

PROMTPRESS PUBLIC REPORT

Channel audit

Trend or leave



@trendsetter

This channel is read by an IT guy from Sber, a remote worker from Cyprus, and a marketer from Yandex. Making Russian marketing trendy 🇷🇺 Collab: @pokrovek RKN: <https://rkn.link/OaF>

SUBSCRIBERS

917 910

-43966 per month

ERR (% WHO SEE
POSTS)

3.0%

per day 2.0%

REACH/POST

26K

ad reach 18.7K/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 917 910 —	SUBS REACH 2.83% avg % subs see post	VIEWS/POST 26K median 26.6K · 29 days	POSTS/DAY 13.2 ~93 per week
7D TREND -2.8% vs previous week	REACTIONS/POST 473.0 total 185,906 reactions, 130,896 reposts, 0 comments	POST LENGTH 279 chars. median 244 · 29 days	POSTS ANALYZED 393 29 days
AD REACH 18.7K 24h avg	CHURN / MONTH -43966 last month	CITATION RATE 3 397 citation index · 10,754 channels mentioned ever	CHANNEL AGE 8 years 4 months created 14.02.2018

AI EDITOR SUMMARY

Channel «You're in trend or leave» — 917 910 subs. Each post averages 26K people (3% from subs), reach is low — consider expanding audience. Publishes 93 posts per week (~13/day) — very active posting. For week of June 22–28, reach stable (-2.8% vs week 15–21 Jun).

SECTION 02 · CONTENT ANALYSIS

Best-performing content

Top posts by engagement and underperformers — to see what to repeat and what to drop.

WHAT TOP POSTS SHARE

- 01 Analysis based on **393** posts over 29 days.
- 02 Dominant format — **Photo** (215/393 posts).
- 03 Avg post length — **279** chars (median 244).
- 04 Peak audience activity — **thu**, 22:00 MSK.
- 05 Top posts get **3x** more views than the weakest (55.8K avg for top vs 18.9K for bottom) — among 393 posts over 29 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 25.06 · 19:16 VIDEO «Запретить сыру President иметь срок годности». В рилсах раскрыли, как проходят заседания Роскомнадзора и Минцифры, на которых принимают...	VIEWS	REACTIONS
	88 759	540
	REPOSTS	ER
	557	9.7%
Nº2 10.06 · 09:37 PHOTO EXCLUSIVE PHOTOS OF DODO X WINX COLLAB! Starting June 30 in restaurants: • Pizza with mozzarella balls in pink...	VIEWS	REACTIONS
	40 311	543
	REPOSTS	ER
	2 209	4.4%
Nº3 05.06 · 14:59 PHOTO For the MAX state messenger, Russians will ditch their iPhones and switch to Android, Rostelecom CEO Mikhail Oseevsky seriously claimed at...	VIEWS	REACTIONS
	38 393	1 097
	REPOSTS	ER
	637	4.2%

№4

13.06 • 18:06

PHOTO

В Roblox появилась реклама службы по контракту в ВС РФ. Так вот для чего его разблокировали на самом деле



VIEWS

34 358

REPOSTS

795

REACTIONS

1 027

ER

3.7%

№5

19.06 • 18:46

VIDEO

Crimea turned into Italy. Russians flock to Alupka instead of Europe – they say the views, narrow streets and luxury hotels are...

VIEWS

33 666

REPOSTS

894

REACTIONS

565

ER

3.7%

WORST 3



29.06 • 17:48

PHOTO

«Удобно использовать, если вы много раз собираетесь есть роллы». На Авито продают многоразовые прозрачные палочки для роллов. Окупиться они...

VIEWS

19 168

REPOSTS

49

REACTIONS

275

ER

2.1%



29.06 • 14:52

VIDEO

Kupibilet released an AI cartoon about a sweaty butt that wants to fart in business class, not economy. Yo, buy business



VIEWS

18 864

REPOSTS

207

REACTIONS

300

ER

2.1%



30.06 • 09:49

VIDEO

В Москве в Петровском путевом дворце прошло мероприятие от сервиса «Путешествий» Т-Банка для отельеров. Просто представьте: гости собрались...

