

PROMTPRESS PUBLIC REPORT

Channel audit

SberMarketing



@sbermarketing

All key in ad & martech from SberMarketing experts. ■
sbermarketing.ru ■vk.com/sbermarketing_official Registered in
Roskomnadzor list:...

SUBS

161 116

-36928 per month

ERR (% WHO SEE
POSTS)

2.0%

per day 0.8%

REACH/POST

2.1K

ad reach 1.3K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBS 161 116 —	 SUB REACH 1.31% avg % of subs see post	 VIEWS/POST 2.1K median 1.8K · 25 days	 POSTS/WEEK 13.8 over period
 7D TREND -16.0% vs previous week	 REACTIONS/POST 26.1 only 1,332 reactions, 651 reposts, 0 comments	 POST LENGTH 728 chars median 670 · 25 days	 POSTS ANALYZED 51 25 days
 AD REACH 1.3K 24h avg	 CHURN / MONTH -36928 last month	 CITATION RATE 294 citation index · 822 channels mentioned all time	 CHANNEL AGE 6 years 2 months created 29.04.2020

AI EDITOR SUMMARY

Channel «SberMarketing» — 161 116 subs. Each post averages 2.1K people (1% from subs), reach is low — consider expanding audience. Publishes 14 posts/week (~2/day) — regular schedule. For the week of Jun 15–21, reach dropped -16.0% vs week Jun 8–14 — analyze why.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement & underperformers — see what to repeat & what to drop.

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on 51 posts in 25 days.
- 02 Dominant format — Photo (26/51 posts).
- 03 Avg post length — 728 chars (median 670).
- 04 Audience peak — Tuesday, 16:00 MSK.
- 05 Top posts gather 5x more views than the weakest (6.5K avg top vs 1.3K worst) — among 51 posts in 25 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 23.06 · 13:24 PHOTO 📄 Big decisions require big models: how Domclick embedded AI in real estate buying The Russian AI market can hardly be called unambiguous...	VIEWS 14 677 REPOSTS 26	REACTIONS 157 ER 9.1%
Nº2 04.06 · 17:41 PHOTO 📄 How brands create points of attraction and influence place marketing Yesterday at SPIEF, a session 'Brand of Place: from meaning and values to...' was held	VIEWS 2 535 REPOSTS 19	REACTIONS 22 ER 1.6%
Nº3 11.06 · 16:15 VIDEO 📄 Fake small business: AI entrepreneurs pop up on social media Videos featuring 'small business owners' are gaining popularity online...	VIEWS 2 419 REPOSTS 16	REACTIONS 24 ER 1.5%

Nº4 01.06 · 14:34 PHOTO 📌 SberMarketing — 'Best Agency of the Year' at Silver Mercury 2026 This year, the SberMarketing team received 8 awards at the Silver Mercury...	VIEWS 2 415 REPOSTS 17	REACTIONS 62 ER 1.5%
Nº5 04.06 · 05:02 PHOTO 📌 'Architects' instead of 'demiurges': where people fit in the future AI world Today, large language models are already changing not only individual...	VIEWS 2 359 REPOSTS 15	REACTIONS 28 ER 1.5%

|

WORST 3

↓ 24.06 · 14:02 PHOTO 📌 SberMarketing goes into orbit On June 26, the advertising industry will gather at AdIndex City 2026 — this year the event is held under the concept...	VIEWS 1 384 REPOSTS 8	REACTIONS 28 ER 0.9%
↓ 24.06 · 11:05 TEXT ➔ 85% of Gen Alpha kids want to work with their hands Despite growing interest in AI, 85% of Generation Alpha...	VIEWS 1 340 REPOSTS 1	REACTIONS 17 ER 0.8%
↓ 26.06 · 08:58 VIDEO 📌 Russians willing to pay for AI assistants in apps 18% of Russians are ready to regularly pay for a subscription to an app with AI features...	VIEWS 1 213 REPOSTS 6	REACTIONS 10 ER 0.8%

