

PROMTPRESS PUBLIC REPORT

Channel audit

Trendly



@trendtrendtrend

Digital media where AI mascot and editors share high-ranking trends and explain style and swag. Collaboration: @whoisdonny
RKN — <https://rkn.link/jt7> Working with @Spiral_Yuri and Perfluence

SUBS

1 184 763

+137048 per month

ERR (% WHO SEE
POSTS)

3.0%

per day 1.9%

REACH/POST

31.4K

ad reach 22.9K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. Subtitle under the number shows the period it covers.

 SUBS 1 184 763 —	 SUBSCRIBER REACH 2.65% avg % of subs see post	 VIEWS/POST 31.4K median 29.5K · 29 days	 POSTS/WEEK 44.4 for the period
 7D TREND -20.8% vs previous week	 REACTIONS/POST 112.2 total 20,987 reactions, 6,005 reposts, 0 comments	 POST LENGTH 321 chars median 309 · 29 days	 POSTS ANALYZED 187 29 days
 AD REACH 22.9K 24h avg	 CHURN / MONTH +137048 last month	 CITATION RATE 0 citation index · 10 channels mentioned ever	 CHANNEL AGE 5 months 17 days created 18.01.2026

AI EDITOR SUMMARY

Channel «Trendly» — 1 184 763 subs. Each post averages 31.4K people (3% of subs), reach is low — need to grow audience. Publishes 44 posts per week (~6/day) — active posting. For week 22–28 Jun reach dropped by -20.8% By week 15–21 Jun — worth analyzing the reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **187** posts over 29 days.
- 02 Dominant format — **Photo** (101/187 posts).
- 03 Avg post length — **321** chars (median 309).
- 04 Peak audience activity — **Friday, 22:00 MSK**.
- 05 Top posts get **6x** more views than the weakest (63K avg top vs 11.3K worst) — among 187 posts in 29 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 11.06 · 19:22 VIDEO Tea GIRYA — Berlin porcelain manufactory & design studio Sucuk und Bratwurst made sporTEA. Sports equipment weighing 8 kg actually...	VIEWS	REACTIONS
	65 445	123
	REPOSTS	ER
	34	5.5%
Nº2 12.06 · 19:25 PHOTO Artist UNZIPPED a house facade in Milan — Alex Chinneck created a giant 17m sculpture of a zipper. The work...	VIEWS	REACTIONS
	63 234	189
	REPOSTS	ER
	53	5.3%
Nº3 13.06 · 18:06 PHOTO Tokyo office hell in one photo project — works by photographer Pavel Yashchuk, who spent years capturing sleeping workers on Tokyo streets...	VIEWS	REACTIONS
	60 288	201
	REPOSTS	ER
	82	5.1%

Nº4 13.06 • 11:26 PHOTO Cat paw scans — Jon Hanford's photo project collecting paw prints on a flatbed scanner. The Cat Scan project started back in...	VIEWS 58 268 REPOSTS 130 REACTIONS 177 ER 4.9%
Nº5 11.06 • 11:27 PHOTO Mind-bending photos — Italian artist fontanesi creates surreal images merging two halves of different...	VIEWS 58 245 REPOSTS 51 REACTIONS 123 ER 4.9%

WORST 3

↓ 05.06 • 14:03 PHOTO Love letter made of stainless steel — artist Ikhsan figured out how to capture his feelings forever. He created Stainless Steel Love...	VIEWS 12 479 REPOSTS 5 REACTIONS 58 ER 1.1%
↓ 05.06 • 12:33 PHOTO Sweet buns, we've got news! New thematic quizzes on «Open Kitchen» site. Plans for the next few days: • find out...	VIEWS 11 350 REPOSTS 4 REACTIONS 24 ER 1.0%
↓ 05.06 • 12:34 TEXT Ready to find your Japanese aesthetic or plan your perfect day in Italy? Take themed quizzes from «Open...	VIEWS 9 968 REPOSTS 1 REACTIONS 20 ER 0.8%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