VIEWS

18 602

REPOSTS

16

REACTIONS

50

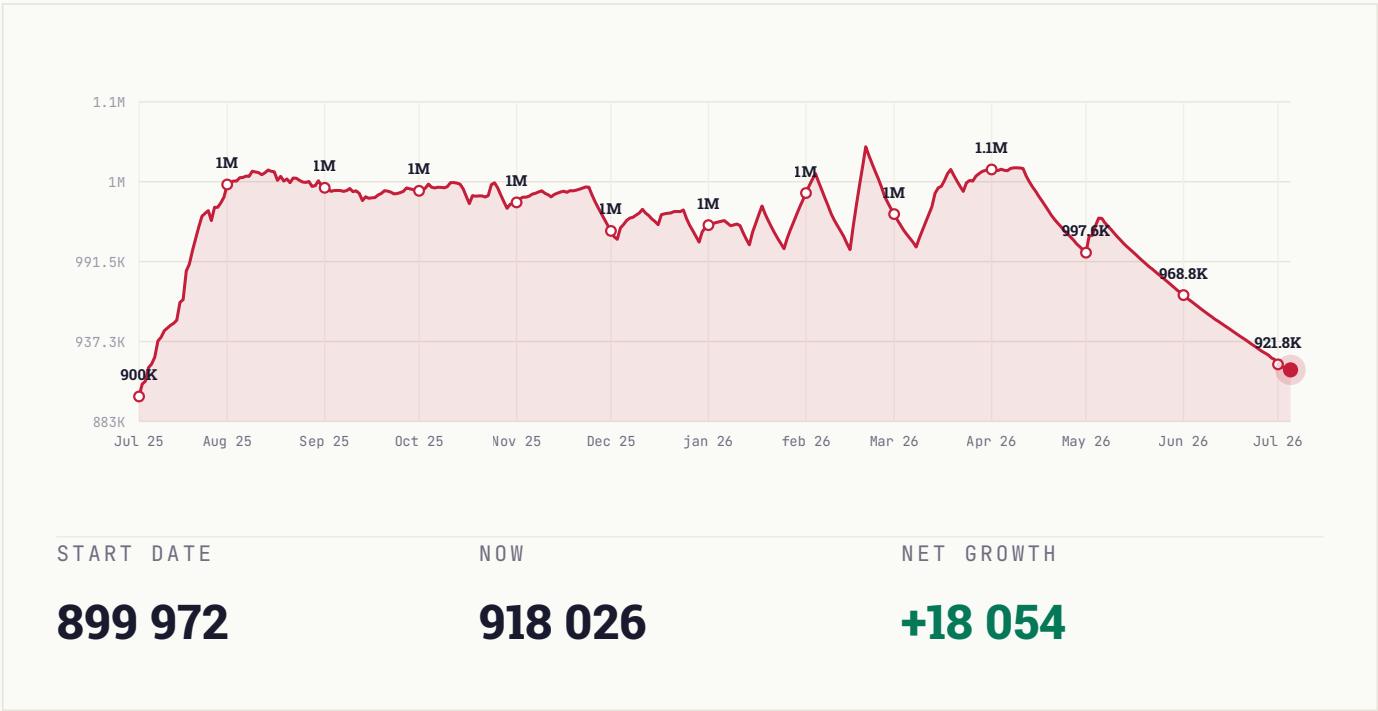
ER

2.0%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

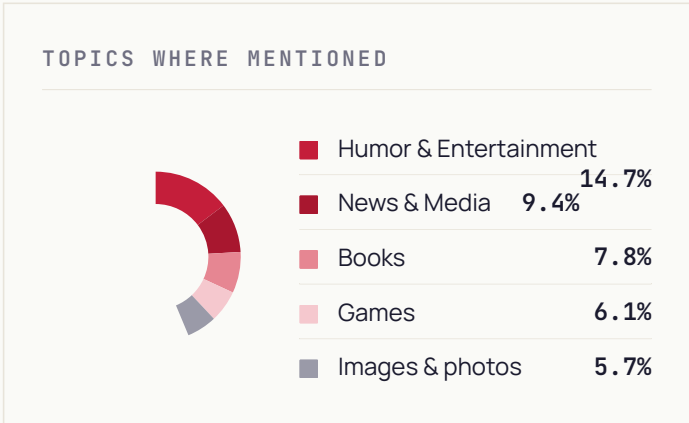
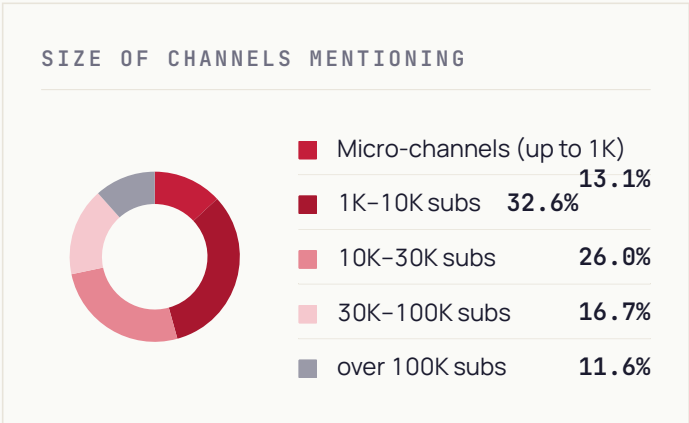
