

PUBLIC PROMTPRESS REPORT

Channel audit

TRENDZAVOD | MARKETING



@trend_zavod

Marketing, brands, digital — everything to avoid becoming a boring dinosaur. Collaboration (payment only here): @leonid_spred
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SUBSCRIBERS

59 034

-2648 per month

ERR (% SEE POSTS)

13.0%

per day 9.2%

REACH/POST

7.2K

ad reach 5.4K/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 59 034 —	 SUBS REACH 12.15% avg % subs see post	 VIEWS/POST 7.2K median 7.3K · 29 days	 POSTS/WEEK 29.1 over period
 7D TREND +4.3% vs previous week	 REACTIONS/POST — MTPROTO only	 POST LENGTH 293 chars. median 261 · 29 days	 POSTS ANALYZED 123 29 days
 AD REACH 5.4K 24h avg	 CHURN / MONTH -2648 last month	 QUOTE RATE 4 citation index · 478 channels mentioned all time	 CHANNEL AGE 2 years 3 months created 23.03.2024

AI EDITOR SUMMARY

Channel «TRENDZAVOD | MARKETING» — 59 034 subs. Each post averages 7.2K people (12% of subs), reach is low — expand audience. Publishes 29 posts per week (~4/day) — active posting. Week of Jun 15–21 reach stable (+4.3% vs week of June 8–14).

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and laggards – to see what to repeat and what to drop from rotation.

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on 123 posts in 29 days.
- 02 Dominant format – Photo (100/123 posts).
- 03 Avg post length – 293 chars (median 261).
- 04 Peak audience activity – Friday, 09:00 MSK.
- 05 Top posts drive 1x more views than the weakest (9.3K avg top vs 6.5K worst) – among 123 posts in 29 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 05.06 · 06:38 VIDEO First teaser of 'Ice Age 6' released – premiere expected Feb 5, 2027. @trend_zavod	VIEWS 9 676 REPOSTS 7	REACTIONS — ER 16.4%
Nº2 06.06 · 04:05 PHOTO Ferrari Laptop HP & Ferrari collab: HP Scuderia Ferrari AI PC. Limited edition, 5...	VIEWS 9 572 REPOSTS 5	REACTIONS — ER 16.2%
Nº3 05.06 · 04:05 PHOTO A street in Paris named after Matvey Safonov. After PSG's UCL win, art group The True Frame put up signs across the city with new...	VIEWS 8 800 REPOSTS 1	REACTIONS — ER 14.9%

Nº4 04.06 · 16:17 PHOTO While everyone debates if AI replaces marketers, PMEF-2026 took a different angle. Experts believe neural networks will soon...	VIEWS 8 721 REPOSTS 2	REACTIONS — ER 14.8%
Nº5 19.06 · 12:48 PHOTO New Kinder Milk Slice with berry flavor hits shelves soon. Application filed with Rospatent. Sweet tooth...	VIEWS 8 556 REPOSTS 4	REACTIONS — ER 14.5%

WORST 3

↓ 09.06 · 04:06 VIDEO Brand Moon Soul decided to care for medical workers who are forbidden to wear jewelry but still want to...	VIEWS 6 586 REPOSTS 2	REACTIONS — ER 11.2%
↓ 10.06 · 04:06 PHOTO Self-employed income limit may rise from 2.4M to 5M RUB per year. Current cap unchanged since 2019, though service prices...	VIEWS 6 519 REPOSTS 1	REACTIONS — ER 11.0%
↓ 15.06 · 04:06 PHOTO «Колючки» — милейшие керамические обвесы от Эйзарт. Каждый «глупышка-котёнок» создаётся вручную и обладает своим уникальн...	VIEWS 6 482 REPOSTS 2	REACTIONS — ER 11.0%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

