

PROMTPRESS PUBLIC REPORT

Channel audit

Cerca Trova store



@cercatrovastore

We announce new collections here For any questions:
@cercatrovastore1 Site: [http://cerca-trova.ru/catalog?](http://cerca-trova.ru/catalog?utm_source=smm_tg)
[utm_source=smm_tg](http://cerca-trova.ru/catalog?utm_source=smm_tg)

SUBSCRIBERS

36 686

+700 per month

ERR (% SEE POSTS)

65.0%

last day **30.5%**

REACH/POST

24.9K

ad reach **11.2K/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 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 «Business & Startups» 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.

 SUBSCRIBERS 36 686 —	 SUBS REACH 67.78% avg % subs see post	 VIEWS/POST 24.9K median 25.3K · 20 days	 POSTS/WEEK 2.8 for the period
 7D TREND -18.1% vs prev week	 REACTIONS/POST 279.9 only 2,239 reactions, 1,695 reposts, 0 comments	 POST LENGTH 601 chars median 580 · 20 days	 POSTS ANALYZED 8 20 days
 AD REACH 11.2K 24h avg	 CHURN / MONTH +700 last month	 CITATION RATE 11 citation index · 68 channels mentioned all time	 CHANNEL AGE 6 years 4 months created 28.02.2020

AI EDITOR SUMMARY

Channel «Cerca Trova store» — 36 686 subs. Each post averages 24.9K people (68% of subs), wide reach for a channel this size. Posts 3 posts per week (~0/day) — rare. For week 22–28 Jun reach dropped -18.1% to week 15–21 Jun — worth analyzing reasons.

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 SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 8 posts over 20 days.
- 02 Dominant format – Photo (7/8 posts).
- 03 Avg post length – 601 chars (median 580).
- 04 Peak audience activity – Wed, 18:00 MSK.
- 05 Top posts get 1x more views than the weakest (29.7K avg for top vs 19.8K for worst) – among 8 posts in 20 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº110.06 · 15:16PHOTO	New leather accessories collection exclusively in offline boutiques! 1. Travel bag in 100% calf leather. Dimensions...		VIEWS	REACTIONS
			31 856	334
Nº216.06 · 07:50PHOTO	New women's arrivals at Cerca Trova. Women's shirts join the collection – a wardrobe staple that works for...		REPOSTS	ER
			220	86.8%
Nº310.06 · 12:54PHOTO			VIEWS	REACTIONS
			30 081	469
			REPOSTS	ER
			726	82.0%
			VIEWS	REACTIONS
			27 081	341
			REPOSTS	ER
			120	73.8%

Nº4 15.06 • 18:25 PHOTO New accessories drop at Cerca Trova. 100% silk pashmina scarf with reproductions of famous artworks – a detail that...	VIEWS 25 992 REPOSTS 189 REACTIONS 322 ER 70.8%
Nº5 22.06 • 19:05 PHOTO Polo size restock at Cerca Trova Polo – one of the most versatile summer wardrobe pieces. We've restocked sizes in models from...	VIEWS 24 549 REPOSTS 75 REACTIONS 173 ER 66.9%

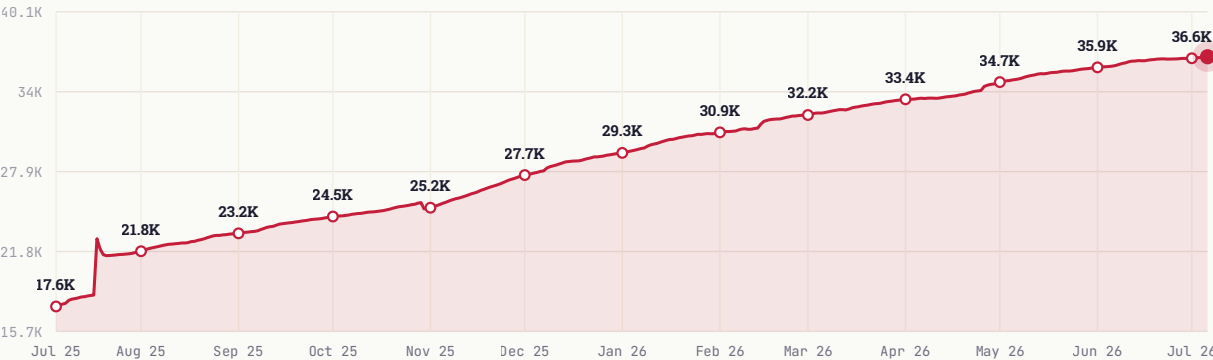
WORST 3

↓ 25.06 • 18:16 PHOTO New accessories drop at Cerca Trova. 100% silk pashmina scarf with reproductions of famous artworks – a detail that...	VIEWS 23 707 REPOSTS 167 REACTIONS 244 ER 64.6%
↓ 23.06 • 16:08 TEXT Live stream started! Join via link: YOUTUBE https://youtu.be/WlZOSWWndy0 UPD: stream saved at link!	VIEWS 20 627 REPOSTS 13 REACTIONS 56 ER 56.2%
↓ 30.06 • 17:27 PHOTO New footwear drop at Cerca Trova. Men's sneakers in 100% suede with 100% calf leather lining. These are not just...	VIEWS 15 019 REPOSTS 185 REACTIONS 300 ER 40.9%

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 grew and which it lost subs.

