

PUBLIC PROMTPRESS REPORT

Channel audit

Russian Trends



@rutrendo

Channel about the world's largest country. Russian wave of trends and news Collaboration: @tokvanek RKN: clck.ru/3UcgoV

SUBSCRIBERS

216 698

+26941 per month

ERR (% WHO SEE
POSTS)

2.0%

per day 3.8%

REACH/POST

5K

ad reach 8.1K/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.

 SUBSCRIBERS 216 698 —	 SUBS REACH 2.29% avg % subs see a post	 VIEWS/POST 5K median 2.4K · 29 days	 POSTS/WEEK 37.0 over period
 7D TREND +509.4% vs previous week	 REACTIONS/POST 19.5 only 3,082 reactions, 1,242 reposts, 0 comments	 POST LENGTH 222 chars median 224 · 29 days	 POSTS ANALYZED 158 29 days
 AD REACH 8.1K 24h avg	 CHURN / MONTH +26941 last month	 QUOTE RATE 0 citation index · 6 channels mentioned all time	 CHANNEL AGE 8 months 27 days created Oct 20, 2025

AI EDITOR SUMMARY

Channel «Russian Trends» – 216 698 subs. Each post gets avg 5K people (2% of subs), reach is low – consider expanding audience. Publishes 37 posts per week (~5/day) – active posting. For week Jul 6–12 reach grew +509.4% by week Jun 29 – Jul 5 – positive trend.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **158** posts over 29 days.
- 02 Dominant format – **Photo** (87/158 posts).
- 03 Avg post length – **222** chars (median 224).
- 04 Peak audience activity – **Saturday**, 22:00 MSK.
- 05 Top posts get **14x** more views than the weakest (18.4K avg top vs 1.3K worst) – among 158 posts in 29 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 11.07 · 19:46 VIDEO ! Erling Haaland is the internet's new FAVORITE. As he confidently leads Norway to World Cup victory, social media turns literally...	VIEWS 19 242 REPOSTS 13	REACTIONS 54 ER 8.9%
Nº2 11.07 · 09:01 VIDEO ! District philosophy takes shape. St. Petersburg sculptor Artemy Maximau turns the anxiety of bedroom communities into ceramic...	VIEWS 18 205 REPOSTS 6	REACTIONS 29 ER 8.4%
Nº3 12.07 · 14:03 VIDEO ! Bouquet of the year found in Chechnya. So many roses they're being towed through town on a flatbed. Which lion misbehaved? 🙄	VIEWS 17 880 REPOSTS 27	REACTIONS 44 ER 8.3%

Nº4 11.07 • 13:46 PHOTO ! Luxury speaks RUSSIAN — brand 'Butik s maslom' reimagines iconic logos through familiar phrases. Finally, high fashion...	VIEWS 16 212 REACTIONS 27 REPOSTS 4 ER 7.5%
Nº5 07.07 • 19:57 PHOTO ! Rapper Husky to play Lermontov in new film about the poet's final years. The film is billed as a psychological thriller: Lermontov...	VIEWS 15 771 REACTIONS 36 REPOSTS 20 ER 7.3%

