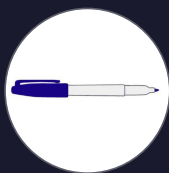


PROMTPRESS PUBLIC REPORT

Channel audit

sell me this pen



@sell_me

Healthy person marketing How ads work, why they make you buy, and how to understand it. Ads: @alfapolo Work with @Spiral_Yuri
RKN: <https://clck.ru/3FmArR>

SUBSCRIBERS

41 773

-332 per month

ERR (% SEE POSTS)

6.0%

per day 3.5%

REACH/POST

2.3K

ad reach 1.4K/24h

— CONTENTS · 2026

What's inside the report

01 Channel snapshot

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08 Strategy

5 priority actions

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 41 773 —	 SUBS REACH 5.43% avg % subs see a post	 VIEWS/POST 2.3K median 2.3K · 29 days	 POSTS/WK 32.4 over period
 7D TREND -11.3% vs previous week	 REACTIONS/POST 40.2 total 5,472 reactions, 4,943 reposts, 0 comments	 POST LENGTH 125 chars median 109 · 29 days	 POSTS ANALYZED 136 29 days
 AD REACH 1.4K 24h avg	 CHURN / MONTH -332 last month	 CITATION RATE 884 citation index · 1,347 channels mentioned all time	 CHANNEL AGE 5 years 6 days created 05.07.2021

AI EDITOR SUMMARY

Channel “sell me this pen” — 41 773 subs. Each post averages 2.3K people (5% from subs), reach is low — need to grow audience. Publishes 32 posts per week (~5/day) — active posting. For week Jun 29 – Jul 5, reach dropped by -11.3% by week 22–28 Jun — worth analyzing why.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on **136** posts over 29 days.
- 02 Dominant format – **Photo** (69/136 posts).
- 03 Avg post length – **125** chars (median 109).
- 04 Peak audience activity – **Wed**, 10:00 MSK.
- 05 Top posts get **1x** more views than the weakest (2.9K avg for top vs 2K for worst) – among 136 posts in 29 days. Analyze what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 17.06 · 14:21 VIDEO New game-changer for remote workers: Chinese brand Yueban launched a smart toilet on wheels. It rolls up to you, then...	VIEWS 3 353 REPOSTS 49	REACTIONS 23 ER 8.0%
Nº2 23.06 · 14:21 PHOTO Colleagues, time to find out which Smesharik you are by birthday. Finally, Kopatych is not forgotten!	VIEWS 2 746 REPOSTS 92	REACTIONS 29 ER 6.6%
Nº3 16.06 · 09:41 PHOTO Moscow Zoo knows what people want – they released Pallas's cat Timofey merch! Fattening up is very important.	VIEWS 2 723 REPOSTS 63	REACTIONS 37 ER 6.5%

Nº4 17.06 • 07:20 PHOTO New trend in China – plush car covers. Chinese drivers aren't afraid of weather!	VIEWS 2 722 REPOSTS 65 REACTIONS 29 ER 6.5%
Nº5 19.06 • 14:21 VIDEO Guy breaks down girls' psychotypes by their favorite beer. Friday – time to check your lady!	VIEWS 2 686 REPOSTS 63 REACTIONS 22 ER 6.4%

