

PUBLIC REPORT BY PROMTPRESS

Channel audit

Trends by Russia



@thetrend

About what they wear, click, and discuss in Russia. Top local brands, loud internet trends, and the aesthetics of our time. Ads: @whoisdonny. Work with @bidfox_news, @Tgpodbor_official. RKN:...

SUBS

1 091 647

+42408 per month

ERR (% WHO SEE
POSTS)

3.0%

per day 1.9%

REACH/POST

26.6K

ad reach 20.2K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBS 1 091 647 —	 SUBS REACH 2.44% avg % of subs see post	 VIEWS/POST 26.6K median 26.6K · 29 days	 POSTS/DAY 7.2 ~50 per week
 7D TREND +21.0% vs previous week	 REACTIONS/POST 227.3 total 48,405 reactions, 31,184 reposts, 0 comments	 POST LENGTH 207 chars median 181 · 29 days	 POSTS ANALYZED 213 29 days
 AD REACH 20.2K 24h avg	 CHURN / MONTH +42408 last month	 QUOTABILITY 22 citation index · 217 channels mentioned ever	 CHANNEL AGE 8 months 20 days created 15.10.2025

AI EDITOR SUMMARY

Channel «trends by russia» – 1 091 647 subs. Each post averages 26.6K people (2% from subs), reach is low – consider expanding audience. Publishes 50 posts per week (~7/day) – active posting. For week 22–28 Jun, reach grew by +21.0% by week 15–21 Jun – positive trend.

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 **213** posts over 29 days.
- 02 Dominant format — **Photo** (154/213 posts).
- 03 Avg post length — **207** chars (median 181).
- 04 Peak audience activity — **Tuesday**, 21:00 MSK.
- 05 Top posts drive **2x** more views than the weakest (44K avg top vs 18.1K worst) — among 213 posts in 29 days. Worth analyzing what top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 08.06 · 19:55 PHOTO Collection «Taste of childhood» from rassvetdetail and sobranovsadu — through collaboration the brands decided to reveal the theme of returning to roots. Familiar...	VIEWS 49 008 REPOSTS 19	REACTIONS 150 ER 4.5%
Nº2 23.06 · 18:12 PHOTO Putin did a «six-seven» at the conference. Trend can be closed 🕶️	VIEWS 42 744 REPOSTS 1 301	REACTIONS 913 ER 3.9%
Nº3 09.06 · 07:32 VIDEO A non-obvious way to earn on social media: not selling ads, but helping sell products. Stylist Olga Delevski told how...	VIEWS 40 146 REPOSTS 51	REACTIONS 85 ER 3.7%

Nº4 23.06 • 18:06 PHOTO Eccentric jewelry from Detali — jewelry made to attract glances. Positions leave no one indifferent: from...	VIEWS 39 923 REPOSTS 29 REACTIONS 66 ER 3.7%
Nº5 08.06 • 08:51 PHOTO Kolbasa Six Seven will appear in Russia. The hype product will be released by «Starodvorskie sausages» together with sausages and nuggets. Endless...	VIEWS 38 861 REPOSTS 513 REACTIONS 360 ER 3.6%

WORST 3

↓ 21.06 • 12:56 VIDEO «Take OMS, baby» — Moscow region health ministry remixed Toxis to urge check-ups. Against such ads...	VIEWS 18 950 REPOSTS 177 REACTIONS 172 ER 1.7%
↓ 18.06 • 16:45 PHOTO Fighting burnout can be done differently — Yandex Travels chose a visual approach with eternal memes. In Moscow business center...	VIEWS 18 842 REPOSTS 3 REACTIONS 32 ER 1.7%
↓ 18.06 • 16:33 VIDEO Befree opened a spot with those yellow walls following Market. Your mall is kinda weird 🤔	VIEWS 16 569 REPOSTS 51 REACTIONS 126 ER 1.5%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

