

PUBLIC REPORT BY PROMTPRESS

Channel audit

Your pet project



@your_pet_project

A channel about starting your own small candle factory I write about: - Launches and how to make the first 10 sales - Idea roasting - Growth cases and running a project alongside a job Author - Mikhail...

SUBSCRIBERS

96 219

+2747 per month

ERR (% SEE POSTS)

27.0%

daily 13.2%

REACH/POST

24.6K

ad reach 12.7K/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 96 219 —	 SUBSCRIBER REACH 25.52% avg % subs see post	 VIEWS/POST 24.6K median 27.3K · 29 days	 POSTS/WEEK 5.0 for the period
 7D TREND -12.1% vs previous week	 REACTIONS/POST 279.0 total 5,858 reactions, 6,244 reposts, 0 comments	 POST LENGTH 800 chars median 1,000 · 29 days	 POSTS ANALYZED 21 29 days
 AD REACH 12.7K 24h avg	 CHURN / MONTH +2747 last month	 CITATION RATE 76 citation index · 227 channels mentioned it ever	 CHANNEL AGE 2 years 2 months created 25.03.2024

AI EDITOR SUMMARY

Channel "Your Pet Project" — 96 219 subs. Each post avg views 24.6K people (26% of subs), good reach. Publishes 5 posts/week (~1/day) — rare. Week Jun 1–7 reach dropped -12.1% to week May 25–31 — analyze why.

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 TOP POSTS HAVE IN COMMON

- 01 Analysis based on 21 posts in 29 days.
- 02 Dominant format — Text (13/21 posts).
- 03 Avg post length — 800 chars (median 1,000).
- 04 Peak audience activity — Friday, 10:00 MSK.
- 05 Top posts get 2× more views than the weakest (31.8K avg top vs 20.3K worst) — among 21 posts in 29 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 29.05 · 07:00 PHOTO A guy raised \$30M at \$250M valuation. His startup's name backwards reads AI SLOP Meet Ben Sera. Six months ago...	VIEWS 33 126 REP. 834	REACTIONS 345 ER 34.4%
Nº2 15.05 · 10:53 PHOTO \$110K in 3 months on a 3D face scanner On Wednesday I wrote about "neural grandmas" – AI influencers selling with millions of views...	VIEWS 32 480 REP. 789	REACTIONS 360 ER 33.8%
Nº3 22.05 · 06:34 PHOTO \$21K MRR removing celebrity deepfakes Today's case is nearly perfect: high ticket + cheap traffic. Imagine: You...	VIEWS 29 663 REP. 319	REACTIONS 247 ER 30.8%

Nº4 05.06 • 09:47 PHOTO \$200K/month scanning Pokémon cards How much do you think a card like the Pikachu one costs? \$100? \$1000? Nope...	VIEWS 29 129 REP. 385 REACTIONS 134 ER 30.3%
Nº5 14.05 • 09:19 TEXT Looks like we'll have to build an AI influencer. ♥ - build a girl ☒ - build a boy	VIEWS 29 021 REP. 33 REACTIONS 1 804 ER 30.2%

