

PUBLIC REPORT BY PROMTPRESS

Channel audit

Set trends



@trendi

Trying to vibe with trends in a world where today is already yesterday. Ads: @maximillian Assistant: @justcage Working with @bidfox_news @Tgpodbor_official, @swaymedia, @Spiral_Yuri and...

SUBSCRIBERS

979 436

+289789 per month

ERR (% SEE POSTS)

3.0%

per day 1.5%

REACH/POST

26.3K

ad reach 13.9K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. The subtitle under the number shows the period.

 SUBSCRIBERS 979 436 —	 SUBS REACH 2.68% avg % subs see post	 VIEWS/POST 26.3K median 23.8K · 29 days	 POSTS/DAY 7.4 ~52 per week
 7D TREND -18.0% vs previous week	 REACTIONS/POST 200.4 total 44,091 reactions, 18,209 reposts, 0 comments	 POST LENGTH 234 chars. median 210 · 29 days	 POSTS ANALYZED 220 29 days
 AD REACH 13.9K 24h avg	 CHURN / MONTH +289789 last month	 QUOTE RATE 366 citation index · 3,348 channels mentioned all time	 CHANNEL AGE 1 year 1 month created 28.05.2025

AI EDITOR SUMMARY

Channel «Trendsetter» — 979 436 subs. Each post averages 26.3K people (3% of subs), reach is low — need to grow audience. Publishes 52 posts per week (~7/day) — active posting. Week 22–28 Jun reach dropped -18.0% by week 15–21 Jun — worth analyzing why.

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 TOP POSTS SHARE

- 01 Analysis based on 220 posts in 29 days.
- 02 Dominant format — Photo (137/220 posts).
- 03 Avg post length — 234 chars (median 210).
- 04 Peak audience activity — Friday, 20:00 MSK.
- 05 Top posts get 8x more views than the weakest (71K avg for top vs 8.7K for worst) — among 220 posts in 29 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

№119.06 · 17:17VIDEO	Friday evening vibe: a train from St. Pete 😄	VIEWS	REACTIONS
		77 918	169
		REPOSTS	ER
		56	8.0%
№219.06 · 07:47PHOTO	Photos of Winx x Dodo Pizza collab appeared — we're getting Enchantix pizza with mozzarella balls, milkshake packaging, and a collection of 6...	VIEWS	REACTIONS
		69 341	237
		REPOSTS	ER
		239	7.1%
№319.06 · 05:25VIDEO	All Russia goes to Lime — social media is viral with videos of HUGE queues at stores. All amid discounts up to 50%...	VIEWS	REACTIONS
		65 759	227
		REPOSTS	ER
		94	6.7%

Nº4

19.06 · 19:32

PHOTO

Wait... hold up 🤔

VIEWS	REACTIONS
65 543	462
REPOSTS	ER
51	6.7%

Nº5

20.06 · 17:30

PHOTO

Smeshariki now MANGA – authors announced a book with anime-style illustrations inspired by Asian culture. The plot features Kopatych...

VIEWS	REACTIONS
64 315	279
REPOSTS	ER
196	6.6%

|

WORST 3

↓

11.06 · 13:05

PHOTO

Cake-SANDWICH arrived at Lavka. It's a dessert by SwetMarin that looks like bread and butter. Topped with two jelly fish. Costs...

VIEWS	REACTIONS
8 980	92
REPOSTS	ER
52	0.9%

↓

09.06 · 13:00

VIDEO

Ice bear at VDNKH MELTED NOT IN VAIN – RuStore and the «Nature and People» foundation summed up their summer campaign supporting polar bears...