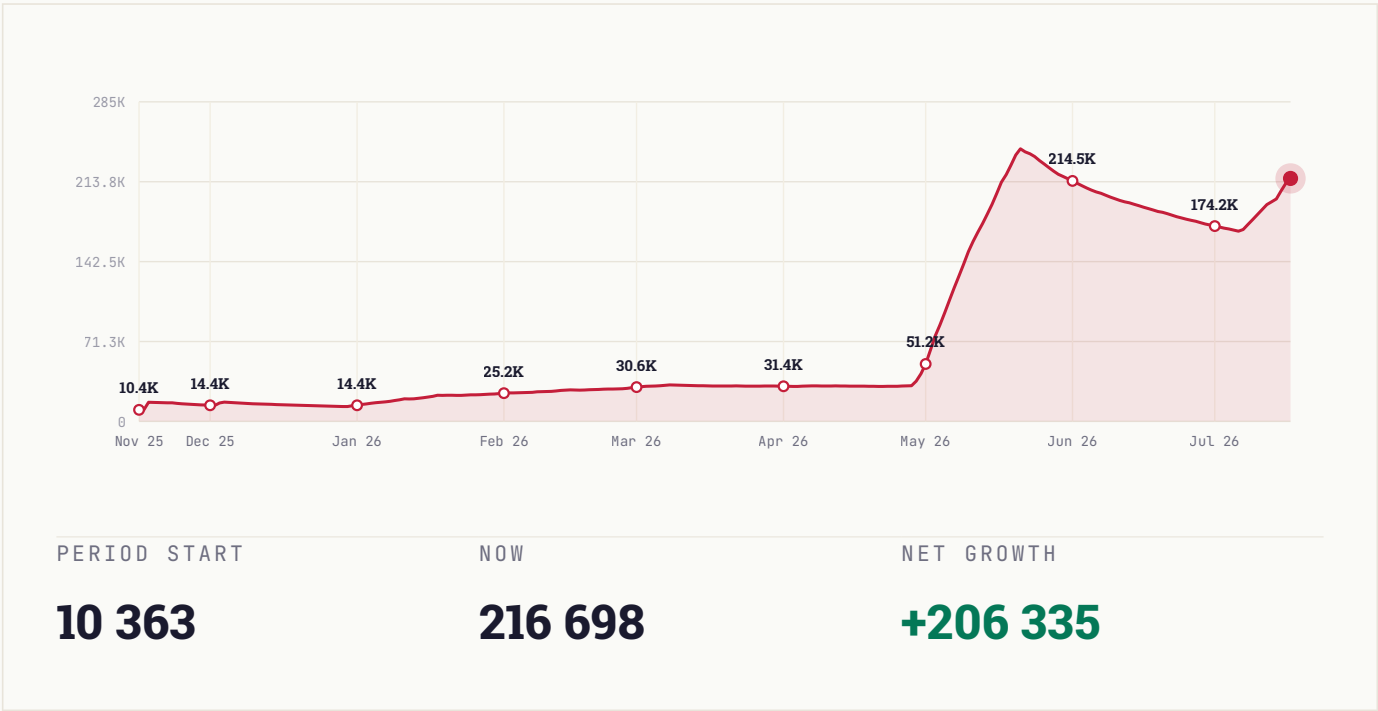
WORST 3

↓ 01.07 • 10:47 VIDEO Old meme «Wide Putin» suddenly became a HIT among Chinese graduates. On Chinese social media, students repeat that very walk...	VIEWS 1 287 REACTIONS 20 REPOSTS 9 ER 0.6%
↓ 02.07 • 11:33 VIDEO ! IKEA, which sold its entire business in Russia, found 'Korovka from Korenovka'. At a UAE store, Russian ice cream was priced at 9...	VIEWS 1 278 REACTIONS 22 REPOSTS 7 ER 0.6%
↓ 29.06 • 16:25 PHOTO ! When your wardrobe turns into Van Gogh. A fan account designed a unique shirt concept, referencing a physical feature...	VIEWS 1 261 REACTIONS 9 REPOSTS 3 ER 0.6%

