

PUBLIC REPORT BY PROMTPRESS

Channel audit

АИИИАН Russia



@auchanrus

Official account of AUCHAN Retail Russia. Telegram support chatbot
— <https://t.me/AuchanRusbot> AUCHAN on social media — <https://taplink.cc/auchan.ru> Registered in the RKN list:...

SUBSCRIBERS

83 804

-591 per month

ERR (% SEE POSTS)

13.0%

past 24 hrs **6.7%**

REACH/POST

10.4K

ad reach **5.6K/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 83 804 —	 SUBSCRIBER REACH 12.38% avg % subs see post	 VIEWS/POST 10.4K median 10.5K · 28 days	 POSTS/WEEK 17.0 for period
 7D TREND -14.0% vs previous week	 REACTIONS/POST 54.8 only 3,837 reactions, 1,066 reposts, 0 comments	 POST LENGTH 429 chars. median 361 · 28 days	 POSTS ANALYZED 70 28 days
 AD REACH 5.6K 24h avg	 CHURN / MONTH -591 last month	 CITATION RATE 262 citation index · 270 channels mentioned ever	 CHANNEL AGE 4 years 4 months created 28.02.2022

AI EDITOR SUMMARY

Channel «АИИAH Russia» — 83 804 subs. Each post avg views 10.4K people (12% of subs), reach low — need to grow audience. Publishes 17 posts/week (~2/day) — regular. Week 22–28 Jun reach dropped -14.0% by week 15–21 Jun — worth analyzing causes.

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 70 posts over 28 days.
- 02 Dominant format — Photo (38/70 posts).
- 03 Avg post length — 429 chars (median 361).
- 04 Audience peak activity — Tue, 17:00 MSK.
- 05 Top posts get 2× more views than the weakest (14.4K avg for top vs 7.8K for worst) — among 70 posts over 28 days. Worth analyzing what the top has in common — topic, format, publish time.

TOP 5 POSTS

Nº1 16.06 · 12:02 PHOTO 🔔 2,000 rubles for shopping could be yours! We're giving away 10 gift cards worth 2,000 rubles each! What to do? ✓ Check...	VIEWS 14 773 REPOSTS 254	REACTIONS 756 ER 17.6%
Nº2 19.06 · 07:12 PHOTO ❤️ Hi! Ashan here! I dropped by not just to chat, but to congratulate the charity foundation "Generation ASHAN" on...	VIEWS 14 688 REPOSTS 7	REACTIONS 69 ER 17.5%
Nº3 18.06 · 06:01 PHOTO ❤️ Curious little Ashan found miracle coupons! Get up to 25% off on four new categories. Want more deals? Find them in...	VIEWS 13 767 REPOSTS 84	REACTIONS 110 ER 16.4%

Nº4 18.06 • 10:01 PHOTO Discount mood ❤️ This week's picks – ripe apricots, crispy nori chips, pork shashlik, fresh cucumbers, laundry gel...	VIEWS 13 718 REPOSTS 12 REACTIONS 62 ER 16.4%
Nº5 20.06 • 07:01 VIDEO ❤️ Just add ice! And something else... We've prepared top 3 cool drinks for hot days: aromatic lemonade with thyme, stunning...	VIEWS 13 626 REPOSTS 18 REACTIONS 62 ER 16.3%

WORST 3

↓ 04.07 • 07:01 VIDEO ❤️ Sea waves – one. Pan heats up – two. Seafood paella ready – three! Fragrant rice, spices, and seafood – this is...	VIEWS 7 970 REPOSTS 18 REACTIONS 46 ER 9.5%
↓ 03.07 • 07:01 PHOTO 🔔 Hotter summer – bigger discounts! Up to 90% off in stores, up to 60% off on the site and in the "My Ashan" mobile app! Hurry to buy everything you...	VIEWS 7 902 REPOSTS 5 REACTIONS 29 ER 9.4%
↓ 01.07 • 07:01 PHOTO 🔔 Check out July categories – up to 30% cashback! 12 new categories are waiting for you on the site and in the "My Ashan" app. Go to...	VIEWS 7 678 REPOSTS 7 REACTIONS 26 ER 9.2%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

