

PUBLIC PROMTPRESS REPORT

Channel audit

Sausage



@sosicka

I talk about modern marketing, brands and tasty trends Author's personal blog: @blog_artur Collaboration: @adv_gram RKN: <https://rkn.link/VZg> Suggest: @sosickasupportbot The channel cooperates with:...

SUBSCRIBERS

156 268

-1527 per month

ERR (% SEE POSTS)

12.0%

per day 8.0%

REACH/POST

17.6K

ad reach 12.5K/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 and how mentions the channel

05 Ad potential

How long a post brings reach

06 Competitors

Niche neighbors · your spot

07 Mention dynamics

6 months · monthly

08 Niche comparison

Rank in «Marketing, PR, Advertising» category

09 Strategy

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. The subtitle under the number shows the period it was calculated for.

 SUBSCRIBERS 156 268 —	 SUBS REACH 11.29% avg % subs see post	 VIEWS/POST 17.6K median 17.9K · 29 days	 POSTS/WEEK 37.7 for the period
 7D TREND +0.7% vs previous week	 REACTIONS/POST 255.0 total 41,053 reactions, 33,077 reposts, 0 comments	 POST LENGTH 232 chars median 190 · 29 days	 POSTS ANALYZED 161 29 days
 AD REACH 12.5K 24h avg	 CHURN / MONTH -1527 last month	 CITATION RATE 1 619 citation index · 4,423 channels mentioned all time	 CHANNEL AGE 4 years 8 months created 02.10.2021

AI EDITOR SUMMARY

Channel «Sosisochnaya» — 156 268 subs. Each post averages 17.6K people (11% from subs), reach is low — consider expanding audience. Publishes 38 posts per week (~5/day) — active publishing. For the week of June 15–21, reach stable (+0.7% vs week of June 8–14).

SECTION 02 · CONTENT ANALYSIS

Best-performing content

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

WHAT TOP POSTS SHARE

- 01 Analysis based on 161 posts over 29 days.
- 02 Dominant format – Photo (106/161 posts).
- 03 Avg post length – 232 characters (median 190).
- 04 Audience peak – Wed, 21:00 MSK.
- 05 Top posts bring in 1x more views than the weakest (21.4K avg for top vs 16K for bottom) – among 161 posts over 29 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 03.06 · 18:56 PHOTO Max removed from App Store. App can no longer be downloaded or updated via store. VK confirmed removal. @sosicka	VIEWS 22 981 REPOSTS 178	REACTIONS 411 ER 14.7%
Nº2 09.06 · 18:44 PHOTO Brand EBANAT released summer caps. Stylish. @sosicka	VIEWS 20 770 REPOSTS 436	REACTIONS 355 ER 13.3%
Nº3 31.05 · 08:52 PHOTO A Russian listed «professional copybara belly rubs» on his resume and got 40+ offers for data analyst. In...	VIEWS 20 551 REPOSTS 296	REACTIONS 432 ER 13.2%

Nº4 09.06 • 10:14 **PHOTO**

Sydney Sweeney chose the right side ☒ @sosicka

VIEWS
20 483

REACTIONS
549

REPOSTS
415

ER
13.1%

Nº5 09.06 • 12:53 **TEXT**

✂ In Russia, site owners now fined up to 700,000 RUB for using foreign auth (e.g., Gmail) – State Duma passed...

VIEWS
20 326

REACTIONS
390

REPOSTS
286

ER
13.0%

WORST 3

↓ 23.06 • 18:22 **PHOTO**

On July 1, T-Space gathers business, marketing, and HR leaders to discuss company growth in a world where change is the norm. Theme E+...

VIEWS
16 260

REACTIONS
41

REPOSTS
17

ER
10.4%

↓ 24.06 • 15:33 **PHOTO**

☒ Aggressive marketing from Telegram. @sosicka

VIEWS
16 020

REACTIONS
159

REPOSTS
24

ER
10.3%

↓ 23.06 • 17:43 **TEXT**

State Duma did not check Telegram blocking: CPRF asked to request data from Ministry of Digital, but deputies avoided voting. Head...

