

PUBLIC REPORT PROMTPRESS

Channel audit

Korneev | First Marketing



@pervmarketing

Author channel about common sense in marketing and advertising.
@pervikirill - ads @korsmm - consulting, tg promotion <https://gosuslugi.ru/snet/67ac2957be63a80aa9a5c663> Suggest...

SUBSCRIBERS

147 255

-5248 per month

ERR (% SEE POSTS)

2.0%

per day 0.8%

REACH/POST

2.5K

ad reach 1.2K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 147 255 —	 SUBS REACH 1.68% avg % of subs see post	 VIEWS/POST 2.5K median 2.5K · 28 days	 POSTS/WEEK 12.4 over period
 7D TREND -15.5% vs previous week	 REACTIONS/POST 48.5 total 2,476 reactions, 1,439 reposts, 65 comments	 POST LENGTH 213 chars median 187 · 28 days	 POSTS ANALYZED 51 28 days
 AD REACH 1.2K 24h avg	 CHURN / MONTH -5248 last month	 CITATION RATE 454 citation index · 2,090 channels mentioned all time	 CHANNEL AGE 3 years 11 months created 02.07.2022

AI EDITOR SUMMARY

Channel «Korneev | First Marketing» – 147 255 subs. Each post gets on avg 2.5K people (2% from subs), reach is low – consider expanding audience. Publishes 12 posts per week (~2/day) – consistent schedule. For week Jun 15–21 reach dropped by -15.5% by week Jun 8–14 – worth analyzing why.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and laggards – to see what to repeat and what to drop.

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on 51 posts in 28 days.
- 02 Dominant format – Photo (35/51 posts).
- 03 Avg post length – 213 chars (median 187).
- 04 Peak audience activity – Wednesday, 09:00 MSK.
- 05 Strongest posts get 2x more views than the weakest (3.5K avg for top vs 1.7K for worst) – among 51 posts in 28 days. Analyze top’s common theme, format, timing.

TOP 5 POSTS

Nº1 03.06 · 06:48 PHOTO Yagodki launching their own messenger Tatyana Kim announced it. For now only employees use it...	VIEWS 3 652 REPOSTS 27	REACTIONS 59 ER 2.5%
Nº2 03.06 · 14:33 PHOTO Sorry, is honey stored in such jars for long?	VIEWS 3 611 REPOSTS 44	REACTIONS 68 ER 2.5%
Nº3 02.06 · 15:42 VIDEO Kupibilet created an AI drama... about male eggs That's enough internet for today.	VIEWS 3 340 REPOSTS 83	REACTIONS 81 ER 2.3%

Nº403.06 · 18:47 **TEXT**

Max, how are you?

VIEWS	REACTIONS
3 252	79
REPOSTS	ER
7	2.2%

Nº501.06 · 08:56 **PHOTO**

Domestic ceramists know how to cheer up workers on Monday

VIEWS	REACTIONS
3 206	81
REPOSTS	ER
46	2.2%

WORST 3

↓ 22.06 · 06:24 **VIDEO**

Even in Tsandrypsh village, AI is used

VIEWS	REACTIONS
1 767	22
REPOSTS	ER
9	1.2%

↓ 24.06 · 13:55 **VIDEO**

For the premiere of the new season of 'House of the Dragon', a real dragon Syrax was launched over London And it's not just an inflatable figure, but...

VIEWS	REACTIONS
1 605	34
REPOSTS	ER
22	1.1%

↓ 25.06 · 08:11 **VIDEO**

Nothing unusual, just a South Korean army recruitment ad

VIEWS	REACTIONS
1 596	35
REPOSTS	ER
48	1.1%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

