

— PROMTPRESS PUBLIC REPORT

Channel audit

Merciless Retail

**@b_retail**

We write about retail, marketplaces, and Russian business. Suggest a story — @retailuser_bot Partnerships — @retail_russ, @dadani3
RKN: <https://clck.ru/3Gu7VC>

SUBSCRIBERS

146 891

-2693 per month

ERR (% SEE POSTS)

7.0%in 24 hrs **4.3%**

REACH/POST

9.2Kad reach **6.4K/24h**

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. The subtitle under the number shows the period it was calculated for.

 SUBSCRIBERS 146 891 —	 SUBSCRIBER REACH 6.27% avg % subs see post	 VIEWS/POST 9.2K median 9.2K · 29 days	 POSTS/DAY 8.1 ~57 per week
 7D TREND -3.4% vs previous week	 REACTIONS/POST 122.0 total 29,030 reactions, 11,511 reposts, 2,756 comments	 POST LENGTH 388 chars median 252 · 29 days	 POSTS ANALYZED 238 29 days
 AD REACH 6.4K 24h avg	 CHURN / MONTH -2693 over the last month	 MENTIONS 2 145 citation index · 5,509 channels mentioned all time	 CHANNEL AGE 3 years 5 months created 26.12.2022

AI EDITOR SUMMARY

Channel 'Merciless Retail' — 146 891 subs. Each post avg views 9.2K people (6% from subs), reach low — expand audience. Publishes 57 posts/week (~8/day) — active. Week Jun 1–7 reach stable (-3.4% vs week of May 25–31).

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 TOP POSTS SHARE

- 01 Analysis based on **238** posts in 29 days.
- 02 Dominant format – **Photo** (174/238 posts).
- 03 Avg post length – **388** chars (median 252).
- 04 Audience peak activity – **Saturday**, 19:00 MSK.
- 05 Strongest posts gather **2×** more views than the weakest (13.1K avg for top vs 7.8K for worst) – among 238 posts over 29 days. Worth analyzing what top posts share – topic, format, timing.

TOP 5 POSTS

Nº1 16.05 · 16:47 PHOTO Samokat's courier app now motivates Russians to take more shifts, but there's a catch.	VIEWS 13 444 REPOSTS 261	REACTIONS 212 ER 9.2%
Nº2 04.06 · 15:44 TEXT In an interview with Ekaterina Lobacheva, perhaps one of the most substantive points for the industry was made: today retail needs not just...	VIEWS 13 393 REPOSTS 11	REACTIONS 9 ER 9.1%
Nº3 15.05 · 16:42 PHOTO Not only small but also large sellers are leaving marketplaces. For example, an entrepreneur with her own production...	VIEWS 12 467 REPOSTS 94	REACTIONS 266 ER 8.5%

Nº4 17.05 · 12:07 VIDEO In Russia, a real 'loan boss' was found: a woman took out 14 loans, 13 of them mortgages. Each month she pays about 1.5 million...	VIEWS 12 236 REPOSTS 198	REACTIONS 172 ER 8.3%
Nº5 16.05 · 11:08 PHOTO Classic negative reviews on marketplaces and their consequences for the seller:	VIEWS 12 228 REPOSTS 28	REACTIONS 176 ER 8.3%

