

PUBLIC PROMTPRESS REPORT

Channel audit

Runet trends



@trendrunet

Here — about trends, IT, and strong marketing. Your guide to internet culture. For collaboration: @luiziliza RKN: <https://clck.ru/3Pb6YA>

SUBSCRIBERS

745 318

-23315 per month

ERR (% WHO SEE
POSTS)

3.0%

per day 2.1%

REACH/POST

20.2K

ad reach 16K/24h

— CONTENTS · 2026

What's inside the report

01 Channel snapshot

12 key metrics · AI summary

02 Content analysis

Top 5 posts · worst 3 · insights

03 Subscriber dynamics

Yearly chart · growth

04 Quotability

Who mentions the channel and how

05 Ad potential

How long a post brings reach

06 Competitors

Niche neighbors · your spot

07 Mention dynamics

6 months · monthly

08 Niche comparison

Rank in «Marketing, PR, Advertising»

09 Strategy

5 priority actions

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 745 318 —	 SUBS REACH 2.71% avg % of subs who see a post	 VIEWS/POST 20.2K median 20.4K · 29 days	 POSTS/DAY 10.1 ~71 per week
 7D TREND -9.5% vs previous week	 REACTS/POST 310.2 total 92,444 reactions, 57,606 reposts, 0 comments	 POST LENGTH 222 chars median 200 · 29 days	 POSTS ANALYZED 298 29 days
 AD REACH 16K 24h avg	 CHURN / MONTH -23315 last month	 QUOTABILITY 1 930 citation index · 5,823 channels mentioned ever	 CHANNEL AGE 1 year 8 months created 17.10.2024

AI EDITOR SUMMARY

Channel «Trends Runeta» — 745 318 subs. Each post averages 20.2K people (3% subs), reach is low — expand audience. Publishes 71 posts per week (~10/day) — very active. Week 22–28 Jun reach dropped -9.5% to week 15–21 Jun — analyze 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 SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **298** posts in 29 days.
- 02 Dominant format — **Photo** (216/298 posts).
- 03 Avg post length — **222** chars (median 200).
- 04 Peak audience activity — **Sunday**, 16:00 MSK.
- 05 Top posts drive **2x** more views than the weakest (26.9K avg for top vs 16.7K for bottom) — across 298 posts in 29 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 28.06 · 13:01 PHOTO «Быть За Путина — базовый минимум» — Единая Russia подготовила плакаты к выборам. Их уже используют при проведении агитационной работы в...	VIEWS	REACTS
	29 102	1 773
	REPOSTS	ER
	387	3.9%
Nº2 06.06 · 13:14 PHOTO Russians may need passport for internet — Ministry of Digital says mandatory age verification is being prepared. Currently working on...	VIEWS	REACTS
	25 927	474
	REPOSTS	ER
	141	3.5%
Nº3 23.06 · 18:03 PHOTO Putin did «six-seven». @trendrunet	VIEWS	REACTS
	25 782	504
	REPOSTS	ER
	598	3.5%

Nº4 06.06 • 15:31 PHOTO Dietitians share the most important insights of this summer. @trendrunet	VIEWS 25 623 REPOSTS 166 REACTS 348 ER 3.4%
Nº5 10.06 • 15:45 PHOTO Russia right after Roblox unblock. Chat is atmospheric. @trendrunet	VIEWS 25 620 REPOSTS 149 REACTS 466 ER 3.4%

WORST 3

↓ 26.06 • 09:47 PHOTO Russian student used «World of Tanks» example in OGE essay. Guy revealed the topic «What actions show a strong...	VIEWS 16 822 REPOSTS 149 REACTS 337 ER 2.3%
↓ 01.07 • 12:50 VIDEO «Одиссея» — вышел финальный трейлер. Новый фильм Нолана станет одним из самых масштабных в его карьере. Премьера состоится уже 17...	VIEWS 16 788 REPOSTS 65 REACTS 110 ER 2.3%
↓ 01.07 • 12:33 PHOTO No more game discs for PlayStation — Sony officially stops production from 2028. Games will only be digital...	VIEWS 16 616 REPOSTS 121 REACTS 204 ER 2.2%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

