

PUBLIC REPORT BY PROMTPRESS

Channel audit

business before pleasure



@poteha_time

Author channel about internet culture, trends & marketing 📺 Ads:
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SUBS

406 876

+6843 per month

ERR (% SEE POSTS)

14.0%

per day 6.6%

REACH/POST

54.8K

ad reach 26.7K/24h

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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.

 SUBS 406 876 —	 SUBSCRIBER REACH 13.46% avg % subs see post	 VIEWS/POST 54.8K median 50.1K · 21 days	 POSTS/WK 2.6 over period
 7D TREND — no data for period	 REACTIONS/POST 401.6 only 3,213 reactions, 132 reposts, 0 comments	 POST LENGTH 484 chars median 452 · 21 days	 POSTS ANALYZED 8 21 days
 AD REACH 26.7K 24h average	 CHURN / MONTH +6843 last month	 CITATION RATE 147 citation index · 653 channels mentioned all time	 CHANNEL AGE 2 years 5 months created 04.01.2024

AI EDITOR SUMMARY

Channel «time for work, time for fun» — 406 876 subs. Each post averages 54.8K people (13% from subs), reach is low — consider expanding audience. Publishes 3 posts per week (~0 per day) — rare publications.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 8 posts over 21 days.
- 02 Dominant format – Photo (7/8 posts).
- 03 Avg post length – 484 chars (median 452).
- 04 Audience peak – Thursday, 14:00 MSK.
- 05 Top posts get 2x more views than the weakest (71.9K avg for top vs 40.8K for worst) – among 8 posts in 21 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 04.06 · 11:59 PHOTO From dawn till dusk? time for work, time for fun	VIEWS 78 234 REPOSTS 13	REACTIONS 631 ER 19.2%
Nº2 03.06 · 12:45 PHOTO AI content around Sber's stand at SPIEF keeps living its own life. This time users sent Mona Lisa to the media facade...	VIEWS 75 481 REPOSTS 4	REACTIONS 449 ER 18.6%
Nº3 03.06 · 12:16 PHOTO American billionaires are into ice bathing. They hold meetings in ice baths. Venture genius Tim Draper took 52 pitches in 52...	VIEWS 61 973 REPOSTS 21	REACTIONS 500 ER 15.2%

Nº4

18.06 • 08:39

PHOTO

Internet without teens: what will it become? It seems the internet has long belonged to adults. We read news, discuss tech...

VIEWS

52 358

REPOSTS

10

REACTIONS

373

ER

12.9%

Nº5

17.06 • 10:40

PHOTO

Not an iPhone, not a vacation, not a million rubles The TV channel «Subbota!» and OK are giving away what every gardener really needs – a whole...

VIEWS

47 796

REPOSTS

20

REACTIONS

223

ER

11.7%

WORST 3

↓ 15.06 • 09:40 PHOTO

Britain builds the most modern version of North Korean internet. British authorities want into every phone and prevent...

VIEWS

43 019

REPOSTS

35

REACTIONS

441

ER

10.6%

↓ 25.06 • 08:30 VIDEO

Ever notice that in summer people brag not about vacations but about harvest? Basil, dill, tomatoes? If you've also been wanting to...

VIEWS

40 919

REPOSTS

2

REACTIONS

200

ER

10.1%

↓ 24.06 • 18:35 PHOTO

Word of the day – doomscrolling ☒ Habit of endlessly scrolling job listings, imagining a new life, but never...

