

PUBLIC PROMTPRESS REPORT

Channel audit

Pop marketing



@popsmarketing

Author's blog on marketing, digital & media. Collab: @alfapolo

Assistant: @alivian Channel works with ad service

@Tgpodbor_official and @Spiral_Yuri RKN: clck.ru/3GDWeW TELEGA

SUBSCRIBERS

115 911

-2078 per month

ERR (% SEE POSTS)

4.0%

per day 2.6%

REACH/POST

4.5K

ad reach 3K/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

Year chart · growth

04 Citation rate

Who and how mentions the channel

05 Ad potential

How long a post brings reach

06 Competitors

Niche neighbors · your place

07 Mention dynamics

6 months · monthly

08 Niche comparison

Rank in «Marketing, PR, ads» category

09 Strategy

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 115 911 —	 SUBSCRIBER REACH 3.85% avg % of subs see post	 VIEWS/POST 4.5K median 4.6K · 29 days	 POSTS/DAY 7.4 ~52 per week
 7D TREND +3.8% vs previous week	 REACTIONS/POST 58.7 total 12,968 reactions, 9,511 reposts, 0 comments	 POST LENGTH 329 chars median 241 · 29 days	 POSTS ANALYZED 221 29 days
 AD REACH 3K 24h avg	 CHURN / MONTH -2078 last month	 CITATION RATE 1 497 citation index · 3,737 channels mentioned ever	 CHANNEL AGE 6 years 5 months created 24.01.2020

AI EDITOR SUMMARY

Channel «Pop Marketing» – 115 911 subs. Each post averages 4.5K people (4% from subs), reach is low – consider expanding audience. Publishes 52 posts per week (~7/day) – active posting. For week Jun 15–21, reach stable (+3.8% vs week 8–14 Jun).

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS SHARE

- 01 Analysis based on 221 posts in 29 days.
- 02 Dominant format – Photo (147/221 posts).
- 03 Avg post length – 329 chars (median 241).
- 04 Peak audience activity – Wed, 09:00 MSK.
- 05 Top posts gather 2x more views than the weakest (5.9K avg for top vs 3.2K for worst) – among 221 posts in 29 days. Analyze what top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 07.06 · 10:40 PHOTO British woman sat under an oak for a year to cure burnout: she overworked so much she sought peace by a tree...	VIEWS 6 069 REP. 110	REACTIONS 99 ER 5.2%
Nº2 16.06 · 21:23 VIDEO LOL, a girl didn't get a job because of her name – according to a friend, the applicant passed almost all interview stages, but at the last one she...	VIEWS 5 829 REP. 52	REACTIONS 93 ER 5.0%
Nº3 20.06 · 21:07 VIDEO New HR headache – Gen Alpha: a girl told how teens get part-time jobs and quit the next day, because...	VIEWS 5 658 REP. 73	REACTIONS 84 ER 4.9%

Nº4 31.05 · 21:04 PHOTO «Anything below 4.6 – you walk»: a driver posted a thread explaining reasons for lowering passenger rating. And it's not just about...	VIEWS 5 563 REP. 78	REACTIONS 255 ER 4.8%
Nº5 14.06 · 16:16 PHOTO Zoomers replace office work with franchising – Gen Z starts mass-buying franchises of well-known brands to try themselves in...	VIEWS 5 536 REP. 38	REACTIONS 62 ER 4.8%

