

PROMTPRESS PUBLIC REPORT

Channel audit

Yumi



@yumdigital

Media about video content, social networks and internet trends.
 Collaboration: @earlsky Assistant: @Alivian The channel
 cooperates with the advertising service @Tgpodbor_official Ads:
 telega.in/c/yumdigital RKN:...

SUBSCRIBERS

85 337

-1331 per month

ERR (% SEE POSTS)

7.0%

per day 5.0%

REACH/POST

5.7K

ad reach 4.3K/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

Year chart · growth

04 Citation rate

Who and how mentions the channel

05 Ad potential

How long a post brings reach

06 Competitors

Niche neighbors · your spot

07 Niche comparison

Rank in «Marketing, PR, Advertising»

08 Strategy

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card – a separate channel health indicator. Subtitle under the number shows the period.

 SUBSCRIBERS 85 337 —	 SUBS REACH 6.65% avg % subs see post	 VIEWS/POST 5.7K median 5.8K · 29 days	 POSTS/WK 33.2 over period
 7D TREND +4.8% vs previous week	 REACTIONS/POST 77.5 total 11,004 reactions, 13,494 reposts, 0 comments	 POST LENGTH 284 chars median 288 · 29 days	 POSTS ANALYZED 142 29 days
 AD REACH 4.3K 24h avg	 CHURN / MONTH -1331 over last month	 CITATION RATE 2 120 citation index · 3,386 channels mentioned all time	 CHANNEL AGE 4 years 5 months created 27.01.2022

AI EDITOR SUMMARY

Channel «Yumi» – 85 337 subs. Each post averages 5.7K people (7% from subs), reach is low – need to grow audience. Publishes 33 posts per week (~5/day) – active posting. Week of Jun 15–21 reach stable (+4.8% vs week 8–14 Jun).

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on **142** posts over 29 days.
- 02 Dominant format – **Photo** (72/142 posts).
- 03 Avg post length – **284** chars (median 288).
- 04 Peak audience activity – **Friday, 09:00 MSK**.
- 05 Top posts get **1x** more views than the weakest (7K avg for top vs 5.1K for worst) – among 142 posts over 29 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 26.06 · 06:32 VIDEO Sauron has a dacha. And it's in the Moscow suburbs. In the middle of ordinary private sector we found a house that looks like a real fortress from...	VIEWS 7 887 REPOSTS 221	REACTIONS 131 ER 9.2%
Nº2 21.06 · 10:07 VIDEO Cat became a gambling addict. All because of the owner. The girl built a real slot machine for her pet that dispenses food after a lucky spin...	VIEWS 6 622 REPOSTS 269	REACTIONS 147 ER 7.8%
Nº3 19.06 · 08:57 PHOTO Omega-3 is nonsense. Scientists say it's the most useless supplement. According to them, the positive health effect came not from the acids, but...	VIEWS 6 608 REPOSTS 100	REACTIONS 61 ER 7.7%

Nº4

16.06 · 12:24

PHOTO

Surprise: Netflix bought rights to «Masha and the Bear». The streaming service will air seasons 8 and 9, plus spin-offs...

VIEWS

6 575

REPOSTS

116

REACTIONS

138

ER

7.7%

Nº5

18.06 · 09:01

PHOTO

Cristiano Ronaldo unexpectedly made a bettor a millionaire. Polymarket user risked \$300k betting that the national team...

VIEWS

6 502

REPOSTS

78

REACTIONS

91

ER

7.6%

WORST 3

↓ 27.06 · 12:49 PHOTO

Stylish and recognizable 😊

VIEWS

5 153

REPOSTS

112

REACTIONS

180

ER

6.0%

↓ 29.06 · 12:24 PHOTO

Surprise: rapper Lil Pump to perform in Moscow. Organizers announced the August 22 concert. Ticket prices not yet revealed...

VIEWS

5 111

REPOSTS

27

REACTIONS

23

ER

6.0%

↓ 29.06 · 16:24 VIDEO

«The Devil Wears Prada 2» is now available to watch at home. The sequel to the cult film has appeared online in good quality with Russian dubbing. K...

