

PUBLIC REPORT PROMTPRESS

Channel audit

Будни русского ритейла



@budni_retail

Honest & humorous about retail, e-com & marketplaces. P.S. I know it's 'retail' spelled correctly Channel: @budni_retail Ads: @alivian Assistant: @alfapolo Working with...

SUBSCRIBERS

30 279

-670 per month

ERR (% WHO SEE POSTS)

4.0%

24h 2.2%

REACH/POST

1.1K

ad reach 678/24h

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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 30 279 —	 SUBSCRIBER REACH 3.56% avg % subs see post	 VIEWS/POST 1.1K median 1.1K · 29 days	 POSTS/DAY 7.9 ~55 per week
 7D TREND -5.1% vs prev week	 REACTIONS/POST 6.4 total 1,509 reactions, 1,145 reposts, 168 comments	 POST LENGTH 307 chars median 184 · 29 days	 POSTS ANALYZED 236 29 days
 AD REACH 678 24h avg	 CHURN / MONTH -670 last month	 CITATIONS 343 citation index · 2,033 channels mentioned ever	 CHANNEL AGE 1 year 6 months created 13.01.2025

AI EDITOR SUMMARY

Channel «Russian Retail Weekdays» — 30 279 subs. Each post averages 1.1K people (4% subs), reach is low — consider expanding audience. Publishes 55 posts per week (~8/day) — active posting. For week Jun 29–Jul 5, reach dropped -5.1% to week Jun 22–28 — worth analyzing reasons.

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 SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 236 posts over 29 days.
- 02 Dominant format – Photo (150/236 posts).
- 03 Avg post length – 307 chars (median 184).
- 04 Peak audience activity – Saturday, 20:00 MSK.
- 05 Strongest posts get 2x more views than the weakest (1.4K avg for top vs 793 for worst) – among 236 posts in 29 days. Worth analyzing what the top has in common – topic, format, timing.

TOP 5 POSTS

Nº1 19.06 · 12:07 PHOTO Meme: users collected AI-generated slop cards from marketplaces – sellers didn't bother with design and turned to AI. Kopatych...		VIEWS 1 479	REACTIONS 3
REP. 17		ER 4.9%	
Nº2 19.06 · 18:12 VIDEO LOL, a pickup point employee decided to stretch during a shift and broke a fitting room. Unreliable turnstile 😊		VIEWS 1 442	REACTIONS 5
REP. 6		ER 4.8%	
Nº3 20.06 · 11:04 VIDEO In Kirovsk, a feathered taster was spotted in a chain store's bakery section. Such an employee doesn't even need a salary...		VIEWS 1 431	REACTIONS —
REP. 6		ER 4.7%	

Nº4 17.06 · 12:09 PHOTO Fed up with these. Shopaholics are furious about incomplete reviews on the marketplace – they complain about users who don't...	VIEWS 1 414 REP. 3	REACTIONS 7 ER 4.7%
Nº5 21.06 · 11:03 VIDEO LOL, pickup point staff got a new intern – Ratatouille was hiding in a box, resisting and not wanting to start the shift. Too bad...	VIEWS 1 402 REP. 10	REACTIONS 3 ER 4.6%

