

PUBLIC PROMTPRESS REPORT

Channel audit

Sostav



@sostav

Ads, marketing & PR news. For press: news@sostav.ru. Personal page on the portal...

SUBSCRIBERS

55 384

+1464 per month

ERR (% SEE POSTS)

8.0%

daily 5.9%

REACH/POST

4K

ad reach 3.3K/24h

— CONTENTS · 2026

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. Subtitle below the number shows the period it covers.

 SUBSCRIBERS 55 384 —	 SUBS REACH 7.25% avg % subs see post	 VIEWS/POST 4K median 4K · 29 days	 POSTS/DAY 11.5 ~81 per week
 7D TREND -7.5% vs previous week	 REACTIONS/POST 29.0 total 9,805 reactions, 7,962 reposts, 185 comments	 POST LENGTH 575 chars median 558 · 29 days	 POSTS ANALYZED 338 29 days
 AD REACH 3.3K 24h avg	 CHURN / MONTH +1464 last month	 CITATION RATE 423 citation index · 2,155 channels mentioned all time	 CHANNEL AGE 9 years 7 months created 14.11.2016

AI EDITOR SUMMARY

Channel «Sostav» — 55 384 subs. Each post averages 4K people (7% from subs), reach is low — need to expand audience. Publishes 81 posts/week (~12/day) — very active. Week Jun 15–21 reach dropped -7.5% to week Jun 8–14 — worth analyzing reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on **338** posts over 29 days.
- 02 Dominant format – **Photo** (172/338 posts).
- 03 Avg post length – **575** chars (median 558).
- 04 Peak audience activity – **Saturday**, 10:00 MSK.
- 05 Top posts get **3x** more views than the weakest (8.9K avg for top vs 2.9K for worst) – among 338 posts over 29 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 11.06 · 15:09 PHOTO Ad industry all-stars The World Cup isn't just about matches and goals; there's an eternal debate about who deserves a spot...	VIEWS 11 912 REPOSTS 28	REACTIONS 36 ER 21.5%
Nº2 13.06 · 07:51 PHOTO Whoosh enters Mexico City Russian e-scooter rental service Whoosh has entered the market of Mexico City. The potential of Mexico City is compared to...	VIEWS 7 827 REPOSTS 47	REACTIONS 28 ER 14.1%
Nº3 01.06 · 06:59 VIDEO ⚡⚡⚡⚡ Sostav x Lagom: May news digest Shock content in the best sense! Marketing news has never been...	VIEWS 7 091 REPOSTS 37	REACTIONS 71 ER 12.8%

Nº4 16.06 · 13:59 PHOTO ➤ Ad disclaimers to get shorter A bill introduced in the State Duma allows advertisers to include a link to the website in ads...	VIEWS 6 898 REPOSTS 76	REACTIONS 24 ER 12.5%
Nº5 02.06 · 11:22 TEXT ⚡⚡⚡ 'Lenta' buys 'O'KEY' hypermarket chain – 75 stores in six federal districts Cash-free deal...	VIEWS 5 987 REPOSTS 222	REACTIONS 56 ER 10.8%

|

WORST 3

↓ 25.06 · 06:32 TEXT (post without caption – text)	VIEWS 2 929 REPOSTS 5	REACTIONS 12 ER 5.3%
↓ 24.06 · 16:02 POLL (post without caption – poll)	VIEWS 2 902 REPOSTS 1	REACTIONS 15 ER 5.2%
↓ 24.06 · 15:49 TEXT (post without caption – text)	VIEWS 2 768 REPOSTS 5	REACTIONS 8 ER 5.0%