VIEWS	REACTIONS
8 670	95
REPOSTS	ER
20	0.9%

↓

09.06 · 12:29

PHOTO

Here's the site list you get with WHITE VPN. Costs 180 rub/month. Weeeeell 🙄

VIEWS	REACTIONS
8 565	114
REPOSTS	ER
107	0.9%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

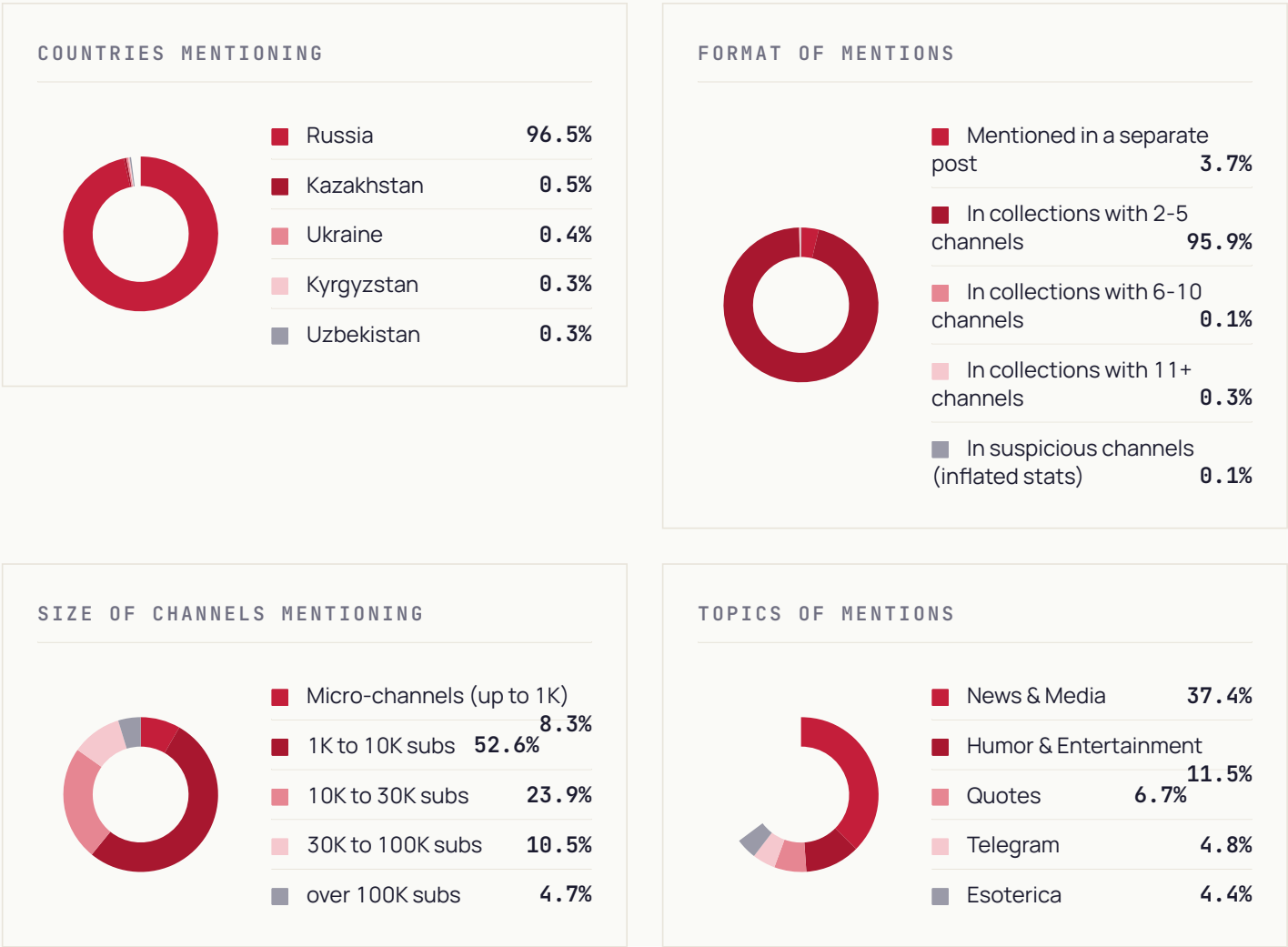
Subscriber growth chart for the year. Key months show exact sub count. See which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who and how mentions the channel