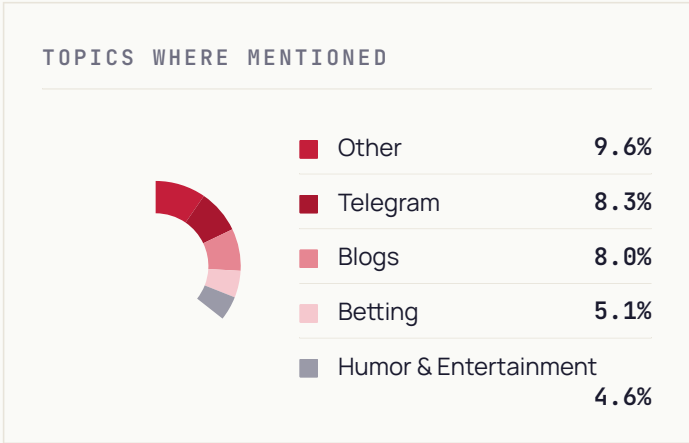
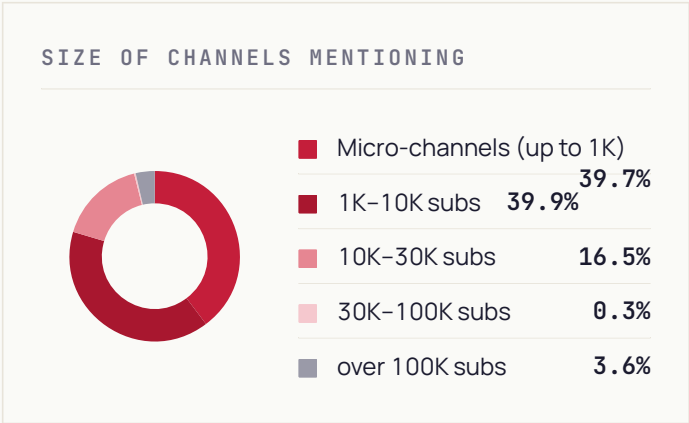
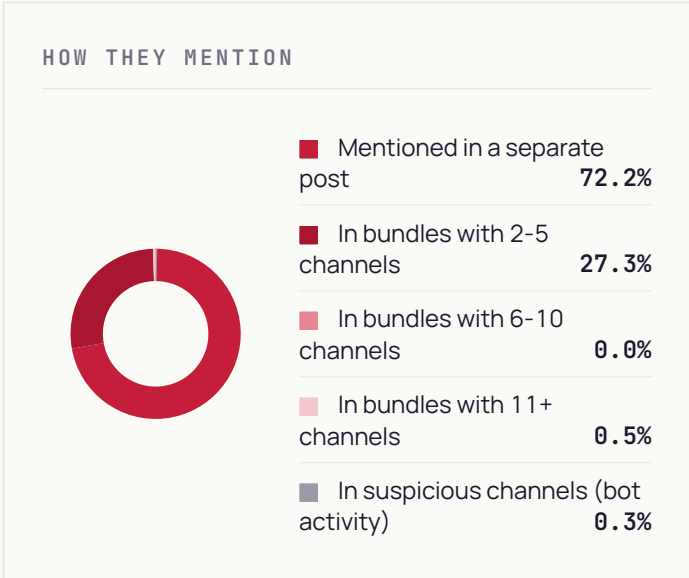
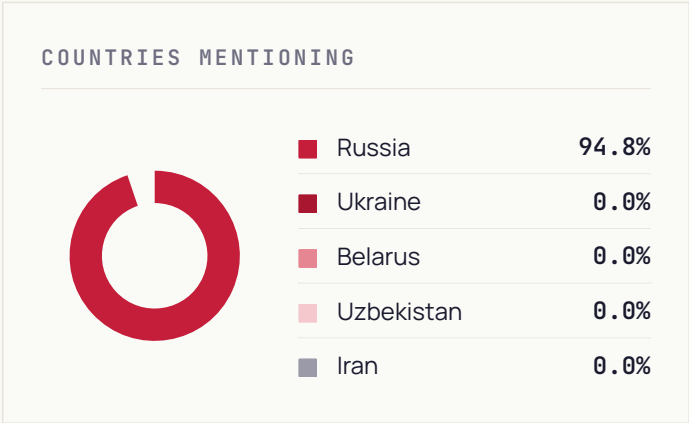
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained and which it lost subs.



