

PUBLIC REPORT BY PROMTPRESS

Channel audit

Three Billboards



@xxxbillboards

Media about the art of advertising. Finding the best in the ad industry. Registered with Roskomnadzor: <https://clck.ru/3FnBND>
Contact & ads: @mvertinskaya @kirgut Partners: @Spiral_Yuri @TpIpLe11

SUBSCRIBERS

18 519

-104 per month

ERR (% SEE POSTS)

27.0%

per day 6.6%

REACH/POST

4.6K

ad reach 1.2K/24h

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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 18 519 —	 SUBS REACH 24.7% avg % of subs see post	 VIEWS/POST 4.6K median 5.1K · 25 days	 POSTS/WEEK 3.3 over period
 7D TREND +1.8% vs previous week	 REACTIONS/POST 59.8 total 718 reactions, 403 reposts, 0 comments	 POST LENGTH 254 chars median 132 · 25 days	 POSTS ANALYZED 12 25 days
 AD REACH 1.2K 24h avg	 CHURN / MONTH -104 last month	 CITATION RATE 325 citation index · 451 channels mentioned it ever	 CHANNEL AGE 3 years 3 months created 21.03.2023

AI EDITOR SUMMARY

Channel «Three Billboards» — 18 519 subs. Each post gets avg 4.6K people (25% of subs), this is average reach — room to grow. Publishes 3 posts per week (~0/day) — rare publications. For the week Jun 29 – Jul 5 reach stable (+1.8% vs week of June 22–28).

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS SHARE

- 01 Analysis based on 12 posts over 25 days.
- 02 Dominant format — Photo (7/12 posts).
- 03 Avg post length — 254 characters (median 132).
- 04 Peak audience activity — Thu, 15:00 MSK.
- 05 Top posts get 1x more views than the weakest (5.9K avg top vs 4K worst) — among 12 posts in 25 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 25.06 · 12:36 PHOTO IKEA got ready for the World Cup in style! Flags of participating countries made from brand products. 🇵🇹	VIEWS 6 047 REPOSTS 34	REACTIONS 87 ER 32.7%
Nº2 01.07 · 08:24 PHOTO Good ads are always simple and clear. Volkswagen Campaign "Drive carefully" 2016.	VIEWS 5 840 REPOSTS 30	REACTIONS 75 ER 31.5%
Nº3 19.06 · 15:16 PHOTO Vintage Levi's ad in «PTYUCH» magazine. In 1998, the US brand ran a creative campaign — designers "dressed" monuments...	VIEWS 5 812 REPOSTS 64	REACTIONS 105 ER 31.4%

Nº4 03.07 · 08:12 PHOTO Quick trend response from Lidl	VIEWS 5 678 REPOSTS 28	REACTIONS 92 ER 30.7%
Nº5 23.06 · 07:05 VIDEO Michel Gondry - Resignation 1996. French director made many ads, one for Polaroid. If...	VIEWS 5 528 REPOSTS 52	REACTIONS 57 ER 29.9%

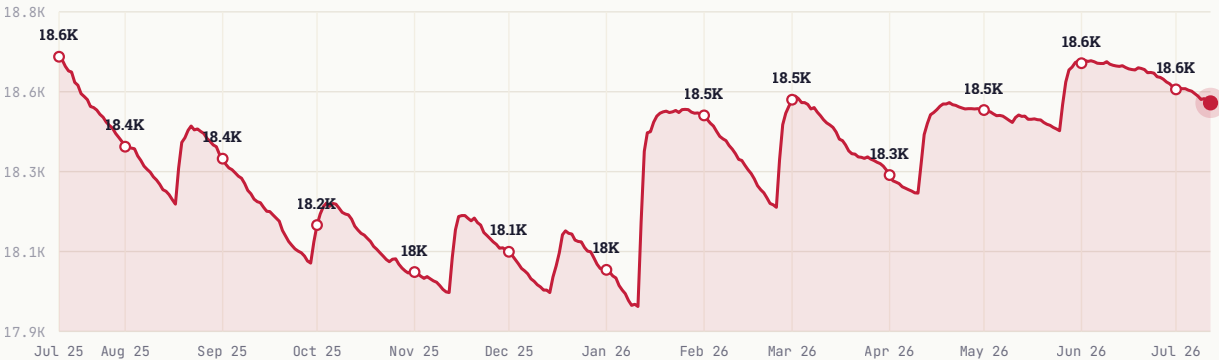
WORST 3

↓ 18.06 · 08:20 PHOTO Lead cost rising – repeat sales are cheaper Selling to existing customers is far cheaper than acquiring new ones. But companies ...	VIEWS 4 536 REPOSTS 4	REACTIONS 3 ER 24.5%
↓ 06.07 · 13:48 VIDEO Beautiful poetic ad – "Allegris" by Lufthansa, Germany's national carrier, largest aviation group...	VIEWS 3 998 REPOSTS 16	REACTIONS 25 ER 21.6%
↓ 07.07 · 17:34 VIDEO Adrien Brody for COS spring-summer 2025	VIEWS 3 335 REPOSTS 21	REACTIONS 37 ER 18.0%

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.



