

PUBLIC REPORT BY PROMTPRESS

Channel audit

Yandex Ads PRO



@yndx_ed

Yandex Ads PRO tech for campaign managers. Sharing updates and training. VK: <https://clck.ru/3SqW5m> Yandex Yard: <https://clck.ru/3SqWSS> Registration RKN:...

SUBSCRIBERS

57 092

-496 per month

ERR (% WHO SEE
POSTS)**10.0%**

daily 4.1%

REACH/POST

5.5K

ad reach 2.3K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate health indicator. Subtitle shows the period.

SUBSCRIBERS 57 092 -	SUBS REACH 9.67% avg % subs see post	VIEWS/POST 5.5K median 5.7K · 27 days	POSTS/WEEK 4.3 over period
7D TREND -2.0% vs previous week	REACTIONS/POST 36.8 total 625 reactions, 500 reposts, 148 comments	POST LENGTH 746 chars median 758 · 27 days	POSTS ANALYZED 17 27 days
AD REACH 2.3K 24h avg	CHURN / MONTH -496 last month	CITATION RATE 48 citation index · 188 channels mentioned all time	CHANNEL AGE 4 years 3 months created 31.03.2022

EDITOR'S AI SUMMARY

Channel «Yandex Ads PRO» – 57 092 subs. Each post averages 5.5K people (10% from subs), reach is low – consider expanding audience. Publishes 4 posts per week (~1/day) – infrequent. Week of Jun 15–21 reach stable (-2.0% vs week of June 8–14).

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 17 posts over 27 days.
- 02 Dominant format – Photo (12/17 posts).
- 03 Avg post length – 746 chars (median 758).
- 04 Peak audience activity – Wednesday, 17:00 MSK.
- 05 Top posts get 1x more views than the weakest (6.9K avg top vs 4.6K worst) – among 17 posts over 27 days. Worth analyzing what the top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 10.06 · 14:28 PHOTO Handy to have all analytics at hand? ⚡ Direct has a Report Library with ready-made solutions for different...	VIEWS 7 376 REPOSTS 34	REACTIONS 53 ER 12.9%
Nº2 05.06 · 11:14 PHOTO ▶ CTV advertising works as a tool for finding new audiences. It helps attract attention, maintains high VTR (from 90%) and...	VIEWS 6 753 REPOSTS 18	REACTIONS 28 ER 11.8%
Nº3 16.06 · 12:53 PHOTO → Go to VK and watch Q&A session recordings ? Moving questions to the live stream And announcing Q&A as part of our themed week on...	VIEWS 6 470 REPOSTS 35	REACTIONS 36 ER 11.3%

Nº4 03.06 • 15:16 PHOTO Buy in 1 click: how to shorten the path from product selection to checkout Recently Yandex launched Yandex Commerce Protocol (YCP) —...	VIEWS 6 460 REACTIONS 36 REPOSTS 42 ER 11.3%
Nº5 19.06 • 13:04 PHOTO Final task of the week: how to manage budget considering carryover We've covered the theory in Q&A and webinar. In short ↓ ...	VIEWS 6 399 REACTIONS 33 REPOSTS 7 ER 11.2%

WORST 3

↓ 15.06 • 06:00 TEXT A minute for the #digest We've gathered the latest updates and tell you what you can do now ↓ 1 Choose suitable channels in Max in...	VIEWS 5 227 REACTIONS 32 REPOSTS 10 ER 9.2%
↓ 26.06 • 14:24 PHOTO New auto goals for ecommerce in Metrica: → “Auto-collection: order placed” → “Auto-collection: purchase” They capture events on the site...	VIEWS 4 701 REACTIONS 29 REPOSTS 29 ER 8.2%
↓ 29.06 • 06:03 PHOTO Reducing the number of tasks We've gathered everything in the #digest so the most important is at hand ↓ 1 Try product ads for...	VIEWS 3 874 REACTIONS 16 REPOSTS 12 ER 6.8%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

