

PUBLIC REPORT PROMTPRESS

Channel audit

SETTERS Media



@setters

A publication about business, tech, and culture. Ads:
@hello_settersmedia or sales@setters.media News: https://t.me/settersmedia_news Careers: <https://t.me/huggabletalents>
Registry:...

SUBSCRIBERS

85 606

-1069 per month

ERR (% SEE POSTS)

6.0%

daily 2.4%

REACH/POST

4.5K

ad reach 2K/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 85 606 —	 SUBS REACH 5.31% avg % of subs who see a post	 VIEWS/POST 4.5K median 3.6K · 29 days	 POSTS/WEEK 13.6 for the period
 7D TREND -19.9% vs previous week	 REACTIONS/POST 51.6 total 2,994 reactions, 1,815 reposts, 20 comments	 POST LENGTH 747 chars. median 832 · 29 days	 POSTS ANALYZED 58 29 days
 AD REACH 2K 24h avg	 CHURN / MONTH -1069 last month	 CITATION RATE 477 citation index · 2,005 channels mentioned it ever	 CHANNEL AGE 10 years 3 months created 23.03.2016

AI EDITOR SUMMARY

Channel «SETTERS Media» — 85 606 subs. Each post averages 4.5K people (5% from subs), reach is low — consider expanding audience. Publishes 14 posts per week (~2/day) — consistent schedule. For the week of Jun 15–21, reach dropped -19.9% to the week of Jun 8–14 — worth analyzing why.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and underperformers — to see what to repeat and what to drop from rotation.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **58** posts over 29 days.
- 02 Dominant format — **Photo** (45/58 posts).
- 03 Avg post length — **747** chars (median 832).
- 04 Peak audience activity — **Monday**, 12:00 MSK.
- 05 Top posts get **6x** more views than the weakest (top avg 16.1K vs worst 2.9K) — among 58 posts over 29 days. Worth analyzing what the top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 08.06 · 09:30 VIDEO A-list 2026: 16 new heroes shaping the future ☒ A-list — flagship project by SETTERS Media, where we feature leaders...	VIEWS 21 668 REPOSTS 92	REACTIONS 146 ER 25.3%
Nº2 04.06 · 14:01 PHOTO Everything you wanted to know about the final season of Euphoria. In quotes from Sam Levinson ☒ SPOILERS INSIDE! Nate and Rue's storyline, religious references...	VIEWS 15 356 REPOSTS 166	REACTIONS 54 ER 17.9%
Nº3 01.06 · 08:23 PHOTO What's on the minds of ambitious high schoolers in 2026? Many think teens dream of becoming influencers and traveling to...	VIEWS 11 163 REPOSTS 64	REACTIONS 75 ER 13.0%

Nº4 06.06 · 16:52 PHOTO What to watch at Beat Film Festival 2026? SM's pick ☒ On June 5, the main documentary film festival Beat Film Festival started —...	VIEWS 8 343 REPOSTS 46	REACTIONS 42 ER 9.7%
Nº5 16.06 · 11:52 PHOTO ☒FABLE CASE☒ What if the world's most powerful work tool could be turned off overnight — and you wouldn't be the one deciding? Tells...	VIEWS 6 606 REPOSTS 78	REACTIONS 53 ER 7.7%

|

WORST 3

↓ 20.06 · 09:25 PHOTO Reading is no longer trendy, it's necessary — launching a special project with METRO about their book club 'Za...	VIEWS 3 009 REPOSTS 25	REACTIONS 34 ER 3.5%
↓ 23.06 · 10:45 VIDEO There's a stereotype that we don't make good rom-coms in this country. And it's true, we don't! ☒HOT TAKES FROM THE DIRECTOR AND...	VIEWS 2 889 REPOSTS 12	REACTIONS 45 ER 3.4%
↓ 11.06 · 12:15 PHOTO Feel the future: women to look up to I believe there are still far too few examples of women in entrepreneurship and business...	VIEWS 2 713 REPOSTS 6	REACTIONS 21 ER 3.2%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