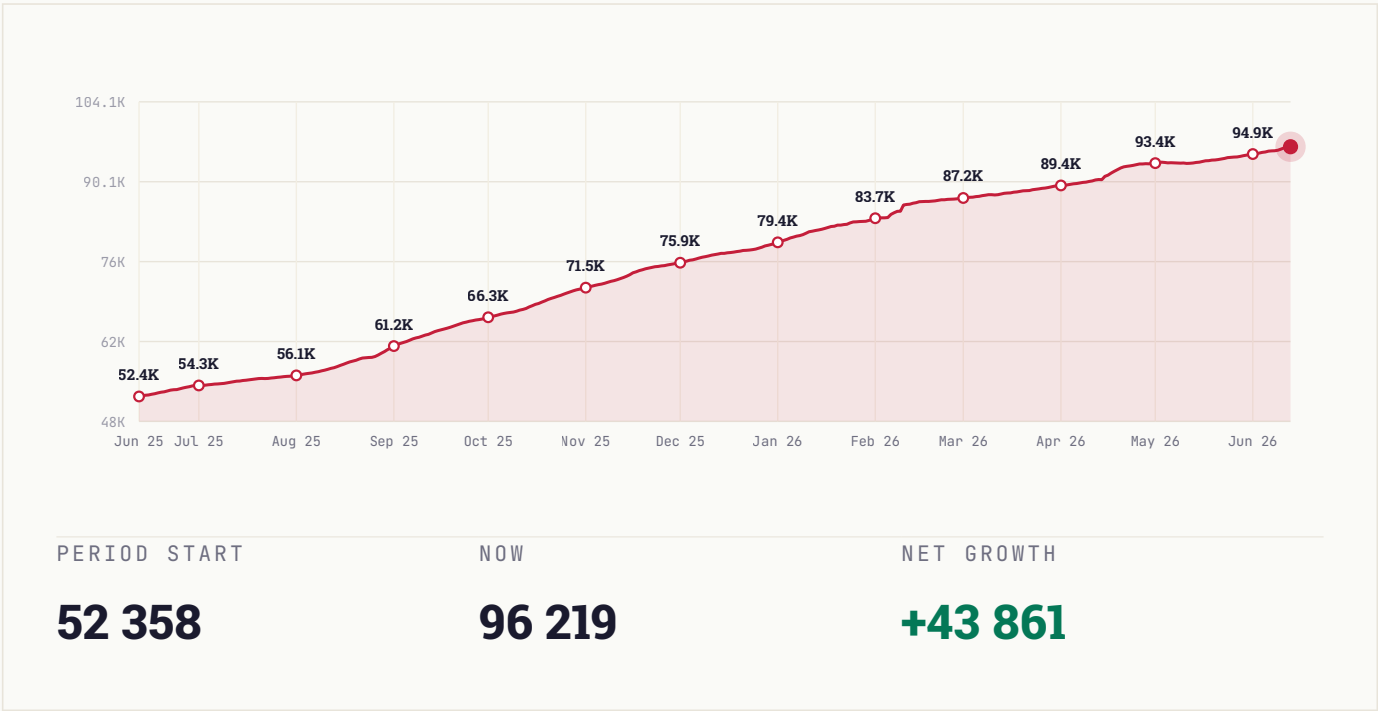
WORST 3

↓ 03.06 • 09:22 TEXT 8 key points about performance ads Some say traffic is just dumping money into ad accounts and praying...	VIEWS 22 370 REP. 299 REACTIONS 190 ER 23.2%
↓ 08.06 • 17:19 TEXT Well done: of those who launched, 50% made sales! Proves that the key is to act and not give up, the rest...	VIEWS 21 024 REP. 17 REACTIONS 180 ER 21.9%
↓ 09.06 • 16:54 TEXT What we published in YP last month: – Guide to demand research via Wordstat – Breakdown of money-making AI agents across niches –...	VIEWS 17 436 REP. 64 REACTIONS 39 ER 18.1%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

