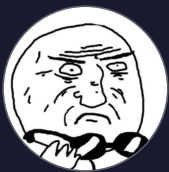


PROMTPRESS PUBLIC REPORT

Channel audit

Igor, start working



@oplata_skoro_budet

Portal into colleagues' everyday. About marketing, career, and ex-clients. Collaboration: @alex dali Channel included in RKN list: <https://rkn.link/OX4>

SUBS

160 459

-2525 per month

ERR (% SEE POSTS)

9.0%

per day **5.8%**

REACH / POST

13.1K

ad reach **9.4K/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.

 SUBS 160 459 —	 SUB REACH 8.17% avg % subs see post	 VIEWS / POST 13.1K median 13.4K · 29 days	 POSTS / DAY 8.4 ~59 per week
 7D TREND -2.9% vs previous week	 REACTIONS / POST 153.3 total 38,622 reactions, 52,028 reposts, 0 comments	 POST LENGTH 238 chars median 200 · 29 days	 POSTS ANALYZED 252 29 days
 AD REACH 9.4K 24h avg	 CHURN / MONTH -2525 over the last month	 MENTION RATE 1 407 citation index · 3,775 channels mentioned all time	 CHANNEL AGE 4 years 10 months created 17.08.2021

AI EDITOR SUMMARY

Channel «Igor, start working» — 160 459 subs. Each post avg views 13.1K people (8% of subs), reach low — expand audience. Publishes 59 posts/week (~8/day) — active. Week Jun 15–21 reach stable (-2.9% vs week Jun 8–14).

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS SHARE

- 01 Analysis based on **252** posts over 29 days.
- 02 Dominant format – **Photo** (160/252 posts).
- 03 Avg post length – **238** chars (median 200).
- 04 Peak audience activity – **Saturday**, 17:00 MSK.
- 05 Strongest posts get **2x** more views than the weakest (18.9K avg for top vs 10.5K for worst) – among 252 posts over 29 days. Worth analyzing what the top shares: topic, format, timing.

TOP 5 POSTS

Nº1 13.06 · 14:02 PHOTO Courier on a horse wanted in Gelendzhik! Local sushi chain urgently seeks a horse-riding delivery person due to gas shortages and queues...	VIEWS 19 369 REPOSTS 461	REACTIONS 172 ER 12.1%
Nº2 17.06 · 14:30 VIDEO 👤👤👤👤👤👤 Sber is a multitude of opportunities, stories, and of course, many different people. At the heart of our ad campaign are employees and...	VIEWS 19 305 REPOSTS 6	REACTIONS 33 ER 12.0%
Nº3 31.05 · 11:24 PHOTO Muscovites will get free pint of lager if they walk 12,000 steps. Bar Busby launched a June challenge and is ready to treat...	VIEWS 17 924 REPOSTS 723	REACTIONS 196 ER 11.2%