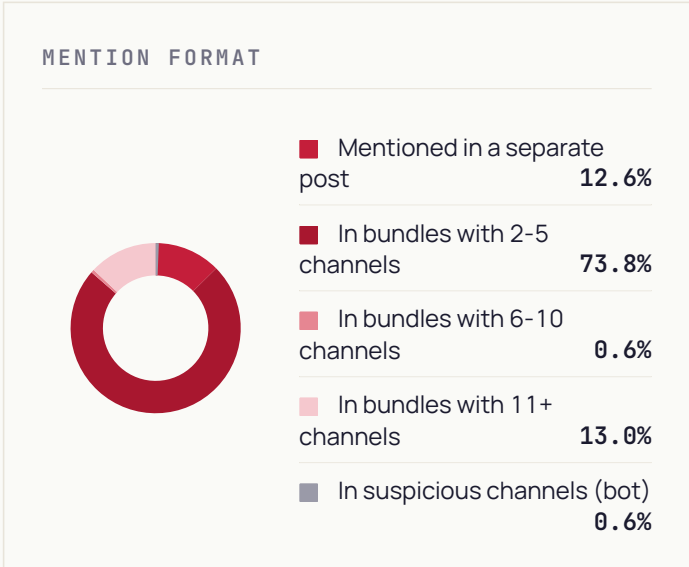
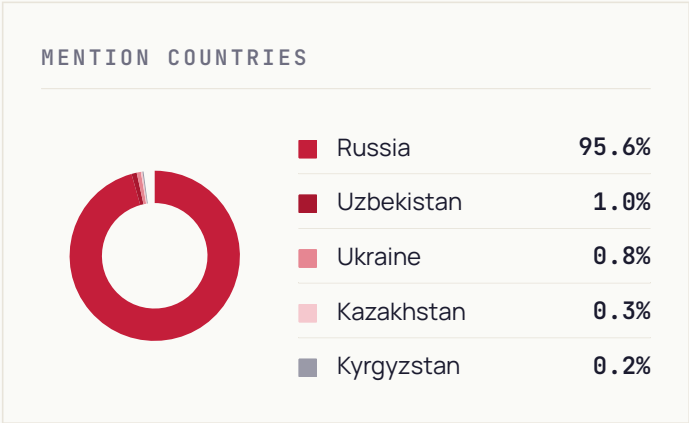
Subscriber growth chart for the year. Key months show exact sub count. See which months grew and which lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

