

PROMTPRESS PUBLIC REPORT

Channel audit

Search



@serch

We search, like & share everything you love — a channel about internet, marketing & media trends. Collab: @justcage RKN — <https://rkn.link/efw>

SUBSCRIBERS

1 229 024

+301728 per month

ERR (% WHO SEE
POSTS)

4.0%

per day 3.6%

REACH/POST

39.8K

ad reach 42.7K/24h

— CONTENTS · 2026

What's inside the report

01 Channel snapshot

12 key metrics · AI summary

02 Content analysis

Top 5 posts · worst 3 · insights

03 Subscriber dynamics

Yearly chart · growth

04 Citation rate

Who mentions the channel and how

05 Ad potential

How long a post generates reach

06 Competitors

Niche neighbors · your place

07 Mention dynamics

5 months · monthly

08 Niche comparison

Position in «News & Media» category

09 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 1 229 024 —	 SUBS REACH 3.24% avg % subs see post	 VIEWS/POST 39.8K median 35.1K · 29 days	 POSTS/DAY 9.0 ~63 per week
 7D TREND +26.3% vs previous week	 REACTIONS/POST 232.9 total 61,489 reactions, 32,108 reposts, 0 comments	 POST LENGTH 369 chars. median 314 · 29 days	 POSTS ANALYZED 264 29 days
 AD REACH 42.7K 24h avg	 CHURN / MONTH +301728 last month	 CITATION RATE 353 citation index · 2,256 channels mentioned ever	 CHANNEL AGE 10 months 4 days created 04.08.2025

AI EDITOR SUMMARY

Channel «Search» — 1 229 024 subs. Each post avg views 39.8K people (3% from subs), reach low — expand audience. Publishes 63 posts per week (~9/day) — active posting. Week May 25–31 reach grew +26.3% vs week May 18–24 — positive trend.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on **264** posts in 29 days.
- 02 Dominant format — **Video** (134/264 posts).
- 03 Avg post length — **369** chars (median 314).
- 04 Peak audience activity — **Saturday**, 00:00 MSK.
- 05 Strongest posts get **6x** more views than the weakest (124.9K avg top vs 22.3K worst) — among 264 posts in 29 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 14.05 · 17:06 PHOTO Crocs dropped a collab with Red Bull — centerpiece is Crocband clogs inspired by the F1 car. Also in the collection...	VIEWS	REACTIONS
	145 115	89
	REP.	ER
	1 036	11.8%
Nº2 03.06 · 14:20 VIDEO Kim Jong Un made women cry with joy. The DPRK leader came to congratulate the footballers of the Naegohyang club, who became the first team to...	VIEWS	REACTIONS
	121 114	960
	REP.	ER
	691	9.9%
Nº3 01.06 · 13:49 PHOTO Wildberries decided to buy AliExpress. The merged company RWB plans to acquire a stake in AliExpress Russia and become co-owner. According...	VIEWS	REACTIONS
	108 462	256
	REP.	ER
	1 064	8.8%

Nº4 30.05 · 21:19 VIDEO Paris descends into chaos after PSG's Champions League win. Fans riot, burn cars, shoot. Police special forces...	VIEWS 84 501 REP. 564	REACTIONS 462 ER 6.9%
Nº5 31.05 · 12:32 PHOTO Pop Mart will release a SpongeBob collab. These are Krabby Patty toys with character figures inside. The collection includes: Sponge...	VIEWS 79 306 REP. 249	REACTIONS 258 ER 6.5%

