

— PROMTPRESS PUBLIC REPORT

Channel audit

Client

**@yourtypicalclient**

We joke for marketers, influencers, all creative agency dwellers and other cool digital folks. For uncool folks, we don't joke. Ads: @urclient1 Registry: <https://clck.ru/3FwPwx>

SUBSCRIBERS

47 895

-107 per month

ERR (% SEE POSTS)

47.0%daily **16.5%**

REACH/POST

21.7Kad reach **7.9K/24h**

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. The subtitle shows the period it covers.

 SUBSCRIBERS 47 895 —	 SUBS REACH 45.37% avg % subs see post	 VIEWS/POST 21.7K median 22.6K · 28 days	 POSTS/WEEK 5.6 over period
 7D TREND +23.3% vs previous week	 REACTIONS/POST 372.7 total 8,573 reactions, 6,152 reposts, 187 comments	 POST LENGTH 100 chars median 70 · 28 days	 POSTS ANALYZED 23 28 days
 AD REACH 7.9K avg over 24h	 CHURN / MONTH -107 last month	 CITATION RATE 126 citation index · 1,041 channels mentioned ever	 CHANNEL AGE 9 years 10 days created 04.07.2017

AI EDITOR SUMMARY

Channel «Client» — 47 895 subs. Each post averages 21.7K people (45% from subs), wide reach for a channel this size. Publishes 6 posts per week (~1/day) — infrequent. Week Jun 29 – Jul 5 reach grew +23.3% vs week Jun 22–28 — positive trend.

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 23 posts in 28 days.
- 02 Dominant format — Text (21/23 posts).
- 03 Avg post length — 100 chars (median 70).
- 04 Peak audience activity — Friday, 11:00 MSK.
- 05 Top posts drive 2x more views than the weakest (36K avg top vs 14.8K worst) — among 23 posts in 28 days. Worth analyzing what top posts have in common: topic, format, publish time.

TOP 5 POSTS

Nº1 03.07 · 08:17 TEXT Colleagues, we accept payment in gasoline	VIEWS 51 417 REPOSTS 297	REACTIONS 402 ER 107.4%
Nº2 30.06 · 07:49 TEXT Colleagues, by 2:00 PM we need to find the guilty one	VIEWS 28 237 REPOSTS 842	REACTIONS 601 ER 59.0%
Nº3 17.06 · 09:34 TEXT Colleagues, happy holiday! The task has reached three deadlines	VIEWS 28 219 REPOSTS 531	REACTIONS 625 ER 58.9%

Nº418.06 · 09:56TEXT Colleagues, during work hours send only unfunny memes to the chat	VIEWS	REACTIONS
	27 481	346
	REPOSTS	ER
	144	57.4%

Nº526.06 · 10:51TEXT Colleagues, let's wrap up the collab results: main thing – keep the vibe and comfort.	VIEWS	REACTIONS
	27 289	342
	REPOSTS	ER
	234	57.0%

WORST 3

↓08.07 · 08:13TEXT Colleagues, I loved you: love still, perhaps, In my soul has not completely faded; But let it no longer disturb you; I don't want to pay you for...	VIEWS	REACTIONS
	15 751	527
	REPOSTS	ER
	381	32.9%

↓10.07 · 07:57TEXT Colleagues, unblock the Strait of Hormuz	VIEWS	REACTIONS
	14 321	229
	REPOSTS	ER
	71	29.9%

↓08.07 · 09:17TEXT Colleagues, tomorrow you'll need to take an anonymous survey – each gets a unique link	VIEWS	REACTIONS
	14 283	445
	REPOSTS	ER
	192	29.8%

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 the channel gained or lost subs.