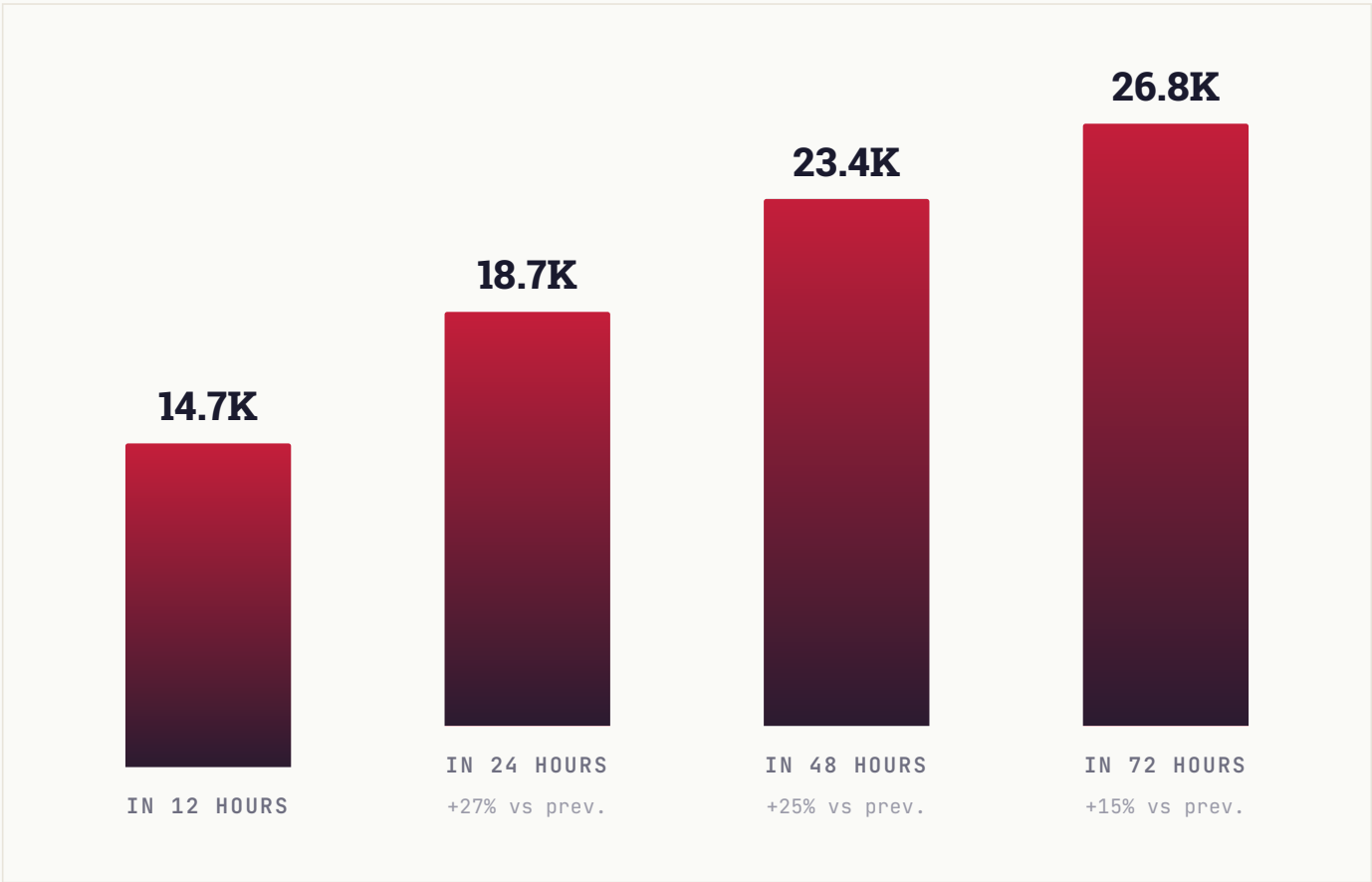
Citation index **3 397** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100k subs channel weighs more than from 1k. All-time mentions: **10 754** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of ad post over time since publication. Helps estimate how long 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 Oka	1.6M
Today Search	1.4M
TR Trendly	1.2M
ER Customer is always right	1.1M
TB trends by russia	1.1M
This week Trending today	1M
TZ Set trends	939.7K
TV Trend or leave YOU	917.9K
TR Trending	899.5K

COMPARATIVE INSIGHT

Channel in niche top-10 (#10 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

Monthly we track posts in other channels that mention yours. Over the last 6 months mentions count 266, they brought 196 259 new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
Jan 2026	31	28	65 420
December 2025	67	61	40 213
Nov 2025	36	29	16 114
Oct 2025	34	24	27 169
September 2025	54	45	14 880
August 2025	44	33	32 463
TOTAL MENTIONS			266
MONTHS OF DATA			6
ACQUIRED SUBS			196 259