START OF PERIOD

NOW

NET GROWTH

18 649

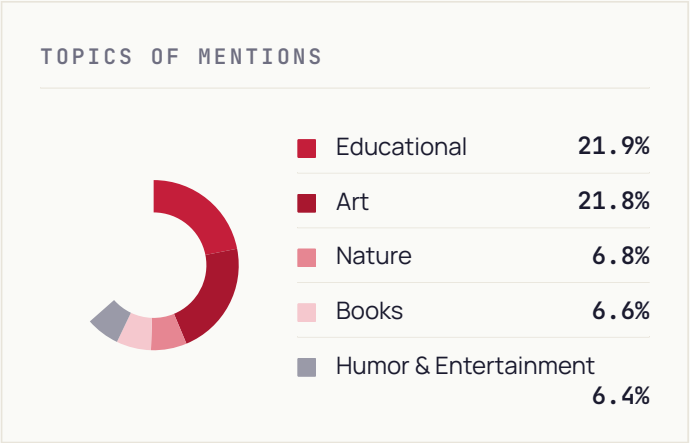
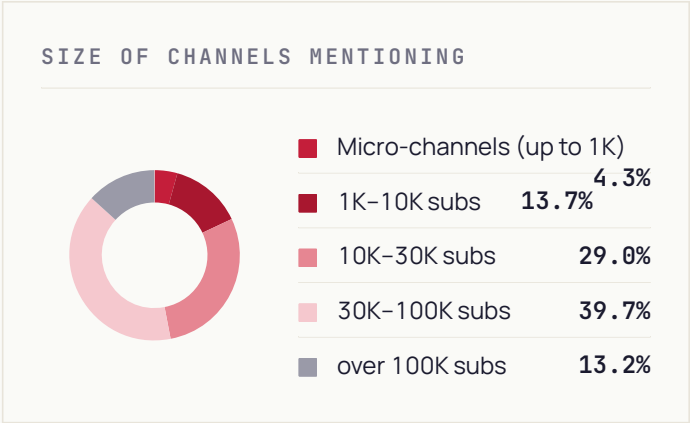
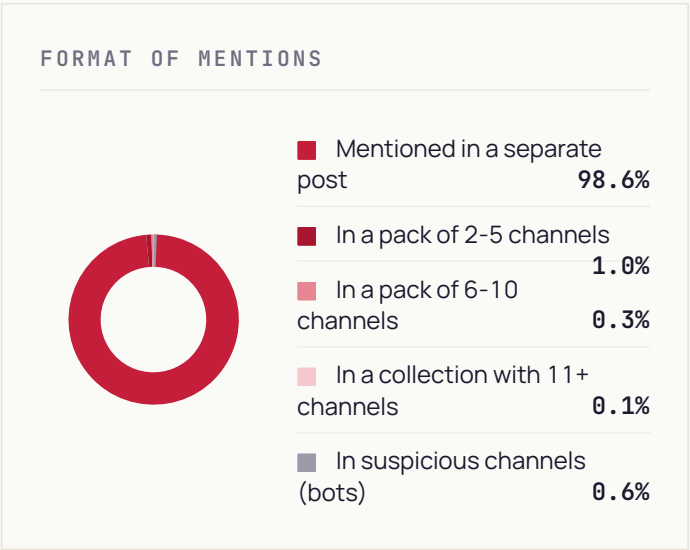
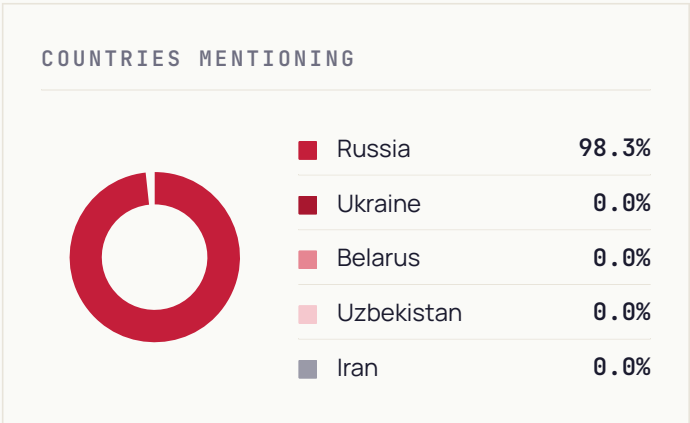
18 519

