

— PROMTPRESS PUBLIC REPORT

Channel Audit

ADS | Kazan |

Apple iPhone

MacBook iPad

Айфон Макбук

Айпад



@adsapple

Apple | Dyson | Sony tech store 🕒 Working 6 years, 10:00-21:00 🕒
New & used tech 📍 Kazan, Nikolaya Stolbova, 1/3 🏠 Sales:
@ADSStoreSeller Used tech channel:...

SUBSCRIBERS

44 865

+15086 per month

ERR (% SEE POSTS)

5.0%

last 24 hrs 2.4%

REACH/POST

2K

ad reach 1.1K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. Subtitle shows calculation period.

 SUBSCRIBERS 44 865 —	 SUBSCRIBER REACH 4.54% avg % subs see post	 VIEWS/POST 2K median 1.9K · 29 days	 POSTS/WEEK 36.8 for period
 7D TREND +2.1% vs previous week	 REACTIONS/POST 5.8 892 reactions, 1,088 reposts, 28 comments	 POST LENGTH 411 chars median 349 · 29 days	 POSTS ANALYZED 154 29 days
 AD REACH 1.1K 24h avg	 CHURN / MONTH +15086 last month	 CITATION RATE 29 citation index · 96 channels mentioned all time	 CHANNEL AGE 6 years 11 months created 03.08.2019

AI EDITOR SUMMARY

Channel «ADS | Kazan | Apple iPhone MacBook iPad» — 44 865 subs. Avg views per post 2K people (5% of subs), reach is low — consider expanding audience. Publishes 37 posts/week (~5/day) — active posting. For week Jun 29 – Jul 5 reach stable (+2.1% vs week of June 22–28).

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 154 posts over 29 days.
- 02 Dominant format – Photo (74/154 posts).
- 03 Avg post length – 411 chars (median 349).
- 04 Peak audience activity – Saturday, 18:00 MSK.
- 05 Strongest posts get 7x more views than the weakest (8K avg for top vs 1.2K for worst) – among 154 posts over 29 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 20.06 · 15:11 TEXT  GIVEAWAY GOOGLE FITBIT AIR FROM ADS We're giving away one of the most wanted gadgets this summer 🥳 Only 1 winner, but anyone can enter...	VIEWS 10 083 REPOSTS 137	REACTIONS 168 ER 22.5%
Nº2 20.06 · 13:25 VIDEO Continuing to tell about the Google Fitbit Air fitness tracker 🕒 Today we showed the handy app and all the features💙 Waiting for purchases...	VIEWS 6 984 REPOSTS 3	REACTIONS 2 ER 15.6%
Nº3 20.06 · 10:25 VIDEO Continuing the «CHECK RESET» promo! 📄 Want to get ALL tech for free? 📺 1. Make any purchase in our store from June 5 to 6...	VIEWS 6 933 REPOSTS 2	REACTIONS 2 ER 15.5%

Nº4 20.06 · 09:23 PHOTO  Hottest Prices of the Week Prices are for cash payment eSIM electronic SIM card iPhone 17 Pro 256GB Blue - 90.990P iPhone 17...	VIEWS 6 802 REPOSTS 5	REACTIONS 1 ER 15.2%
Nº5 21.06 · 07:08 PHOTO 🤖 Only 33.990P to new iPhone 17 Pro Trade in your iPhone 16 Pro 512GB for 53.000P and get new iPhone 17 Pro for just 86.990P Extra payment...	VIEWS 6 180 REPOSTS 6	REACTIONS 4 ER 13.8%

