

PUBLIC REPORT BY PROMTPRESS

Channel audit

Trend Marketing



@vtendemarket

We track trends, share marketing. Writing today about what will pop tomorrow. For all questions: @ev_noro № 6987958762

SUBSCRIBERS

336 082

+31227 per month

ERR (% SEE POSTS)

13.0%

per day 9.9%

REACH/POST

43.1K

ad reach 33.5K/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 Subscriber dynamics

Yearly chart · growth

04 Ad potential

How long a post generates reach

05 Competitors

Niche neighbors · your place

06 Niche comparison

Position in category «Marketing, PR, advertising»

07 Strategy

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 336 082 —	 SUBSCRIBER REACH 12.84% avg % of subs see post	 VIEWS/POST 43.1K median 44.4K · 29 days	 POSTS/WEEK 27.2 for the period
 TREND 7D -0.2% vs previous week	 REACTIONS/POST 275.8 total 31,991 reactions, 13,817 reposts, 0 comments	 POST LENGTH 423 chars median 402 · 29 days	 POSTS ANALYZED 116 29 days
 AD REACH 33.5K 24h avg	 CHURN / MONTH +31227 for the last month	 CITATION INDEX 0 citation index (cumulative)	 CHANNEL AGE 4 mo 16 days created 02/16/2026

AI EDITOR SUMMARY

Channel «Trendy Marketing» – 336 082 subs. Each post averages 43.1K people (13% from subs), reach is low – consider expanding audience. Publishes 27 posts per week (~4 per day) – active posting. For the week of June 15–21, reach stable (-0.2% vs week Jun 8–14).

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 116 posts over 29 days.
- 02 Dominant format – Photo (63/116 posts).
- 03 Avg post length – 423 characters (median 402).
- 04 Peak audience activity – Thursday, 19:00 MSK.
- 05 Top posts get 1x more views than the weakest (46.6K avg for top vs 38K for bottom) – among 116 posts over 29 days. Worth analyzing what the top posts have in common – topic, format, timing.

TOP 5 POSTS

Nº1 04.06 · 16:34 VIDEO  In Monster Hunter Wilds you can now grab a keychain from the KFC collab This winter, a fun collab took place at Japanese KFC...	VIEWS 47 966 REPOSTS 148	REACTIONS 378 ER 14.3%
Nº2 21.06 · 13:02 PHOTO Adidas logo appeared on a tea plantation on Jeju Island. Luckily, it's not aliens or UFOs, but a collab between adidas running and...	VIEWS 45 883 REPOSTS 127	REACTIONS 314 ER 13.7%
Nº3 23.06 · 13:55 PHOTO Yandex Maps introduced the 'Especially Good Place' award, and the team personally congratulates winners on social media. The award is given to businesses that...	VIEWS 45 865 REPOSTS 143	REACTIONS 286 ER 13.6%

Nº4 24.06 • 07:03 VIDEO Lime invented unique 0% discounts. But no one will tell you. Just slap a red price tag 🐱 Trend Marketing	VIEWS 45 782 REACTIONS 331 REPOSTS 99 ER 13.6%
Nº5 24.06 • 09:08 VIDEO Moscow sees another crazy queue for a niche spot. This time, people lined up for Pauline Cake, a new pastry shop by blogger Polina...	VIEWS 45 754 REACTIONS 367 REPOSTS 109 ER 13.6%
WORST 3	
↓ 24.06 • 15:10 PHOTO Moscow opened a nightclub SIXSEVEN! Yes, after the 67 meme. First parties June 26–27, club at Butyrskaya...	VIEWS 38 658 REACTIONS 372 REPOSTS 110 ER 11.5%
↓ 24.06 • 14:10 PHOTO Someone once recorded a conversation about installing a washing machine – they said 3600, but he demands 5600 – and it turned out...	VIEWS 37 969 REACTIONS 289 REPOSTS 83 ER 11.3%
↓ 16.06 • 17:40 VIDEO 🍗 KFC has a rebrand. The iconic chicken bucket is now front and center. Actually, not much changed. The color scheme and the Colonel himself...	VIEWS 37 226 REACTIONS 279 REPOSTS 101 ER 11.1%

