

PUBLIC REPORT PROMTPRESS

Channel audit

Ruslan.txt



@ruslantxt

Promoting businesses and professionals online. Most active on Telegram and MAX. Realized ad budget — about 1 billion rubles. Honored Telegram copywriter and advertiser for...

SUBSCRIBERS

38 251

-383 per month

ERR (% SEE POSTS)

9.0%

per day 5.4%

REACH/POST

3.2K

ad reach 2.1K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 38 251 —	 SUBSCRIBER REACH 8.34% avg % of subs see post	 VIEWS/POST 3.2K median 3.5K · 5 days	 POSTS/WEEK 9.6 for the period
 7D TREND — no data for period	 REACTIONS/POST 122.4 total 979 reactions, 215 reposts, 108 comments	 POST LENGTH 704 chars median 999 · 5 days	 POSTS ANALYZED 8 5 days
 AD REACH 2.1K 24h avg	 CHURN / MONTH -383 last month	 CITATION RATE 507 citation index · 1,269 channels mentioned all time	 CHANNEL AGE 6 years 6 months created 22.12.2019

AI EDITOR SUMMARY

Channel «Ruslan.txt» — 38 251 subs. Each post averages 3.2K people (8% from subs), low reach — consider expanding audience. Publishes 10 posts per week (~1/day) — regular schedule.

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 SHARE

- 01 Analysis based on 8 posts over 5 days.
- 02 Dominant format – Text (4/8 posts).
- 03 Avg post length – 704 chars (median 999).
- 04 Peak audience activity – Sat, 18:00 MSK.
- 05 Top posts drive the most 2x more views than the weakest (3.9K avg for top vs 2.3K for worst) – among 8 posts over 5 days. Worth analyzing what the top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 04.07 · 15:25 TEXT On one hand, I'm in awe of what's happening. In my short life of 24 years I've never seen such a harsh decline in 90% of niches. All...	VIEWS 3 966 REPOSTS 42	REACTIONS 177 ER 10.4%
Nº2 05.07 · 18:22 TEXT Growth plan in tough conditions My immediate plans include pouring 1 million rubles of traffic into this blog. Right now I'm looking for a combo: what I can...	VIEWS 3 965 REPOSTS 26	REACTIONS 305 ER 10.4%
Nº3 04.07 · 14:46 PHOTO While I was away, instead of the usual bot comments, I got some bizarre schizophrenics. Wtf...	VIEWS 3 627 REPOSTS 3	REACTIONS 86 ER 9.5%

Nº4

05.07 · 17:38

VIDEO

Honestly, when neural networks appeared, I thought AI memes would be total nonsense and the era of normal...

VIEWS

3 513

REPOSTS

100

REACTIONS

140

ER

9.2%

Nº5

04.07 · 14:29

TEXT

Latest news Hey subs. As usual, like every previous summer, I dropped out for a month from running this channel. In life...

VIEWS

3 487

REPOSTS

3

REACTIONS

57

ER

9.1%

WORST 3

↓

07.07 · 15:34

PHOTO

Quick look at Avito today. I visit once every six months and rarely buy. Recently searched for a stretching specialist...

VIEWS

3 122

REPOSTS

22

REACTIONS

38

ER

8.2%

↓

10.07 · 06:59

PHOTO

Good morning

VIEWS

2 138

REPOSTS

6

REACTIONS

133

ER

5.6%

↓

10.07 · 10:32

TEXT

So, I'm gradually gathering info about Avito. I see three development vectors. 1. Avito Ads and traffic redirection for...