|

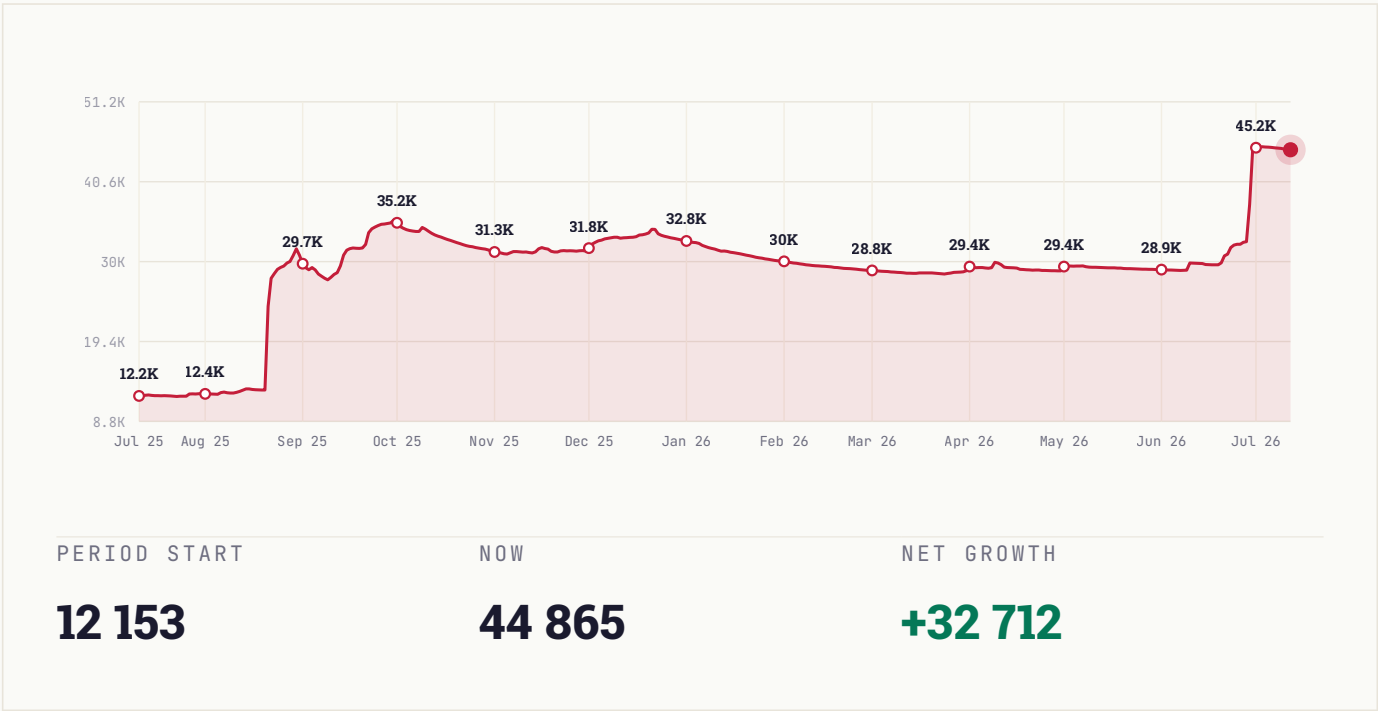
WORST 3

↓ 08.07 · 09:52 POLL (post without caption – poll)	VIEWS 1 192 REPOSTS 1	REACTIONS — ER 2.7%
↓ 09.07 · 09:55 TEXT Can't surprise you with just one special price? 😊 We thought and... decided to add a few more top ones to today's selection...	VIEWS 1 176 REPOSTS —	REACTIONS 11 ER 2.6%
↓ 09.07 · 07:59 VIDEO (post without caption – video)	VIEWS 1 109 REPOSTS 1	REACTIONS — ER 2.5%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

