

PROMTPRESS PUBLIC REPORT

Channel audit

Big Sale Apple



@bigsaleapple

Reseller №1 Retail and wholesale Sales: @BSASeller
 Wholesale: @BSAReseller Service: @BSAService Management:
 @BSApple @NFTAdmin Moscow...

SUBS

181 999

+3978 per month

ERR (% SEE POSTS)

14.0%

last day 14.1%

REACH/POST

22.9K

ad reach 25.5K/24h

— CONTENTS · 2026

What's inside the report

01 Channel snapshot

12 key metrics · AI summary

02 Content analysis

Top 5 posts · worst 3 · insights

03 Subscriber dynamics

Yearly chart · growth

04 Citation rate

Who and how mentions the channel

05 Ad potential

How long a post brings reach

06 Competitors

Niche neighbors · your spot

07 Mention dynamics

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 under the number shows the period it covers.

 SUBS 181 999 —	 SUBS REACH 12.56% avg % subs see post	 VIEWS/POST 22.9K median 14.4K · 11 days	 POSTS/WK 17.2 for period
 7D TREND — no data for period	 REACTIONS/POST 74.7 only 2,017 reactions, 306 reposts, 0 comments	 POST LENGTH 610 chars median 878 · 11 days	 POSTS ANALYZED 27 11 days
 AD REACH 25.5K 24h avg	 CHURN / MONTH +3978 last month	 CITATION RATE 42 citation index · 221 channels mentioned ever	 CHANNEL AGE 8 years 1 month created 30.04.2018

AI EDITOR SUMMARY

Channel «Big Sale Apple» — 181 999 subs. Each post averages 22.9K people (13% from subs), reach is low — consider expanding audience. Publishes 17 posts per week (~2/day) — regular schedule.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 27 posts over 11 days.
- 02 Dominant format – Text (26/27 posts).
- 03 Avg post length – 610 chars (median 878).
- 04 Peak audience activity – Monday, 09:00 MSK.
- 05 Top posts get 5x more views than the weakest (62.7K avg for top vs 12.1K for worst) – among 27 posts in 11 days. Worth analyzing what the top has in common – topic, format, post time.

TOP 5 POSTS

Nº1 01.06 · 06:41 VIDEO Friends! For our 13th anniversary, we've prepared 13,000 gifts for our customers. Thank you for staying with us. All for you! ♥ Come...	VIEWS 93 507 REPOSTS 129	REACTIONS 1 573 ER 51.4%
Nº2 12.06 · 06:46 TEXT ♥ Launch @BigSaleAppleBot and enter the giveaway! Invite friends and get Telegram gifts 🎁 First 10 winners...	VIEWS 47 260 REPOSTS 16	REACTIONS 62 ER 26.0%
Nº3 12.06 · 06:45 TEXT (post without caption – text)	VIEWS 47 223 REPOSTS 11	REACTIONS 100 ER 25.9%

Nº4 12.06 · 06:44 TEXT Product catalog ♥ t.me/+79035553215 Official account ♥ Sales department: @BSASeller ☎ +7 903 555 3215 Wholesale: @BSAReseller ☎...	VIEWS 39 481 REPOSTS 66	REACTIONS 14 ER 21.7%
Nº5 12.06 · 06:42 TEXT 17/06/2026 ☎ Built-in appliances ☎ !!Liebherr!! Built-in wine cabinet Liebherr WKb 1812-128.000 Built-in...	VIEWS 32 892 REPOSTS 11	REACTIONS 12 ER 18.1%

