

PUBLIC PROMTPRESS REPORT

Channel audit

DD STORE



@ddmerch

Official Store <https://store.pharaoh.ru/>

SUBSCRIBERS

17 345

+2678 per month

ERR (% SEE POSTS)

236.0%

per day 74.4%

REACH/POST

41.7K

ad reach 12.9K/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 17 345 —	 SUBS REACH 240.48% avg % subs see post	 VIEWS/POST 41.7K median 41.7K · —	 POSTS/WEEK 1.0 over period
 7D TREND — no data for period	 REACTIONS/POST — MTPROTO only	 POST LENGTH 16 chars median 16 · —	 POSTS ANALYZED 1 —
 AD REACH 12.9K 24h average	 CHURN / MONTH +2678 last month	 CITATION RATE 21 citation index · 66 channels mentioned all time	 CHANNEL AGE 2 years 3 months created 01.04.2024

AI EDITOR SUMMARY

Channel «DD STORE» – 17 345 subs. Each post averages 41.7K people (240% of subs), this is wide reach for a channel of this size. Publishes 1 posts per week (~0 per day) – rare publications.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and laggards – to see what to repeat and what to drop from rotation.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 1 posts for –.
- 02 Dominant format – **Photo** (1/1 posts).
- 03 Avg post length – **16** chars (median 16).
- 04 Peak audience activity – **Monday**, 17:00 MSK.
- 05 Top posts get **× 0** more views than the weakest (13.9K avg for top vs 41.7K for worst) – among 1 posts over –. Analyze what the top shares – topic, format, timing.

TOP 1 POSTS

Nº1 13.07 · 14:49 PHOTO store.pharaoh.ru	VIEWS	REACTIONS
	41 711	–
	REPOSTS	ER
	1 258	240.5%

