

PUBLIC REPORT BY PROMTPRESS

Channel audit

About Ads (Marketing)



@o_reklame_pro

Do you love Advertising as much as I do? No business without advertising. Learn to make great ads. admin - @jenkaigonchar RKN - No. 7662098629

SUBSCRIBERS

13 479

+10319 per month

ERR (% SEE POSTS)

21.0%

daily 21.5%

REACH/POST

2.8K

ad reach 2.8K/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.

 SUBSCRIBERS 13 479 —	 SUBSCRIBER REACH 20.96% avg % subs see post	 VIEWS/POST 2.8K median 2.7K · 29 days	 POSTS/WEEK 15.2 over period
 7D TREND +7.3% vs previous week	 REACTIONS/POST 13.3 835 reactions, 2,386 reposts, 0 comments	 POST LENGTH 917 chars median 999 · 29 days	 POSTS ANALYZED 63 29 days
 AD REACH 2.8K 24h avg	 CHURN / MONTH +10319 last month	 CITATION RATE 19 citation index · 59 channels mentioned all time	 CHANNEL AGE 2 years 4 months created 27.02.2024

AI EDITOR SUMMARY

Channel «About Advertising (Marketing)» – 13 479 subs. Each post avg views 2.8K people (21% from subs), avg reach – room to grow. Publishes 15 posts/week (~2/day) – regular schedule. Week of Jul 6–12 reach grew +7.3% week of Jun 29 – Jul 5 – positive trend.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and underperformers — to see what to repeat and what to drop from rotation.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 63 posts over 29 days.
- 02 Dominant format — Text (39/63 posts).
- 03 Avg post length — 917 chars (median 999).
- 04 Peak audience activity — Tuesday, 15:00 MSK.
- 05 Strongest posts get 2x more views than the weakest (top avg 3.9K vs worst 2.1K) — among 63 posts over 29 days. Worth analyzing what top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 14.07 · 12:00 PHOTO Ad targeting: how to find your audience Targeting isn't just about location and devices. It's deep understanding of interests and...	VIEWS	REACTIONS
	3 968	12
	REPOSTS	ER
	65	29.4%
Nº2 14.07 · 16:20 PHOTO Until 1938, diamond engagement rings were rare, mostly for aristocrats. De Beers controlled 90% of the global...	VIEWS	REACTIONS
	3 934	7
	REPOSTS	ER
	54	29.2%
Nº3 15.07 · 08:07 PHOTO In 1993, milk consumption in California had been falling for 20 years. Standard ads said: 'Milk is healthy. Drink milk.' Effect...	VIEWS	REACTIONS
	3 902	11
	REPOSTS	ER
	33	28.9%

Nº4 15.07 • 16:20 PHOTO 1900. Michelin brothers sell tires. Problem: few cars, bad roads, people don't travel far. André Michelin came up with a brilliant...	VIEWS 3 814 REPOSTS 59 REACTIONS 14 ER 28.3%
Nº5 14.07 • 10:00 PHOTO CRM systems: why you need them CRM (Customer Relationship Management) systems help manage customer relationships and improve...	VIEWS 3 775 REPOSTS 46 REACTIONS 15 ER 28.0%

