

PUBLIC REPORT PROMTPRESS

Channel audit

Биржа START | Покупка/ Продажа Channelов



@birzha_start

Exchange guarantor: @VNaumov Ad submission: @Help_RED Deal
reviews: @Naumov_Check Scam protection: t.me/All_Info/2 IP
details: t.me/All_Info/25 Invite link:...

SUBSCRIBERS

84 864

ERR (% SEE POSTS)

4.0%

REACH/POST

2.4K

+16246 per month	per day 1.9%	ad reach 1.4K/24h
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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. Subtitle shows the period.

 SUBSCRIBERS 84 864 —	 SUBSCRIBER REACH 2.82% avg % subs see a post	 VIEWS/POST 2.4K median 2.6K · 27 days	 POSTS/WEEK 5.1 over the period
 7D TREND -1.3% vs previous week	 REACTIONS/POST — MTPROTO only	 POST LENGTH 500 chars median 498 · 27 days	 POSTS ANALYZED 20 27 days
 AD REACH 1.4K 24h avg	 CHURN / MONTH +16246 over the last month	 CITATION RATE 0 citation index · 2 channels mentioned ever	 CHANNEL AGE 3 years 2 months created 06.05.2023

AI EDITOR SUMMARY

Channel «START Exchange | Buy/Sell Channels» — 84 864 subs. Each post gets avg 2.4K people (3% subs), reach is low — need to grow audience. Publishes 5 posts per week (~1/day) — rare posts. Week of Jul 6–12 reach stable (-1.3% vs week Jun 29 – Jul 5).

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and underperformers — to see what to repeat and what to drop.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 20 posts in 27 days.
- 02 Dominant format — Text (20/20 posts).
- 03 Avg post length — 500 chars (median 498).
- 04 Peak audience activity — Thu, 14:00 MSK.
- 05 Top posts get 1x more views than the weakest (3K avg for top vs 2.5K for worst) — among 20 posts in 27 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 25.06 · 11:51 TEXT Channel for sale: t.me/zvezdnoe_vremy Subs: 18.620 Views: 2500 Price: 150.000₽ Topic: #news #showbiz Type...	VIEWS 3 064 REPOSTS —	REACTIONS — ER 3.6%
Nº2 22.06 · 19:01 TEXT Channel for sale in MAX: Сила Мысли • Psychology Subs: 11.100 Views: 2.000 Price: 250.000₽ Topic: #psychology / spirituality Type...	VIEWS 2 977 REPOSTS —	REACTIONS — ER 3.5%
Nº3 25.06 · 12:00 TEXT 🤔Price reduced: From 591,000 rubles to 575,000 rubles. Channels: Click Seller: @offilator ✈️BIRZHA START Buy/Sell Channels	VIEWS 2 905 REPOSTS —	REACTIONS — ER 3.4%

Nº4 14.07 • 18:53 TEXT Projects for sale: ChatNeiroGPT Robot & Rocketa VPN Bot Subs / Views: 48.000 10.000 16.300 5.000 Price: 195.000₽ /...	VIEWS 2 889 REACTIONS — REPOSTS — ER 3.4%
Nº5 25.06 • 12:03 TEXT 🙄Price reduced: From 35,000 rubles to 30,000 rubles. Channel link: t.me/motivatordlyatebya Seller: @DirectSetka ✈️BIRZHA START ...	VIEWS 2 884 REACTIONS — REPOSTS — ER 3.4%

WORST 3

↓ 03.07 • 14:45 TEXT Channel for sale: Telegram Gifts Subs: 2614+ 19,000 requests Views: 400 views, after acceptance expected 7000 Price...	VIEWS 2 530 REACTIONS — REPOSTS — ER 3.0%
↓ 02.07 • 14:54 TEXT Channels for sale: t.me/+tiiDaFK82HA5OWFi t.me/+YR75fGzIPWs2MDYy Subs: 12.500 Views: 1.000 Price: 130.000₽...	VIEWS 2 502 REACTIONS — REPOSTS — ER 2.9%
↓ 10.07 • 14:38 TEXT Channel for sale: t.me/schastyeryadoom Subs: 3.000 Views: 650 Price: 50.000 ₽ #до50к Topic: #psychology #self-development...	VIEWS 2 323 REACTIONS — REPOSTS — ER 2.7%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

