

PROMTPRESS PUBLIC REPORT

Channel audit

Old Gorbushka

135



@baistore

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 Moscow | ✈️ Regions 🏪 Wholesale / Retail 📧 @baiStore135 📍
 Gorbushka Mall, 1st floor, pav. 135

SUBS

27 898

+7608 per month

ERR (% SEE POSTS)

44.0%

in 24 hrs **12.4%**

REACH/POST

11.5K

ad reach **3.5K/24h**

— CONTENT · 2026

What's inside the report

01 Channel snapshot

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02 Content analysis

Top 5 posts · worst 3 · insights

03 Subscriber dynamics

Yearly chart · growth

04 Citation rate

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06 Competitors

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6 months · monthly

08 Niche comparison

Rank in «Sales» category

09 Strategy

5 priority actions

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.

 SUBS 27 898 —	 SUB REACH 41.37% avg % subs see post	 VIEWS/POST 11.5K median 12.2K · 21 days	 POSTS/WEEK 1.0 for the period
 7D TREND — no data for period	 REACTIONS/POST 18.3 total 55 reactions, 13 reposts, 0 comments	 POST LENGTH 379 chars median 134 · 21 days	 POSTS ANALYZED 3 21 days
 AD REACH 3.5K 24h avg	 CHURN / MONTH +7608 last month	 CITATION RATE 3 citation index · 4 channels mentioned all time	 CHANNEL AGE 4 years 1 month created 03.06.2022

AI EDITOR SUMMARY

Channel «Old Gorbushka 135» — 27 898 subs. Avg views per post: 11.5K people (41% of subs), wide reach for a channel this size. Posts 1 posts per week (~0/day) — rare posts.

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 TOP POSTS HAVE IN COMMON

- 01 Analysis based on 3 posts over 21 days.
- 02 Dominant format – Text (2/3 of posts).
- 03 Avg post length – 379 chars (median 134).
- 04 Peak audience activity – Monday, 15:00 MSK.
- 05 Top posts get 1x more views than the weakest (11.5K avg for top vs 11.5K for worst) – among 3 posts in 21 days. Worth analyzing what the top has in common – topic, format, time.

TOP 3 POSTS

Nº1 15.06 · 12:15 PHOTO 🎉 Congrats on winning our giveaway! 🏆 Today the prize – AirPods 4 – found its owner! 🎧🌟	VIEWS 21 403 REPOSTS 1	REACTIONS 15 ER 76.7%
Nº2 26.06 · 09:21 TEXT Dear friends, brothers, neighbors, customers, and our subscribers! We want to thank you for your trust and support. ❤️ We understand that many...	VIEWS 12 245 REPOSTS 12	REACTIONS 40 ER 43.9%
Nº3 07.07 · 07:00 TEXT Product catalog Select the desired section below 🚗 Moscow ✈️ Regions Wholesale / Retail ✉️ @baiStore135 📍 TC «Gorbushka», 1st floor, pav. 135	VIEWS 980 REPOSTS —	REACTIONS — ER 3.5%

WORST 3

↓ 15.06 · 12:15 PHOTO 🎉 Congrats on winning our giveaway! 🏆 Today the prize – AirPods 4 – found its owner! 🎧🌟	VIEWS 21 403 REPOSTS 1	REACTIONS 15 ER 76.7%
↓ 26.06 · 09:21 TEXT Dear friends, brothers, neighbors, customers, and our subscribers! We want to thank you for your trust and support. ❤️ We understand that many...	VIEWS 12 245 REPOSTS 12	REACTIONS 40 ER 43.9%
↓ 07.07 · 07:00 TEXT Product catalog Select the desired section below 🚗 Moscow ✈️ Regions Wholesale / Retail ✉️ @baiStore135 📍 TC «Gorbushka», 1st floor, pav. 135	VIEWS 980 REPOSTS —	REACTIONS — ER 3.5%