|

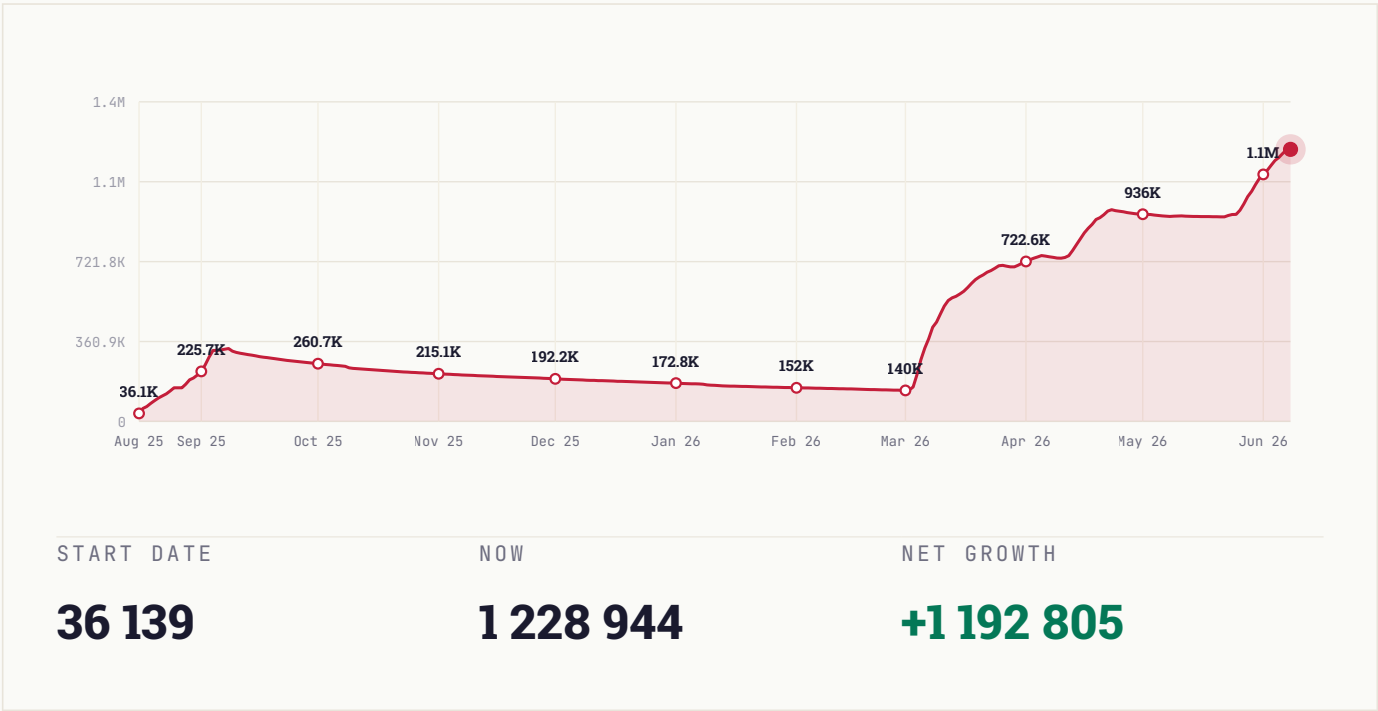
WORST 3

↓ 27.05 · 15:32 VIDEO White House TikTok official account situation ☒	VIEWS 23 200 REP. 94	REACTIONS 164 ER 1.9%
↓ 14.05 · 16:31 PHOTO Soon in Russia you won't be able to watch foreign movies in theaters. Warner Bros. started sending Russian theaters demands...	VIEWS 22 002 REP. 84	REACTIONS 136 ER 1.8%
↓ 13.05 · 13:21 PHOTO X users are giving Nolan casting advice – everyone demands Sydney Sweeney as Elena the Beautiful. How to profit from the movie in 2026?...	VIEWS 21 790 REP. 60	REACTIONS 221 ER 1.8%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