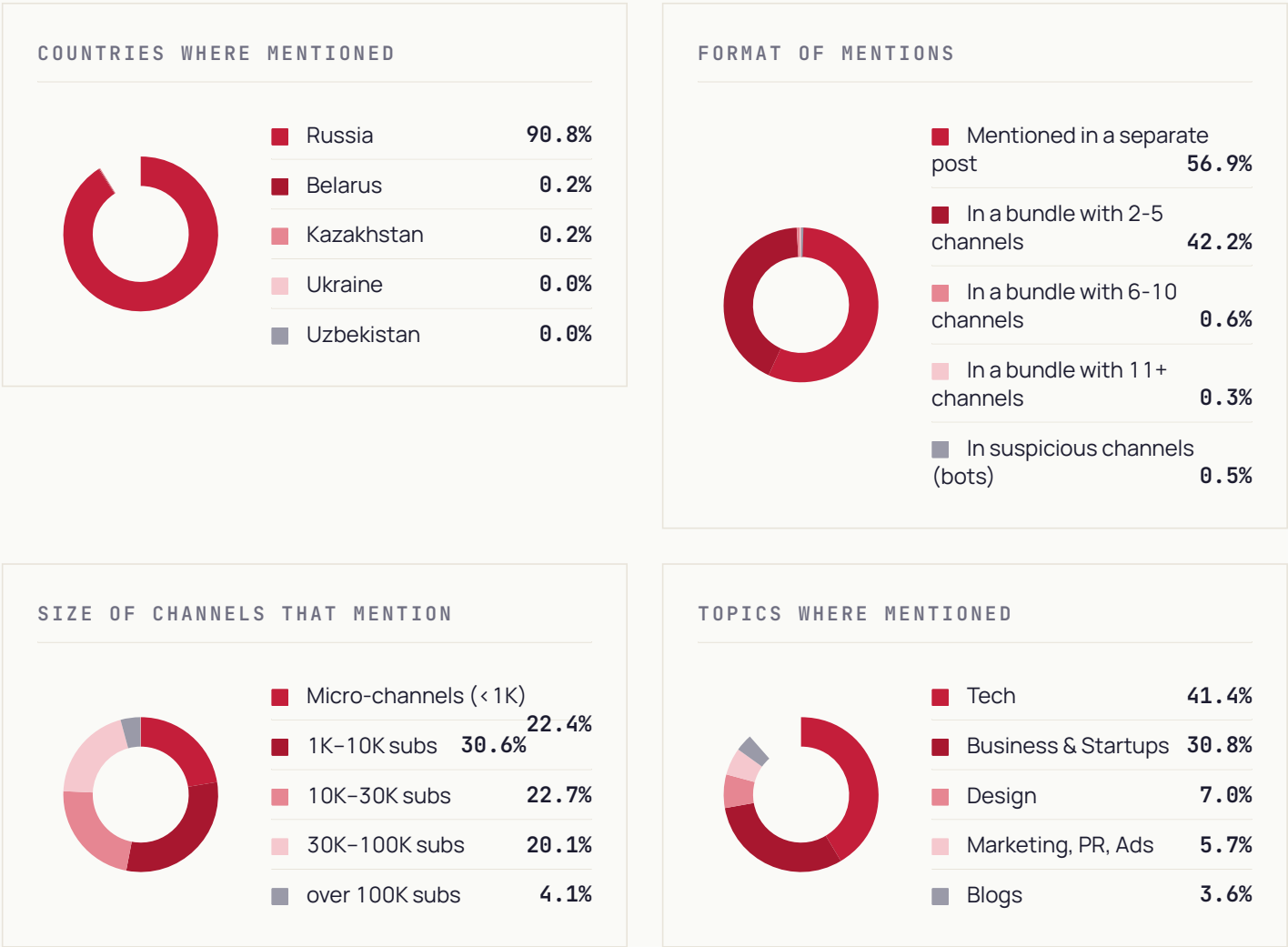
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel grew and which lost subs.



