

PUBLIC REPORT PROMTPRESS

Channel audit

Pine as a gift



@sosna_marketing

Talking about marketing, trends, and juicy ads Collaboration:
@KonstSmm, @neznayka_pr Price: https://t.me/neznayka_media/
40 Manager: @Spiral_Yuri Buy ads:...

SUBSCRIBERS

11 430

-187 per month

ERR (% SEE POSTS)

6.0%

per day 3.0%

REACH/POST

681

ad reach 342/24h

— CONTENTS · 2026

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. Subtitle shows the period.

SUBSCRIBERS 11 430 -	SUBSCRIBER REACH 5.95% avg % subs see post	VIEWS/POST 681 median 681 · 27 days	POSTS/WEEK 12.9 for the period
7D TREND -13.7% vs previous week	REACTIONS/POST 4.1 total 206 reactions, 244 reposts, 0 comments	POST LENGTH 322 chars median 288 · 27 days	POSTS ANALYZED 50 27 days
AD REACH 342 24h avg	CHURN / MONTH -187 last month	QUOTE RATE 726 citation index · 2,691 channels mentioned over all time	CHANNEL AGE 1 year 10 months created 20.08.2024

AI EDITOR SUMMARY

Channel «Pine as a gift» – 11 430 subs. Each post averages 681 people (6% from subs), reach is low – consider expanding audience. Publishes 13 posts per week (~2/day) – regular schedule. For the week of June 29 – July 5, reach dropped by -13.7% to the week of June 22–28 – worth analyzing the reasons.

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 **50** posts over 27 days.
- 02 Dominant format — **Photo** (38/50 posts).
- 03 Avg post length — **322** chars (median 288).
- 04 Peak audience activity — **Sunday**, 15:00 MSK.
- 05 Top posts get **2x** more views than the weakest (934 avg for top vs 413 for worst) — among 50 posts over 27 days. Worth analyzing what the top has in common: topic, format, posting time.

TOP 5 POSTS

Nº1 28.06 · 12:00 VIDEO Cuteness of the day: a girl ordered «Hercules» bread, but it was out — the courier substituted and wrote: «Sorry, no Hercules bread...»	VIEWS	REACTIONS
	944	15
	REPOSTS	ER
	2	8.3%
Nº2 18.06 · 07:00 VIDEO This CEO swore and everyone backed him! Now his videos go viral everywhere Think about it Pine	VIEWS	REACTIONS
	942	6
	REPOSTS	ER
	6	8.2%
Nº3 17.06 · 07:00 VIDEO Reels showed a CURSER — a site to curse your enemies. Enter victim's data and workplace, and...	VIEWS	REACTIONS
	917	1
	REPOSTS	ER
	7	8.0%

Nº4 17.06 • 17:00 PHOTO You can OVERDOSE on ice cream – 4+ servings of 100g per week can start causing issues. Excess sugar and fats may disrupt...	VIEWS 917 REACTIONS 6 REPOSTS 2 ER 8.0%
Nº5 28.06 • 07:00 PHOTO Russia may introduce paid access to foreign sites this fall, telecom market participants believe. Reason – overload of international...	VIEWS 906 REACTIONS 9 REPOSTS 2 ER 7.9%

