

PUBLIC PROMTPRESS REPORT

Channel audit

Dark Side / Darkographics



@temno

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id=673c96c2340096358bb6492d

SUBSCRIBERS

81 039

-372 per month

ERR (% SEE POSTS)

5.0%

per day 3.0%

REACH/POST

3.8K

ad reach 2.4K/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 81 039 —	 SUBSCRIBER REACH 4.7% avg % subs see post	 VIEWS/POST 3.8K median 4K · 29 days	 POSTS/WEEK 12.7 for period
 7D TREND -7.5% vs previous week	 REACTIONS/POST 13.1 total 692 reactions, 1,552 reposts, 0 comments	 POST LENGTH 810 chars median 745 · 29 days	 POSTS ANALYZED 53 29 days
 AD REACH 2.4K 24h avg	 CHURN / MONTH -372 last month	 CITATION RATE 88 citation index · 1,290 channels mentioned ever	 CHANNEL AGE 9 years 11 months created 11.07.2016

AI EDITOR SUMMARY

Channel «Dark Side / Temnografika» — 81 039 subs. Each post avg views 3.8K people (5% from subs), reach low — expand audience. Publishes 13 posts/week (~2/day) — regular. Week Jun 1–7 reach dropped -7.5% to week May 25–31 — analyze reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 53 posts in 29 days.
- 02 Dominant format — Photo (53/53 posts).
- 03 Avg post length — 810 chars (median 745).
- 04 Peak audience activity — Friday, 13:00 MSK.
- 05 Top posts get 1x more views than the weakest (4.5K avg top vs 3.3K worst) — among 53 posts in 29 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

№129.05 · 10:23PHOTO	Freelance 2.0 is inevitable! Is that good or bad? 1. How is a freelancer better than Claude Code? In every way worse ☹️ Except one thing 😊 People have...	VIEWS	REACTIONS
		4 723	23
№215.05 · 10:53PHOTO	The only thing that can scale is the product! 1. Harvey startup founder, who grew to an \$11B valuation in March...	REPOSTS	ER
		74	5.8%
№330.05 · 07:04PHOTO	Trend of the day: A \$30 billion niche — just waiting to be automated! 1. The best startup idea is to find a topic that...	VIEWS	REACTIONS
		4 421	38
		REPOSTS	ER
		30	5.5%
		VIEWS	REACTIONS
		4 414	6
		REPOSTS	ER
		29	5.4%

Nº4

17.05 • 08:33

PHOTO

Trend of the day: What sets more experienced investors apart from the most experienced? 1. Inexperienced investors try to guess which stocks will...

VIEWS

4 381

REPOSTS

18

REACTIONS

6

ER

5.4%

Nº5

16.05 • 07:40

PHOTO

Trend of the day: Never thought of becoming an influencer for plumbers? Well, you should! 1. Has anyone here ever considered becoming an online influencer for...

VIEWS

4 360

REPOSTS

28

REACTIONS

15

ER

5.4%

WORST 3



09.06 • 07:17

PHOTO

Trend of the day: Taming 'shadow AI' – worth hundreds of billions! 1. The scale of 'shadow AI' in companies is mind-blowing – it...

VIEWS

3 284

REPOSTS

32

REACTIONS

13

ER

4.1%



09.06 • 11:28

PHOTO

People love talking about themselves... But how to use it for your product? 1. Say the product is 'taking off' –...

VIEWS

3 258

REPOSTS

35

REACTIONS

17

ER

4.0%



08.06 • 07:19

PHOTO

Trend of the day: A good business model aligns everyone's interests! 1. Teaching kids is a huge, important, and timeless topic. But...

