

PUBLIC REPORT BY PROMTPRESS

Channel audit

Once Upon a Trend



@trendo

So trends, tech, and marketing walked into a bar... Here's what happened. Collab - @alivian Channel works with ad service @Tgpodbor_official and @Spiral_Yuri RKN:...

SUBSCRIBERS

70 392

-1240 per month

ERR (% SEE POSTS)

4.0%

in 24h **2.4%**

REACH/POST

2.5K

ad reach **1.7K/24h**

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. Subtitle shows the period.

 SUBSCRIBERS 70 392 —	 SUBSCRIBER REACH 3.5% avg % subs see post	 VIEWS/POST 2.5K median 2.5K · 29 days	 POSTS/DAY 9.9 ~69 per week
 7D TREND -8.3% vs previous week	 REACTIONS/POST 10.6 total 3,099 reactions, 8,174 reposts, 0 comments	 POST LENGTH 230 chars median 223 · 29 days	 POSTS ANALYZED 291 29 days
 AD REACH 1.7K 24h avg	 CHURN / MONTH -1240 last month	 CITATION RATE 489 citation index · 530 channels mentioned all time	 CHANNEL AGE 5 years 5 months created Jan 26, 2021

AI EDITOR SUMMARY

Channel «Once in Trends» — 70 392 subs. Avg post views 2.5K people (4% of subs), low reach — need to grow audience. Publishes 69 posts/week (~10/day) — active. Week Jul 6–12 reach dropped -8.3% by week Jun 29 – Jul 5 — worth analyzing.

SECTION 02 · CONTENT ANALYSIS

What Works Best

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

WHAT TOP POSTS SHARE

- 01 Analysis based on 291 posts in 29 days.
- 02 Dominant format – Photo (234/291 posts).
- 03 Avg post length – 230 chars (median 223).
- 04 Peak audience activity – Tue, 12:00 MSK.
- 05 Strongest posts get 2x more views than the weakest (4.4K avg for top vs 1.9K for worst) – among 291 posts over 29 days. Analyze what the top shares: topic, format, timing.

TOP 5 POSTS

Nº1 23.06 · 09:45 PHOTO Russia proposes an official holiday – 'Return to Russia Day' for those who moved back after relocation. Celebrating...	VIEWS	REACTIONS
	6 531	41
	REPOSTS	ER
	69	9.3%
Nº2 04.07 · 15:52 PHOTO Refineries now allowed to blend straight-run gasoline with other components to sell fuel – law signed...	VIEWS	REACTIONS
	3 477	21
	REPOSTS	ER
	29	4.9%
Nº3 30.06 · 09:17 VIDEO The era of GIFs in Telegram is ending – Google shuts down Tenor API, one of the most popular GIF services. This means...	VIEWS	REACTIONS
	3 196	25
	REPOSTS	ER
	61	4.5%

Nº4 18.06 • 08:30 PHOTO Russia is pushing a new trend — milk-can bags. 'Milk Logic' already showed a Soviet-style can, and Verlab studio...	VIEWS 3 075 REPOSTS 21 REACTIONS 3 ER 4.4%
Nº5 22.06 • 08:30 VIDEO LEGO has a serious competitor: a Kickstarter construction set lets you build an entire house, with a construction phase. You'll have to mix...	VIEWS 3 056 REPOSTS 105 REACTIONS 30 ER 4.3%

