

PUBLIC REPORT PROMTPRESS

Channel audit

Беспощадный диджитал



@tzigan

Media portal on marketing, ads & digital. Collab: @alfapolo
Assistant: @Alivian Working with @Spiral_Yuri Channel link: <https://t.me/+U1I6hokc8ko4YWM6> RKN: clck.ru/3Ga5Rp

SUBSCRIBERS

43 531

-879 per month

ERR (% SEE POSTS)

7.0%

per day **3.7%**

REACH/POST

2.6K

ad reach **1.6K**/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card – a separate channel health indicator. The subtitle below the number shows the period it covers.

 SUBSCRIBERS 43 531 —	 SUBSCRIBER REACH 5.87% avg % subs see post	 VIEWS/POST 2.6K median 2.6K · 29 days	 POSTS/WEEK 49.4 for the period
 7D TREND -12.6% vs previous week	 REACTIONS/POST 29.5 total 6,233 reactions, 5,594 reposts, 0 comments	 POST LENGTH 320 chars median 220 · 29 days	 POSTS ANALYZED 211 29 days
 AD REACH 1.6K 24h avg	 CHURN / MONTH -879 last month	 CITATION RATE 1 068 citation index · 2,484 channels mentioned it ever	 CHANNEL AGE 9 years 6 months created 30.12.2016

AI EDITOR SUMMARY

Channel «Ruthless Digital» – 43 531 subs. Each post gets avg 2.6K people (6% from subs), reach is low – expand audience. Publishes 49 posts/week (~7/day) – active publishing. Week Jun 29 – Jul 5 reach dropped -12.6% by week Jun 22–28 – analyze why.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and outsiders – to see what to repeat and what to drop from rotation.

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on 211 posts in 29 days.
- 02 Dominant format – Photo (143/211 posts).
- 03 Avg post length – 320 chars (median 220).
- 04 Audience peak activity – Wed, 10:00 MSK.
- 05 Top posts drive 3x more views than the weakest (6.5K avg top vs 2.1K worst) – among 211 posts in 29 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 14.06 · 07:36 PHOTO LOL, users shared a collection of genius emoji combos for work & other chats. Colleagues, take note.	VIEWS 7 034 REPOSTS 148	REACTIONS 47 ER 16.2%
Nº2 07.07 · 21:10 VIDEO Discover tracks only their authors have heard: here are the top 3 unusual sites to get lost in. 1. Longplayer – a song...	VIEWS 6 533 REPOSTS 106	REACTIONS 10 ER 15.0%
Nº3 24.06 · 07:03 PHOTO Toxic work chats can drive employees to quit – HR warns that constant political arguments, aggressive...	VIEWS 5 921 REPOSTS 36	REACTIONS 16 ER 13.6%

Nº4 15.06 • 19:38 PHOTO Juniors officially became seniors – a PwC study shows companies are looking for entry-level employees...	VIEWS 3 390 REPOSTS 32 REACTIONS 34 ER 7.8%
Nº5 15.06 • 14:59 PHOTO Users have a new trend – they invent funny Wi-Fi names to scare and amuse neighbors. Among them: 'Emitter...	VIEWS 3 357 REPOSTS 32 REACTIONS 60 ER 7.7%

