

PUBLIC REPORT PROMTPRESS

Channel audit

bundle with bundles



@paketik

Promo secrets, deep trend analytics — look elsewhere, we'll rustle up something here. Collaboration: @maximillian RKN: <https://clck.ru/3N78UA> Working with...

SUBSCRIBERS	ERR (% SEE POSTS)	REACH/POST
204 829 +12867 per month	5.0% in 24h 3.5%	9.4K ad reach 7.2K/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 spot

07 Mention dynamics

6 months · monthly

08 Niche comparison

Rank in «News & Media»

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 204 829 —	 SUBS REACH 4.6% avg % subs see post	 VIEWS/POST 9.4K median 9.4K · 29 days	 POSTS/DAY 12.4 ~86 per week
 7D TREND -3.9% vs previous week	 REACTIONS/POST 155.9 total 57,672 reactions, 30,737 reposts, 1,013 comments	 POST LENGTH 251 chars. median 242 · 29 days	 POSTS ANALYZED 370 29 days
 AD REACH 7.2K 24h avg	 CHURN / MONTH +12867 last month	 CITATION RATE 1 504 citation index · 5,559 channels mentioned ever	 CHANNEL AGE 1 year 1 month created 04.06.2025

AI EDITOR SUMMARY

Channel «bag of bags» — 204 829 subs. Each post averages 9.4K people (5% of subs), low reach — consider expanding audience. Publishes 86 posts per week (~12/day) — very active. For week Jul 6–12 reach stable (-3.9% vs week Jun 29 – Jul 5).

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 SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **370** posts in 29 days.
- 02 Dominant format – **Video** (186/370 posts).
- 03 Avg post length – **251** chars (median 242).
- 04 Audience peak – **Wednesday**, 08:00 MSK.
- 05 Top posts get **2x** more views than the weakest (18.2K avg for top vs 8K for worst) – among 370 posts in 29 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 15.07 · 05:58 VIDEO Americans invented coffee in pocket-sized nitrogen cartridges. Just inject concentrate into a glass of water or milk to get...	VIEWS 27 185 REPOSTS 493	REACTIONS 125 ER 13.3%
Nº2 26.06 · 19:33 PHOTO IKEA made flags of World Cup countries from its products. Some needed just a couple towels, others required quite...	VIEWS 14 274 REPOSTS 64	REACTIONS 426 ER 7.0%
Nº3 01.07 · 11:57 VIDEO A girl decided to test if shawarma is as healthy as fans claim and ate only it for 30 days. Before the experiment she...	VIEWS 13 245 REPOSTS 553	REACTIONS 276 ER 6.5%

Nº4 29.06 · 06:02 VIDEO Monday mood: Natasha	VIEWS 12 347 REPOSTS 286	REACTIONS 192 ER 6.0%
Nº5 28.06 · 17:02 VIDEO If you play Egyptian music to cats, they start acting weird. As if remembering partying with pharaohs and ancient...	VIEWS 11 938 REPOSTS 478	REACTIONS 232 ER 5.8%

|

WORST 3

↓ 06.07 · 13:30 VIDEO SberPrime marathon 'White Nights' took place in St. Petersburg — the race seemingly made for photos and videos. Night city, bright sky, thousands...	VIEWS 8 125 REPOSTS 7	REACTIONS 50 ER 4.0%
↓ 18.07 · 15:04 VIDEO Official Star Wars expansion released for PowerWash Simulator 2. Now you can meditatively clean...	VIEWS 8 010 REPOSTS 39	REACTIONS 206 ER 3.9%
↓ 01.07 · 10:26 VIDEO That trash bag every man finds in the hallway before leaving for work)	VIEWS 8 009 REPOSTS 95	REACTIONS 175 ER 3.9%

