

PUBLIC REPORT PROMTPRESS

Channel audit

honey, I'm on a call



@sozvon

Oh, let's talk about this description at home — I have an important call now. Ads: @maximillian Working with @Tgpodbor_official, @swaymedia and @Spiral_Yuri Registry RKN:...

SUBSCRIBERS

183 305

+45849 per month

ERR (% SEE POSTS)

3.0%

daily 2.9%

REACH/POST

4.3K

ad reach 5K/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 183 305 —	 SUBS REACH 2.35% avg % subs see post	 VIEWS/POST 4.3K median 2.5K · 29 days	 POSTS/WEEK 48.6 over period
 7D TREND +368.1% vs prev week	 REACTIONS/POST 31.6 only 6,424 reactions, 2,380 reposts, 0 comments	 POST LENGTH 192 chars median 175 · 29 days	 POSTS ANALYZED 203 29 days
 AD REACH 5K 24h avg	 CHURN / MONTH +45849 last month	 CITATION RATE 67 citation index · 1,673 channels mentioned all time	 CHANNEL AGE 10 months 6 days created Aug 23, 2025

AI EDITOR SUMMARY

Channel 'honey, I'm on a call' — 183 305 subs. Each post averages 4.3K people (2% of subs), reach is low — need to grow audience. Publishes 49 posts/week (~7/day) — active publishing. For week Jun 15–21, reach grew +368.1% vs week Jun 8–14 — positive trend.

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 203 posts over 29 days.
- 02 Dominant format — Photo (124/203 posts).
- 03 Avg post length — 192 chars (median 175).
- 04 Peak audience activity — Friday, 22:00 MSK.
- 05 Top-performing posts get 10x more views than the weakest (13.4K avg top vs 1.3K worst) — among 203 posts over 29 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

№119.06 · 15:01PHOTO	VIEWS	REACTIONS
	15 234	14
LMAO, Lapochka lemonade's SMM manager made a Backrooms version but in CHELYABINSK — got a selection of liminal rooms with local symbols...	REPOSTS	ER
	9	8.3%
№219.06 · 07:35PHOTO	VIEWS	REACTIONS
	12 747	16
Girls, photos of the upcoming Winx and Dodo Pizza collab are out — we'll get Enchantix pizza with colorful mozzarella balls, beautiful packaging...	REPOSTS	ER
	33	7.0%
№318.06 · 19:03PHOTO	VIEWS	REACTIONS
	12 319	24
LMAO, IVION's SMM manager posted a selection of vacation avatars — funny pictures with captions that will fight off annoying...	REPOSTS	ER
	26	6.7%

Nº4 20.06 · 14:22 VIDEO Found a cafe on a BALCONY in Moscow — literally: a guy wanted to start his own business but had no money for rent. So he decided to...	VIEWS 11 943 REPOSTS 12	REACTIONS 60 ER 6.5%
Nº5 17.06 · 18:55 PHOTO Girls, Zolotoe Yabloko announced 'shock prices' — sale starts TOMORROW. We're on the starting line 🇷🇺	VIEWS 11 935 REPOSTS 17	REACTIONS 25 ER 6.5%

