

PUBLIC REPORT BY PROMTPRESS

Channel audit

Bullshop



@bullshop

Your GamePass to easy money 🧑 If donate, then at <https://bullshop.shop/> Reviews: https://t.me/bullshop_otzyv ▶ TikTok: <https://www.tiktok.com/@bulldropshop> ▶ Email support:...

SUBSCRIBERS

15 055

-135 per month

ERR (% SEE POSTS)

12.0%

last day 6.7%

REACH/POST

1.7K

ad reach 1K/24h

— CONTENT · 2026

What's inside the report

01 Channel snapshot

12 key metrics · AI summary

02 Content analysis

Top-5 posts · worst 3 · takeaways

03 Subscriber dynamics

Yearly chart · growth

04 Citation rate

Who mentions the channel and how

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 «Instagram» 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.

 SUBSCRIBERS 15 055 —	 SUBS REACH 10.99% avg % subs see post	 VIEWS/POST 1.7K median 1.6K · 29 days	 POSTS/WEEK 18.0 for the period
 7D TREND -14.2% vs prev week	 REACTIONS/POST 23.0 only 1,726 reactions, 176 reposts, 0 comments	 POST LENGTH 173 chars median 165 · 29 days	 POSTS ANALYZED 75 29 days
 AD REACH 1K 24h avg	 CHURN / MONTH -135 last month	 CITATION RATE 42 citation index · 92 channels mentioned all time	 CHANNEL AGE 2 years 2 months created 30.04.2024

AI EDITOR SUMMARY

Channel «Bullshop» — 15 055 subs. Each post avg views 1.7K people (11% of subs), reach low — expand audience. Publishes 18 posts/week (~3/day) — regular. Week Jul 6–12 reach dropped -14.2% by week Jun 29 – Jul 5 — worth analyzing.

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 75 posts in 29 days.
- 02 Dominant format – Photo (55/75 posts).
- 03 Avg post length – 173 chars (median 165).
- 04 Peak audience activity – Friday, 11:00 MSK.
- 05 Top posts get 2x more views than the weakest (2.4K avg for top vs 1.2K for worst) – among 75 posts over 29 days. Worth analyzing what the top has in common – topic, format, time.

TOP 5 POSTS

№120.06 · 13:55PHOTO	24 HOURS IN FOREST CHALLENGE ? Hardcore survival Prologue: Go Wayback from PUBG creators now free on Steam 📱 Need...		VIEWS	REACTIONS
			2 493	7
№219.06 · 08:54PHOTO			REPOSTS	ER
			1	16.6%
№307.07 · 09:10VIDEO			VIEWS	REACTIONS
			2 346	36
			REPOSTS	ER
			2	15.6%
			VIEWS	REACTIONS
			2 227	16
			REPOSTS	ER
			3	14.8%

Nº4 26.06 • 09:37 PHOTO LET EVERYONE KNOW 🏆 Bullshop now has a separate hall of fame for feedback and insane drops after donating on the site 💎 Jump in...	VIEWS 2 164 REACTIONS 20 REPOSTS 3 ER 14.4%
Nº5 25.06 • 08:55 PHOTO It happened: GTA VI pre-orders are out 😮 And Bullshop, first thing, invited everyone for a massive buy 😁 \$80 for the base edition...	VIEWS 2 105 REACTIONS 27 REPOSTS 2 ER 14.0%

