

PROMTPRESS PUBLIC REPORT

Channel audit

VIBES



@vibes_band

VIBES — concierge communications bureau. We introduce brands into the environment where decisions are made and opinions are formed. Get case presentation / ask questions: @vibes_agency
RKN № 6977869755

SUBSCRIBERS

52 651

-1107 per month

ERR (% SEE POSTS)

8.0%

last day 6.9%

REACH/POST

4.3K

ad reach 3.6K/24h

— CONTENT · 2026

What's inside the report

01 Channel snapshot

12 key metrics · AI summary

02 Content analysis

Top 5 posts · worst 3 · insights

03 Subscriber dynamics

Yearly chart · growth

04 Citation rate

Who mentions the channel and how

05 Ad potential

How long a post generates reach

06 Competitors

Niche neighbors · your rank

07 Mention dynamics

6 months · monthly

08 Niche comparison

Rank in «Marketing, PR, Ads»

09 Strategy

5 priority actions

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 52 651 —	 SUBS REACH 8.13% avg % subs see post	 VIEWS/POST 4.3K median 4.3K · 28 days	 POSTS/WK 7.0 for period
 7D TREND -2.6% vs previous week	 REACTIONS/POST — MTPROTO only	 POST LENGTH 734 chars median 769 · 28 days	 POSTS ANALYZED 29 28 days
 AD REACH 3.6K 24h avg	 CHURN / MONTH -1107 last month	 CITATION RATE 25 citation index · 94 channels mentioned ever	 CHANNEL AGE 4 years 3 months created 09.03.2022

AI EDITOR SUMMARY

Channel «VIBES» — 52 651 subs. Each post averages 4.3K people (8% of subs), reach is low — consider expanding audience. Publishes 7 posts/week (~1/day) — regular schedule. For week Jun 15–21 reach stable (-2.6% vs week of June 8–14).

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 29 posts over 28 days.
- 02 Dominant format — Photo (25/29 posts).
- 03 Avg post length — 734 chars (median 769).
- 04 Peak audience activity — Saturday, 16:00 MSK.
- 05 Top posts get 1× more views than the weakest (4.6K avg for top vs 4K for worst) — among 29 posts over 28 days. Analyze what top posts share — topic, format, time.

TOP 5 POSTS

Nº1 06.06 · 13:11 VIDEO What 'Scandal' Teaches About Influence Influence is often confused with power. But power gives orders, while influence...	VIEWS 4 720 REPOSTS 5	REACTIONS — ER 9.0%
Nº2 07.06 · 11:20 PHOTO The World Is Tired of Perfection. What to Do? Oswald Spengler wrote that in late stages of culture, society tires of forms...	VIEWS 4 576 REPOSTS 4	REACTIONS — ER 8.7%
Nº3 16.06 · 12:55 PHOTO Best Brands Enter Through the Back Door The Greeks couldn't take Troy by force, so they left a Trojan horse with a hidden squad...	VIEWS 4 575 REPOSTS 4	REACTIONS — ER 8.7%

Nº4

02.06 · 12:18

PHOTO

Why Culture Work Needs More Attention Than Trends

Cultural motifs help brands find common ground faster...

VIEWS

4 569

REACTIONS

—

REPOSTS

3

ER

8.7%

Nº5

08.06 · 12:04

PHOTO

3 Reputation Monitoring Tools Reputation monitoring answers three questions: who's talking about the company, what they're saying, and...

VIEWS

4 541

REACTIONS

—

REPOSTS

3

ER

8.6%

WORST 3

↓ 22.06 · 12:05 PHOTO The More Viewers, the Fewer Heroes In 1968, psychologists Latané and Darley filled a room with smoke and watched reactions. In...	VIEWS 4 090	REACTIONS —
↓ 27.06 · 14:47 VIDEO 'Peaky Blinders' — A Textbook on Influence Strong series are interesting not just for plot. They show mechanisms that work in...	VIEWS 4 064	REACTIONS —
↓ 28.06 · 11:50 PHOTO Why Brands Stopped Looking 'Pretty' Ten years ago, good design looked the same: pastels, minimalism, clean...	VIEWS 3 864	REACTIONS —
	REPOSTS 6	ER 7.8%
	REPOSTS 14	ER 7.7%
	REPOSTS 5	ER 7.3%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

