

PUBLIC REPORT BY PROMTPRESS

Channel audit

My feed trends



@trendu

Tomorrow this will be a new trend, but today we write about it.
 Collaboration: @justcage Working with @bidfox_news,
 @Tgpodbor_official and @Spiral_Yuri RKN – <https://rkn.link/9wD>

SUBSCRIBERS

2 476 808

+115245 per month

ERR (% WHO SEE
POSTS)

3.0%

in 24h **1.6%**

REACH/POST

52.2K

ad reach **39.8K/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 Citation rate

Who and how mentions the channel

04 Ad potential

How long a post generates reach

05 Competitors

Niche neighbors · your spot

06 Mention dynamics

6 months · monthly

07 Niche comparison

Rank in «Marketing, PR, Advertising»

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 2 476 808 —	 SUBS REACH 2.11% avg % subs see post	 VIEWS/POST 52.2K median 49.8K · 29 days	 POSTS/DAY 9.5 ~66 per week
 7D TREND -8.0% vs previous week	 REACTIONS/POST 396.8 total 111,092 reactions, 59,948 reposts, 0 comments	 POST LENGTH 282 chars median 245 · 29 days	 POSTS ANALYZED 280 29 days
 AD REACH 39.8K 24h avg	 CHURN / MONTH +115245 last month	 CITATION RATE 70 citation index · 562 channels mentioned all time	 CHANNEL AGE 11 months 9 days created 26.07.2025

AI EDITOR SUMMARY

Channel «Trends of my feed» — 2 476 808 subs. Each post averages 52.2K people (2% of subs), reach is low — consider expanding audience. Publishes 66 posts per week (~9/day) — active posting. For week June 22–28 reach dropped by -8.0% by week of June 15–21 — worth analyzing why.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS SHARE

- 01 Analysis based on 280 posts in 29 days.
- 02 Dominant format – Video (156/280 posts).
- 03 Avg post length – 282 chars (median 245).
- 04 Peak audience activity – Wed, 23:00 MSK.
- 05 Top posts get 3x more views than the weakest (92.6K avg for top vs 30.9K for worst) – among 280 posts in 29 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 16.06 · 12:01 PHOTO Masha and the Bear will now be produced by Netflix – the company acquired rights to new seasons 8 and 9. Additionally, the service extended the agreement for...	VIEWS 103 310 REPOSTS 2 579	REACTIONS 1 023 ER 4.2%
Nº2 20.06 · 14:02 VIDEO Fanfic about Dramione from PYATEROCHKA – unusual ad in the official account. SMM manager even thought out the plot: Ron and...	VIEWS 88 941 REPOSTS 611	REACTIONS 542 ER 3.6%
Nº3 17.06 · 11:30 VIDEO 🌱🌱🌱🌱🌱🌱🌱🌱 Sber is a world of opportunities, stories, and, of course, diverse people. At the heart of our ad campaign are employees and...	VIEWS 85 594 REPOSTS 2	REACTIONS 300 ER 3.5%

Nº4 20.06 • 17:46 VIDEO «Six-sevenslav or Svegonia» – the web compiled a list of trendiest names. Choice will be easy. Also choice: 😏	VIEWS 85 401 REPOSTS 571 REACTIONS 807 ER 3.4%
Nº5 18.06 • 18:00 PHOTO Burger King congratulates everyone on PANIC day. Celebrating, AAAAAAA 🤔	VIEWS 84 162 REPOSTS 314 REACTIONS 811 ER 3.4%

WORST 3

↓ 09.06 • 16:59 VIDEO CHIP fortune wheel appeared in Globus – a roulette that solves the snack dilemma: which flavor...	VIEWS 32 010 REPOSTS 12 REACTIONS 325 ER 1.3%
↓ 09.06 • 15:45 PHOTO Guys, take note 🤔	VIEWS 30 827 REPOSTS 28 REACTIONS 455 ER 1.2%
↓ 05.06 • 12:01 PHOTO Yandex Pay assembled the UNBREAKABLE defense from top Russian national team goalkeepers – and it turns out you can save not only goals but also...	VIEWS 29 781 REPOSTS 11 REACTIONS 60 ER 1.2%

— SECTION 03 • MENTIONS

Who and how mentions the channel

Citation index **70** — 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 channel. All time channel mentioned **562** different channels.

