

PUBLIC REPORT PROMTPRESS

Channel audit basics ⚡



@okkk_club

channel for those creating projects at the intersection of business and creativity, to grow not only in numbers but also in meaning
#business #marketing #lifestyle by Osipov Mikhail 🌐:
osipovmikhail.ru ✉: @ospvmk via...

SUBSCRIBERS

31 689

+2709 per month

ERR (% SEE POSTS)

27.0%

per day 22.8%

REACH/POST

8.7K

ad reach 7.1K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 31 689 —	 SUBS REACH 27.51% avg % of subs who see a post	 VIEWS/POST 8.7K median 8.7K · 21 days	 POSTS/WEEK 3.9 for the period
 7D TREND -5.4% vs previous week	 REACTIONS/POST 154.3 only 1,852 reactions, 50 reposts, 29 comments	 POST LENGTH 858 chars. median 999 · 21 days	 POSTS ANALYZED 12 21 days
 AD REACH 7.1K 24h avg	 CHURN / MONTH +2709 last month	 CITATION RATE 20 citation index · 122 channels mentioned all time	 CHANNEL AGE 3 years 5 months created 24.01.2023

AI EDITOR SUMMARY

Channel 'basics ⚡' — 31 689 subs. Each post averages 8.7K people (28% of subs), good reach. Publishes 4 posts per week (~1/day) — rare publications. For the week of Jun 29 – Jul 5, reach dropped -5.4% to the week of Jun 22–28 — worth analyzing reasons.

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 12 posts over 21 days.
- 02 Dominant format — Photo (12/12 posts).
- 03 Avg post length — 858 chars (median 999).
- 04 Peak audience activity — Wednesday, 18:00 MSK.
- 05 Strongest posts get 1× more views than the weakest (9.4K avg top vs 8.4K worst) — among 12 posts over 21 days. Worth analyzing what top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 24.06 · 15:11 PHOTO Most expected form of adult escapism There's a special type of adult who can calmly endure tax hikes, exchange rate...	VIEWS 9 854 REPOSTS 5 REACTIONS 148 ER 31.1%
Nº2 21.06 · 17:03 PHOTO Was offline for 3 days. Here's why it matters. Signal was so bad I didn't even know where my phone was for 3 days. 0 incoming...	VIEWS 9 380 REPOSTS 1 REACTIONS 157 ER 29.6%
Nº3 02.07 · 06:37 PHOTO Towards future projects. There is a special form of entrepreneurial self-deception — 'I'll do it cheaper now, then they'll have big...'	VIEWS 9 085 REPOSTS 4 REACTIONS 146 ER 28.7%

Nº4

30.06 • 07:23

PHOTO

Retreat that required a vacation 🌴☀️ Fell a bit out of workflow, because after the race I decided to go for a state rehab...

VIEWS

8 802

REPOSTS

4

REACTIONS

163

ER

27.8%

Nº5

07.07 • 11:49

PHOTO

The channel crossed 30k subs, and at some point it became awkward to pretend we all met here by chance...

VIEWS

8 780

REPOSTS

3

REACTIONS

168

ER

27.7%

WORST 3

↓ 06.07 • 16:09 PHOTO

VAT without extra worries There is a special type of entrepreneurial calendar where summer is not sea, vacation and watermelon, but filing VAT return...

VIEWS

8 497

REPOSTS

2

REACTIONS

154

ER

26.8%

↓ 09.07 • 05:50 PHOTO

Right not to reply right away, everyone has it! For a long time I lived with the feeling that if you're asked a question, you must answer immediately. Especially...

VIEWS

8 422

REPOSTS

6

REACTIONS

149

ER

26.6%

↓ 29.06 • 07:16 PHOTO

Individual entrepreneur: entry via documents Sooner or later, every active person faces the moment when 'transfer to card' starts...