SECTION 03 • SUBSCRIBER DYNAMICS

How the channel grew over the year

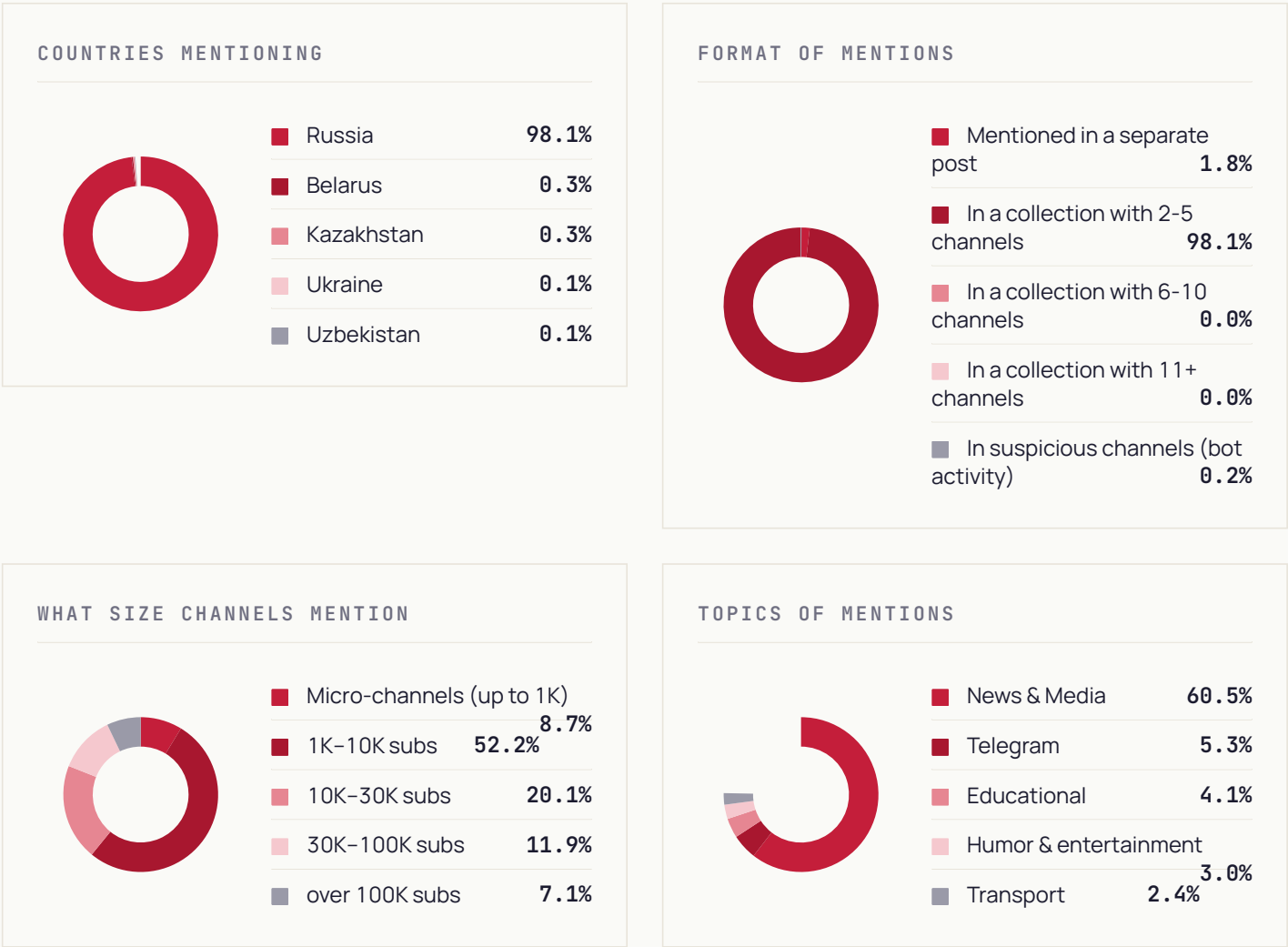
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

