

PUBLIC REPORT BY PROMTPRESS

Channel audit

Brain Marketing



@soglasoval

I care about good ads, follow trends, and love marketing ■ For ads:
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SUBSCRIBERS

58 072

-1510 per month

ERR (% WHO SEE
POSTS)

3.0%

per day **1.9%**

REACH/POST

1.4K

ad reach **1.1K/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 58 072 —	 SUBSCRIBER REACH 2.44% avg % subs see post	 VIEWS/POST 1.4K median 1.5K · 29 days	 POSTS/WEEK 49.5 for period
 7D TREND +4.2% vs previous week	 REACTIONS/POST 15.8 total 3,336 reactions, 3,321 reposts, 0 comments	 POST LENGTH 356 chars. median 273 · 29 days	 POSTS ANALYZED 211 29 days
 AD REACH 1.1K 24h avg	 CHURN / MONTH -1510 last month	 CITATION RATE 257 citation index · 1,297 channels mentioned ever	 CHANNEL AGE 2 years 3 months created 19.03.2024

AI EDITOR SUMMARY

Channel 'Marketing Brain' — 58 072 subs. Each post averages 1.4K people (2% from subs), reach is low — consider expanding audience. Publishes 50 posts per week (~7/day) — active posting. For week Jun 15–21, reach stable (+4.2% vs week of June 8–14).

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 211 posts in 29 days.
- 02 Dominant format — Photo (138/211 posts).
- 03 Avg post length — 356 chars (median 273).
- 04 Peak audience activity — Thursday, 17:00 MSK.
- 05 Top posts get 2x more views than the weakest (1.8K avg for top vs 1.1K for worst) — across 211 posts in 29 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

№104.06 · 14:47PHOTO	VIEWS	REACTIONS
	1 844	29
LOL, VIZIT released NAKH — according to the brand, these are new import-substituted contraceptives that eliminate foreign influence on...	REPOSTS	ER
	48	3.2%
№203.06 · 18:35PHOTO	VIEWS	REACTIONS
	1 843	31
Messenger MAX removed from App Store — can't find the app via link, and updating an already installed one fails...	REPOSTS	ER
	29	3.2%
№317.06 · 21:26PHOTO	VIEWS	REACTIONS
	1 793	21
Apple fans, bad news: all Apple gear will spike in price due to global RAM shortage, says Tim Cook. Corporation...	REPOSTS	ER
	11	3.1%

Nº4 02.06 · 16:21 PHOTO Zoomers are hit by 'office sickness': as soon as they start work, chronic conditions flare up and non-stop...	VIEWS 1 790 REPOSTS 21	REACTIONS 24 ER 3.1%
Nº5 30.05 · 21:22 VIDEO Zoomers invented dopamine weekends – a girl online shared 5 most effective ways to unwind and get rid of...	VIEWS 1 746 REPOSTS 30	REACTIONS 33 ER 3.0%

|

WORST 3

↓ 25.06 · 20:14 PHOTO Companies started promoting healthy lifestyles and giving perks to non-smokers, but something went wrong 🤔	VIEWS 1 150 REPOSTS 14	REACTIONS 13 ER 2.0%
↓ 26.06 · 08:52 PHOTO Colleagues, we'll discuss this urgently on the next call 😬	VIEWS 1 126 REPOSTS 18	REACTIONS 28 ER 1.9%
↓ 26.06 · 14:43 PHOTO Office folks, heads up: no one leaves early until priority tasks are done 📌	VIEWS 1 057 REPOSTS 7	REACTIONS 19 ER 1.8%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