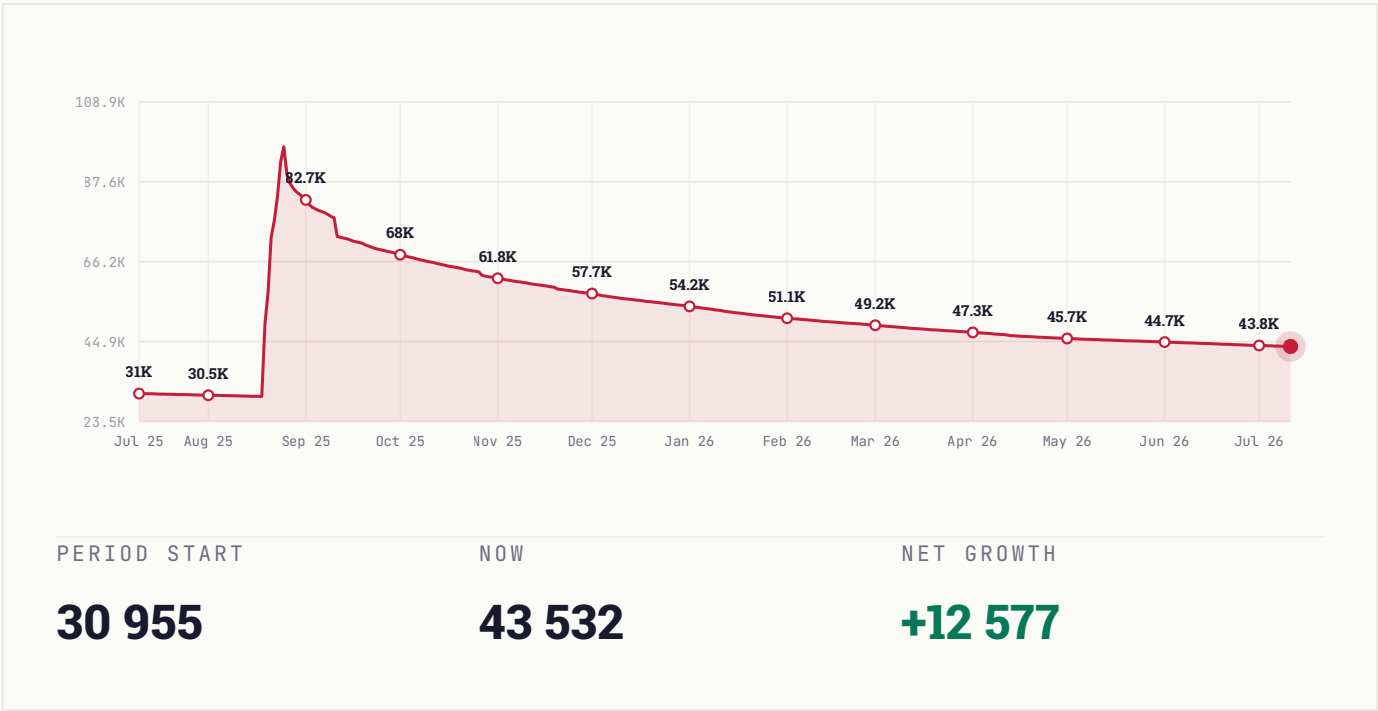
WORST 3

↓ 08.07 • 16:54 VIDEO Lol, the official Smeshariki account showed what Pin's gallery would look like... Now that's niche content!	VIEWS 2 078 REPOSTS 19 REACTIONS 26 ER 4.8%
↓ 07.07 • 17:30 VIDEO «I can't eat, sleep, I have nightmares about electric cars»: a micro-blogger with 3.8K subs got a big ad buy...	VIEWS 2 067 REPOSTS 23 REACTIONS 27 ER 4.7%
↓ 07.07 • 19:21 PHOTO Severe heartache can wait – time to pack lunch for the office tomorrow.	VIEWS 2 008 REPOSTS 13 REACTIONS 40 ER 4.6%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