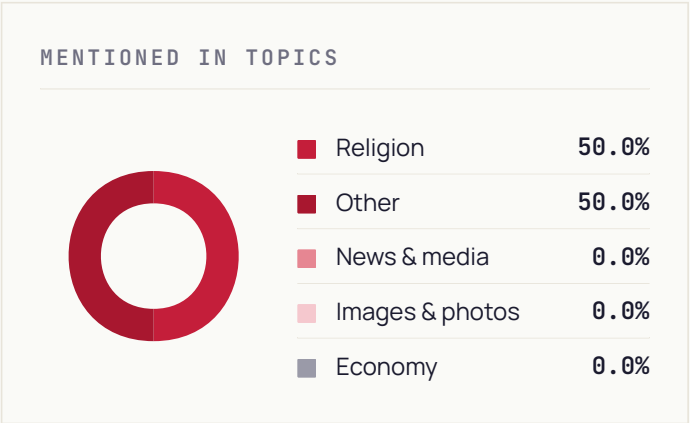
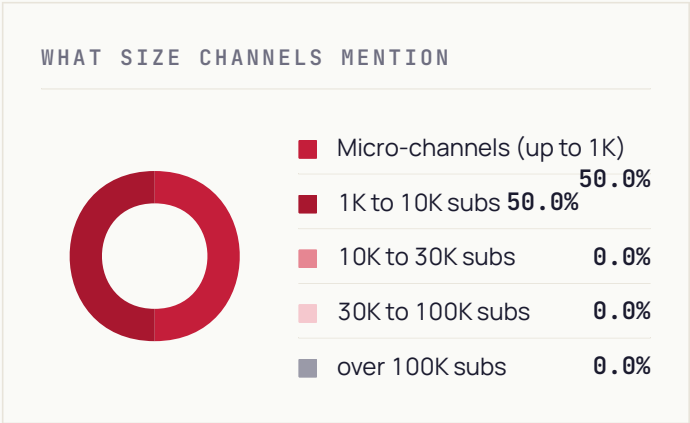
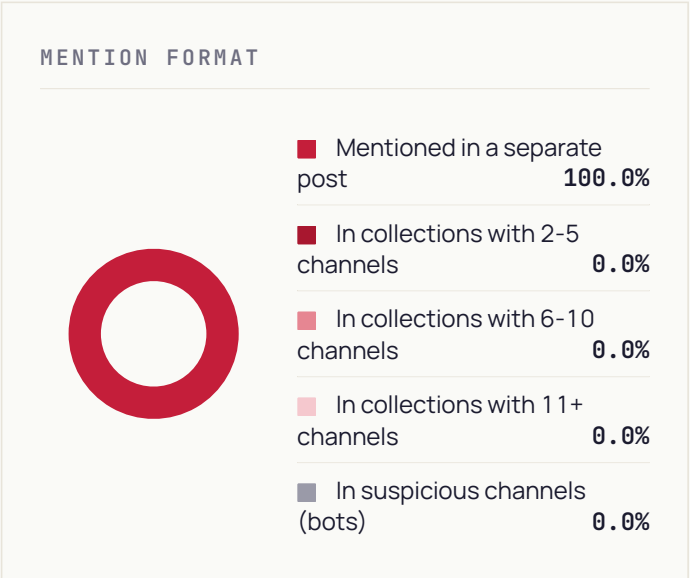
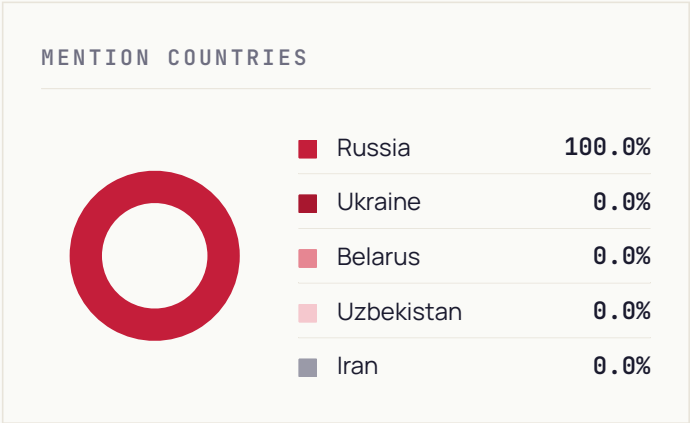
Subscriber growth chart for the year. Key months show exact subs. See which months grew or lost subs.



