

— PUBLIC REPORT BY PROMTPRESS

Channel audit deadline yesterday



@skip_deadline

Russian digital, IT & marketing. Collaboration: @zubar89 Channel
included in RKN list: <https://rkn.link/wX8>

SUBSCRIBERS

20 746

-126 per month

ERR (% SEE POSTS)

9.0%

per day 5.8%

REACH/POST

1.8K

ad reach 1.2K/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 20 746 —	 SUBSCRIBER REACH 8.82% avg % subs see post	 VIEWS/POST 1.8K median 1.9K · 29 days	 POSTS/WEEK 26.9 over period
 TREND 7D -3.1% vs previous week	 REACTIONS/POST — MTPROTO only	 POST LENGTH 155 chars median 138 · 29 days	 POSTS ANALYZED 112 29 days
 AD REACH 1.2K avg over 24h	 CHURN / MONTH -126 last month	 QUOTABILITY 700 citation index · 1,777 channels mentioned ever	 CHANNEL AGE 6 years 1 month created 08.06.2020

AI EDITOR SUMMARY

Channel «deadline yesterday» — 20 746 subs. Each post averages 1.8K people (9% from subs), reach is low — consider expanding audience. Publishes 27 posts per week (~4/day) — active posting. For the week Jun 29 — Jul 5, reach stable (-3.1% vs week of June 22–28).

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on 112 posts over 29 days.
- 02 Dominant format – Photo (81/112 posts).
- 03 Avg post length – 155 chars (median 138).
- 04 Peak audience activity – Thursday, 15:00 MSK.
- 05 Top posts drive 2x more views than the weakest (2.4K avg top vs 1.5K worst) – across 112 posts in 29 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

№102.07 · 12:58PHOTO	VIEWS	REACTIONS
	2 565	—
SMM guy KB ranked his top beers for dieters. Five types have fewest calories per 100 ml. Diet with such...	REPOSTS	ER
	33	12.4%
№218.06 · 16:31PHOTO	VIEWS	REACTIONS
	2 332	—
Crocs released clogs based on the series "Friends". Purple slippers feature 12 jibbitz with the legendary couch, cafe sign, and show logo. Costs...	REPOSTS	ER
	61	11.2%
№318.06 · 10:45VIDEO	VIEWS	REACTIONS
	2 310	—
A girl 3D-printed a bright tote for Corona beer. Holds 4 bottles. For extra cuteness, she added pins in style...	REPOSTS	ER
	70	11.1%

Nº4 19.06 · 08:42 PHOTO Dodo showed what the Winx collaboration will look like. Pizza in a pink box with handles, milkshake in a cup with...	VIEWS 2 214 REPOSTS 68	REACTIONS — ER 10.7%
Nº5 15.06 · 08:44 PHOTO OMG, In Japan you can try edible cat fur. It mimics the coat of a calico cat. The texture looks very...	VIEWS 2 189 REPOSTS 66	REACTIONS — ER 10.6%