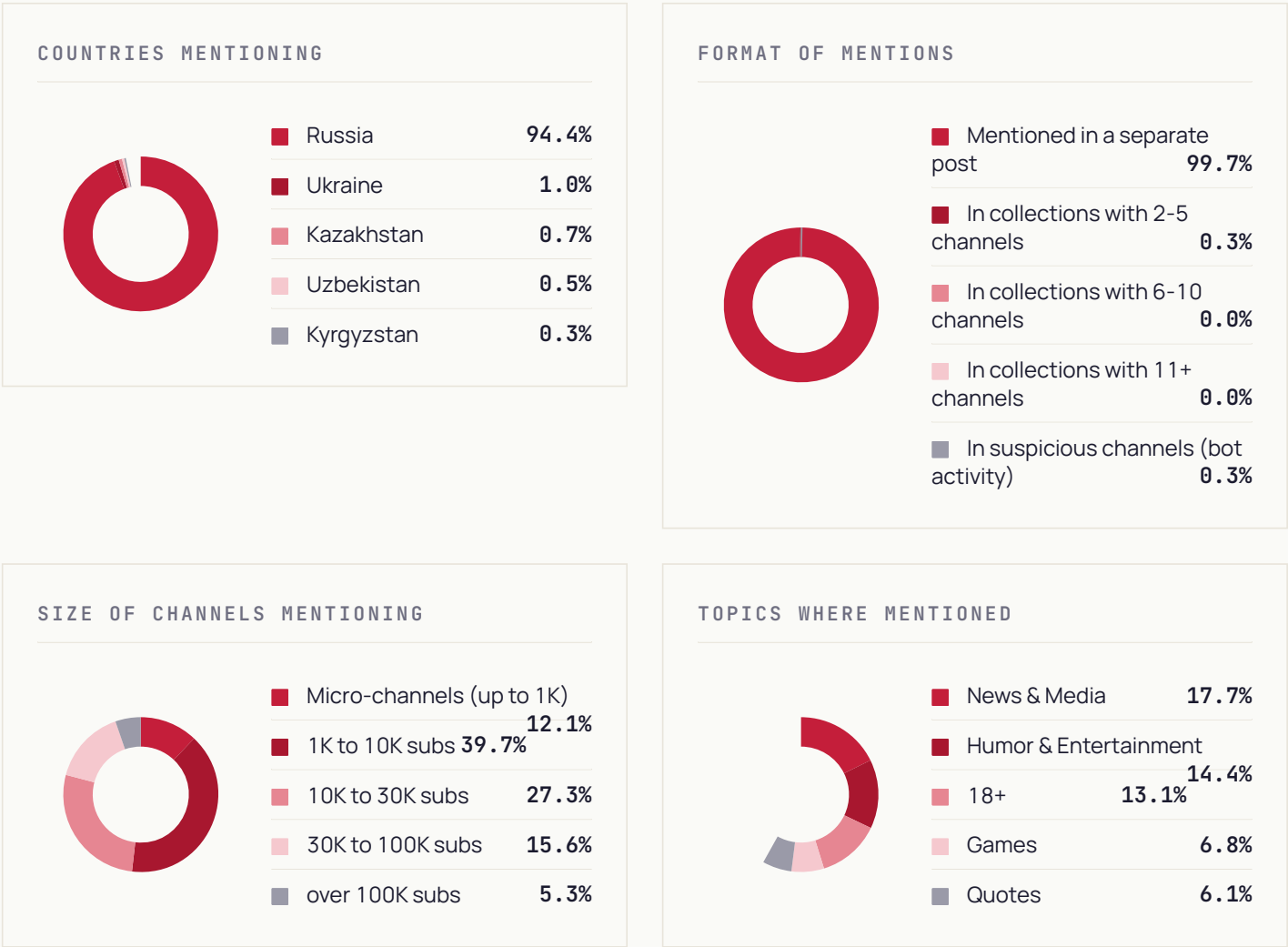
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who & how mentions the channel