SECTION 04 · MENTIONS

Who & how mentions the channel

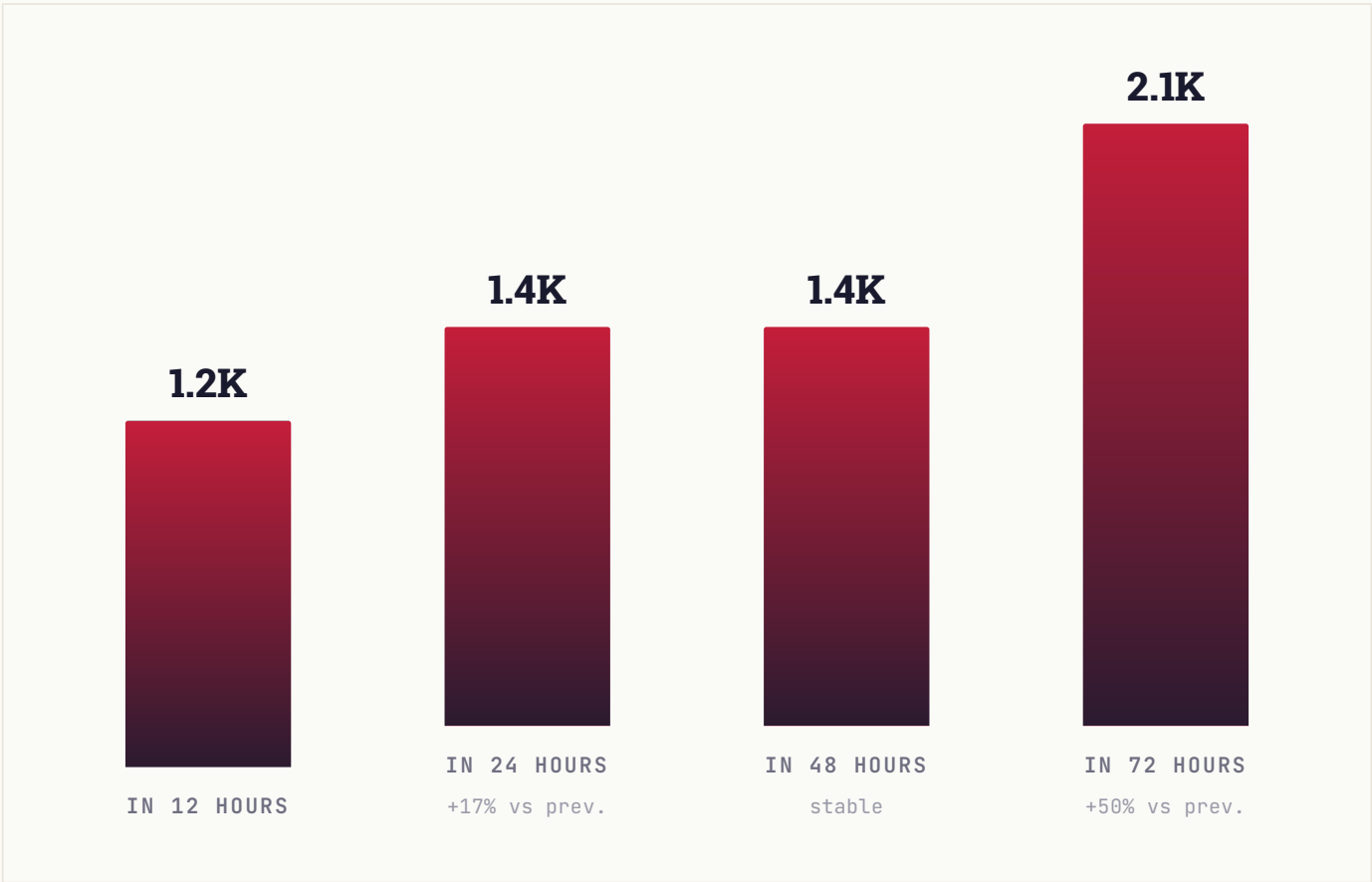
Citation index 0 – channel popularity rating based on mentions. Considers not only count but also mentioner weight: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: 2 different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of ad post 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 — see its rank among niche peers.

CHANNEL	SUBSCRIBERS
02 Offerzone 2.	5.8M
OF Offerzone	4.1M
OF Offerzone	1.2M
03 Offerzone 3.	3.4M
DE Dealdost	3.1M
04 Offerzone 4.	2.4M
G- GrowDealz - Shopping Deals & Offers	2.2M
AL AliBaba Loot Deals	2.2M
PD Premium Deals	1.5M
SQ Shoppers Quest	1.3M
BS Биржа START Покупка/Продажа Channelov	YOU 84.9K

