

PROMTPRESS PUBLIC REPORT

Channel audit

UnderПяр



@underpyar

The dark side of journalism, PR & marketing. Feedback —
 @underPRv1_bot Backup contact: @nameeee01 ❤️ Telegram x
 UnderПяр RKN: clck.ru/3FVRXS MAX: max.ru/underpyar

SUBSCRIBERS

22 372

-39 per month

ERR (% SEE POSTS)

24.0%

per day 7.5%

REACH/POST

5.9K

ad reach 1.7K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 22 372 —	 SUBS REACH 26.39% avg % subs see post	 VIEWS/POST 5.9K median 2.7K · 28 days	 POSTS/WEEK 31.9 over period
 TREND 7D +39.4% vs previous week	 REACTIONS/POST 35.7 total 4,712 reactions, 3,549 reposts, 419 comments	 POST LENGTH 375 chars median 280 · 28 days	 POSTS ANALYZED 132 28 days
 AD REACH 1.7K 24h avg	 CHURN / MONTH -39 last month	 CITATION RATE 549 citation index · 1,342 channels mentioned ever	 CHANNEL AGE 5 years 28 days created 14.06.2021

AI EDITOR SUMMARY

Channel «UnderПяр» – 22 372 subs. Each post averages 5.9K people (26% from subs), good reach. Publishes 32 posts per week (~5/day) – active posting. For week Jun 29 – Jul 5, reach grew by +39.4% vs week Jun 22–28 – positive trend.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS SHARE

- 01 Analysis based on 132 posts over 28 days.
- 02 Dominant format – Photo (65/132 posts).
- 03 Avg post length – 375 chars (median 280).
- 04 Peak audience activity – Monday, 16:00 MSK.
- 05 Top posts get 39x more views than the weakest (76K avg for top vs 2K for worst) – among 132 posts in 28 days. Worth analyzing what top posts have in common: topic, format, time.

TOP 5 POSTS

Nº1 26.06 · 15:43 PHOTO We propose officially naming 2026 in the Russian marketing calendar the «year of meta-irony». Because if you look at the two loudest cases...	VIEWS 98 789 REPOSTS 250	REACTIONS 58 ER 441.6%
Nº2 18.06 · 10:35 TEXT Everyone is now writing about infobiz-blogger Alexandra Mitroshina. We've compiled a storyline so you don't get confused, and added our opinion. ➡ I...	VIEWS 65 636 REPOSTS 134	REACTIONS 126 ER 293.4%
Nº3 07.07 · 12:15 TEXT Online now: widely discussing the tragedy in Tuva – fifth day searching for two missing girls. Preliminary version: they went swimming and...	VIEWS 63 608 REPOSTS 222	REACTIONS 74 ER 284.3%

Nº4 01.07 · 12:22 PHOTO We see identical messages appearing in publics about imminent withdrawal of deposits, fuel shortages, and other 'urgent...	VIEWS 63 415 REPOSTS 33	REACTIONS 36 ER 283.5%
Nº5 29.06 · 13:51 PHOTO An interesting correlation between education level and remote work opportunities appeared in an Axios analytical review. According to the chart...	VIEWS 63 066 REPOSTS 50	REACTIONS 35 ER 281.9%

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WORST 3

↓ 06.07 · 08:02 VIDEO 	VIEWS 1 975 REPOSTS 57	REACTIONS 36 ER 8.8%
↓ 08.07 · 17:01 PHOTO Saving started not only on shopping but also on romance: Russians chose a lunch container as the main symbol of love, and flowers were skipped...	VIEWS 1 972 REPOSTS 32	REACTIONS 19 ER 8.8%
↓ 08.07 · 15:06 TEXT It seems small and medium businesses in Russia are going through tough times. According to Tochka, in H1 2026 SME turnover...	VIEWS 1 950 REPOSTS 8	REACTIONS 14 ER 8.7%

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 grew and which it lost subs.