|

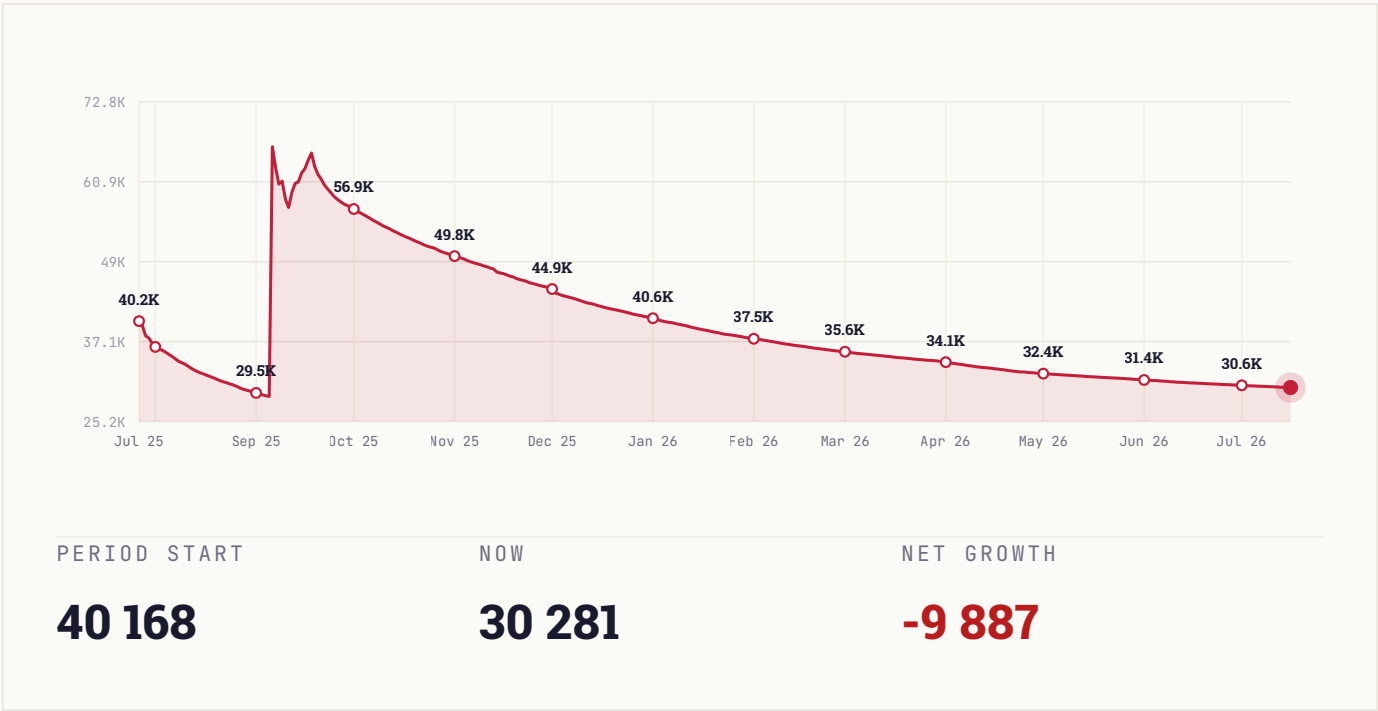
WORST 3

↓ 13.07 · 08:46 PHOTO Nothing unusual – just a sign that couldn't handle being next to a liquor store. Not just letters floating 🍷	VIEWS 798 REP. 8	REACTIONS 8 ER 2.6%
↓ 13.07 · 10:41 VIDEO A visual of couriers' tough job – a guy decided to deliver an order of 50 pairs of boxing gloves. Too bad...	VIEWS 792 REP. 5	REACTIONS 9 ER 2.6%
↓ 13.07 · 10:08 PHOTO Marketplaces will be required to verify sellers and pickup point owners – the State Duma has already adopted the decision, effective from 1...	VIEWS 791 REP. 4	REACTIONS 5 ER 2.6%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