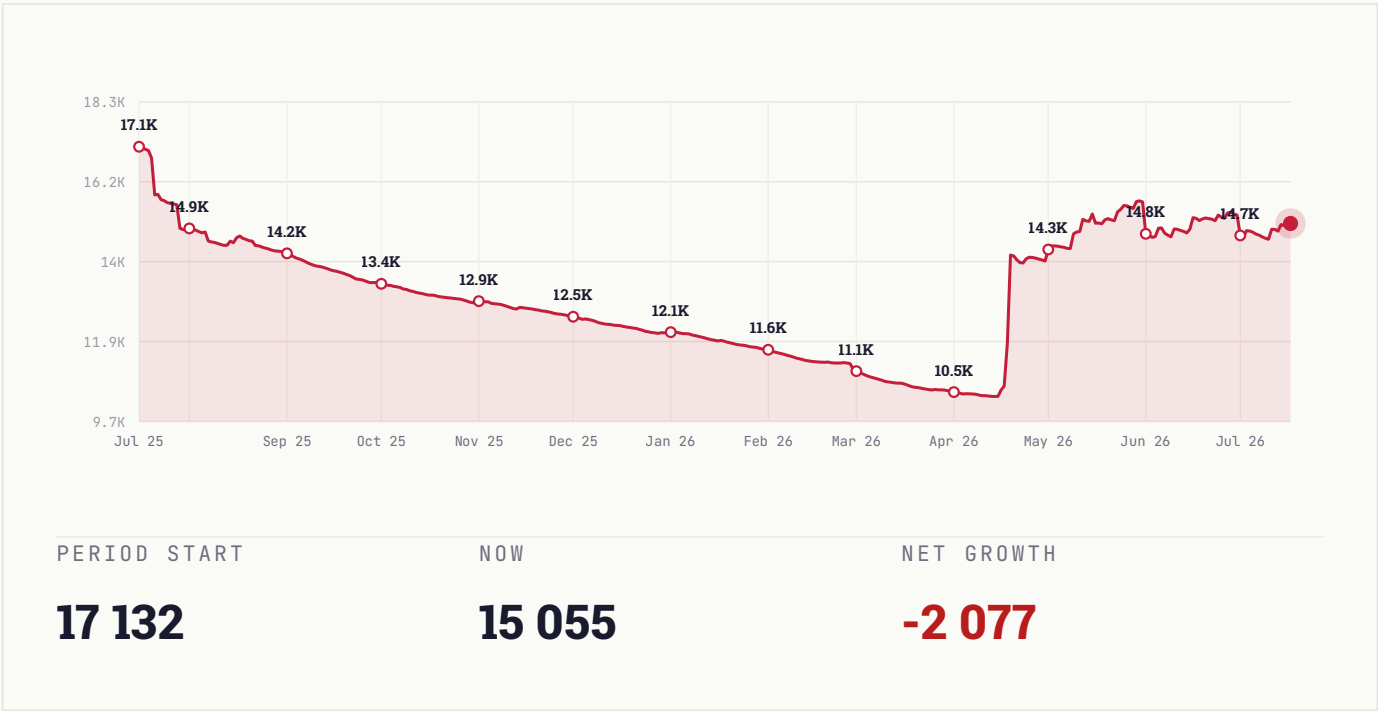
WORST 3

↓ 13.07 • 09:01 PHOTO I don't even remember when PUBG had sooo many cool crates 😬 Rejoice, guys, there's some dirty stuff... Fresh PP Naruto, Lucky Spin, Golden...	VIEWS 1 256 REACTIONS 5 REPOSTS 1 ER 8.3%
↓ 13.07 • 09:51 TEXT Pure shinobi war on Erangel 🌾	VIEWS 1 254 REACTIONS 8 REPOSTS — ER 8.3%
↓ 12.07 • 12:20 PHOTO Wallet: at least this month we'll save up some? pls... Rostiks: hold up, collab with Honkai coming soon 🐱	VIEWS 1 234 REACTIONS 5 REPOSTS 3 ER 8.2%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