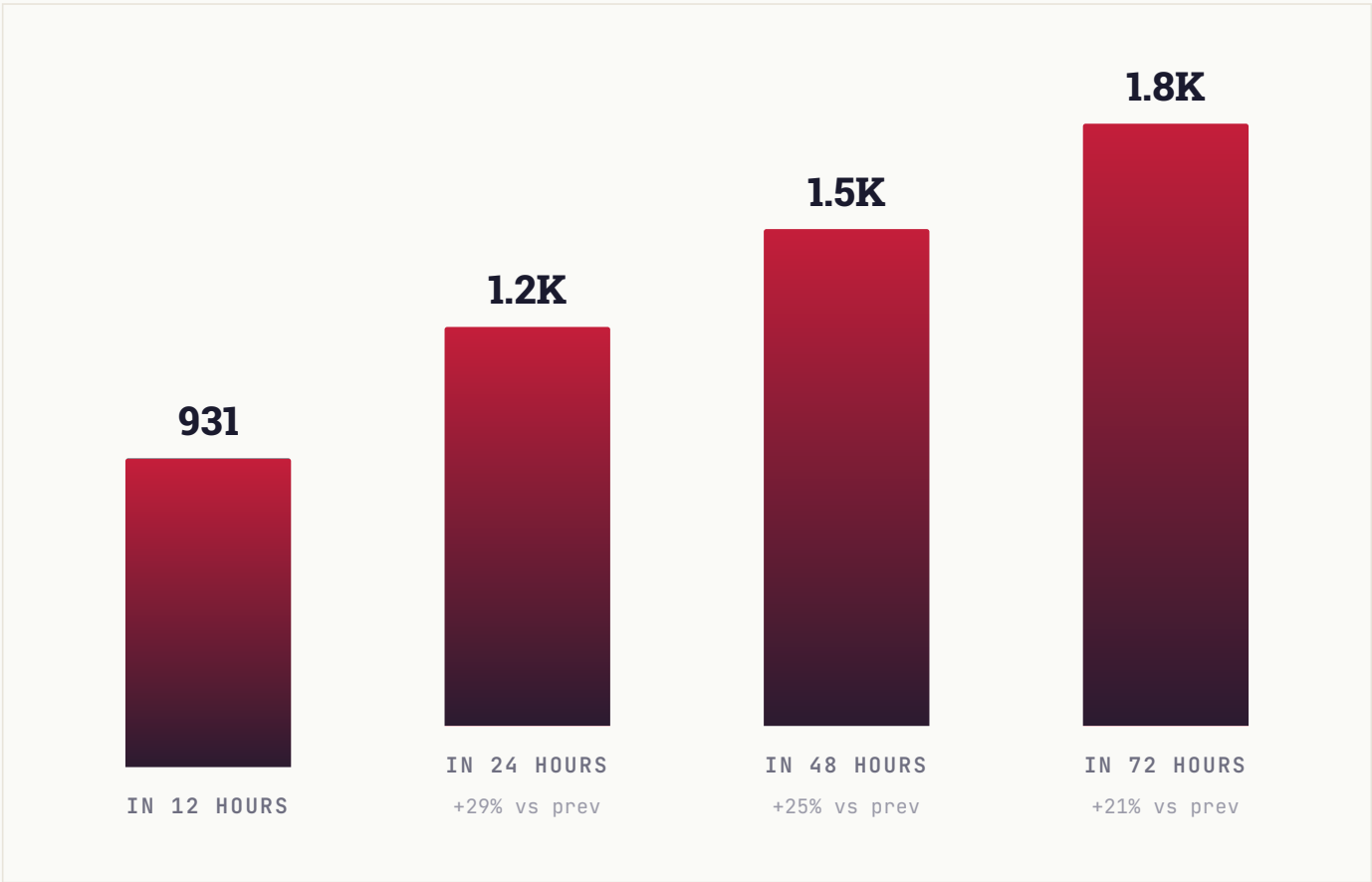
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · AD POTENTIAL

How long a post brings reach

Avg reach of ad post by time since publication. Helps estimate how long a placement should «live».



SECTION 05 · 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	1.8M
OK Okak	1.6M
ER Search	1.3M
TR Trendly	1.2M
KV Customer is always right	1.1M
TB Trends by Russia	1.1M
AVG Trending today	1M
TV Trend or leave	930.8K
TR Trendach	904.7K
KI Korneev First Marketing YOU	147.3K

COMPARATIVE CONCLUSION

Channel in top half of niche (#46 of 99). Niche leader — My feed trends (2.5M), median subs 145.4K. Aim for top quartile — realistic 6-12 month horizon.

SECTION 06 · 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 **1 855**, they brought **234 498** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
December 2025	8	5	0	
November 2025	345	339	6 442	
October 2025	238	233	43 598	
September 2025	8	5	103 174	
August 2025	334	328	37 880	
July 2025	922	856	43 404	
TOTAL MENTIONS		MONTHS OF DATA	ATTRACTED SUBSCRIBERS	
1 855		6	234 498	

SECTION 07 · NICHE COMPARISON

Where your channel ranks 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 line = median. Red dot = your channel.

#46/100

RANK IN NICHE

Channel in the top half of the ranking

SUBSCRIBERS

better than 50% of niche

median 144.9K

39.7K

147 255 – your channel

1.2M

AVG REACH / POST

82% below median

median 13.4K

91

2 476 – your channel

53.2K

CITATION INDEX

better than 54% of niche

median 204

0

454 – your channel

3.1K

— SECTION 08 · STRATEGY

What to do right now

5 priority actions sorted by expected impact. Check off and revisit next month.

- 01

Top post of the week — Wednesday

Audience most active at 09:00 MSK on this day.

EFFECT

Best window for an important post
- 02

ER below niche benchmark — rethink formats

Current ER 1.68% vs norm 3.0%. Try polls & interactive formats.

EFFECT

+1.3pp ER
- 03

Systematic traffic buying

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

EFFECT

+1K-3K subs
- 04

Test polls & interactive formats

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

EFFECT

+5-15% ER
- 05

Cross-promo with neighboring channels

Exchange posts with channels in the same segment 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 Telegram ad

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

02

Contact manager

t.me/PromptPress_manager