SECTION 03 • SUBSCRIBER DYNAMICS

How the channel grew over the year

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

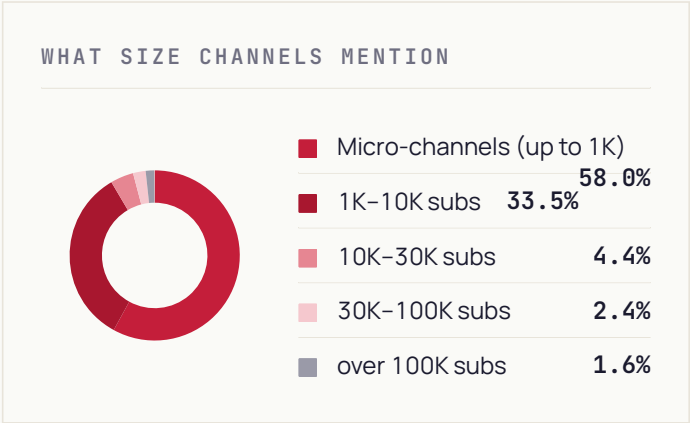
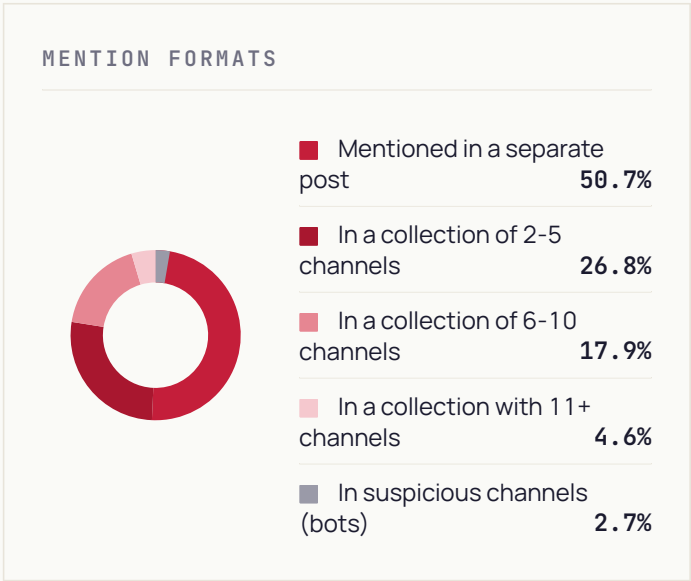
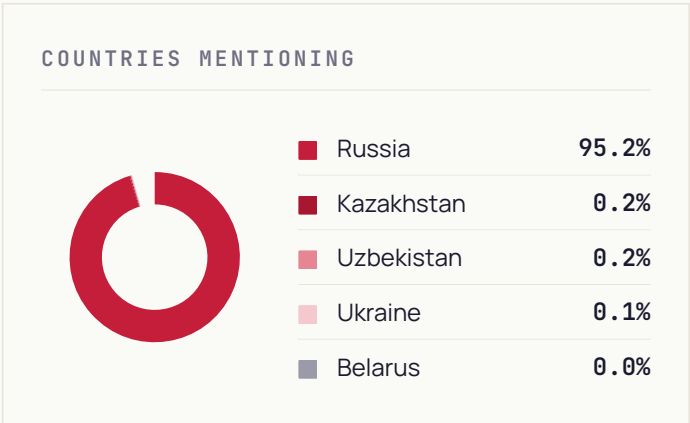


