

PUBLIC REPORT BY PROMTPRESS

Channel audit

Orphosvinstvo & Idiomarketing



@orfosvinstvo

Fixing errors on city infrastructure objects, collecting original and absurd ads. Send your observations and suggestions to @orfos_bot. For ads: @orfos_bot RKN:...

SUBSCRIBERS

13 950

-43 per month

ERR (% SEE POSTS)

10.0%

per day 5.6%

REACH/POST

1.3K

ad reach 780/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card – a separate channel health indicator. The subtitle below the number shows the calculation period.

 SUBSCRIBERS 13 950 —	 SUBSCRIBER REACH 9.48% avg % subs see post	 VIEWS/POST 1.3K median 1.2K · 29 days	 POSTS/WEEK 42.6 for the period
 TREND 7D -13.3% vs previous week	 REACTIONS/POST 35.3 only 6,360 reactions, 2,326 reposts, 974 comments	 POST LENGTH 127 chars median 57 · 29 days	 POSTS ANALYZED 180 29 days
 AD REACH 780 24h avg	 CHURN / MONTH -43 last month	 CITATION RATE 560 citation index · 2,325 channels mentioned all time	 CHANNEL AGE 9 years 5 months created 16.01.2017

AI EDITOR SUMMARY

Channel «Orfosvinstvo and Idiomarketing» – 13 950 subs. Each post averages 1.3K people (9% subs), reach is low – need to grow audience. Publishes 43 posts per week (~6/day) – active posting. For week Jun 29 – Jul 5 reach dropped -13.3% to the week of Jun 22–28 – worth analyzing why.

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 SHARE

- 01 Analysis based on **180** posts in 29 days.
- 02 Dominant format — **Photo** (115/180 posts).
- 03 Avg post length — **127** chars (median 57).
- 04 Peak audience activity — **Friday**, 20:00 MSK.
- 05 Top posts drive **7x** more views than the weakest (6.1K avg for top vs 901 for worst) — among 180 posts in 29 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 03.07 · 07:09 TEXT The «word of summer 2026» contender is «canister». @orfosvinstvo	VIEWS 6 491 REPOSTS 37	REACTIONS 34 ER 46.5%
Nº2 22.06 · 17:52 POLL (post without caption — poll)	VIEWS 6 183 REPOSTS 15	REACTIONS 29 ER 44.3%
Nº3 19.06 · 17:52 POLL (post without caption — poll)	VIEWS 5 500 REPOSTS 30	REACTIONS 23 ER 39.4%

Nº4 25.06 • 12:17 PHOTO A year of struggle, rejections, reworks. Result: saving 40,000 on intermediaries. A year later I registered an NPO. Now for grants and contests...	VIEWS 4 822 REPOSTS 15 REACTIONS 176 ER 34.6%
Nº5 08.07 • 11:56 PHOTO A girl sparked a corporate battle :-) @orfosvinstvo	VIEWS 4 680 REPOSTS 92 REACTIONS 41 ER 33.5%

WORST 3

↓ 08.07 • 10:27 TEXT Whoa! You're a journalist now!	VIEWS 930 REPOSTS — REACTIONS 10 ER 6.7%
↓ 07.07 • 07:58 PHOTO (post without caption — photo)	VIEWS 908 REPOSTS 5 REACTIONS 31 ER 6.5%
↓ 08.07 • 07:33 PHOTO The word "nugget" for McDonald's chicken fillet came from a scammer. It translates as "golden...	VIEWS 866 REPOSTS 15 REACTIONS 11 ER 6.2%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