VIEWS

8 306

REPOSTS

4

REACTIONS

152

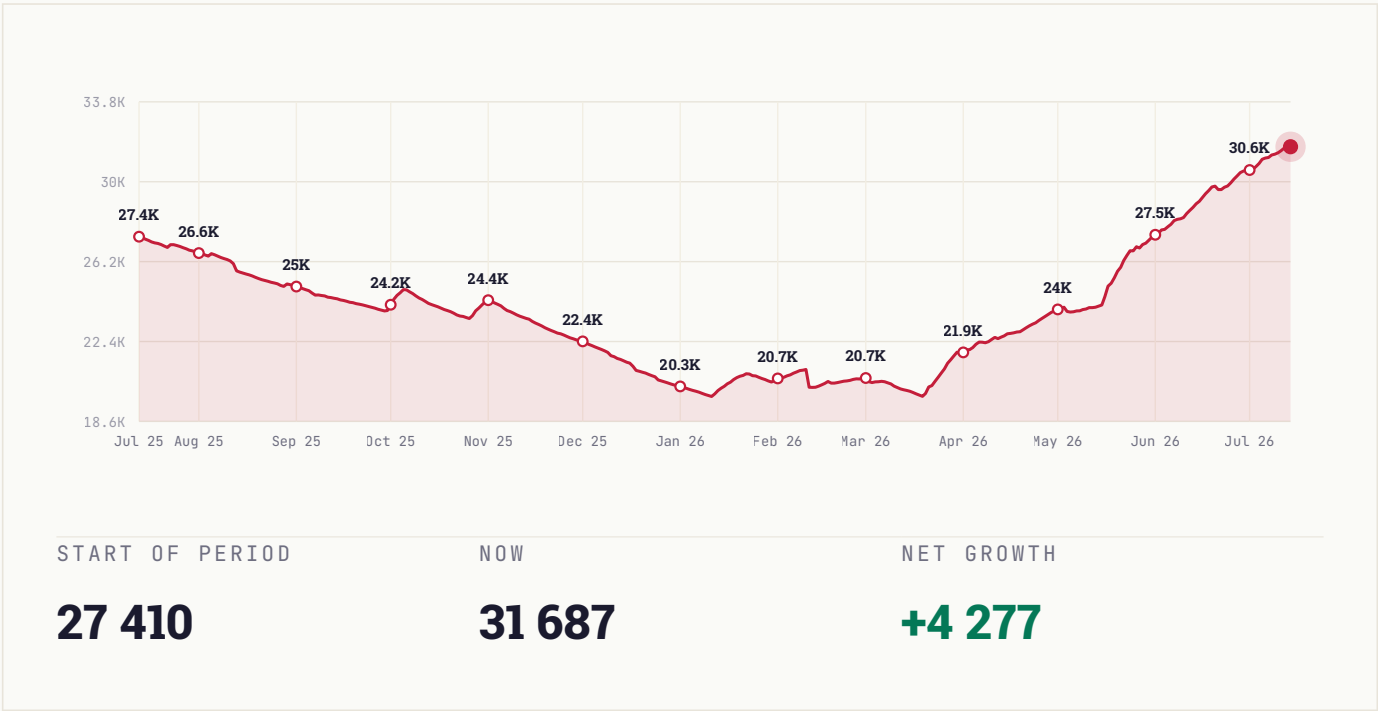
ER

26.2%

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 • CITATIONS

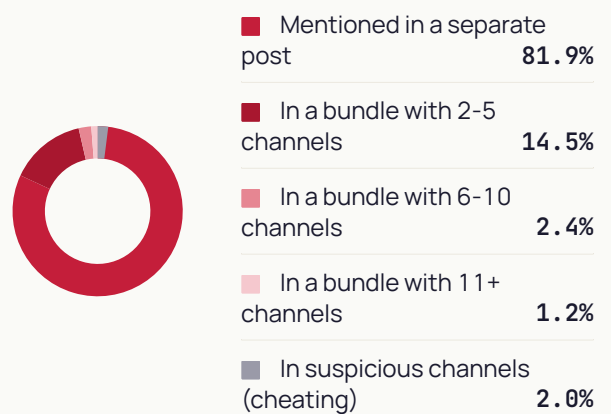
Who and how mentions the channel

Citation index **20** — channel popularity rating based on mentions. Considers not only quantity but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time channel was mentioned **122** different channels.