|

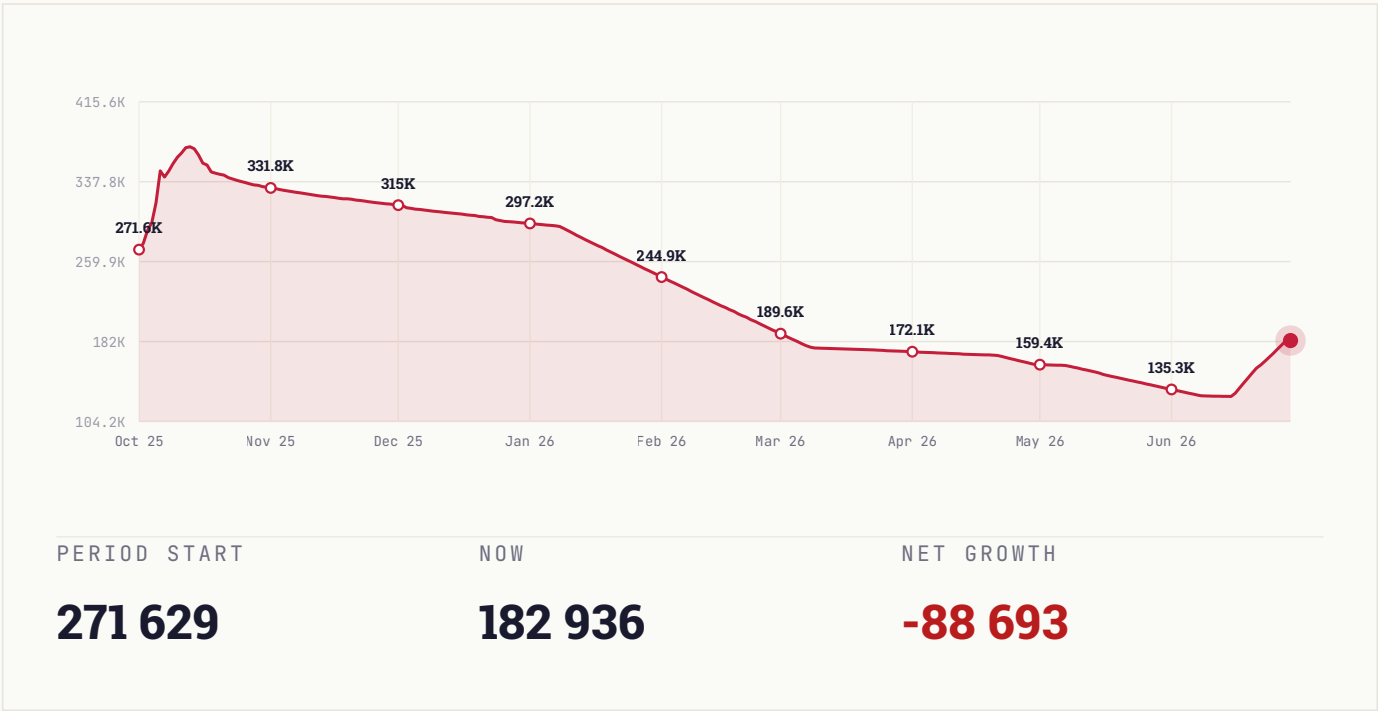
WORST 3

↓ 05.06 · 08:33 PHOTO Girls, if you understood all these phrases, you have chronic... online 🤪	VIEWS 1 368 REPOSTS 4	REACTIONS 29 ER 0.7%
↓ 05.06 · 07:33 PHOTO 🤪🤪🤪🤪🤪🤪🤪🤪🤪 It's nice to know that some things you can sometimes not worry about. For example, connection with SberMobile. Pay up to 99%...	VIEWS 1 344 REPOSTS —	REACTIONS 12 ER 0.7%
↓ 04.06 · 14:26 PHOTO Wow, Gaidulyan became a DJ — in his stories the actor shared a lineup where he took the nickname Gaidulean. Andrey will perform his DJ set at...	VIEWS 1 336 REPOSTS 1	REACTIONS 11 ER 0.7%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