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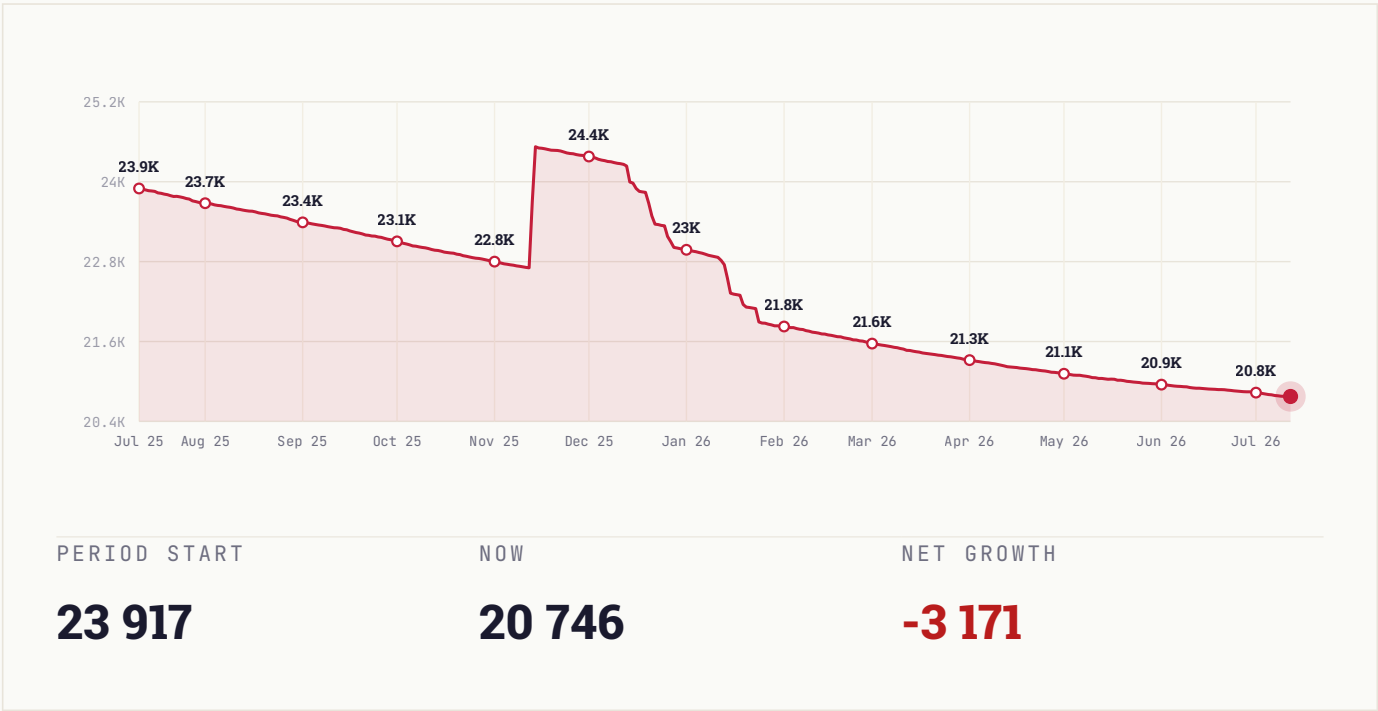
WORST 3

↓ 08.07 · 09:02 PHOTO Mid-week, subscribing while queuing for coffee feels just right. A cry from the heart, no less.	VIEWS 1 516 REPOSTS 42	REACTIONS — ER 7.3%
↓ 07.07 · 16:01 VIDEO The vibe we dream of after work:	VIEWS 1 492 REPOSTS 24	REACTIONS — ER 7.2%
↓ 07.07 · 18:01 PHOTO Oh, legendary chips with White Mushroom & Sour Cream flavor arrived at Dixy. Grab a pack for just 150 rubles. Taste of nostalgia.	VIEWS 1 469 REPOSTS 30	REACTIONS — ER 7.1%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