START OF PERIOD	NOW	NET GROWTH
49 678	55 389	+5 711

SECTION 04 · MENTIONS

Who and how mentions the channel

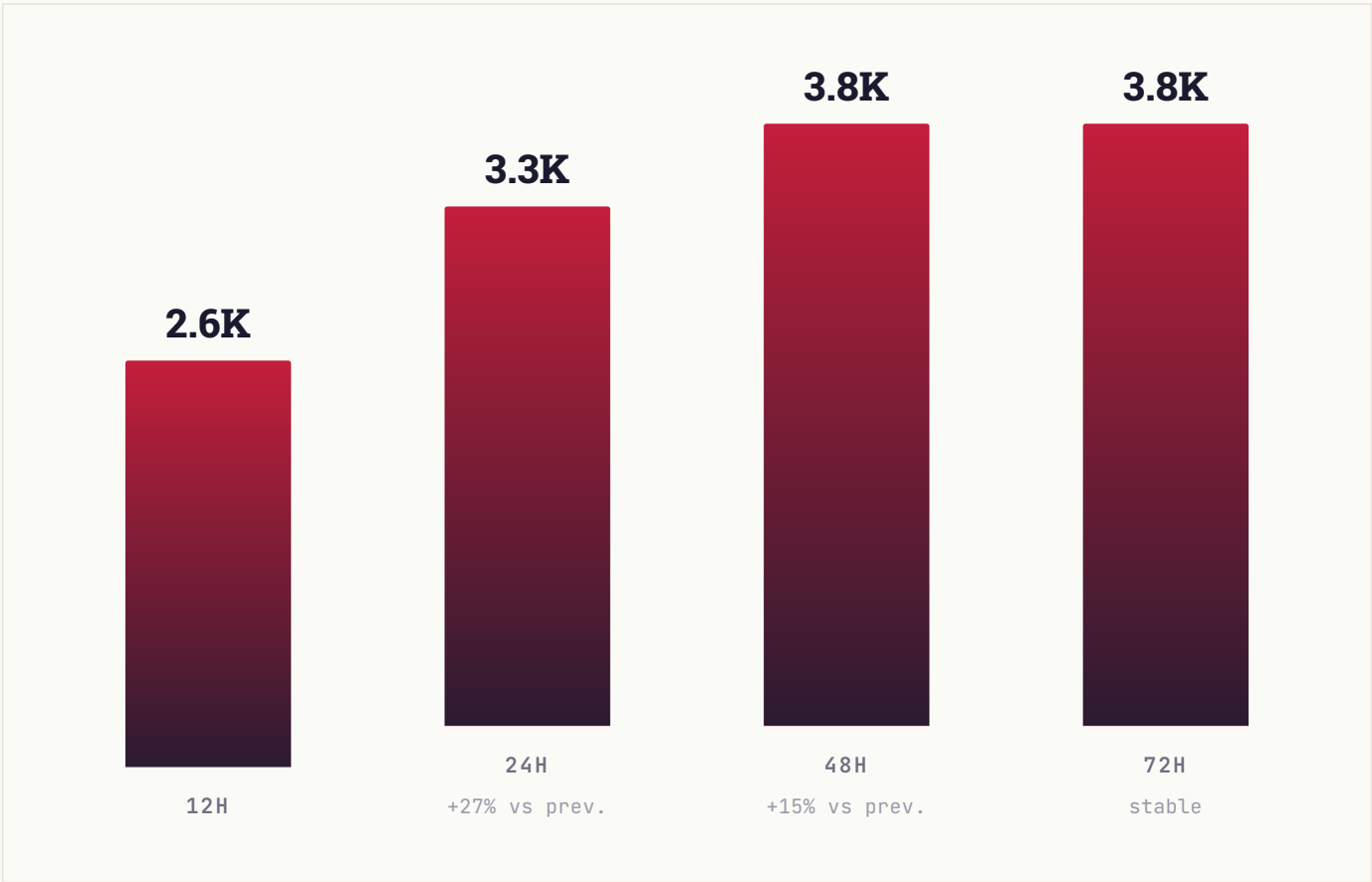
Citation index **423** — channel popularity rating based on mentions. Considers not only count but also mentioner weight: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time channel was mentioned **2 155** different channels.



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 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 neighbors.

CHANNEL	SUBSCRIBERS
TM My feed trends	2.5M
MO Ice cream	1.8M
OK Oka	1.6M
Today Search	1.4M
TR Trending	1.2M
ER Customer is always right	1.1M
TB Trends by Russia	1.1M
Yesterday Trending today	1M
TV Trend or leave	927.6K
TZ Set trends	922.6K
SO Sostav YOU	55.4K

COMPARATIVE INSIGHT

Channel not yet outside top-99 niche — early growth stage. Niche leader — My feed trends (2.5M), top-99 median: 145.6K. First goal — enter top-99 via systematic traffic and content work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Monthly we track posts in other channels that mention yours. Over the last **6 months** such mentions were **976**, they brought **4 996** new subs.

