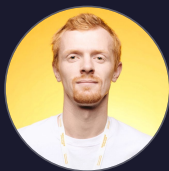


PROMTPRESS PUBLIC REPORT

Channel audit

Ryzhii M.



@redman

Anton Lantsov, seller since 2019. Sales, marketing, conversions.
Find seller & manager @sellerman VK — <https://vk.com/redmilliard>
MAX — <https://max.ru/redmilliard> Suggestions – ...

SUBSCRIBERS

100 957

+182 per month

ERR (% SEE POSTS)

18.0%

per day 9.7%

REACH/POST

17.7K

ad reach 9.8K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card – a separate channel health indicator. Subtitle shows the period.

 SUBSCRIBERS 100 957 —	 SUBSCRIBER REACH 17.58% avg % of subs see post	 VIEWS/POST 17.7K median 17.7K · 28 days	 POSTS/WK 25.7 over period
 7D TREND +33.7% vs previous week	 REACTIONS/POST 268.6 total 27,664 reactions, 14,079 reposts, 4,427 comments	 POST LENGTH 265 chars median 172 · 28 days	 POSTS ANALYZED 103 28 days
 AD REACH 9.8K 24h avg	 CHURN / MONTH +182 last month	 CITATION RATE 88 citation index · 399 channels mentioned ever	 CHANNEL AGE 7 years 5 months created 07.01.2019

AI EDITOR SUMMARY

Channel «Ryzhii M.» – 100 957 subs. Each post gets avg 17.7K people (18% from subs), average reach – room to grow. Publishes 26 posts per week (~4/day) – active posting. Week of Jun 15–21 reach up +33.7% by week Jun 8–14 – positive trend.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on **103** posts over 28 days.
- 02 Dominant format – **Photo** (56/103 posts).
- 03 Avg post length – **265** characters (median 172).
- 04 Peak audience activity – **Thursday**, 09:00 MSK.
- 05 Top posts get **2x** more views than the weakest (26.7K avg for top vs 13.2K for worst) – among 103 posts in 28 days. Analyze what top shares – topic, format, timing.

TOP 5 POSTS

Nº1 18.06 · 06:28 **VIDEO**
↳Sadovod now

VIEWS	REACTIONS
31 075	377
REPOSTS	ER
2 475	30.8%

Nº2 16.06 · 13:58 **PHOTO**
↳New option "Different prices for product sizes" To lower the price, pay Wildberries)))

VIEWS	REACTIONS
24 636	432
REPOSTS	ER
256	24.4%

Nº3 17.06 · 17:13 **PHOTO**
↳Disable all manual A/B testing services ☒ 1. Regular A/B tests – free. You enable and upload photos yourself, communicate with...

VIEWS	REACTIONS
24 531	556
REPOSTS	ER
821	24.3%

Nº4 18.06 · 06:21 PHOTO ⚡Looks like Sadovod is on fire...	VIEWS 23 920 REPOSTS 422	REACTIONS 227 ER 23.7%
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Nº5 16.06 · 10:33 PHOTO 📰Here's news from WB.	VIEWS 23 364 REPOSTS 344	REACTIONS 81 ER 23.1%
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WORST 3

↓ 11.06 · 12:01 POLL (captionless post – poll)	VIEWS 13 567 REPOSTS 5	REACTIONS 15 ER 13.4%
↓ 11.06 · 12:05 TEXT 📰 Friends, the group was created to help you, not to make money on comparisons. We don't post our comparisons there, we spend everything, but you...	VIEWS 13 159 REPOSTS 12	REACTIONS 202 ER 13.0%
↓ 22.06 · 17:08 PHOTO ⚡Photos we created – win more often. Screenshot from admin panel In 4 days we increased CTR in 61% of tests. And we still have the whole month ahead))) Good...	VIEWS 12 767 REPOSTS 29	REACTIONS 97 ER 12.6%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