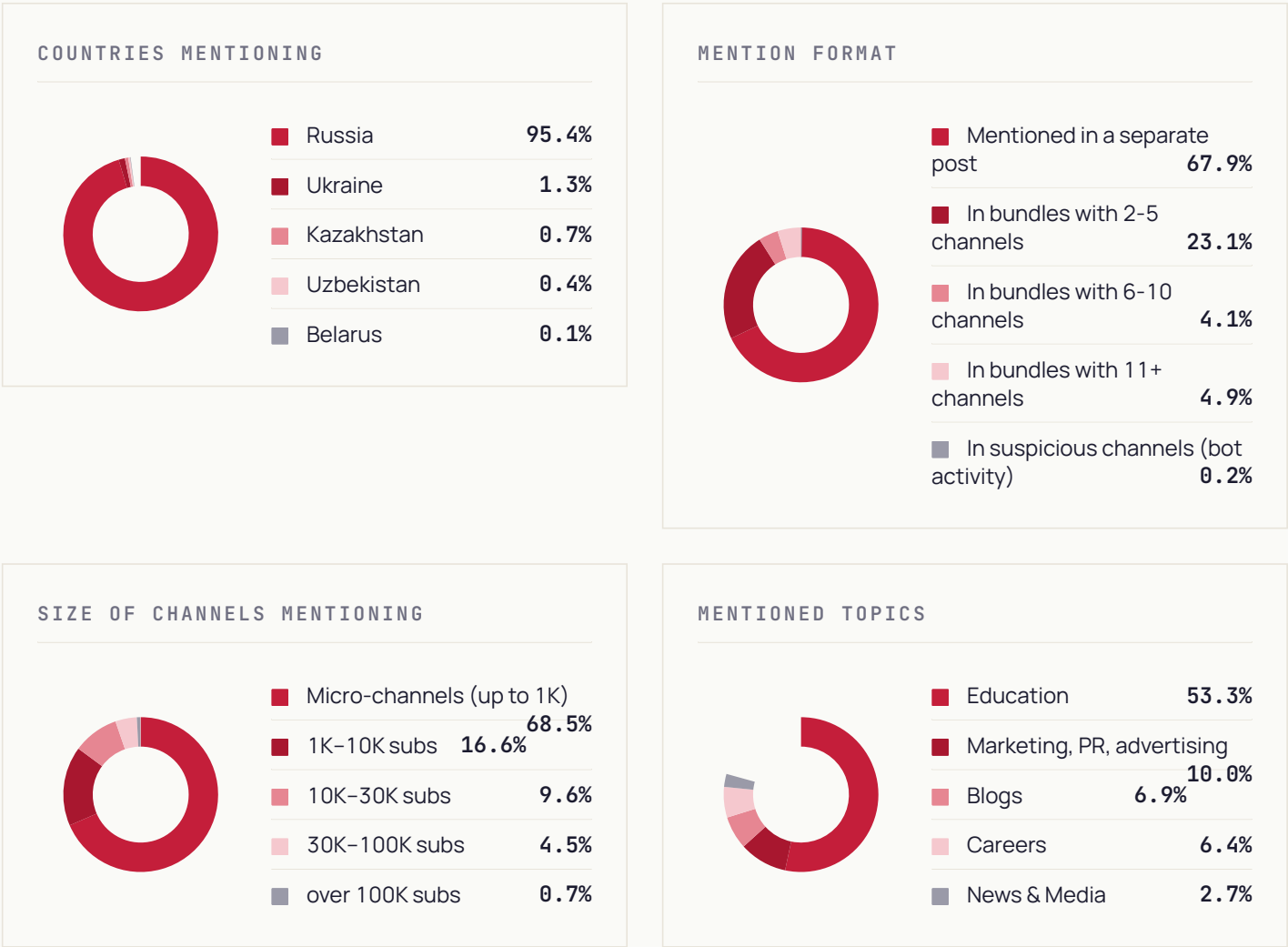
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · CITATIONS