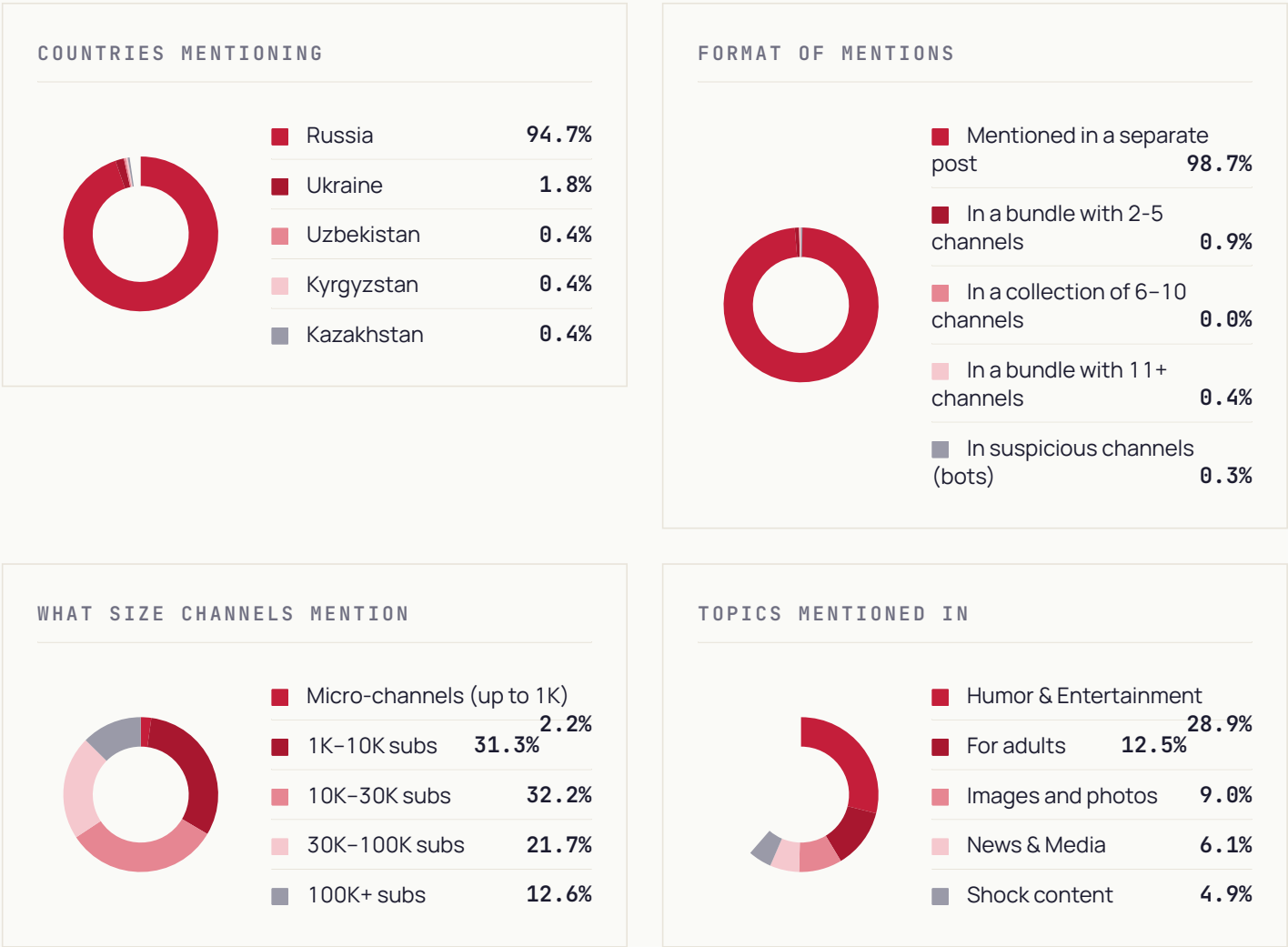
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

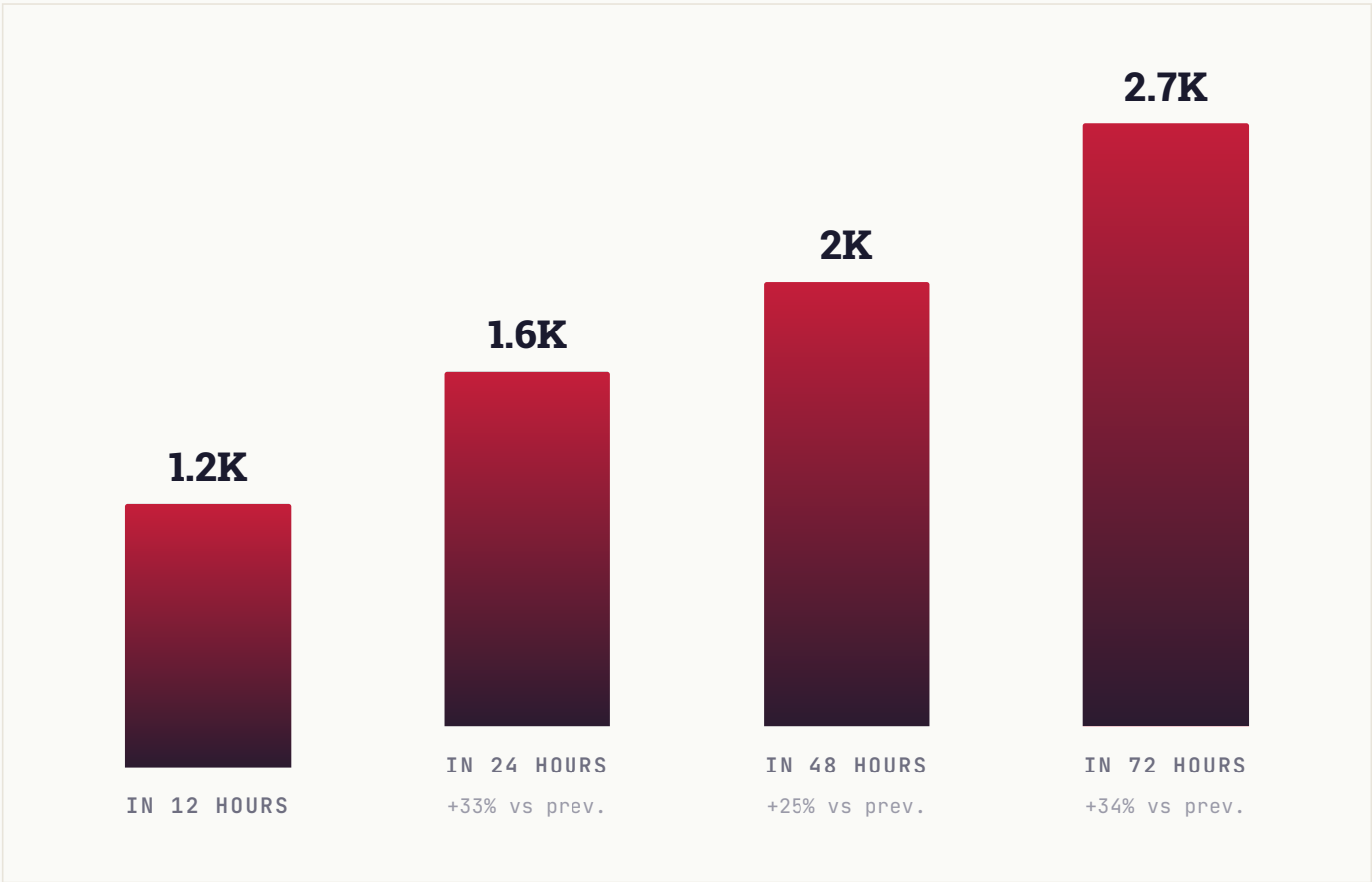
Citation index **1 068** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100K subs channel 'weighs' more than from a 1K subs channel. All time the channel was mentioned **2 484** different channels.