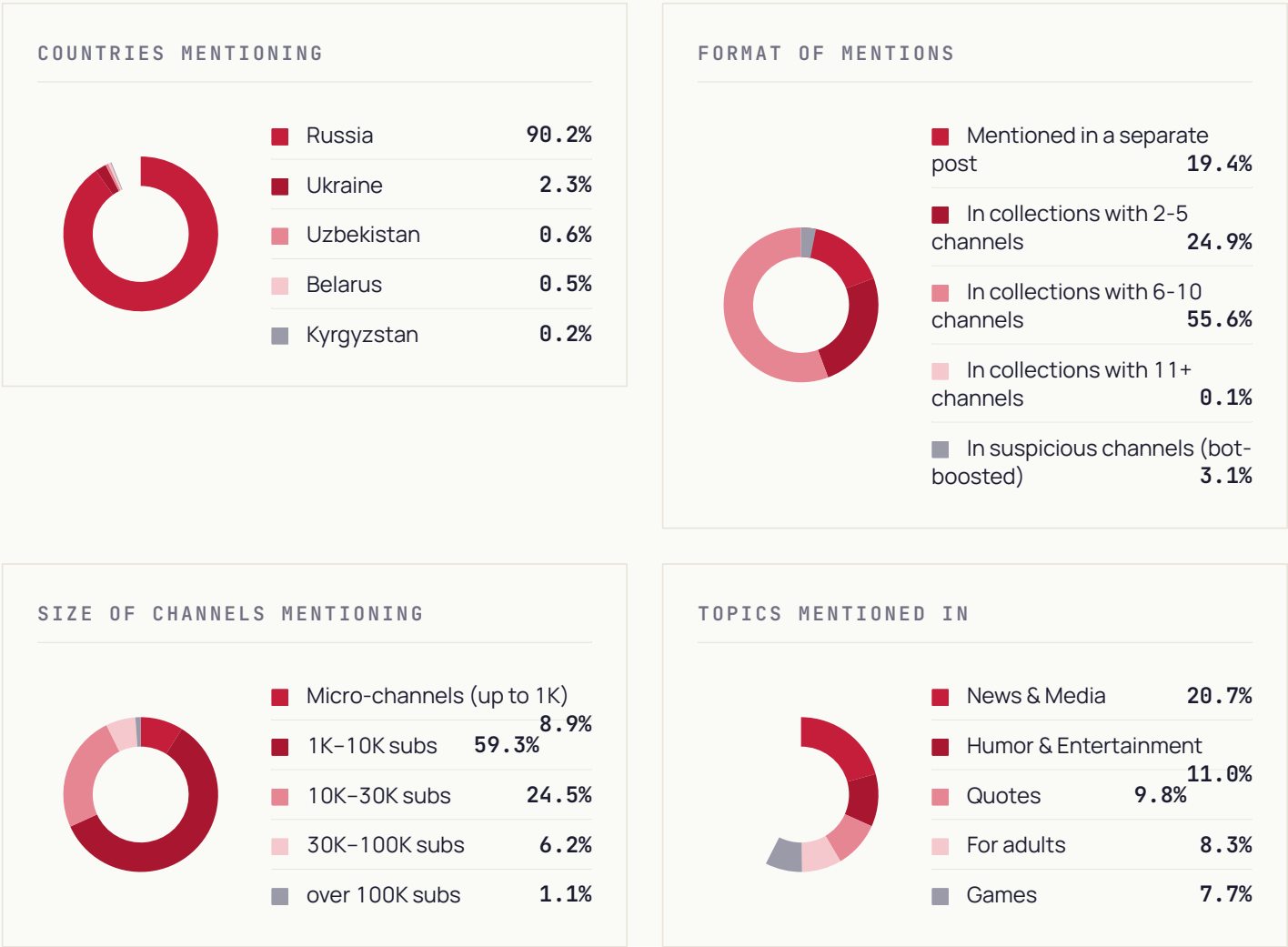
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · CITATIONS

