

PROMTPRESS PUBLIC REPORT

Channel audit

Apelsin



@apelsin

Apelsin — payment service: myapelsin.ru Apelsin card is easy to get and pays off — 7% cashback on purchases at Pyaterochka and Perekrestok. Registered with RKN: clck.ru/3FVFfN

SUBSCRIBERS

149 028

-2607 per month

ERR (% SEE POSTS)

7.0%

daily **3.0%**

REACH/POST

9.8K

ad reach **4.5K**/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 149 028 —	 SUBSCRIBER REACH 6.61% avg % of subs see a post	 VIEWS/POST 9.8K median 10.7K · 29 days	 POSTS/WEEK 7.4 for the period
 7D TREND -10.7% vs previous week	 REACTIONS/POST 67.5 total 2,091 reactions, 208 reposts, 1,739 comments	 POST LENGTH 435 chars median 392 · 29 days	 POSTS ANALYZED 31 29 days
 AD REACH 4.5K 24h avg	 CHURN / MONTH -2607 last month	 CITATION RATE 218 citation index · 332 channels mentioned all time	 CHANNEL AGE 2 years 1 month created 14.05.2024

AI EDITOR SUMMARY

Channel «Orange» — 149 028 subs. Each post averages 9.8K people (7% from subs), reach is low — consider expanding audience. Publishes 7 posts per week (~1/day) — regular schedule. For the week of June 1–7, reach dropped by -10.7% to the week of May 25–31 — worth investigating reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement & underperformers – to see what to repeat & what to drop.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 31 posts over 29 days.
- 02 Dominant format – Photo (16/31 posts).
- 03 Avg post length – 435 chars (median 392).
- 04 Peak audience activity – Wed, 17:00 MSK.
- 05 Top posts get 2x more views than the weakest (14K avg top vs 6.6K worst) – among 31 posts over 29 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 20.05 · 14:00 PHOTO Grab a working scheme to earn X5 Club points in the Fridge of Deals and exchange them for tech, merch, and valuable prizes 📄 5 rules...	VIEWS 14 107 REPOSTS 2	REACTIONS 63 ER 9.5%
Nº2 22.05 · 11:01 PHOTO The coveted «STOP» has been announced in the comments! And here are the winners: 1. @DimNik1991 2. @MinLexi 3. @kPltu We'll contact you to deliver the prize...	VIEWS 14 084 REPOSTS 4	REACTIONS 92 ER 9.5%
Nº3 25.05 · 13:03 PHOTO Forgot your card at home? No problem! You can pay with your phone at Pyaterochka and Perekrestok checkouts. Just open the store app...	VIEWS 13 805 REPOSTS 4	REACTIONS 64 ER 9.3%