COUNTRIES MENTIONING



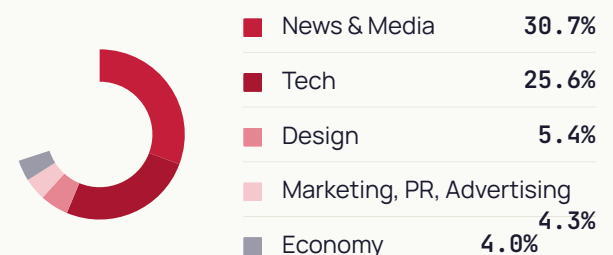
FORMAT OF MENTIONS



WHAT SIZE CHANNELS MENTION



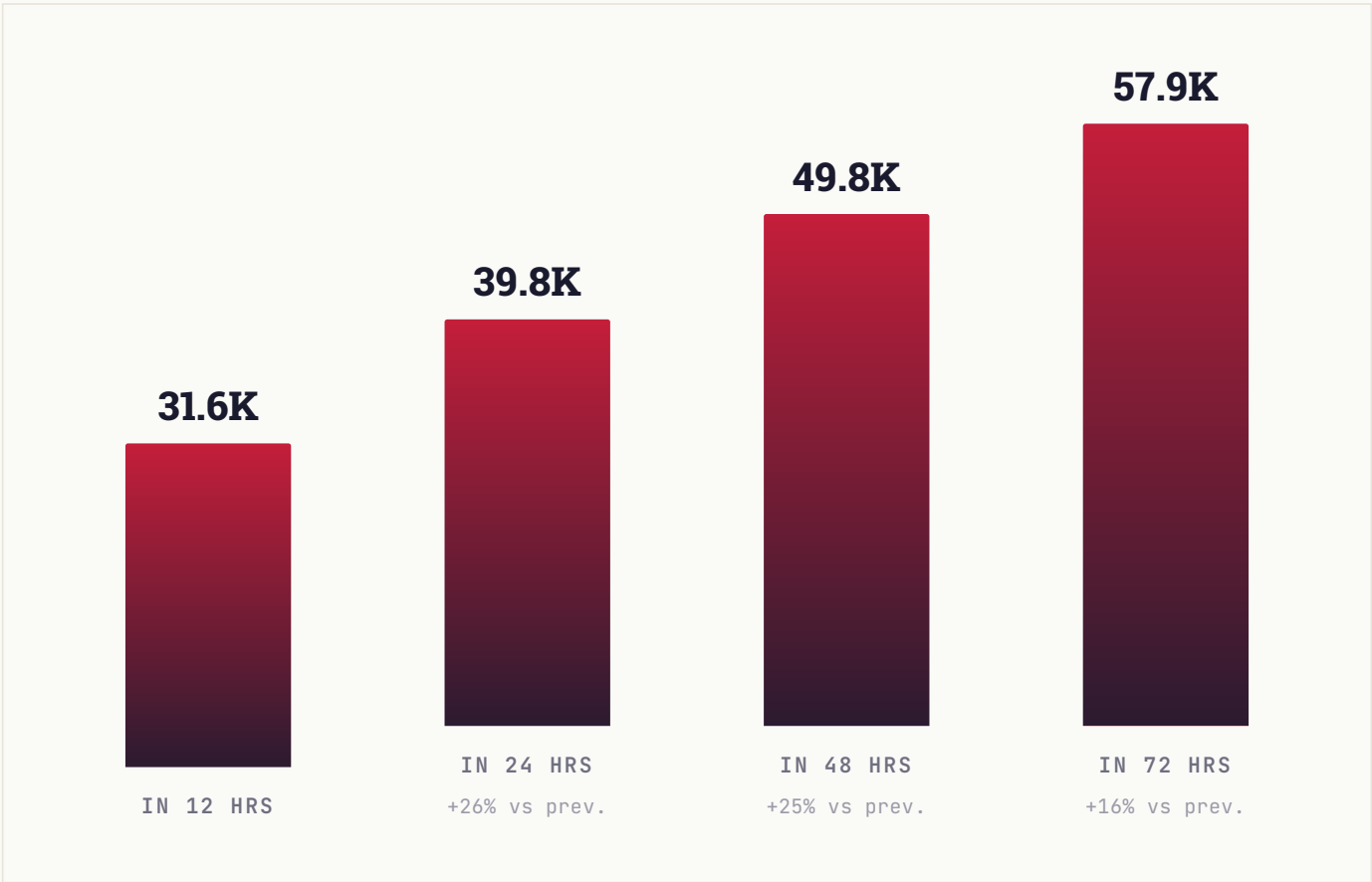
TOPICS WHERE MENTIONED



SECTION 04 · AD POTENTIAL

How long a post generates reach

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



SECTION 05 · COMPETITORS

Who you compete with

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

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

COMPARATIVE INSIGHT

Channel in top-1 in niche (#1 of 99 channels in category). One of the leaders – client-partners can go for cross-promo with equals; for PR/reach you are a valuable media partner.