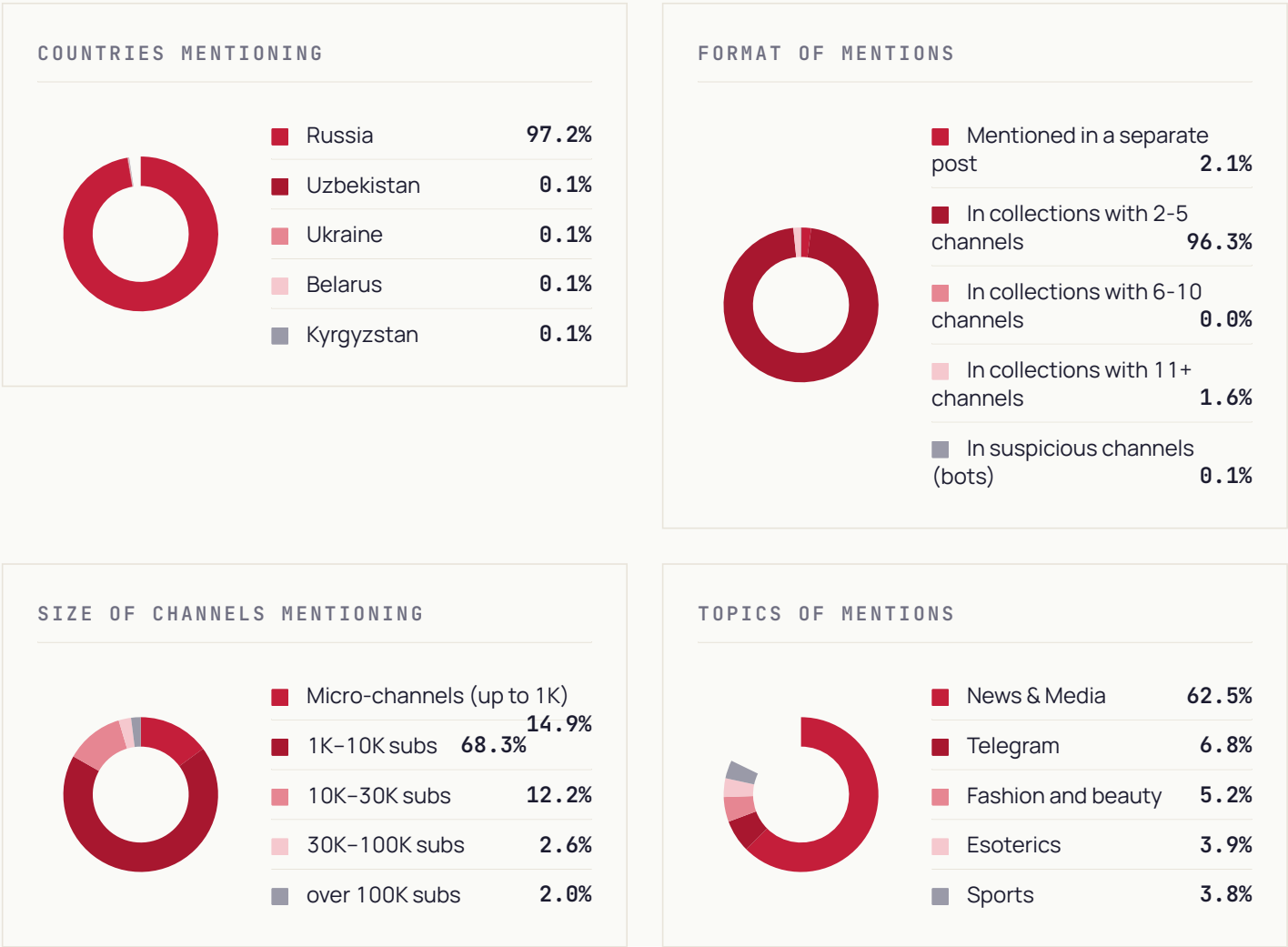
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth and decline.



