

PROMTPRESS PUBLIC REPORT

Channel audit

Будь в Тренде



@trends_ok

✂ Stay on trend - Stay with us Writing about what will be relevant tomorrow ■ For ads only here - @manager_kinotg

SUBSCRIBERS

557 426

-88547 per month

ERR (% WHO SEE POSTS)

3.0%

per day 1.5%

REACH/POST

15.4K

ad reach 8.7K/24h

— CONTENTS · 2026

What's inside the report

01 Channel snapshot

12 key metrics · AI summary

02 Content analysis

Top 5 posts · worst 3 · takeaways

03 Subscriber dynamics

Yearly chart · growth

04 Ad potential

How long a post brings reach

05 Competitors

Niche neighbors · your spot

06 Mention dynamics

6 months · monthly

07 Niche comparison

Rank in «News & Media»

08 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 557 426 —	SUBS REACH 2.76% avg % subs see post	VIEWS/POST 15.4K median 15.3K · 29 days	POSTS/DAY 7.9 ~55 per week
7D TREND -23.8% vs previous week	REACTS/POST 152.9 total 35,926 reactions, 26,061 reposts, 0 comments	POST LENGTH 354 chars median 279 · 29 days	POSTS ANALYZED 235 29 days
AD REACH 8.7K 24h avg	CHURN / MONTH -88547 over the last month	CITATION RATE 12 citation index · 76 channels mentioned all time	CHANNEL AGE 8 years 8 months created 20.09.2017

AI EDITOR SUMMARY

Channel 'Be in Trend' — 557 426 subs. Each post averages 15.4K people (3% from subs), reach low — expand audience. Publishes 55 posts per week (~8/day) — active publishing. Week 25–31 May reach dropped -23.8% by week 18–24 May — analyze the reasons.

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 **235** posts in 29 days.
- 02 Dominant format – **Photo** (142/235 posts).
- 03 Avg post length – **354** chars (median 279).
- 04 Audience peak – **Tuesday**, 21:00 MSK.
- 05 Top posts get **4x** more views than the weakest (27.5K avg for top vs 6.7K for worst) – among 235 posts in 29 days. Analyze what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 09.05 · 20:10 PHOTO Coffee temporarily KILLS ADHD – just two cups boost concentration and attention for 3–6 hours! In the experiment, scientists gave 50 mg of caffeine...	VIEWS 28 456 REPOSTS 183	REACTS 175 ER 5.1%
Nº2 10.05 · 09:56 VIDEO The main meme taking over reels right now – Taron Egerton's dance in the thriller 'The Summit', where he plays a crazy maniac. In...	VIEWS 27 128 REPOSTS 43	REACTS 75 ER 4.9%
Nº3 12.05 · 18:45 PHOTO Men's sex life improves when they do housework – study shows handy guys turn on...	VIEWS 26 982 REPOSTS 332	REACTS 308 ER 4.8%

Nº4 09.05 · 18:15 PHOTO The 'six seven' meme is now PUNISHED at school. A printout was put on the board saying: whoever says '67' will have to solve 67...	VIEWS 26 886 REPOSTS 463	REACTS 566 ER 4.8%
Nº5 09.05 · 15:05 VIDEO Among meal photos...A RAT — a girl shared food pics for her coach but accidentally included a rodent. Face...	VIEWS 26 772 REPOSTS 96	REACTS 100 ER 4.8%

