

PUBLIC REPORT BY PROMTPRESS

Channel audit

Useful Perfume



@parfuna

AI, marketing, media & management without corporate fog Site
parfun.ru Welcome post <https://t.me/ParfunAI/3943> Ads:
@pparfunbot Registration...

SUBSCRIBERS

23 214

-1096 per month

ERR (% SEE POSTS)

39.0%

per day **34.4%**

REACH/POST

9.8K

ad reach **8.1K/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 period it covers.

 SUBSCRIBERS 23 214 —	 SUBSCRIBER REACH 42.13% avg % subs see post	 VIEWS/POST 9.8K median 8.7K · 29 days	 POSTS/WEEK 10.8 over period
 7D TREND +24.7% vs previous week	 REACTIONS/POST 56.4 total 2,537 reactions, 1,269 reposts, 248 comments	 POST LENGTH 735 chars median 999 · 29 days	 POSTS ANALYZED 45 29 days
 AD REACH 8.1K 24h avg	 CHURN / MONTH -1096 last month	 CITATION RATE 179 citation index · 744 channels mentioned it ever	 CHANNEL AGE 4 years 7 months created 30.11.2021

AI EDITOR SUMMARY

Channel «Useful Parfun» – 23 214 subs. Each post avg views 9.8K people (42% from subs), wide reach for a channel this size. Publishes 11 posts/week (~2/day) – consistent. Week Jun 29–Jul 5 reach grew +24.7% vs week Jun 22–28 – 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 TOP POSTS HAVE IN COMMON

- 01 Analysis based on 45 posts over 29 days.
- 02 Dominant format — Photo (33/45 posts).
- 03 Avg post length — 735 characters (median 999).
- 04 Audience peak activity — Monday, 12:00 MSK.
- 05 Top posts get 4× more views than the weakest (top avg 24.5K vs worst 5.5K) — among 45 posts over 29 days. Worth analyzing what top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 29.06 · 09:44 PHOTO Media still rules, even in the AI era Spaniards from Good Rebels analyzed 40,000 ChatGPT, Gemini and Perplexity responses to find out where...	VIEWS 34 292 REPOSTS 75	REACTIONS 13 ER 147.7%
Nº2 17.06 · 06:04 PHOTO Left to right 👉 CFO, CEO, CMO, CTO	VIEWS 22 990 REPOSTS 27	REACTIONS 51 ER 99.0%
Nº3 19.06 · 06:02 PHOTO 🍔 Meme Friday! Send, like, share with friends. Still 2000 rub for the meme from comments with max likes! As a certificate for...	VIEWS 16 366 REPOSTS 31	REACTIONS 40 ER 70.5%

Nº4

16.06 · 10:00

PHOTO

AI doesn't save time That's the deal, folks. Scientists say it just redistributes time from 'doing work' to...

VIEWS

14 115

REPOSTS

35

REACTIONS

24

ER

60.8%

Nº5

17.06 · 10:02

PHOTO

The greatness of Elon Musk in one picture I keep it on my desktop — it's too telling. If you haven't seen it, let me explain...

VIEWS

13 602

REPOSTS

84

REACTIONS

81

ER

58.6%

WORST 3

↓ 26.06 · 06:01 PHOTO 👉 Meme Friday! Send, like, share with friends. Still 2000 rub for the meme from comments with max likes! As a certificate for...
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SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