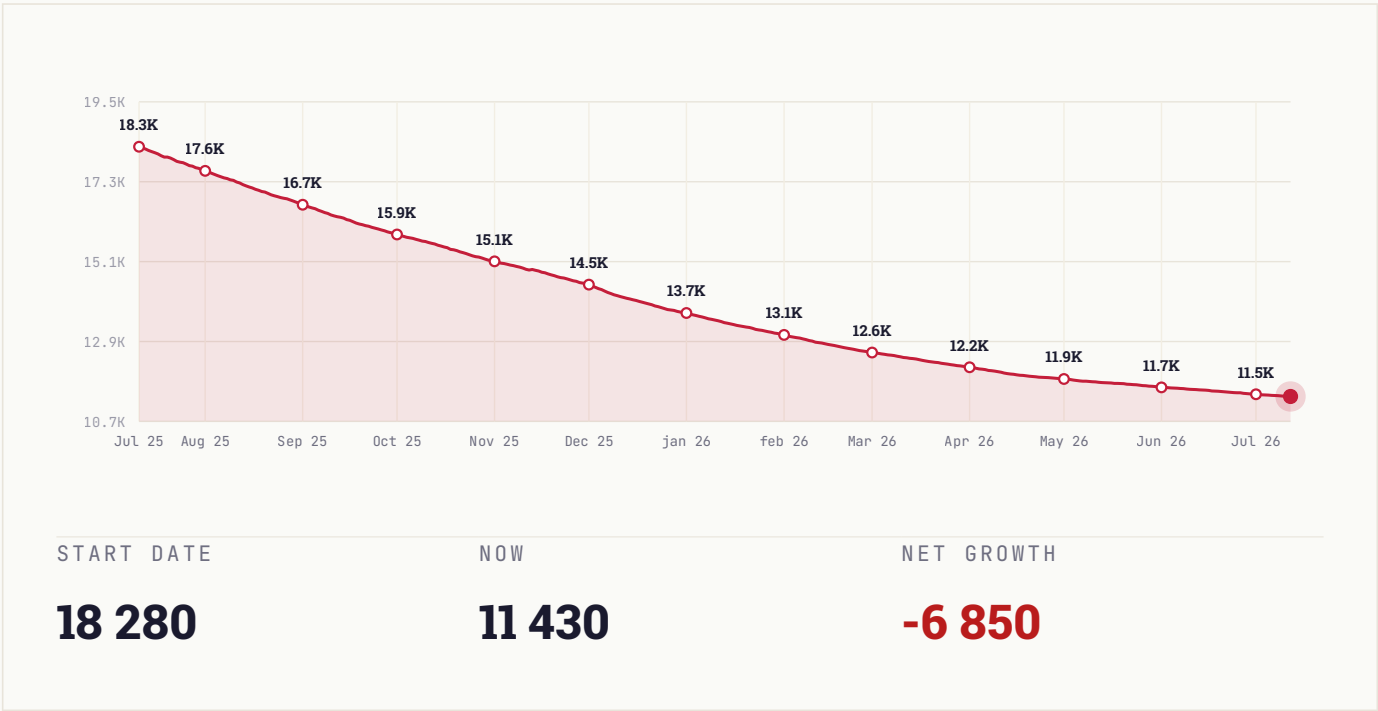
WORST 3

↓ 08.07 • 07:00 PHOTO Sony will delete PlayStation accounts if user hasn't logged in for 3 years – company quietly updated...	VIEWS 433 REACTIONS 2 REPOSTS 5 ER 3.8%
↓ 08.07 • 17:00 PHOTO 65-year-old football fan went missing during World Cup trip – Interpol searched for 10 days. Turns out the man had...	VIEWS 412 REACTIONS 5 REPOSTS 3 ER 3.6%
↓ 08.07 • 12:00 PHOTO Good weekend is when it's like this 😁 Pine	VIEWS 394 REACTIONS — REPOSTS 3 ER 3.4%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