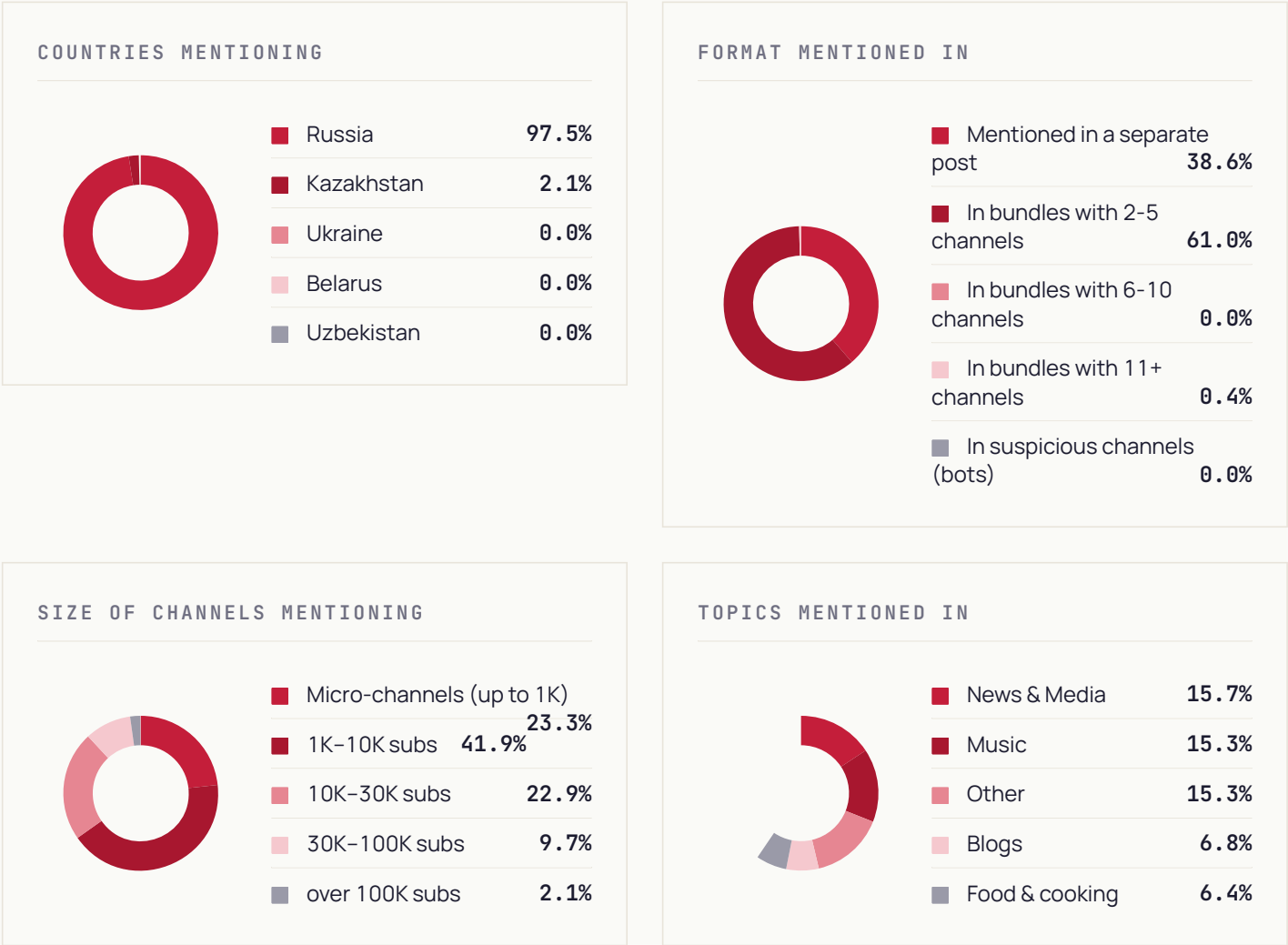
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth vs. loss.