SECTION 03 · SUB DYNAMICS

How the channel grew over the year

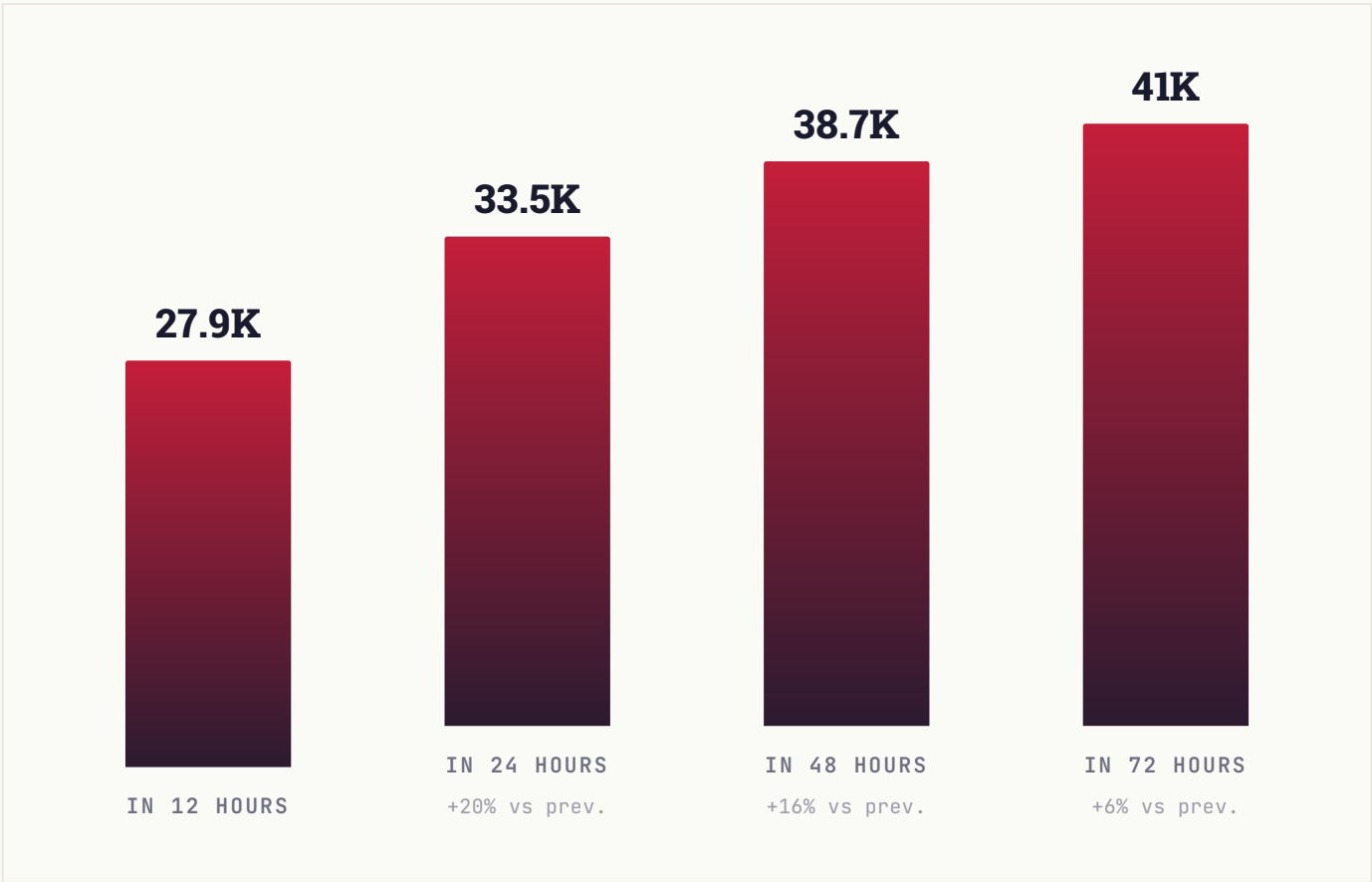
Subscriber growth chart over the year. Key months show exact subs added. See which months the channel grew and which lost subs.



SECTION 04 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post over time since publication. Helps estimate how long placement should 'live'.



SECTION 05 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Your channel is highlighted — you can see its rank among niche peers.

CHANNEL	SUBSCRIBERS
TM My feed trends	2.5M
MO Ice cream	1.8M
OK Oka	1.6M
CPM Search	1.4M
TR Trendly	1.2M
KV Customer is always right	1.1M
TB Trends by Russia	1.1M
CPV Today in trend	1M
TV Trend or leave	927.6K
TZ Set trends	922.6K
TM Trend Marketing YOU	336.1K

COMPARATIVE CONCLUSION

Channel in top quarter of niche (#24 of 99). Leader — My feed trends (2.5M). Goal for coming months: break into niche top 10 via systematic traffic work.

SECTION 06 · NICHE COMPARISON

Where your channel stands in its league

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

#24 /100

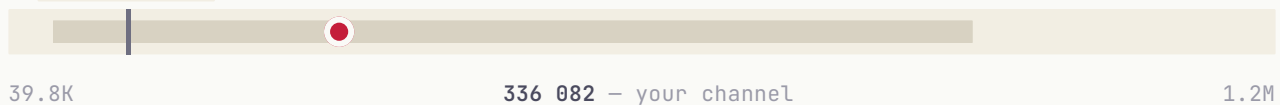
POSITION IN NICHE

Channel in top 24% – strong position

SUBSCRIBERS

better than 60% of niche

median 144.9K



AVG REACH / POST

better than 90% of niche

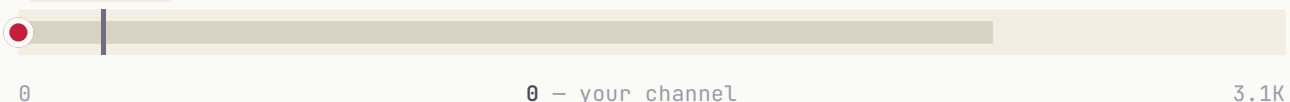
median 12.8K



CITATION INDEX

99% below median

median 204



— SECTION 07 · STRATEGY

What to do right now

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

01**Best post day — Thursday**

Audience most active on this day at 19:00 MSK.

EFFECT

**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 finds sources for your niche.

EFFECT

+1K–3K subs**03****Test polls & interactive formats**

Posts with polls/reactions usually boost ER by +5–15%.
One poll per week on a hot topic — easy growth lever.

EFFECT

+5-15% ER**04****Cross-promo with neighboring channels**

Exchange posts with same-segment channels once a quarter. No need daily — 2-3 collabs give relevant growth.

EFFECT

**Growth from
relevant
audience****05****Update channel description for Telegram search**

Telegram search scans descriptions. Add 3–5 niche keywords — it's a source of organic traffic.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want us to do this **PromptPress?**

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

01 **Launch ad in
Telegram**

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

02 **Contact manager**

t.me/PromptPress_manager
