQRUzWNt1e7TbgGybQR1r74QzIGbVd8KTKucqd3t8w0> №
7468296066

SUBSCRIBERS

236 038

-15081 per month

ERR (% SEE POSTS)

5.0%

per day 2.0%

REACH/POST

11.2K

ad reach 4.6K/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 mentions the channel and how

05 Ad potential

How long a post generates reach

06 Competitors

Niche neighbors · your place

07 Mention dynamics

6 months · monthly

08 Niche comparison

Rank in «Business & Startups» category

09 Strategy

5 priority actions

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 236 038 —	 SUBSCRIBER REACH 4.74% avg % of subs see post	 VIEWS/POST 11.2K median 9.3K · 29 days	 POSTS/WEEK 21.0 for the period
 7D TREND -64.5% vs previous week	 REACT./POST 74.0 total 6,515 reactions, 7,534 reposts, 0 comments	 POST LENGTH 247 chars median 244 · 29 days	 POSTS ANALYZED 88 29 days
 AD REACH 4.6K 24h avg	 CHURN / MONTH -15081 last month	 CITATION RATE 3 523 citation index · 3,337 channels mentioned all time	 CHANNEL AGE 4 years 1 day created 11.06.2022

AI EDITOR SUMMARY

Channel ‘Trending Now’ — 236 038 subs. Each post averages 11.2K people (5% from subs), reach is low — worth expanding audience. Publishes 21 posts per week (~3/day) — active posting. For week 1–7 June, reach dropped by -64.5% by week 25–31 May — worth analyzing the reasons.

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 HAVE IN COMMON

- 01 Analysis based on **88** posts over 29 days.
- 02 Dominant format – **Video** (44/88 posts).
- 03 Avg post length – **247** characters (median 244).
- 04 Peak audience activity – **thu**, 12:00 MSK.
- 05 Top posts gather **9x** more views than the weakest (65.1K avg for top vs 7K for worst) – among 88 posts over 29 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 28.05 · 09:55 VIDEO Shaman released the song 'RUSSIA-MAMA' and a video showing photos of foreign agents who left Russia. At the start of the clip, the musician says...	VIEWS 93 388 REACT. 243 REP. 778 ER 39.6%
Nº2 30.05 · 17:25 PHOTO 'Prison tourism' is gaining popularity in Russia – former jails and prisons are increasingly turned into hotels. Among the most popular locations...	VIEWS 86 549 REACT. 63 REP. 292 ER 36.7%
Nº3 22.05 · 16:57 VIDEO «Ночью обоср*ться можно». Младенцев из фильмов ужасов установили в Зеленоградске для повышения рождаемости, но жители «малышей» не...	VIEWS 15 345 REACT. 92 REP. 93 ER 6.5%

N⁴ 26.05 · 18:29 VIDEO A blogger pulled off the most epic unboxing ever – all thanks to her husband who can't stand the heat. Looks like the secret to perfect...	VIEWS 14 496 REP. 77	REACT. 111 ER 6.1%
N⁵ 22.05 · 18:27 VIDEO Russian tourists cause frenzy in Belarusian malls: kilometer-long queues. Reels complain – Zara, Massimo Dutti sell out instantly, all...	VIEWS 13 840 REP. 94	REACT. 94 ER 5.9%

WORST 3

↓ 08.06 · 13:41 VIDEO Netherlands opens first animal-free farm. Bioreactors grow meat from animal cells instead of cows...	VIEWS 7 242 REP. 105	REACT. 98 ER 3.1%
↓ 07.06 · 06:02 VIDEO Guy arrives in St. Pete. City doesn't hold back on greeting. Trending now	VIEWS 7 169 REP. 109	REACT. 95 ER 3.0%
↓ 09.06 · 15:21 PHOTO Employers in Russia bring back serfdom. Trending now	VIEWS 6 523 REP. 60	REACT. 87 ER 2.8%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