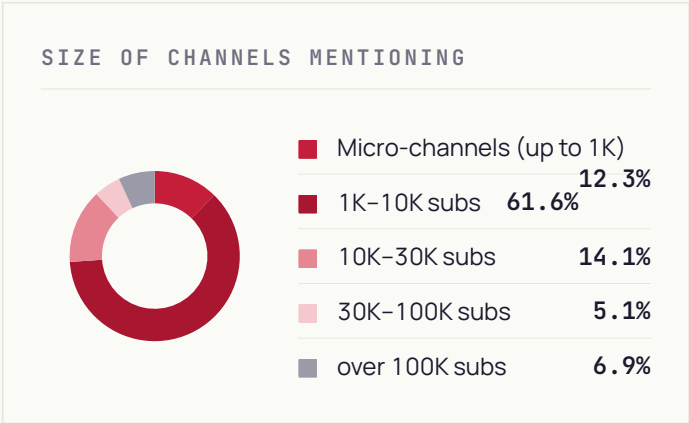
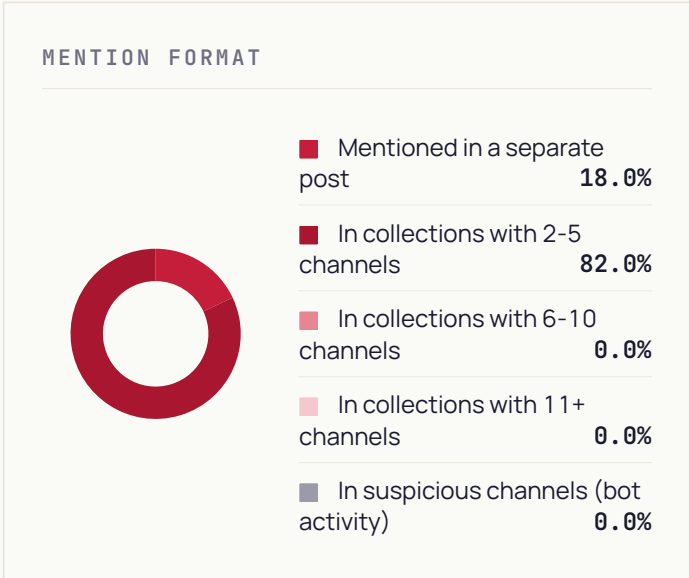
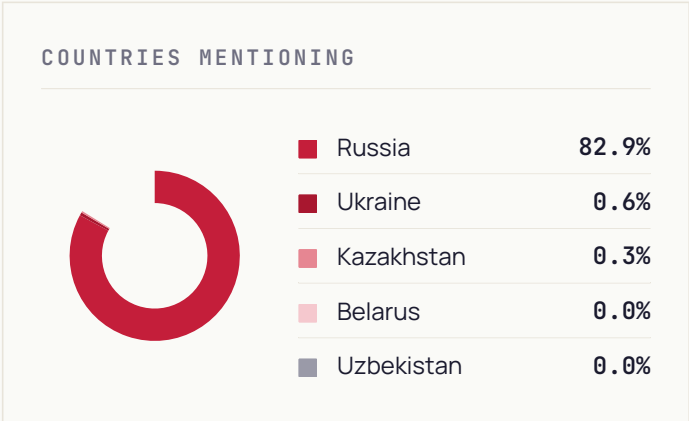
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

