

PROMTPRESS PUBLIC REPORT

Channel audit

No Flame No Game



@proproduct

Channel about creating cool and useful products. Author: Anya Buldakova, founder & product, AI Product Lead at Meta (London), ex Intercom & Yandex. @anna_boo Jobs - @hireproproduct

SUBSCRIBERS

39 090

+17 per month

ERR (% SEE POSTS)

26.0%

last day 10.0%

REACH/POST

4.9K

ad reach 3.9K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. Subtitle shows the period it covers.

 SUBSCRIBERS 39 090 —	 SUBS REACH 12.52% avg % subs see post	 VIEWS/POST 4.9K median 2.9K · 19 days	 POSTS/WEEK 1.1 for period
 7D TREND — no data for period	 REACTIONS/POST 179.7 539 reactions, 450 reposts, 106 comments	 POST LENGTH 1,000 chars. median 1000 · 19 days	 POSTS ANALYZED 3 19 days
 AD REACH 3.9K 24h avg	 CHURN / MONTH +17 last month	 CITATION RATE 38 citation index · 316 channels mentioned all time	 CHANNEL AGE 9 years 8 months created 07.11.2016

AI EDITOR SUMMARY

Channel «No Flame No Game» — 39 090 subs. Each post averages 4.9K people (13% of subs), reach low — consider expanding audience. Publishes 1 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 3 posts over 19 days.
- 02 Dominant format – Text (3/3 posts).
- 03 Avg post length – 1000 chars (median 1000).
- 04 Peak audience activity – Thursday, 13:00 MSK.
- 05 Top posts get 1× more views than the weakest (4.9K avg for top vs 4.9K for worst) – among 3 posts in 19 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 3 POSTS

Nº1 25.06 · 10:26 TEXT Lately I feel that working for hire is broken. When I started my career in tech, there were many...	VIEWS 11 625 REPOSTS 281	REACTIONS 397 ER 29.7%
Nº2 14.07 · 17:21 TEXT Managers not needed? Six months ago I switched from manager to IC (individual contributor). And it's one of the best decisions I...	VIEWS 2 851 REPOSTS 168	REACTIONS 139 ER 7.3%
Nº3 14.07 · 19:09 TEXT Folks, a quick note: I haven't been taking on individual coaching lately because I've been working with teams inside...	VIEWS 206 REPOSTS 1	REACTIONS 3 ER 0.5%

WORST 3

↓ 25.06 · 10:26 TEXT Lately I feel that working for hire is broken. When I started my career in tech, there were many...	VIEWS 11 625 REPOSTS 281	REACTIONS 397 ER 29.7%
↓ 14.07 · 17:21 TEXT Managers not needed? Six months ago I switched from manager to IC (individual contributor). And it's one of the best decisions I...	VIEWS 2 851 REPOSTS 168	REACTIONS 139 ER 7.3%
↓ 14.07 · 19:09 TEXT Folks, a quick note: I haven't been taking on individual coaching lately because I've been working with teams inside...	VIEWS 206 REPOSTS 1	REACTIONS 3 ER 0.5%

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.

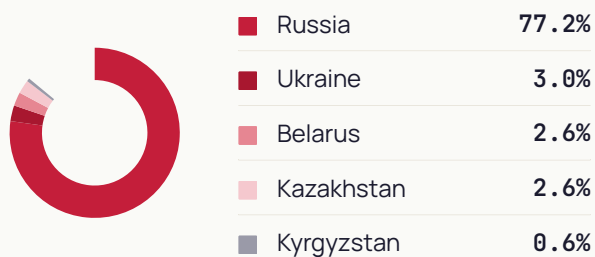


— SECTION 04 · CITATIONS

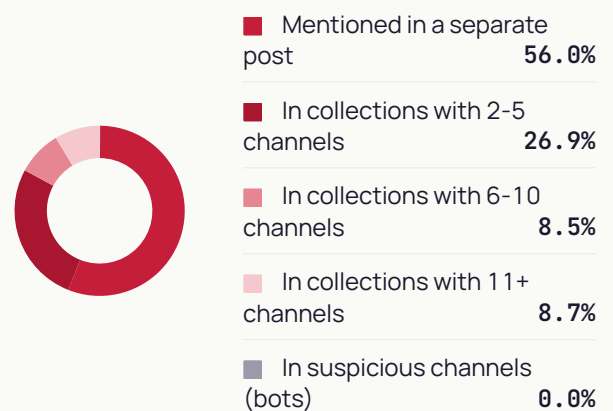
Who and how mentions the channel

Citation index **38** — channel popularity score based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **316** different channels.