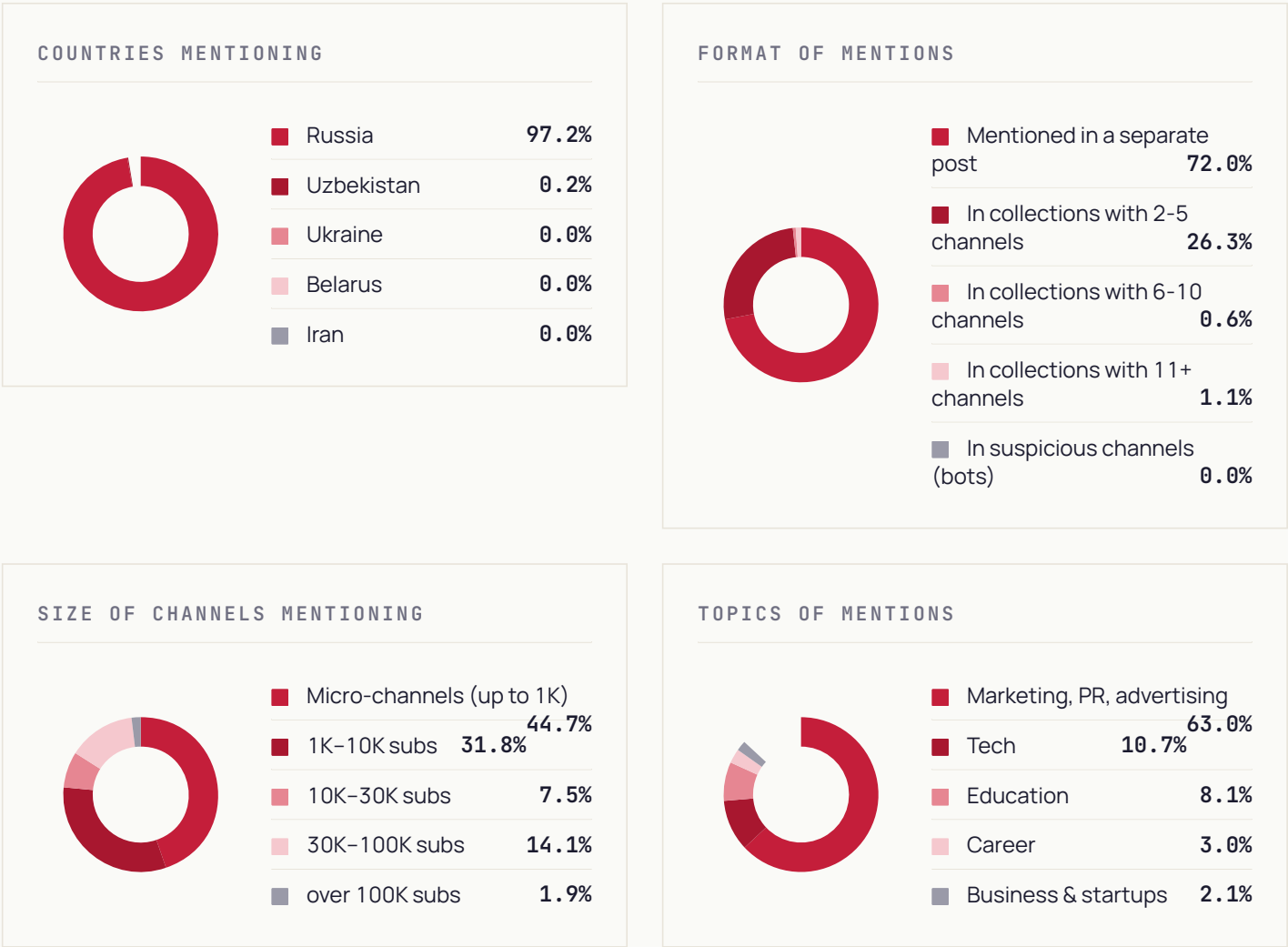
Subscriber growth chart for the year. Key months show exact subscriber count. See which months grew and which lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