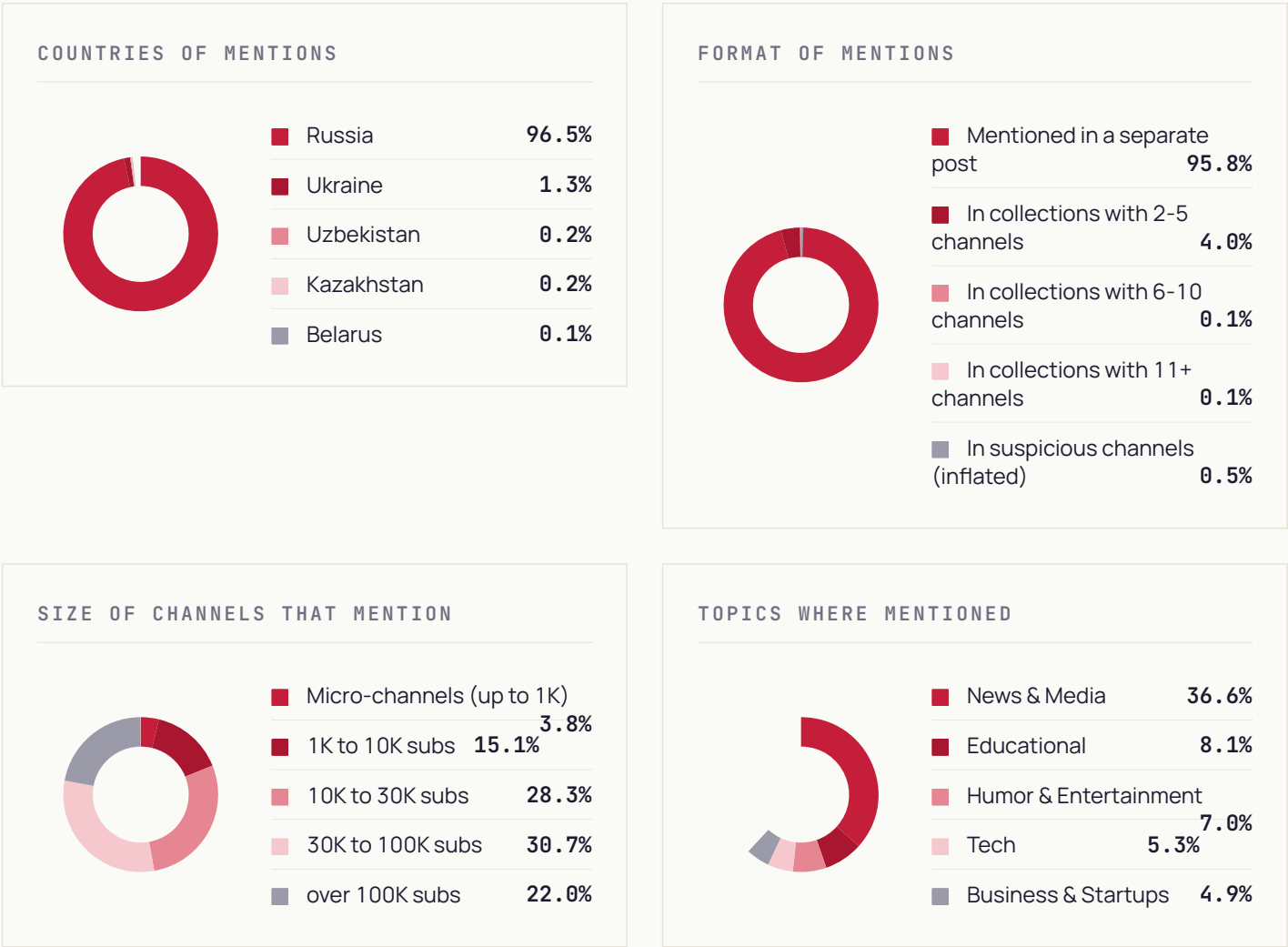
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth vs. loss.