VIEWS

3 251

REPOSTS

15

REACTIONS

1

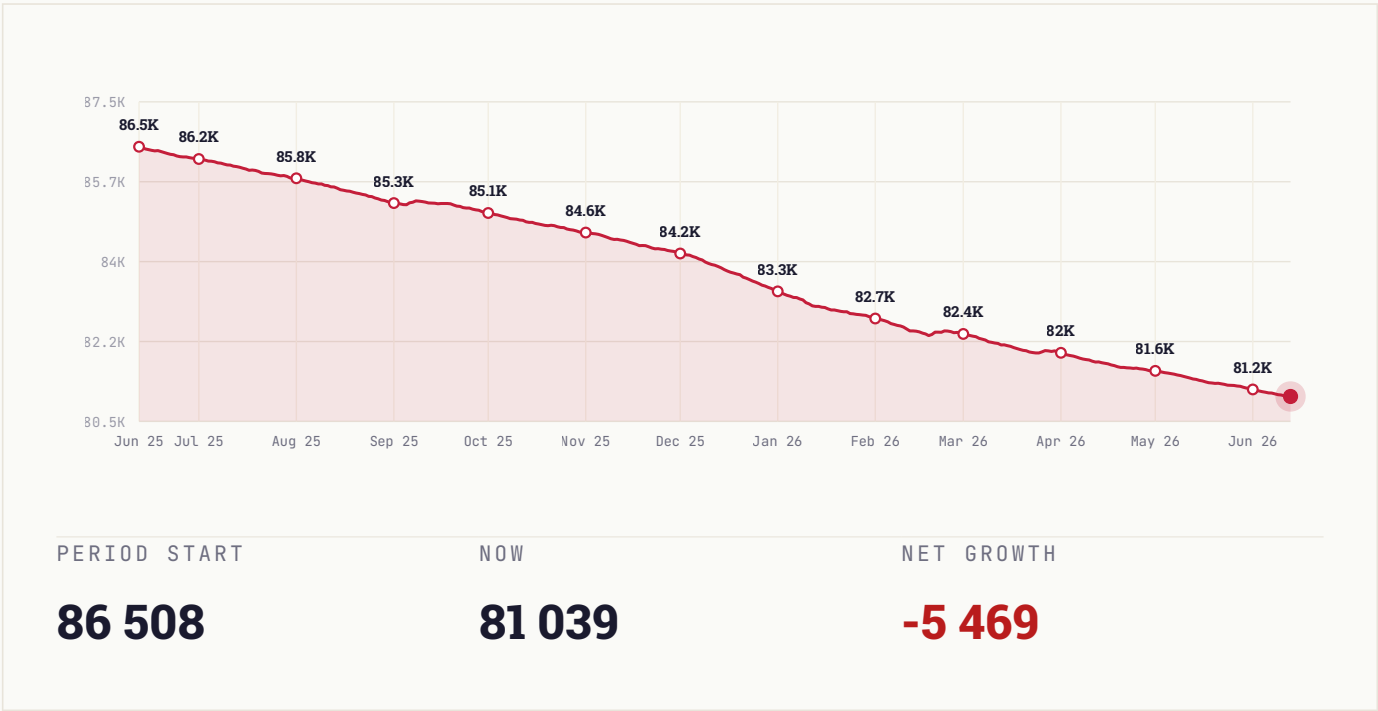
ER

4.0%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

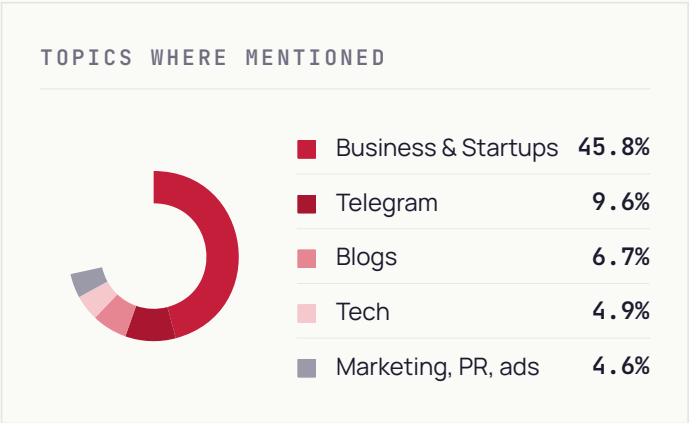