VIEWS
15 771

REACTIONS
200

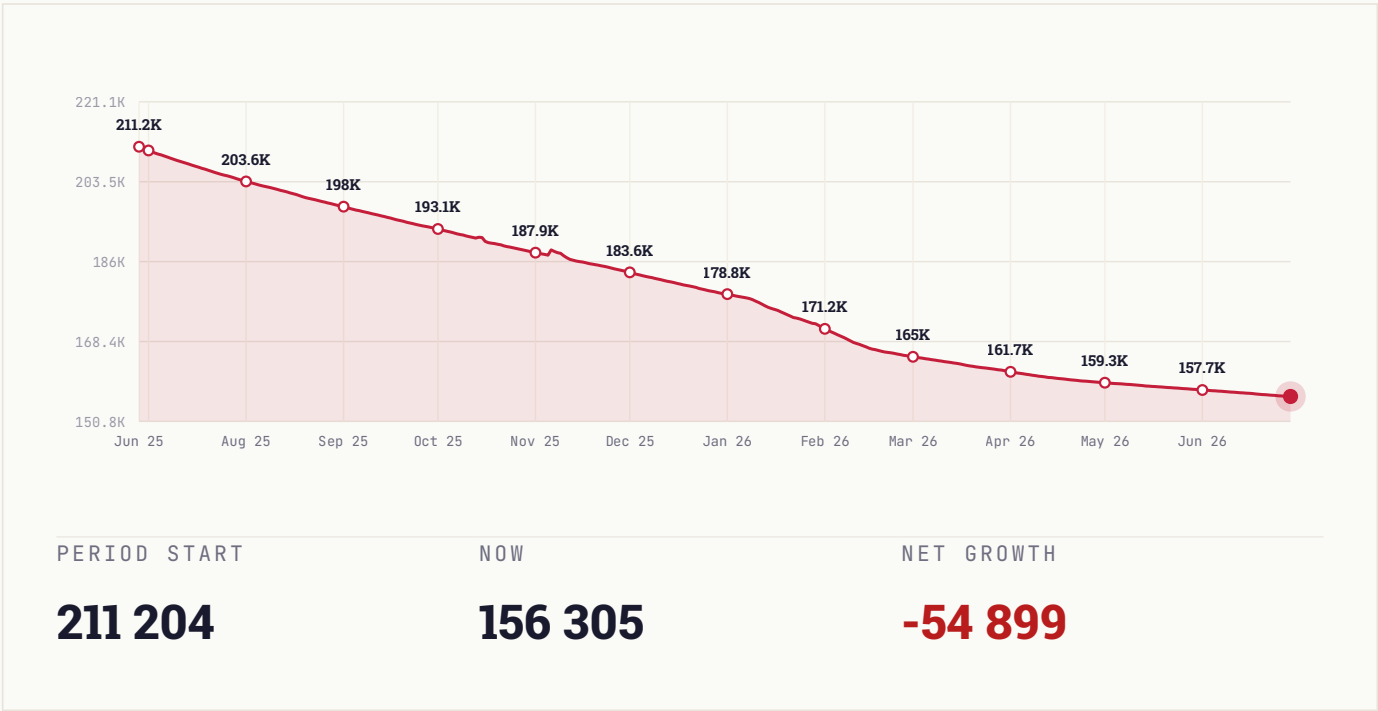
REPOSTS
39

ER
10.1%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

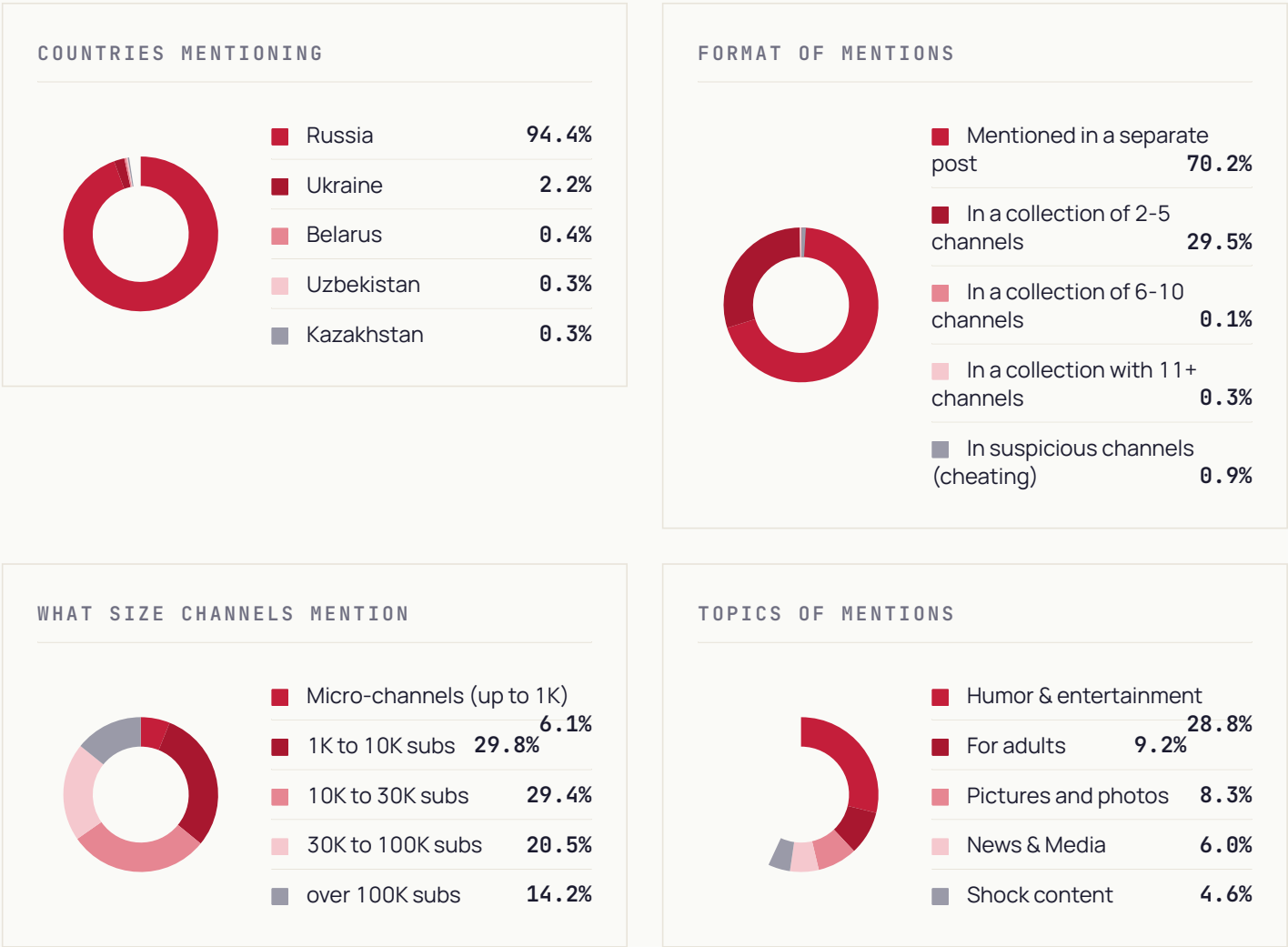
Subscriber growth chart for the year. Key months show exact subscriber count. It shows which months the channel gained and which months subscribers left.