SECTION 04 · MENTIONS

Who mentions the channel & how

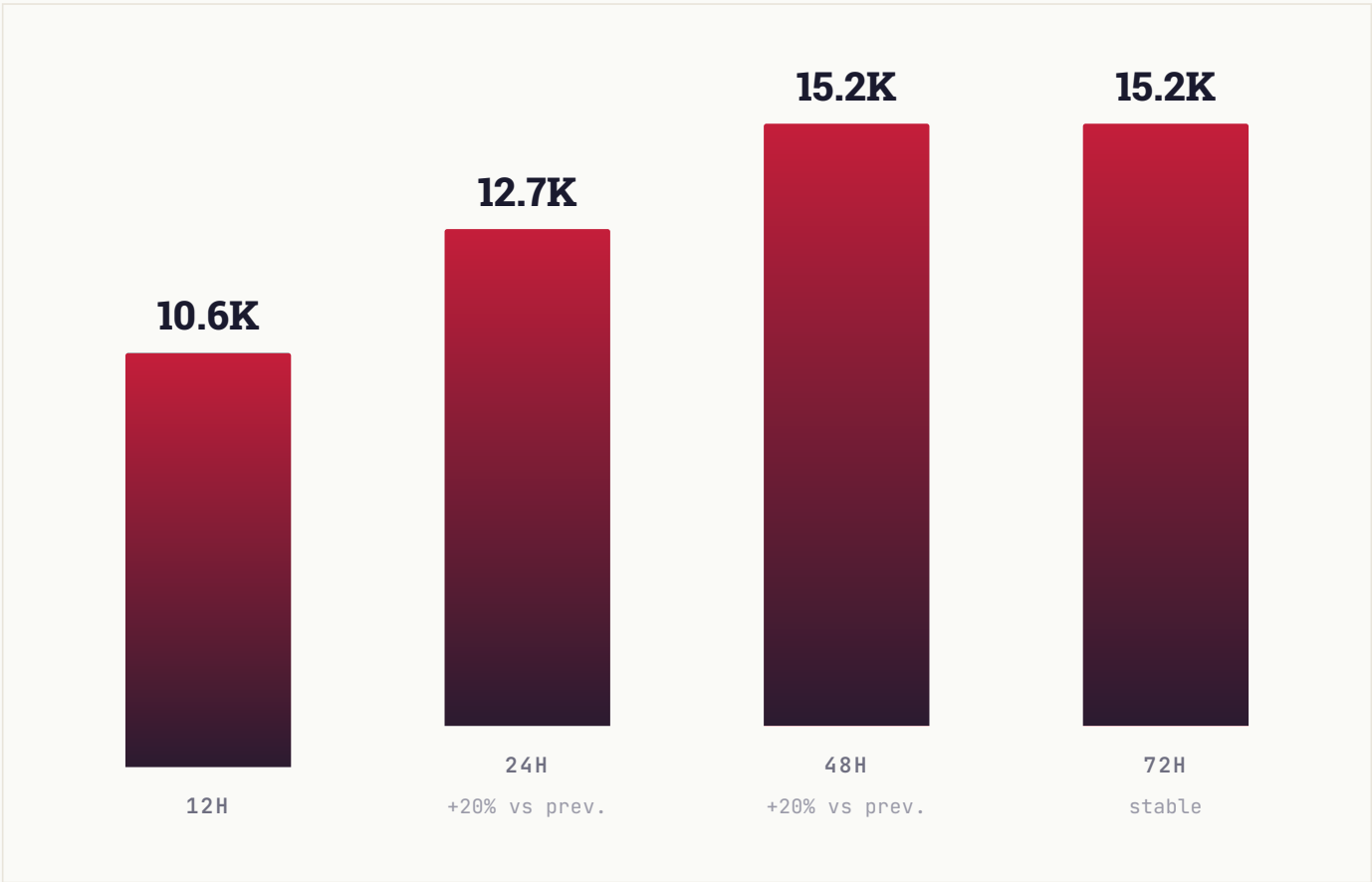
Citation index **76** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel "weighs" more than from a 1K one. All time the channel was mentioned **227** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post over time since publication. Helps estimate how long the 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
MO Moscow Business	966.6K
CI Million-Dollar Books Business Blog	872.2K
SS M&A	495.2K
AB Business Shark	494.1K
BI Business Ideas Startups	449.2K
RB Russian Business	377.2K
BD Business DNA of Russia	297.3K
PR Russian retail & business	289.2K
2H 25th hour • Business & Finance	288.4K
BB Business Unfiltered	256.5K
TP Your pet project YOU	96.2K

COMPARATIVE INSIGHT

Channel in bottom half of top-100 niche (#54 of 100). Niche median — 102.7K subs. First growth KPI — reach the median. Leader: Moscow Business (966.6K).

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Every month we record posts in other channels that mention yours. Over the last **6 months** such mentions were **8**, they brought **24 969** new subs.