SECTION 08 · NICHE COMPARISON

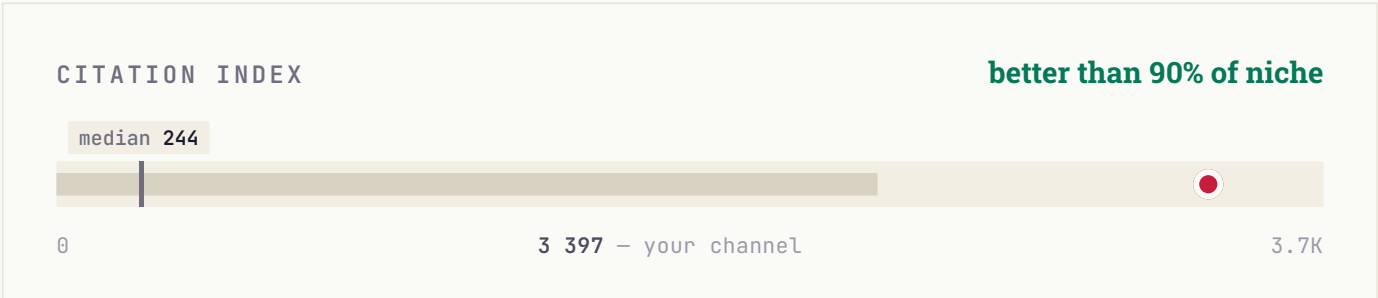
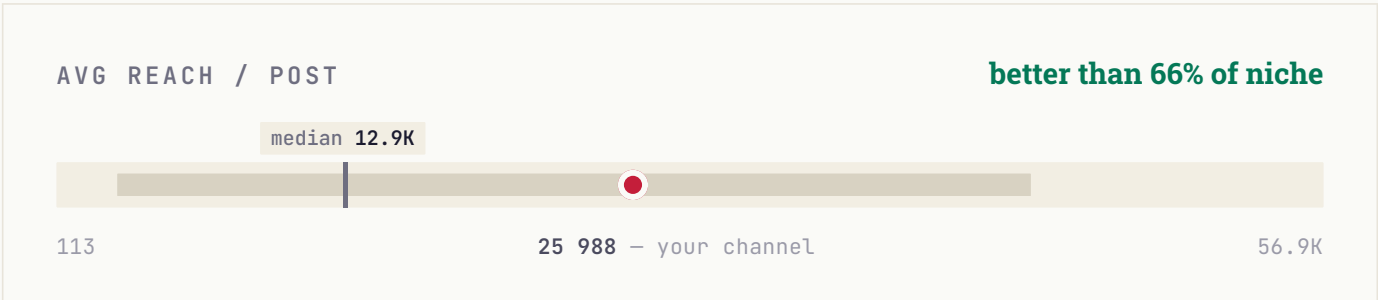
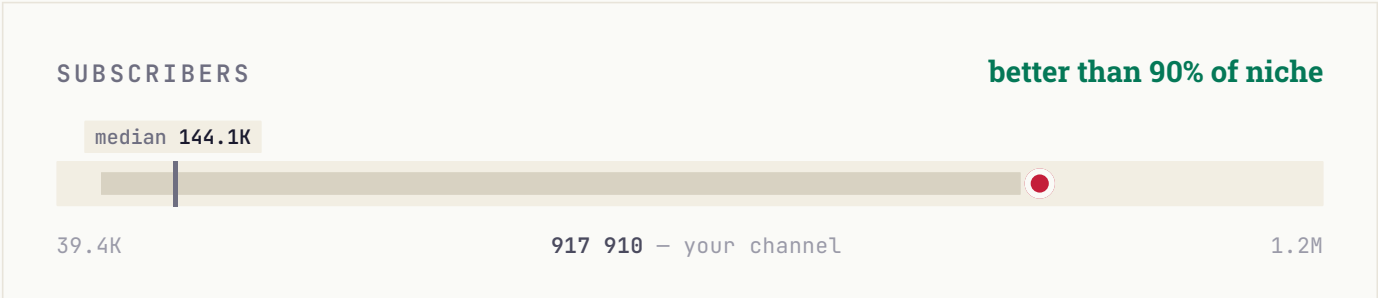
Where channel ranks in its league

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

#10/100

RANK IN NICHE

Channel in top 10% marketing, PR, ads Russia



— SECTION 09 · STRATEGY

What to do right now

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

- 01

Best post day — Thursday
 Audience most active on this day at 22:00 MSK.

EFFECT
Best window for key posts
- 02

ER below niche benchmark — rethink formats
 Current ER 2.83% vs norm 3.0%. Try polls & interactive formats.

EFFECT
+0.2pp 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
+1k-3k subs
- 04

Test polls & interactive formats
 Posts with polls/reactions usually boost ER by +5-15%.
 One poll per week on a hot topic — easy win.

EFFECT
+5-15% ER
- 05

Cross-promo with neighboring channels
 Swap posts with same-segment channels 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 — 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 ad <https://panel.promptpress.com/register>

02 Contact manager t.me/PromptPress_manager