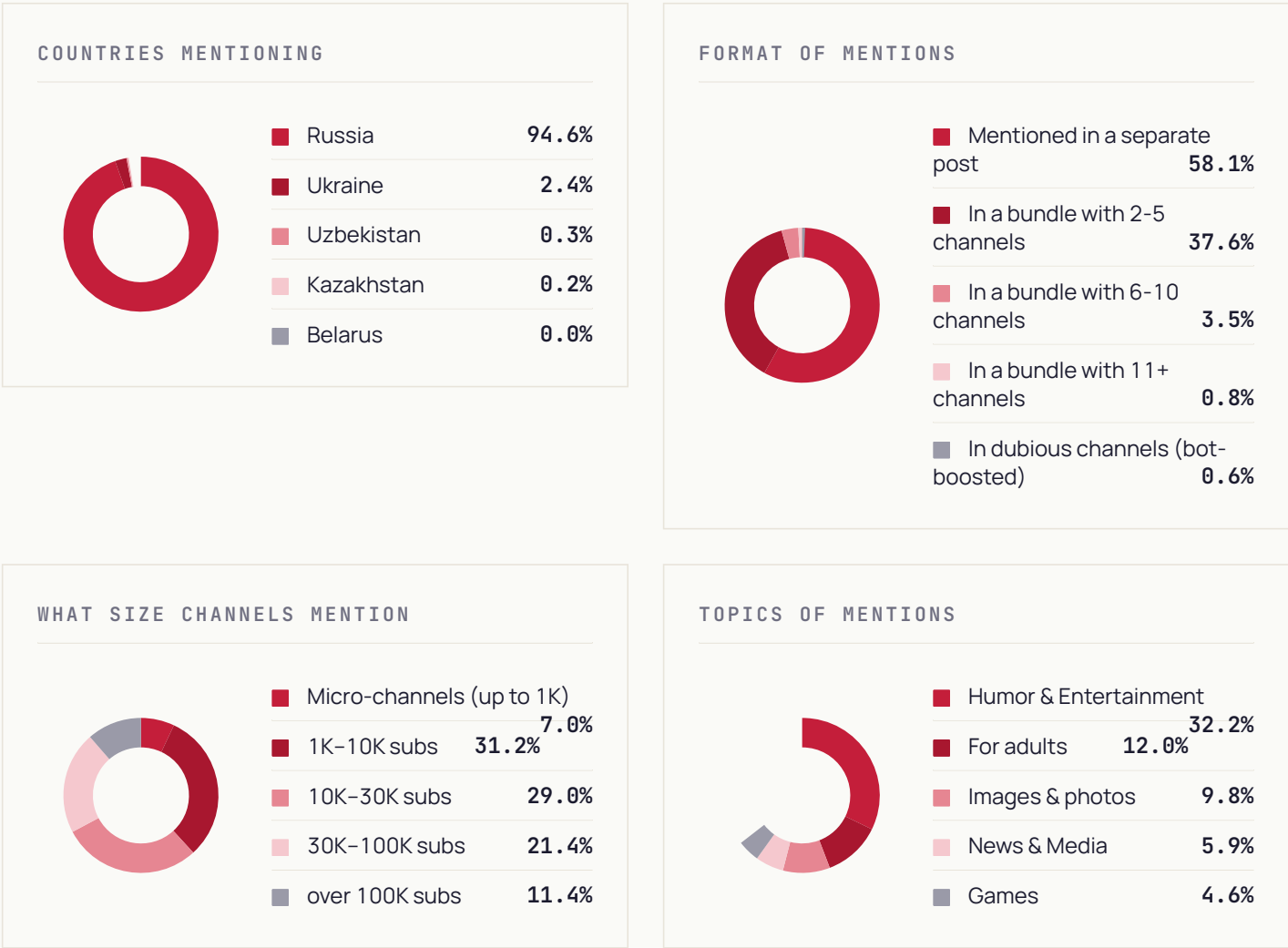
Subscriber growth chart for the year. Key months show exact subscriber count. Highlights months of gain vs loss.