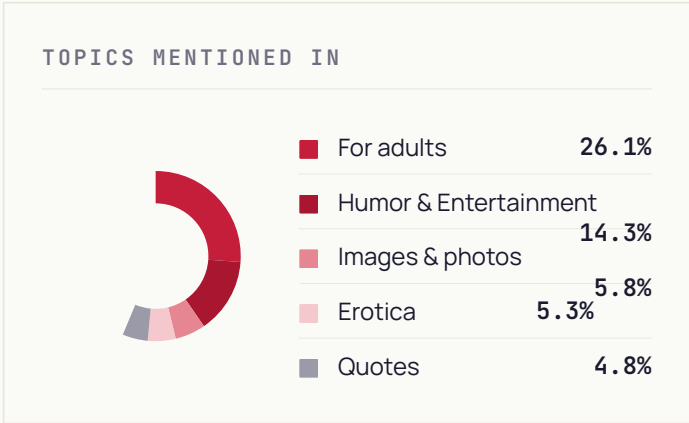
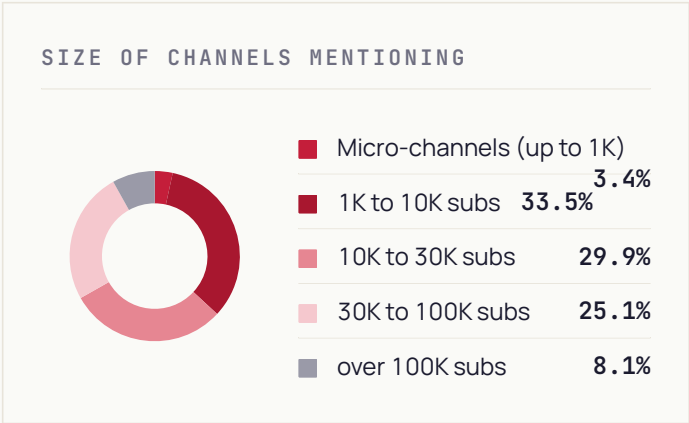
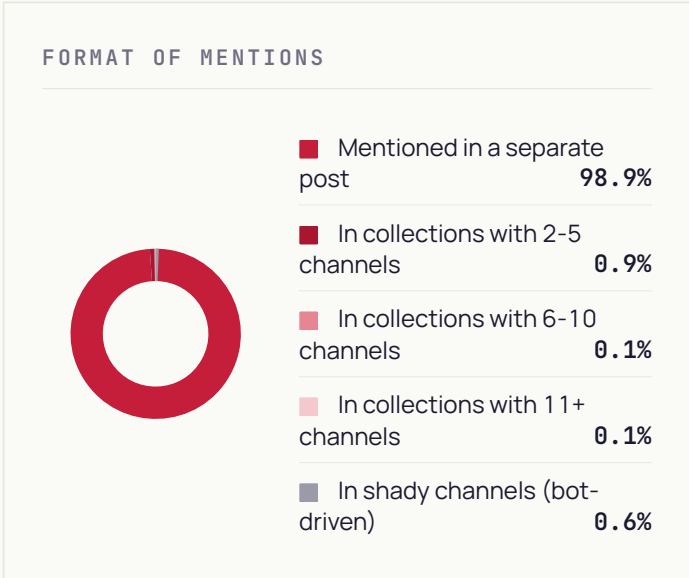
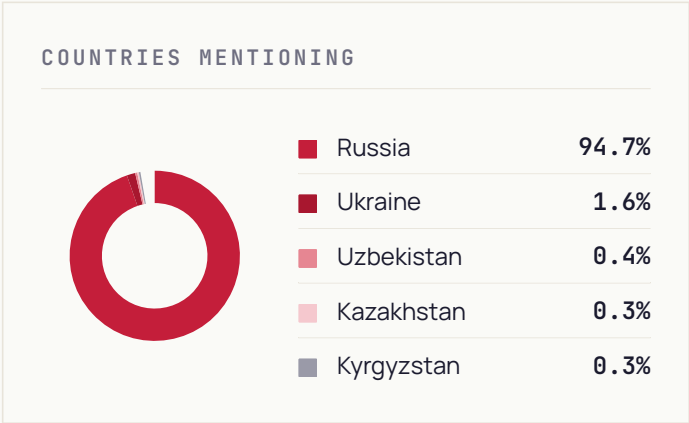
Subscriber growth chart for the year. Key months show exact sub count. See which months grew and which lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