COUNTRIES MENTIONING



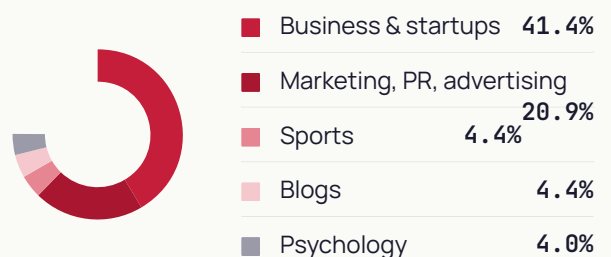
MENTION FORMAT



WHAT SIZE CHANNELS MENTION



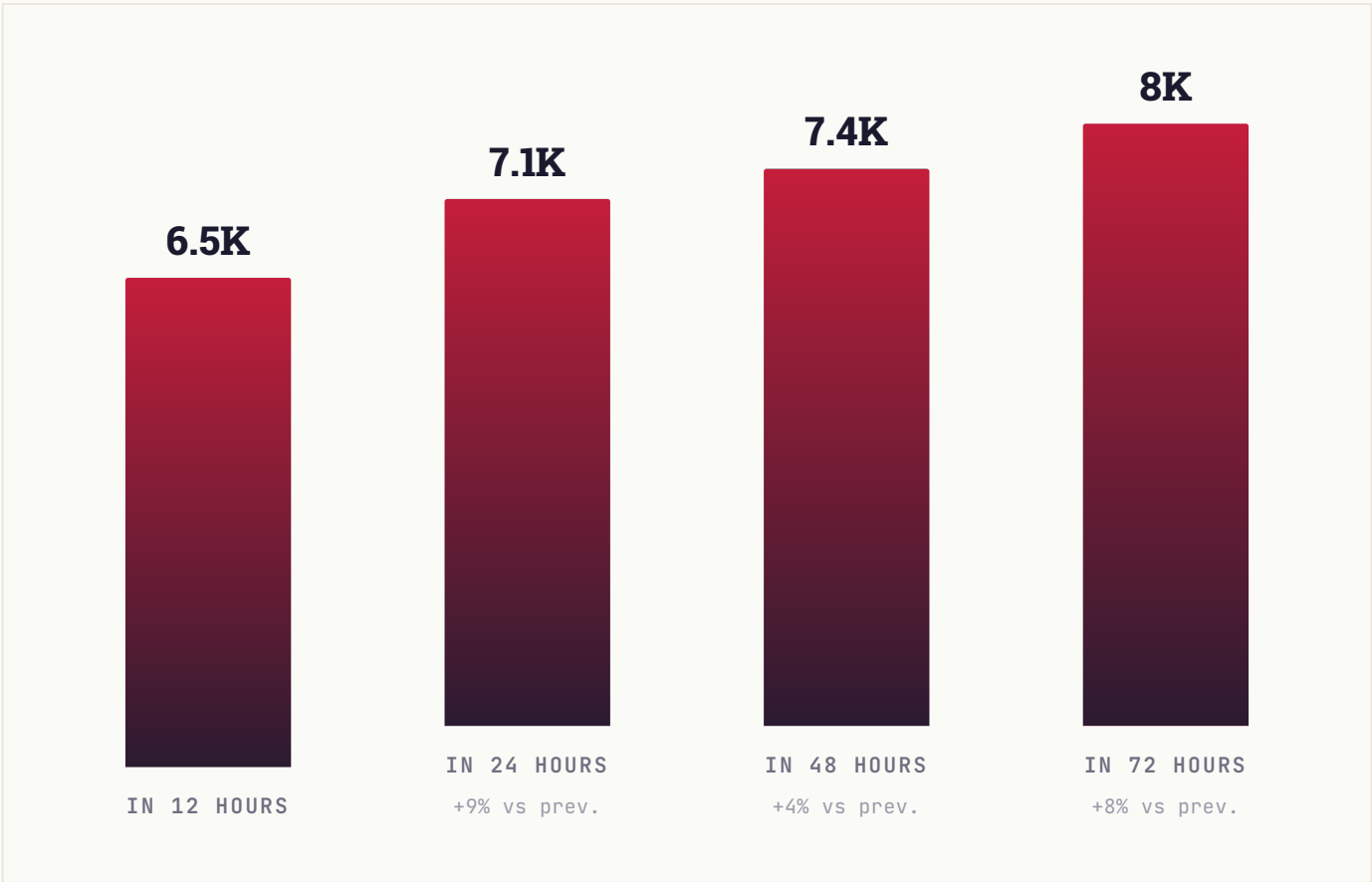
MENTION TOPICS



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of ad post over time since publication. Helps estimate how long 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
SY Search	1.5M
TR Trending	1.2M
TB Trends by Russia	1.1M
KV Customer is always right	1.1M
TZ Set trends	1M
SV Trending today	1M
TV Trend or leave	990K
OO basics ⚡ YOU	31.7K

COMPARATIVE INSIGHT

Channel is still 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 through systematic work on traffic and content.

SECTION 07 · MENTION DYNAMICS

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 **18**, they brought **3 263** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
January 2026	1	1	1 137
December 2025	2	2	0
Nov 2025	0	0	74
Oct 2025	1	1	1 792
September 2025	6	6	24
August 2025	8	7	236

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS
18	6	3 263

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

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



— SECTION 09 · STRATEGY

What to do right now

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

01**Increase posting frequency**

Currently 3.9 posts/wk. Active channels average 7-10.
Consistency is key to audience retention.

EFFECT

**Consistency
beats volume****02****Top post of the week — on Wednesday**

On this day and at 18:00 MSK the audience is most active.

EFFECT

**Best window
for an
important post****03****Increase video post share**

Video in Telegram retains audience longer and is better perceived by the algorithm. We recommend increasing share to 15-25%.

EFFECT

**Video retains
audience
better****04****Systematic 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****05****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 growth point.

EFFECT

+5-15% ER

★ WHAT'S NEXT

Want this done by **PromptPress?**

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

01

Launch ads in Telegram

<https://panel.promptpress.com/register>

02

Contact manager

t.me/PromptPress_manager