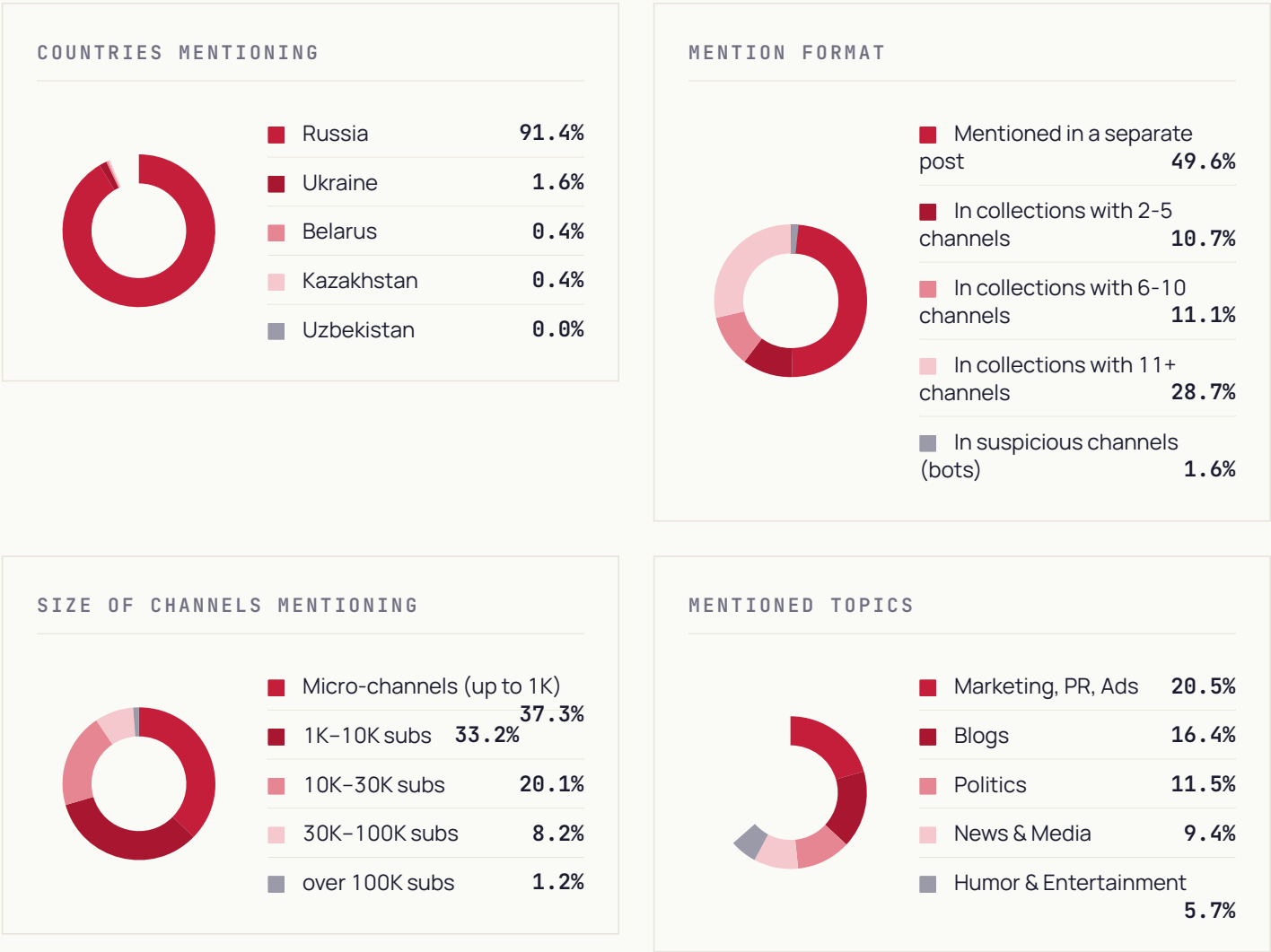


START DATE	NOW	NET GROWTH
48 272	47 895	-377

SECTION 04 · MENTIONS

Who and how mentions the channel

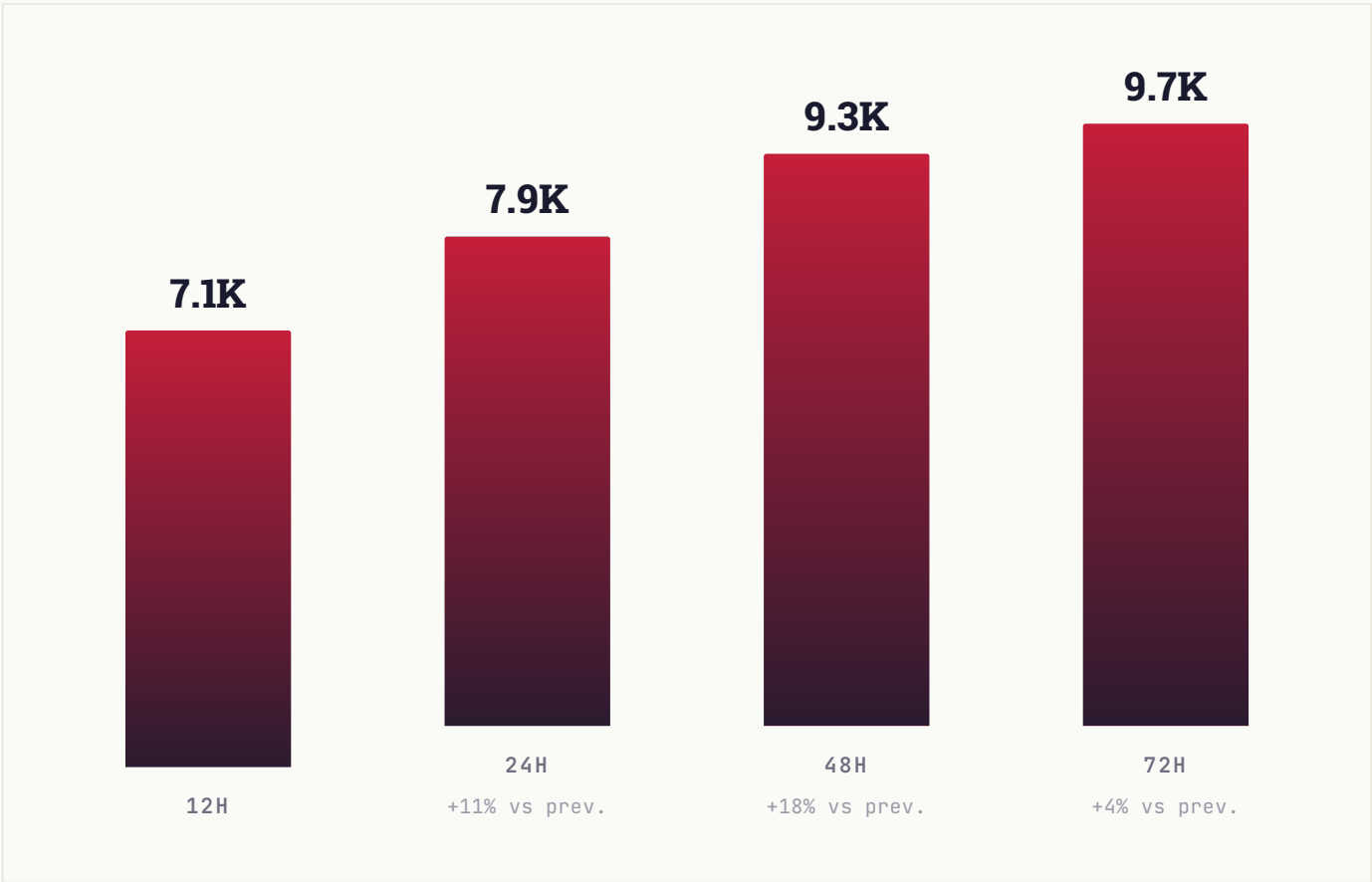
Citation index **126** — channel popularity rating based on mentions. Considers not only quantity but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **1 041** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

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



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic & audience. Your channel is highlighted — see its rank among niche neighbors.

CHANNEL	SUBSCRIBERS
TM My feed trends	2.5M
MO Ice Cream	1.7M
OK Okak	1.6M
SE Search	1.5M
TR Trendly	1.2M
TB trends by russia	1.1M
KV Client is always right	1.1M
TZ Set trends	1M
SV Trending today	1M
TV Trend or leave	990K
KL Client YOU	47.9K

COMPARATIVE CONCLUSION

Channel is still outside top 99 of 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

Each month we record posts in other channels that mention yours. Over the last **6 months** such mentions occurred **13**, they brought **1 229** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
Jan 2026	0	0	67	
December 2025	3	3	248	
Nov 2025	2	2	109	
Oct 2025	1	1	275	
September 2025	5	4	373	
August 2025	2	2	157	

TOTAL MENTIONS	MONTHS IN DATA	ACQUIRED SUBS
13	6	1 229

Where the channel stands in its league

The figure consists of three horizontal bar charts, each representing a different performance metric. Each chart has a light beige background bar representing the range of values, a darker beige bar representing the median, and a red dot representing the channel's performance. The charts are arranged vertically.