|

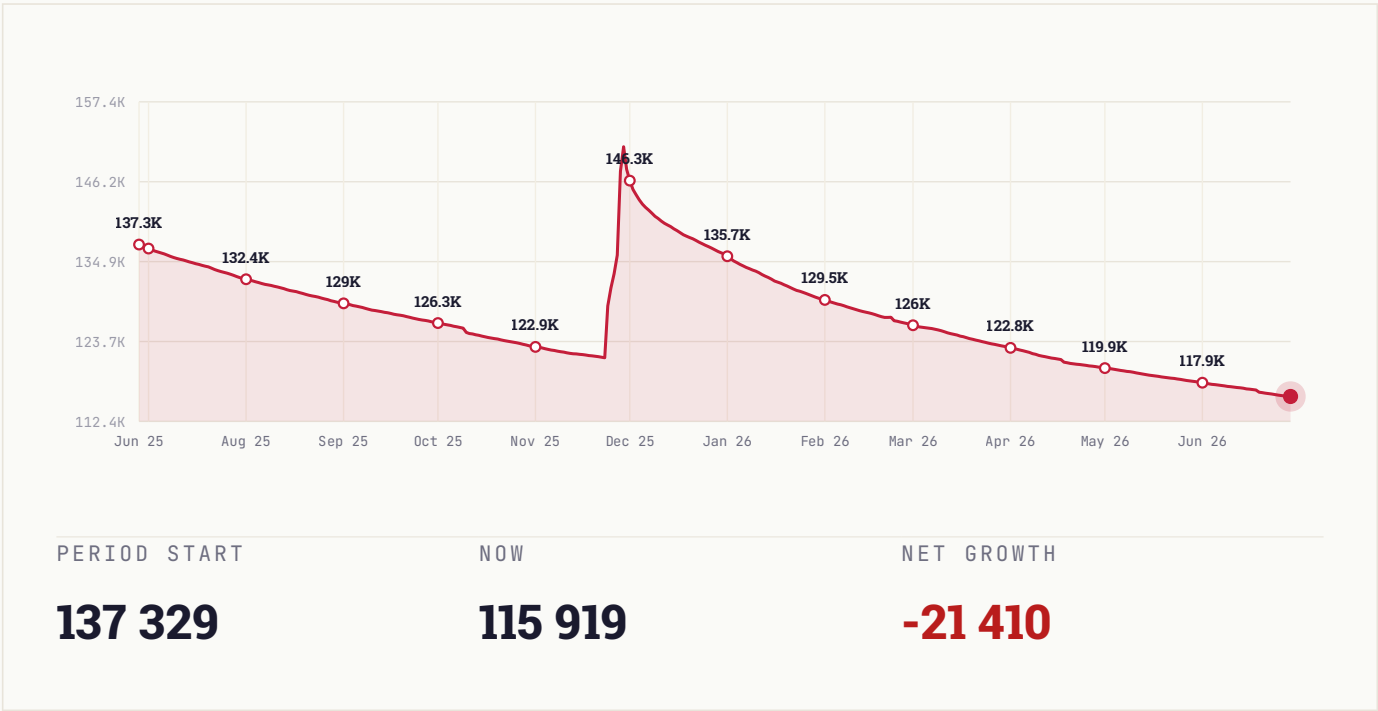
WORST 3

↓ 25.06 · 17:27 VIDEO Fifteen years ago we didn't talk, we meowed: a linguist analyzed old chats and didn't die of cringe, but realized how...	VIEWS 3 392 REP. 44	REACTIONS 71 ER 2.9%
↓ 25.06 · 20:19 PHOTO Finally, neural nets learned to truly support☒	VIEWS 3 345 REP. 48	REACTIONS 80 ER 2.9%
↓ 23.06 · 16:55 VIDEO Classics come in many forms, but this one is sure to please. Ice cream in summer is a true classic, but we never imagined that...	VIEWS 2 945 REP. 13	REACTIONS 16 ER 2.5%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