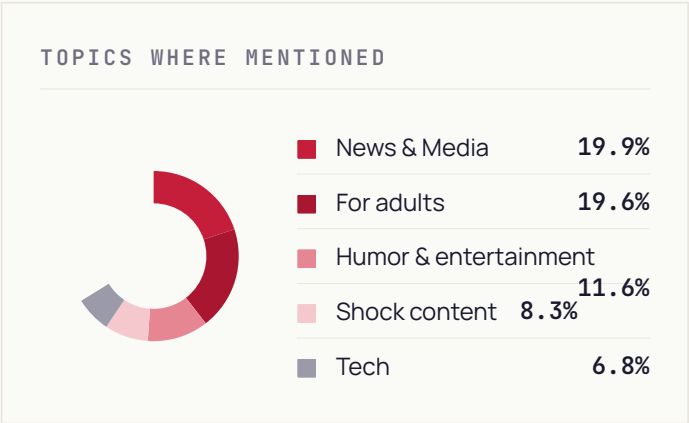
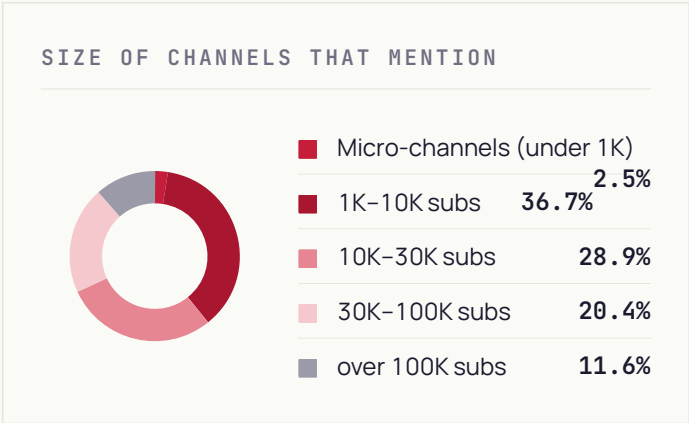
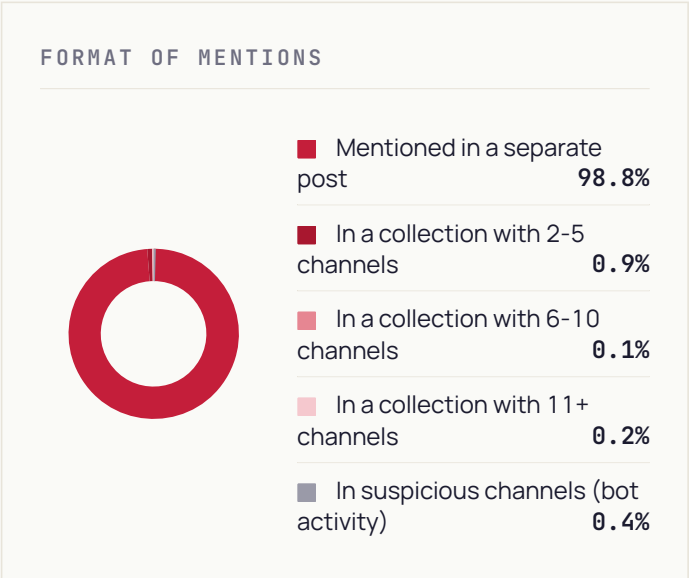
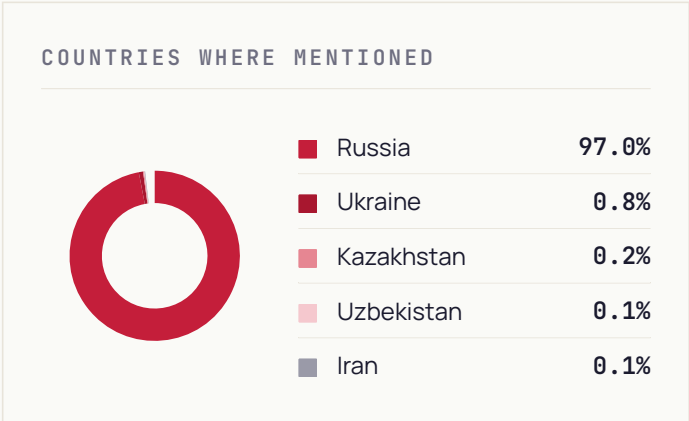
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subscribers.