Nº4 28.05 · 12:31 PHOTO A peek into the future? Look closely at the image and write the first 3 words you see in the comments. They will predict...	VIEWS 12 731 REPOSTS 2	REACTIONS 60 ER 8.5%
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Nº5 02.06 · 12:25 PHOTO Knife for 1 ruble at Pyaterochka with Apelsin card! ☒ From June 2 to August 22, a big promo starts in stores. You can skip the step...	VIEWS 12 406 REPOSTS 41	REACTIONS 92 ER 8.3%
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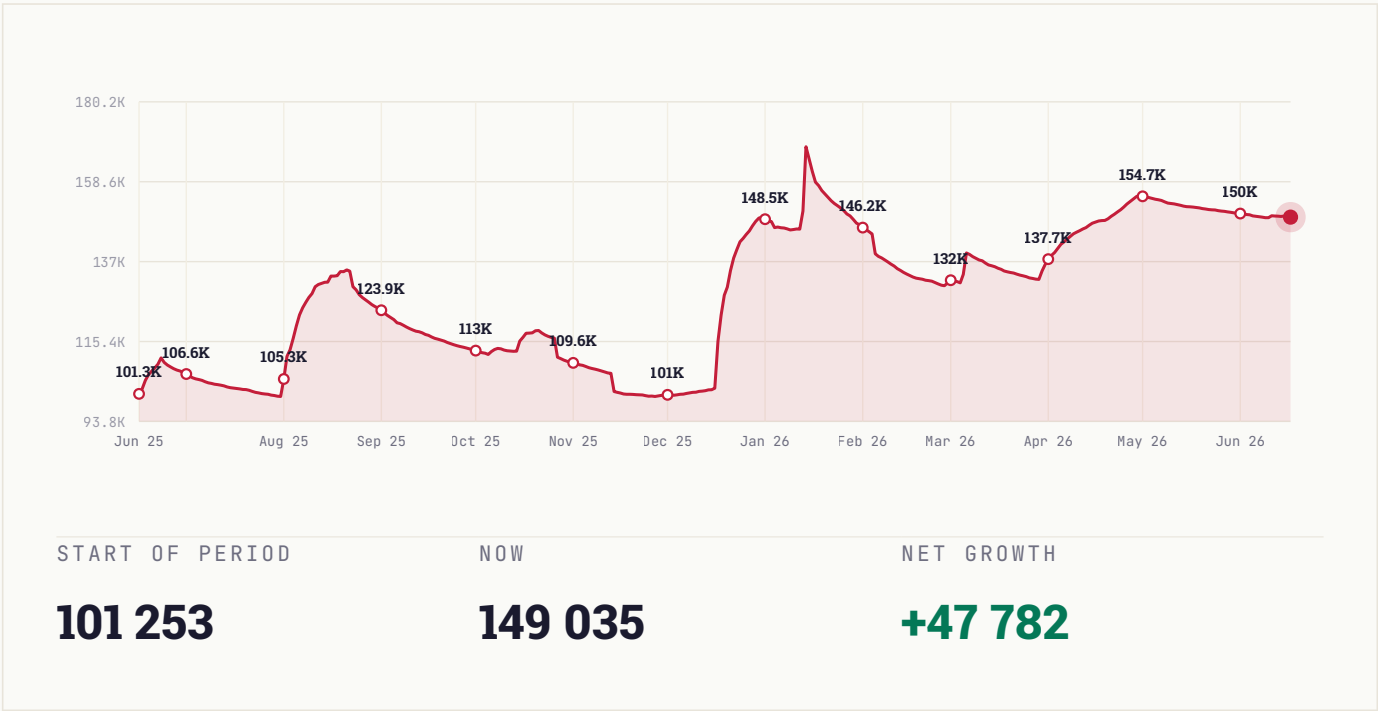
WORST 3

↓ 14.06 · 08:48 PHOTO Those carefree days are here. Want to linger at a picnic or spontaneously head out of town? Car sharing in such moments is...	VIEWS 6 750 REPOSTS 1	REACTIONS 48 ER 4.5%
↓ 13.06 · 08:39 PHOTO Simple adult joys – a thousand rubles for groceries. Want the same? Just buy an envelope with a card at the checkout for 99 rubles. •...	VIEWS 6 661 REPOSTS 2	REACTIONS 70 ER 4.5%
↓ 12.06 · 08:36 VIDEO (post without caption – video)	VIEWS 6 327 REPOSTS 2	REACTIONS 14 ER 4.2%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

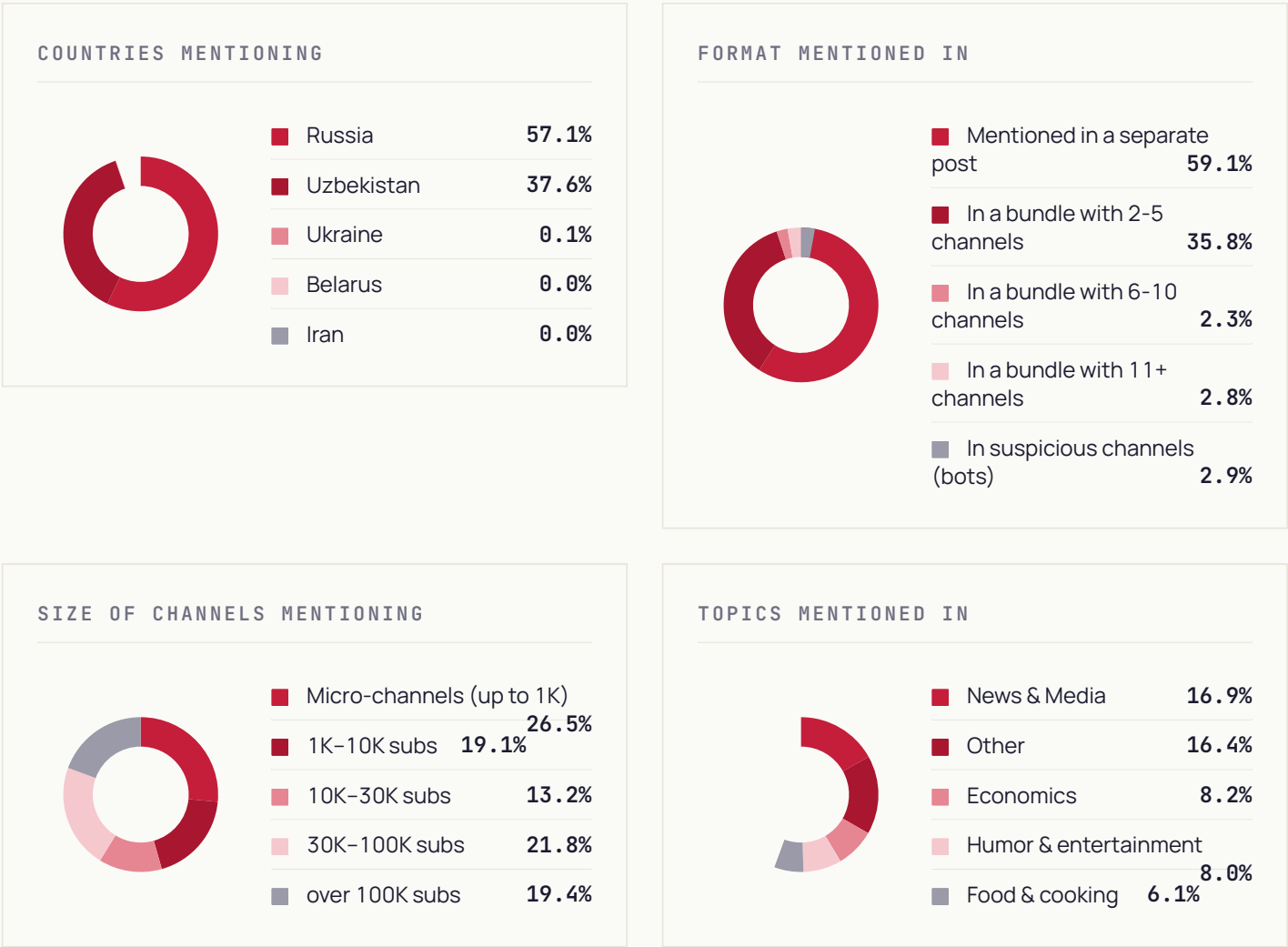
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth vs. loss.