SECTION 03 • SUBSCRIBER DYNAMICS

How the channel grew over the year

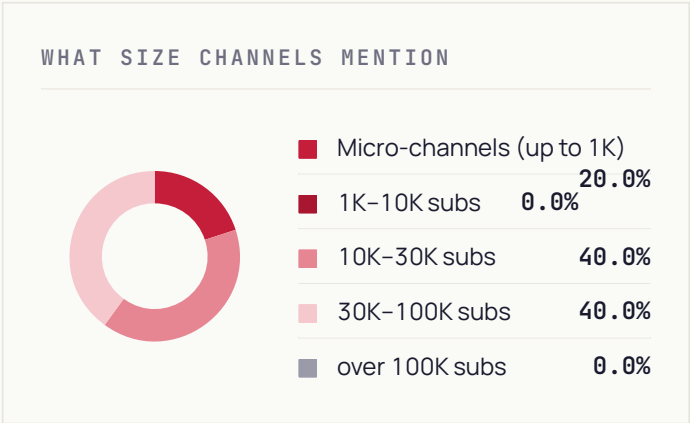
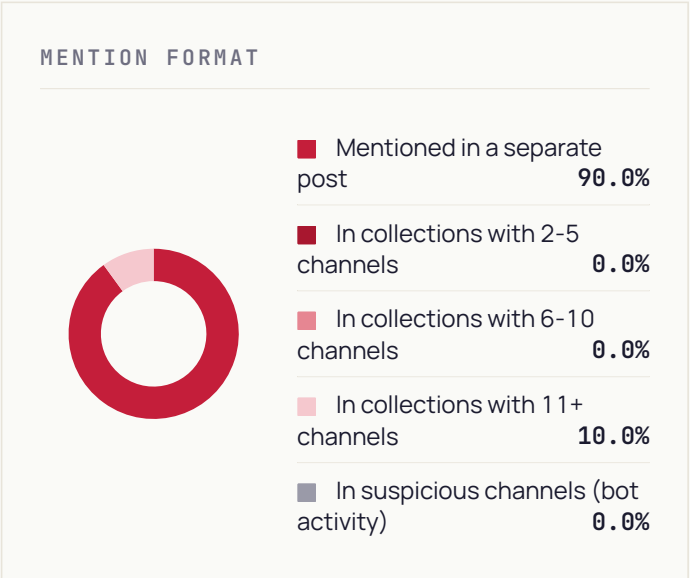
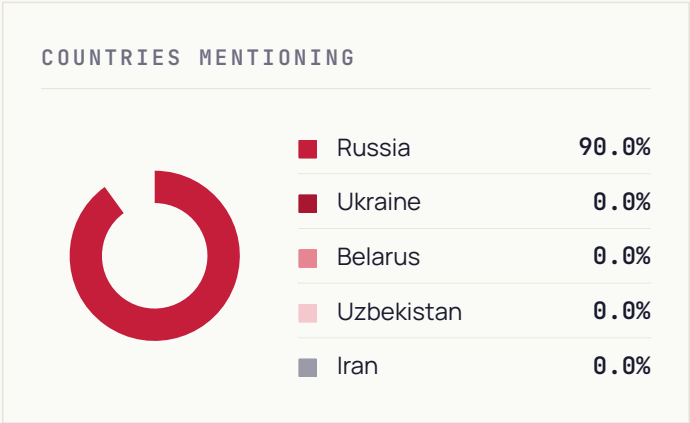
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who and how mentions the channel