SECTION 04 · MENTIONS

Who and how mentions the channel

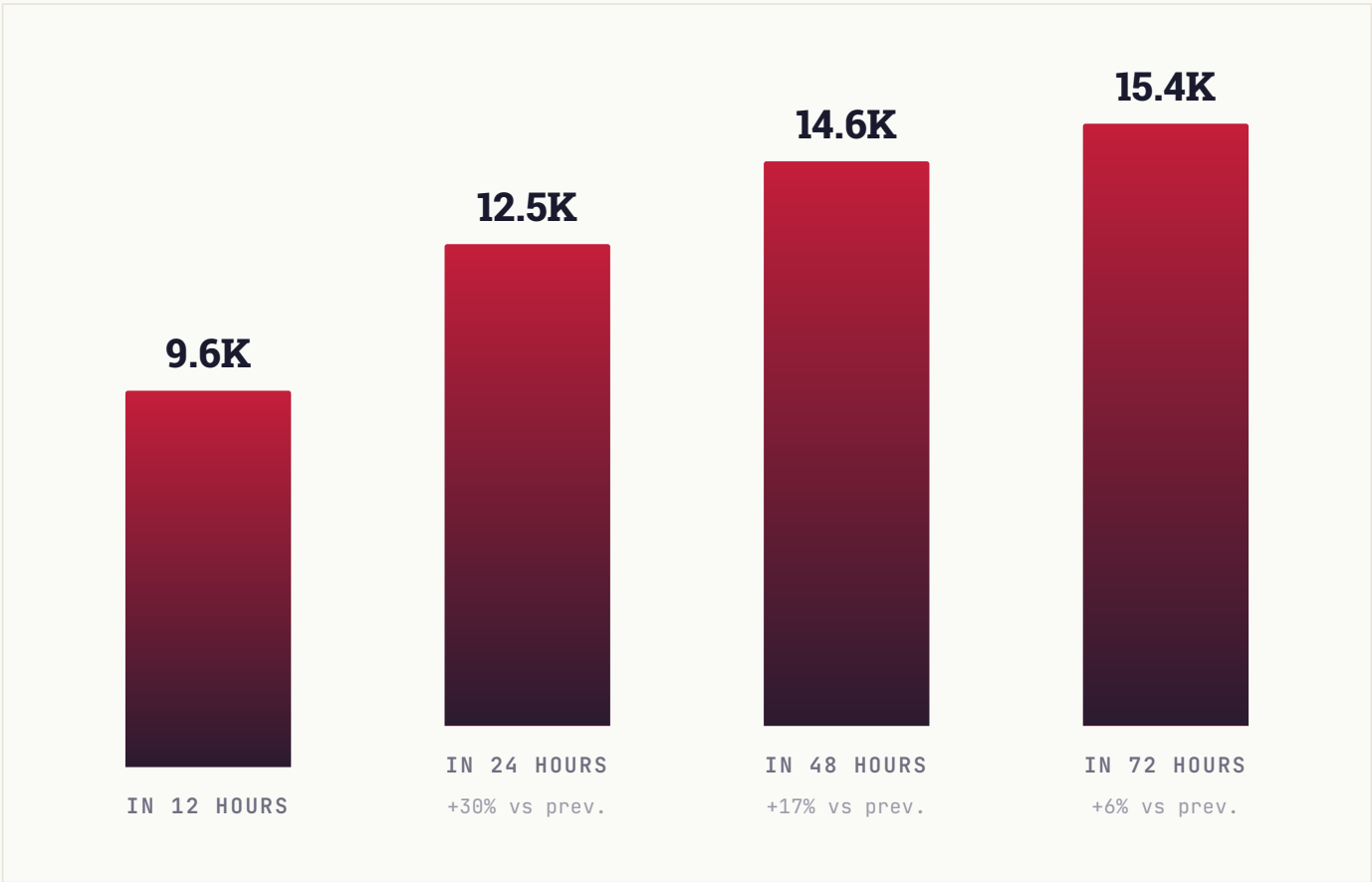
Citation index **1 619** — channel popularity rating based on mentions. Considers not only quantity but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned **4 423** different channels.



— SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of ad post over time since publication. Helps estimate how long a 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	1.8M
OK Okak	1.6M
SE Search	1.4M
TR Trendly	1.2M
ER Customer is always right	1.1M
TB Trends by Russia	1.1M
SV Trending today	1M
TV Trend or leave	927.6K
TZ Set trends	922.6K
SO Sausage YOU	156.3K

COMPARATIVE INSIGHT

Channel intop half of the niche (#44 of 99). Niche leader — My feed trends (2.5M), median subs 145.6K. Aim for the top quartile — realistic 6-12 month horizon.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we record posts in other channels that mention your channel. Over the last **6 months** mentions count **0**, they brought **1 331** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
December 2025	0	0	0	
November 2025	0	0	1 146	
October 2025	0	0	185	
September 2025	0	0	0	
August 2025	0	0	0	
July 2025	0	0	0	