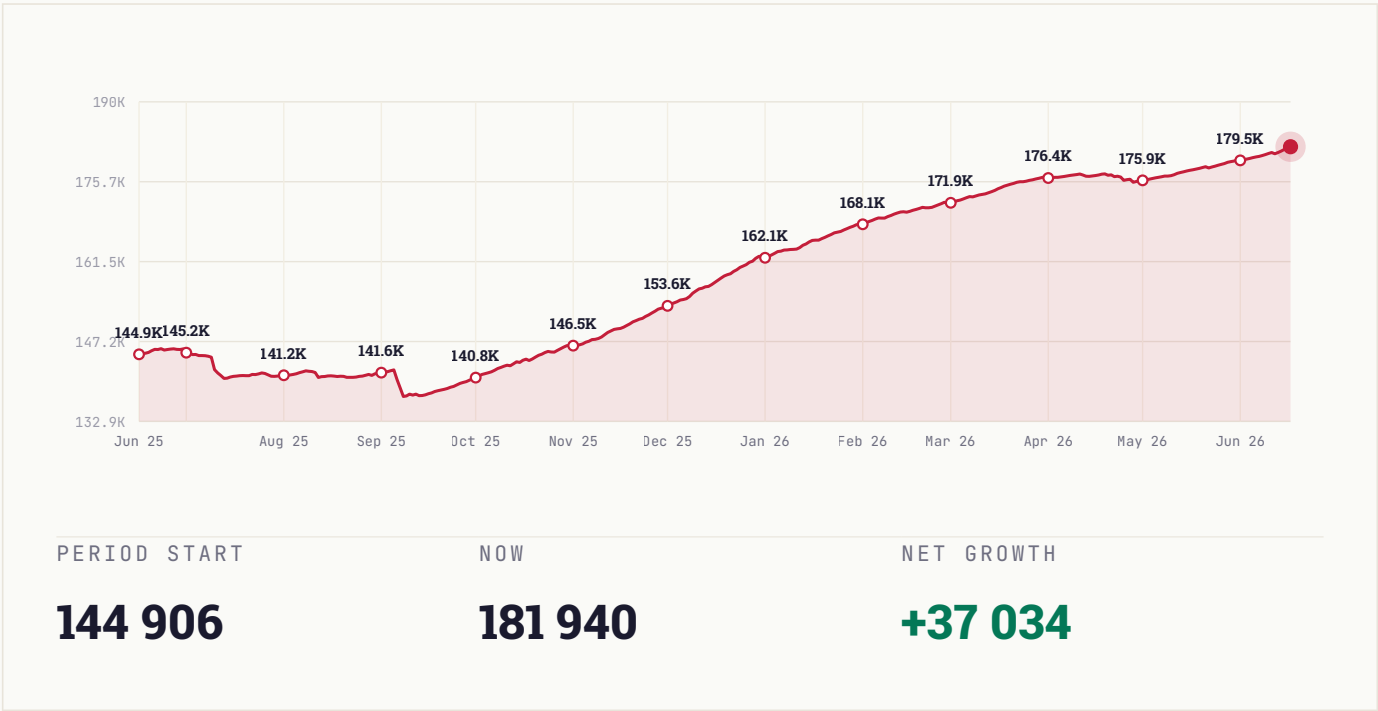
WORST 3

↓ 12.06 · 06:44 TEXT .	VIEWS 12 248 REPOSTS 1	REACTIONS 11 ER 6.7%
↓ 12.06 · 06:42 TEXT .	VIEWS 11 966 REPOSTS 1	REACTIONS 10 ER 6.6%
↓ 12.06 · 06:42 TEXT .	VIEWS 11 960 REPOSTS —	REACTIONS 13 ER 6.6%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained subs and which months subs left.

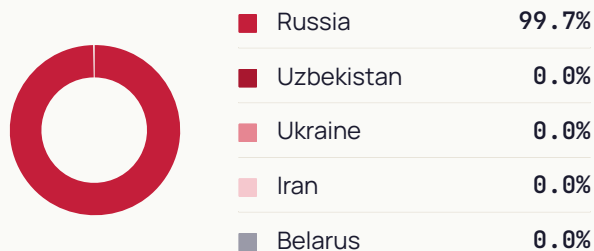


SECTION 04 · CITATIONS

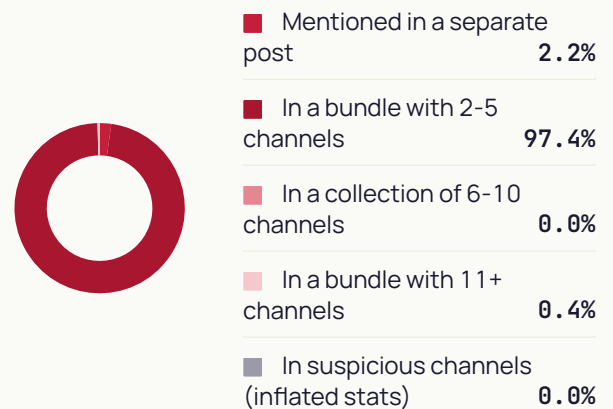
Who and how mentions the channel

Citation index **42** — channel popularity rating based on mentions. Considers not only quantity but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs one. All time channel was mentioned **221** different channels.