VIEWS

1 712

REPOSTS

13

REACTIONS

43

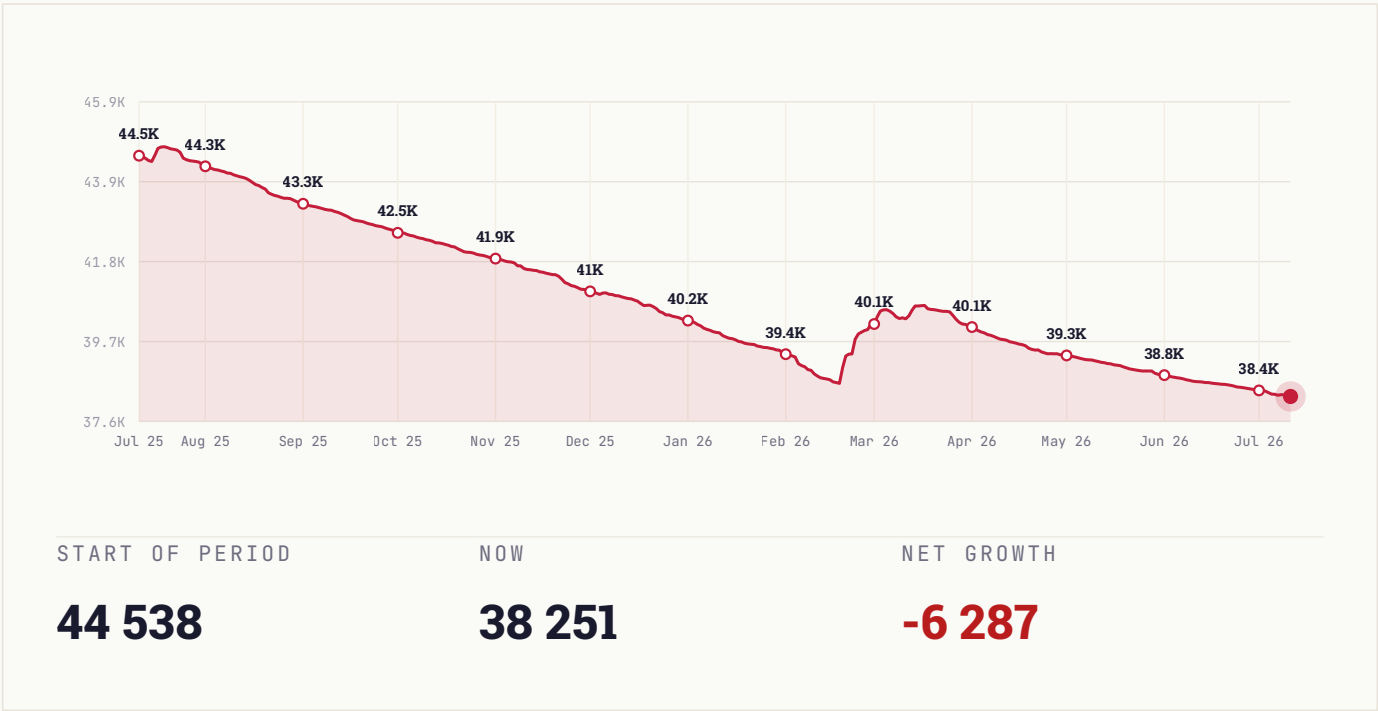
ER

4.5%

SECTION 03 • SUBSCRIBER DYNAMICS

How the channel grew over the year