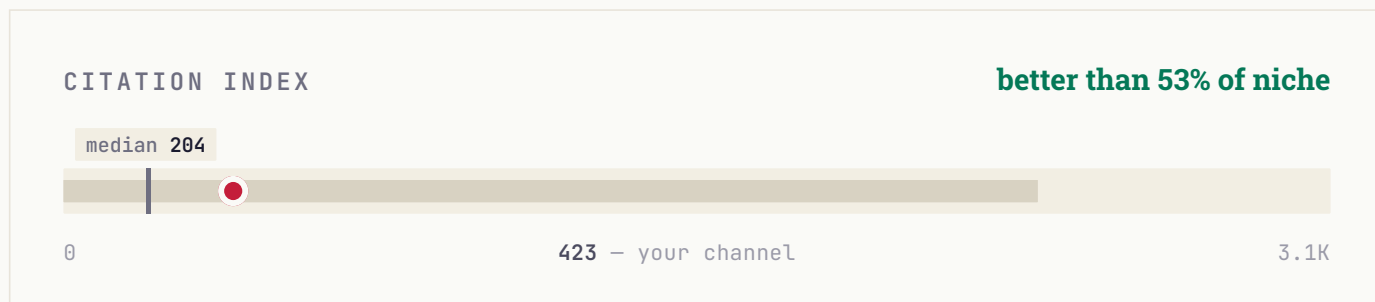
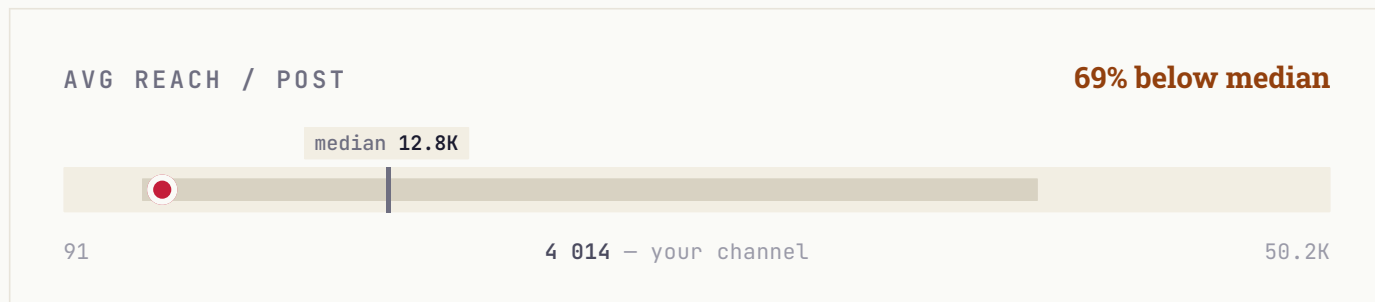
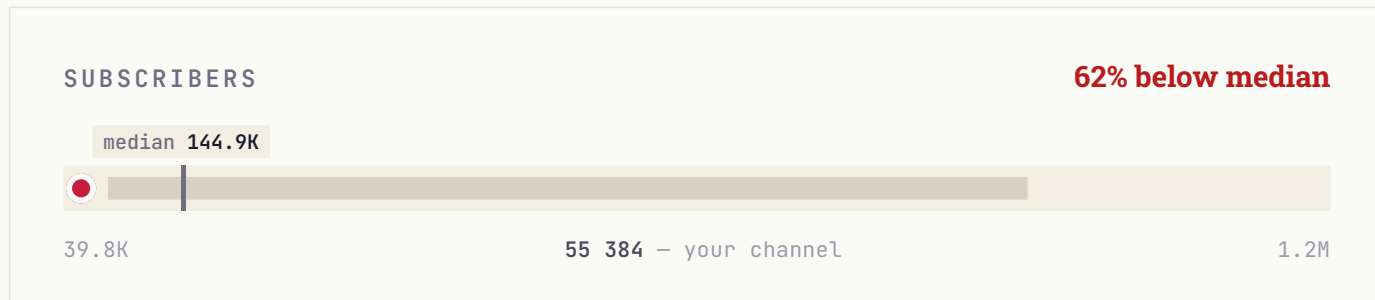
PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
December 2025	161	103	230
Nov 2025	123	63	501
Oct 2025	172	89	560
September 2025	165	105	680
August 2025	169	88	750
July 2025	186	102	2 275

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS
976	6	4 996

— SECTION 08 • NICHE COMPARISON

Where channel stands in its league

Took top-**100** channels in category «**Marketing, PR, advertising**» (Russia) and compared your channel. Gray band – range for 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 off and revisit this report in a month.

- 01

Top post of the week — on Saturday

On this day at 10:00 MSK audience is most active.

EFFECT

Best window for an important post
- 02

System traffic purchase

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 weekly poll on a hot topic is an easy growth lever.

EFFECT

+5-15% ER
- 04

Cross-promo with neighboring channels

Cross-post quarterly with same-segment channels.
2-3 collabs give relevant growth — no need daily.

EFFECT

Growth from relevant audience
- 05

Update channel description for Telegram search

Telegram search scans descriptions. Add 3-5 niche keywords — it's an organic traffic source.

EFFECT

Organic traffic source

★ WHAT'S NEXT

Want this done by **PromptPress?**

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

01 **Launch ad in
Telegram**

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

02 **Contact manager**

t.me/PromptPress_manager