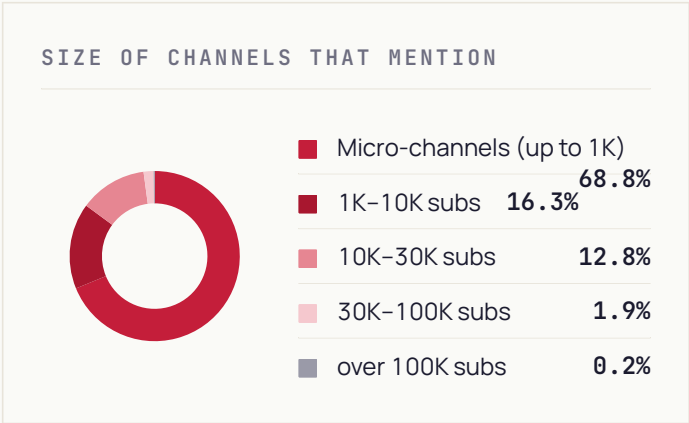
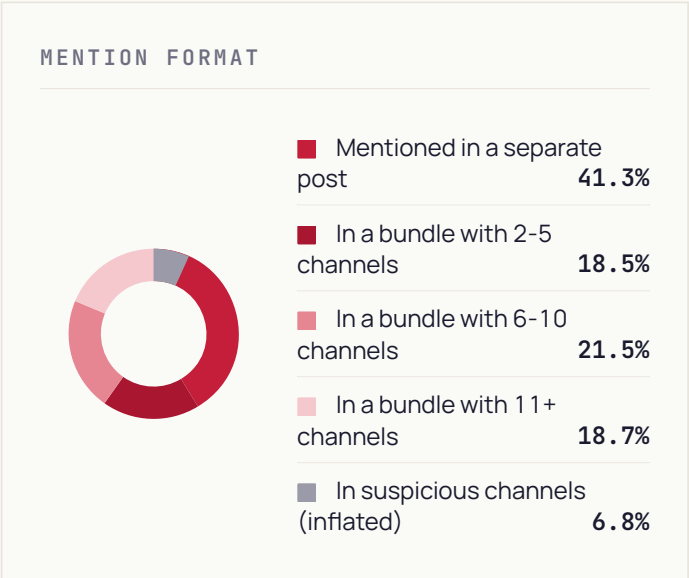
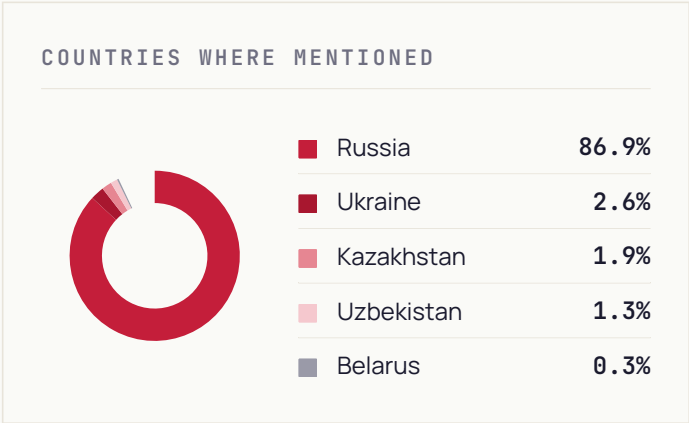
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