SECTION 04 · CITATIONS

Who mentions the channel and how

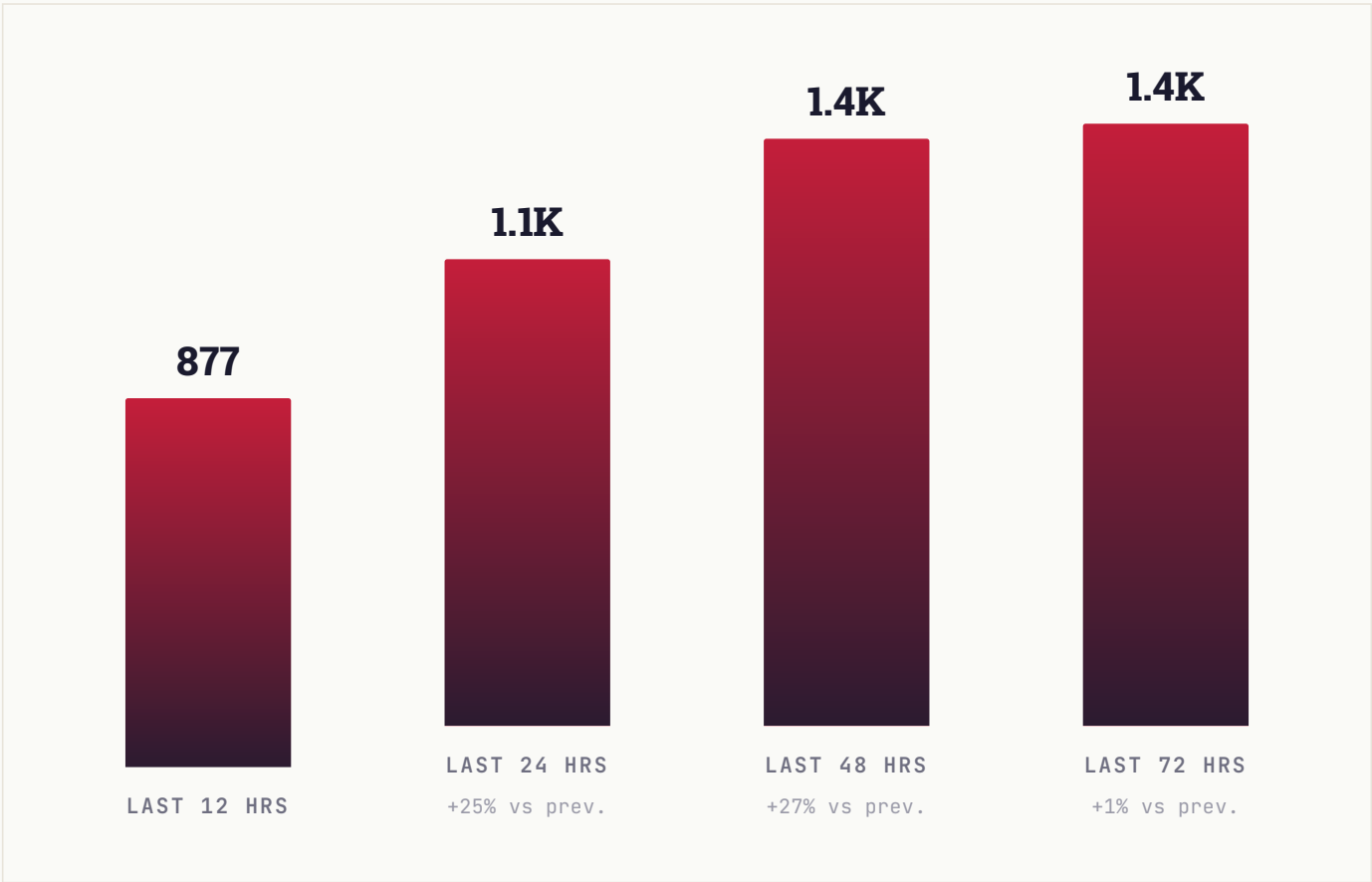
Citation index **29** – channel popularity rating based on mentions. Considers both count & weight of mentioners: a post from a 100K subs channel weighs more than from 1K. All-time mentions: **96** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates 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 — see its rank among niche neighbors.

CHANNEL	SUBSCRIBERS
HI hitvpn_blog	4.6M
MT Trending World	3.3M
TE Techchat	3.1M
HA Hi, AI • Tech News	2.6M
آا اینترنت زَاد	2.5M
TE Technomotel	2.4M
NN NN	2.2M
EC Exploit	2.1M
L- LIVE — Telegram, AI & Tech	2M
PP PINK PROXY پروکسی	2M
AI ADS Kazan Apple iPhone MacBook iPad Айфон Макбук Айпад YOU	44.9K

COMPARATIVE CONCLUSION

Channel not yet outside top 100 niche — early growth stage. Niche leader — hitvpn_blog (4.6M), top-100 median: 446.9K. First goal: enter top-100 via systematic traffic & content work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Monthly we track posts in other channels that mention yours. Over the last **6 months** such mentions were **157**, they brought **32 765** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	2	2	13
December 2025	25	20	3 014
Nov 2025	5	3	1 319
Oct 2025	19	10	534
Sep 2025	35	16	8 275
August 2025	71	45	19 610

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS
157	6	32 765

Where channel ranks in its league

The figure consists of three horizontal bar charts, each representing a different performance metric. Each chart has a light beige background with a darker beige bar. A vertical line marks the 'your channel' value, and a red dot marks the 'median' value. The 'median' value is also displayed in a small box above the bar.

Metric	Median	Your Channel	Performance Gap
SUBSCRIBERS	454.3K	44,865	90% below median
AVG REACH / POST	34.2K	2,038	94% below median
CITATION INDEX	142	29	80% below median

SUBSCRIBERS 90% below median

median 454.3K

110.2K 44 865 – your channel 2.3M

AVG REACH / POST 94% below median

median 34.2K

145 2 038 – your channel 136.9K

CITATION INDEX 80% below median

median 142

0 29 – your channel 1.8K

— SECTION 09 · STRATEGY

What to do right now

5 priority actions sorted by expected impact. Check them off and revisit next month.

- 01

Top post of the week — on Saturday

Audience most active on this day at 18:00 MSK.

EFFECT

Best window for an important post
- 02

System traffic buy

Three formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromptPress finds sources for your niche.

EFFECT

+1000-3000 subs
- 03

Test polls & interactive formats

Posts with polls/reactions typically 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 channels in the same segment once a quarter. No need to do it 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 from public data.
Want to go further — run ads through 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