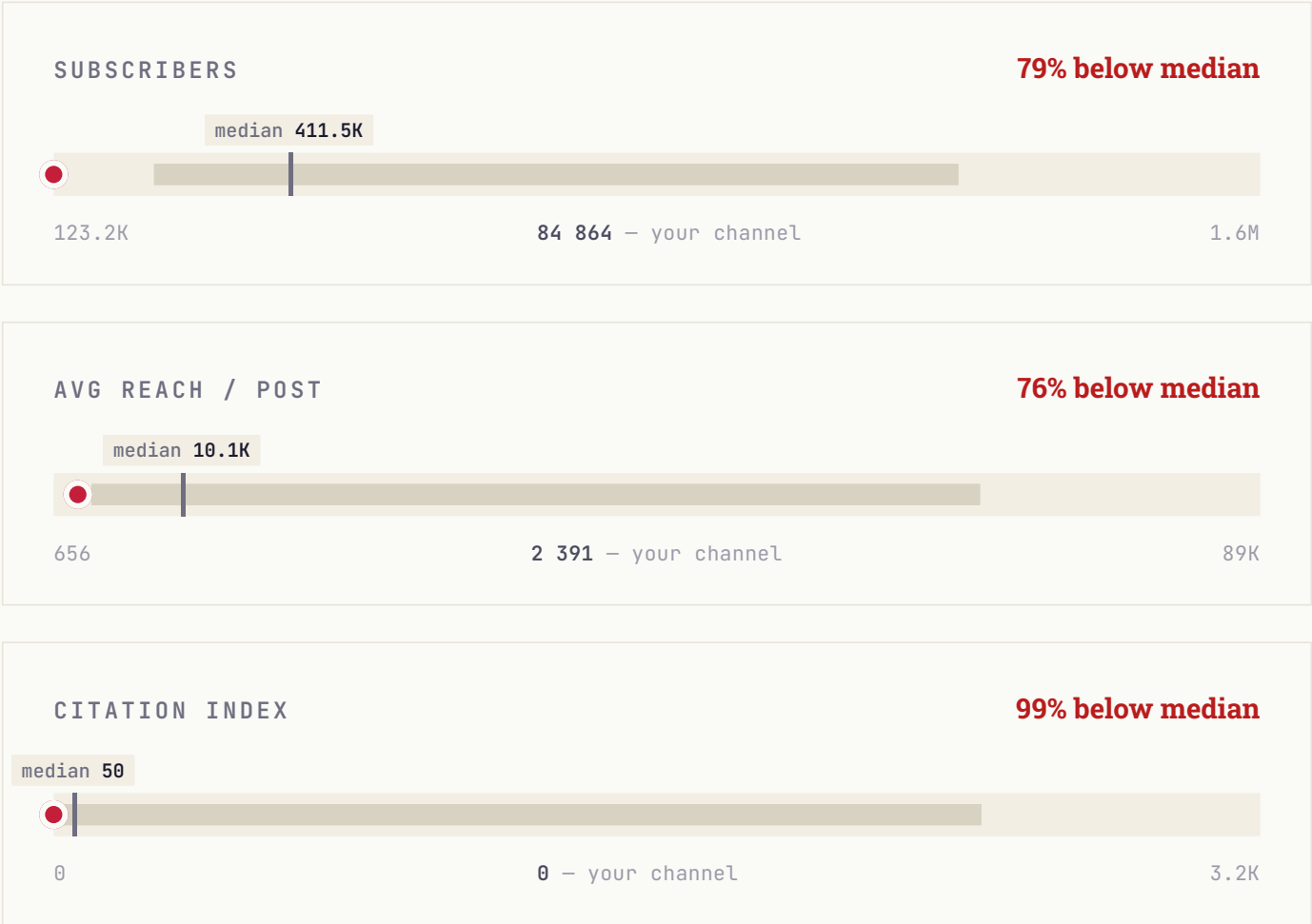
COMPARATIVE INSIGHT

Channel still outside top 95 of niche — early growth stage. Niche leader — Offerzone 2. (5.8M), top-95 median: 407.3K. First goal: enter top-95 via systematic traffic & content work.

SECTION 07 · NICHE COMPARISON

Where channel stands in its league

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



— SECTION 08 · STRATEGY

What to do right now

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

01

Main post of the week — on Thursday

Best time: this day at 14:00 MSK — audience most active.

EFFECT

**Best window
for important
posts**

02

Increase video posts share

Video in Telegram holds audience longer & ranks better.
Aim for 15-25%.

EFFECT

**Video retains
audience
better**

03

ER below niche benchmark — rethink formats

Current ER 2.82% vs norm 5.5%. Try polls and interactive formats.

EFFECT

+2.7pp ER

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 this done by **PromptPress?**

This audit is what we can do in minutes using public data. Want to go further? Run ads with 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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