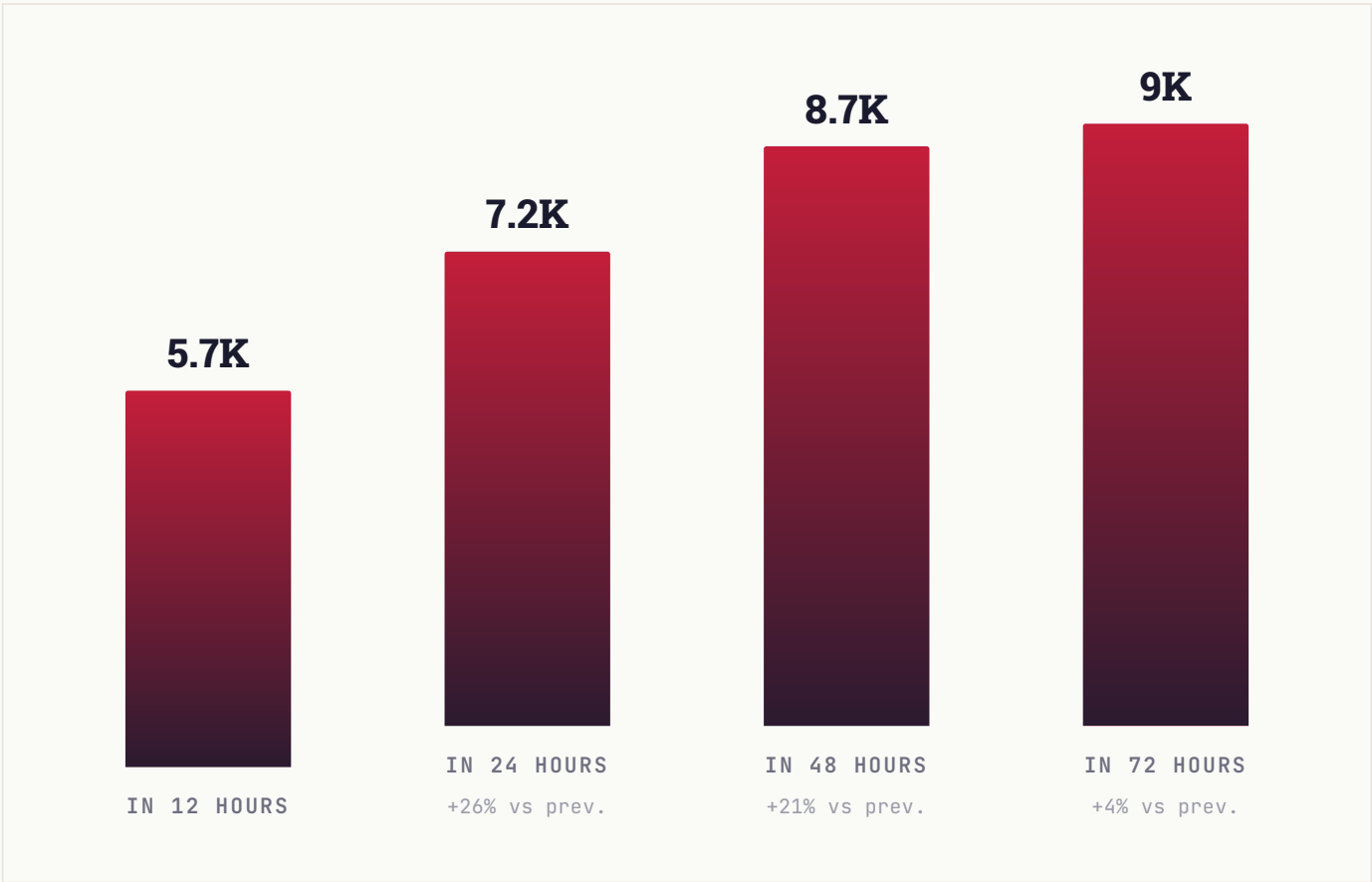
Citation index **1 504** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioners: a post from a 100k subs channel weighs more than from a 1k subs channel. All-time channel mentions: **5 559** different channels.



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. Your channel highlighted — see its place among niche neighbors.

CHANNEL	SUBSCRIBERS
ا خ اخبارفوری خبرفوری جنگ امریکا فوری	6.4M
ا خ خبرفوری اخبارفوری جنگ فوری امریکا	5.2M
خ ب خبرفوری	4.3M
ا ج اخبارفوری جنگ	4.3M
PE Live • News	4.1M
TL Topor Live	4.1M
M• Moskvich • Moscow News	3.8M
M- Moscow is interesting	3.4M
PM First Moscow	3.2M
TP Trukha ⚡ Ukraine	3.1M
PS bundle with bundles YOU	204.8K

COMPARATIVE CONCLUSION

Channel not yet outside top 97 of niche — early growth stage. Niche leader — اخبارفوری خبرفوری جنگ امریکا فوری (6.4M), top-97 median: 1.3M. First goal: enter top-97 through systematic traffic & content work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