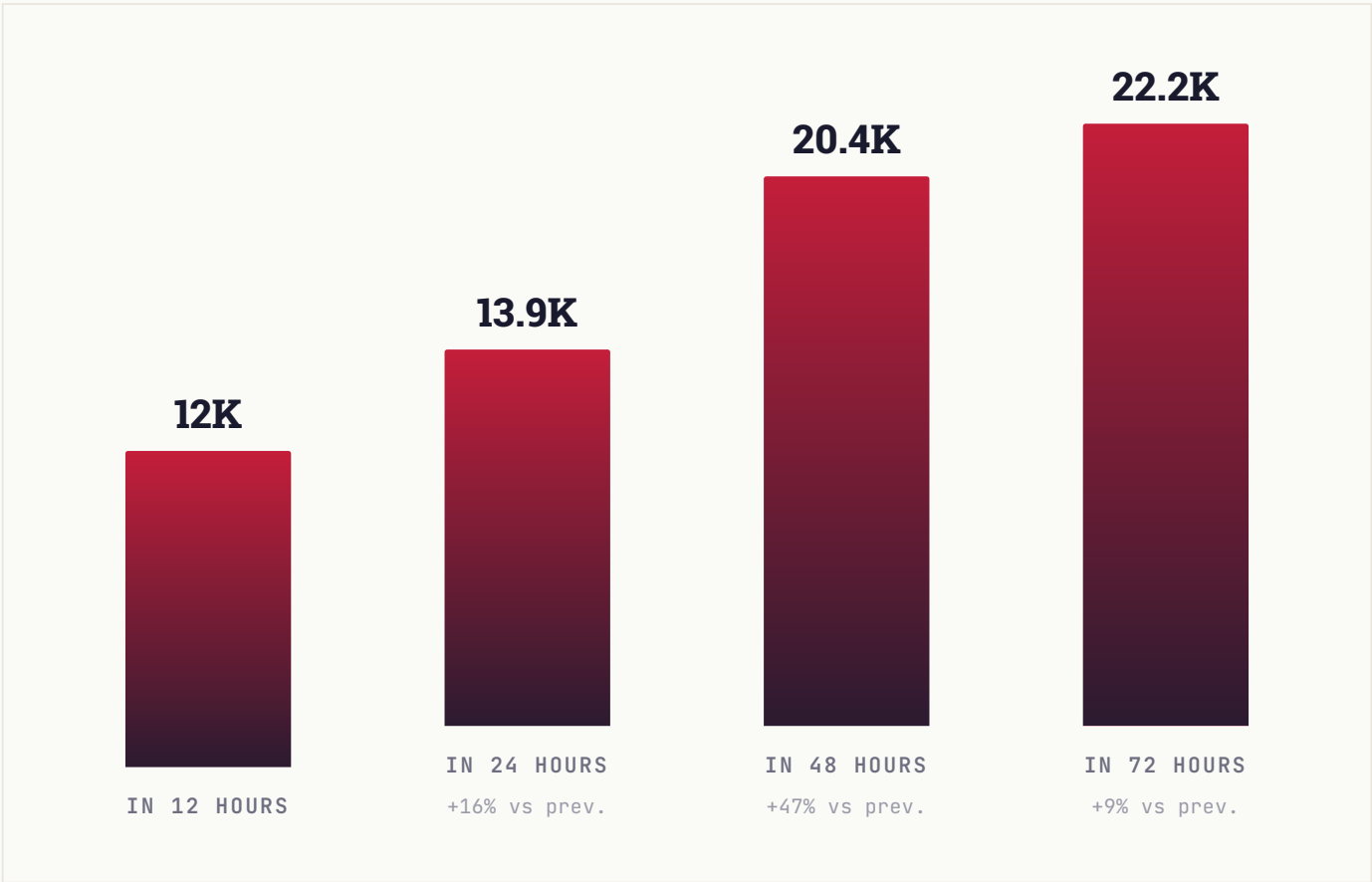
Citation index **366** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from 1K. All time channel was mentioned **3 348** different channels.



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 peers.