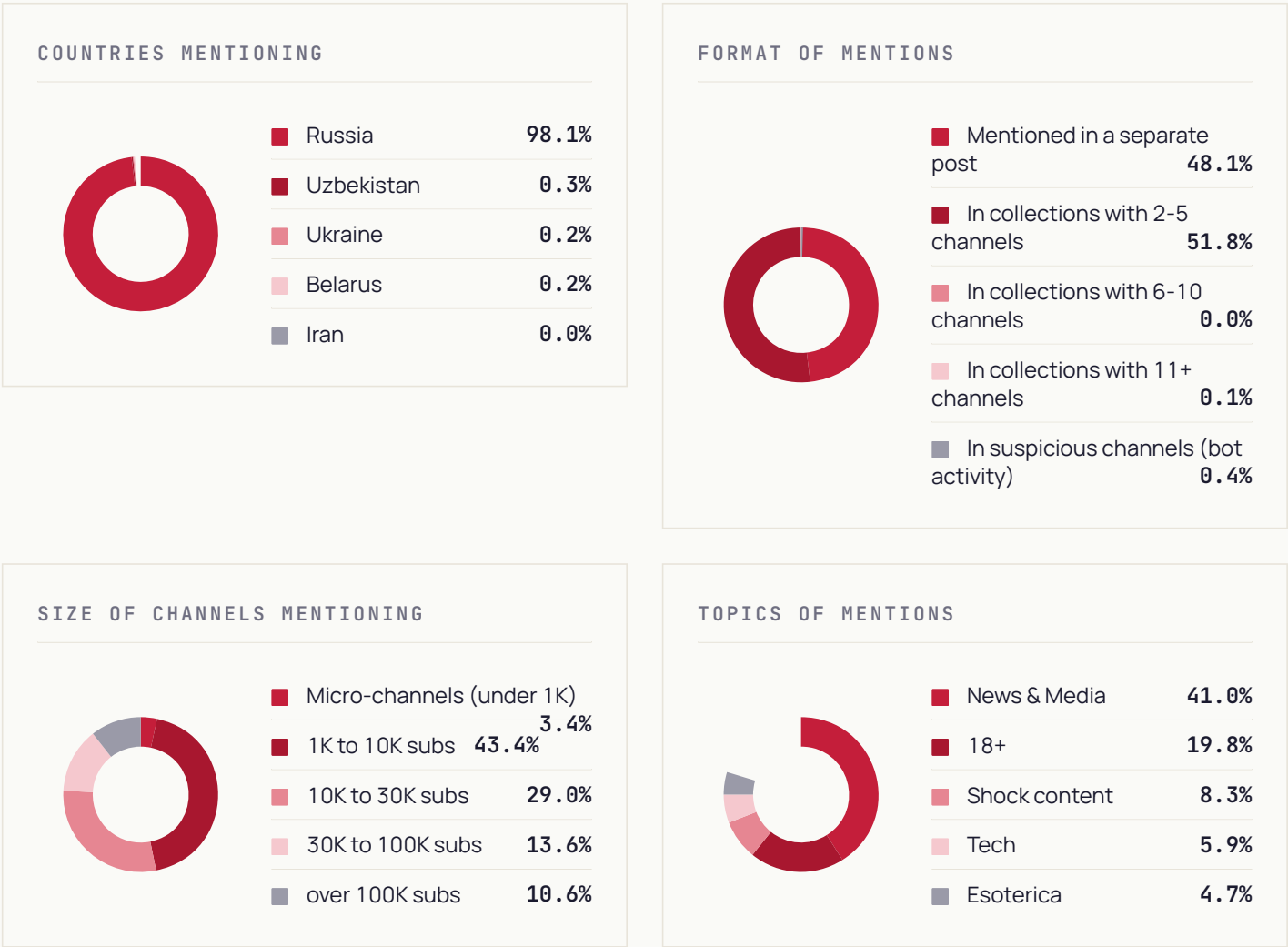
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel grew and which it lost subs.