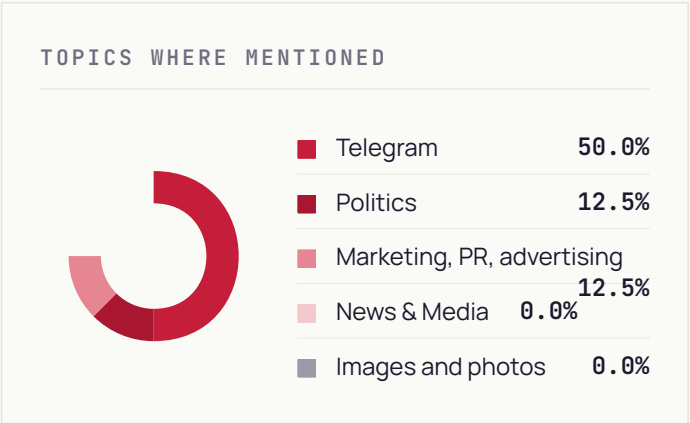
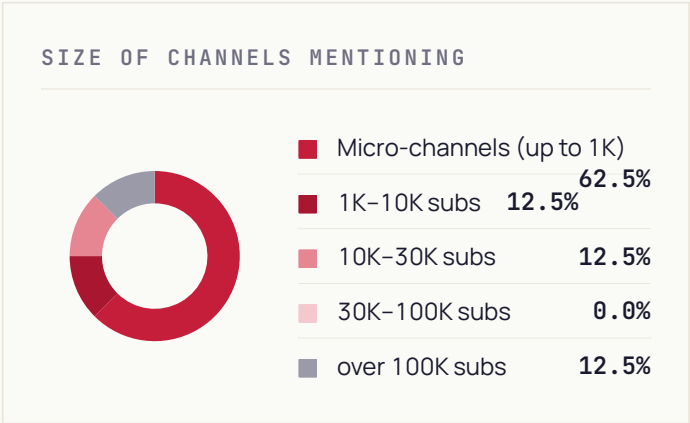
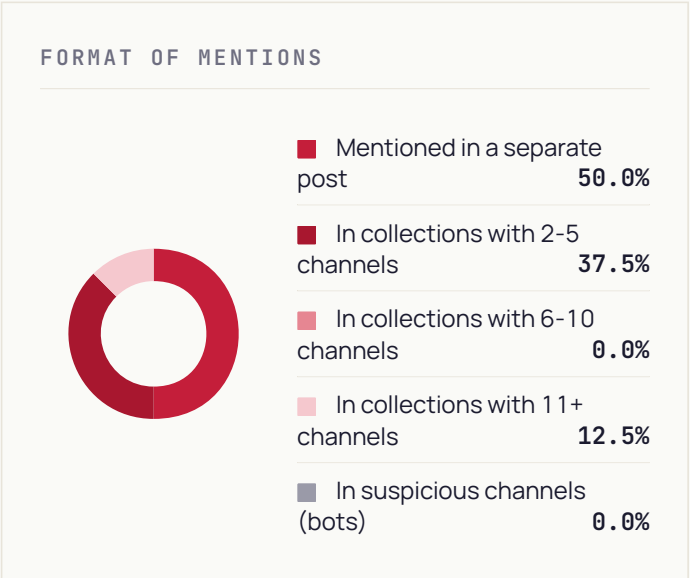
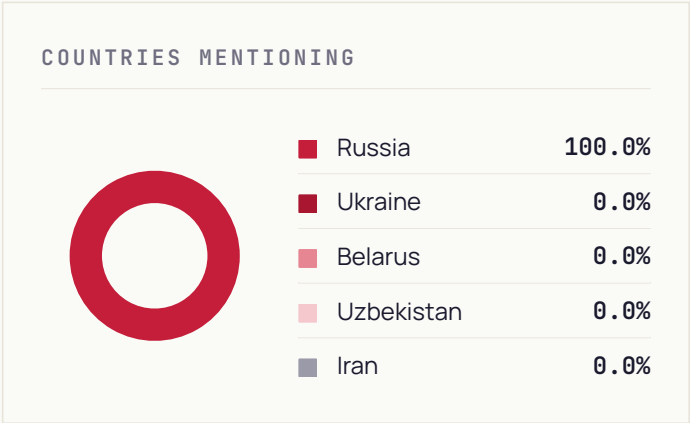
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who and how mentions the channel