SECTION 04 · MENTIONS

Who mentions the channel and how

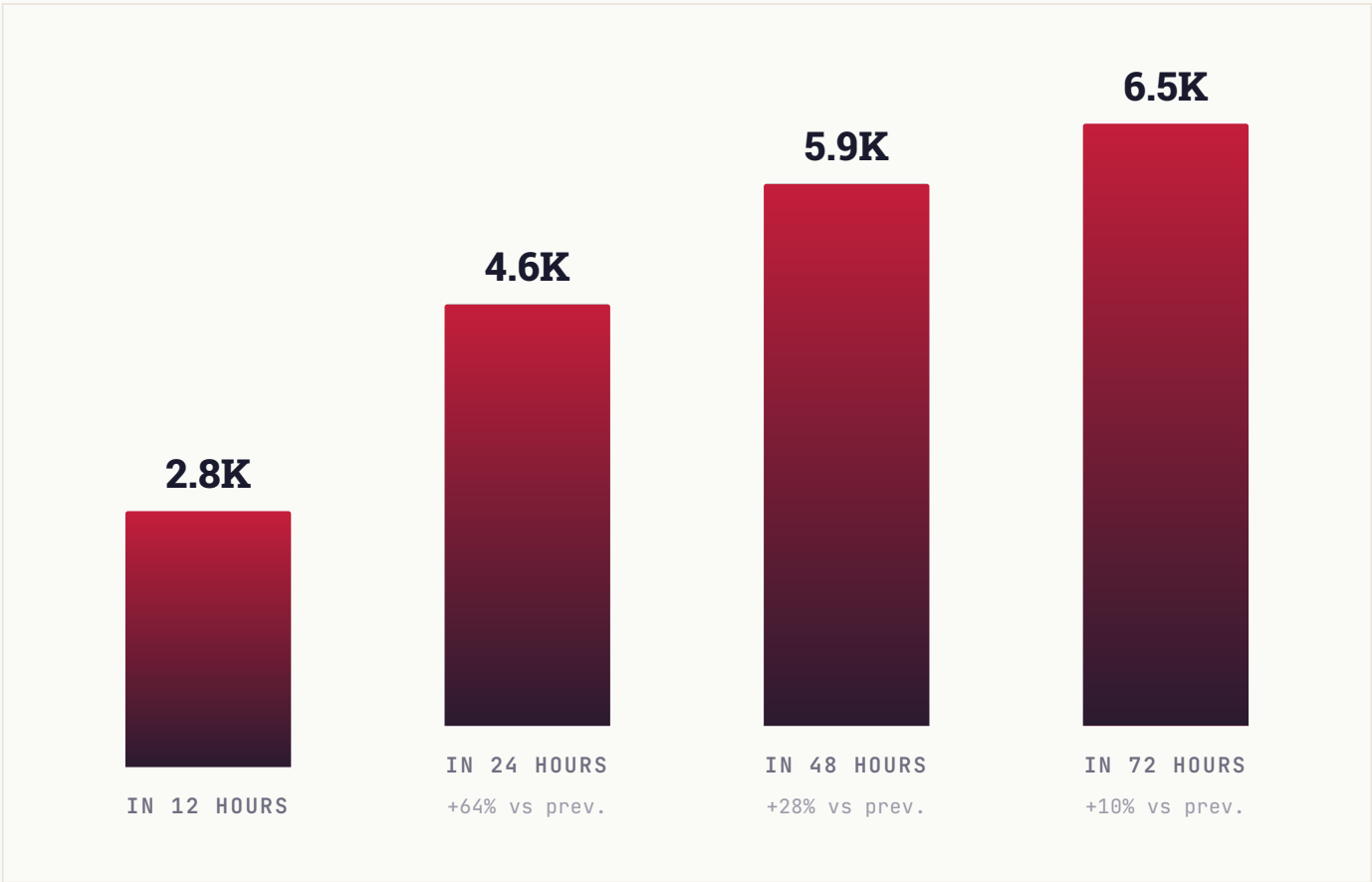
Citation index **3 523** — channel popularity rating based on mentions. Considers not only quantity but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned **3 337** different channels.



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. We highlighted your channel — you can see its place among niche neighbors.