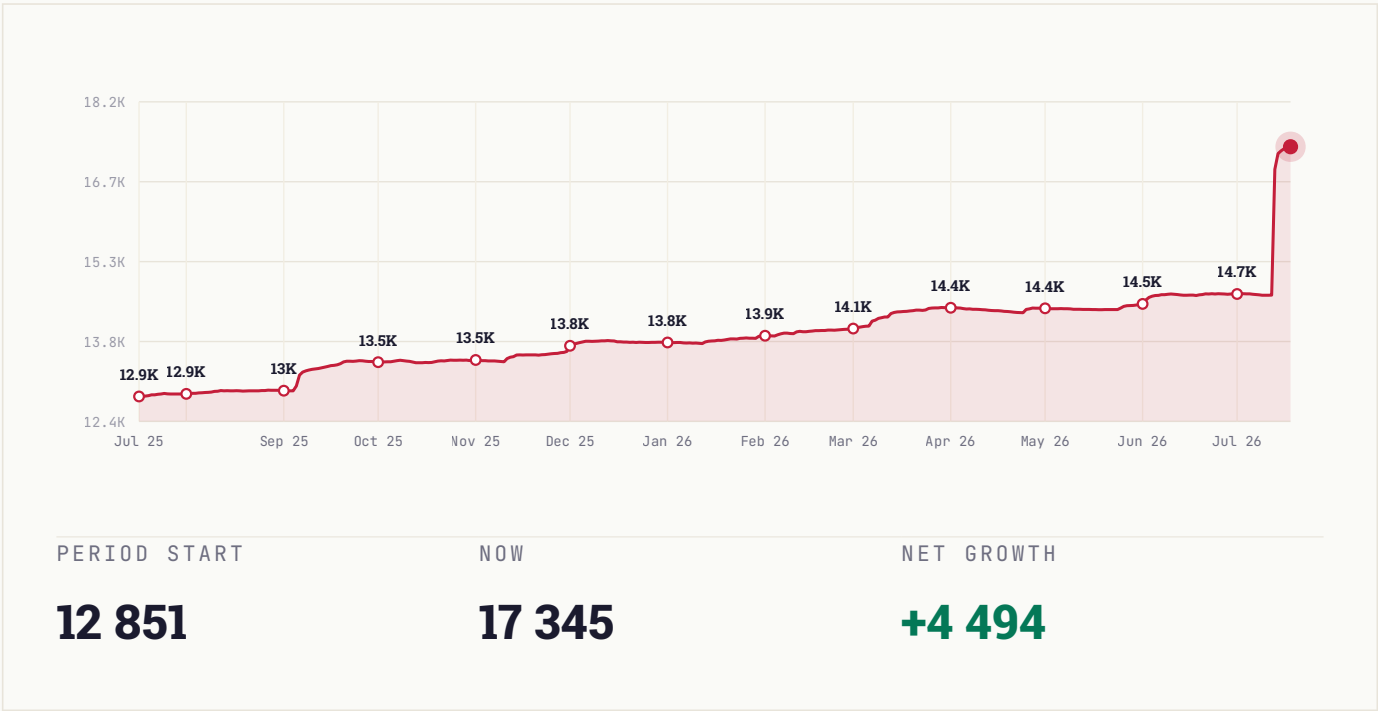
WORST 1

↓ 13.07 · 14:49 PHOTO store.pharaoh.ru	VIEWS	REACTIONS
	41 711	–
	REPOSTS	ER
	1 258	240.5%

SECTION 03 • SUBSCRIBER DYNAMICS

How the channel grew over the year

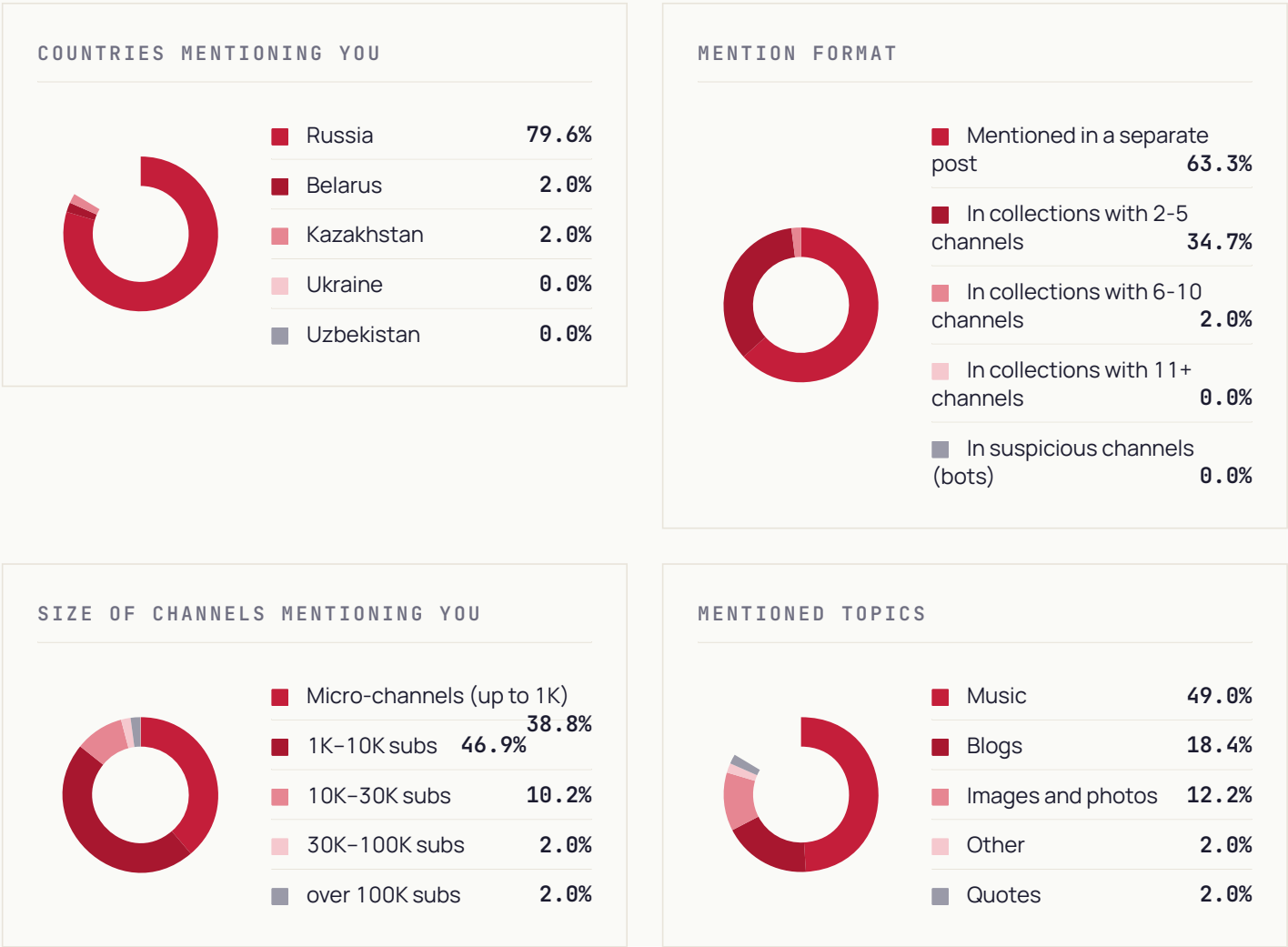
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who and how mentions the channel