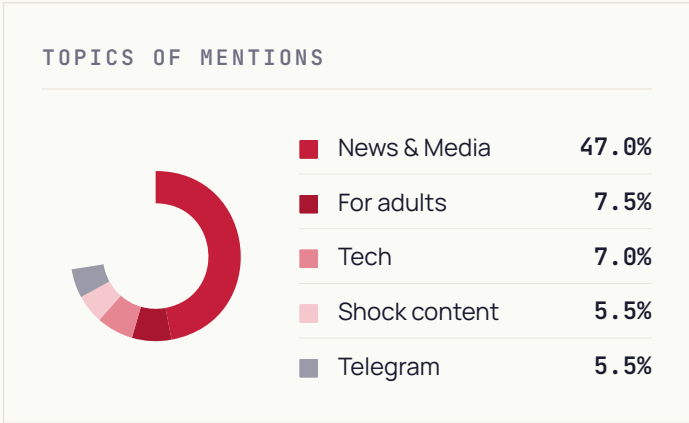
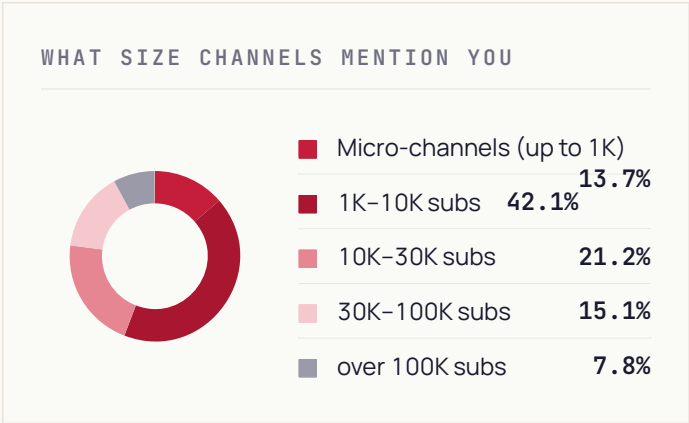
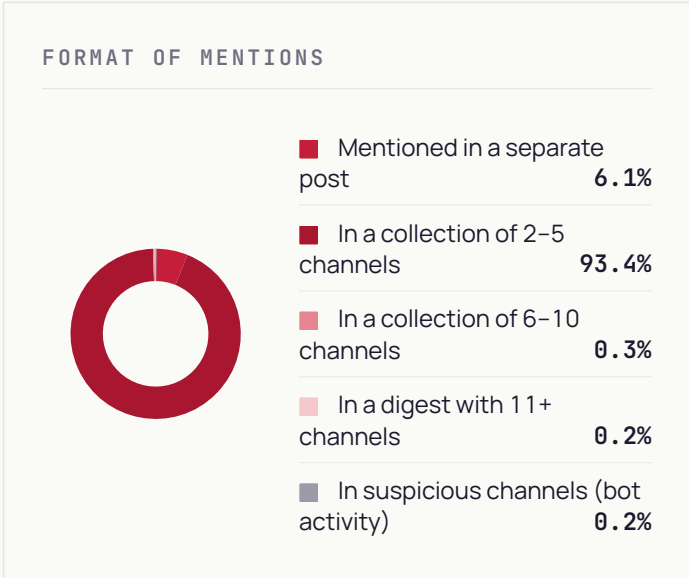
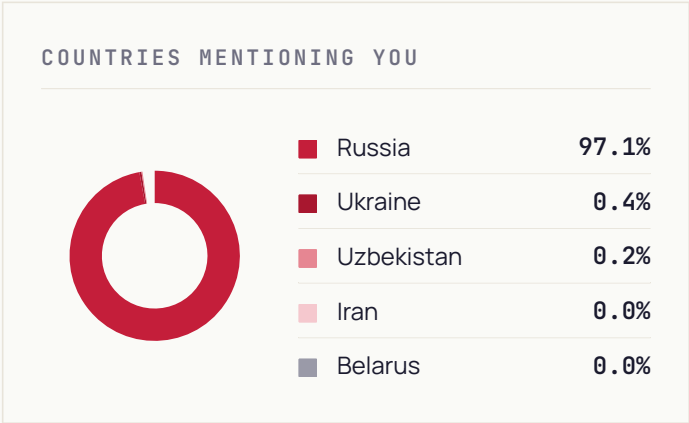
Subscriber growth chart over the year. Key months show exact subscriber count. Highlights months of gain vs loss.