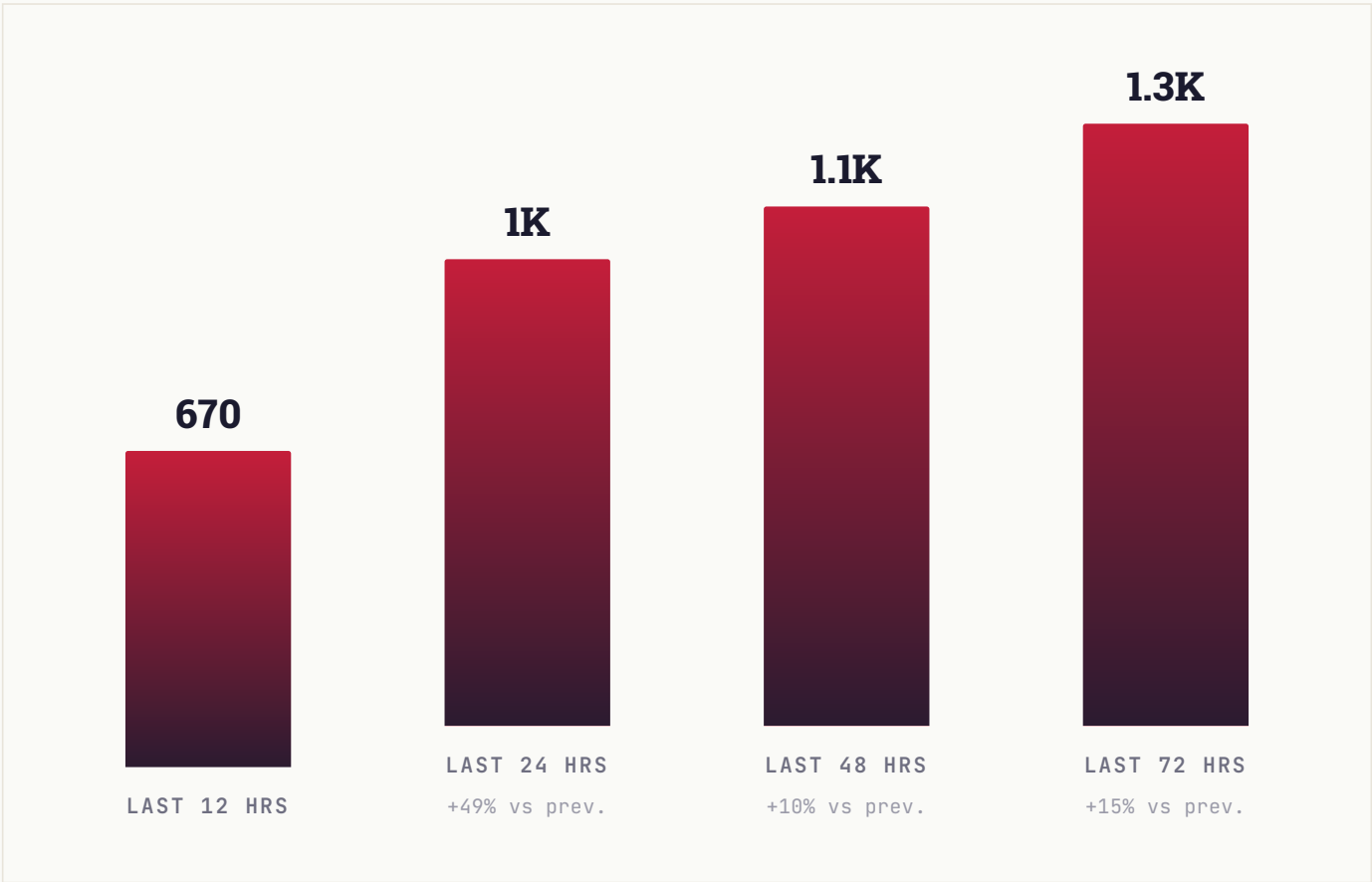
Citation index **42** – channel popularity rating based on mentions. Considers not only count but also mentioner weight: a post from a 100K subs channel weighs more than from 1K subs. All-time mentions: **92** different channels.



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 should 'live'.



SECTION 06 • COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
استوری اینستاگرام	437.9K
آهنگ موزیک جدید شاد	356.8K
ربات دانلود استوری و پست از اینستاگرام	209.7K
VIDEO FOR STORIES	136.7K
Cap Cut Templates Kap Kut	130.6K
piaceim • presets & blogging	126.4K
NESA PIRUZIFARD انسا پیروزی فرد	123.7K
ĀĀLAB	115.2K
CAPCUT TEMPLATES KAPKUT KUT	113K
PNG STICKERS FOR STORIES	110.6K
Bullshop	15.1K

COMPARATIVE CONCLUSION

Channel not yet outside top-99 of niche — early growth stage. Niche leader — استوری اینستاگرام (437.9K), top-99 median: 32.9K. 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 **141**, they brought **520** new subs.