SECTION 04 · MENTIONS

Who and how mentions the channel

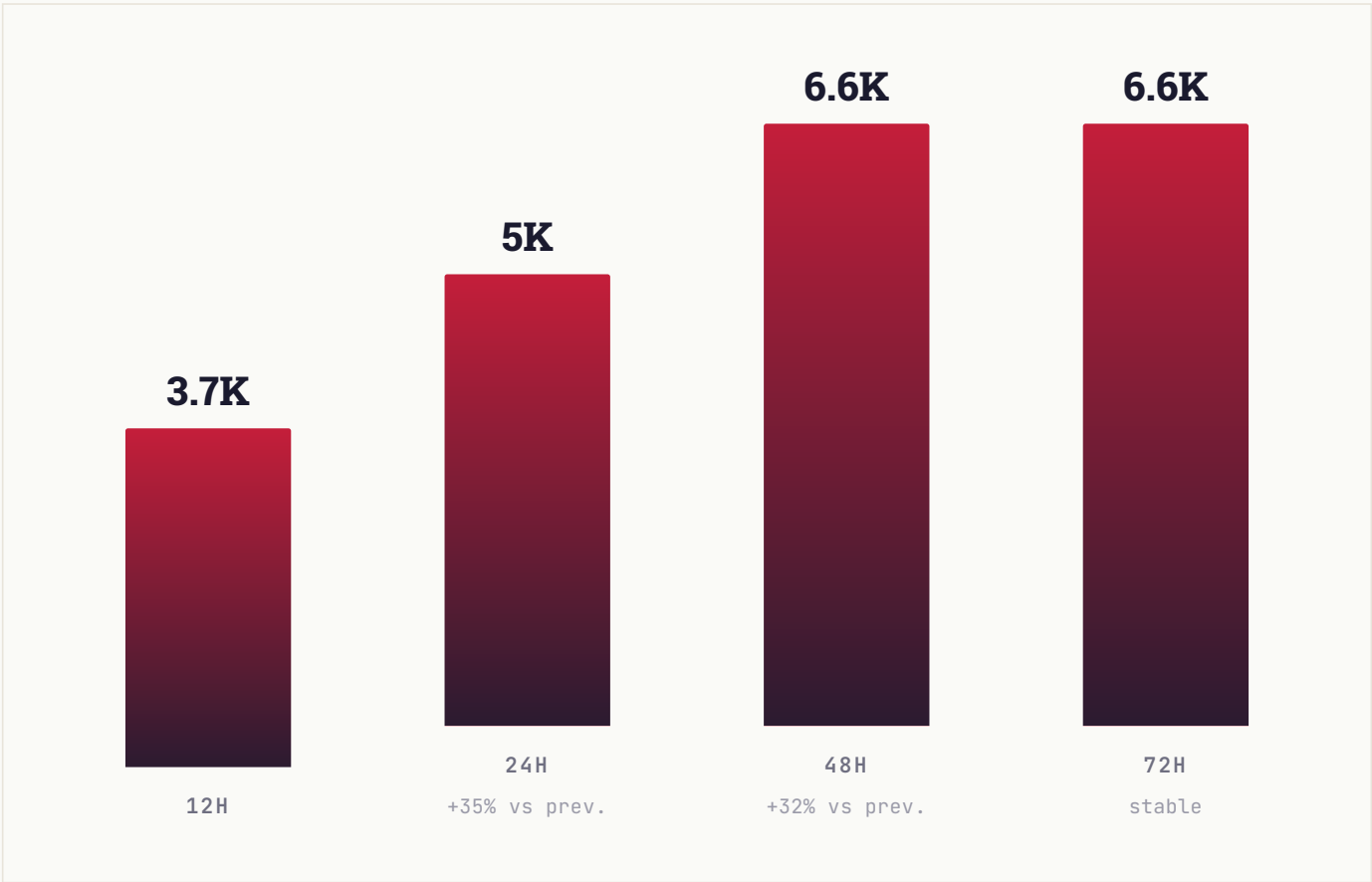
Citation index **67** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time channel mentions **1 673** different channels.