SECTION 04 · MENTIONS

Who and how mentions the channel

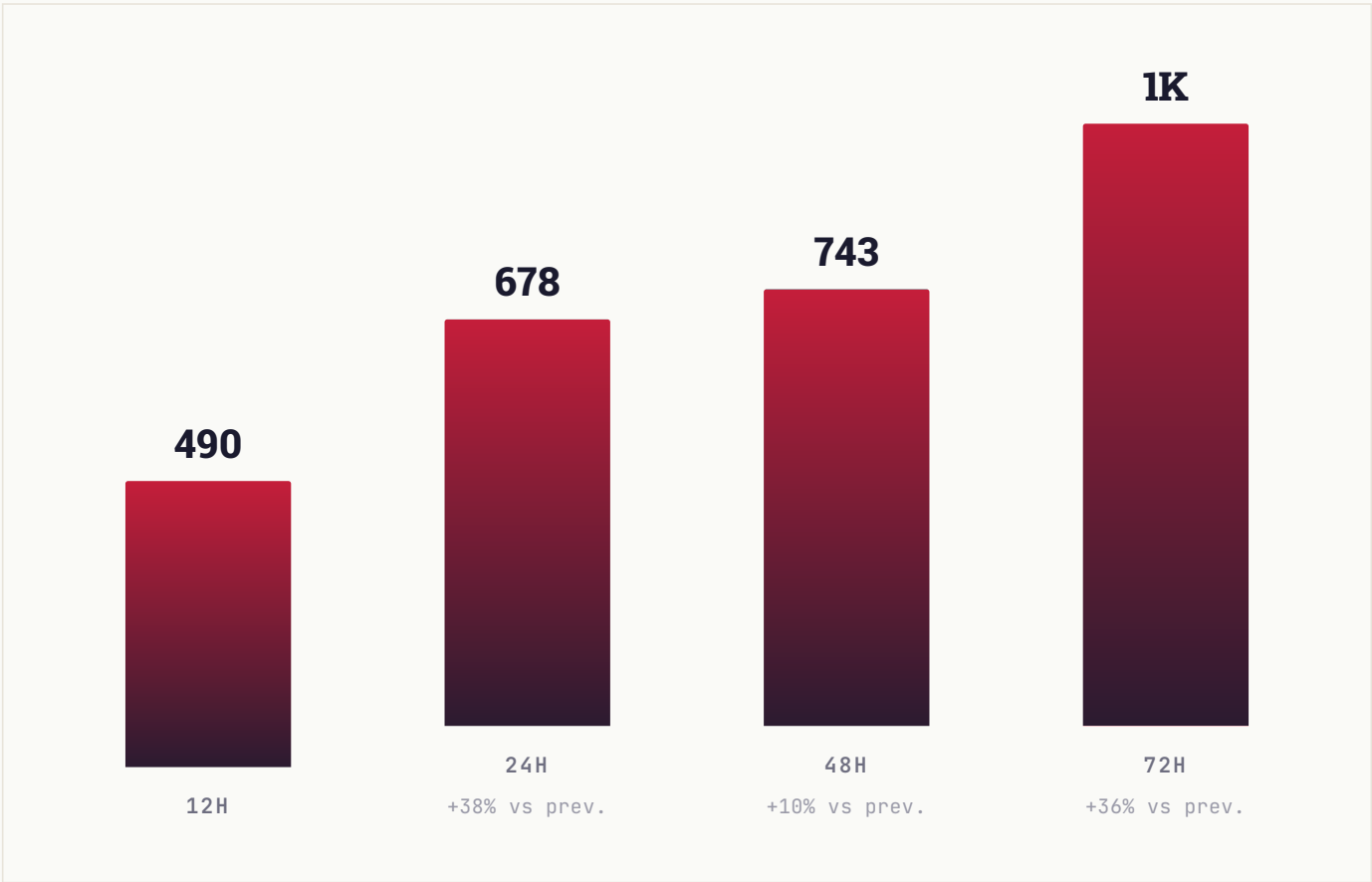
Citation index **343** — channel popularity rating based on mentions. Considers not only quantity but also mentioner weight: a post from a 100K subs channel weighs more than from 1K. All-time mentions: **2 033** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates 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 highlighted — see its place among niche neighbors.

CHANNEL	SUBSCRIBERS
S& Startups & Ventures	2.6M
VC Venture Capital	2.6M
ME Mohamed El Guazzar 🇪🇬	2.2M
IT ISHBOR Toshkent	1.4M
MO MoscowBusiness	1.1M
CN Books for Millions business blog	861.7K
RP Roxman typing...	529.9K
AB Акула Бизнеса	502.2K
USSR Merger & acquisition	469.6K
لز لباس زیر اقساطی ریزسابل	456.9K
БР Будни русского ритейла YOU	30.3K

COMPARATIVE CONCLUSION

Channel not yet outside top-99 niche — early growth stage. Niche leader — Startups & Ventures (2.6M), top-99 median: 171.4K. First goal: enter top-99 via systematic traffic & content work.