COUNTRIES MENTIONING



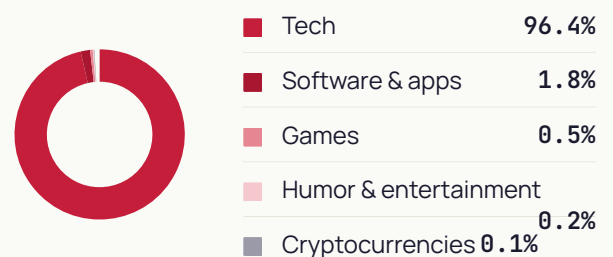
FORMAT OF MENTIONS



WHAT SIZE CHANNELS MENTION



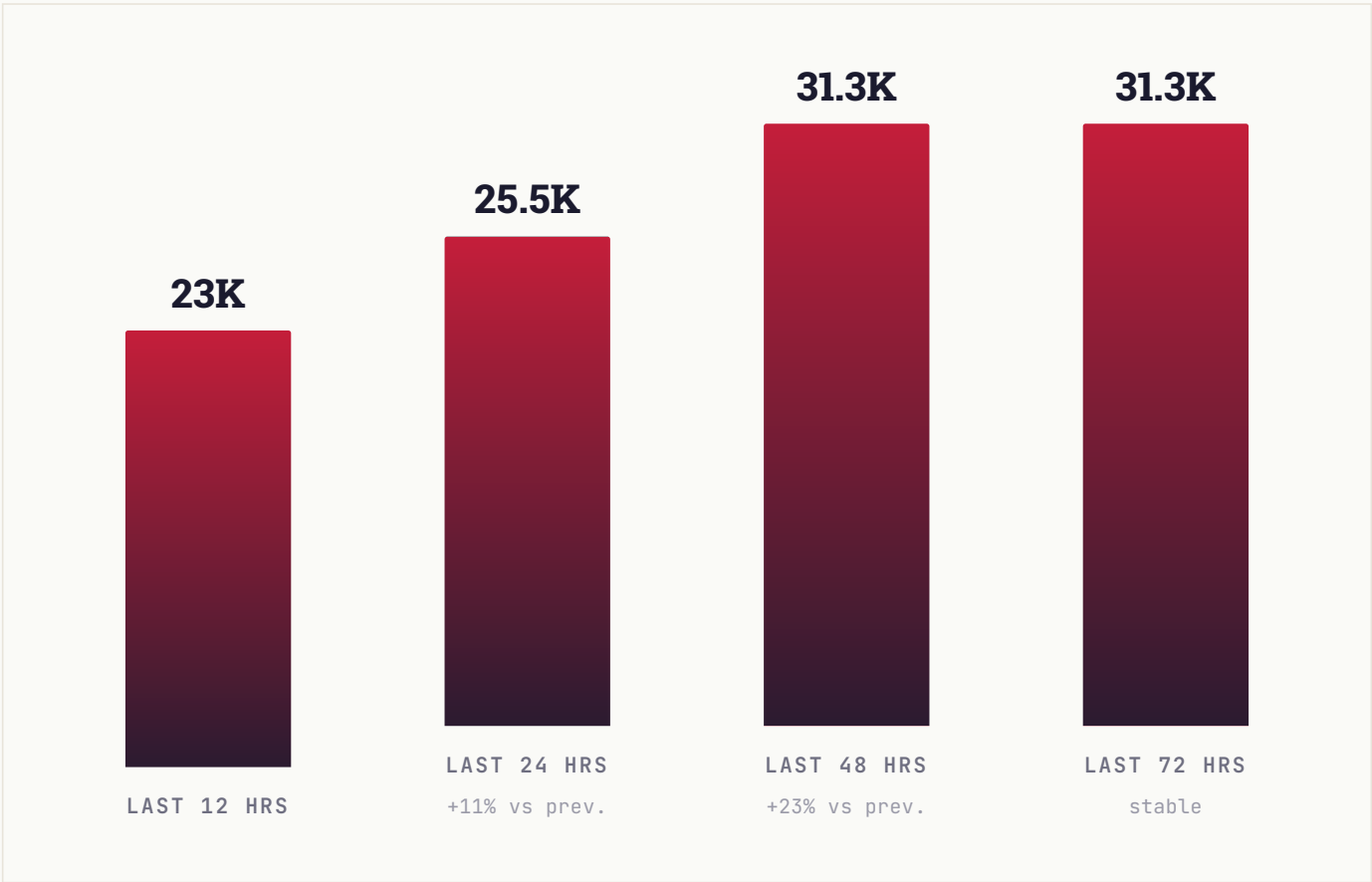
TOPICS WHERE MENTIONED



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 nearest channels by topic and audience. Your channel is highlighted — you can see its place among niche neighbors.