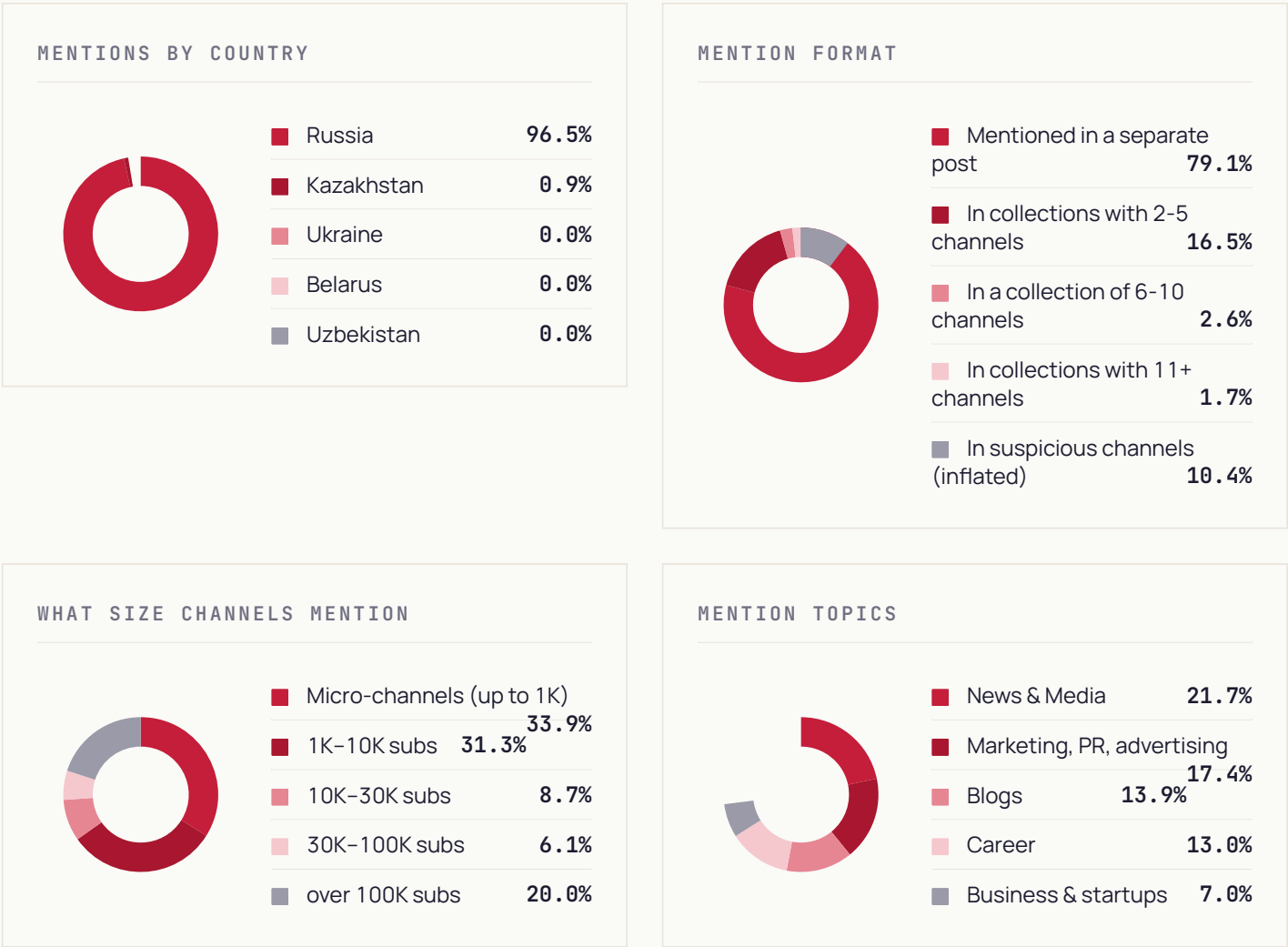
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