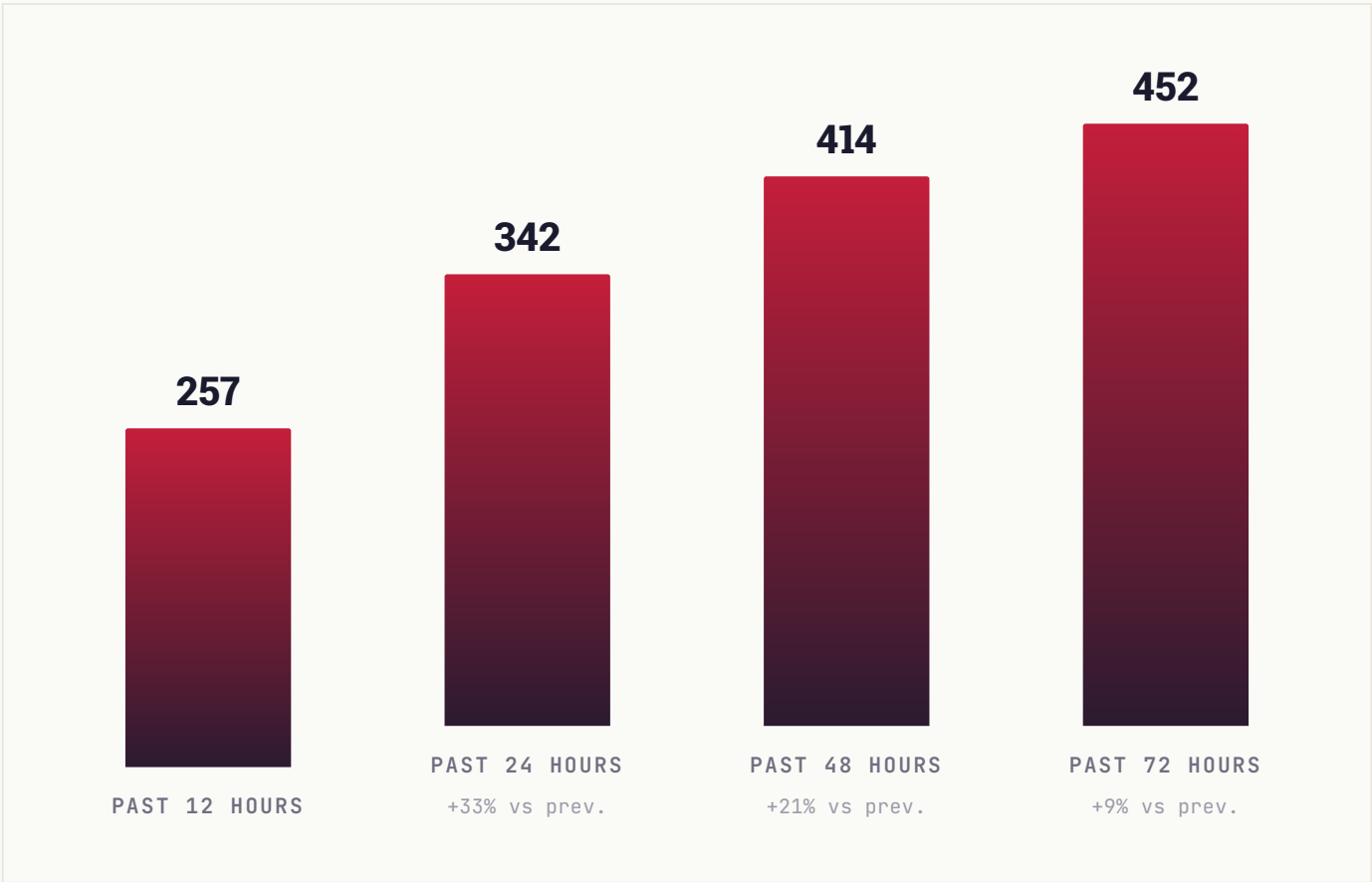
Citation index **726** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **2 691** different channels.



SECTION 05 · AD POTENTIAL

How long a post drives 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 and audience. Your channel is highlighted — see its rank among niche neighbors.

CHANNEL	SUBSCRIBERS
TM My feed trends	2.5M
MO Ice cream	1.7M
OK Okak	1.6M
TH Search	1.5M
TR Trending	1.2M
TB trends by russia	1.1M
ER Customer is always right	1.1M
TZ Set trends	1M
TU Trending today	1M
TV Trend or leave	990K
TU Pine as a gift YOU	11.4K

COMPARATIVE CONCLUSION

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 via systematic traffic & content work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