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
CPM Search	1.4M
TR Trendly	1.2M
ER Customer is always right	1.1M
TB Trends by Russia	1.1M
CPV Trending today	1M
TV Trend or leave	927.6K
TZ Set trends	922.6K
MY honey, I'm on a call YOU	183.3K

COMPARATIVE CONCLUSION

Channel in top half of niche (#32 of 99). Niche leader — **My feed trends** (2.5M), median subs 145.6K. Aim for the top quartile — a 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 **5 months** such mentions were **1 660**, they brought **106 189** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
December 2025	1	1	0	
Nov 2025	16	16	2	
Oct 2025	1 635	1 575	106 187	
September 2025	8	7	0	
August 2025	0	0	0	
TOTAL MENTIONS		MONTHS OF DATA		ATTRACTED SUBSCRIBERS
1 660		5		106 189

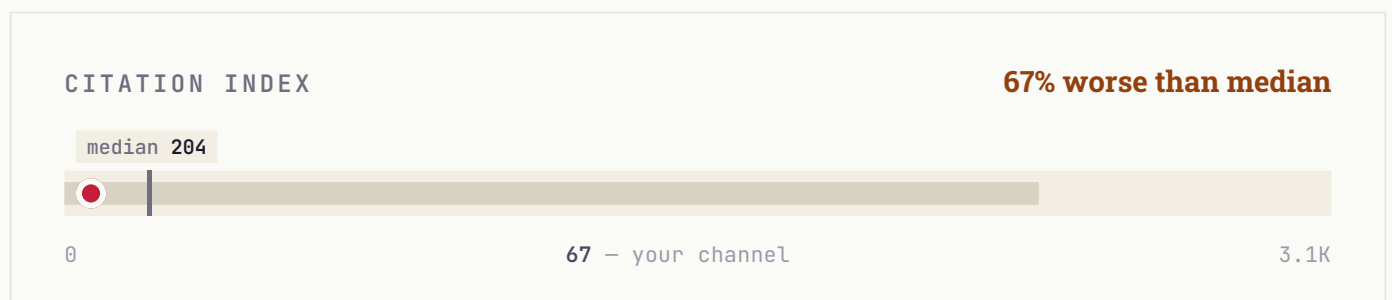
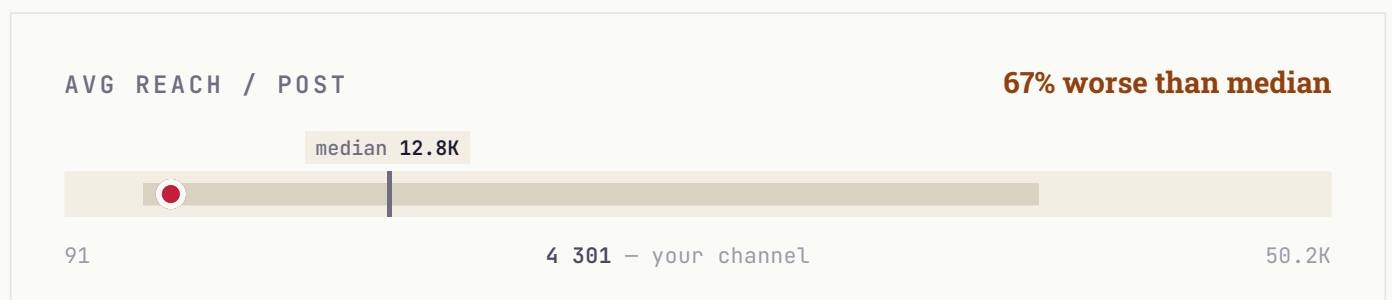
— SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category "Marketing, PR, advertising» (Russia) and saw how your channel compares. Gray band — range for 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

#32 /100

POSITION 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

Top post of the week — on Friday

Audience is most active on this day and at 22:00 MSK.

EFFECT

**Best window
for an
important post**

02

ER below niche benchmark — rethink formats

Current ER 2.35% 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 finds sources for your niche.

EFFECT

**+1000-3000
subs**

04

Test polls & interactive formats

Posts with polls/reactions usually 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

Exchange posts with channels in the same segment once a quarter. No need to do it every day — 2-3 collabs give 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 more? Run ads with us and hit your growth plan in a month.

01

**Launch ads on
Telegram**

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

02

Contact manager

t.me/PromptPress_manager