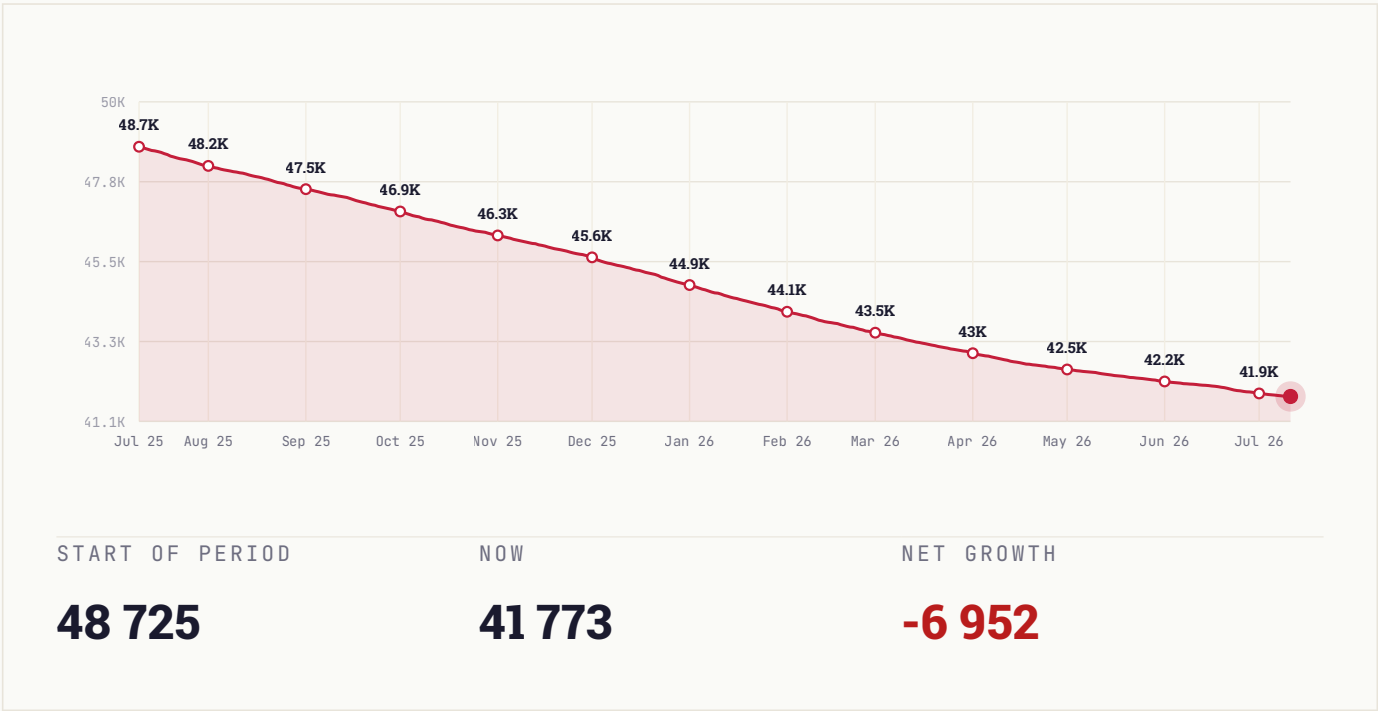
WORST 3

↓ 07.07 • 12:02 PHOTO No dead ends. Situation:	VIEWS 1 979 REPOSTS 21 REACTIONS 73 ER 4.7%
↓ 08.07 • 14:20 PHOTO Russian designers unveil bedding with Simpsons cat lady. Pets are officially allowed on the bed!	VIEWS 1 962 REPOSTS 40 REACTIONS 23 ER 4.7%
↓ 08.07 • 12:01 VIDEO Phew: turns out anxious people rarely get serious illnesses – psychologists found this in a 10-year study...	VIEWS 1 955 REPOSTS 29 REACTIONS 21 ER 4.7%

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.

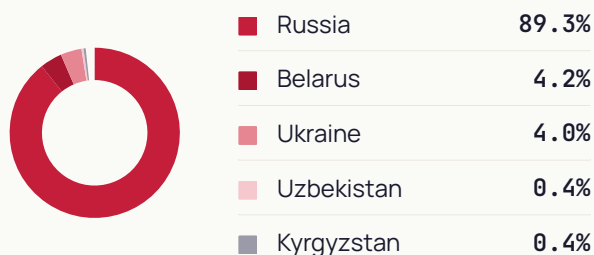


— SECTION 04 • MENTIONS

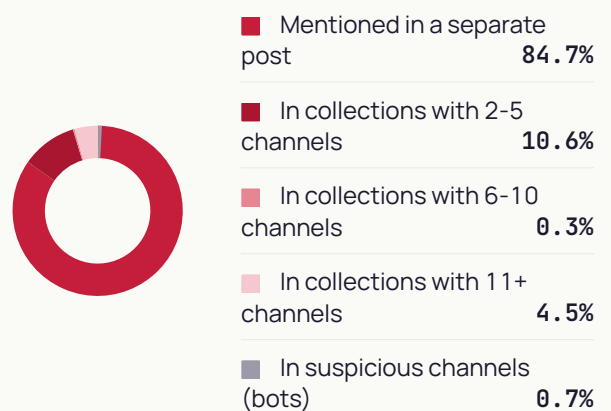
Who mentions the channel and how

Citation index **884** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from 1K. All-time mentions: **1 347** different channels.