SECTION 04 · MENTIONS

Who mentions the channel and how

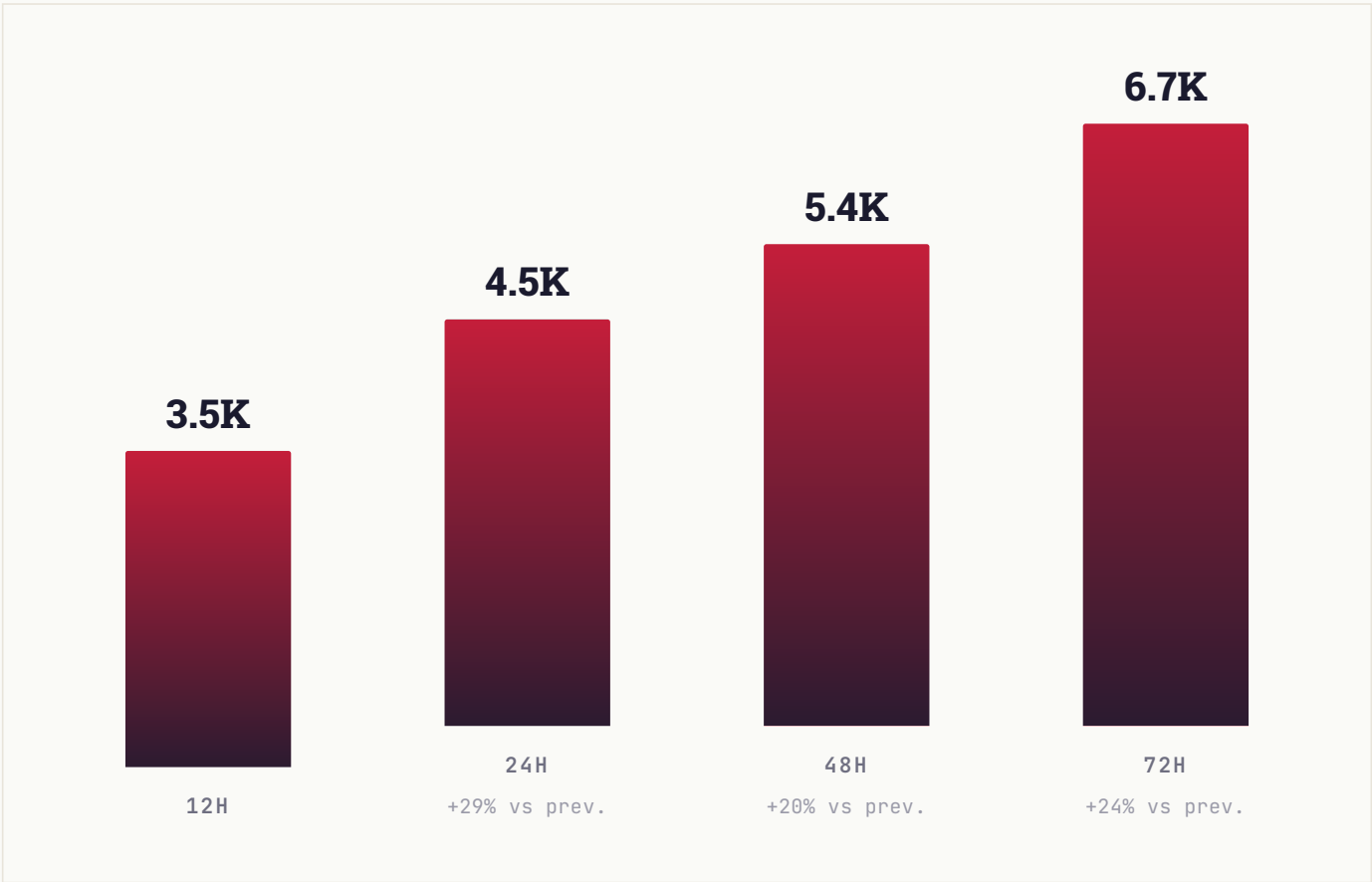
Citation index **218** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs one. All-time channel mentions: **332** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg ad post reach over time since publication. Helps estimate how long 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 neighbors.