- SUBSCRIBERS:** The chart shows a range from 40.9K to 1.2M. The median is 144.6K. The channel's performance is 47,895, which is worse than the median by 67%.
- AVG REACH / POST:** The chart shows a range from 11 to 56.2K. The median is 13.4K. The channel's performance is 21,729, which is better than 61% of the niche.
- CITATION INDEX:** The chart shows a range from 0 to 3.3K. The median is 204. The channel's performance is 126, which is worse than the median by 38%.

Metric	Range	Median	Channel Value	Comparison
SUBSCRIBERS	40.9K - 1.2M	144.6K	47,895	worse than median by 67%
AVG REACH / POST	11 - 56.2K	13.4K	21,729	better than 61% of niche
CITATION INDEX	0 - 3.3K	204	126	worse than median by 38%

— 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 Friday

Best time: this day at 11:00 MSK.

EFFECT

**Best window
for an
important post**

02

Increase video post share

Video in Telegram holds audience longer and is favored by the algorithm. 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). PromtPress picks sources for your niche.

EFFECT

**+1000-3000
subs**

04

Test polls & interactive formats

Posts with polls/reactions usually give +5-15% to ER. One poll per week on a hot topic is an easy growth point.

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

Cross-post with similar channels once a quarter. 2-3 collabs give relevant growth — no need daily.

EFFECT

**Growth from
relevant
audience**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in minutes from public data. Want to go further — run ads with 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