COUNTRIES MENTIONING



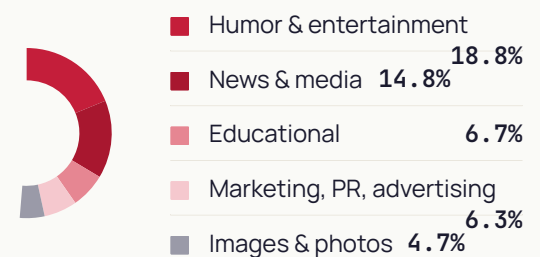
MENTION FORMAT



SIZE OF CHANNELS MENTIONING



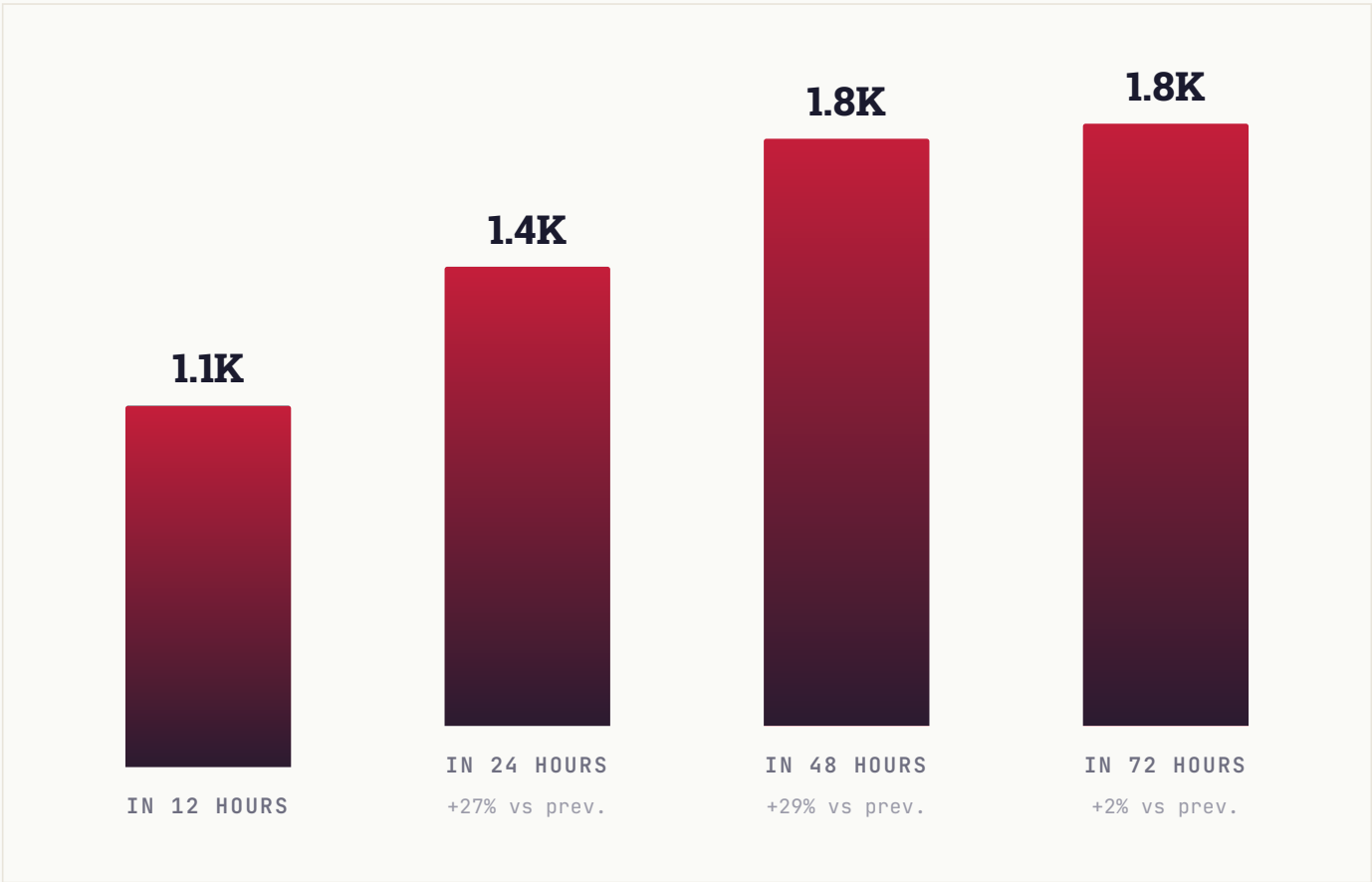
MENTIONED IN WHICH TOPICS



SECTION 05 · AD POTENTIAL

How long a post generates reach

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



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Highlighted your channel — see its rank among niche peers.

CHANNEL	SUBSCRIBERS
TM My feed trends	2.5M
MO Ice cream	1.7M
OK Okak	1.6M
ER Search	1.5M
TR Trending	1.2M
TB trends by rasha	1.1M
ER Customer is always right	1.1M
TZ Set trends	1M
ERV Trending today	1M
TV Trend or leave	990K
PM sell me this pen YOU	41.8K

COMPARATIVE INSIGHT

Channel yet outside top-99 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 · NICHE COMPARISON

Where channel stands in its league

Took top-100 channels in category "Marketing, PR, advertising» (Russia) and compared your channel. Gray band = range where 80% of niche channels fall (p10–p90). Black vertical = median. Red dot = your channel.



— SECTION 08 · STRATEGY

What to do right now

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

01

Top post of the week — on Wednesday

Audience most active on this day at 10:00 MSK.

EFFECT

**Best window
for an
important post**

02

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**

03

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

04

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**

05

Update channel description for Telegram search

Telegram search scans descriptions. Add 3-5 niche keywords — that's organic traffic.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in a few minutes using public data.

Want to go further? Run ads through us and hit your growth target in a month.

01

Launch ads in Telegram

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

02

Contact manager

t.me/PromptPress_manager