|

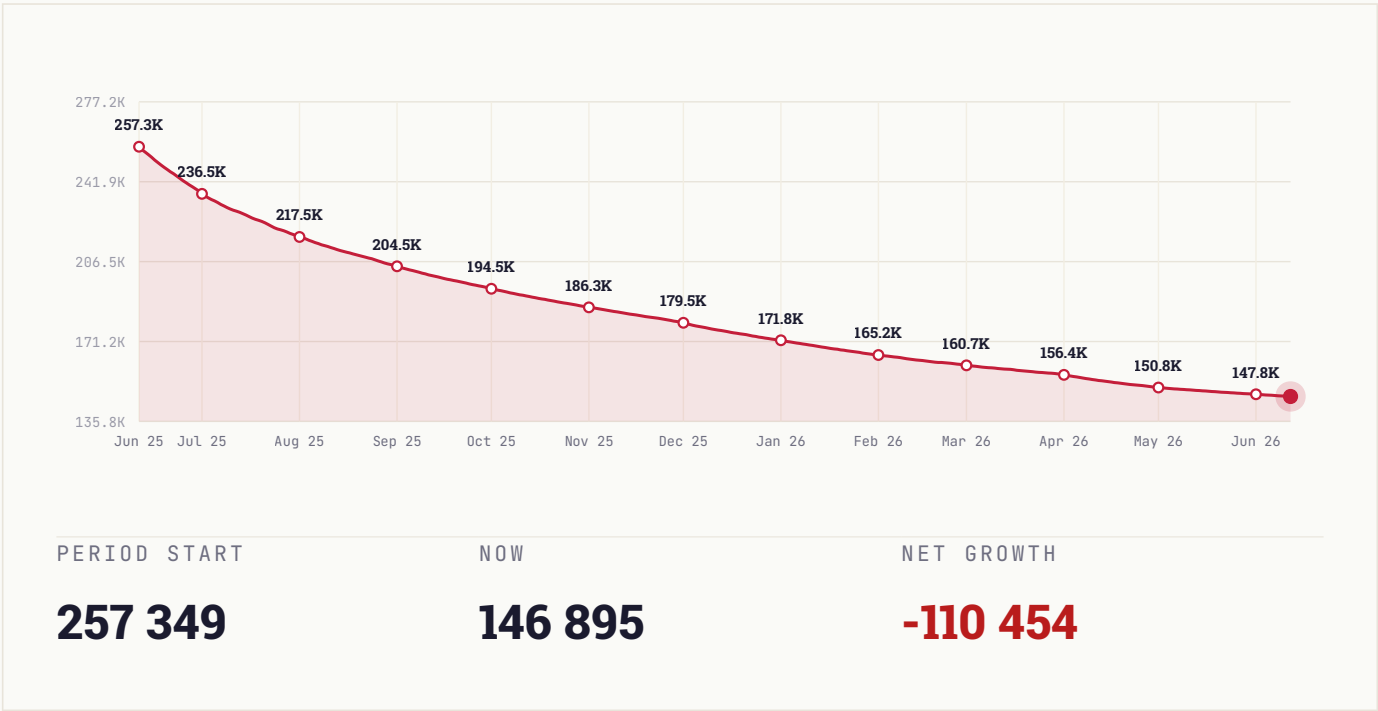
WORST 3

↓ 09.06 · 12:13 PHOTO British pubs Spirits Business and Drinks International ranked the world's largest alcohol brands for 2025, in...	VIEWS 7 865 REPOSTS 27	REACTIONS 24 ER 5.4%
↓ 09.06 · 13:14 TEXT The State Duma today passed a number of important laws related to the banking system, vape sales, and protecting Russians from scammers. Collected...	VIEWS 7 822 REPOSTS 27	REACTIONS 57 ER 5.3%
↓ 09.06 · 13:45 PHOTO Customer service masterclass from a delivery service picker.	VIEWS 7 660 REPOSTS 14	REACTIONS 175 ER 5.2%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

Subscriber growth chart for the year. Key months show exact subscriber count. It shows which months the channel gained and which months subscribers left.

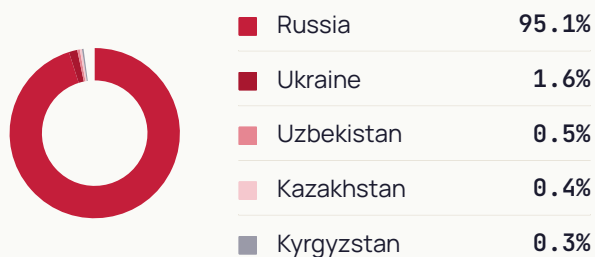


— SECTION 04 · MENTIONS

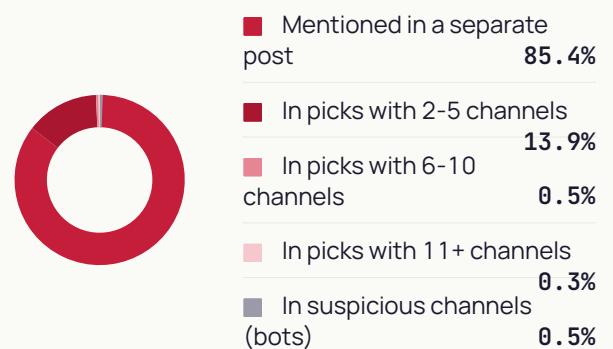
Who mentions the channel and how

Citation index **2 145** — 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 a 1K subs channel. All time channel was mentioned **5 509** different channels.