SECTION 06 · MENTION DYNAMICS

How often the channel is mentioned

Every month we track posts in other channels that mention yours. Over the last **6 months** such mentions occurred **283**, they brought **1 953 315** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
January 2026	2	2	904 025	
December 2025	2	2	42 267	
November 2025	3	3	32 027	
October 2025	40	39	974 996	
September 2025	236	233	0	
August 2025	0	0	0	
TOTAL MENTIONS		MONTHS OF DATA	ACQUIRED SUBS	
283		6	1 953 315	

SECTION 07 · NICHE COMPARISON

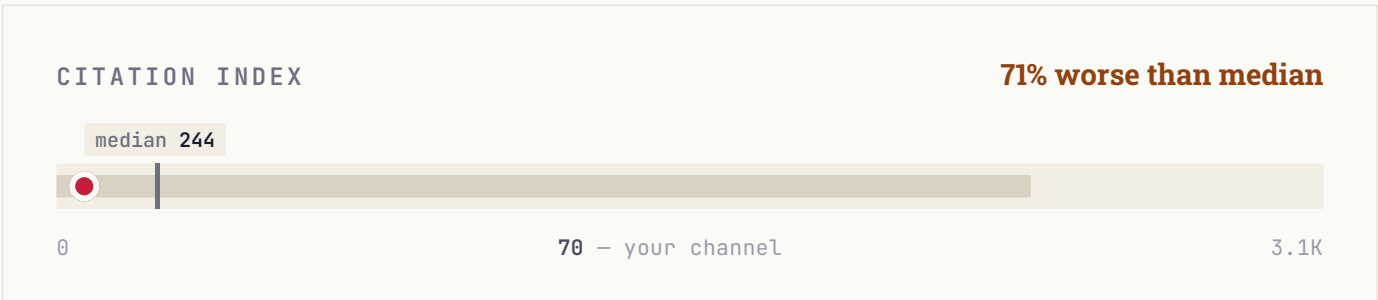
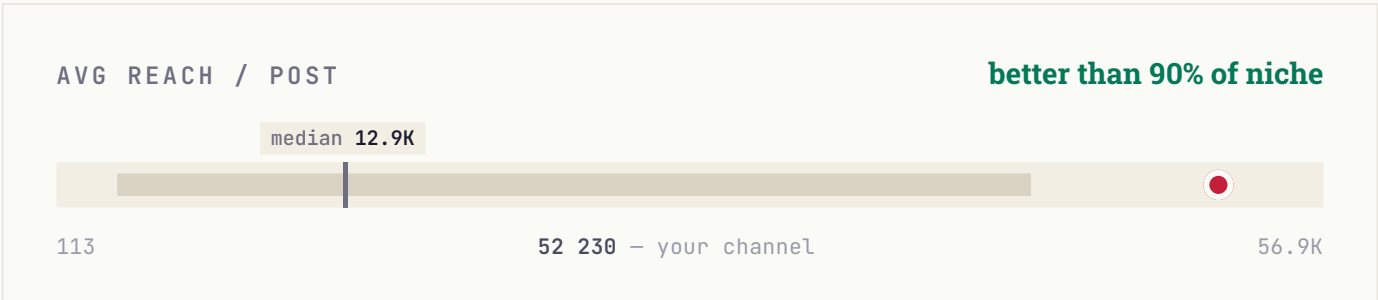
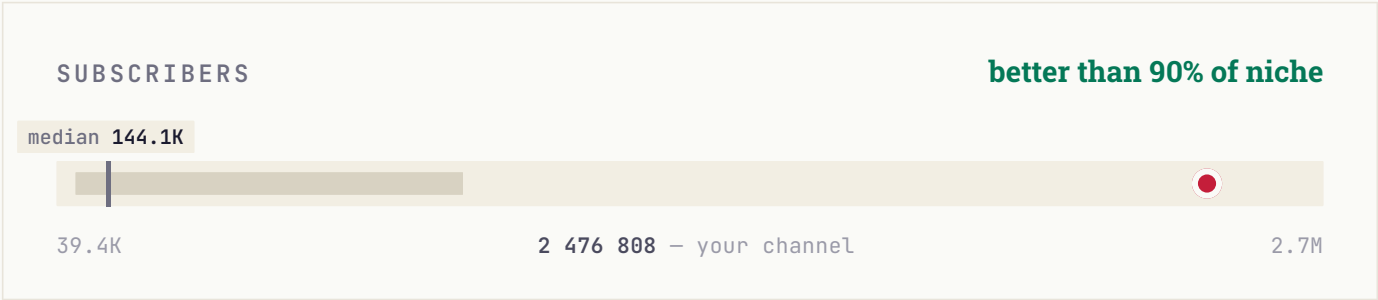
Where the channel ranks in its league

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

#1/100

RANK IN NICHE

Channel in top 1% Marketing, PR, Advertising Russia



— SECTION 08 · STRATEGY

What to do right now

5 priority actions sorted by expected impact. Check off and return to this report in a month.

01

Top post of the week — on Wednesday

Audience is most active on this day at 23:00 MSK.

EFFECT

**Best window
for an
important post**

02

ER below niche benchmark — rethink formats

Current ER 2.11% vs norm 3.0%. Try polls & interactive formats.

EFFECT

+0.9pp 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 usually give +5-15% ER. One poll per week on a hot topic — easy growth point.

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

Swap posts quarterly with channels in the same segment. 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 minutes from public data. Want more? Run ads with us & close your growth plan in a month.

01

**Launch ads in
Telegram**

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

02

Contact manager

t.me/PromptPress_manager