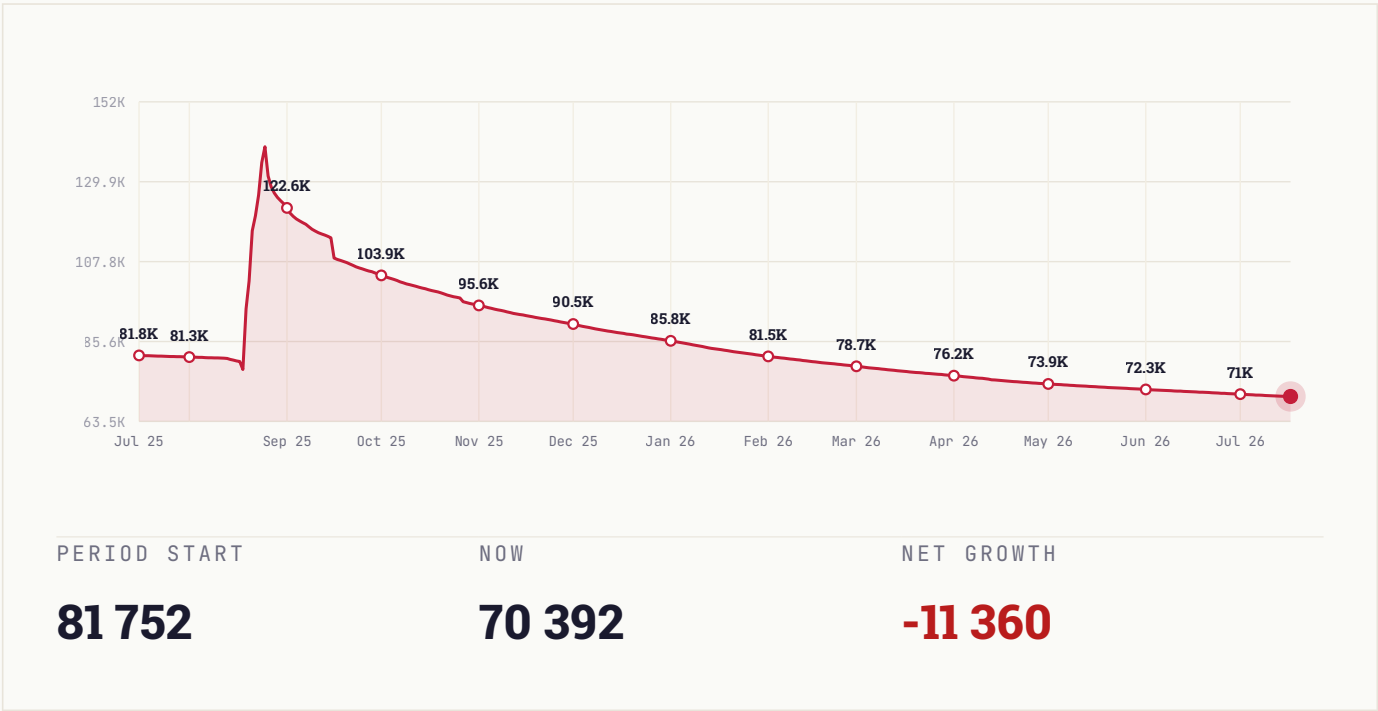
WORST 3

↓ 13.07 • 10:04 PHOTO TASS reports the EU has sanctioned VK and the Max messenger. 😬😬😬	VIEWS 1 927 REPOSTS 3 REACTIONS 17 ER 2.7%
↓ 11.07 • 12:10 PHOTO Couldn't be worse 😬	VIEWS 1 914 REPOSTS 10 REACTIONS — ER 2.7%
↓ 13.07 • 09:32 PHOTO What truly important news looks like now 😬	VIEWS 1 796 REPOSTS 16 REACTIONS — ER 2.6%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