-130

SECTION 04 · MENTIONS

Who mentions the channel and how

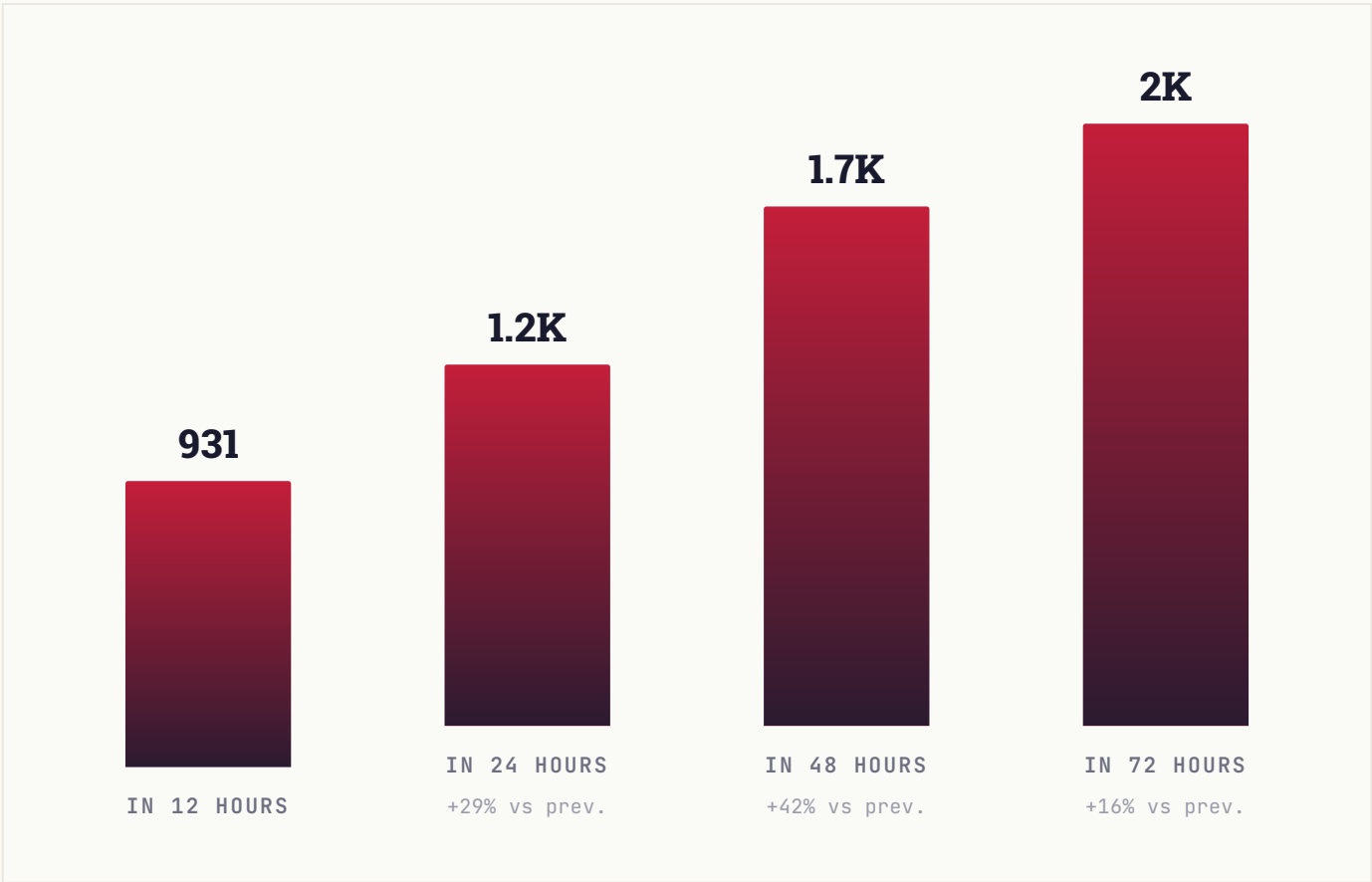
Citation index **325** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **451** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

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



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 Окак	1.6M
SË Search	1.5M
TR Trending	1.2M
TB Trends by Russia	1.1M
KV Customer is always right	1.1M
TZ Set trends	1M
SV Trending today	1M
TV Trend or leave	990K
TB Three Billboards YOU	18.5K

COMPARATIVE INSIGHT

Channel not yet outside top 99 in niche — early growth stage. Niche leader — My feed trends (2.5M), top-99 median: 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** such mentions **6**, they brought **1 385** new subs.