TOTAL MENTIONS	MONTHS IN DATA	ACQUIRED SUBS
0	6	1 331

SECTION 08 · NICHE COMPARISON

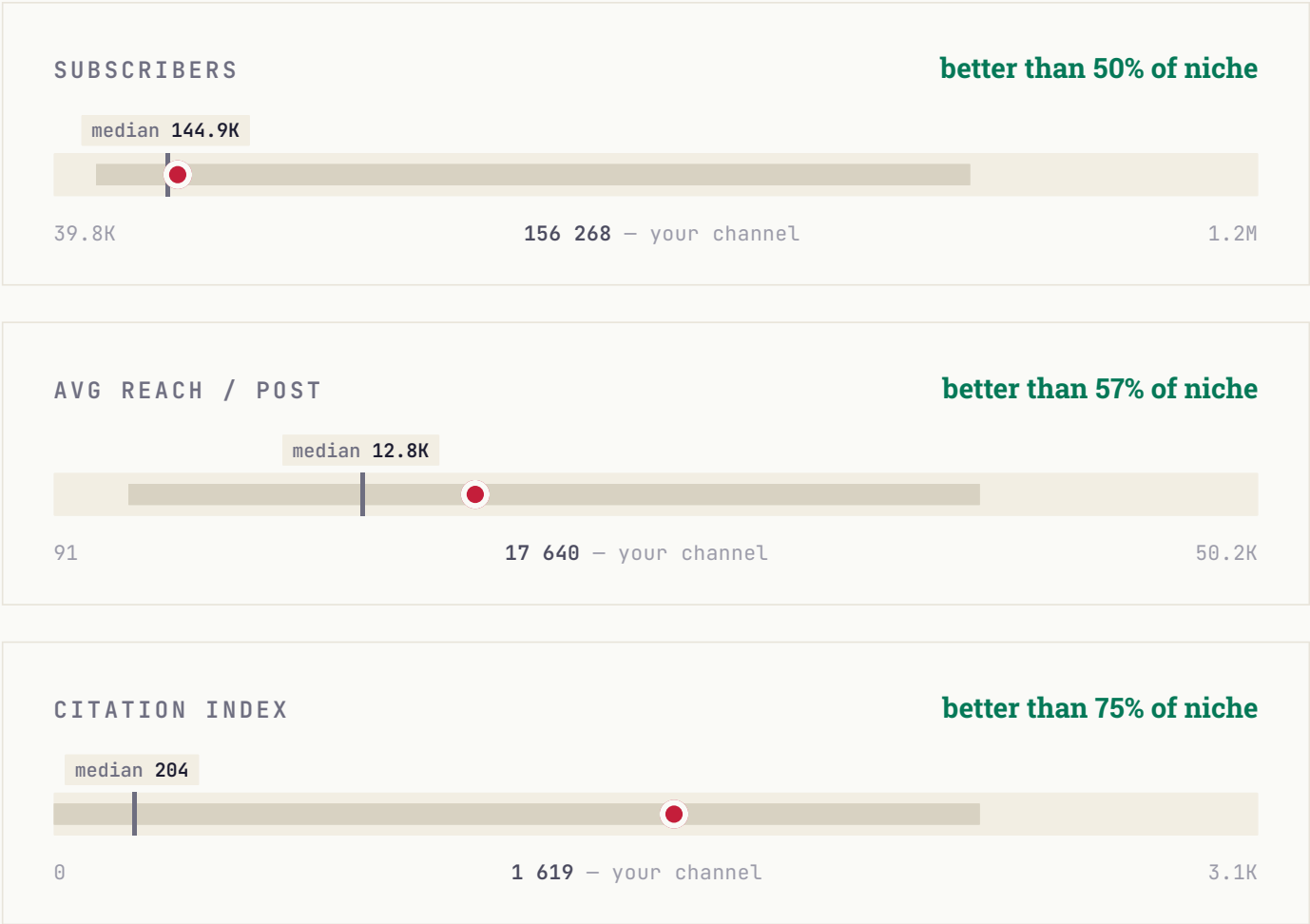
Where the channel is in its league

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

#44/100

RANK IN NICHE

Channel in the top half of the ranking



— 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 Wednesday

On this day at 21:00 MSK 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 finds 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

Exchange 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 — organic traffic source.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in minutes using public data. Want to go further? Run ads with 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