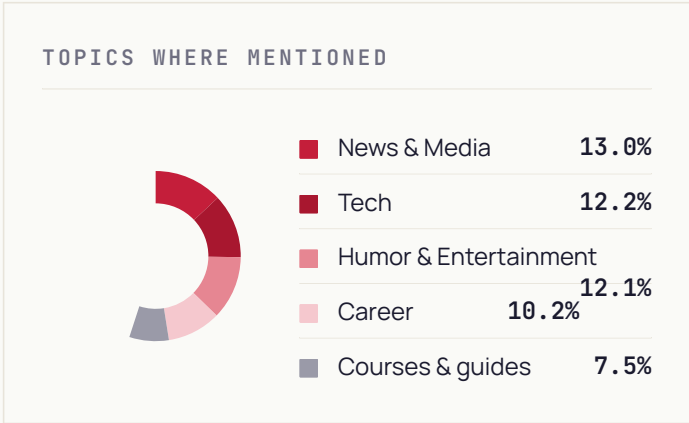
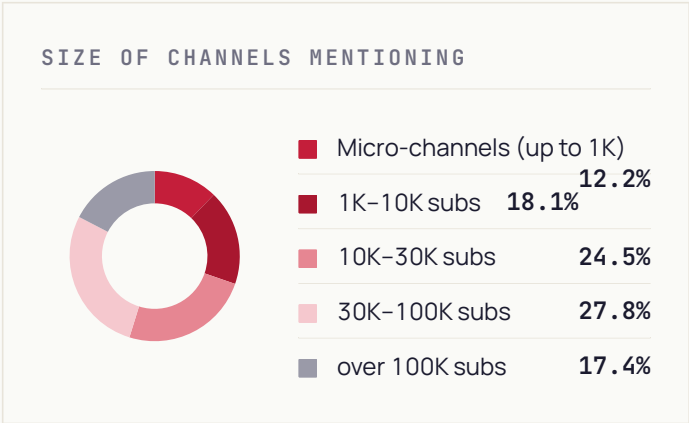
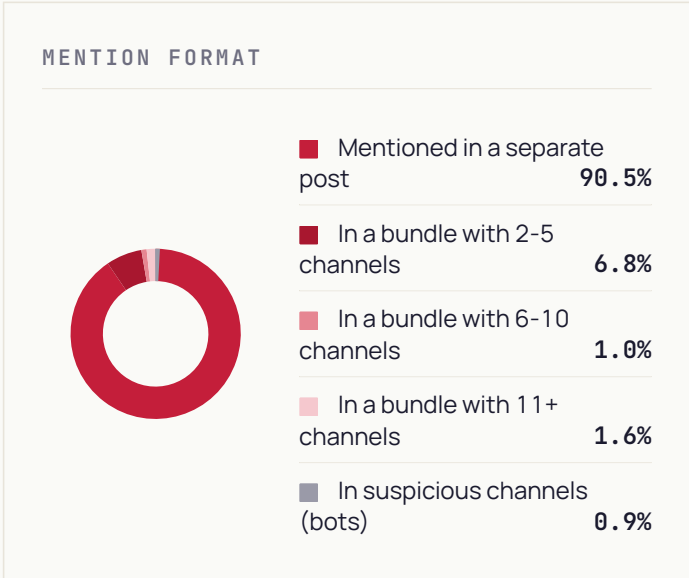
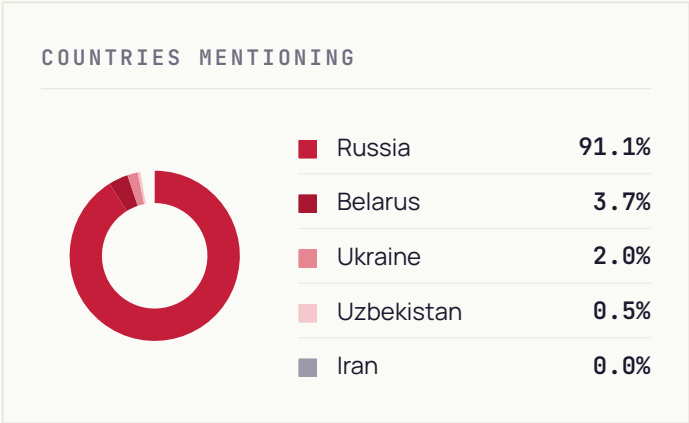
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows growth and loss months.