|

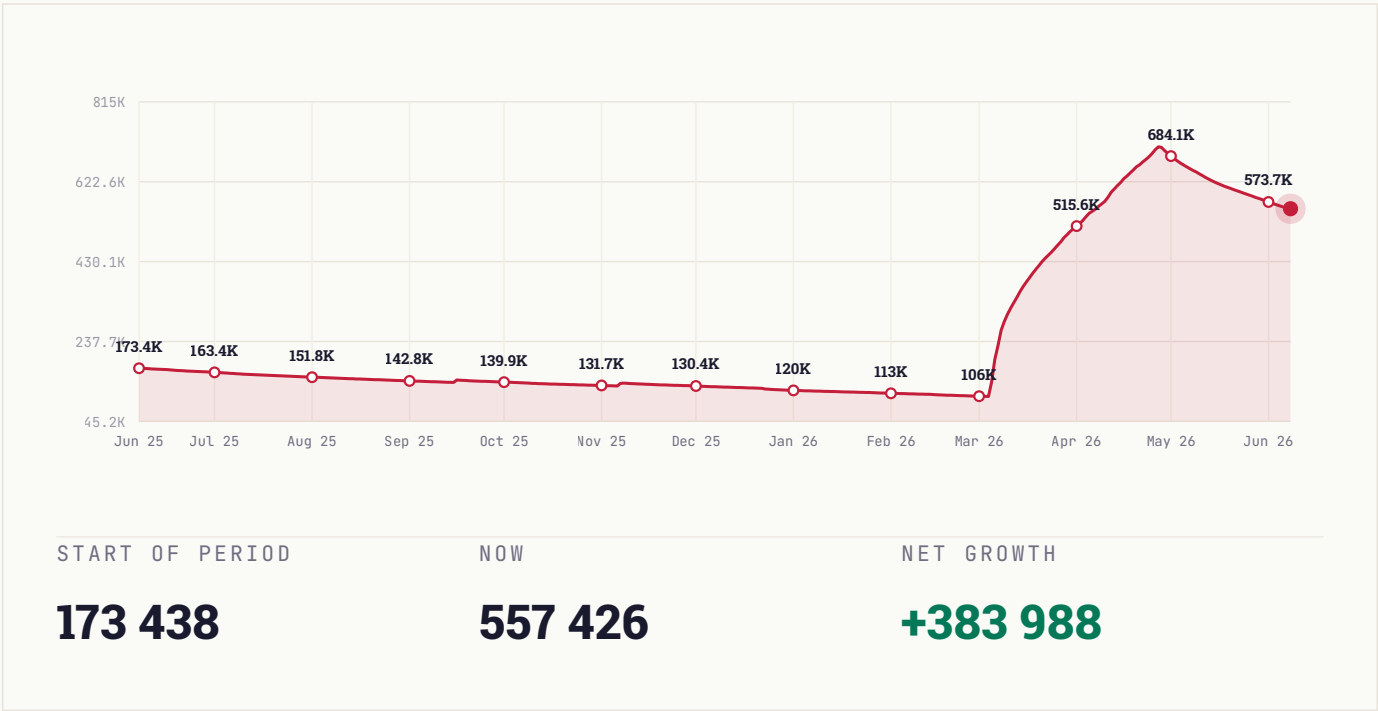
WORST 3

↓ 03.06 · 16:01 PHOTO Becoming resume gods and luring the fattest offers on the market: shared top prompts for Claude or ChatGPT on X/ Twitter...	VIEWS 6 813 REPOSTS 100	REACTS 20 ER 1.2%
↓ 03.06 · 16:34 VIDEO An anime about burnout is out — title 'Supermarket Smoke Break' tells the story of office clerk Sasaki, tired of work...	VIEWS 6 803 REPOSTS 89	REACTS 48 ER 1.2%
↓ 03.06 · 16:11 PHOTO Could've just had 50g of whiskey ☒ будь в тренде	VIEWS 6 519 REPOSTS 20	REACTS 73 ER 1.2%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

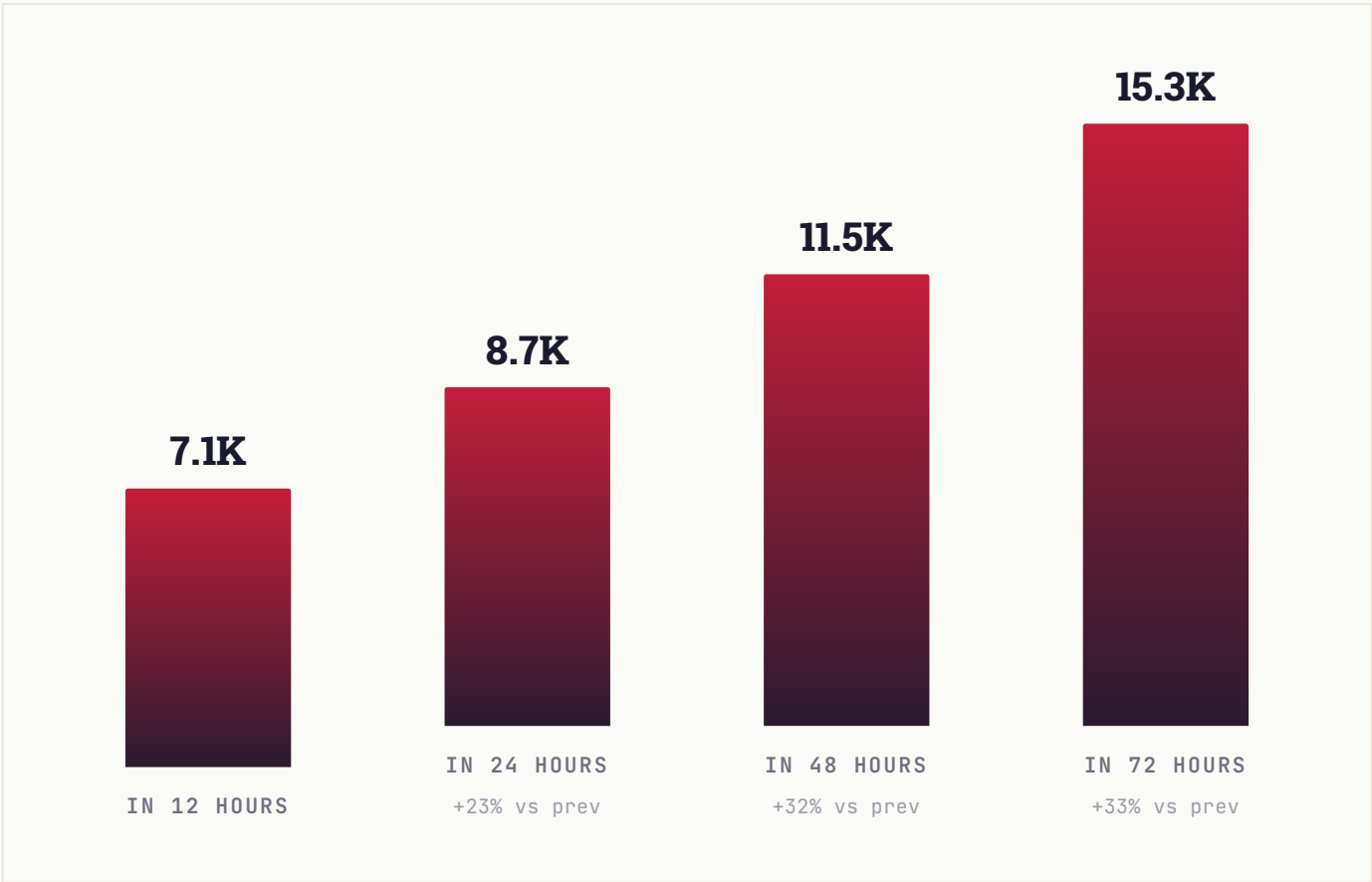
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained and which it lost subs.