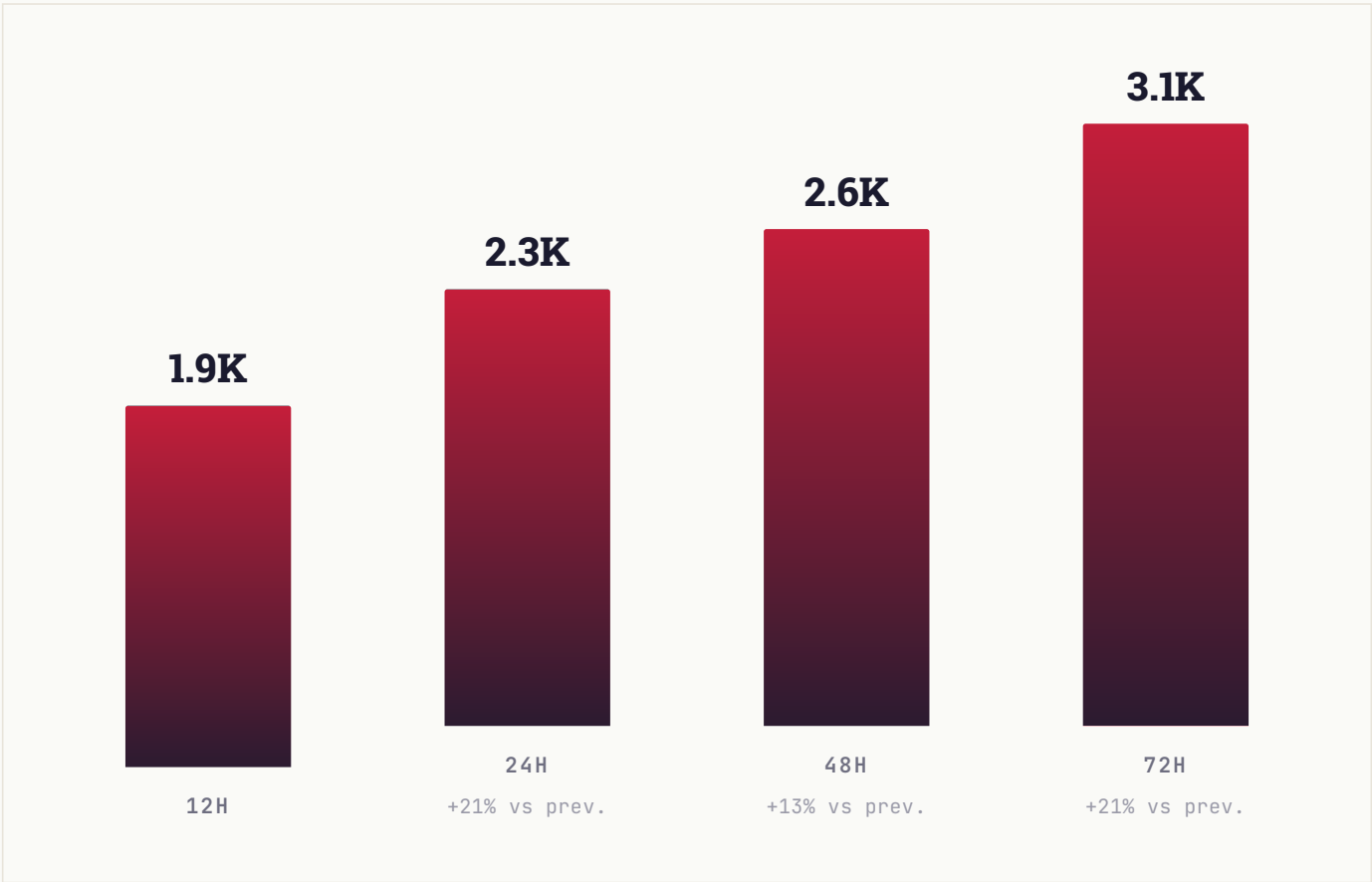
Citation index **48** — channel popularity rating based on mentions. Considers not only quantity but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **188** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

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



SECTION 06 · COMPETITORS

Who you compete with

11 nearest 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
ER Search	1.4M
TR Trending	1.2M
KV Client is always right	1.1M
TB Trends by Russia	1.1M
AVG Trending today	1M
TZ Set trends	939.7K
TV Trend or leave	920.5K
YR Yandex Ads PRO YOU	57.1K

COMPARATIVE CONCLUSION

Channel not yet outside niche top 99 — early growth stage. Niche leader — My feed trends (2.5M), top-99 median: 144.3K. First goal: enter top-99 through systematic traffic & content work.

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Monthly we track posts in other channels that mention yours. Over the last **6 months** such mentions were **28**, they brought **3 128** new subs.