SECTION 04 · MENTIONS

Who mentions the channel and how

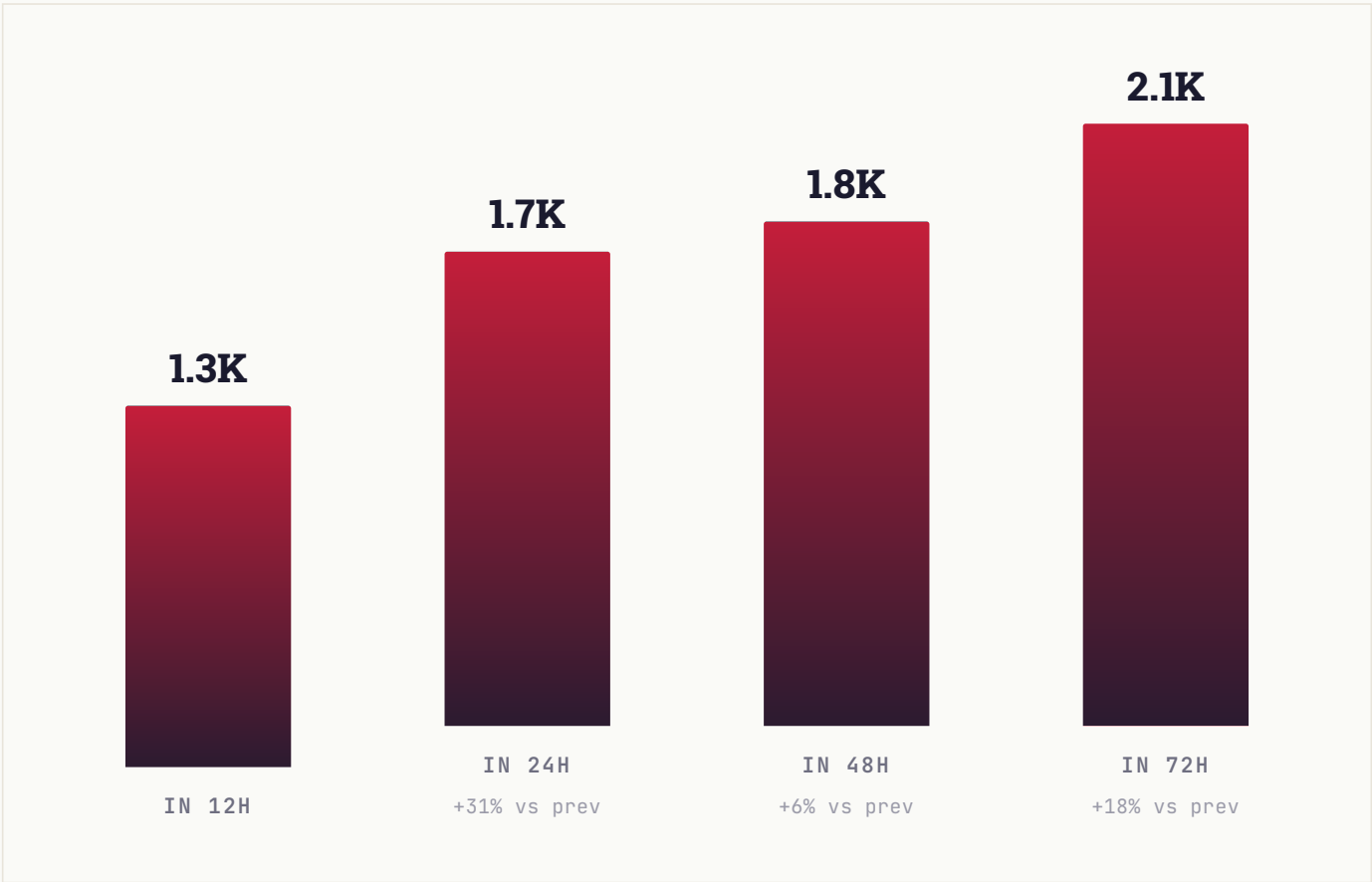
Citation index **489** – channel popularity score based on mentions. Considers both quantity and weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **530** different channels.



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 stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Your channel is highlighted — you can see its place among niche neighbors.

CHANNEL	SUBSCRIBERS
HI hitvpn_blog	4.6M
MT Trending World	3.3M
TE Techchat	3.1M
HA Hi, AI • Новости технологий	2.5M
آا اینترنت ژاد	2.5M
TE Technomotel	2.5M
NN NN	2.2M
EC Exploit	2.1M
PP PINK PROXY پروکسی	2M
L- LIVE — Telegram, AI и технологии	2M
OV Once Upon a Trend YOU	70.4K

COMPARATIVE INSIGHT

Channel not yet outside niche top 100 — early growth stage. Niche leader — hitvpn_blog (4.6M), top-100 median: 455.3K. First goal: enter top-100 via systematic traffic & content work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Monthly we track posts in other channels that mention yours. Over the last **6 months** such mentions were **22**, they brought **61 724** new subs.