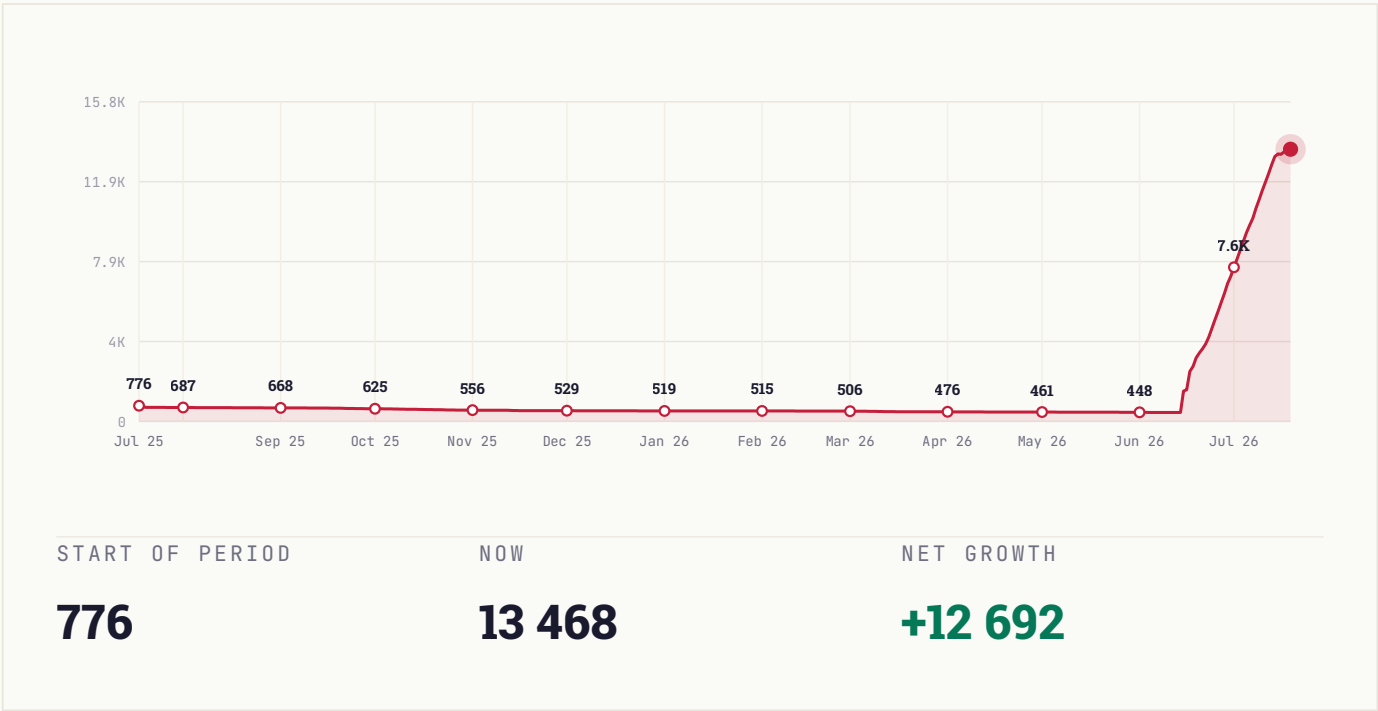
WORST 3

↓ 20.06 • 08:07 TEXT I'm often asked: «What tools do you use at work?». Okay, here's my set – things that really save me hours every...	VIEWS 2 315 REPOSTS — REACTIONS — ER 17.2%
↓ 19.06 • 16:20 TEXT I want to break down an ad that's been in textbooks for over a decade. Old Spice. Remember that charismatic guy on a horse? 'Look...	VIEWS 2 231 REPOSTS — REACTIONS — ER 16.6%
↓ 29.06 • 08:07 TEXT Before selling anything, you need to understand – to whom, exactly? Who are these people, their pains, desires, where do they hang out? Guessing in your head is a path to...	VIEWS 1 832 REPOSTS 35 REACTIONS 12 ER 13.6%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

Subscriber growth chart for the year. Key months show exact subs. See which months grew and which lost subs.



SECTION 04 · MENTIONS

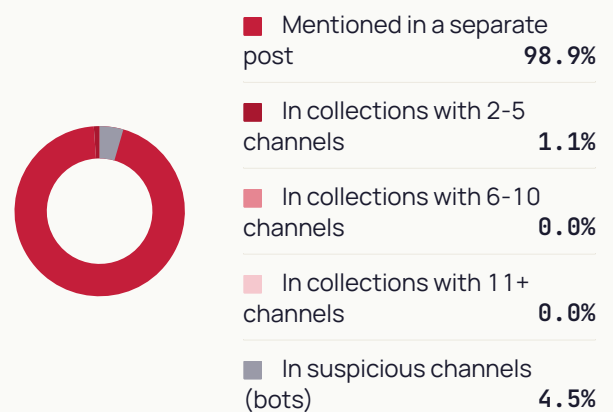
Who mentions the channel and how

Citation index **19** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time channel mentions: **59** different channels.