SECTION 04 · CITATIONS

Who mentions the channel and how

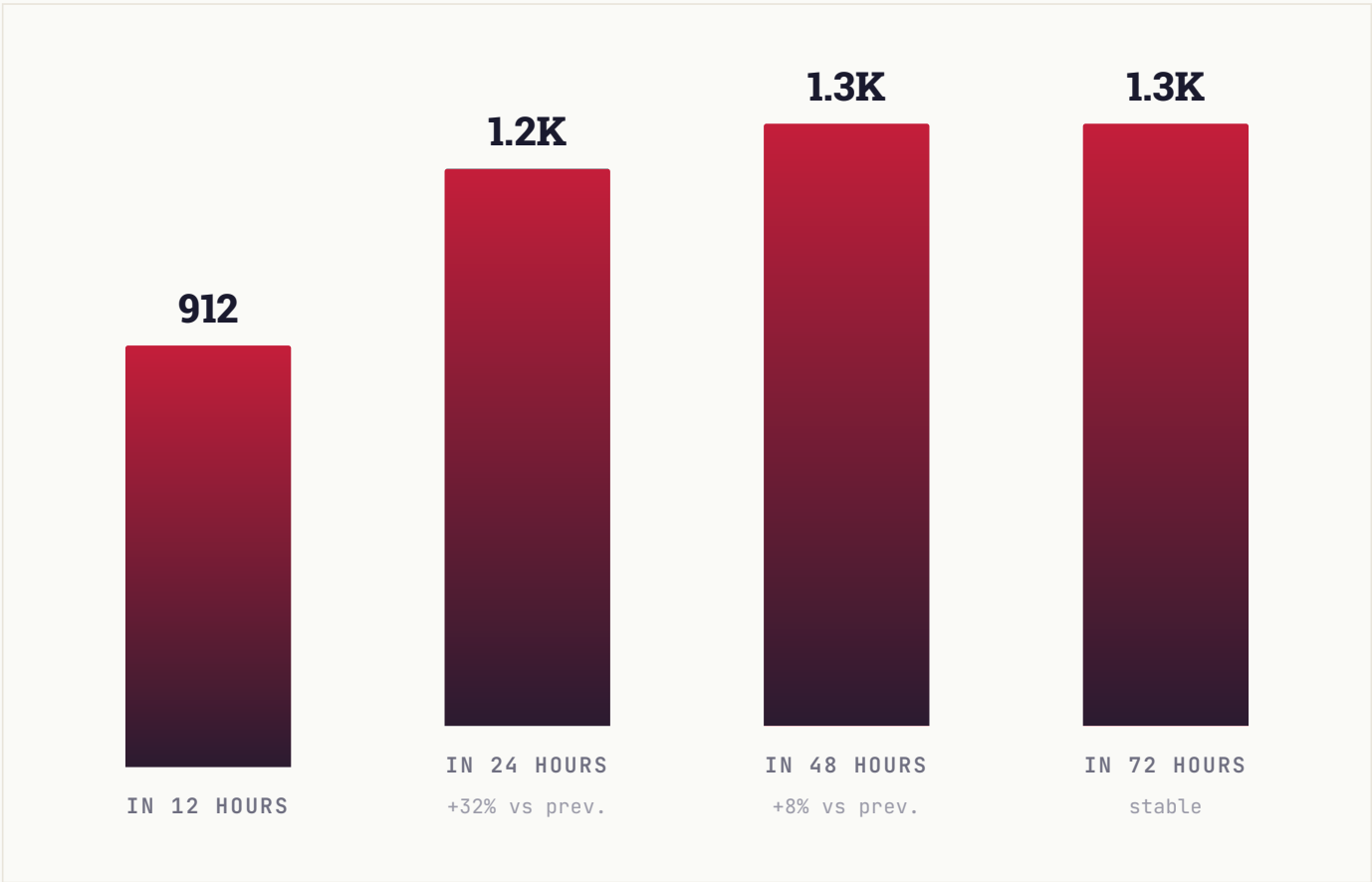
Citation index **700** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100K subs channel "weighs" more than from a 1K subs channel. All time the channel was mentioned **1 777** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post by time since publication. Helps gauge how long 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
TM My feed trends	2.5M
MO Ice cream	1.7M
OK Okak	1.6M
SË Search	1.5M
TR Trendly	1.2M
TB Trends by Russia	1.1M
KV Customer is always right	1.1M
TZ Set trends	1M
SV Trending today	1M
TV Trend or leave	990K
DV deadline yesterday YOU	20.7K

COMPARATIVE INSIGHT

Channel not yet outside top 99 of niche — early growth stage. Niche leader — My feed trends (2.5M), top-99 median: 145.1K. First goal — enter top-99 through systematic work on traffic and content.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