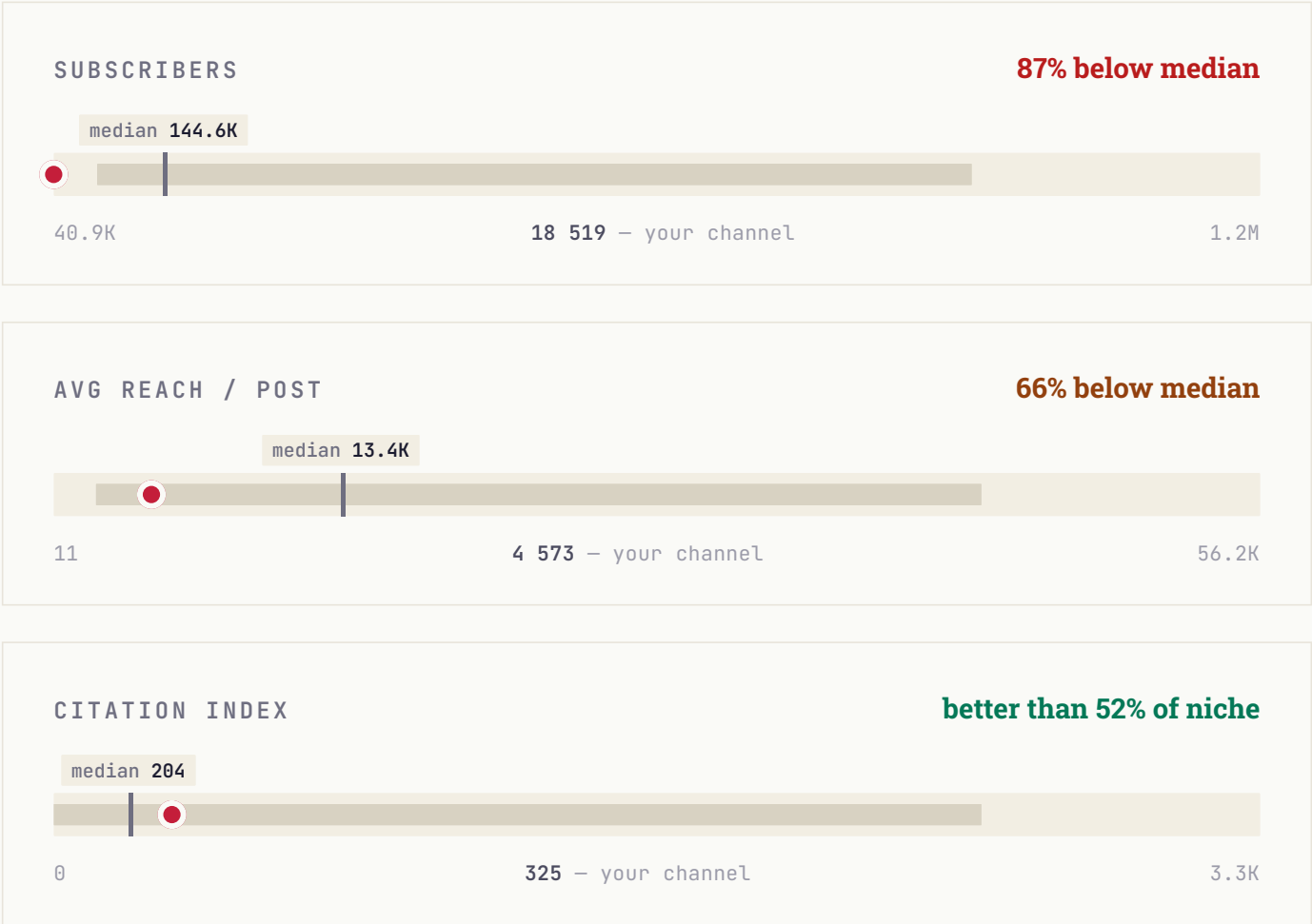
PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
Jan 2026	0	0	569	
December 2025	3	3	174	
Nov 2025	2	2	231	
Oct 2025	0	0	128	
September 2025	1	1	60	
August 2025	0	0	223	

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS
6	6	1 385

SECTION 08 · NICHE COMPARISON

Where the channel stands 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.



— SECTION 09 · STRATEGY

What to do right now

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

- | | | |
|-----------|---|--|
| 01 | Increase posting frequency
Now 3.3 posts/wk. Active channels avg 7-10.
Consistency is key to retention. | EFFECT
Consistency over volume |
| 02 | Best post day — Thursday
Audience is most active on this day at 15:00 MSK. | EFFECT
Best window for an important post |
| 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 get +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 with similar 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 with us and hit your growth plan in a month.

01 Launch Telegram ad <https://panel.promptpress.com/register>

02 Contact manager t.me/PromptPress_manager