VIEWS

5 053

REPOSTS

66

REACTIONS

29

ER

5.9%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

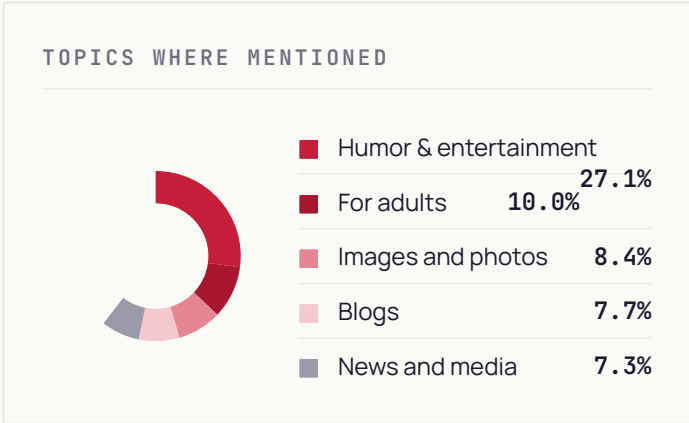
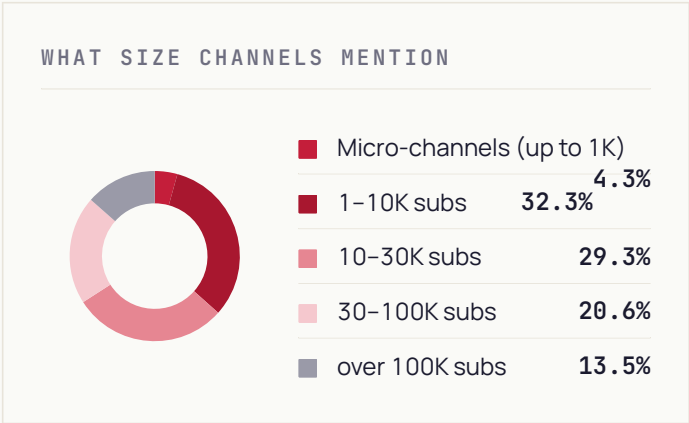
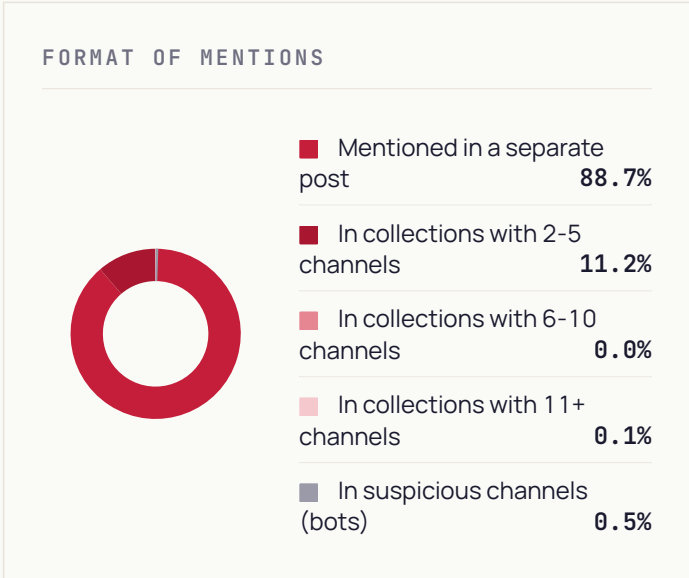
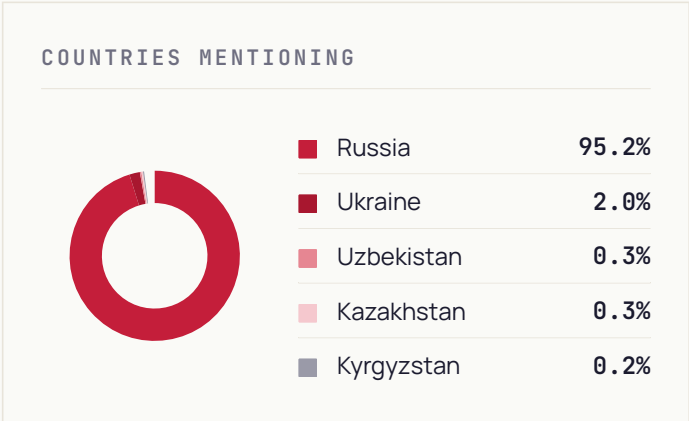
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who and how mentions the channel