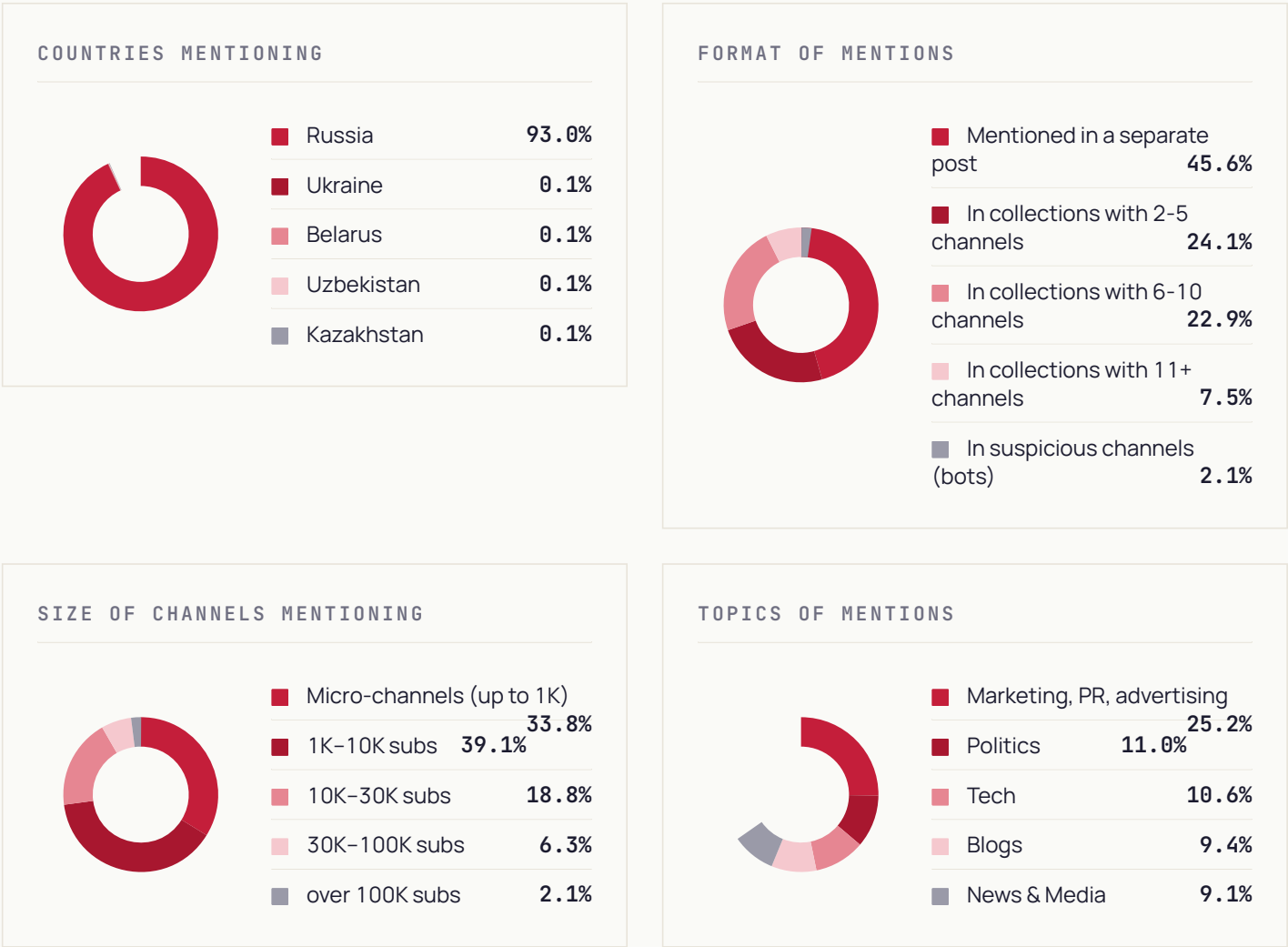
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained and which lost subs.