CHANNEL	SUBS
OZ OZON	1.1M
YM Yandex Market	1M
X- Freeloaders - Lightning	1M
SN Market discounts	993.1K
WS WB Sniper Wildberries finds Discounts Promos	932.9K
PB Po Blatu	888K
Z Hare Promos Discounts	877.5K
W Wildberries finds	799.3K
VI ITEMS FROM VIDEO	711.7K
AL Alpha-Profitable	563K
BS Big Sale Apple YOU	182K

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#52 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 record posts in other channels that mention your channel. Over the last **6 months** such mentions were **242**, they brought **29 904** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
December 2025	21	1	9 151	
Nov 2025	42	6	6 776	
Oct 2025	73	28	6 542	
September 2025	37	6	4 214	
August 2025	36	6	2 024	
July 2025	33	6	1 197	

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS
242	6	29 904

SECTION 08 • NICHE COMPARISON

Where the channel stands in its league

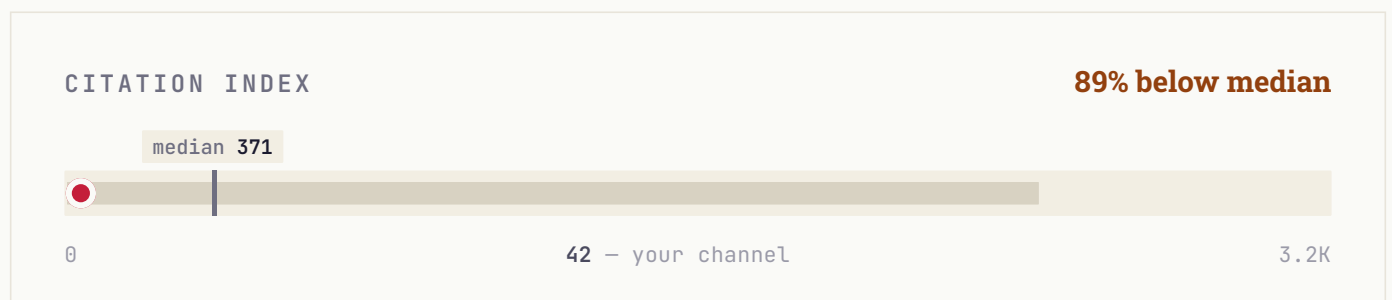
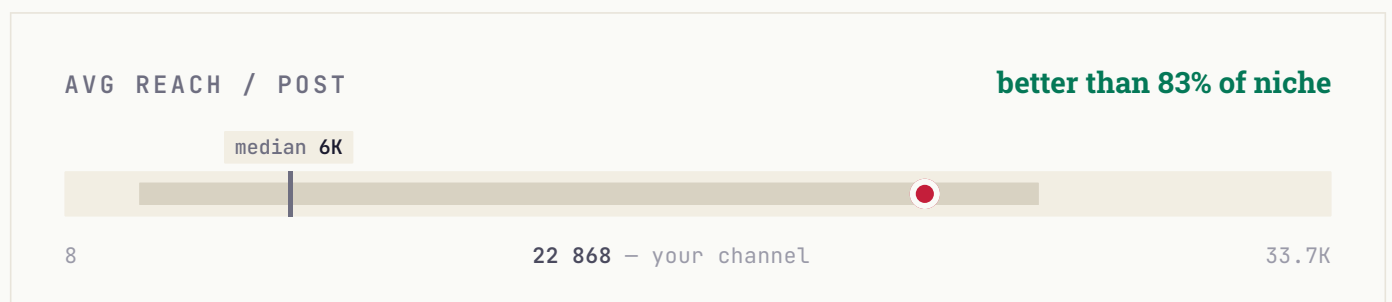
Took top-100 channels in category «Sales» (Russia) and saw how your channel compares. Gray band — range where 80% of niche channels fall (p10 to p90). Black vertical — median. Red dot — your channel.

#52

/100

RANK IN NICHE

Channel in the bottom half of the ranking



— SECTION 09 · STRATEGY

What to do right now

5 priority actions sorted by expected impact. Check off as done and revisit this report in a month.

01

Main post of the week — on Monday

Audience is most active on this day at 09:00 MSK.

EFFECT

**Best time for
key posts**

02

Increase video post 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**

03

System traffic purchase

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

EFFECT

**+1000-3000
subs**

04

Test polls & interactive formats

Posts with polls/reactions usually give +5-15% to ER.
One poll per week on a hot topic — easy growth point.

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

Swap posts quarterly with channels in the same segment. No need daily — 2-3 collabs give relevant growth.

EFFECT

**Growth from
relevant
audience**

★ 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 close 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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