SECTION 04 · CITATIONS

Who mentions the channel and how

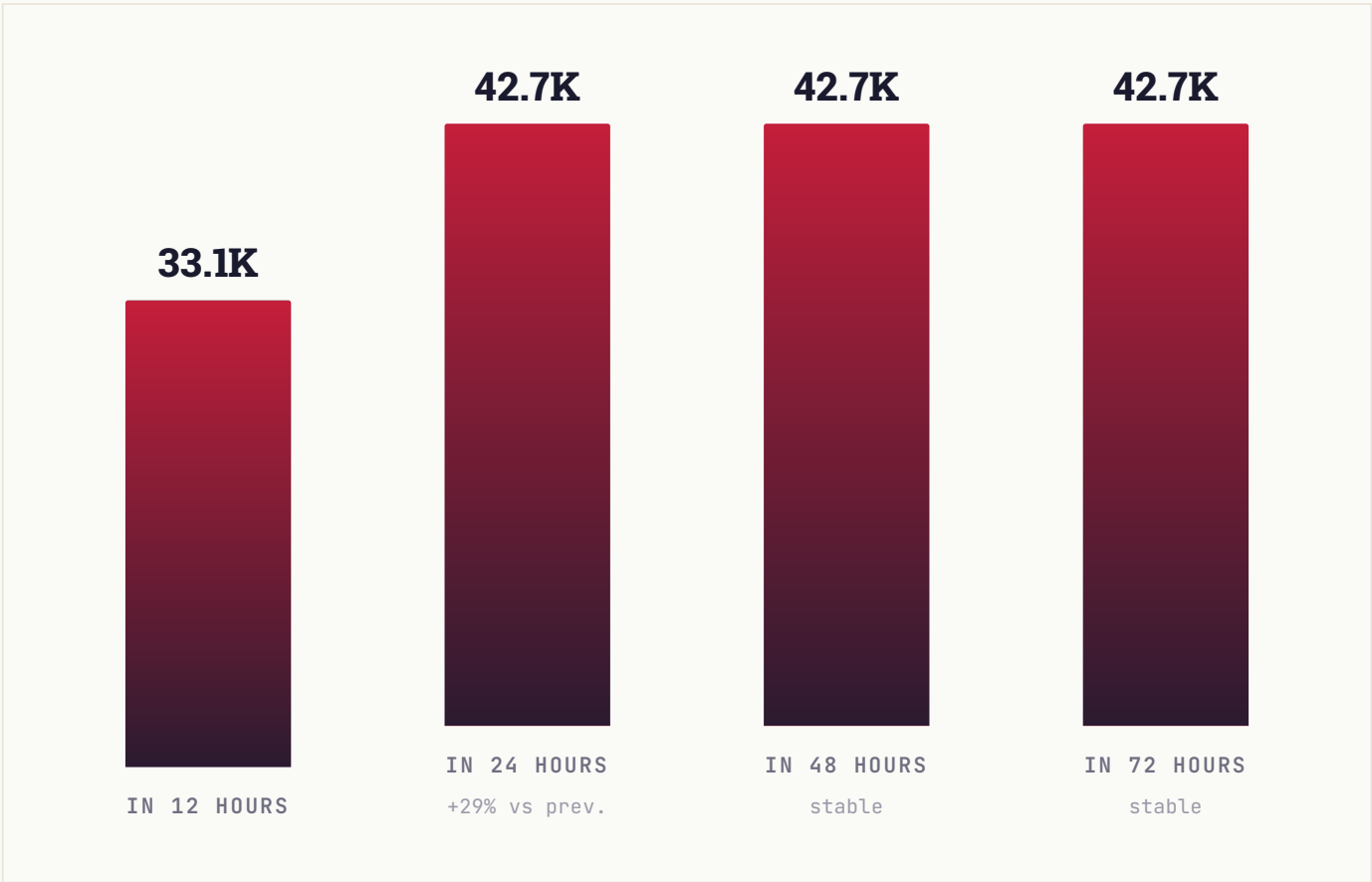
Citation index **353** – channel popularity score based on mentions. Considers both count and mentioner weight: a post from a 100K subs channel weighs more than from 1K subs. All-time mentions: **2 256** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of a promo post by time since publication. Helps estimate how long an ad 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
PE Live Broadcast • News	4.1M
TL Topor Live	4.1M
M• Moskvach • Moscow News	3.9M
M- Moscow is interesting	3.5M
MA Mash	3.1M
PM First Moscow	3.1M
RN RIA Novosti	3.1M
SR Media Russia not Moscow	2.9M
NM Moscow News	2.7M
MS Moscow today	2.7M
SE Search YOU	1.2M

COMPARATIVE INSIGHT

Channel in top half of niche (#26 of 99). Niche leader — Live Broadcast • News (4.1M), median subs 843.7K. Aim for top quartile — realistic 6-12 month horizon.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Each month we track posts in other channels that mention yours. Over the last **5 months** such mentions were **2 378**, they brought **270 811** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
December 2025	22	11	0	
Nov 2025	24	15	0	
Oct 2025	20	9	0	
September 2025	68	40	119 347	
August 2025	2 244	2 036	151 464	
TOTAL MENTIONS		MONTHS OF DATA	ACQUIRED SUBS	
2 378		5	270 811	

— SECTION 08 • NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category «News & Media» (Russia) and compared your channel to them. Gray band — range for 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

#86/100

POSITION IN NICHE

Channel in the bottom half of the ranking

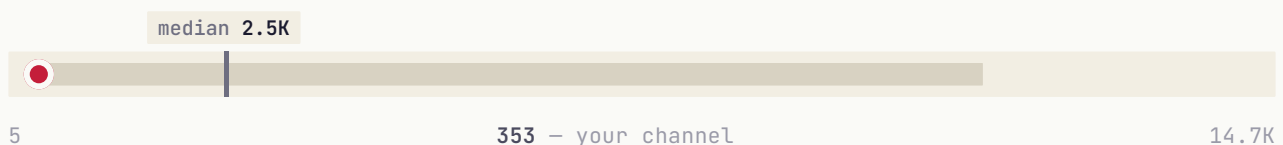
SUBSCRIBERS

better than 60% of niche

AVG REACH / POST

45% below median

CITATION INDEX

86% below median

— SECTION 09 · STRATEGY

What to do right now

5 priority actions sorted by expected impact. Check off and revisit next month.

01**Top post of the week — on Saturday**

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

EFFECT

**Best window
for an
important post****02****ER below niche benchmark — rethink formats**

Current ER 3.24% vs norm 5.5%. Try polls & interactive formats.

EFFECT

+2.3pp 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 weekly poll on a hot topic — easy growth lever.

EFFECT

+5-15% ER**05****Cross-promo with neighboring channels**

Exchange 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 minutes from public data. Want to go further? Run ads through us & hit your growth plan in a month.

01 **Launch ads in Telegram** <https://panel.promptpress.com/register>

02 **Contact manager** t.me/PromptPress_manager