SECTION 03 • SUBSCRIBER DYNAMICS

How the channel grew over the year

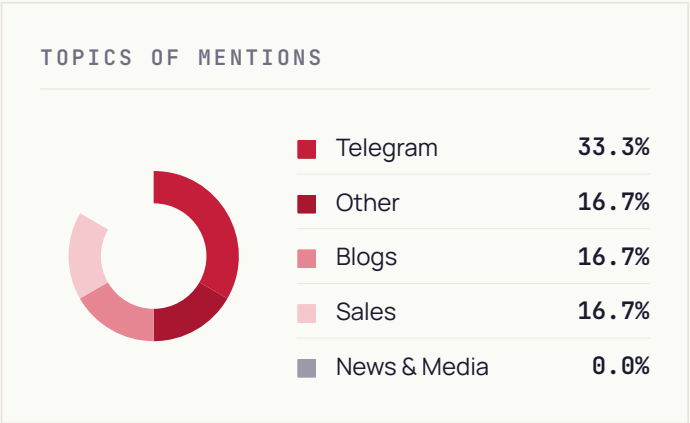
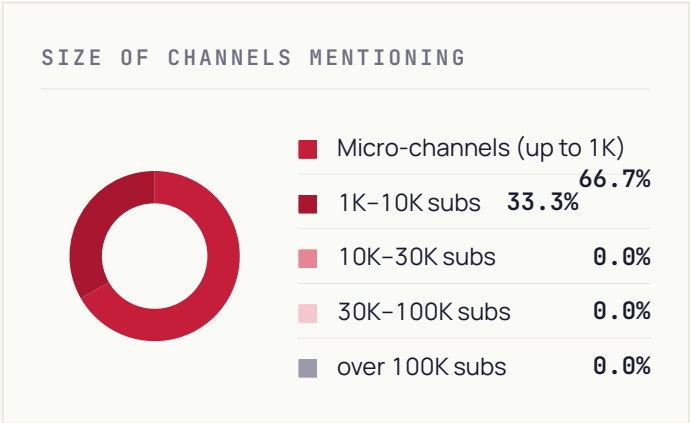
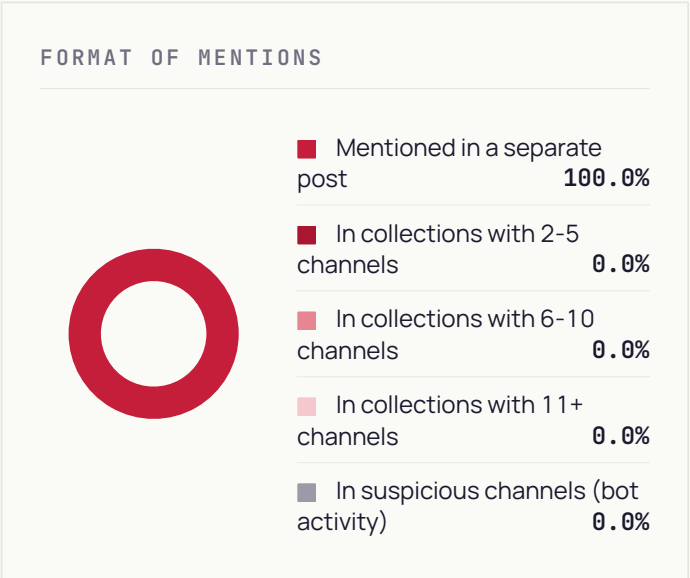
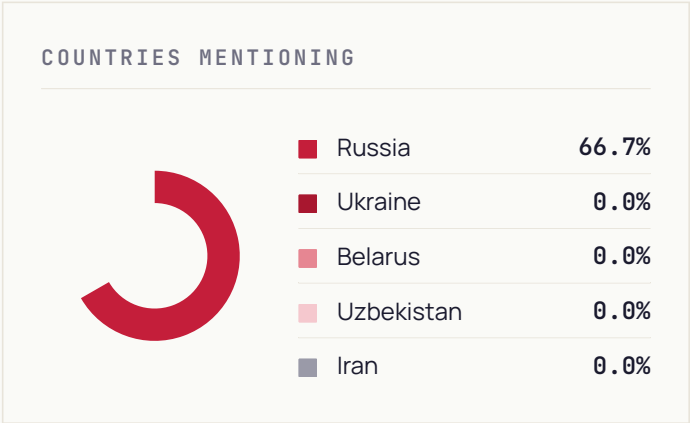
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who and how mentions the channel