COUNTRIES MENTIONED FROM



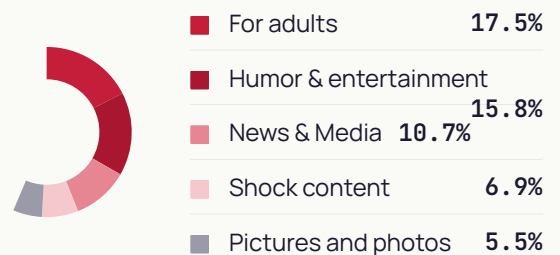
FORMAT MENTIONED IN



WHAT SIZE CHANNELS MENTION



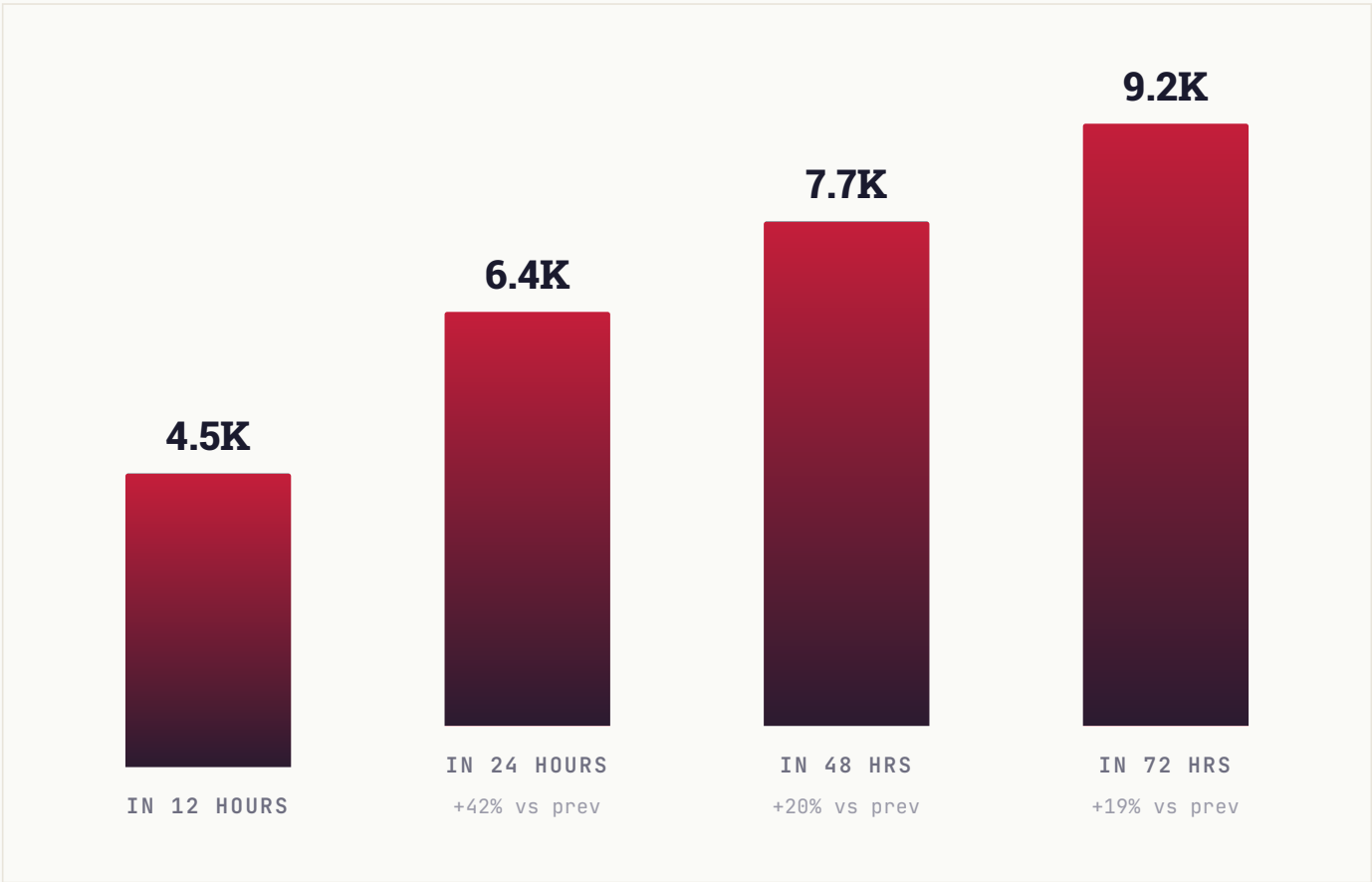
TOPICS MENTIONED IN



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 closest channels by topic and audience. Your channel is highlighted — shows its rank among niche neighbors.

CHANNEL	SUBSCRIBERS
MO Moscowbusiness	966.6K
CN Million-dollar books business blog	872.2K
SS Merger & acquisition	495.2K
AB Business Shark	494.1K
BI Business Ideas Startups	449.2K
RB Russian Business	377.2K
BD Business DNA of Russia	297.3K
RR Russian retail & business	289.2K
2H 25th Hour • Business & Finance	288.4K
BB Business Without Gloss	256.5K
BR Merciless Retail YOU	146.9K

COMPARATIVE INSIGHT

Channel in top half of niche (#36 of 100). Niche leader — Moscowbusiness (966.6K), median subs 102.7K. Aim for the first quartile — a realistic 6-12 month horizon.

SECTION 07 · NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category «Business and Startups» (Russia) and compared your channel. Gray band — range for 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