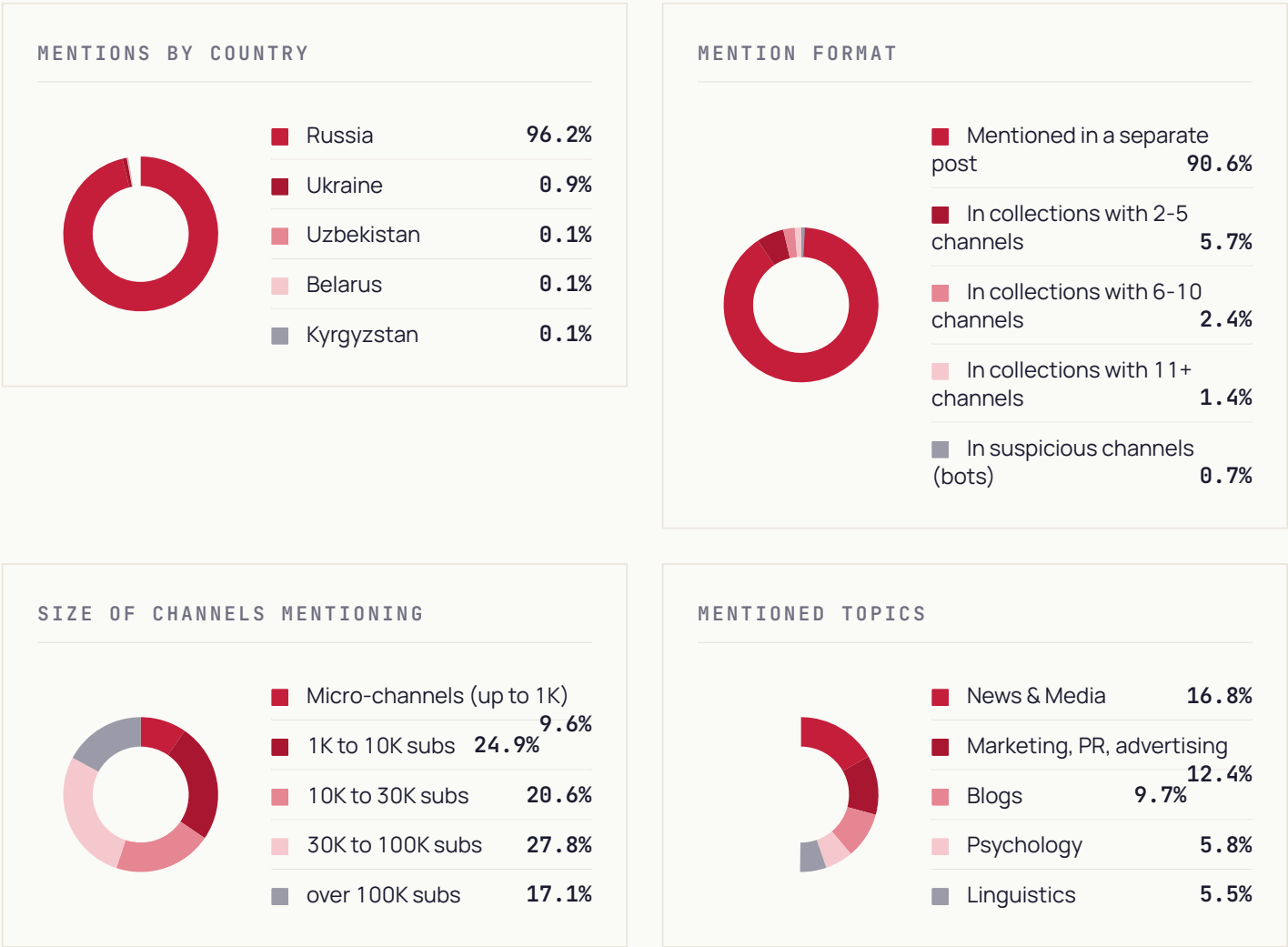
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who and how mentions the channel