CHANNEL	SUBSCRIBERS
MO Moscow Business	966.6K
CN Million-Dollar Books Business Blog	872.2K
SS Merger & acquisition	495.2K
AB Business Shark	494.1K
BI Business Ideas Startups	449.2K
RB Russian Business	377.2K
BD Business DNA of Russia	297.3K
RR Russian retail & business	289.2K
2H 25th Hour • Business & Finance	288.4K
BB Business Unfiltered	256.5K
SV Trending now YOU	236K

COMPARATIVE INSIGHT

Channel in top quarter of niche (#14 of 100). Leader — Moscow Business (966.6K). Goal for coming months: enter top 10 of niche through systematic traffic work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we record posts in other channels that mention yours. Over the last **6 months** such mentions found **304**, they brought **8 368** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
December 2025	18	18	0	
Nov 2025	92	91	2 862	
Oct 2025	1	1	0	
September 2025	89	89	2 826	
August 2025	4	3	0	
July 2025	100	91	2 680	

TOTAL MENTIONS	MONTHS OF DATA	GAINED SUBSCRIBERS
304	6	8 368

SECTION 08 · NICHE COMPARISON

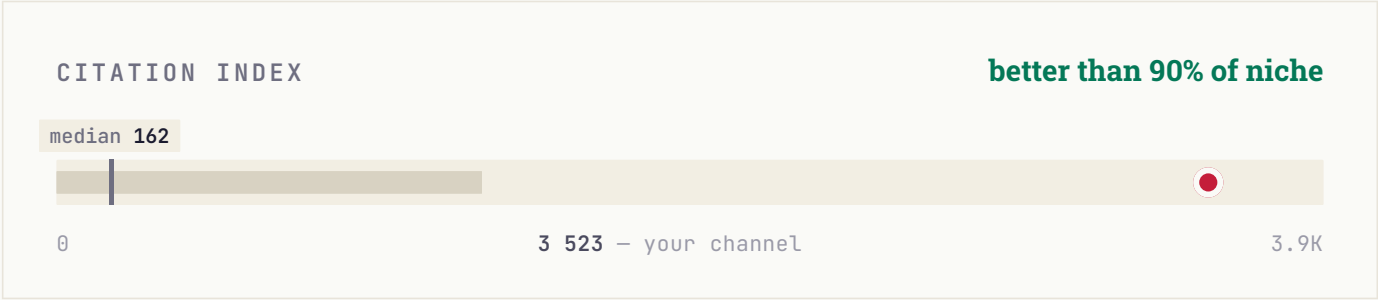
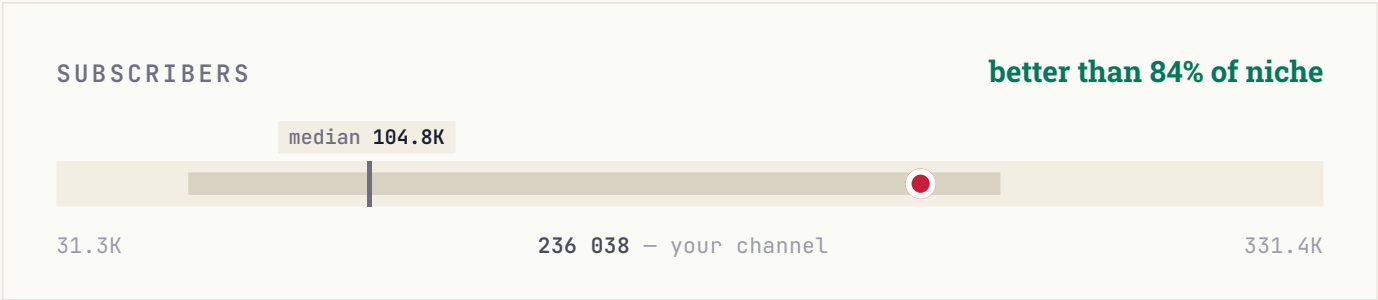
Where the channel stands in its league

Top-100 channels in category 'Business & Startups» (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.

#14/100

RANK IN NICHE

Channel in top 14% – strong position



— 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 Thursday

Audience is most active on this day at 12:00 MSK.

EFFECT

**Best window
for important
posts**

02

Systematic traffic buying

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 poll per week on a hot topic is an easy win.

EFFECT

+5-15% ER

04

Cross-promo with nearby 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 is what we can do in a few minutes based on public data. If you want to go further — run ads through us and close your growth plan in a month.

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

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