Who mentions the channel and how

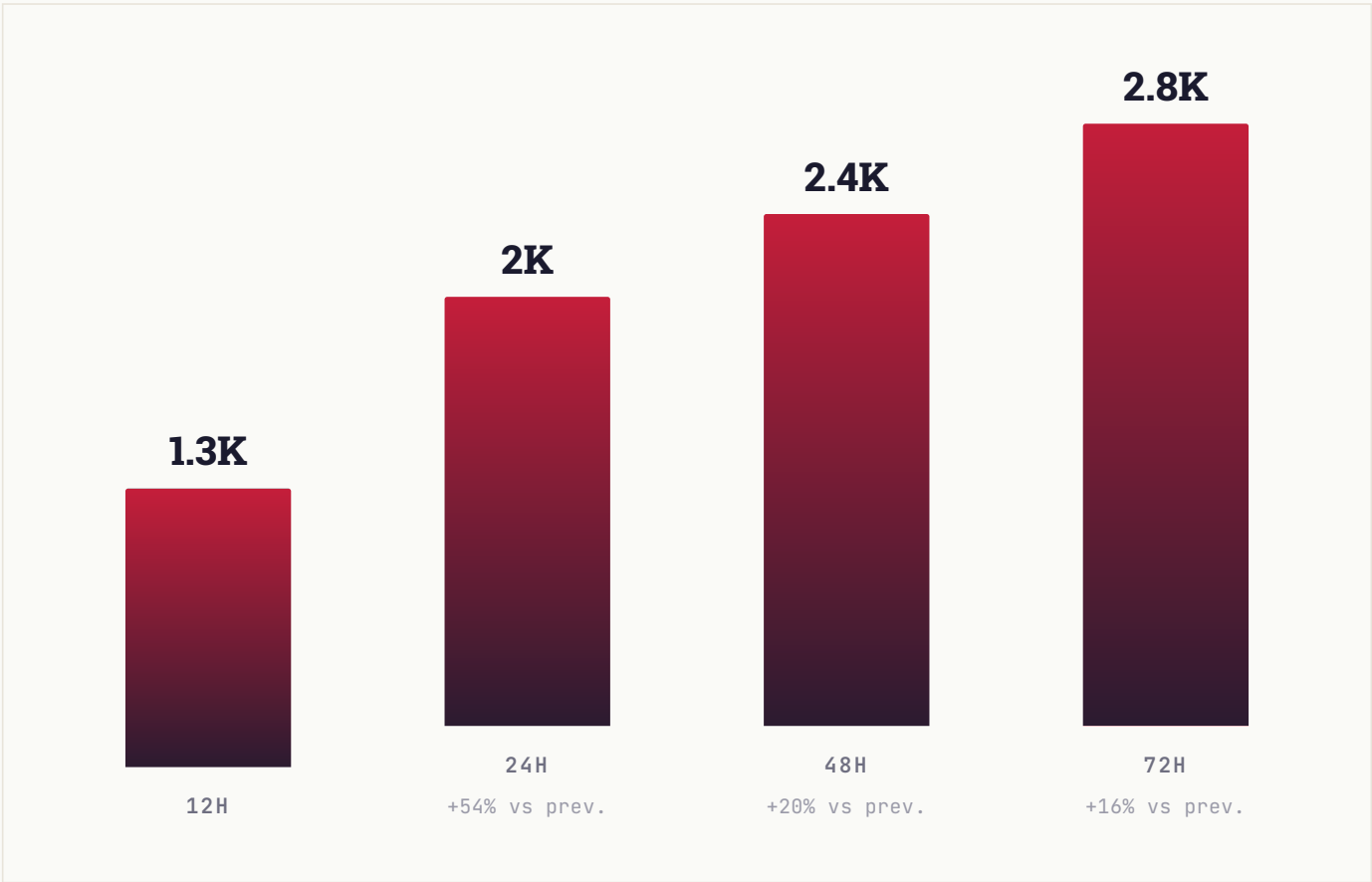
Citation index **477** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time channel mentions: **2 005** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of ad post by time since publication. Helps estimate how long a placement stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
TM My feed trends	2.5M
MO Ice cream	1.8M
OK Oka	1.6M
CPM Search	1.3M
TR Trendly	1.2M
KV Customer is always right	1.1M
TB Trends by Russia	1.1M
CPV Today's trends	1M
TV Trend or leave	930.8K
TR Trending	904.7K
SM SETTERS Media YOU	85.6K

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#83 of 99). Niche median — 145.4K subs. First growth KPI — reach the median. Leader: My feed trends (2.5M).

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we track posts in other channels that mention yours. Over the last **6 months** such mentions were **714**, they brought **4 796** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	171	54	1 981
Nov 2025	97	25	19
Oct 2025	120	24	43
Sep 2025	129	37	2 122
August 2025	100	18	5
July 2025	97	32	626

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
714	6	4 796

— 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 against them. Gray band — range covering 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

#83 /100

POSITION IN NICHE

Channel in the bottom half of the ranking

SUBSCRIBERS

worse than median by 41%

median 144.9K

39.7K

85 606 — your channel

1.2M

AVG REACH / POST

worse than median by 66%

median 13.4K

91

4 545 — your channel

53.2K

CITATION INDEX

better than 54% of niche

median 204

0

477 — your channel

3.1K

— SECTION 09 · STRATEGY

What to do right now

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

01

Top post of the week — on Monday

Audience most active on this day at 12:00 MSK.

EFFECT

**Best window
for an
important post**

02

System traffic buy

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 — an easy growth point.

EFFECT

+5-15% ER

04

Cross-promo with neighboring channels

Exchange posts with channels in the same segment 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 — it's a source of organic traffic.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in a few minutes based on public data. If you want to go further — run ads through us and close your growth plan in a month.

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

02 Contact manager t.me/PromptPress_manager