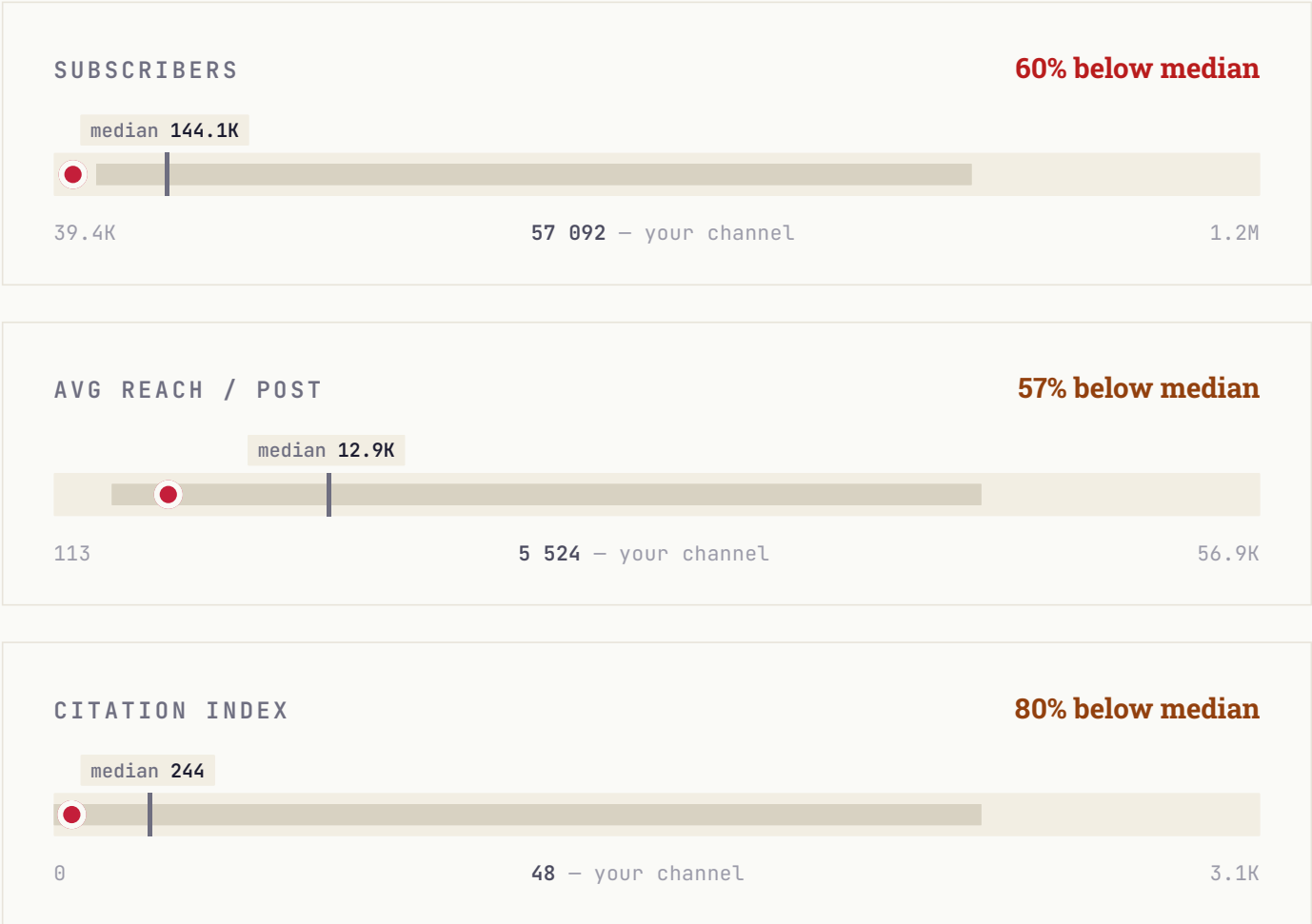
PERIOD	MENTIONS	CHANNELS	GAINED SUBS
January 2026	5	3	394
December 2025	2	2	586
November 2025	4	4	1 412
October 2025	4	3	199
September 2025	12	7	323
August 2025	1	1	214

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS
28	6	3 128

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

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

01**Increase posting frequency**

Now 4.3 posts/week. Active channels do 7-10.
Consistency is key to retention.

EFFECT

**Consistency
beats volume****02****Top post of the week — on Wednesday**

Audience most active on this day at 17:00 MSK.

EFFECT

**Best window
for an
important post****03****Increase video post share**

Video in Telegram holds audience longer and is favored
by the algorithm. Aim for 15-25%.

EFFECT

**Video retains
audience
better****04****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****05****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

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is 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