Nº4 31.05 · 21:02 PHOTO Summer is officially here, so here's a reminder postcard. Try to make the next three months count.	VIEWS 17 209 REPOSTS 277	REACTIONS 184 ER 10.7%
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Nº5 07.06 · 11:07 PHOTO Story of the day: a British woman sat under an oak tree for a year to beat burnout. She says nature knows better than people what they...	VIEWS 16 587 REPOSTS 257	REACTIONS 264 ER 10.3%
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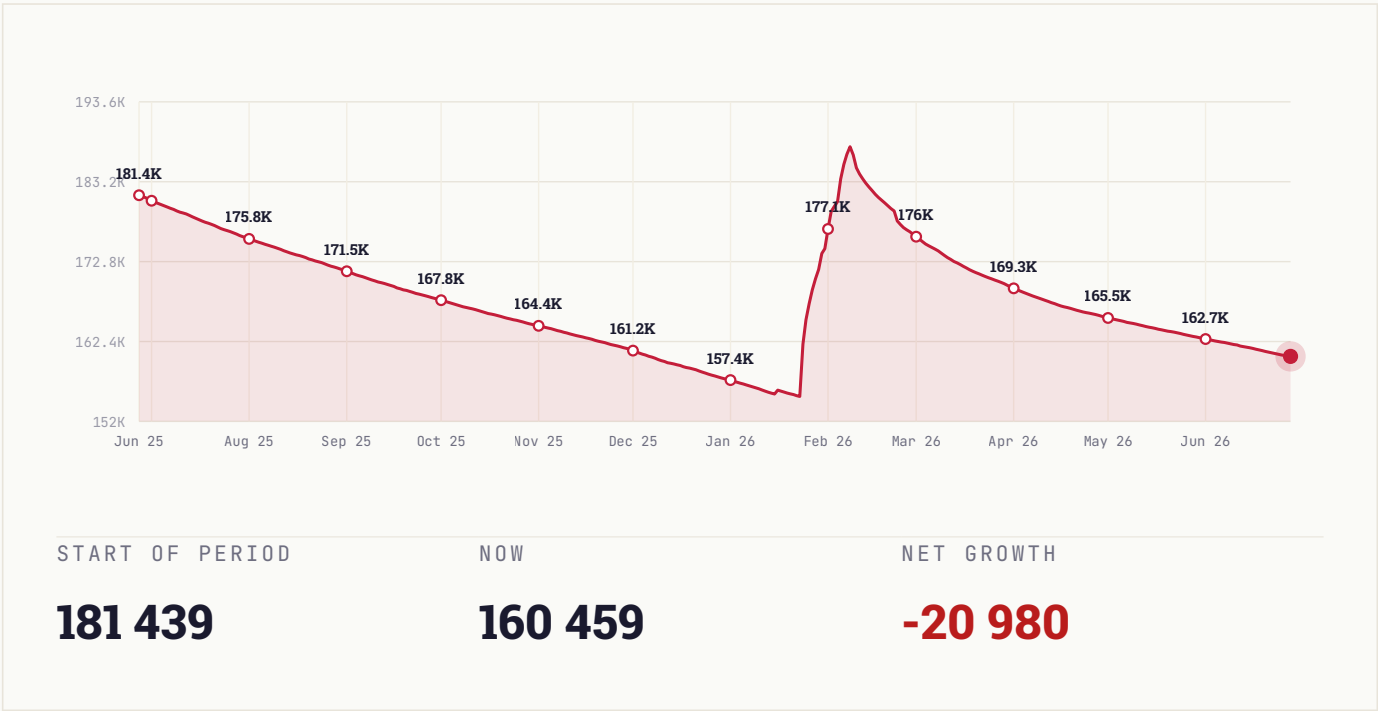
WORST 3

↓ 24.06 · 21:04 VIDEO Top morning mantra to survive toxic colleagues and boss's complaints. But you'll have to become...	VIEWS 10 980 REPOSTS 101	REACTIONS 69 ER 6.8%
↓ 25.06 · 08:31 PHOTO Boss chats & colleague gossip now seen as bad habits in candidates – weird questions one worker got...	VIEWS 10 481 REPOSTS 102	REACTIONS 121 ER 6.5%
↓ 25.06 · 09:30 TEXT 🍱🍱🍱🍱 Yandex Food decided to save everyone stuck in meetings and launched a lunch assortment so you don't get distracted from important...	VIEWS 10 130 REPOSTS 6	REACTIONS 13 ER 6.3%