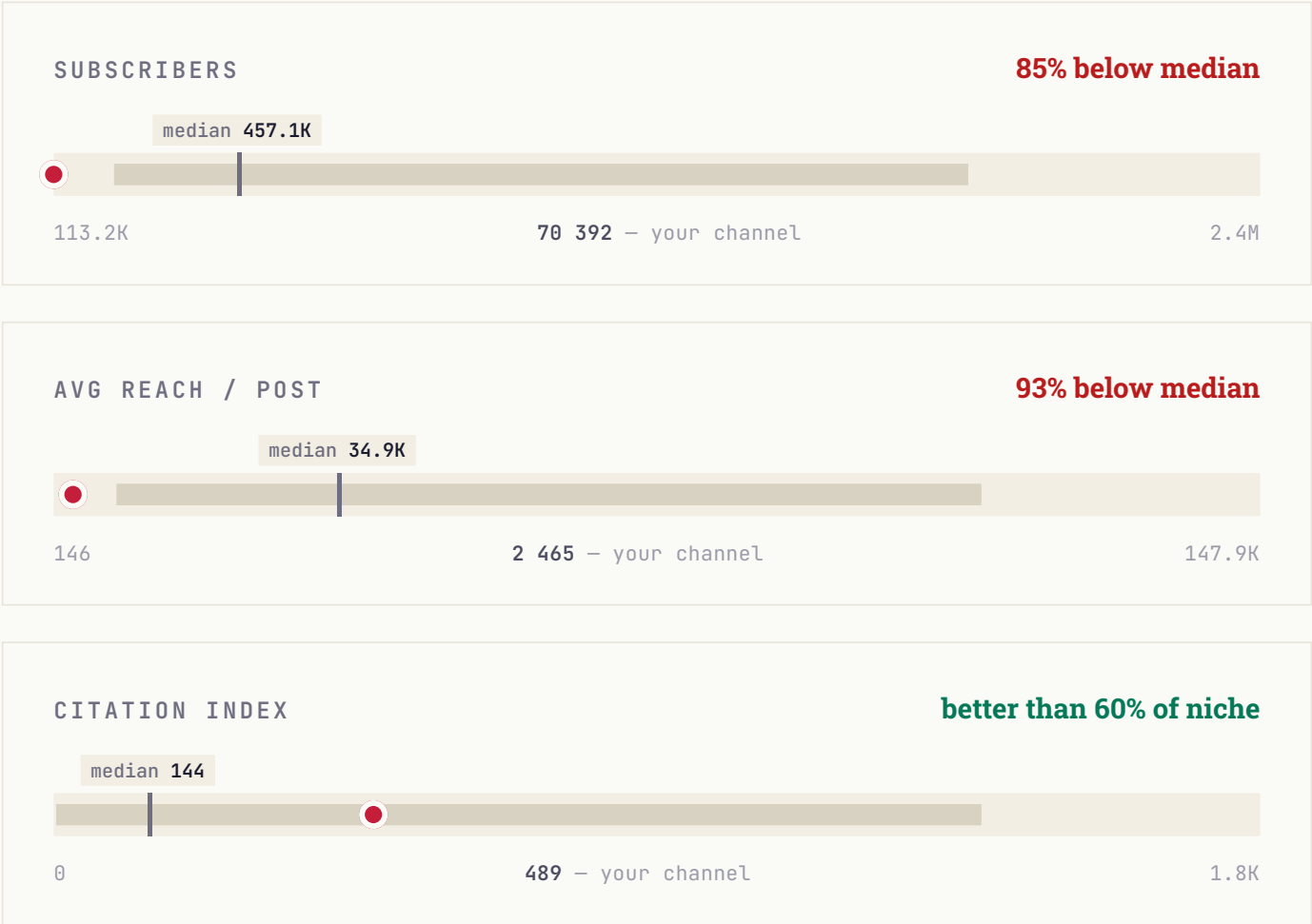
PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
January 2026	0	0	0
December 2025	0	0	0
Nov 2025	0	0	0
Oct 2025	0	0	0
Sep 2025	2	2	0
August 2025	20	17	61 724

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS
22	6	61 724

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

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



— SECTION 09 · STRATEGY

What to Do Right Now

5 priority actions ranked by expected impact. Check off and revisit next month.

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

Audience is most active on this day at 12:00 MSK.

EFFECT

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

Current ER 3.5% vs norm 4.5%. Try polls & interactive formats.

EFFECT

+1.0pp ER**03****Systematic traffic buying**

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 & interactive formats**

Posts with polls/reactions typically 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 is what we can do in a few minutes based on public data. To go further – run ads with us and hit your growth target in a month.

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

02 Contact manager t.me/PromptPress_manager