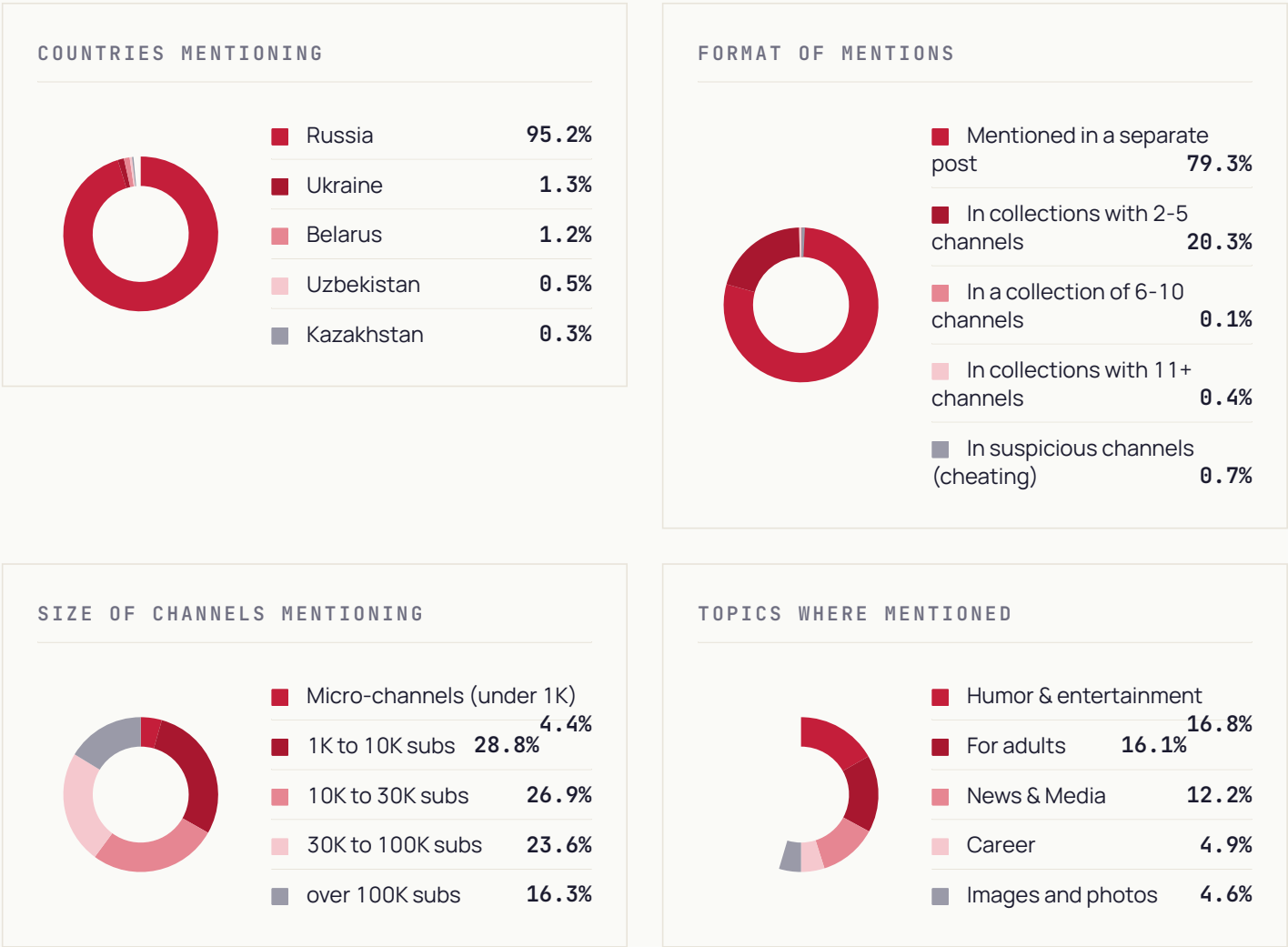
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel grew and which it lost subs.