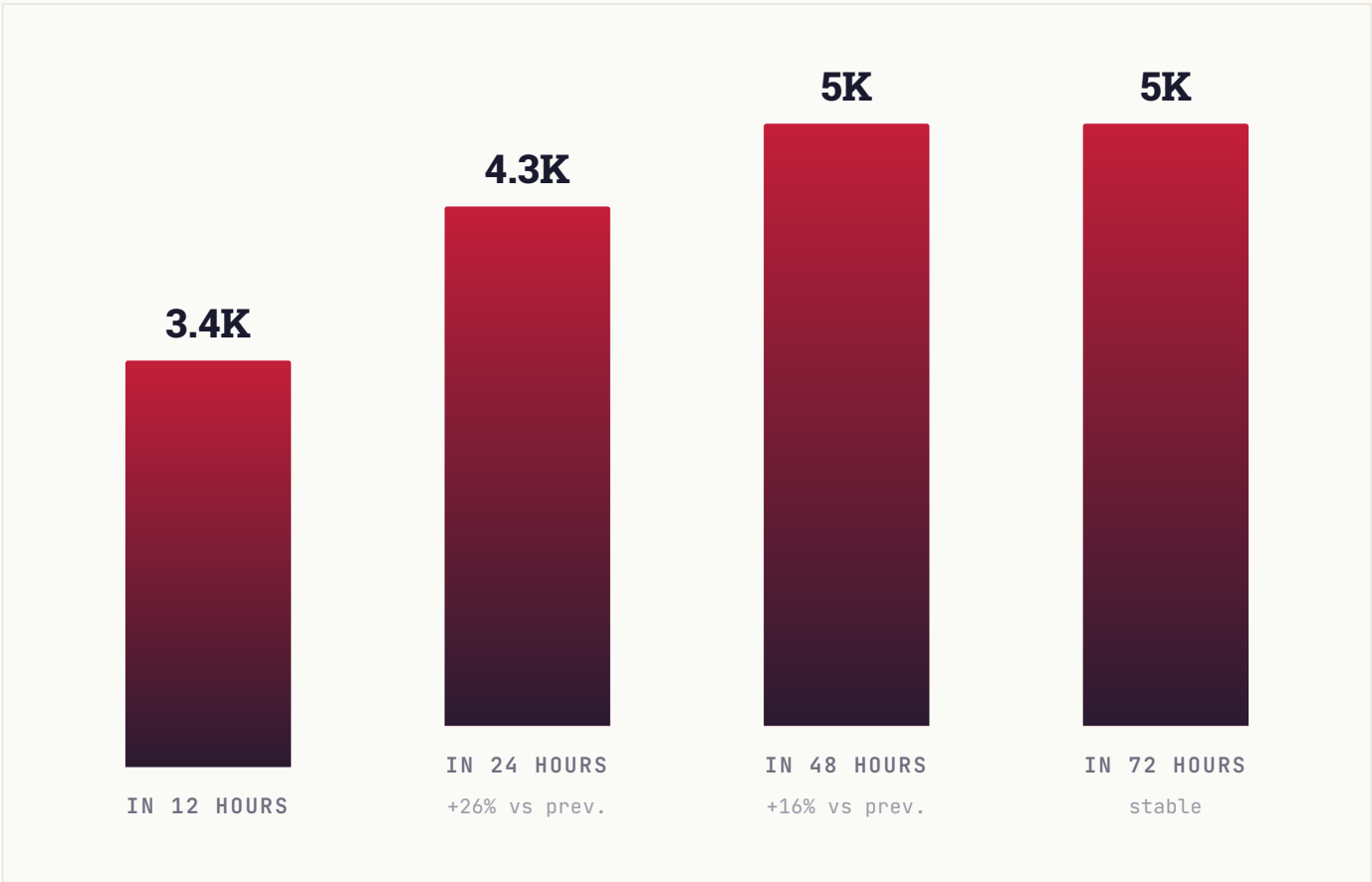
Citation index **2 120** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from 1K subs. All time channel was mentioned **3 386** different channels.



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 should «live».



SECTION 06 · 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 Okak	1.6M
ER Search	1.4M
TR Trending	1.2M
ER Customer is always right	1.1M
TB Trends by Russia	1.1M
AVG Trending today	1M
TV Trend or leave	927.6K
TZ Set trends	922.6K
YU Yumi YOU	85.3K

COMPARATIVE INSIGHT

Channel in bottom half of top-100 niche (#83 of 99). Niche median — 145.6K subs. First growth KPI — reach median. Leader: My feed trends (2.5M).