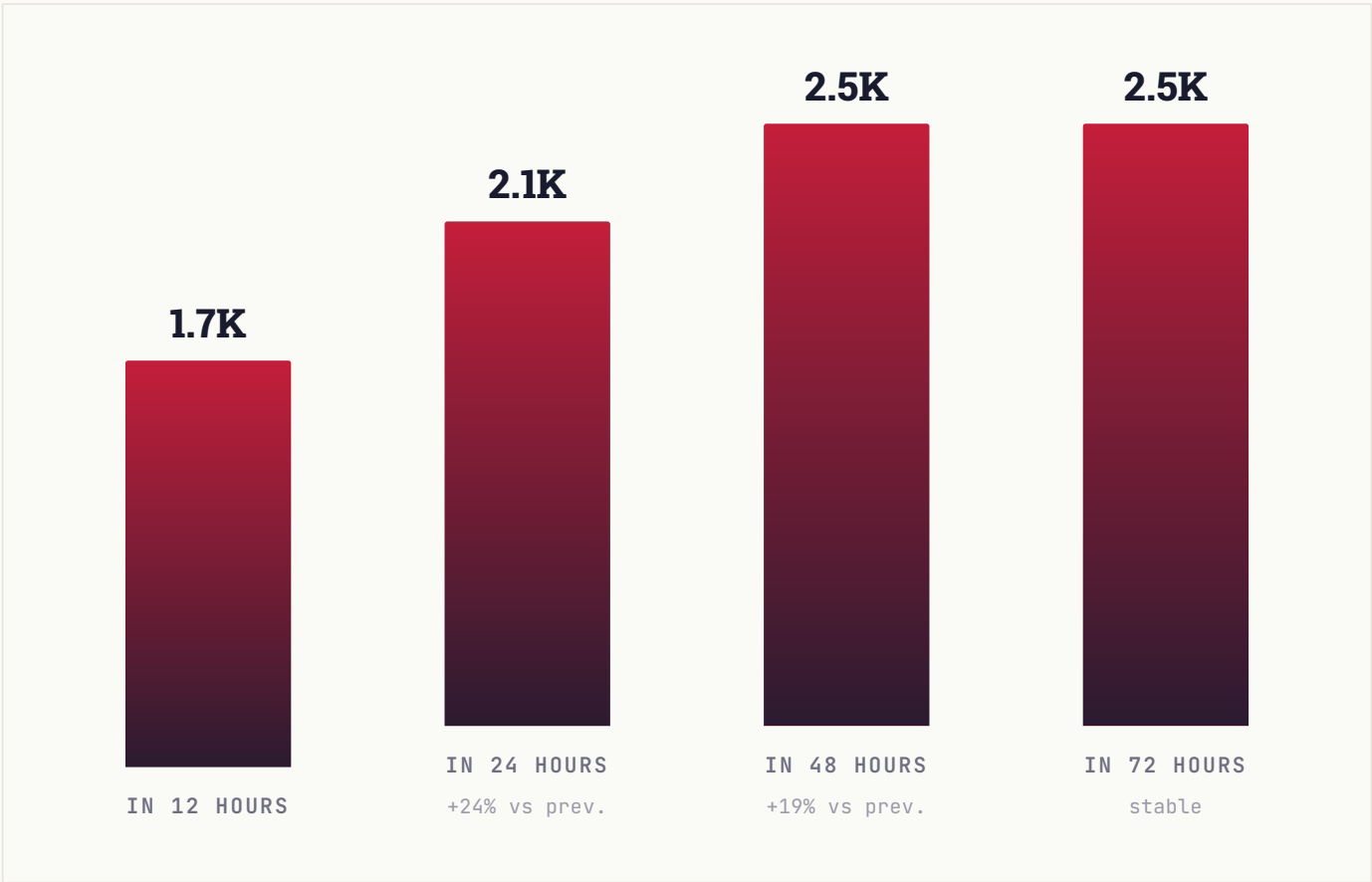
Citation index **507** — channel popularity rating based on mentions. Considers not only quantity but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **1 269** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

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



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
TM My feed trends	2.5M
MO Ice cream	1.7M
OK Okak	1.6M
SE Search	1.5M
TR Trendly	1.2M
TB Trends by Russia	1.1M
KV Customer is always right	1.1M
TZ Set trends	1M
SV Trending today	1M
TV Trend or leave	990K
RU Ruslan.txt YOU	38.3K