SECTION 04 · CITATIONS

Who and how mentions the channel

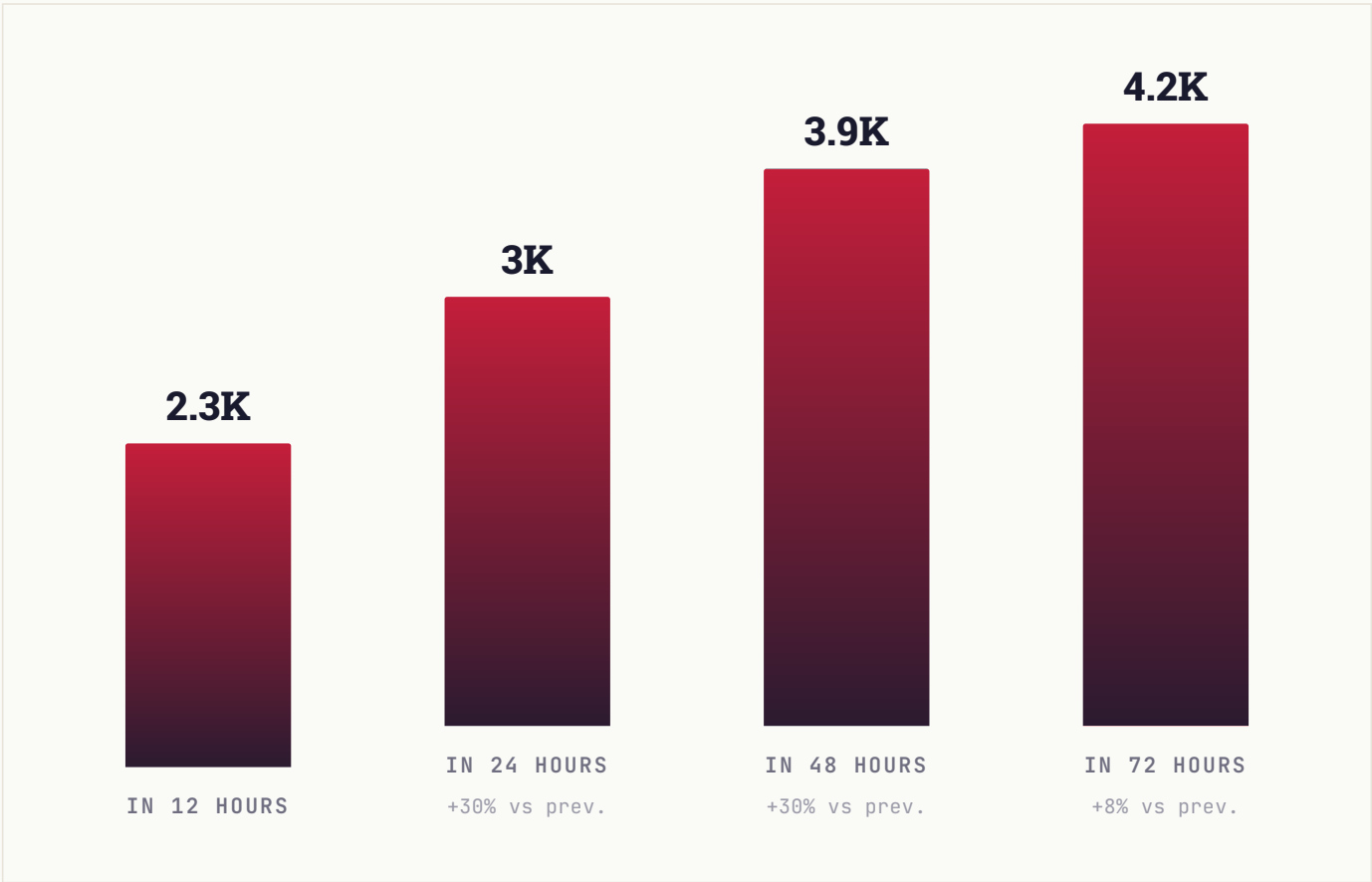
Citation index **1 497** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned **3 737** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg ad post reach over time since publication. Helps estimate how long placement should live.



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	1.8M
OK Okak	1.6M
SE Search	1.3M
TR Trendly	1.2M
KV Customer is always right	1.1M
TB Trends by Russia	1.1M
SV Trending today	1M
TV Trend or leave	930.8K
TR Trendach	904.7K
PM Pop marketing YOU	115.9K

COMPARATIVE INSIGHT

Channel in bottom half of top-100 niche (#64 of 99). Niche median — 145.4K subs. First growth KPI — reach the median. Leader: My feed trends (2.5M).

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Monthly we track posts in other channels that mention yours. Over the last **6 months** such mentions were **805**, they brought **29 728** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	0	0	0
Nov 2025	805	665	29 728
Oct 2025	0	0	0
Sep 2025	0	0	0
August 2025	0	0	0
July 2025	0	0	0
TOTAL MENTIONS		MONTHS IN DATA	ATTRACTED SUBSCRIBERS
805		6	29 728