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 should 'live'.



SECTION 06 · COMPETITORS

Who you compete with

11 closest channels by topic & 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
This Search	1.5M
TR Trendly	1.2M
TB trends by rasha	1.1M
ER Customer is always right	1.1M
TZ Set trends	1M
That Trending today	1M
TV Trend or leave	990K
BD Беспощадный диджитал YOU	43.5K

COMPARATIVE INSIGHT

Channel not yet outside top 99 of niche — early growth stage. Niche leader — My feed trends (2.5M), median top-99: 145.1K. First goal — enter top-99 through systematic work on traffic and content.

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Every month we track posts in other channels that mention yours. Over the last **6 months** mentions found **19**, they brought **66 719** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	0	0	0
December 2025	0	0	0
Nov 2025	0	0	0
Oct 2025	0	0	0
Sep 2025	0	0	0
August 2025	19	16	66 719

TOTAL MENTIONS	MONTHS IN DATA	ACQUIRED SUBSCRIBERS
19	6	66 719

Where the channel stands in its league

The figure consists of three horizontal bar charts, each representing a different performance metric. Each chart has a light beige background bar representing the range of values in the niche. A vertical line marks the median value. A red dot indicates the channel's current performance, and a green dot indicates the target value. The charts are as follows:

- SUBSCRIBERS:** The median is 144.6K. The channel's performance is 43,531 (40.9K), which is worse than the median by 70%. The target value is 1.2M.
- AVG REACH / POST:** The median is 13.4K. The channel's performance is 2,554 (11), which is worse than the median by 81%. The target value is 56.2K.
- CITATION INDEX:** The median is 204. The channel's performance is 1,068, which is better than 64% of the niche. The target value is 3.3K.

Metric	Median	Channel Value	Comparison	Target Value
SUBSCRIBERS	144.6K	43,531 (40.9K)	worse than median by 70%	1.2M
AVG REACH / POST	13.4K	2,554 (11)	worse than median by 81%	56.2K
CITATION INDEX	204	1,068	better than 64% of niche	3.3K

— 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 — on Wednesday

Audience is most active on this day at 10:00 MSK.

IMPACT

**Best window
for an
important post**

02

Systematic traffic buying

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

IMPACT

**+1000-3000
subs**

03

Test polls & interactive formats

Posts with polls/reactions usually give +5-15% ER. One poll per week on a hot topic — easy growth point.

IMPACT

+5-15% ER

04

Cross-promo with neighboring channels

Swap posts quarterly with channels in the same niche.
No need daily — 2-3 collabs give relevant growth.

IMPACT

**Growth from
relevant
audience**

05

Update channel description for Telegram search

Telegram search searches by description. Add 3-5 niche keywords — organic traffic source.

IMPACT

**Organic traffic
source**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in minutes using public data. Want more? Run ads with us and hit your growth plan in a month.

01

**Launch Telegram
ads**

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

02

Contact manager

t.me/PromptPress_manager