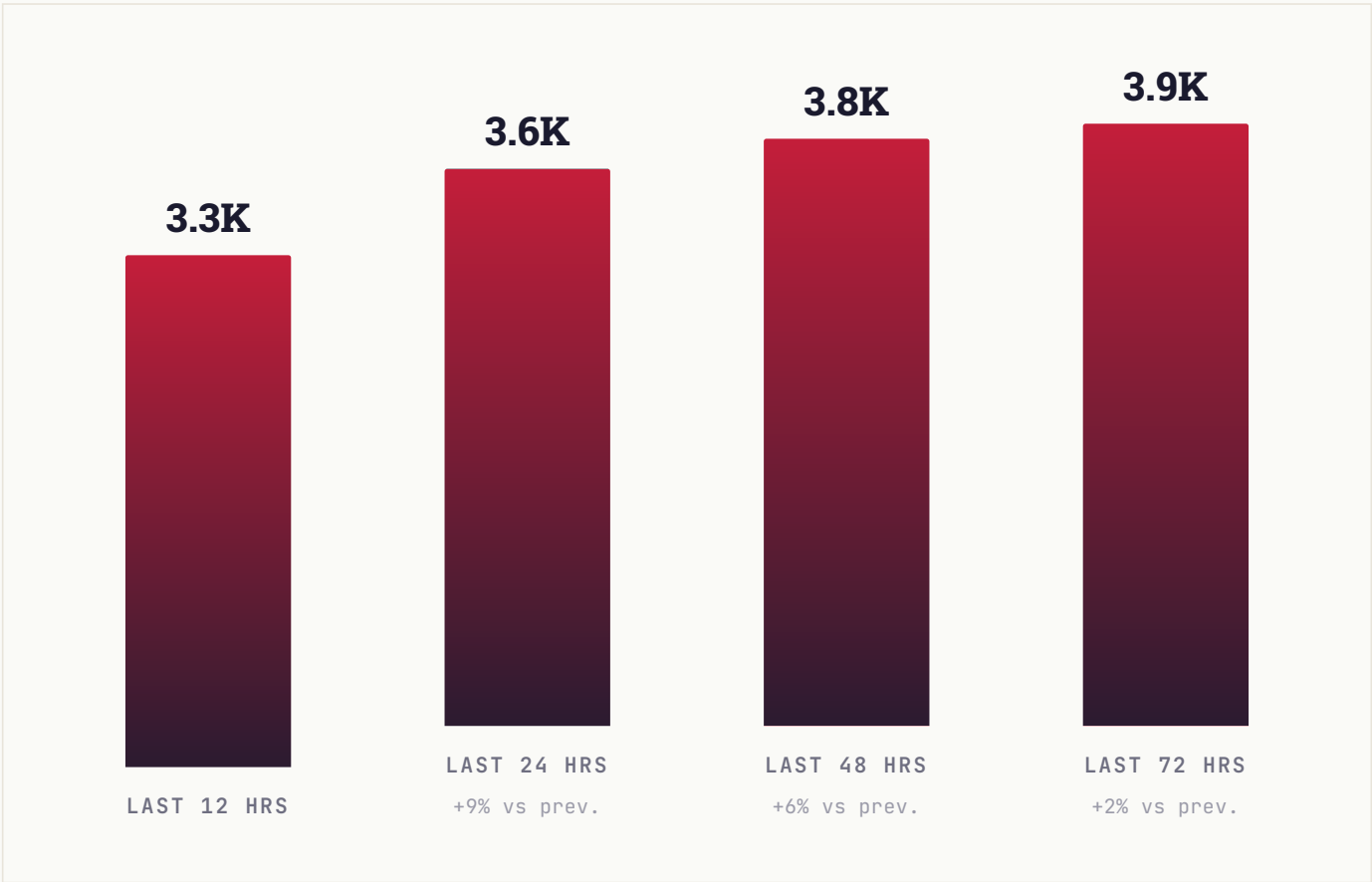
Citation index **25** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **94** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post by time since publication. Helps estimate how long a 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	1.8M
OK Okak	1.6M
ER Search	1.4M
TR Trending	1.2M
ER Customer is always right	1.1M
TB Trends by Russia	1.1M
AVG Trending today	1M
TV Trend or leave	927.6K
TZ Set trends	922.6K
VI VIBES YOU	52.7K

COMPARATIVE CONCLUSION

Channel not yet outside niche top 99 — early growth stage. Niche leader — My feed trends (2.5M), top-99 median: 145.6K. First goal: enter top-99 through systematic traffic and content work.

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Each month we record posts in other channels that mention yours. Over the last **6 months** such mentions were **1**, they brought **1 951** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
Jan 2026	1	1	13
December 2025	0	0	25
Nov 2025	0	0	140
Oct 2025	0	0	299
Sep 2025	0	0	297
August 2025	0	0	1 177

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS
1	6	1 951

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 where 80% of niche channels fall (p10 to p90). Black vertical: median. Red dot: your channel.



— 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

Main post of the week — on Saturday
 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 retains 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 finds 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 growth lever.

EFFECT
+5-15% ER

05

Cross-promo with neighboring channels
 Cross-post with same-segment channels quarterly. 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 plan in a month.

01

Launch ads in Telegram

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

02

Contact manager

t.me/PromptPress_manager