SECTION 04 · CITATIONS

Who mentions the channel and how

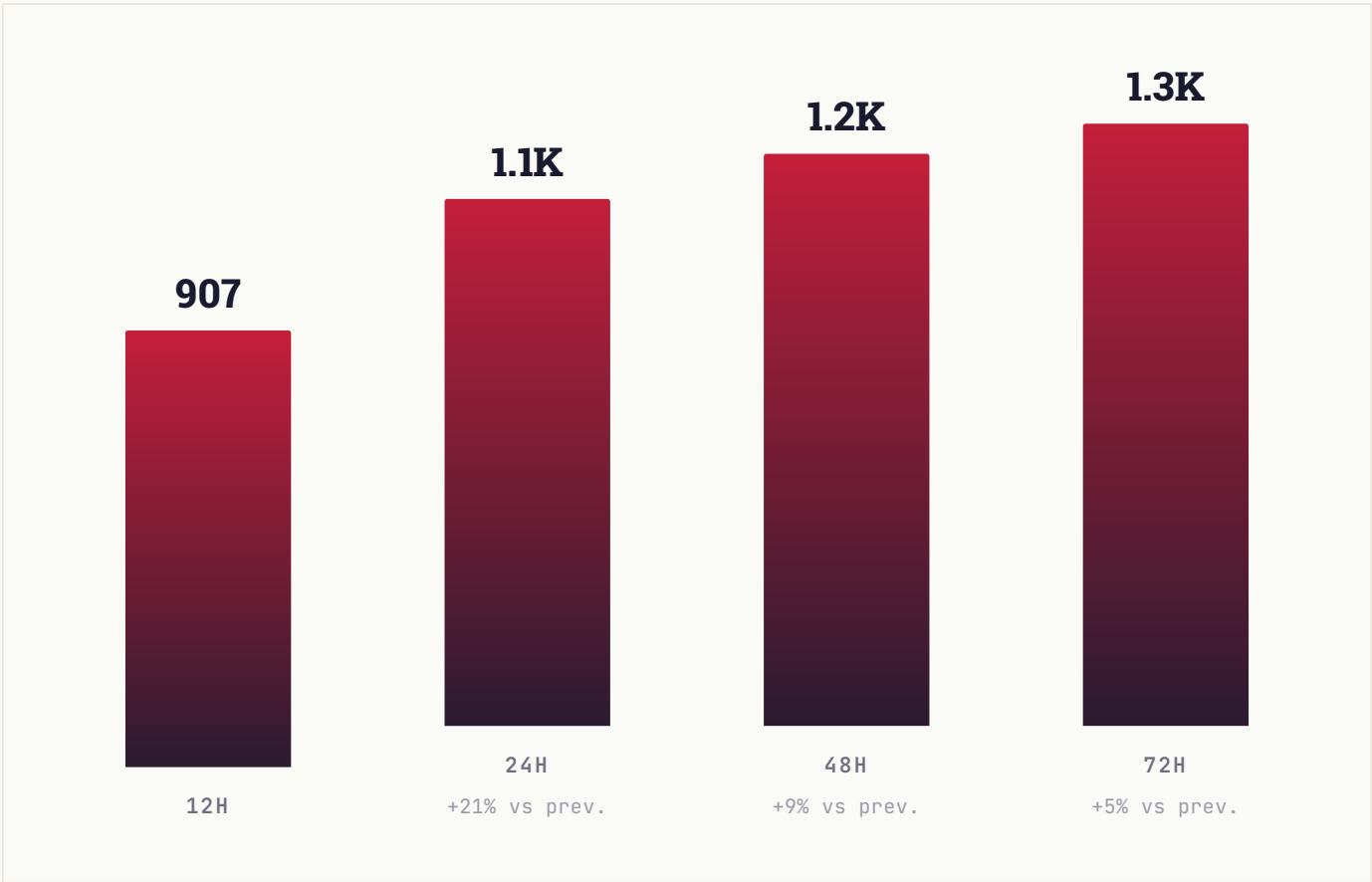
Citation index **257** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time channel mentions: **1 297** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of ad post over time since publication. Helps estimate how long 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 Okak	1.6M
Today Search	1.3M
TR Trendly	1.2M
KV Customer is always right	1.1M
TB Trends by Russia	1.1M
This week Trending today	1M
TV Trend or leave	930.8K
TR Trending	904.7K
MG Brain Marketing YOU	58.1K

COMPARATIVE CONCLUSION

Channel not yet outside top 99 of niche — early growth stage. Niche leader — My feed trends (2.5M), top-99 median: 145.4K. First goal — enter top-99 through systematic traffic and content work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Each month we track posts in other channels that mention yours. Over the last **6 months** such mentions were **971**, they brought **31 432** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	0	0	1 266
Nov 2025	831	691	30 166
Oct 2025	140	137	0
Sep 2025	0	0	0
August 2025	0	0	0
July 2025	0	0	0
TOTAL MENTIONS		MONTHS OF DATA	ACQUIRED SUBSCRIBERS
971		6	31 432

Where the channel stands in its league

SUBSCRIBERS

60% worse than median

median 144.9K

39.7K 58 072 — your channel 1.2M

AVG REACH / POST

89% worse than median

median 13.4K

91 1 416 — your channel 53.2K

CITATION INDEX

better than 50% of niche

median 204

0 257 — 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**Best posting day – Thursday**

Audience is most active on this day at 17:00 MSK.

EFFECT

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

Current ER 2.44% vs norm 3.0%. Try polls & interactive formats.

EFFECT

+0.6pp ER**03****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****04****Test polls & interactive formats**

Posts with polls/reactions typically boost ER by +5-15%. One poll per week on a hot topic is an easy win.

EFFECT

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

Swap posts with channels in the same segment once a quarter. No need daily – 2-3 collabs bring relevant growth.

EFFECT

**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 with us and hit your growth plan in a month.

01

Launch Telegram ads

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

02

Contact manager

t.me/PromptPress_manager