COMPARATIVE INSIGHT

Channel 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

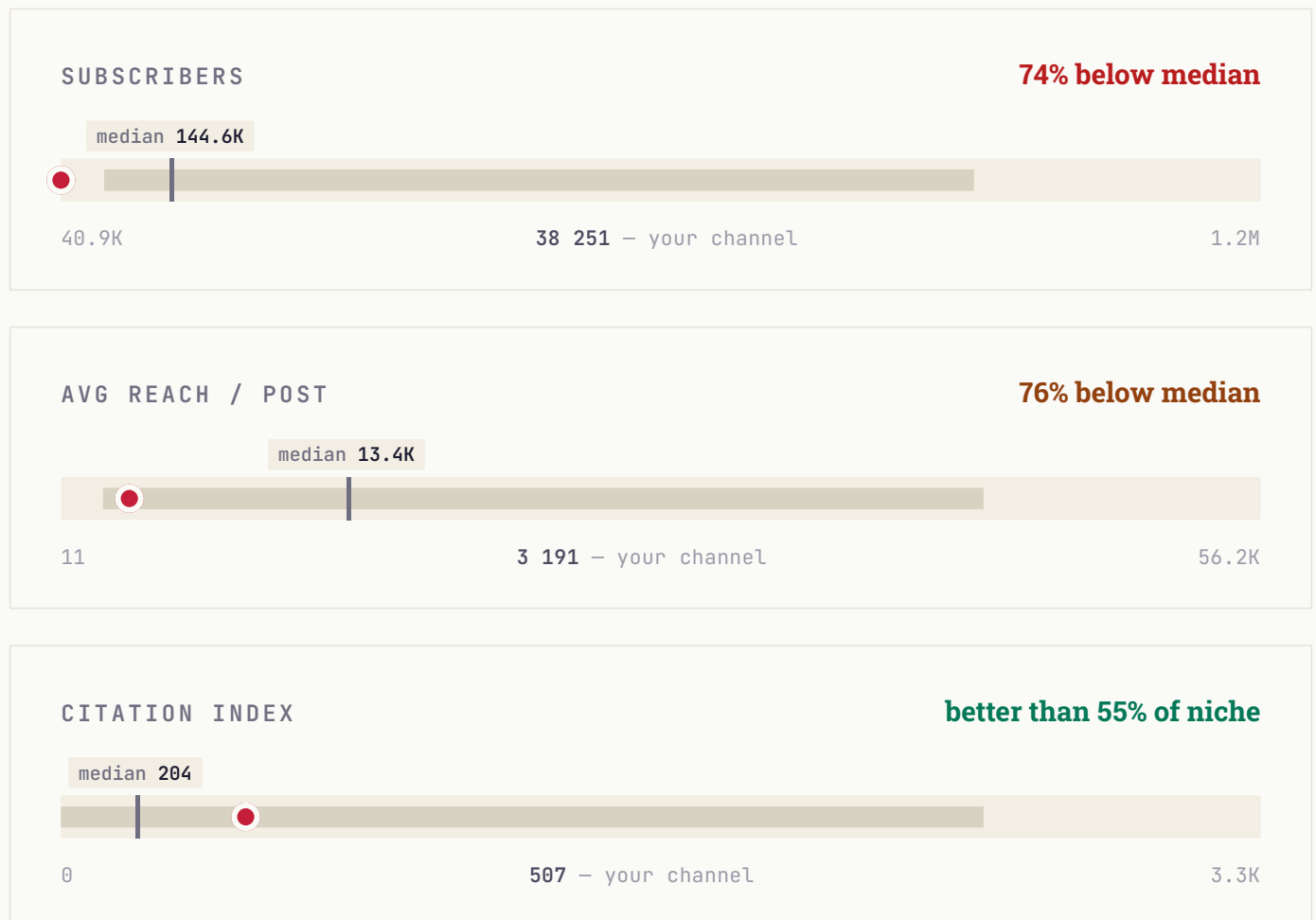
Each month we track posts in other channels that mention yours. Over the last **6 months** such mentions were **43**, they brought **51** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	5	5	0
December 2025	29	27	48
November 2025	2	1	0
October 2025	5	5	3
September 2025	0	0	0
August 2025	2	2	0
TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS	
43	6	51	

— 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-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

Main post of the week — on Saturday

Audience most active on this day at 18:00 MSK.

EFFECT

**Best window
for important
posts**

02

Increase video post share

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

EFFECT

**Video retains
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 weekly poll on a hot topic is an 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 to do it 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 using public data. To go further — run ads through 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