SECTION 04 · AD POTENTIAL

How long a post brings reach

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



SECTION 05 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
PE Live • News	4.1M
TL Topor Live	4.1M
M• Moskvich • Moscow News	3.9M
M- Moscow is interesting	3.5M
MA Mash	3.1M
PM First Moscow	3.1M
RN RIA Novosti	3.1M
SR Media Russia not Moscow	2.9M
NM Moscow News	2.7M
MS Moscow today	2.7M
BB Будь в Тренде YOU	557.4K

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#72 of 99). Niche median — 843.7K subs. First growth KPI — reach median. Leader: Live • News (4.1M).

SECTION 06 · MENTION DYNAMICS

How often the channel is mentioned

Every month we record posts in other channels that mention your channel. Over the last **6 months** such mentions were **31**, they brought **12 819** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBS
December 2025	0	0	0	
November 2025	0	0	6 923	
October 2025	26	11	0	
September 2025	0	0	5 896	
August 2025	0	0	0	
July 2025	5	2	0	
TOTAL MENTIONS	MONTHS OF DATA		ATTRACTED SUBS	
31	6		12 819	

SECTION 07 · NICHE COMPARISON

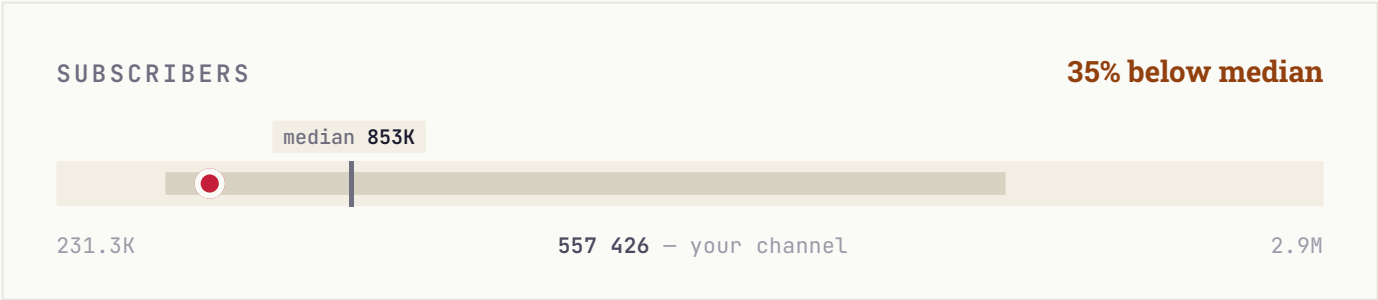
Where the channel ranks in its league

Took top-100 channels in category «News & Media» (Russia) and saw how your channel compares. Gray band — range covering 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

#86/100

RANK IN NICHE

Channel in the bottom half of the ranking



— SECTION 08 · STRATEGY

What to do right now

5 priority actions sorted by expected impact. Check off and revisit 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 2.76% vs norm 5.5%. Try polls and interactive formats.

EFFECT

+2.7pp ER

03

Systematic traffic buying

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

EFFECT

+1K-3K subs

04

Test polls and 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 quarterly with same-segment channels. 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 ads in
Telegram**

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

02

Contact manager

t.me/PromptPress_manager