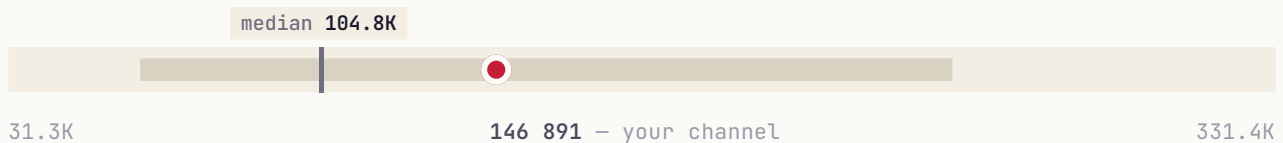
#36 /100

POSITION IN NICHE

Channel in the top half of the ranking

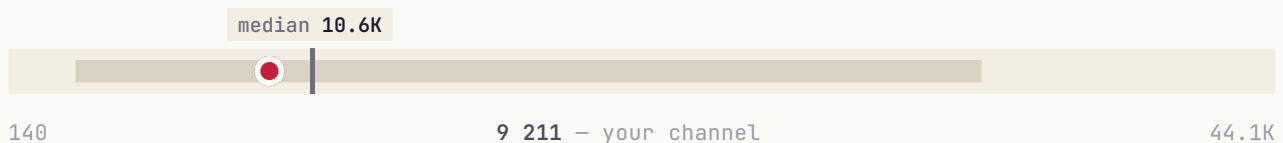
SUBSCRIBERS

better than 61% of niche



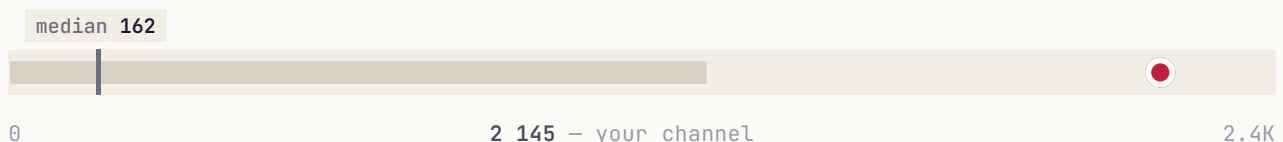
AVG REACH / POST

13% below median



CITATION INDEX

better than 90% of niche



— 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

Top post of the week — on Saturday

Audience is most active on this day at 19:00 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 weekly poll on a hot topic — an easy growth lever.

EFFECT

+5-15% ER

04

Cross-promo with neighboring channels

Swap posts with same-segment channels 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 — a source of organic traffic.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in minutes using public data. To go further — run ads with us and close your growth plan in a month.

01

**Launch ads in
Telegram**

<https://panel.promptpress.com/register>

02

Contact manager

t.me/PromptPress_manager