CHANNEL	SUBSCRIBERS
TM My feed trends	2.5M
MO Ice cream	1.7M
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 Today's trends	1M
TZ Set trends YOU	979.4K
TV Trend or leave	920.5K
TR Trendach	899.5K

COMPARATIVE INSIGHT

Channel in top 10 niche (#9 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 TRENDS

How often the channel is mentioned

Every month we record posts in other channels that mention yours. Over the last **6 months** mentions found **1 639**, they brought **110 787** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
Jan 2026	1	1	0	
December 2025	1	1	0	
Nov 2025	5	5	0	
Oct 2025	1 594	1 533	9 620	
September 2025	32	32	101 167	
August 2025	6	6	0	

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS
1 639	6	110 787

SECTION 08 · NICHE COMPARISON

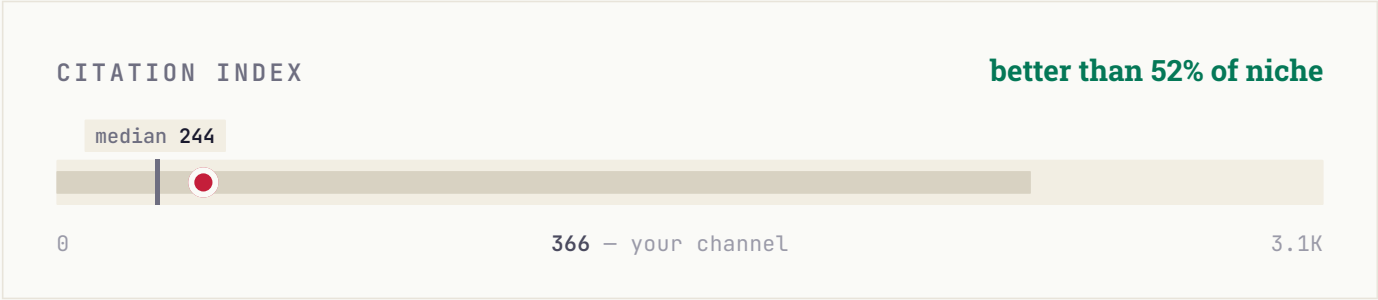
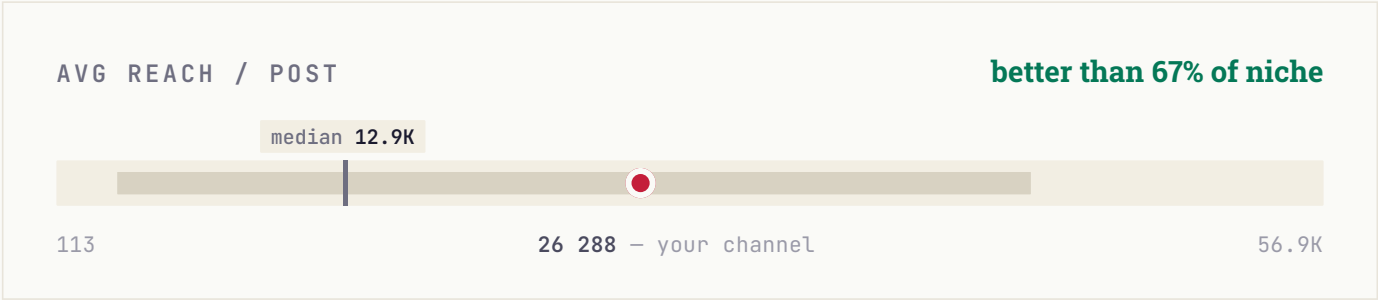
Where the channel stands in its league

Took top-100 channels in category «Marketing, PR, ads» (Russia) and compared your channel. Gray band = range of 80% of niche channels (p10 to p90). Black vertical = median. Red dot = your channel.

#9/100

RANK IN NICHE

Channel in top 9% marketing, PR, ads Russia



— 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 20:00 MSK.

EFFECT

**Best window
for an
important post**

02

ER below niche benchmark — rethink formats

Current ER 2.68% vs norm 3.0%. Try polls and interactive formats.

EFFECT

+0.3pp ER

03

System traffic buy

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

EFFECT

**+1000-3000
subs**

04

Test polls and interactive formats

Posts with polls/reactions typically 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

Swap posts quarterly with channels in the same segment. 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 minutes from public data. Want to go further? Run ads through us and hit your growth plan in a month.

01	Launch Telegram ads	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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