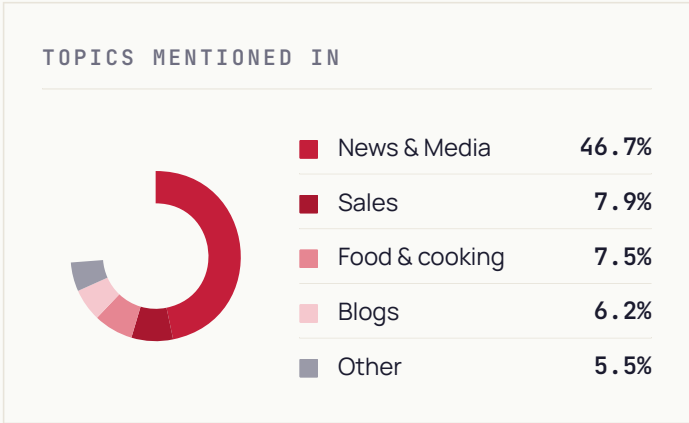
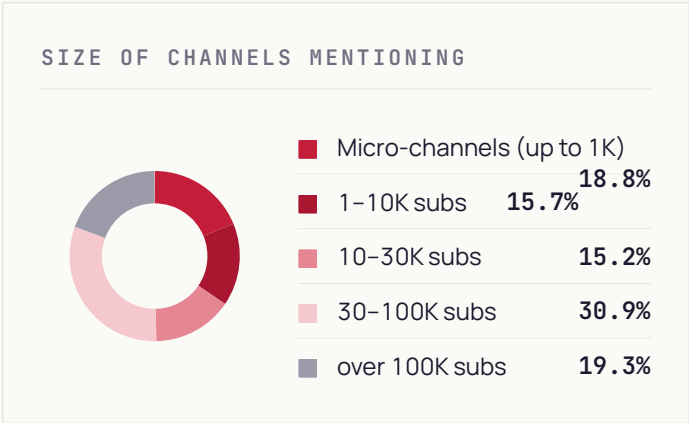
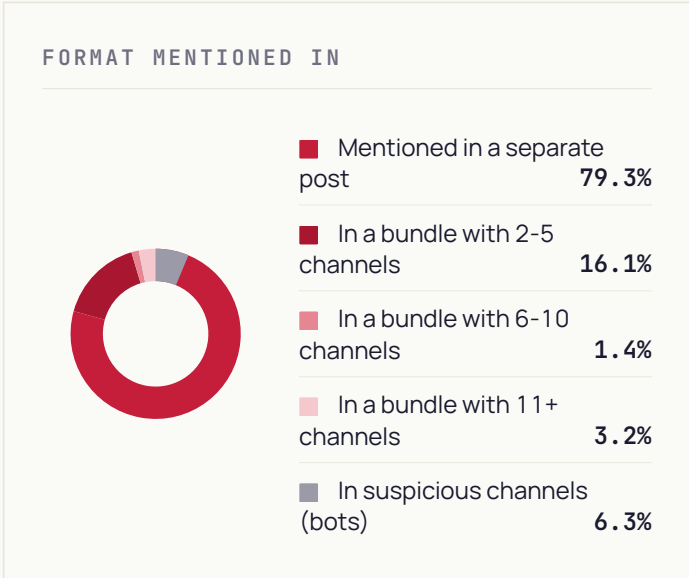
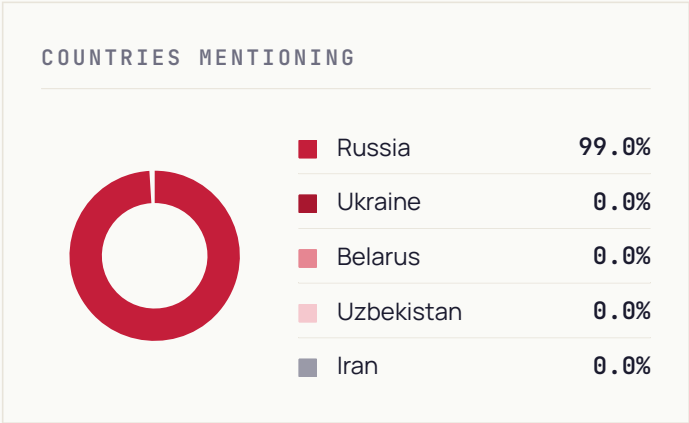
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth and decline.