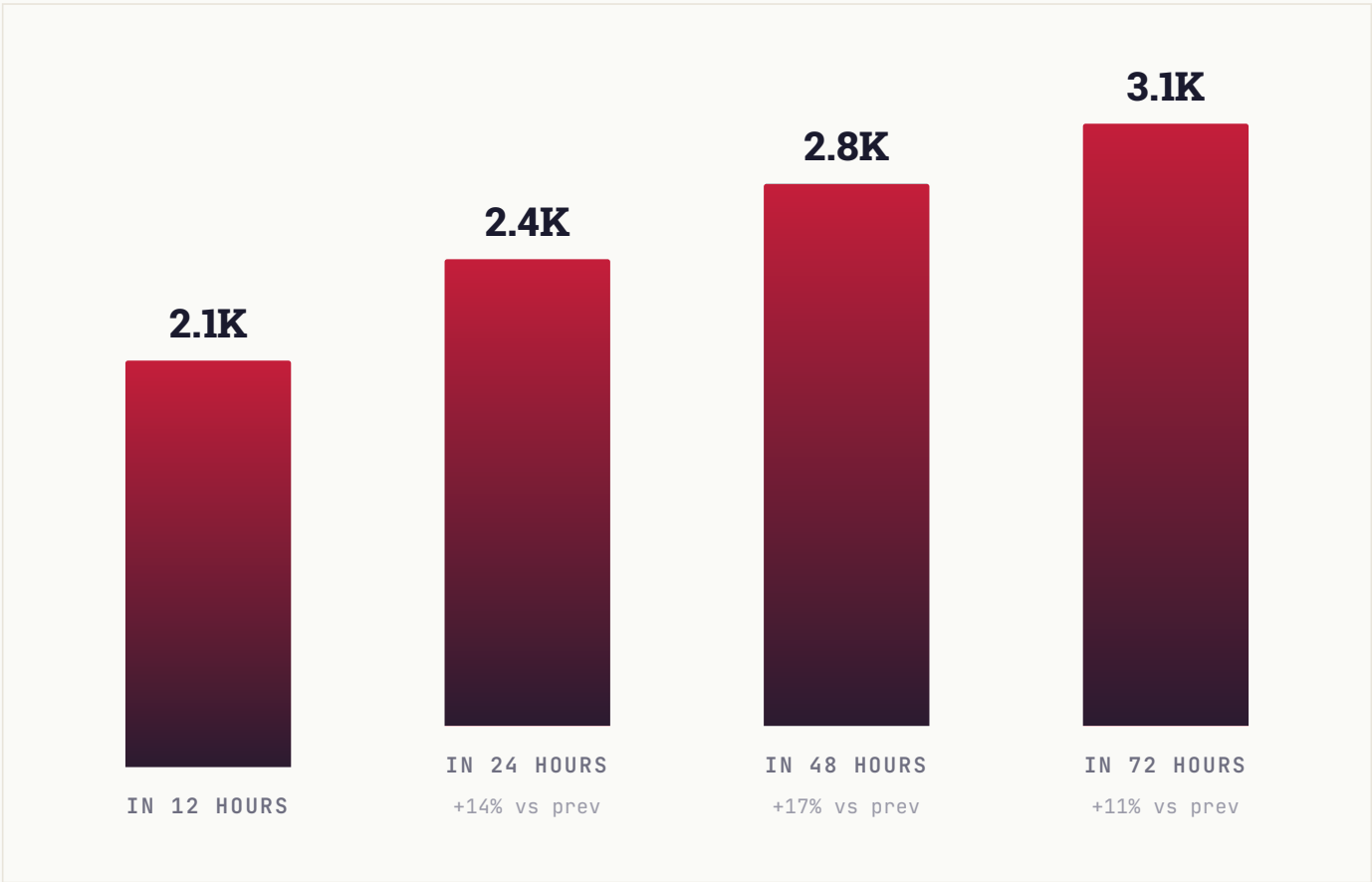
Citation index **88** – channel popularity score based on mentions. It factors in both count and weight of mentioners: a post from a 100K subs channel weighs more than from 1K. All-time mentions: **1 290** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg ad post reach over time since publication. Helps gauge how long 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 peers.

CHANNEL	SUBSCRIBERS
MO Moscow Business	966.6K
CN Million-Dollar Books Business Blog	872.2K
SS M&A	495.2K
AB Business Shark	494.1K
BI Business Ideas Startups	449.2K
RB Russian Business	377.2K
BD Business DNA of Russia	297.3K
PR Russian retail & business	289.2K
2H 25th Hour • Business & Finance	288.4K
BB Business Unfiltered	256.5K
TS Dark Side / Darkographics	81K

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#70 of 100). Niche median — 102.7K subs. First growth KPI — reach the median. Leader: Moscow Business (966.6K).