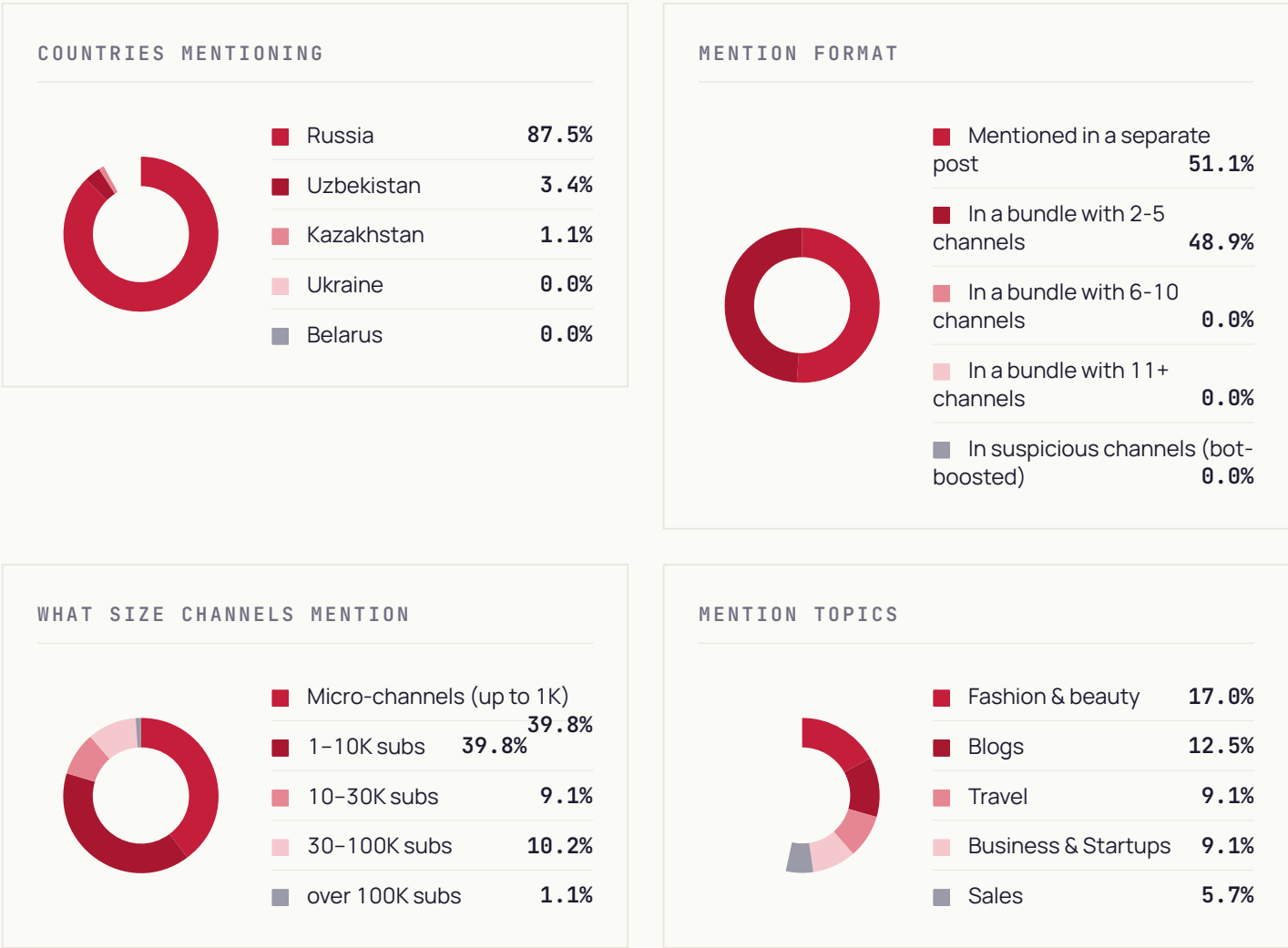


START OF PERIOD	NOW	NET GROWTH
17 623	36 686	+19 063

SECTION 04 · CITATIONS

Who mentions the channel and how

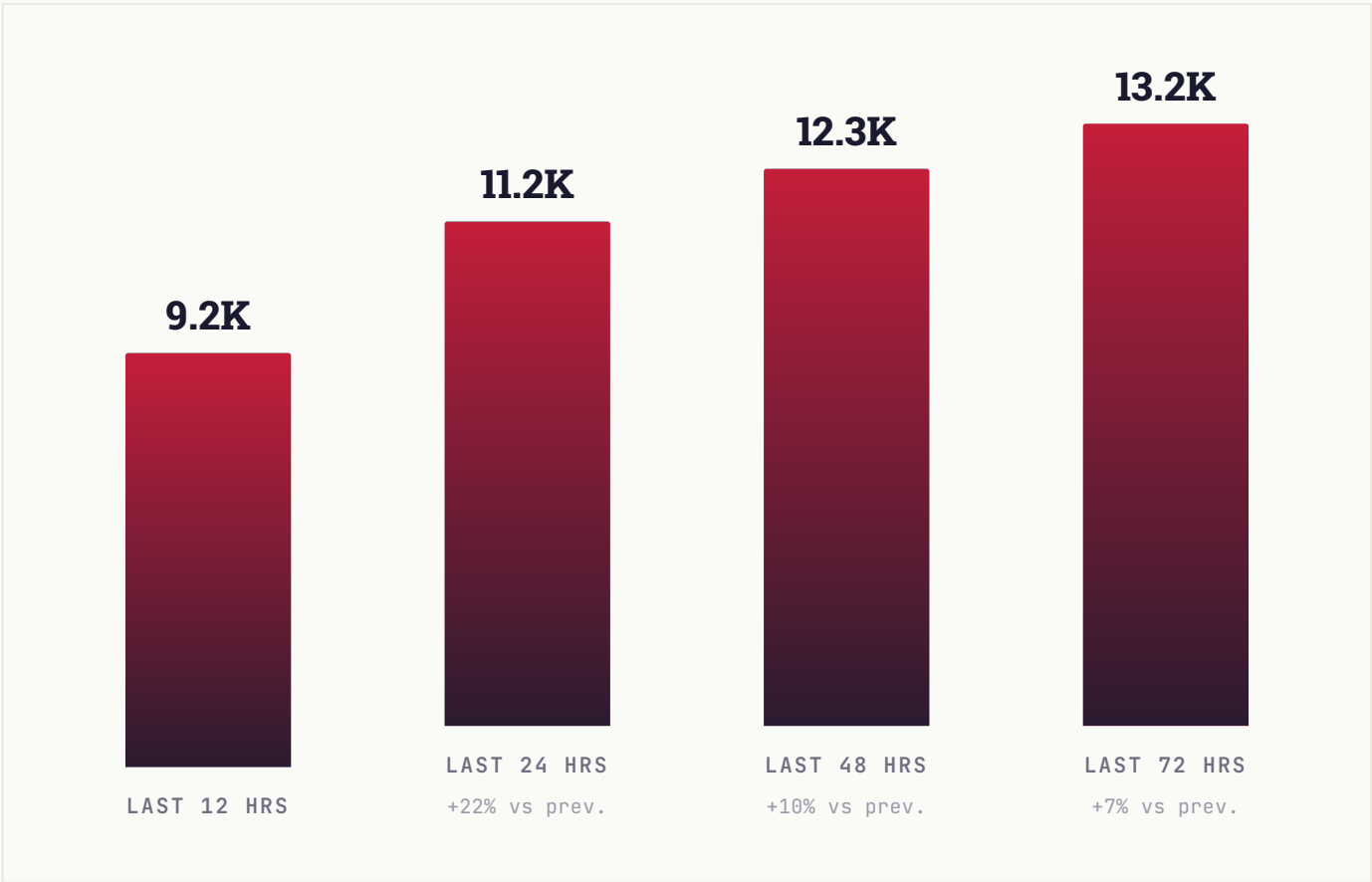
Citation index **11** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from 1K. All-time channel mentions: **68** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of ad post by time since publication. Helps gauge how long a placement stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Your channel is highlighted — see where you stand among niche peers.

CHANNEL	SUBSCRIBERS
S& Startups & Ventures	2.7M
VC Venture Capital	2.6M
ME Mohamed El Guazzar 🇸🇩	2.1M
IT ISHBOR Toshkent	1.4M
MO Moscowbusiness	1M
CI Books on a million business blog	864.8K
RP Roxman typing...	538.5K
AB Business Shark	498.5K
SS Merger & acquisition	478.5K
لز لباس زیر اقساطی ریزسابل	474.8K
CT Cerca Trova store YOU	36.7K

COMPARATIVE CONCLUSION

Channel not yet outside top 98 of niche — early growth stage. Niche leader — Startups & Ventures (2.7M), top-98 median: 164.1K. First goal: enter top-98 via systematic traffic & content work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Each month we record posts in other channels that mention yours. Over the last **6 months** such mentions were **28**, they brought **9 611** new subs.

PERIOD	MENTIONS	CHANNELS	GAINED SUBS
January 2026	3	3	1 615
December 2025	9	6	1 697
November 2025	3	3	2 468
October 2025	1	1	1 143
September 2025	7	7	1 296
August 2025	5	5	1 392

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
28	6	9 611

Where the channel stands in its league

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 2.8 posts/wk. Active channels average 7-10.
Consistency is key to audience retention.

EFFECT

Consistency beats volume
-
- 02

Top post of the week — on Wednesday

Audience is most active on this day at 18:00 MSK.

EFFECT

Best window for an important post
-
- 03

Increase video post share

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

EFFECT

Video holds 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 & interactive formats

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

EFFECT

+5-15% ER
-

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in minutes using public data. Want to go further? Run ads through us and hit your growth plan in a month.

01

Launch ads in Telegram

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

02

Contact manager

t.me/PromptPress_manager