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



PERIOD START

14 587

NOW

13 950

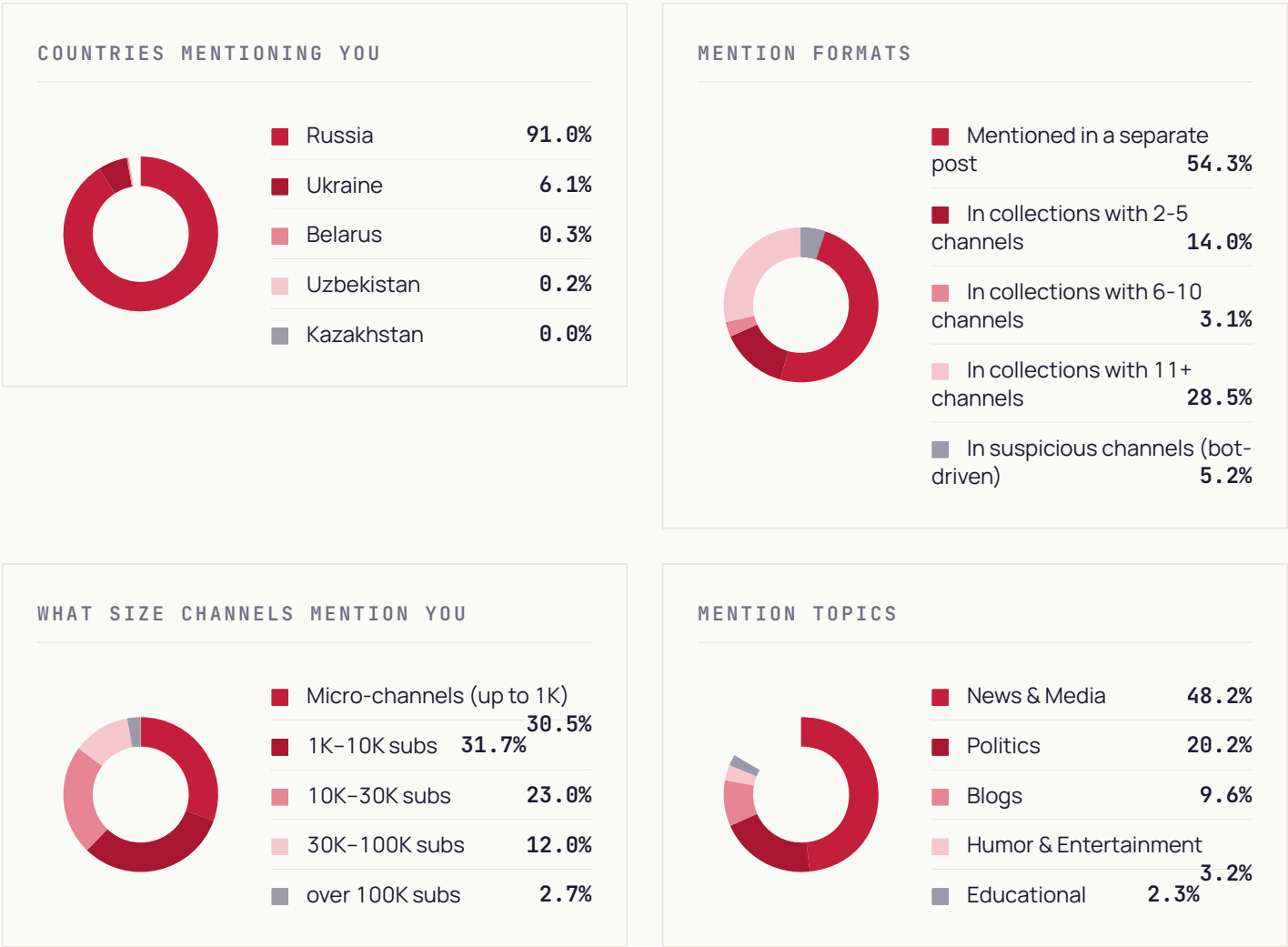
NET GROWTH

-637

SECTION 04 · MENTIONS

Who and how mentions the channel

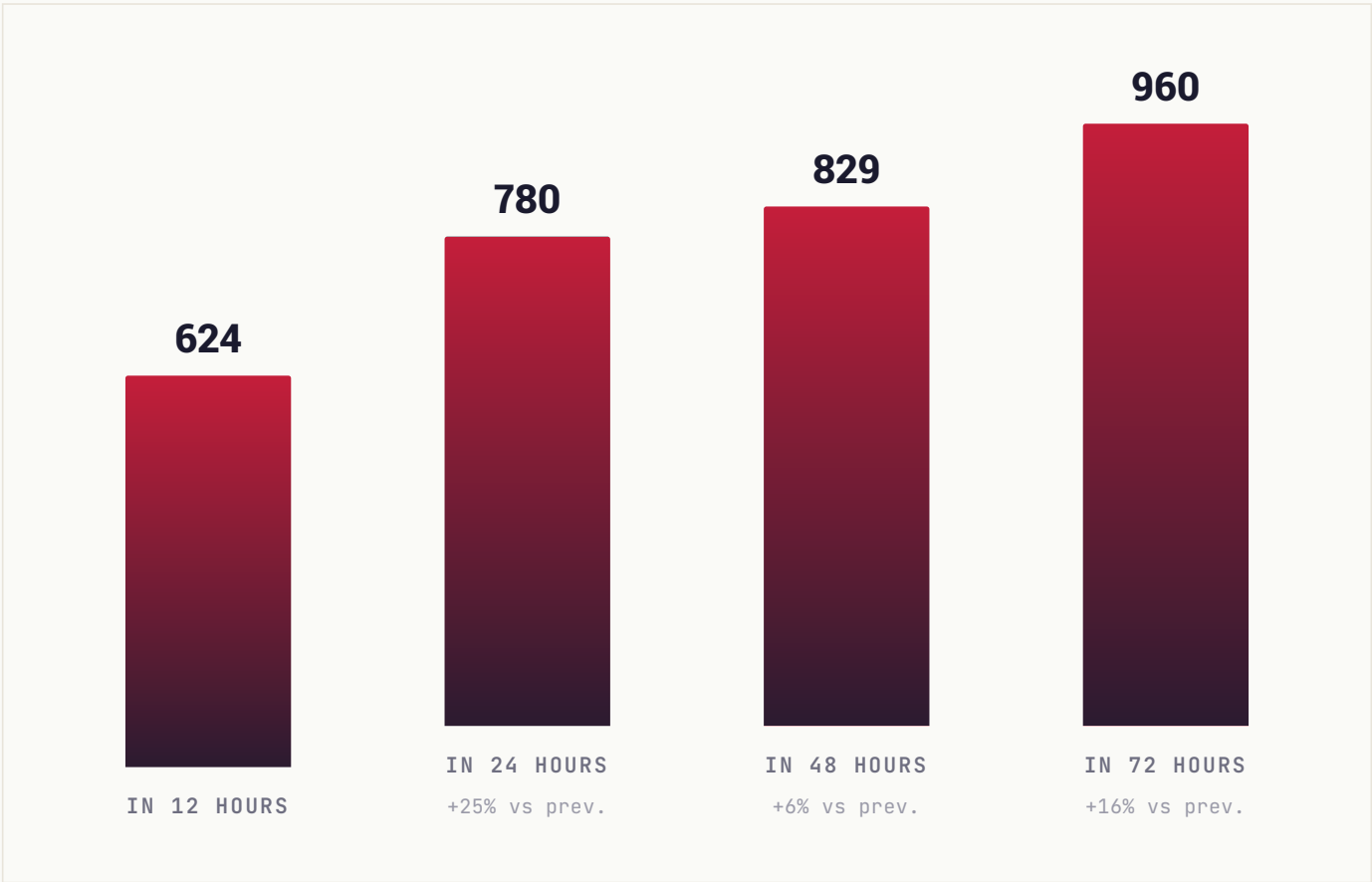
Citation index **560** — channel popularity rating based on mentions. Considers not only quantity but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **2 325** different channels.



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 closest channels by topic and audience. Your channel highlighted — see its rank among niche peers.

CHANNEL	SUBSCRIBERS
TM My feed trends	2.5M
MO Ice cream	1.7M
OK Okak	1.6M
SYo Search	1.5M
TR Trendly	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
OI Orphosvinstvo & Idiomarketing YOU	13.9K

COMPARATIVE INSIGHT

Channel is not yet 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 **110**, they brought **383** new subs.