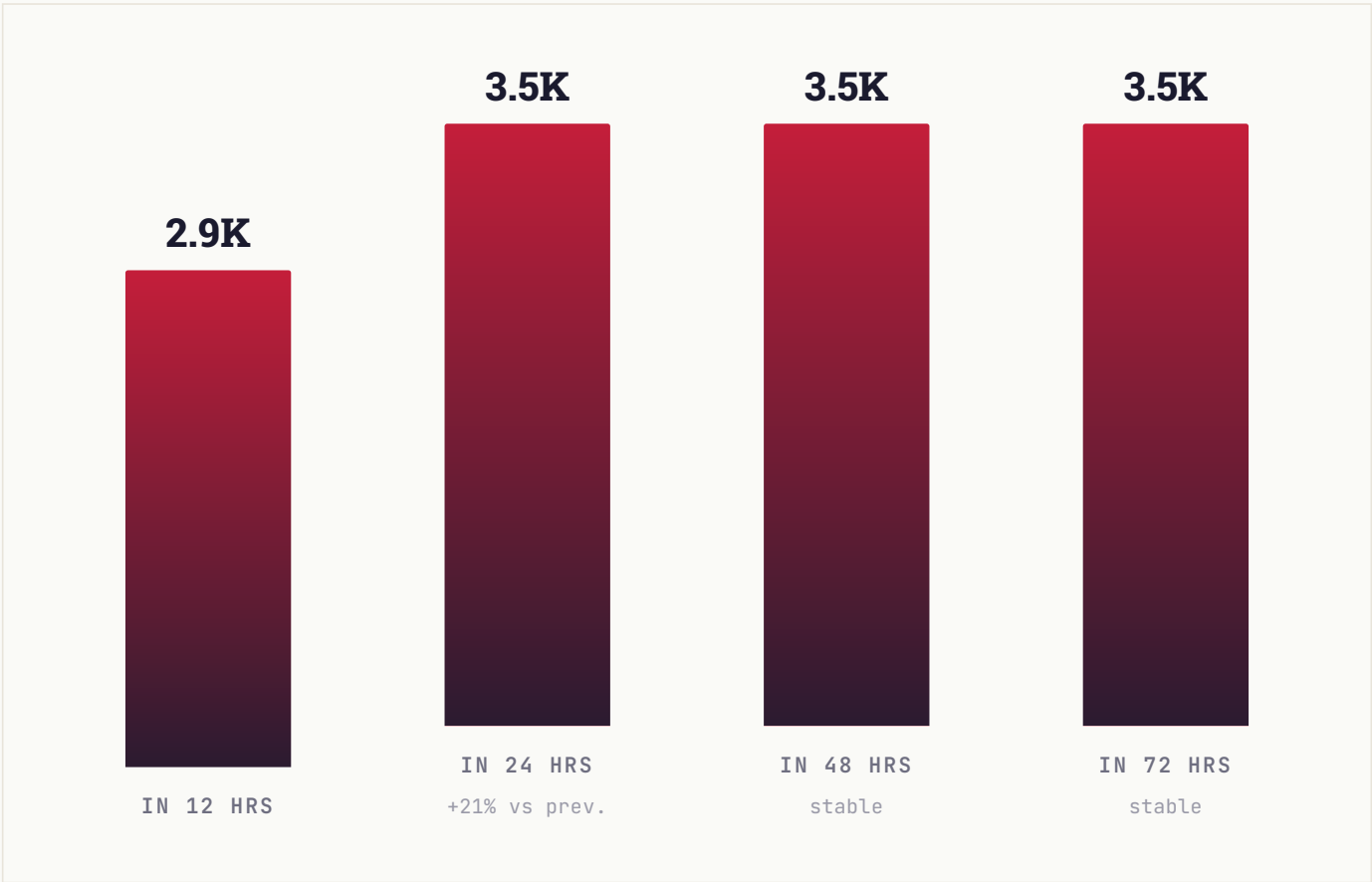
Citation index **3** – channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from 1K. All-time mentions: **4** different channels.



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 stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Your channel is highlighted — shows its rank among niche peers.

CHANNEL	SUBS
OZ OZON	1.1M
SN Market discounts	1M
YM Yandex Market	1M
X- Freeloaders - Lightning	997.5K
WS WB Sniper Wildberries Finds Discounts Promos	922.2K
PB Po Blatu	876.1K
Z Hare Promos Discounts	874.4K
W Wildberries finds	793.3K
VI ITEMS FROM VIDEO	703.1K
AL Alpha-Profitable	558.5K
SG Old Gorbushka 135 YOU	27.9K

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 and content work.

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Every month we record posts in other channels that mention your channel. Over the last **6 months** such mentions: **4**, they brought **9 014** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
January 2026	2	2	7 854
December 2025	2	1	1 160
Nov 2025	0	0	0
Oct 2025	0	0	0
Sep 2025	0	0	0
August 2025	0	0	0

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS
4	6	9 014

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category «Sales» (Russia) and compared your channel.
Gray band – range for 80% of niche channels (p10 to 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

Increase posting frequency

Now 1.0 posts/week. Active channels average 7-10.
Consistency is key to retention.

EFFECT

Consistency beats volume
- 02

Main post of the week — on Monday

Audience is most active on this day at 15:00 MSK.

EFFECT

Best window for an important post
- 03

Increase video posts share

Video in Telegram retains audience longer and is better perceived by the algorithm. We recommend increasing share to 15-25%.

EFFECT

Video retains audience better
- 04

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
- 05

Test polls and 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

★ WHAT'S NEXT

Want us to do this **PromptPress?**

This audit is 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