COUNTRIES MENTIONING



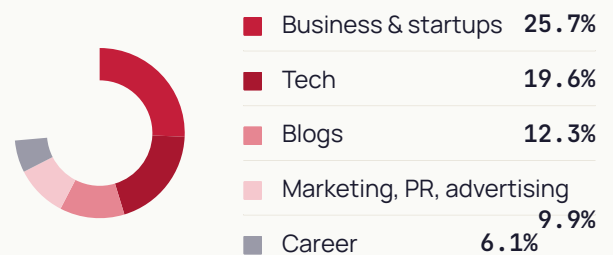
FORMAT OF MENTIONS



SIZE OF CHANNELS MENTIONING



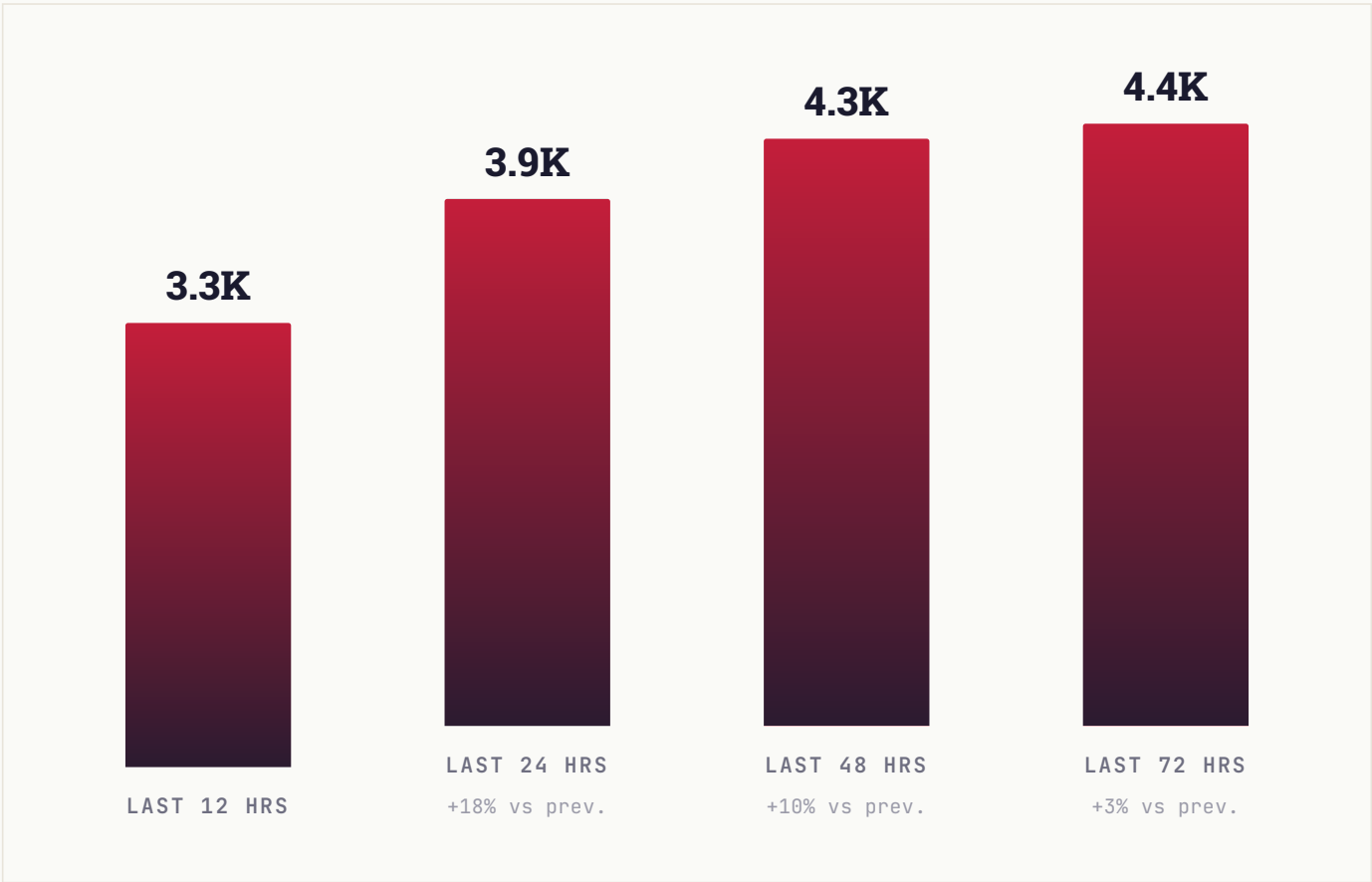
TOPICS OF MENTIONS



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 closest channels by topic and audience. Your channel is highlighted — see its rank among niche neighbors.