SECTION 08 · NICHE COMPARISON

Where channel ranks in its league

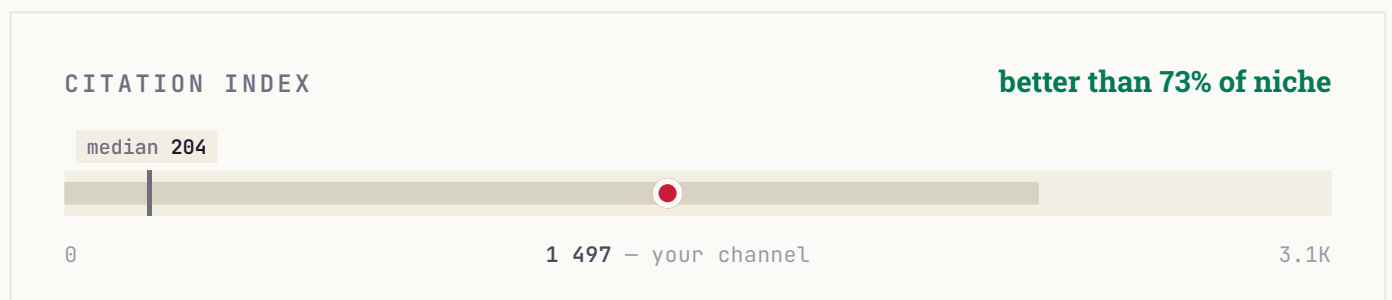
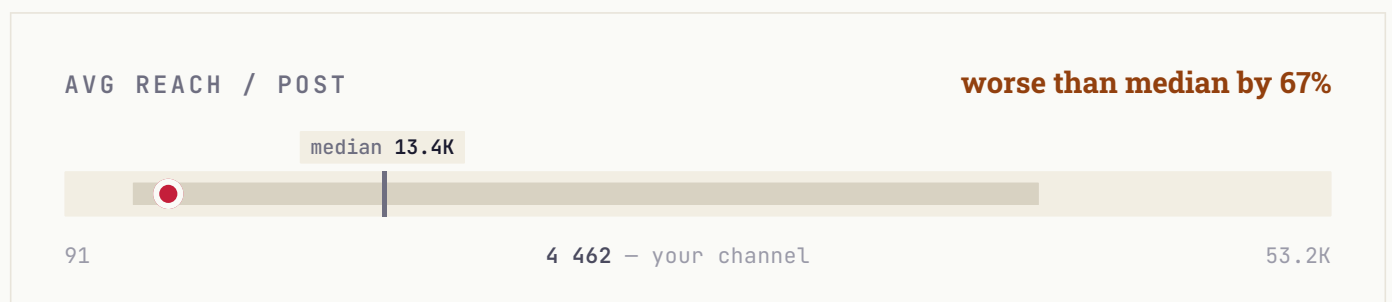
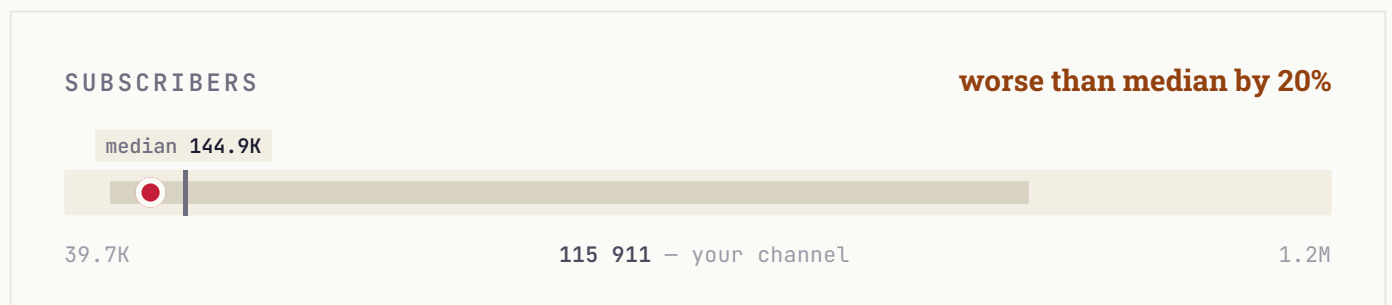
Took top-100 channels in category "Marketing, PR, ads» (Russia) and compared your channel against them. Gray bar — range covering 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

#64

/100

RANK IN NICHE

Channel in the bottom half of the ranking



— 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 09:00 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 lever.

EFFECT
+5-15% ER
- 04

Cross-promo with neighboring channels
 Swap posts quarterly with channels in the same segment. 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 is something 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 in Telegram** <https://panel.promptpress.com/register>

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