PERIOD START

22 839

NOW

22 371

NET GROWTH

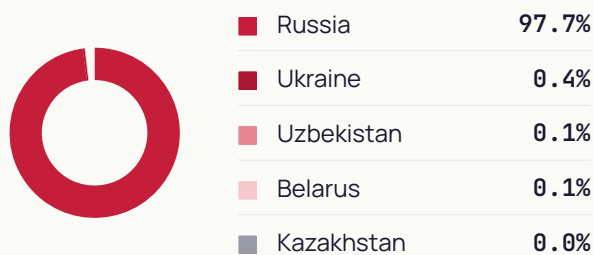
-468

SECTION 04 • CITATIONS

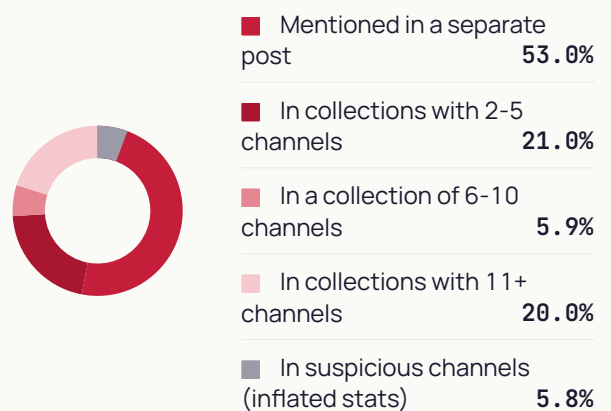
Who mentions the channel and how

Citation index **549** — channel popularity score based on mentions. Considers not just count but also mentioner weight: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **1 342** different channels.