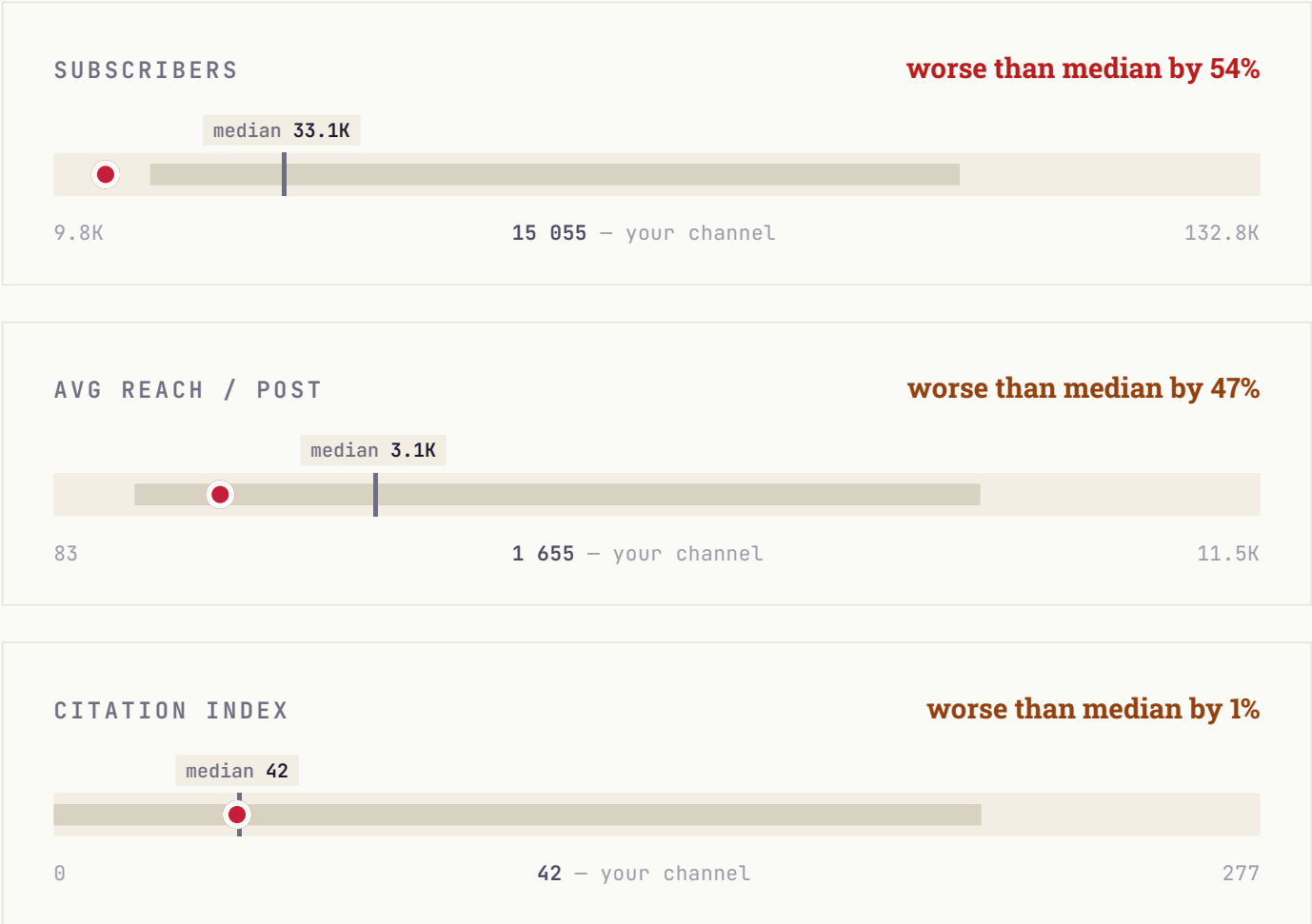
PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
January 2026	2	1	21	
December 2025	7	5	51	
Nov 2025	15	10	102	
Oct 2025	29	12	0	
Sep 2025	47	17	6	
August 2025	41	20	340	

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS
141	6	520

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

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

Main post of the week — on Friday

Audience is most active on this day at 11:00 MSK.

EFFECT

Best window for an important post
- 02

Increase share of video posts

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

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
- 04

Test polls & interactive formats

Posts with polls/reactions typically boost ER +5-15%.
One weekly poll on a hot topic — easy growth lever.

EFFECT

+5-15% ER
- 05

Cross-promo with neighboring channels

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

EFFECT

Growth from relevant audience

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in a few minutes based on public data. To go further — run ads through us and close your growth plan in a month.

01	Launch Telegram ads	https://panel.promptpress.com/register
----	----------------------------	---

02	Contact manager	t.me/PromptPress_manager
----	------------------------	---