SECTION 04 · CITATIONS

Who and how mentions the channel

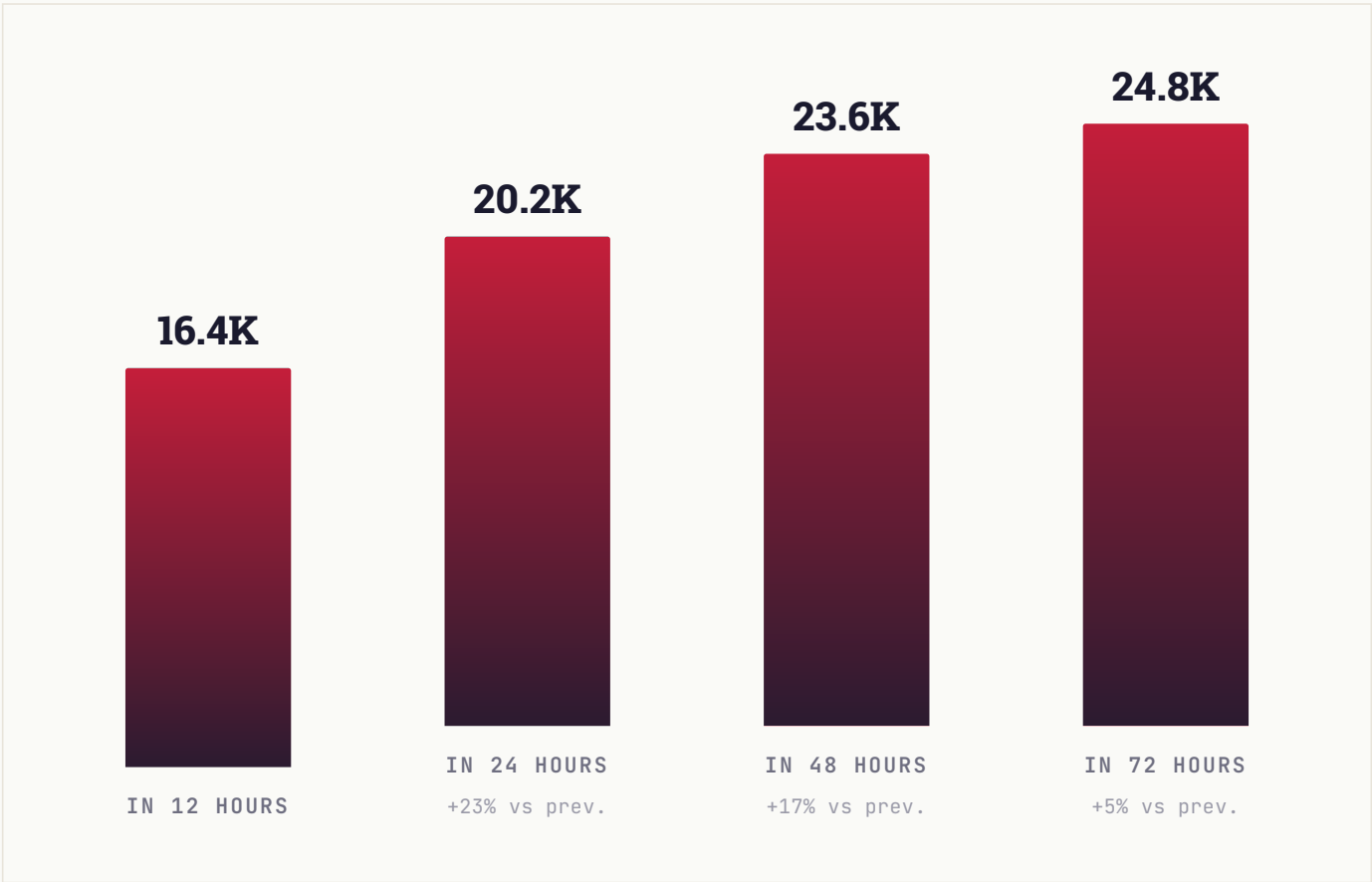
Citation index **22** – channel popularity rating based on mentions. Considers not just count but also weight of mentioning channels: a post from a 100k subs channel weighs more than from 1k. All-time mentions: **217** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates 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. Highlighted your channel — see its rank among niche neighbors.