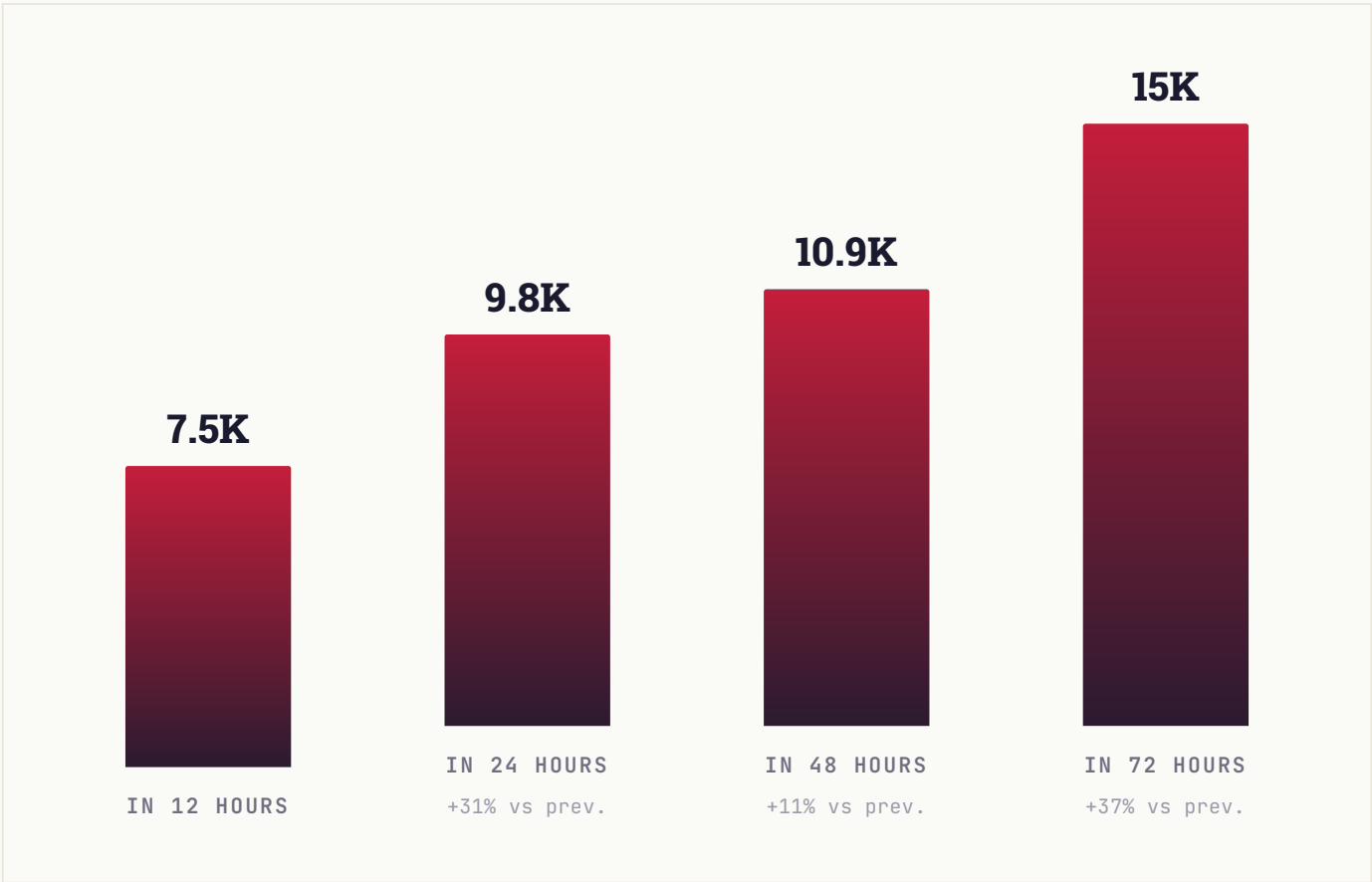
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · AD POTENTIAL

How long a post generates reach

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



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 Oka	1.6M
SE Search	1.3M
TR Trendly	1.2M
ER Customer is always right	1.1M
TB Trends by Russia	1.1M
SW Trending today	1M
TV Trend or leave	930.8K
TR Trending	904.7K
PM Ryzhii M. YOU	101K

COMPARATIVE CONCLUSION

Channel in bottom half of niche top-100 (#72 of 99). Niche median — 145.4K subs. First growth KPI — reach median. Leader: My feed trends (2.5M).

SECTION 06 · 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 **119**, they brought **19 267** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
December 2025	4	4	283
November 2025	67	58	2 911
October 2025	28	22	5 627
September 2025	4	4	2 700
August 2025	9	8	4 895
July 2025	7	5	2 851

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
119	6	19 267

— 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 vertical — median. Red dot — your channel.

#72 /100

NICHE POSITION

Channel in bottom half of ranking

SUBSCRIBERS

30% worse than median

median 144.9K



AVG REACH / POST

better than 56% of niche

median 13.4K



CITATION INDEX

57% worse than median

median 204



— 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

Main post of the week — Thursday

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

EFFECT

Best window for an important post
- 02

Increase video post share

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

EFFECT

Video holds audience better
- 03

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
- 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

Swap posts with same-segment channels 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 is what we can do in a few minutes from public data.
Want to go further — 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