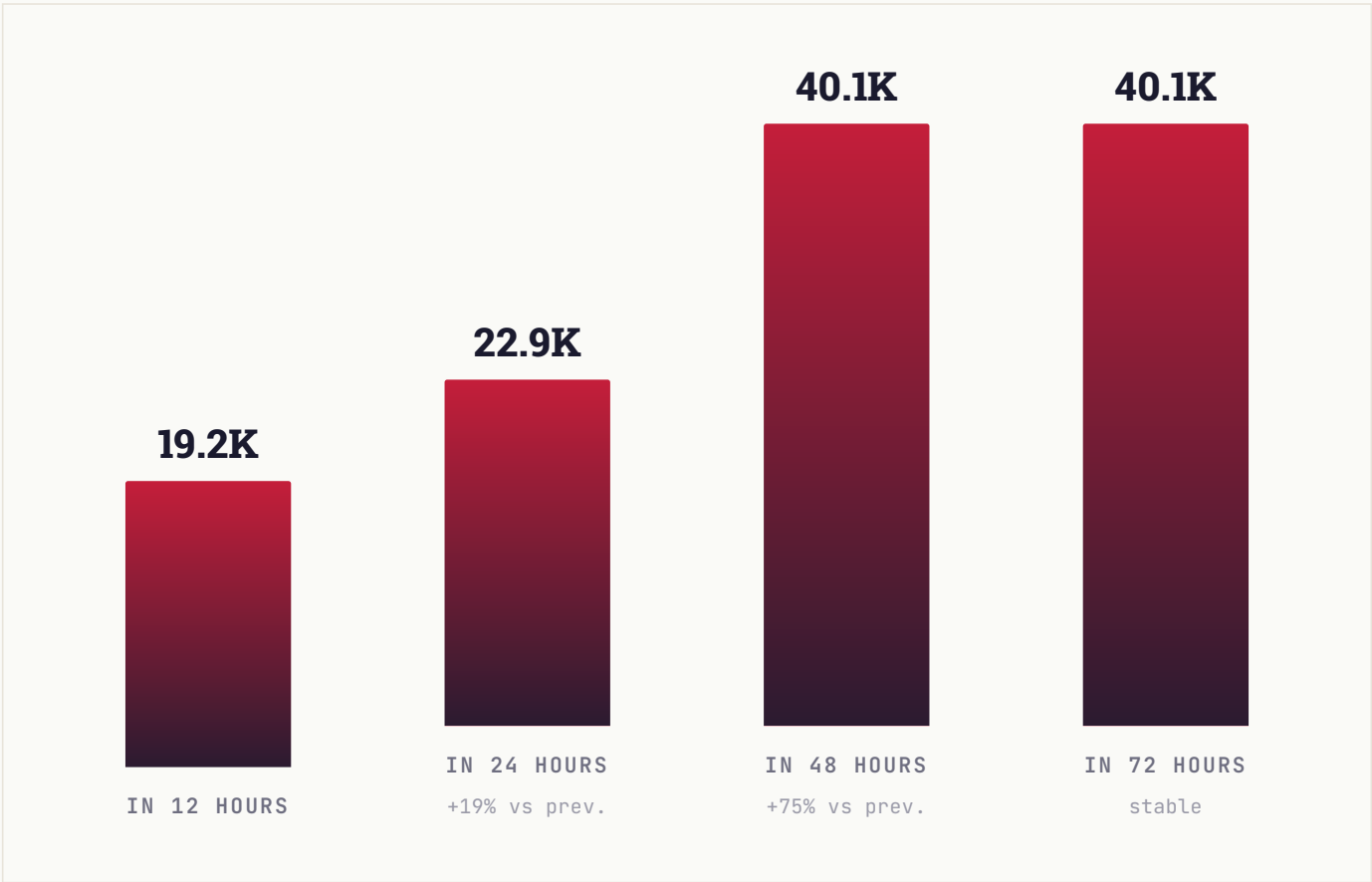
Citation index 0 – channel popularity rating based on mentions. Considers not only quantity but also weight of mentioners: a post from a channel with 100k subs weighs more than from 1k subs. All-time channel mentions 10 different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post by time since publication. Helps estimate how long placement should «live».



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic & audience. Your channel highlighted – see its rank among niche peers.

CHANNEL	SUBS
TM My feed trends	2.5M
MO Ice cream	1.7M
OK Okak	1.6M
ER Search	1.4M
TR Trendly YOU	1.2M
KV Customer is always right	1.1M
TB Trends by Russia	1.1M
AVG Trending today	1M
ER Brief Set trends	939.7K
TV Trend or leave	920.5K
TR Trending	899.5K

COMPARATIVE CONCLUSION

Channel in top 10 of niche (#5 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 · NICHE COMPARISON

Where the channel stands in its league

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

#5/100

RANK IN NICHE

Channel in top 5% marketing, PR, ads Russia



— SECTION 08 · 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 most active on this day at 22:00 MSK.

EFFECT

**Best window
for an
important post**

02

ER below niche benchmark — rethink formats

Current ER 2.65% vs norm 3.0%. Try polls & interactive formats.

EFFECT

+0.4pp 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 poll per week on a hot topic — easy growth lever.

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

Swap posts with same-segment channels quarterly. 2-3 collabs give relevant growth — no need daily.

EFFECT

**Relevant
audience
growth**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in minutes from public data. Want to go further? Run ads through us & hit your growth plan in a month.

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

02 Contact manager t.me/PromptPress_manager