PERIOD	MENTIONS	CHANNELS	NEW SUBS FROM
December 2025	1	1	3 396
Nov 2025	0	0	4 558
Oct 2025	1	1	5 168
September 2025	3	3	5 217
August 2025	3	3	4 884
July 2025	0	0	1 746

TOTAL MENTIONS	MONTHS OF DATA	NEW SUBS GAINED
8	6	24 969

— SECTION 08 · NICHE COMPARISON

Where the channel ranks in its league

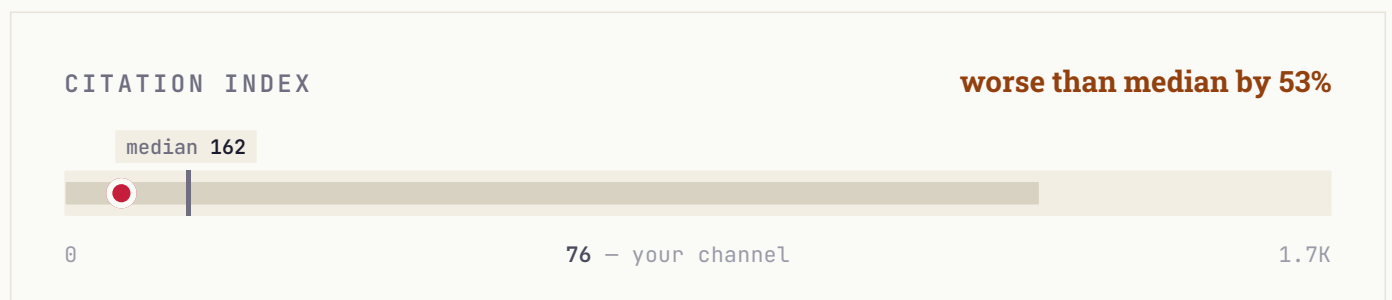
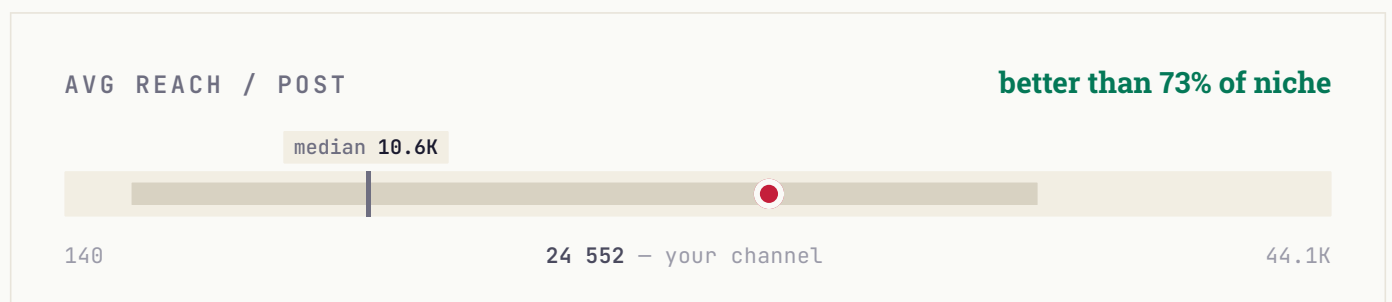
Top-100 channels in category «Business & Startups» (Russia) and saw how your channel compares. Gray band — range where 80% of niche channels fall (p10 to p90). Black vertical — median. Red dot — your channel.

#54

/100

RANK IN NICHE

Channel in the bottom half of the ranking



— SECTION 09 · STRATEGY

What to do right now

5 priority actions sorted by expected impact. Check them off and come back to this report in a month.

01

Top post of the week — on Friday

Audience is most active on this day at 10:00 MSK.

EFFECT

**Best time for
important
posts**

02

Increase video post share

Video in Telegram holds audience longer and is favored 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 give +5-15% ER. One poll per week on a hot topic — easy growth point.

EFFECT

+5-15% ER

05

Cross-promo with similar channels

Swap posts with similar channels once a quarter. No need daily — 2-3 collabs bring 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. 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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