— SECTION 07 • NICHE COMPARISON

Where channel stands in its league

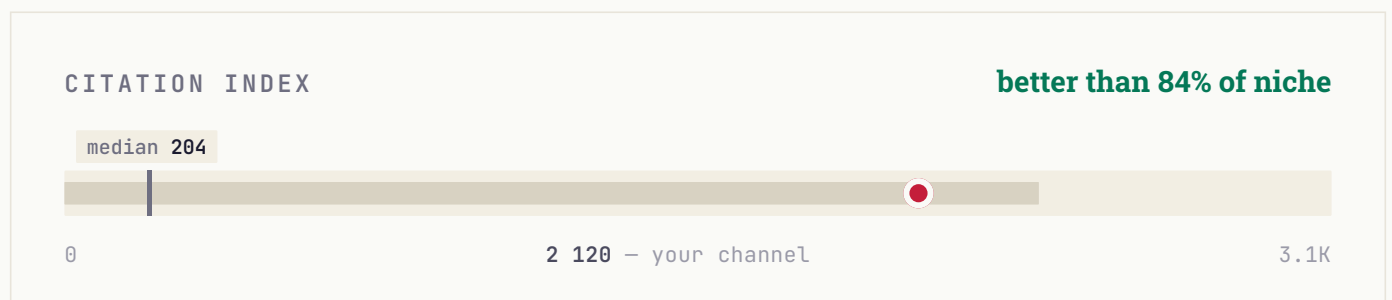
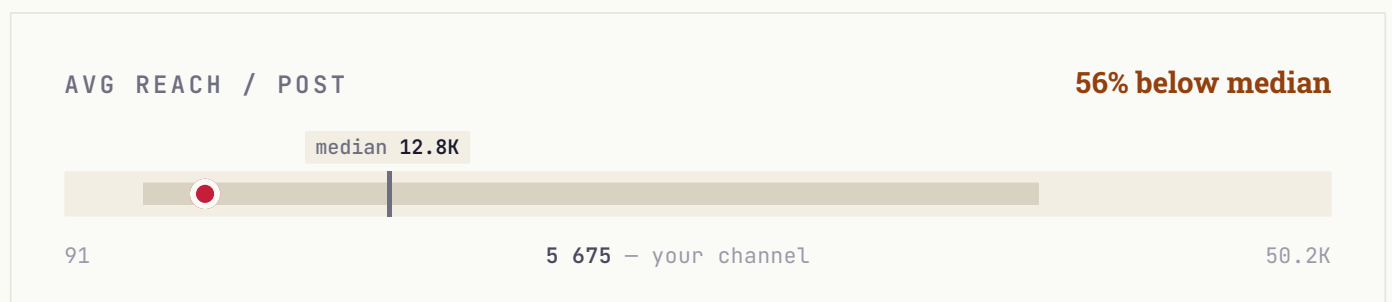
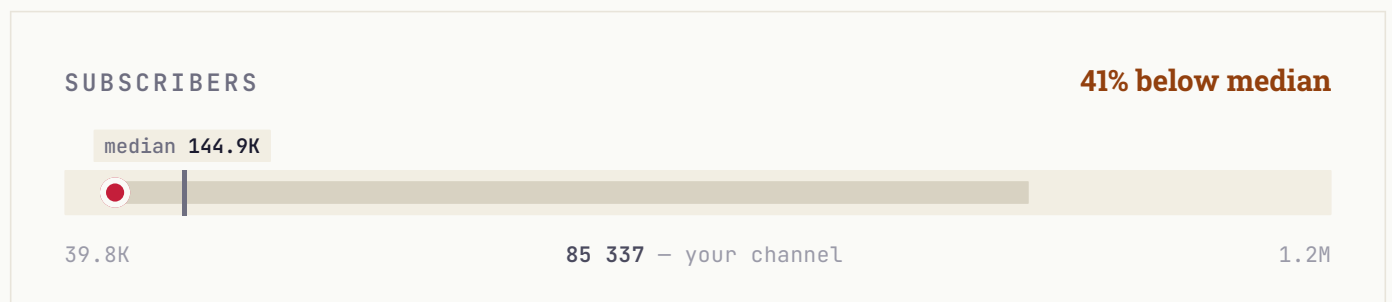
Took top-100 channels in category "Marketing, PR, advertising» (Russia) and compared your channel to them. Gray band — range covering 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

#83

/100

RANK IN NICHE

Channel in the bottom half of the ranking



— SECTION 08 · 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

Audience most active on this day at 09:00 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 picks sources for your niche.

EFFECT

**+1000-3000
subs**

03

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

04

Cross-promo with neighboring channels

Exchange posts with same-segment channels quarterly. 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 this done by **PromptPress?**

This audit — what we can do in a few minutes based on 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
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02	Contact manager	t.me/PromptPress_manager
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