CHANNEL	SUBSCRIBERS
OZ OZON	1.1M
YM Yandex Market	1M
X- Freebie seekers - Lightning	1M
SN Market discounts	993.1K
WS WB Sniper Wildberries finds Discounts Promos	932.9K
PB By Blat	888K
Z Hare Promos Discounts	877.5K
W Wildberries finds	799.3K
VI ITEMS FROM VIDEO	711.7K
AL Alfa-Profitable	563K
AP Apelsin YOU	149K

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#73 of 94). Niche median: 201.1K subs.
First growth KPI: reach the median. Leader: OZON (1.1M).

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we track posts in other channels that mention your channel. Over the last **6 months** such mentions were **130**, they brought **90 179** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
December 2025	10	9	48 343	
November 2025	62	59	314	
October 2025	21	17	7 251	
September 2025	2	2	0	
August 2025	2	2	34 271	
July 2025	33	32	0	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
130	6	90 179

— SECTION 08 • NICHE COMPARISON

Where the channel ranks in its league

Took top-100 channels in category «Sales» (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.

#73 /100

POSITION IN NICHE

Channel in the bottom half of the ranking

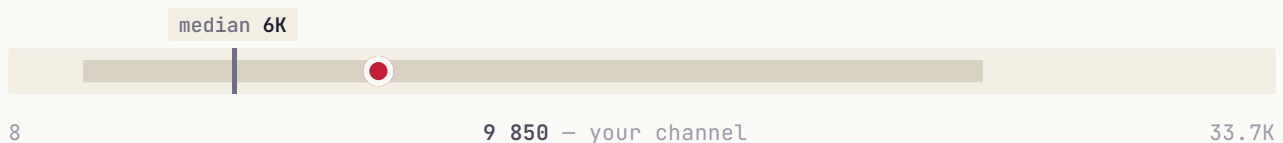
SUBSCRIBERS

worse than median by 23%



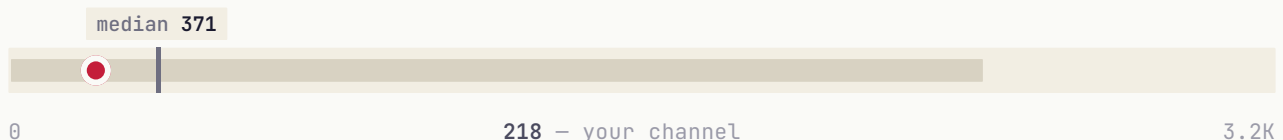
AVG REACH / POST

better than 57% of niche



CITATION INDEX

worse than median by 41%



— 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**Top post of the week — on Wednesday**

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

EFFECT

**Best window
for important
posts****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 poll per week on a hot topic is an easy growth point.

EFFECT

+5-15% ER**04****Cross-promo with neighboring channels**

Exchange posts with channels in the same segment once a quarter. 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 is what we can do in minutes from public data. Want to go further? Run ads through us & hit your growth plan in a month.

01 Launch Telegram ad <https://panel.promptpress.com/register>

02 Contact manager t.me/PromptPress_manager