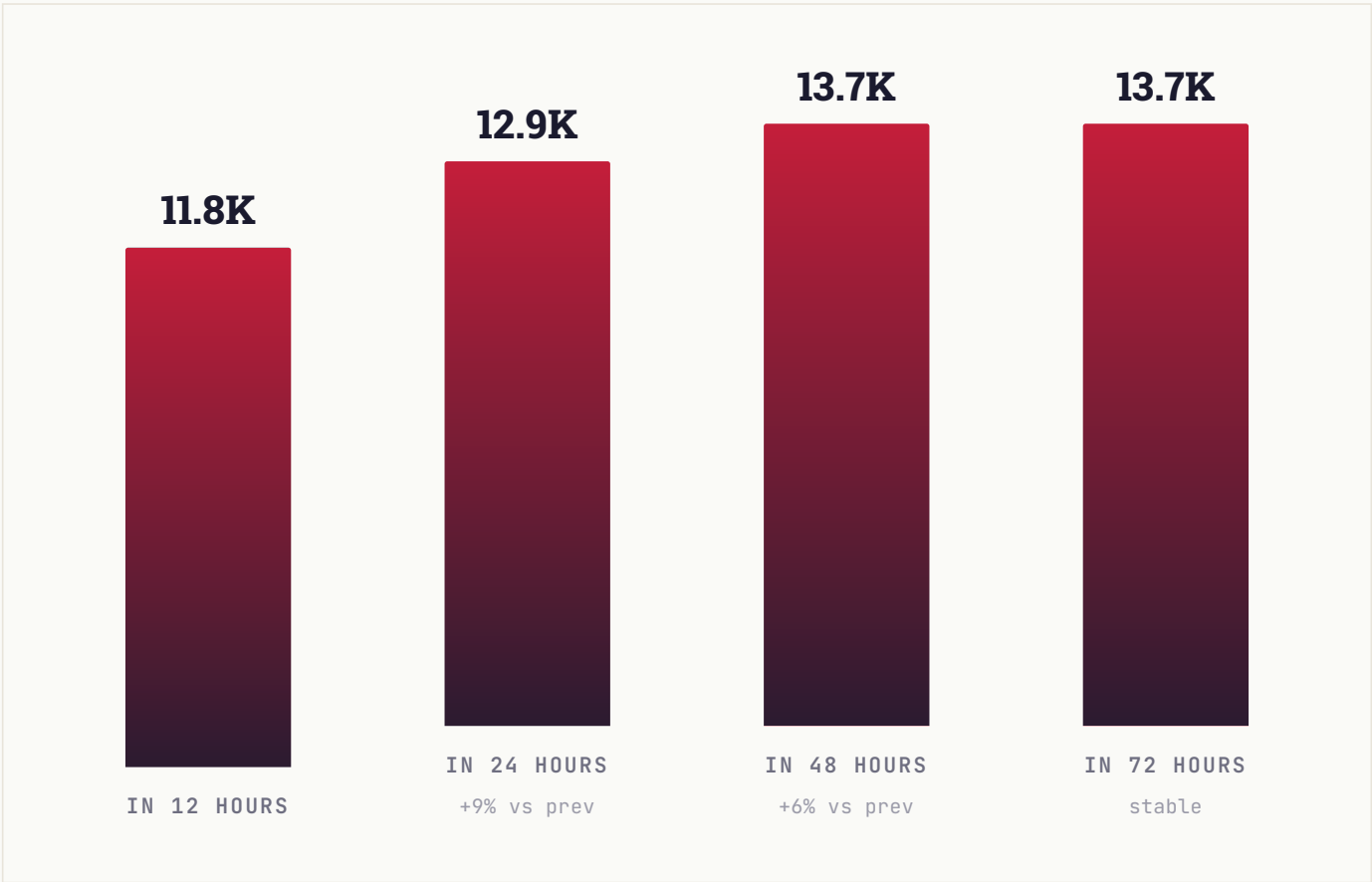
Citation index **21** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **66** different channels.