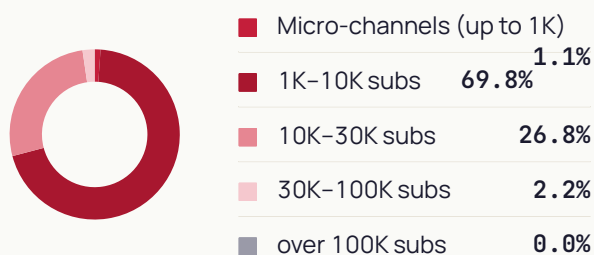
COUNTRIES MENTIONING YOU



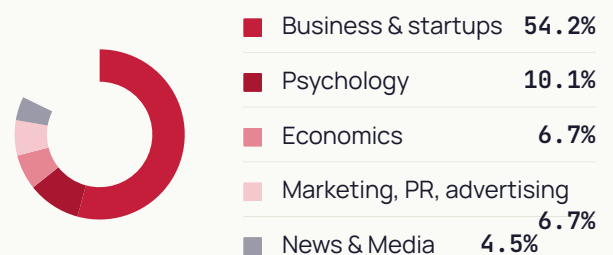
FORMAT OF MENTIONS



WHAT SIZE CHANNELS MENTION YOU



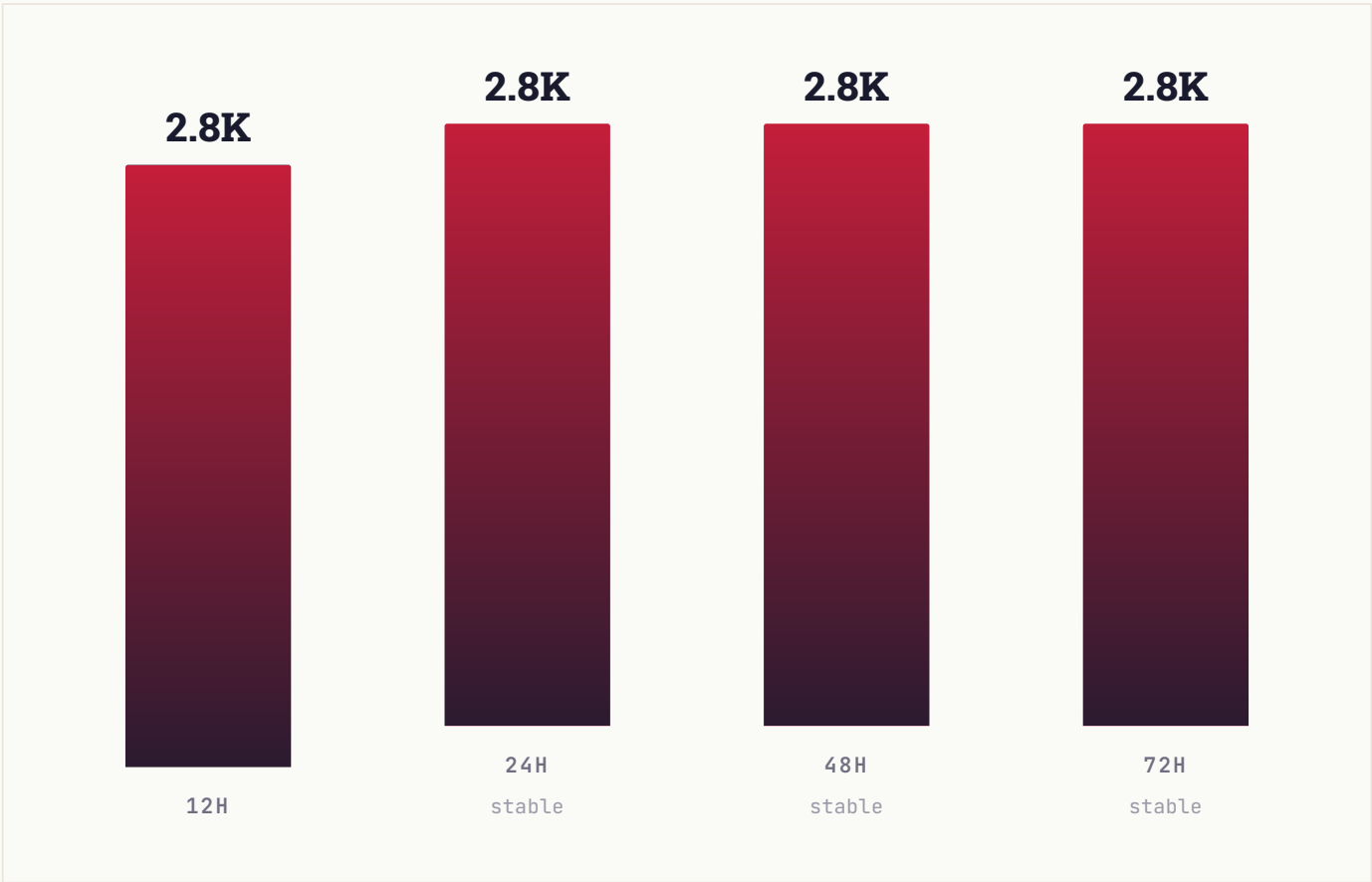
TOPICS OF MENTIONS



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg ad post reach over time since publication. Helps gauge 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 neighbors.

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
KV Customer is always right	1.1M
TV Trend or get left behind	1.1M
TZ Set trends	1.1M
SV Trending today	1M
OR About Ads (Marketing) YOU	13.5K

COMPARATIVE CONCLUSION

Channel not yet outside top 99 of niche — early growth stage. Niche leader — My feed trends (2.5M), top-99 median: 148K. First goal — enter top-99 via systematic traffic & content work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we track posts in other channels that mention yours. Over the last **6 months** such mentions were **0**, they brought **1** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
January 2026	0	0	0	
December 2025	0	0	0	
November 2025	0	0	1	
October 2025	0	0	0	
September 2025	0	0	0	
August 2025	0	0	0	
TOTAL MENTIONS	MONTHS OF DATA		ATTRACTED SUBSCRIBERS	
0	6		1	

SECTION 08 • NICHE COMPARISON

Where the channel stands in its league

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



— 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 Tuesday
Audience most active on this day at 15:00 MSK.

EFFECT
**Best window
for an
important post**
- 02

Increase video post share
Video in Telegram holds audience longer & ranks better.
Aim for 15-25%.

EFFECT
**Video retains
audience
better**
- 03

System 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 & interactive formats
Posts with polls/reactions usually give +5-15% ER. One poll per week on a hot topic — easy growth lever.

EFFECT
+5-15% ER
- 05

Cross-promo with neighboring channels
Exchange posts with channels in the same segment once a quarter. No need to do it every day — 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 using public data. 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
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02	Contact manager	t.me/PromptPress_manager
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