COUNTRIES MENTIONING



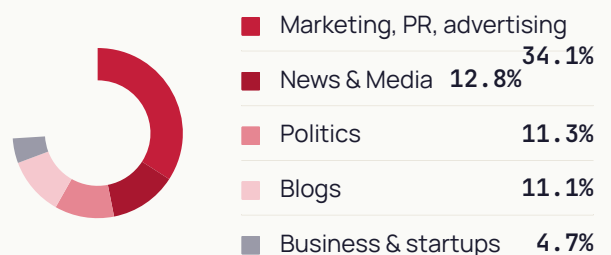
MENTION FORMAT



SIZE OF CHANNELS MENTIONING



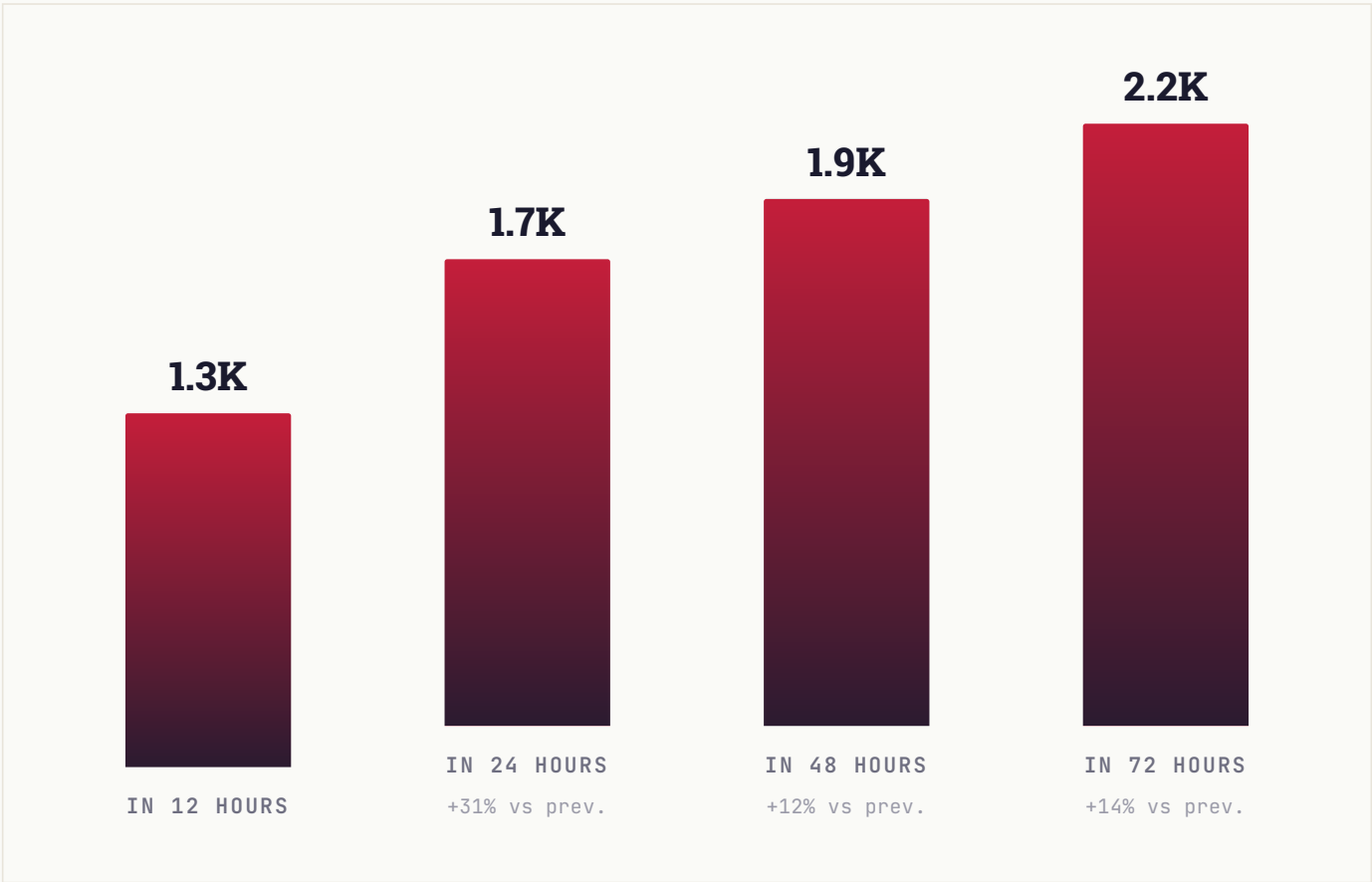
MENTION TOPICS



SECTION 05 · AD POTENTIAL

How long a post generates 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 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 Okak	1.6M
SE Search	1.5M
TR Trendly	1.2M
TB Trends by Russia	1.1M
KV Customer is always right	1.1M
TZ Set trends	1M
SV Today's trends	1M
TV Trend or leave	990K
UN UnderПяр YOU	22.4K

COMPARATIVE INSIGHT

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

SECTION 07 · 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 occurred **211**, they brought **570** new subs.