VIEWS

38 492

REPOSTS

27

REACTIONS

396

ER

9.5%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

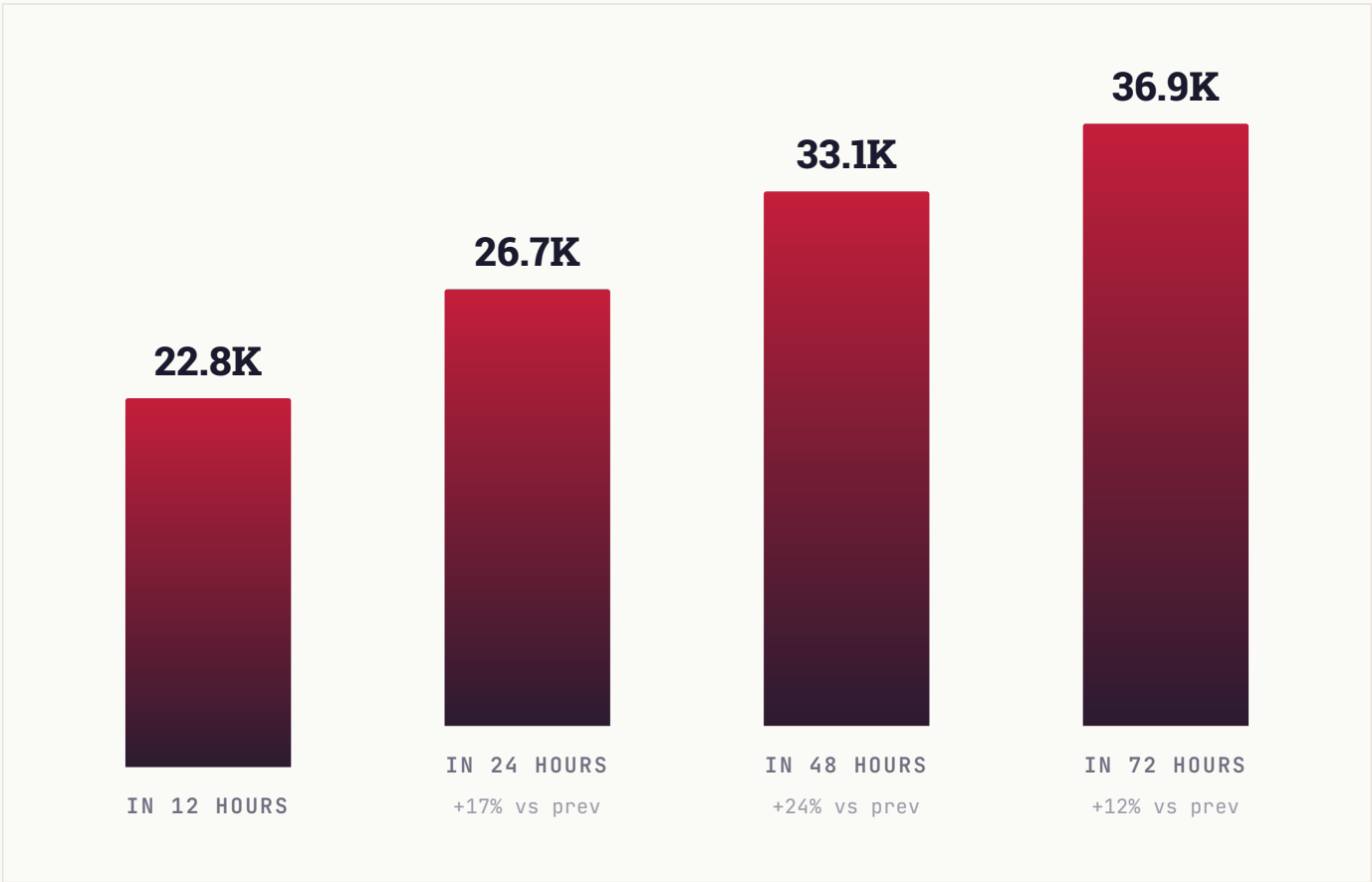
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · AD POTENTIAL

How long a post brings reach

Avg reach of ad post over time since publication. Helps estimate how long placement stays effective.



SECTION 05 · COMPETITORS

Who you compete with

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

CHANNEL	SUBS
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
ERR Trending today	1M
TV Trend or leave	930.8K
TR Trending	904.7K
TV business before pleasure YOU	406.9K

COMPARATIVE CONCLUSION

Channel in top quartile of niche (#22 of 99). Leader — My feed trends (2.5M). Goal for the coming months: break into the niche top 10 through systematic traffic work.

SECTION 06 · 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 **68**, they brought **366 792** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
December 2025	1	1	15 857
November 2025	18	18	54 741
October 2025	5	5	281 965
September 2025	44	44	14 229
August 2025	0	0	0
July 2025	0	0	0
TOTAL MENTIONS			68
MONTHS OF DATA			6
ATTRACTED SUBS			366 792

— SECTION 07 · 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 to p90). Black line = median. Red dot = your channel.

#22

/100

RANK IN NICHE

Channel in top 22% – strong position

SUBS

better than 64% of niche

median 144.9K

39.7K

406 876 – your channel

1.2M

AVG REACH / POST

better than 90% of niche

median 13.4K

91

54 784 – your channel

60.3K

CITATION INDEX

28% below median

median 204

0

147 – your channel

3.1K

— SECTION 08 · STRATEGY

What to do right now

5 priority actions sorted by expected impact. Check off and revisit this report in a month.

01

Post more often

Now 2.6 posts/wk. Active channels do 7-10.
Consistency is key to retention.

EFFECT

**Consistency
beats volume**

02

Main post of the week — on Thursday

Audience is most active on this day at 14:00 MSK.

EFFECT

**Best window
for an
important post**

03

Increase video posts share

Video in Telegram retains audience longer and is
favored by the algorithm. Aim for 15-25% share.

EFFECT

**Video retains
audience
better**

04

Systematic traffic buying

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

EFFECT

**+1000-3000
subs**

05

Test polls & interactive formats

Posts with polls/reactions typically boost ER by
+5-15%. One poll per week on a hot topic is an easy win.

EFFECT

+5-15% ER

★ 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 in Telegram

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

02

Contact manager

t.me/PromptPress_manager