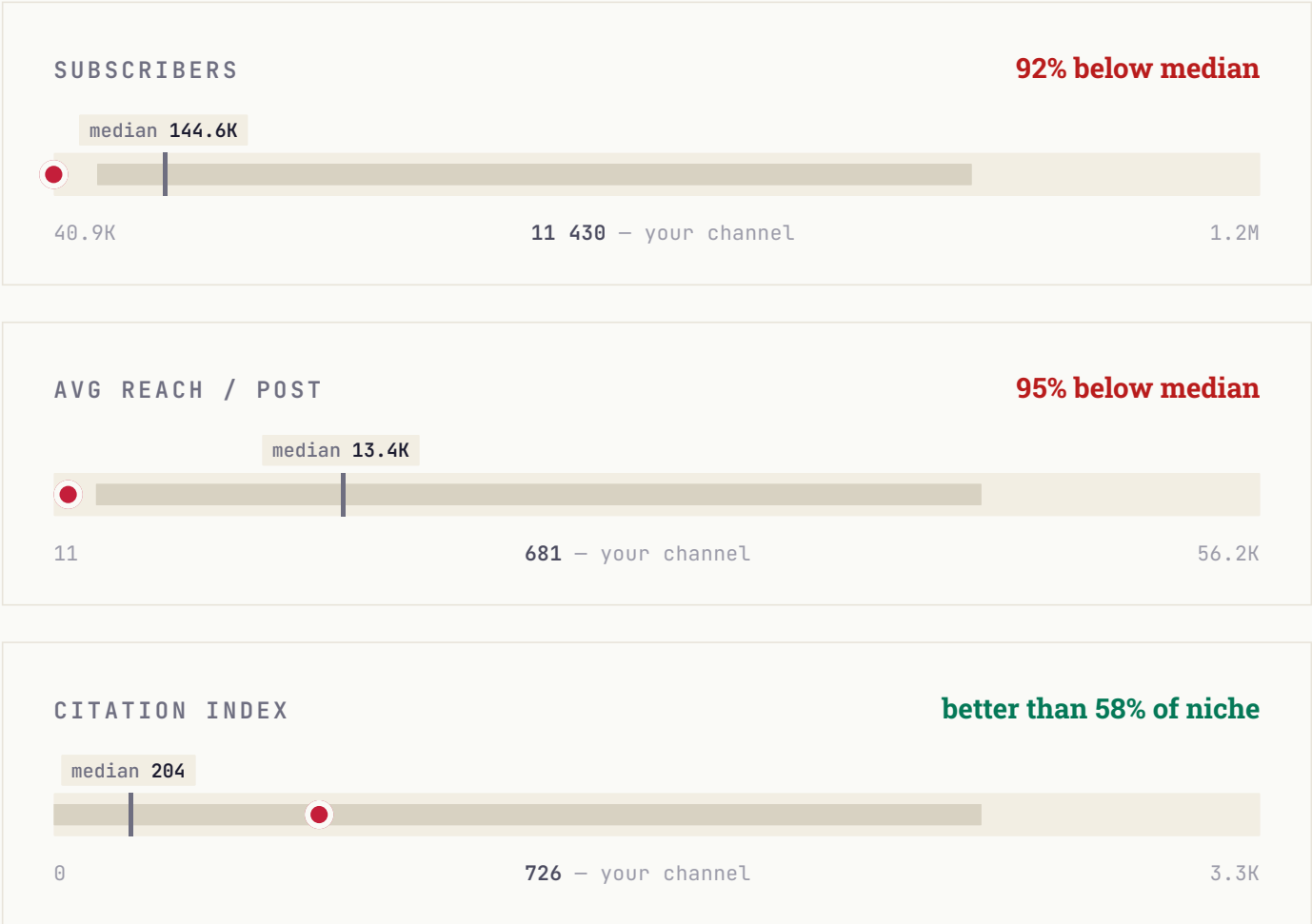
Every month we track posts in other channels that mention yours. Over the last **6 months** such mentions were **7**, they brought **14** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
January 2026	0	0	0
December 2025	1	1	0
Nov 2025	0	0	14
Oct 2025	0	0	0
Sep 2025	0	0	0
August 2025	6	6	0
TOTAL MENTIONS	MONTHS OF DATA		ACQUIRED SUBSCRIBERS
7	6		14

SECTION 08 · NICHE COMPARISON

Where channel ranks in its league

Took top-100 channels in category «Marketing, PR, advertising» (Russia) and saw how your channel compares. Gray band — range covering 80% of niche channels (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 them off and revisit next month.

- 01

Top post of the week — on Sunday
Audience is most active on this day at 15:00 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). PromtPress 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 — 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 — organic traffic source.

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. 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