SECTION 07 · MENTION TRENDS

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 **228**, they brought **118** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
December 2025	45	6	0	
Nov 2025	36	8	8	
Oct 2025	37	6	8	
Sep 2025	36	7	91	
August 2025	39	6	0	
July 2025	35	3	11	

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS
228	6	118

— SECTION 08 • NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category «Business & Startups» (Russia) and compared your channel. Gray band — range for 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

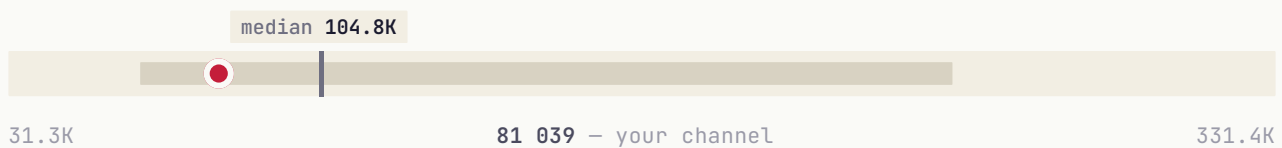
#70

/100

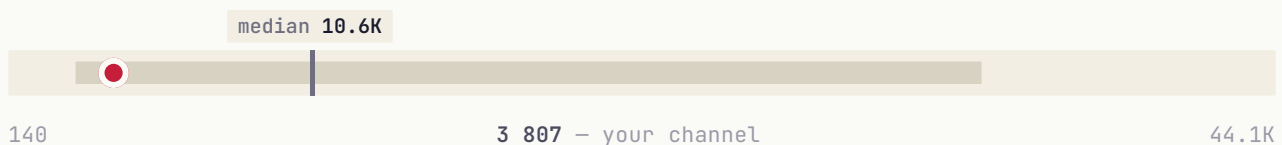
RANK IN NICHE

Channel in the bottom half of the ranking

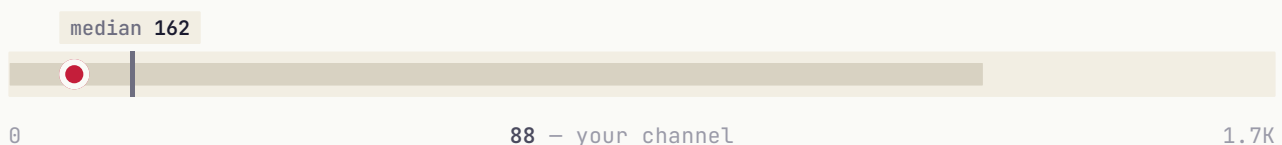
SUBSCRIBERS

worse than median by 23%

AVG REACH / POST

worse than median by 64%

CITATION INDEX

worse than median by 46%

— SECTION 09 • STRATEGY

What to do right now

5 priority actions ranked by expected impact. Check them off and revisit this report in a month.

01

Main post of the week — on Friday

Audience is most active on this day at 1:00 PM MSK.

EFFECT

**Best time for
an important
post**

02

Increase video posts share

Video in Telegram holds audience longer and is favored by the algorithm. Recommend increasing share to 15-25%.

EFFECT

**Video retains
audience
better**

03

Systematic traffic buying

Three formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromtPress finds sources for your niche.

EFFECT

**+1000-3000
subs**

04

Test polls & interactive formats

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

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

Swap posts with same-segment channels once a quarter. No need daily — 2-3 collabs give relevant growth.

EFFECT

**Growth from
relevant
audience**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in minutes using public data. To go further — run ads through us and close your growth plan in a month.

01 **Launch ads in Telegram** <https://panel.promptpress.com/register>

02 **Contact manager** t.me/PromptPress_manager