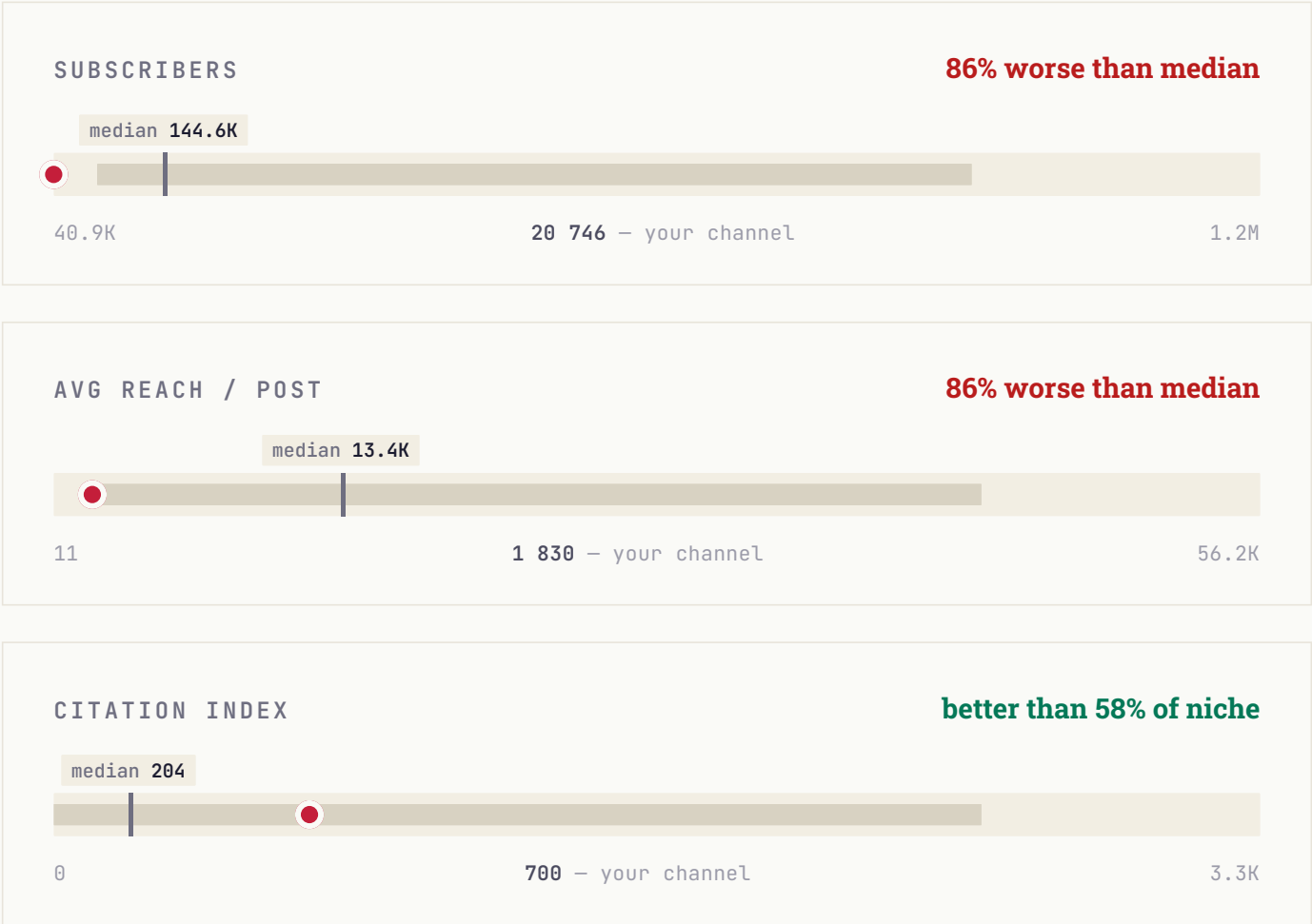
Monthly we track posts in other channels that mention your channel. Over the last **6 months** such mentions were **20**, they brought **1 846** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	0	0	0
December 2025	3	2	0
Nov 2025	3	2	1 846
Oct 2025	4	3	0
Sep 2025	5	2	0
August 2025	5	3	0
TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS	
20	6	1 846	

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category «Marketing, PR, Ads» (Russia) and saw how your channel compares. Gray band — range where 80% of niche channels fall (p10 to 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 this report in a month.

01

Main post of the week — on Thursday

On this day at 15:00 MSK the audience is most active.

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 give +5-15% to ER. 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 looks at descriptions. Add 3-5 niche keywords — this is a source of organic traffic.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in minutes using public data. To go further — run ads through us and hit your growth plan in a month.

01	Launch Telegram ads	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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