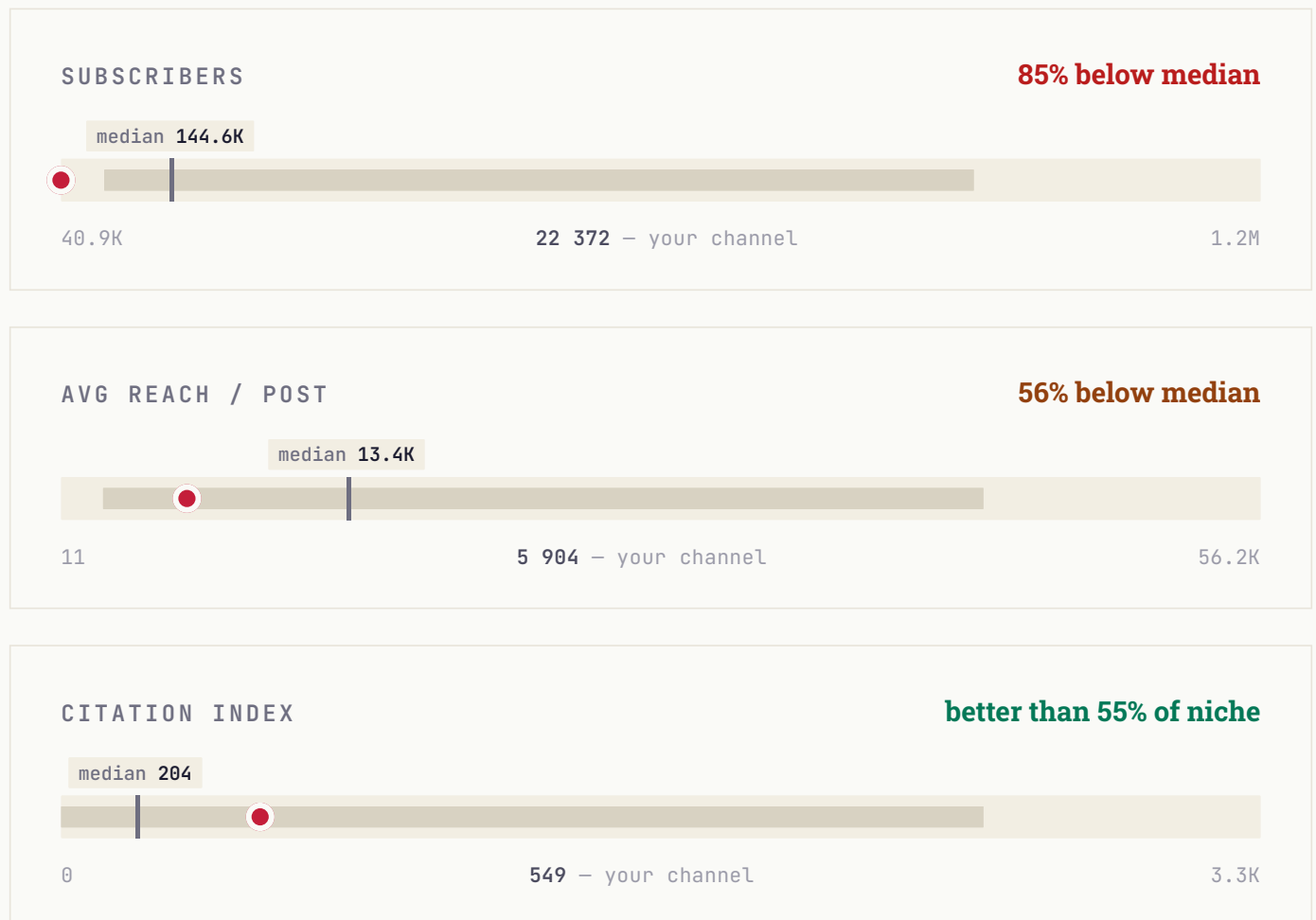
PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
Jan 2026	15	15	128	
December 2025	77	53	145	
Nov 2025	13	11	147	
Oct 2025	26	26	60	
September 2025	45	38	46	
August 2025	35	33	44	

TOTAL MENTIONS	MONTHS OF DATA	GAINED SUBS
211	6	570

SECTION 08 • NICHE COMPARISON

Where the channel stands in its league

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



— SECTION 09 · STRATEGY

What to do right now

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

01

Main post of the week — on Monday
 Audience is most active on this day at 16:00 MSK.

EFFECT
Best window for an important post

02

Increase video post share
 Video in Telegram holds audience longer and is better perceived by the algorithm. We recommend increasing share to 15-25%.

EFFECT
Video retains audience better

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 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 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 is what we can do in a few minutes based on public data. If you want to go further — run ads through us and close your growth plan in a month.

01	Launch ads in Telegram	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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