SECTION 04 · MENTIONS

Who and how mentions the channel

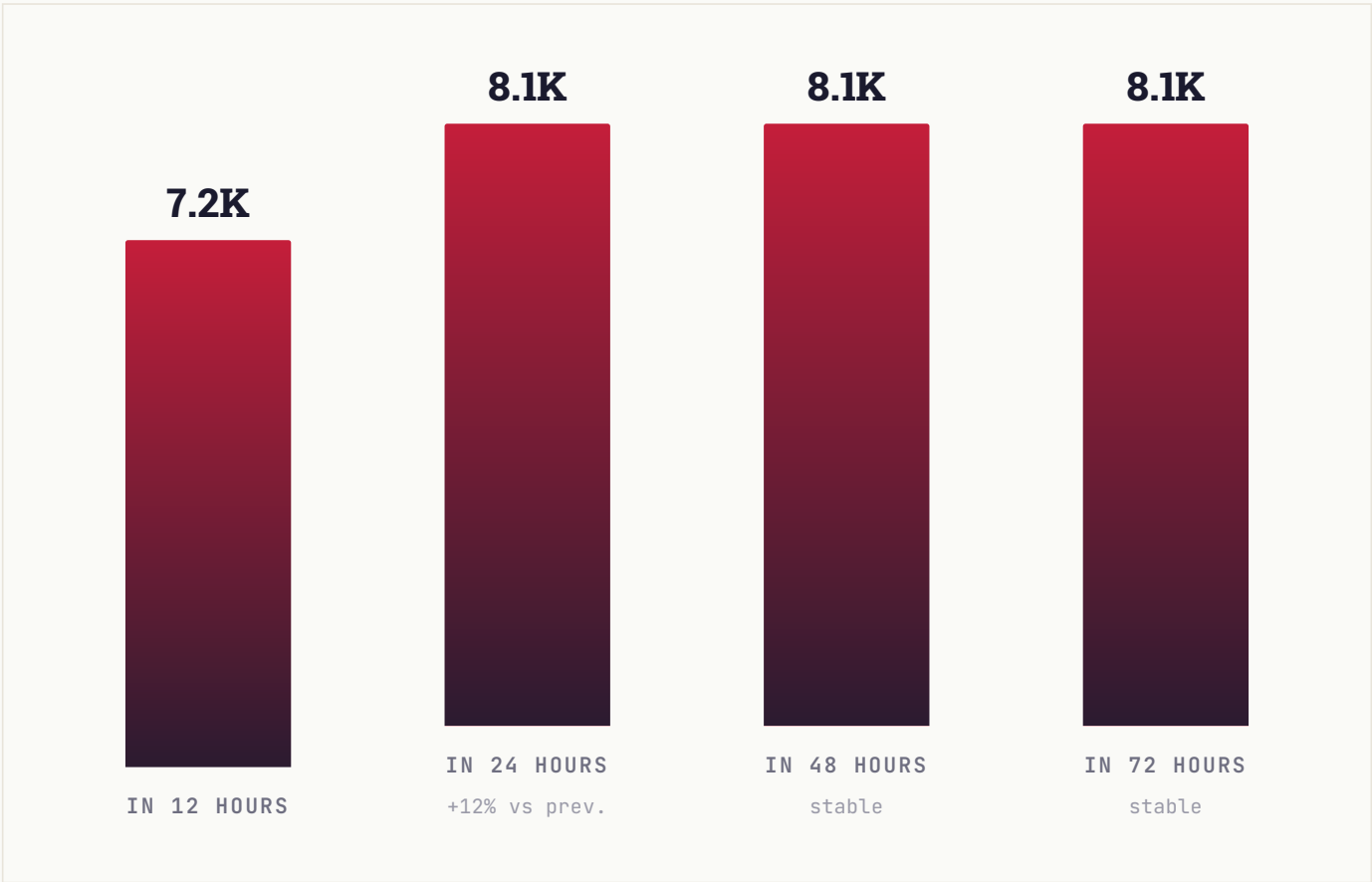
Citation index **179** – channel popularity rating based on mentions. Considers not only their count but also the weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time channel mentions: **744** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post 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	SUBSCRIBERS
TM My feed trends	2.5M
MO Ice cream	1.7M
OK Okak	1.6M
SE Search	1.5M
TR Trending	1.2M
TB Trends by Russia	1.1M
ER Customer is always right	1.1M
TZ Set trends	1.1M
SV Trending today	1M
TV Trend or leave	1M
PP Useful Perfume YOU	23.2K

COMPARATIVE INSIGHT

Channel not yet outside top 99 in niche — early growth stage. Niche leader — My feed trends (2.5M), top-99 median: 147.7K. 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 track posts in other channels that mention yours. Over the last **6 months** such mentions were **243**, they brought **7 770** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	36	24	713
December 2025	36	21	1 441
November 2025	45	29	854
October 2025	39	29	817
Sep 2025	52	38	2 776
August 2025	35	24	1 169

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
243	6	7 770

Where the channel stands in its league

The figure consists of three horizontal bar charts, each representing a different performance metric. Each chart has a light beige background bar representing the range from 0 to the maximum value. A darker beige bar indicates the range from 0 to the channel's current value. A vertical line marks the median, and a red dot marks the channel's current value. The percentage below the median is displayed in red text on the right.

Metric	Channel Value	Median	Percentage Below Median
SUBSCRIBERS	23,214	146.4K	84%
AVG REACH / POST	9,780	13.2K	26%
CITATION INDEX	179	204	12%

SUBSCRIBERS 84% below median

median 146.4K

41.2K 23 214 — your channel 1.2M

AVG REACH / POST 26% below median

median 13.2K

13 9 780 — your channel 58.7K

CITATION INDEX 12% below median

median 204

0 179 — your channel 3.3K

— 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

Top post of the week — on Monday

Audience most active on this day at 12:00 MSK.

EFFECT

**Best window
for an
important post**

02

System traffic buy

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 point.

EFFECT

+5-15% ER

04

Cross-promo with neighboring channels

Swap posts quarterly with channels in the same niche.
No need daily — 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 — it's a source of organic traffic.

EFFECT

**Organic traffic
source**

★ 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 with us and hit your growth plan in a month.

01 **Launch ads on Telegram** <https://panel.promptpress.com/register>

02 **Contact manager** t.me/PromptPress_manager