SECTION 03 · SUB DYNAMICS

How the channel grew over the year

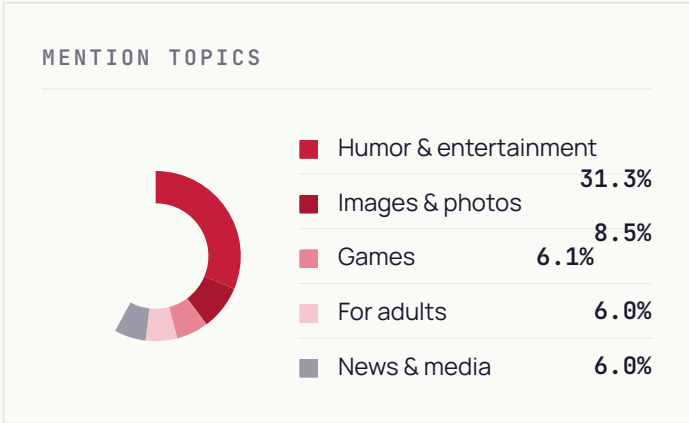
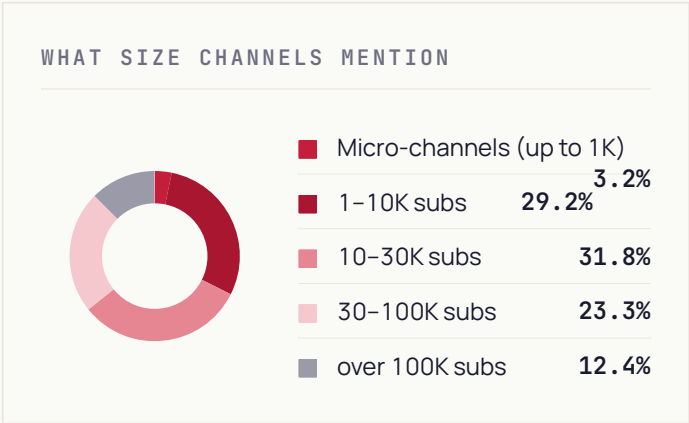
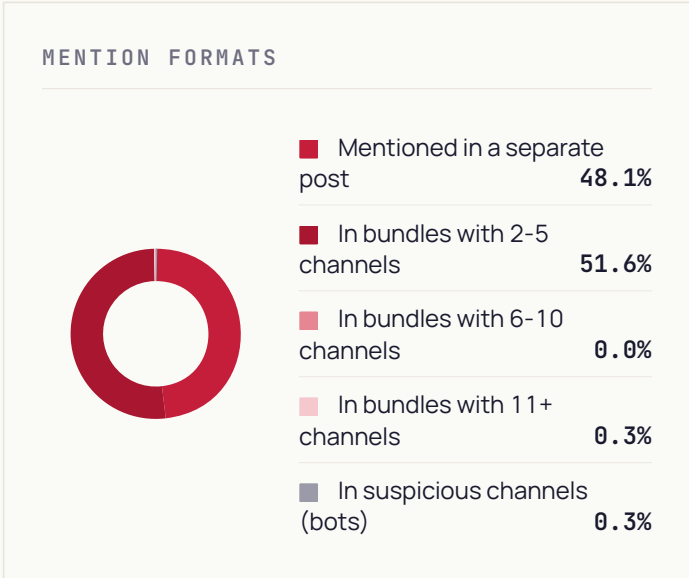
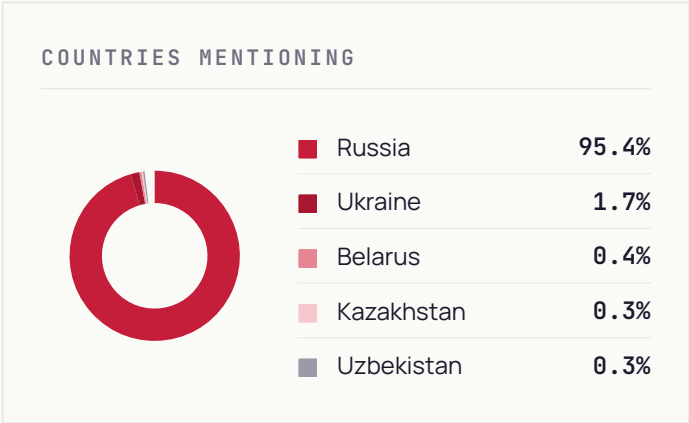
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · CITATIONS