SECTION 04 · MENTIONS

Who mentions the channel and how

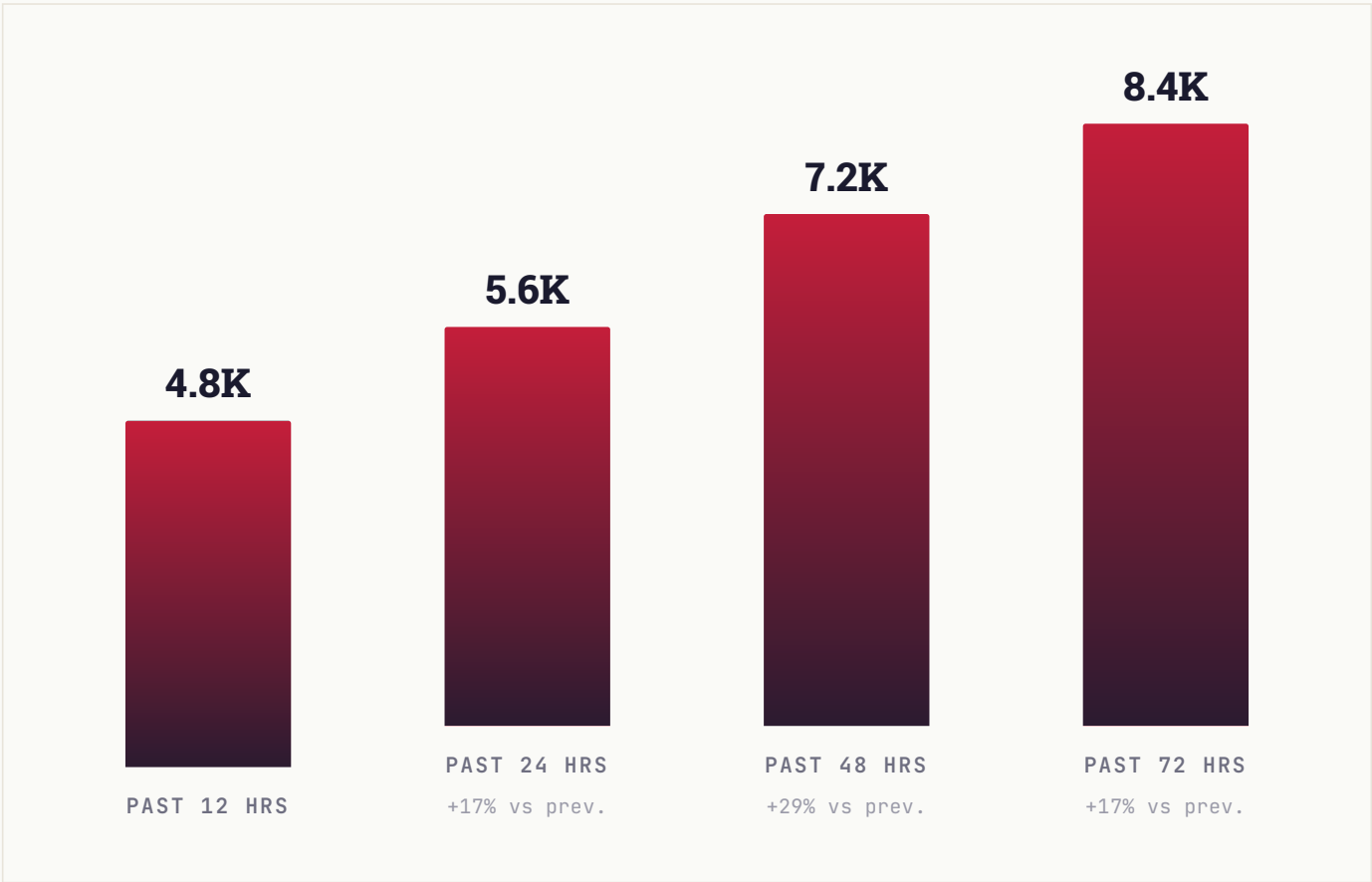
Citation index **262** – channel popularity score based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **270** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post by time since publication. Helps gauge 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
OZ OZON	1.1M
SN Market discounts	1M
YM Yandex Market	1M
X- Freeloaders - Lightning	997.5K
WS WB Sniper Wildberries Finds Discounts Deals	922.2K
PB By Blat	876.1K
Z Hare Deals Discounts	874.4K
W Wildberries finds	793.3K
VI ITEMS FROM VIDEO	703.1K
AL Alfa-Vygodno	558.5K
AR AIIIAH Russia YOU	83.8K

COMPARATIVE CONCLUSION

Channel not yet outside top 94 of niche — early growth stage. Niche leader — OZON (1.1M), top-94 median: 204.2K. First goal: enter top-94 through systematic traffic & content work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Each month we track posts in other channels that mention yours. Over the last **6 months** such mentions were **145**, they brought **18 937** new subs.