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 **2 327**, they brought **45 715** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	5	5	0
December 2025	0	0	0
November 2025	0	0	0
October 2025	0	0	0
Sep 2025	2 033	1 713	45 715
August 2025	289	289	0

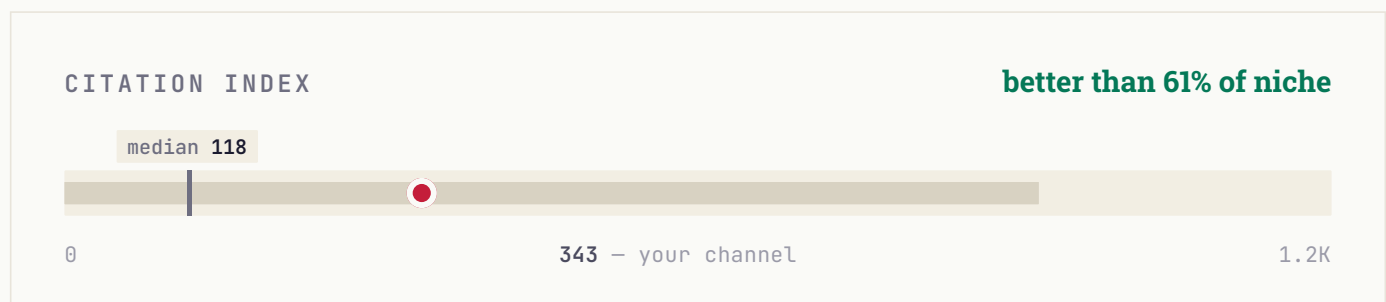
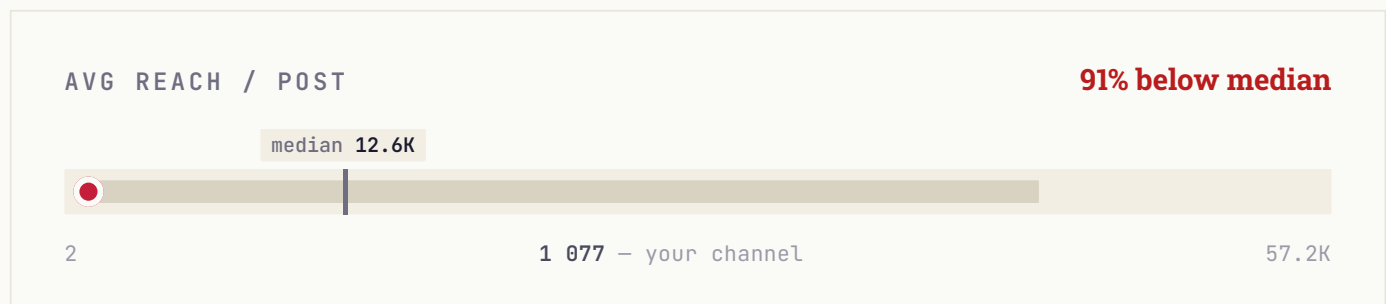
TOTAL MENTIONS	MONTHS IN DATA	GAINED SUBSCRIBERS
2 327	6	45 715

Where the channel stands in its league

SUBSCRIBERS 82% below median

A horizontal bar chart comparing a channel's subscriber count to a median. The chart has a light beige background. A dark beige bar represents the channel's performance, starting from a red dot on the left. A vertical line marks the median. A label 'median 171.2K' is placed above the median line. The channel's count '30 279 - your channel' is shown below the bar. The leftmost value '53.2K' is at the start of the bar, and the rightmost value '591.8K' is at the end of the bar.

Metric	Value
Channel Subscribers	30 279
Median	171.2K
Range Start	53.2K
Range End	591.8K



— SECTION 09 · STRATEGY

What to do right now

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

- 01

Top post of the week — on Saturday

Audience is most active on this day at 20:00 MSK.

EFFECT

Best window for an important post
- 02

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
- 03

Test polls & interactive formats

Posts with polls/reactions usually boost ER by +5-15%.
One poll per week on a hot topic is an easy win.

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 — it's a source of organic traffic.

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 ads on
Telegram**

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

02 **Contact manager**

t.me/PromptPress_manager