Who mentions the channel and how

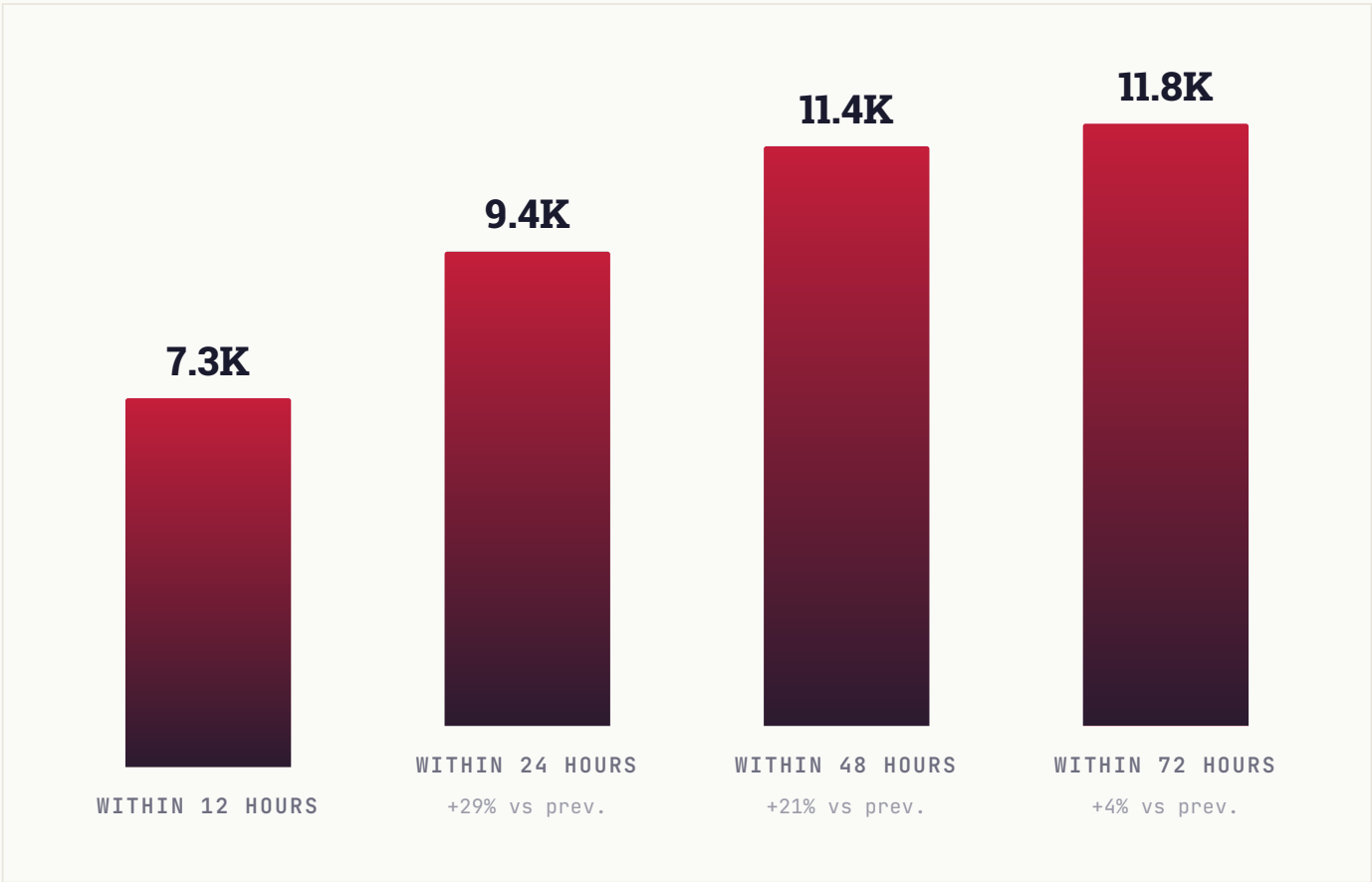
Citation index **1 407** — channel popularity score based on mentions. Considers not just count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from 1K. All-time mentions: **3 775** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg ad post reach by 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 peers.

CHANNEL	SUBS
TM My feed trends	2.5M
MO Ice cream	1.8M
OK O'kak	1.6M
Today Search	1.3M
TR Trendly	1.2M
KV Customer is always right	1.1M
TB Trends by Russia	1.1M
Week Trending today	1M
TV Trend or leave	930.8K
TR Trendach	904.7K
IN Igor, start working YOU	160.5K

COMPARATIVE CONCLUSION

Channel in top half of the niche (#40 of 99). Niche leader — My feed trends (2.5M), median subs 145.4K. Aim for top quartile — realistic 6-12 month horizon.

SECTION 07 • NICHE COMPARISON

Where channel ranks in its league

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

#40 /100

RANK IN NICHE

Channel in top half of ranking

SUBS

better than 50% of niche

median 144.9K

39.7K

160 459 – your channel

1.2M

AVG REACH / POST

worse than median by 3%

median 13.4K

91

13 105 – your channel

53.2K

CITATION INDEX

better than 71% of niche

median 204

0

1 407 – your channel

3.1K

— SECTION 08 · 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 Saturday

Audience most active on this day at 17:00 MSK.

EFFECT

Best window for an important post
- 02

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
- 03

Test polls & interactive formats

Posts with polls/reactions usually boost ER by +5-15%.
One poll per week on a hot topic — easy growth lever.

EFFECT

+5-15% ER
- 04

Cross-promo with neighboring channels

Swap posts quarterly with same-segment channels.
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 is 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 Telegram ads	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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