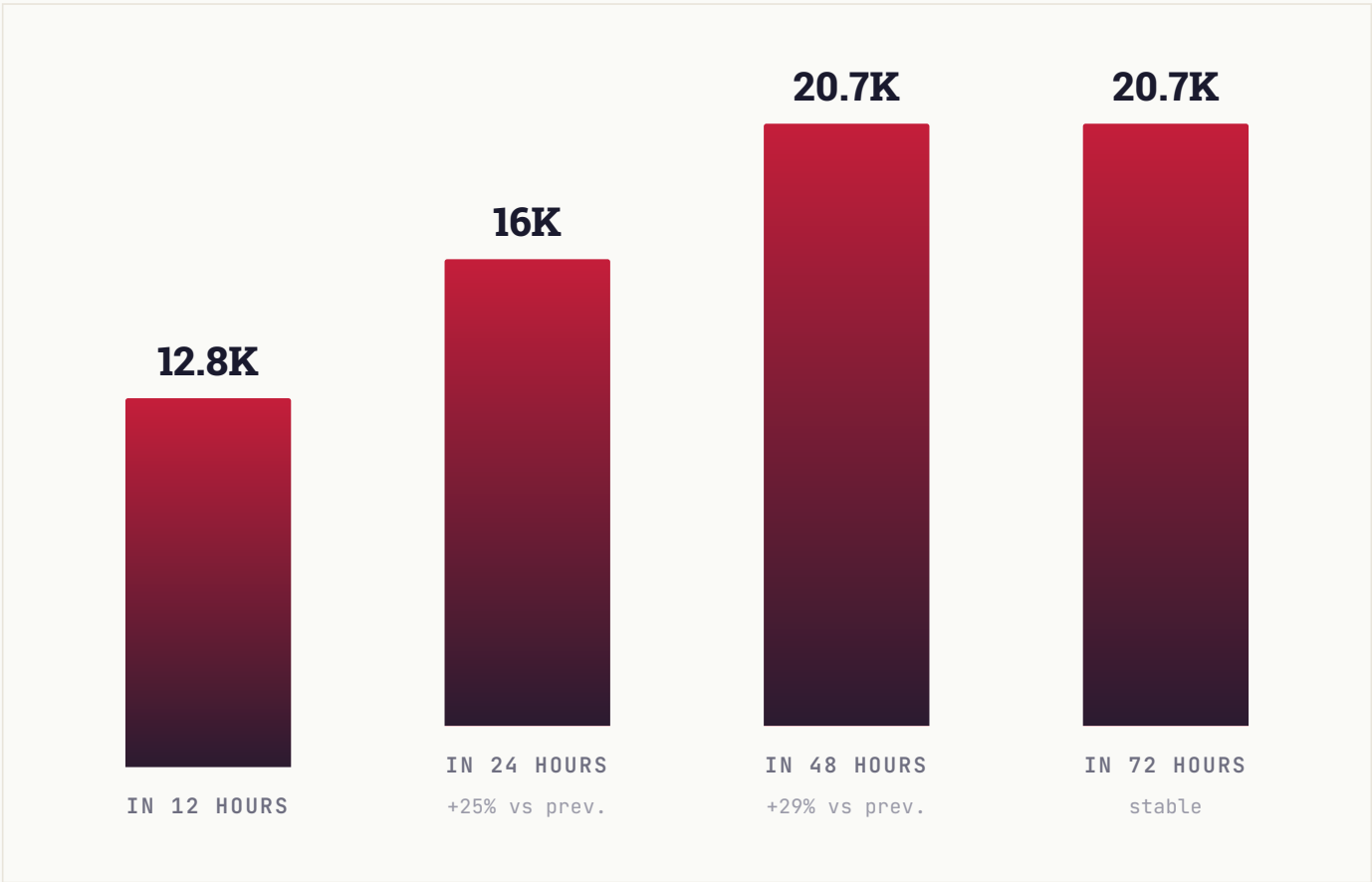
Citation index **1 930** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs one. All time channel was mentioned **5 823** different channels.



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 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
TM My feed trends	2.5M
MO Ice Cream	1.7M
OK Okak	1.6M
SĚ Search	1.4M
TR Trendly	1.2M
ER Customer is always right	1.1M
TB Trends by Russia	1.1M
SV Trending today	1M
TZ Set trends	939.7K
TV Trend or leave	920.5K
TR Runet trends YOU	745.3K

COMPARATIVE CONCLUSION

Channel in top quartile of niche (#13 of 99). Leader — My feed trends (2.5M). Goal for the coming months: break into the niche top 10 through systematic traffic work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Monthly we track posts in other channels that mention your channel. Over the last **6 months** such mentions were **308**, they brought **1 307 885** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
January 2026	67	43	0	
December 2025	52	38	0	
Nov 2025	50	38	554 976	
Oct 2025	102	60	75 183	
September 2025	37	29	645 366	
August 2025	0	0	32 360	
TOTAL MENTIONS		MONTHS OF DATA	ACQUIRED SUBS	
308		6	1 307 885	

SECTION 08 • NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category "Marketing, PR, advertising» (Russia) and saw how your channel compares. Gray band: range where 80% of niche channels fall (p10 to p90). Black vertical: median. Red dot: your channel.

#13

/100

RANK IN NICHE

Channel in top 13% – strong position

SUBSCRIBERS

better than 81% of niche

median 144.1K

39.4K

745 318 – your channel

1.2M

AVG REACH / POST

better than 59% of niche

median 12.9K

113

20 211 – your channel

56.9K

CITATION INDEX

better than 80% of niche

median 244

0

1 930 – your channel

3.1K

— 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 — Sunday

Audience most active on this day at 16:00 MSK.

IMPACT

**Best window
for an
important post**

02

ER below niche benchmark — rethink formats

Current ER 2.71% vs norm 3.0%. Try polls & interactive formats.

IMPACT

+0.3pp 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.

IMPACT

**+1000-3000
subs**

04

Test polls & interactive formats

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

IMPACT

+5-15% ER

05

Cross-promo with neighboring channels

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

IMPACT

**Growth from
relevant
audience**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in minutes using public data. Want to go further? Run ads through us and hit your growth target 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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