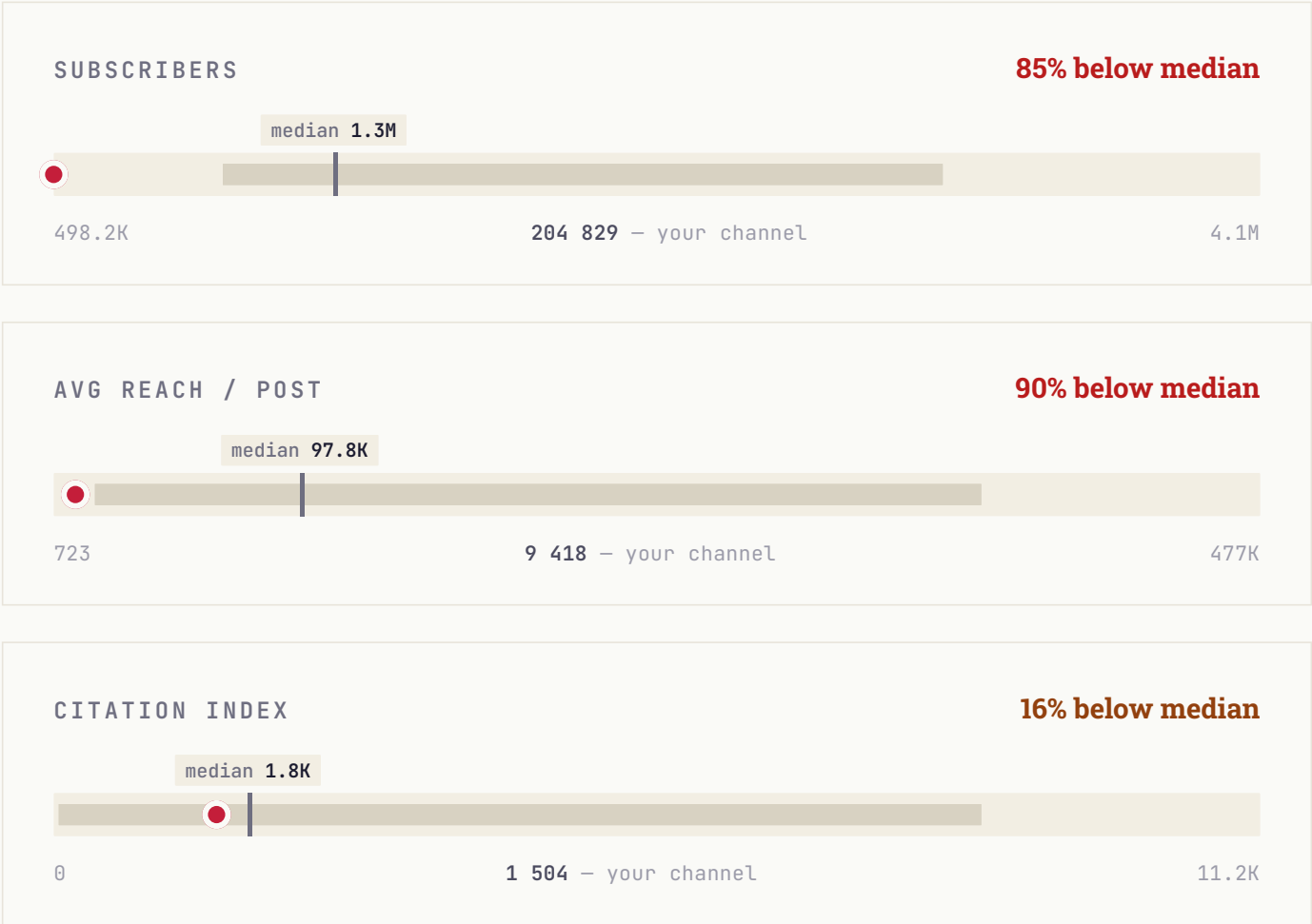
Each month we record posts in other channels that mention yours. Over the last **6 months** such mentions were **9 288**, they brought **191 493** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
January 2026	3 019	2 197	41 329
December 2025	1 661	1 555	52 681
Nov 2025	34	33	1 041
Oct 2025	2 353	2 232	16 964
September 2025	687	524	50 162
August 2025	1 534	1 234	29 316
TOTAL MENTIONS	9 288	MONTHS OF DATA	6
		ATTRACTED SUBS	191 493

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category «News & Media» (Russia) and compared your channel against them. 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 off as done and revisit this report in a month.

- 01

Top post of the week — on Wednesday

Audience is most active on this day at 08:00 MSK.

EFFECT

Best window for an important post
- 02

ER below niche benchmark — rethink formats

Current ER 4.6% vs norm 5.5%. Try polls and interactive formats.

EFFECT

+0.9pp ER
- 03

Systematic traffic buying

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

EFFECT

+1k-3k subs
- 04

Test polls and 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
- 05

Cross-promo with neighboring channels

Exchange posts quarterly with same-segment channels. 2-3 collabs give relevant growth — no need daily.

EFFECT

Growth from relevant audience

★ WHAT'S NEXT

Want this done by **PromptPress?**

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

01 Launch Telegram ad <https://panel.promptpress.com/register>

02 Contact manager t.me/PromptPress_manager