CHANNEL	SUBS
TM My feed trends	2.5M
MO Ice cream	1.7M
OK Okak	1.6M
SĖ Search	1.4M
TR Trendly	1.2M
KV Customer is always right	1.1M
TB Trends by Russia YOU	1.1M
SV Trending today	1M
TZ Set trends	939.7K
TV Trend or leave	920.5K
TR Trendach	899.5K

COMPARATIVE CONCLUSION

Channel in top 10 of niche (#7 of 99). Strong position. Niche leader: My feed trends (2.5M), room to grow to #1. Mutual exchanges with other top-10 channels as equals.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we track posts in other channels that mention yours. Over the last **4 months** such mentions were **353**, they brought **678 778** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
January 2026	108	36	20 048	
December 2025	194	50	215 501	
November 2025	43	34	176 336	
October 2025	8	6	266 893	
TOTAL MENTIONS		MONTHS IN DATA	ATTRACTED SUBS	
353		4	678 778	

SECTION 08 · NICHE COMPARISON

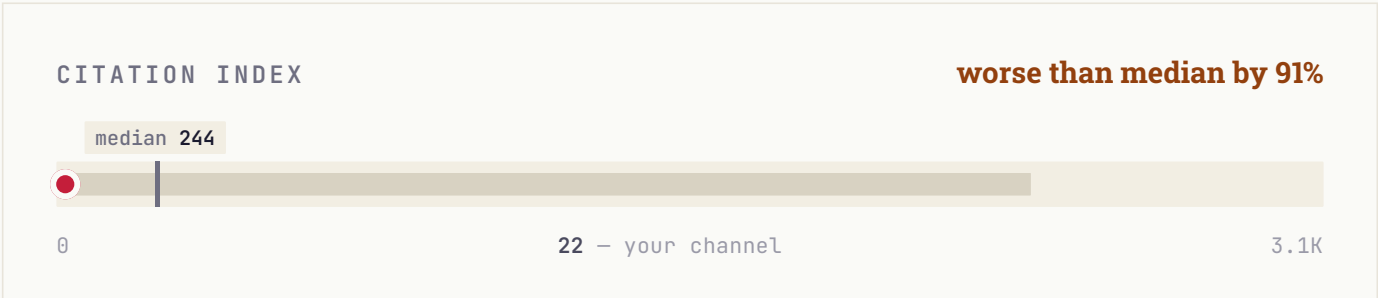
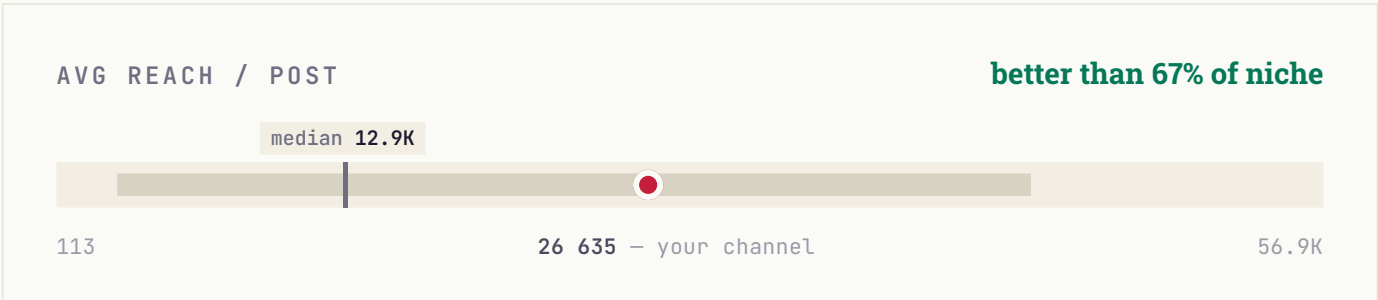
Where channel stands in its league

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.

#7/100

RANK IN NICHE

Channel in top 7% marketing, PR, advertising Russia



— SECTION 09 · STRATEGY

What to do right now

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

01**Top post of the week — on Tuesday**

Audience is most active on this day at 21:00 MSK.

EFFECT

**Best window
for an
important post****02****ER below niche benchmark — rethink formats**

Current ER 2.44% 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 weekly poll on a hot topic is an easy win.

EFFECT

+5-15% ER**05****Cross-promo with neighboring channels**

Swap posts with channels in the same segment 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 — what we can do in a few minutes based on public data. Want to go further — run ads through us and hit your growth plan in a month.

01 Launch Telegram ad <https://panel.promptpress.com/register>

02 Contact manager t.me/PromptPress_manager