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 stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
ZY Zolotoe Yabloko	1M
PC Pandabuy CnFans MuleBuy ACBuy Hacco Find🔍🐼	790.3K
NN Found on Wildberries	633.3K
MI MIXIT.RU	624.7K
M Manicure Nails	572K
NN Finds on Wildberries / WB	533.2K
EM Elena Mixit	518K
GD Face gymnastics	472.4K
PM Fashion Trends	436K
PS Prime Savers	428.8K
DS DD STORE YOU	17.3K

COMPARATIVE CONCLUSION

Channel is still outside top-97 of niche — early growth stage. Niche leader — Zolotoe Yabloko (1M), top-97 median: 189.3K. First goal: enter top-97 through systematic traffic & content work.

SECTION 07 · MENTION TRENDS

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 **2**, they brought **1 288** new subs.

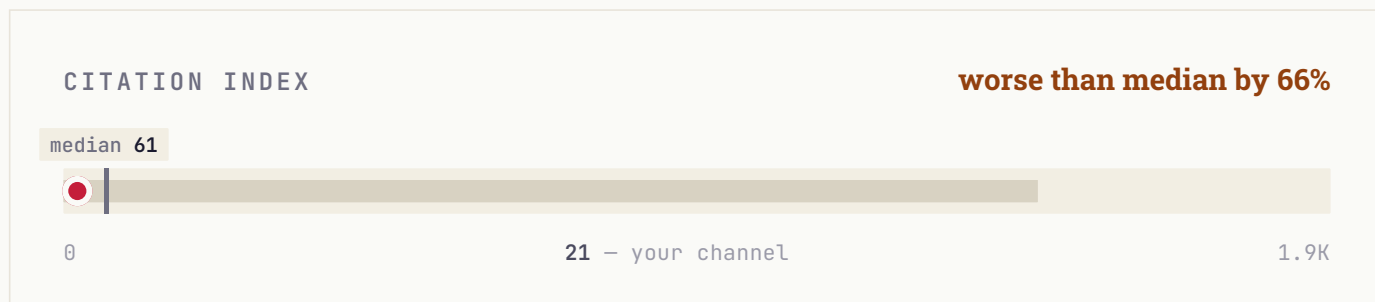
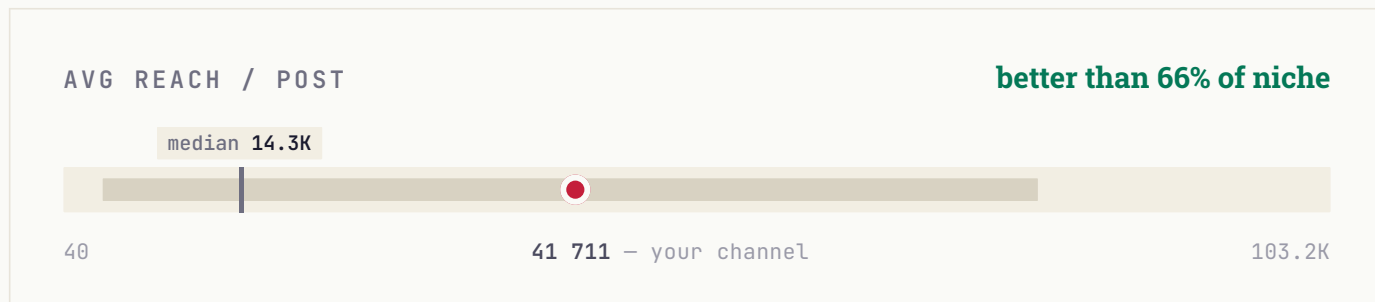
PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
Jan 2026	1	1	153
December 2025	0	0	210
November 2025	0	0	196
October 2025	0	0	95
September 2025	1	1	547
August 2025	0	0	87

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS
2	6	1 288

— SECTION 08 • NICHE COMPARISON

Where channel stands in its league

Took top-**100** channels in category "**Fashion & beauty**» (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 ranked by expected impact. Check off and revisit in a month.

- | | | |
|-----------|--|--|
| 01 | Increase posting frequency
Now 1.0 posts/week. Active channels do 7-10.
Consistency is key to retention. | EFFECT
Consistency
beats volume |
| 02 | Main post of the week — on Monday
Audience most active on this day at 17:00 MSK. | EFFECT
Best window
for an
important post |
| 03 | Increase share of video posts
Video in Telegram retains audience longer and is
algorithm-friendly. Aim for 15-25% video share. | EFFECT
Video retains
audience
better |
| 04 | Systematic traffic buying
Three formats for your media: Inhouse (premium
channels), Native (native integrations), Premium
(target audience). PromptPress finds 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