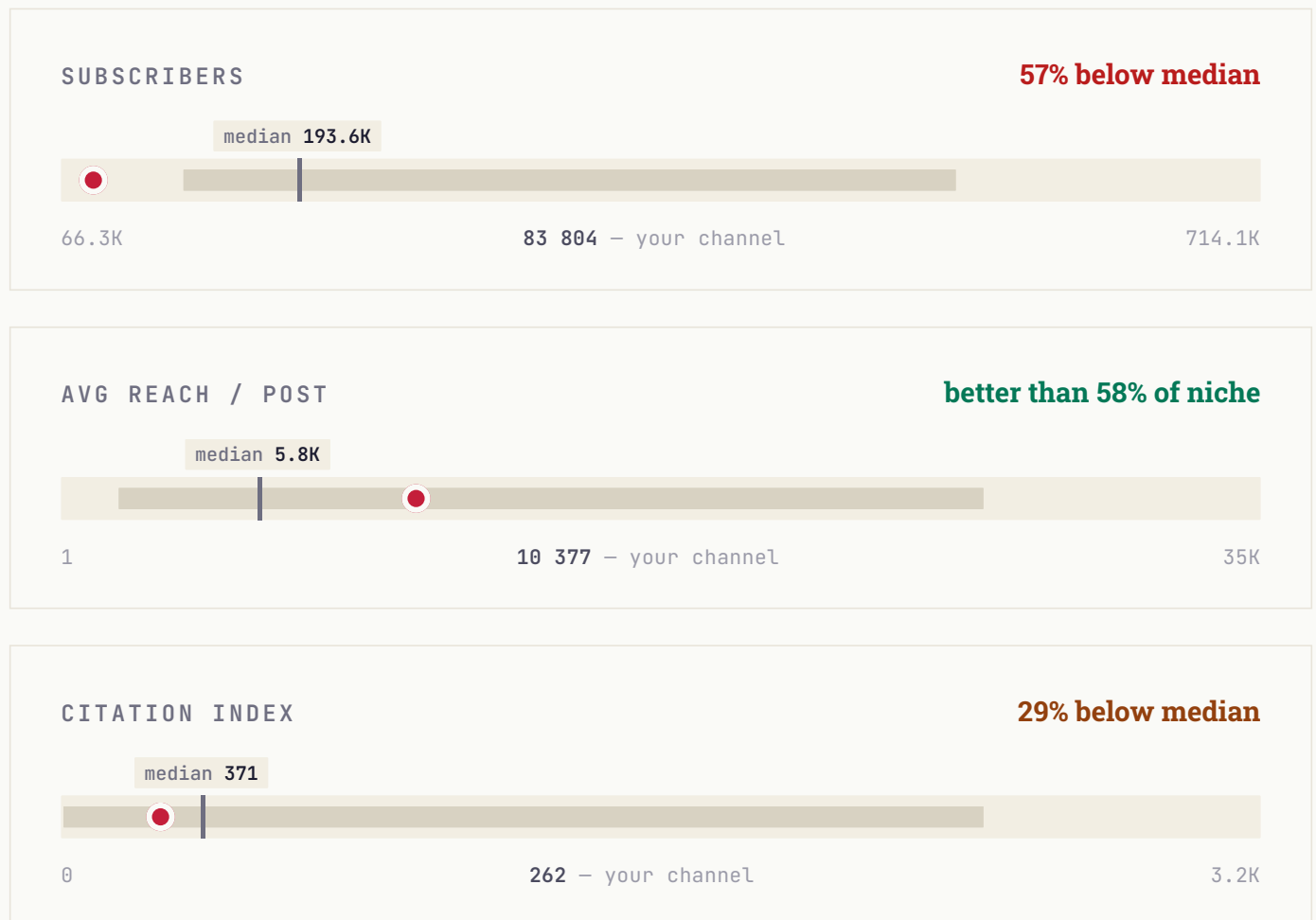
PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	4	2	1 847
December 2025	1	1	4 885
Nov 2025	7	6	2 640
Oct 2025	2	2	1 833
Sep 2025	130	93	5 809
August 2025	1	1	1 923

TOTAL MENTIONS	MONTHS IN DATA	ATTRACTED SUBSCRIBERS
145	6	18 937

— SECTION 08 · NICHE COMPARISON

Where the channel ranks in its league

Took top-100 channels in «Sales» (Russia) and compared your channel. Gray band = 80% of niche channels (p10-p90). Black vertical = median. Red dot = your channel.



— SECTION 09 · STRATEGY

What to do right now

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

01

Top post of the week — on Tuesday

Audience is most active on this day at 17:00 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 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 — easy growth lever.

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 — organic traffic source.

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 Telegram ads	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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