SECTION 03 · SUBSCRIBER DYNAMICS

Channel growth over the year

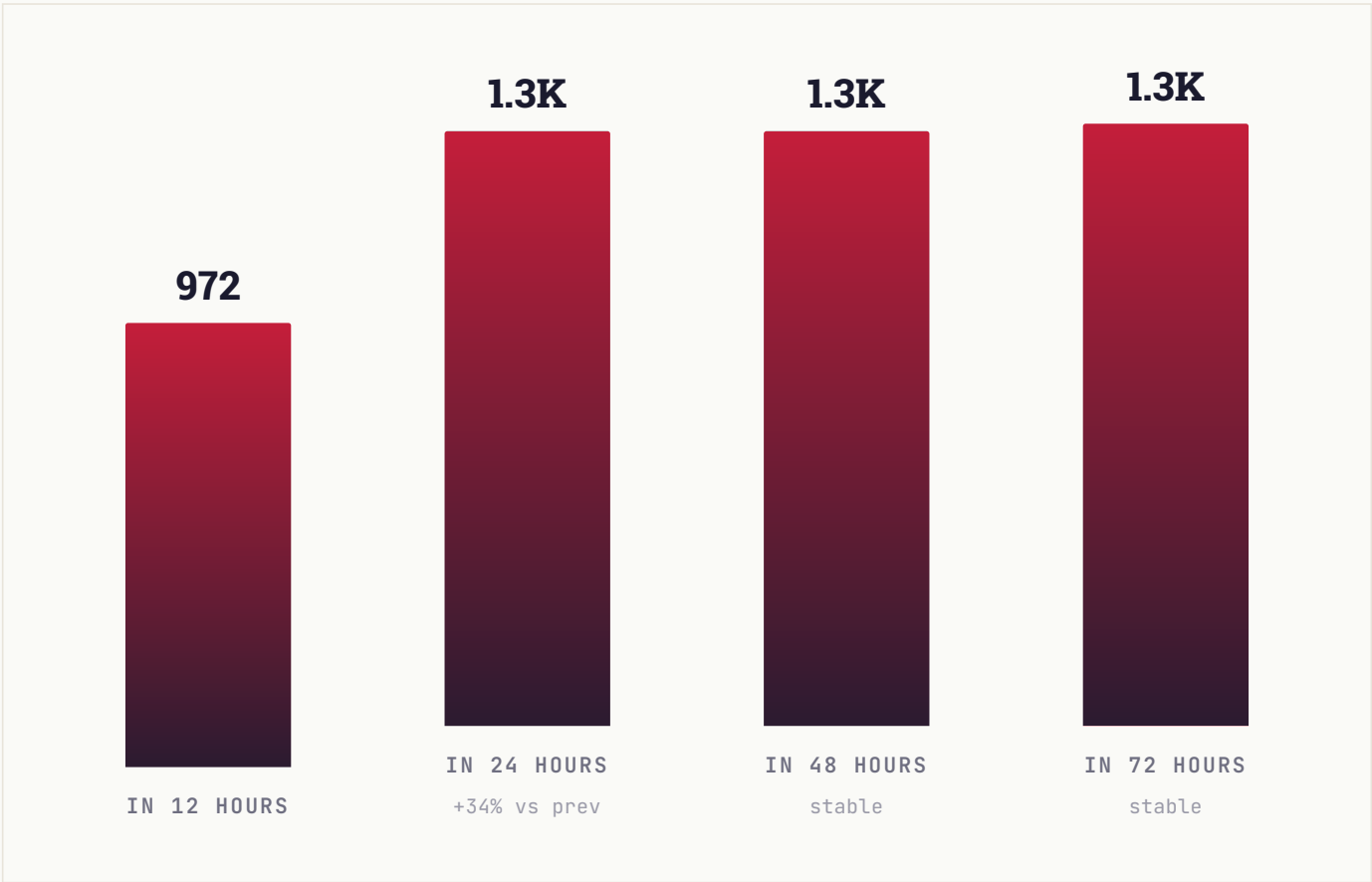
Sub growth chart for the year. Key months show exact subs. See which months the channel gained or lost subs.



SECTION 04 · 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 05 · COMPETITORS

Who you compete with

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

CHANNEL	SUBS
Wed My feed trends	2.5M
MO Ice cream	1.8M
OK Okak	1.6M
Mon Search	1.3M
Fri Trendly	1.2M
ER Customer is always right	1.1M
Thu Trends by Russia	1.1M
Sun Trending today	1M
Tue Trend or leave	930.8K
Fri Trend watch	904.7K
Sat SberMarketing YOU	161.1K

COMPARATIVE CONCLUSION

Channel intop half of niche (#37 of 99). Niche leader — **My feed trends** (2.5M), median subs 145.4K. Aim for top quartile — realistic 6-12 month horizon.

SECTION 06 · MENTION DYNAMICS

How often the channel is mentioned

We track posts in other channels that mention yours monthly. In the last **6 months** such mentions were **123**, they brought **388 947** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
Dec 2025	19	14	129 259	
Nov 2025	22	17	172 688	
Oct 2025	24	12	21 171	
September 2025	20	17	97	
August 2025	14	10	61 441	
Jul 2025	24	17	4 291	
TOTAL MENTIONS		MONTHS OF DATA	ATTRACTED SUBS	
123		6	388 947	

SECTION 07 · NICHE COMPARISON

Where your channel stands in its league

Took top-100 channels in category «Marketing, PR, advertising» (Russia) and saw how your channel compares. Gray band = range for 80% of niche channels (p10-p90). Black vertical = median. Red dot = your channel.

#37

/100

POSITION IN NICHE

Channel in top half of ranking

SUBS

better than 50% of niche

median 144.9K

39.7K

161 116 – your channel

1.2M

AVG REACH / POST

84% below median

median 13.4K

91

2 106 – your channel

53.2K

CITATION INDEX

better than 51% of niche

median 204

0

294 – your channel

3.1K

— SECTION 08 • STRATEGY

What to do right now

5 priority actions ranked by expected impact. Check off and revisit in a month.

- 01

Top post of the week — on Tuesday

Audience most active on this day at 16:00 MSK.

IMPACT

Best window for an important post
- 02

ER below niche benchmark — rethink formats

Current ER 1.31% vs norm 3.0%. Try polls and interactive formats.

IMPACT

+1.7pp ER
- 03

Systematic traffic buying

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

IMPACT

+1K-3K 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.

IMPACT

+5-15% ER
- 05

Cross-promo with neighboring channels

Exchange posts with channels in the same segment quarterly. No need daily — 2-3 collabs give relevant growth.

IMPACT

Growth from relevant audience

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in minutes from public data. Want to go further? Run ads through us & hit your growth target in a month.

01 Launch Telegram ad <https://panel.promptpress.com/register>

02 Contact manager t.me/PromptPress_manager