Who mentions the channel and how

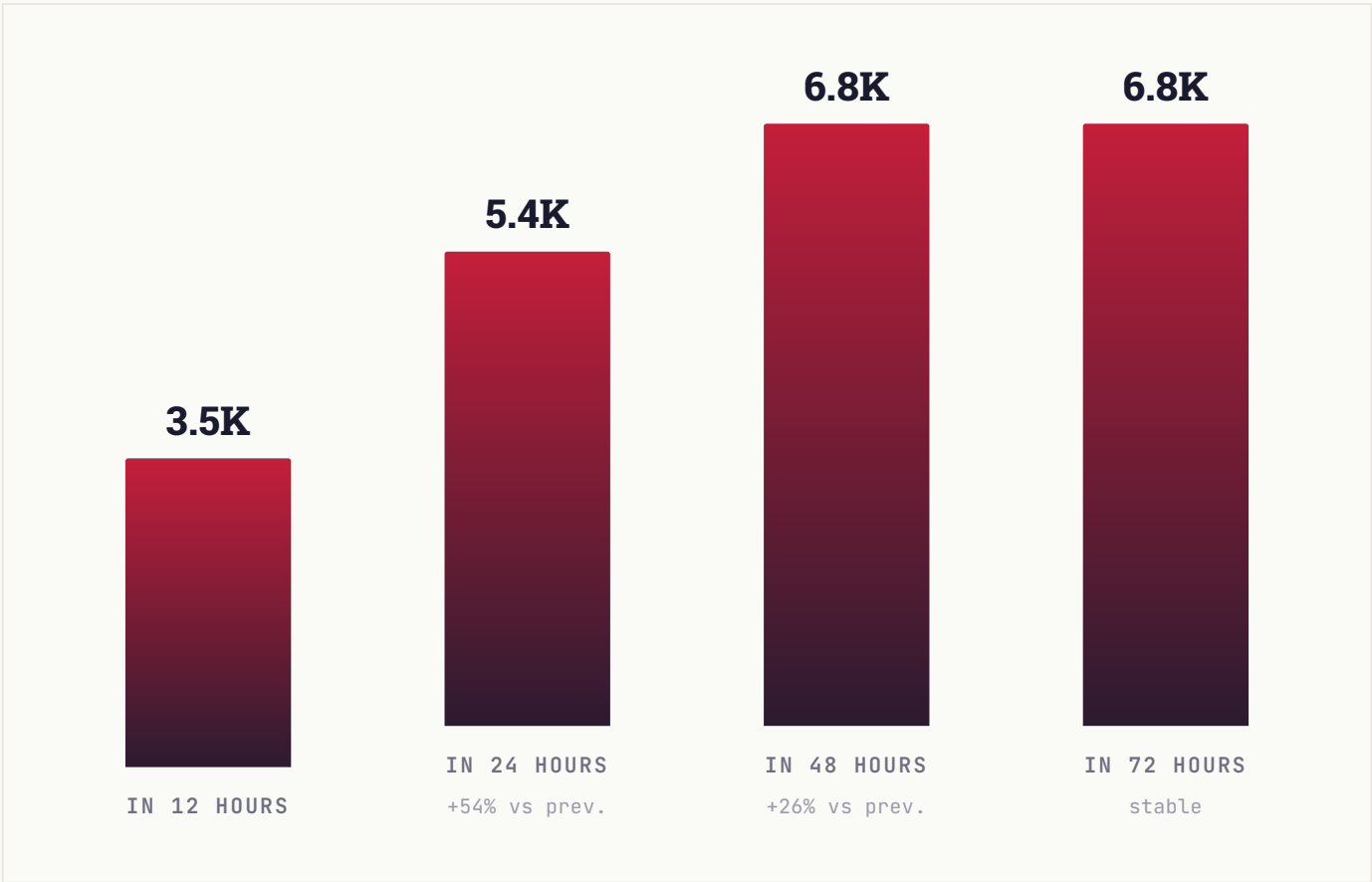
Citation index 4 – channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100K subs channel 'weighs' more than from a 1K subs channel. All time the channel was mentioned **478** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg ad post reach over time since publication. Helps gauge how long a placement stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

11 closest channels by topic and 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
SE Search	1.4M
TR Trendly	1.2M
ER Customer is always right	1.1M
TB Trends by Russia	1.1M
SV Trending today	1M
TV Trend or leave	927.6K
TZ Set trends	922.6K
TJ TRENDZAVOD MARKETING YOU	59K

COMPARATIVE INSIGHT

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

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Each month we track posts in other channels that mention yours. Over the last **6 months** such mentions were **671**, they brought **108 435** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	0	0	0
December 2025	0	0	14 889
Nov 2025	14	7	0
Oct 2025	450	224	4 482
Sep 2025	12	12	0
August 2025	195	163	89 064
TOTAL MENTIONS			671
MONTHS OF DATA			6
ACQUIRED SUBSCRIBERS			108 435

Where the channel stands in its league

The figure consists of three horizontal bar charts, each representing a different performance metric. Each chart has a light beige background bar representing the peer group range, a darker beige bar representing the channel's performance, a vertical line for the median, and a red dot for the channel's value.

- SUBSCRIBERS:** The median is 144.9K. The channel's value is 59,034, which is 59% below the median. The range is from 39.8K to 1.2M.
- AVG REACH / POST:** The median is 12.8K. The channel's value is 7,173, which is 44% below the median. The range is from 91 to 50.2K.
- CITATION INDEX:** The median is 204. The channel's value is 4, which is 98% below the median. The range is from 0 to 3.1K.

Metric	Median	Channel Value	Percentage Below Median	Range (Min-Max)
SUBSCRIBERS	144.9K	59,034	59%	39.8K - 1.2M
AVG REACH / POST	12.8K	7,173	44%	91 - 50.2K
CITATION INDEX	204	4	98%	0 - 3.1K

— SECTION 09 · STRATEGY

What to do right now

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

01

Main post of the week — on Friday

Audience is most active on this day at 09:00 MSK.

EFFECT

**Best window
for an
important post**

02

Paid traffic

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

EFFECT

**+1000-3000
subs**

03

Test polls & interactive formats

Posts with polls/reactions usually give +5-15% to ER. One poll per week on a 'hot' topic — an easy growth point.

EFFECT

+5-15% ER

04

Cross-promo with neighboring channels

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

EFFECT

**Growth from
relevant
audience**

05

Update channel description for Telegram search

Telegram search looks at descriptions. Add 3-5 niche keywords — it's a source of organic traffic.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in minutes using public data. Want more? Run ads with us and hit your growth plan in a month.

01

**Launch Telegram
ads**

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

02

Contact manager

t.me/PromptPress_manager