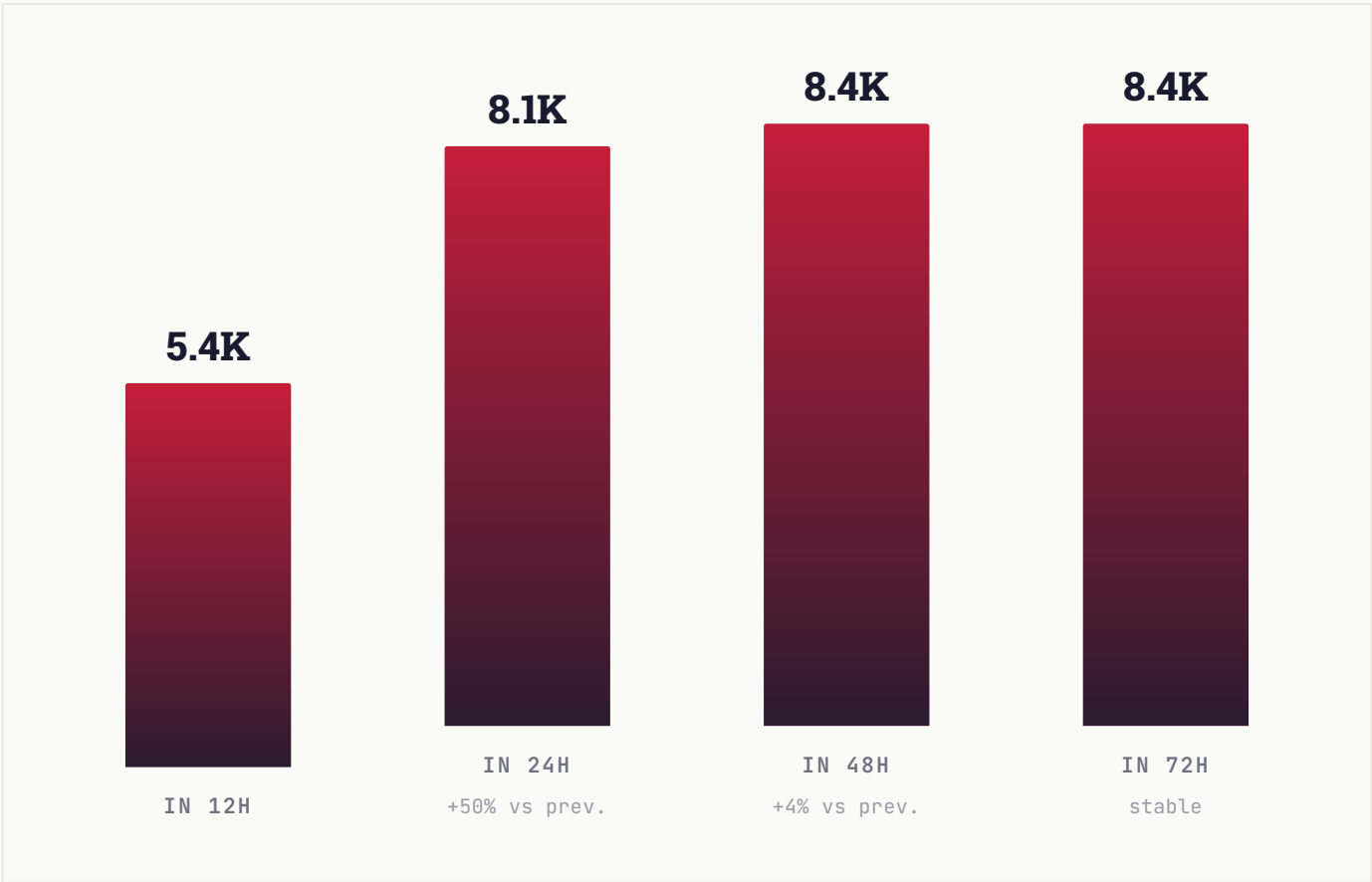
Citation index 0 – channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100k subs channel weighs more than from 1k. All-time mentions: 6 different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

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



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
اخبار فوری خبر فوری جنگ امریکا فوری	6M
خبر فوری اخبار فوری جنگ فوری امریکا	4.7M
خبر فوری	4.4M
کانال اخبار فوری خبر فوری	4.3M
PE Live Broadcast • News	4.1M
TL Topor Live	4.1M
M• Moskvich • Moscow News	3.8M
M- Moscow is interesting	3.4M
PM Perviy Moskovskiy	3.2M
TP Trukha ⚡ Ukraine	3.1M
RT Russian Trends YOU	216.7K

COMPARATIVE INSIGHT

Channel not yet outside niche top 97 — early growth stage. Niche leader — اخبار فوری (6M), top-97 median: 1.3M. First goal: enter top-97 via systematic traffic & content work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we record posts in other channels that mention yours. Over the last **4 months** such mentions were **3**, they brought **21 854** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
Jan 2026	2	2	11 175
December 2025	1	1	3 681
November 2025	0	0	6 998
October 2025	0	0	0

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS
3	4	21 854

SECTION 08 • NICHE COMPARISON

Where channel stands in its league

Took top-100 channels in category "News & Media» (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 in a month.

- 01

Top post of the week — on Saturday
 Audience most active on this day at 22:00 MSK.

EFFECT
Best window for an important post
- 02

ER below niche benchmark — rethink formats
 Current ER 2.29% vs norm 5.5%. Try polls & interactive formats.

EFFECT
+3.2pp ER
- 03

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
- 04

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
- 05

Cross-promo with neighboring channels
 Cross-post 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 minutes from public data. Want more? Run ads with us & close your growth plan in a month.

01

Launch Telegram ad

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

02

Contact manager

t.me/PromptPress_manager