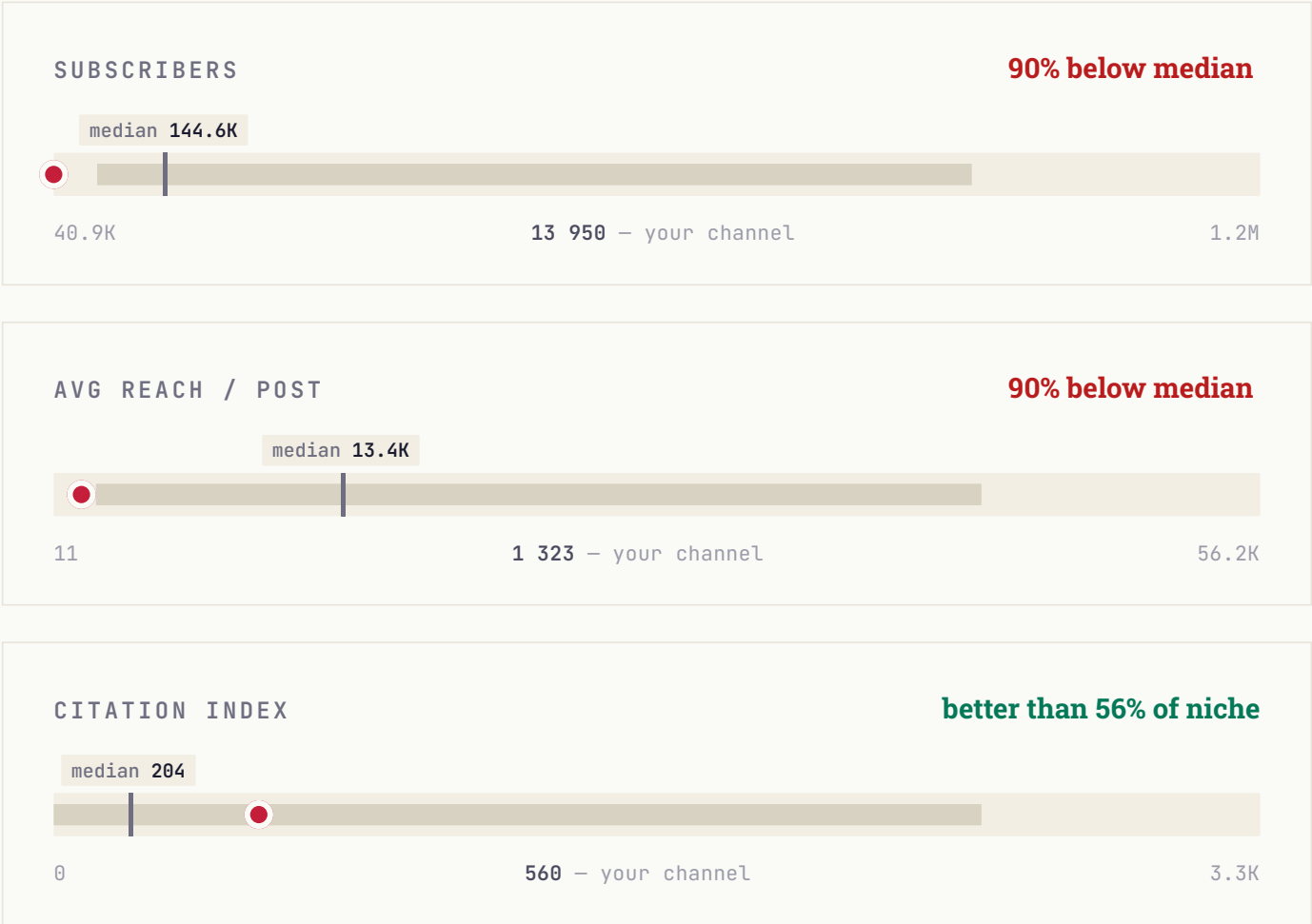
PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	6	5	25
December 2025	30	26	159
Nov 2025	17	13	17
Oct 2025	18	15	71
September 2025	3	3	38
August 2025	36	21	73

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS
110	6	383

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 for 80% of 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

Main post of the week — on Friday

Audience is most active on this day at 20:00 MSK.

EFFECT

**Best window
for an
important post**

02

Increase video post share

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

EFFECT

**Video retains
audience
better**

03

Systematic traffic buying

Three formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromtPress finds sources for your niche.

EFFECT

**+1000-3000
subs**

04

Test polls & interactive formats

Posts with polls/reactions usually boost ER by 5-15%.
One weekly poll on a hot topic is an easy growth lever.

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

Cross-post with same-segment channels once a quarter. No need daily — 2-3 collabs give relevant growth.

EFFECT

**Growth from
relevant
audience**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in minutes from public data. Want more? Run ads with 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