CHANNEL	SUBSCRIBERS
TM My feed trends	2.5M
MO Ice cream	1.7M
OK Okak	1.6M
Today Search	1.5M
TR Trending	1.2M
TB Trends by Russia	1.1M
ER Customer is always right	1.1M
TZ Set trends	1M
Yesterday Trending today	1M
TV Trend or leave	990K
NF No Flame No Game YOU	39.1K

COMPARATIVE CONCLUSION

Channel is not yet outside top 99 of niche — early growth stage. Niche leader — **My feed trends (2.5M)**, top-99 median: 145.1K. First goal — enter top-99 via systematic traffic & content work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

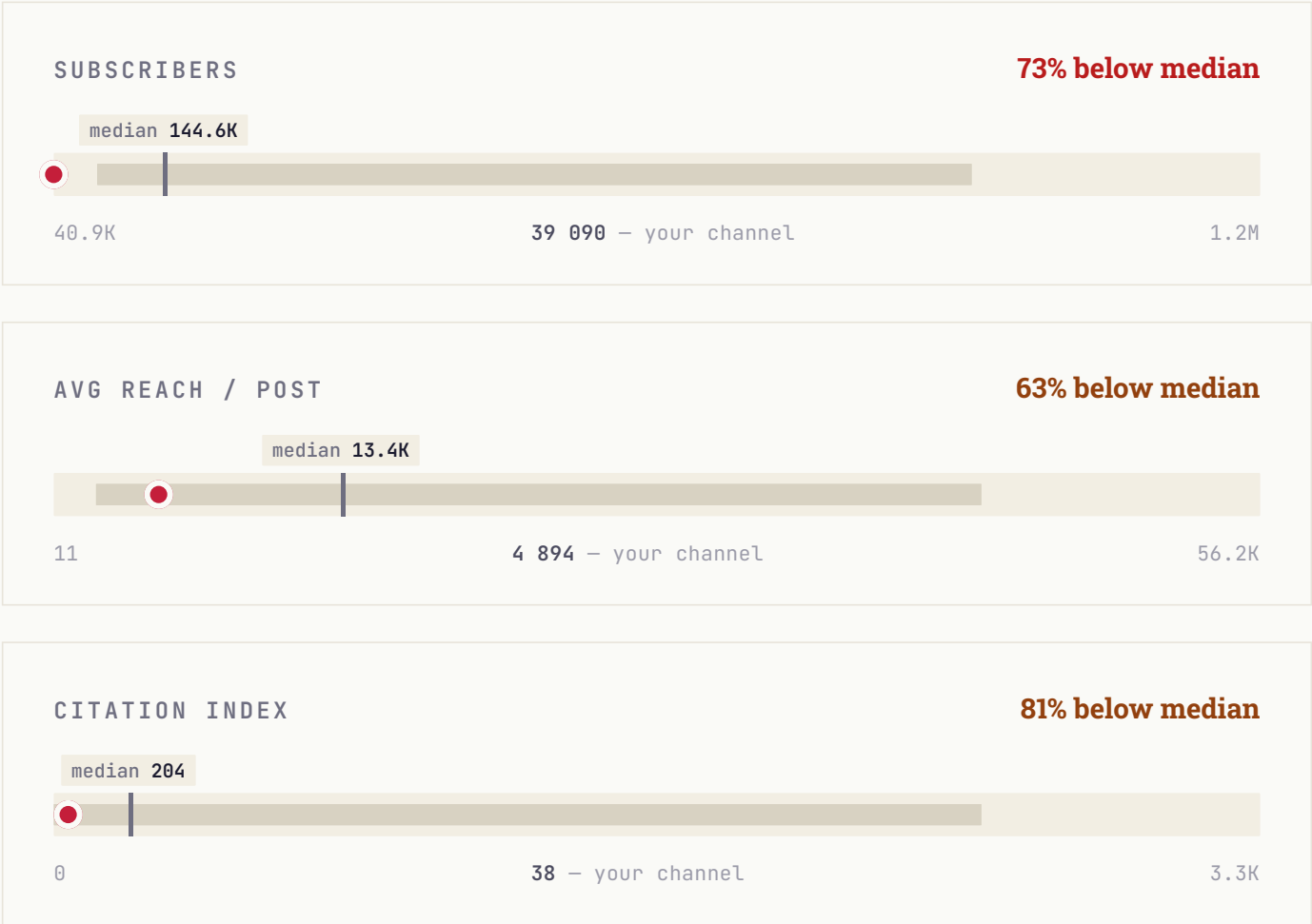
Each month we track posts in other channels that mention yours. Over the last **6 months** such mentions were **32**, they brought **953** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	7	4	81
December 2025	3	1	2
November 2025	8	5	507
October 2025	3	2	68
September 2025	0	0	59
August 2025	11	10	236
TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS	
32	6	953	

SECTION 08 · 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 vertical — median. Red dot — your channel.



— SECTION 09 · STRATEGY

What to do right now

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

01**Post more often**

Currently 1.1 posts/week. Active channels average 7-10. Consistency is key to retaining audience.

EFFECT

**Consistency
beats volume****02****Main post of the week — on Thursday**

On this day at 13:00 MSK audience is most active.

EFFECT

**Best window
for an
important post****03****Increase video posts share**

Video in Telegram retains audience longer and is better perceived by the algorithm. We recommend increasing share to 15-25%.

EFFECT

**Video retains
audience
better****04****Systematic traffic buying**

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

EFFECT

**+1000-3000
subs.****05****Test polls & interactive formats**

Posts with polls/reactions usually get +5-15% ER. One poll per week on a hot topic — easy growth lever.

EFFECT

+5-15% ER

★ WHAT'S NEXT

Want us to do this **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
