

PUBLIC REPORT BY PROMTPRESS

Channel audit

Retail Media



@ec_retail

All the ins and outs of retail, marketplaces and business.
Partnership: @alfapolo Assistant: @Alivian Working with
@Spiral_Yuri Link: @ec_retail RKN: clck.ru/3GYKSN

SUBSCRIBERS

74 290

-1437 per month

ERR (% SEE POSTS)

4.0%

per day 2.2%

REACH/POST

2.9K

ad reach 1.6K/24h

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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 74 290 —	 SUBSCRIBER REACH 3.96% avg % subs see post	 VIEWS/POST 2.9K median 3K · 29 days	 POSTS/DAY 7.6 ~53 per week
 7D TREND -4.7% vs previous week	 REACTIONS/POST 18.0 only 4,031 reactions, 3,560 reposts, 0 comments	 POST LENGTH 316 chars. median 142 · 29 days	 POSTS ANALYZED 224 29 days
 AD REACH 1.6K 24h avg	 CHURN / MONTH -1437 last month	 CITATION RATE 1 469 citation index · 4,030 channels mentioned all time	 CHANNEL AGE 2 years 3 months created 13.03.2024

AI EDITOR SUMMARY

Channel «Retail Media» – 74 290 subs. Each post averages 2.9K people (4% of subs), low reach – need to grow audience. Publishes 53 posts per week (~8/day) – active posting. Week Jun 1–7 reach stable (-4.7% vs week 25–31 May).

SECTION 02 · CONTENT ANALYSIS

Top performers

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 224 posts in 29 days.
- 02 Dominant format — Photo (142/224 posts).
- 03 Avg post length — 316 chars (median 142).
- 04 Audience peak activity — Saturday, 15:00 MSK.
- 05 Top posts get 2× more views than the weakest (5K avg for top vs 2.1K for bottom) — across 224 posts in 29 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 09.06 · 12:55 TEXT Russian Post accelerated business onboarding and grew entrepreneur clients by 14% since early 2026. Registration, signing...	VIEWS 6 091 REPOSTS 1	REACTIONS 4 ER 8.2%
Nº2 15.05 · 18:14 VIDEO Cuteness of the day: a Samokat courier visited his girlfriend to propose. Spoiler: she said yes.	VIEWS 4 634 REPOSTS 31	REACTIONS 49 ER 6.2%
Nº3 16.05 · 06:23 PHOTO Taxi passengers are outraged that their rating drops despite polite conversation and silence during the ride. The answer is simpler than it seems...	VIEWS 4 352 REPOSTS 21	REACTIONS 49 ER 5.9%

Nº4 15.05 • 16:23 VIDEO Online they showed types of pickup point employees that shopaholics picking up impulse orders have to deal with.	VIEWS 4 075 REPOSTS 16 REACTIONS 12 ER 5.5%
Nº5 16.05 • 12:01 VIDEO LOL, a small marketplace client took their parents' phone and ordered road signs worth 46,000 rubles.	VIEWS 3 997 REPOSTS 28 REACTIONS 17 ER 5.4%

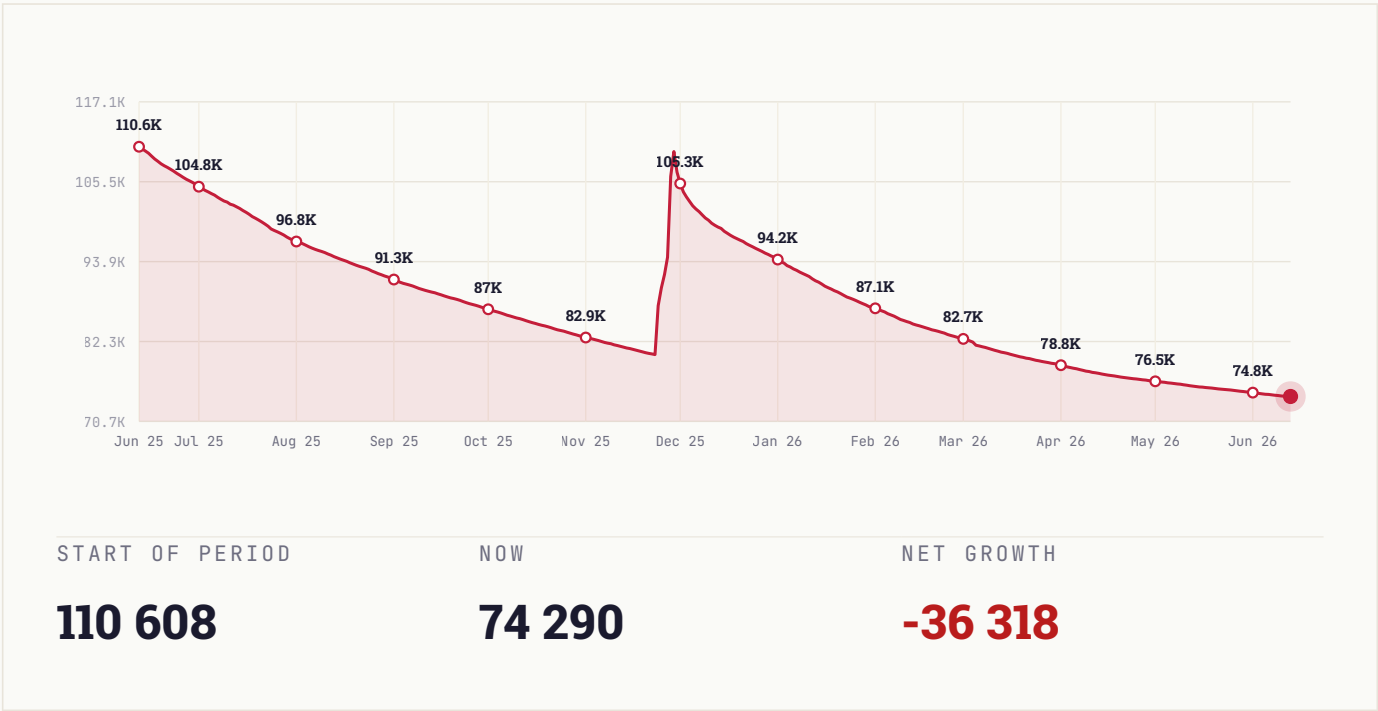
WORST 3

↓ 09.06 • 18:12 VIDEO Ah, you're an intern, got it. Cuteness: a tailed intern showed up for a shift at a pickup point and got confused seeing their first customer.	VIEWS 2 093 REPOSTS 5 REACTIONS 21 ER 2.8%
↓ 09.06 • 13:55 VIDEO “How do you explain this to someone who never worked in food service?": food service workers share their funniest pics...	VIEWS 2 073 REPOSTS 20 REACTIONS 13 ER 2.8%
↓ 09.06 • 11:14 VIDEO Introvert tariff found in taxi service — a girl got a driver who doesn't like too chatty passengers.	VIEWS 2 002 REPOSTS 18 REACTIONS 34 ER 2.7%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

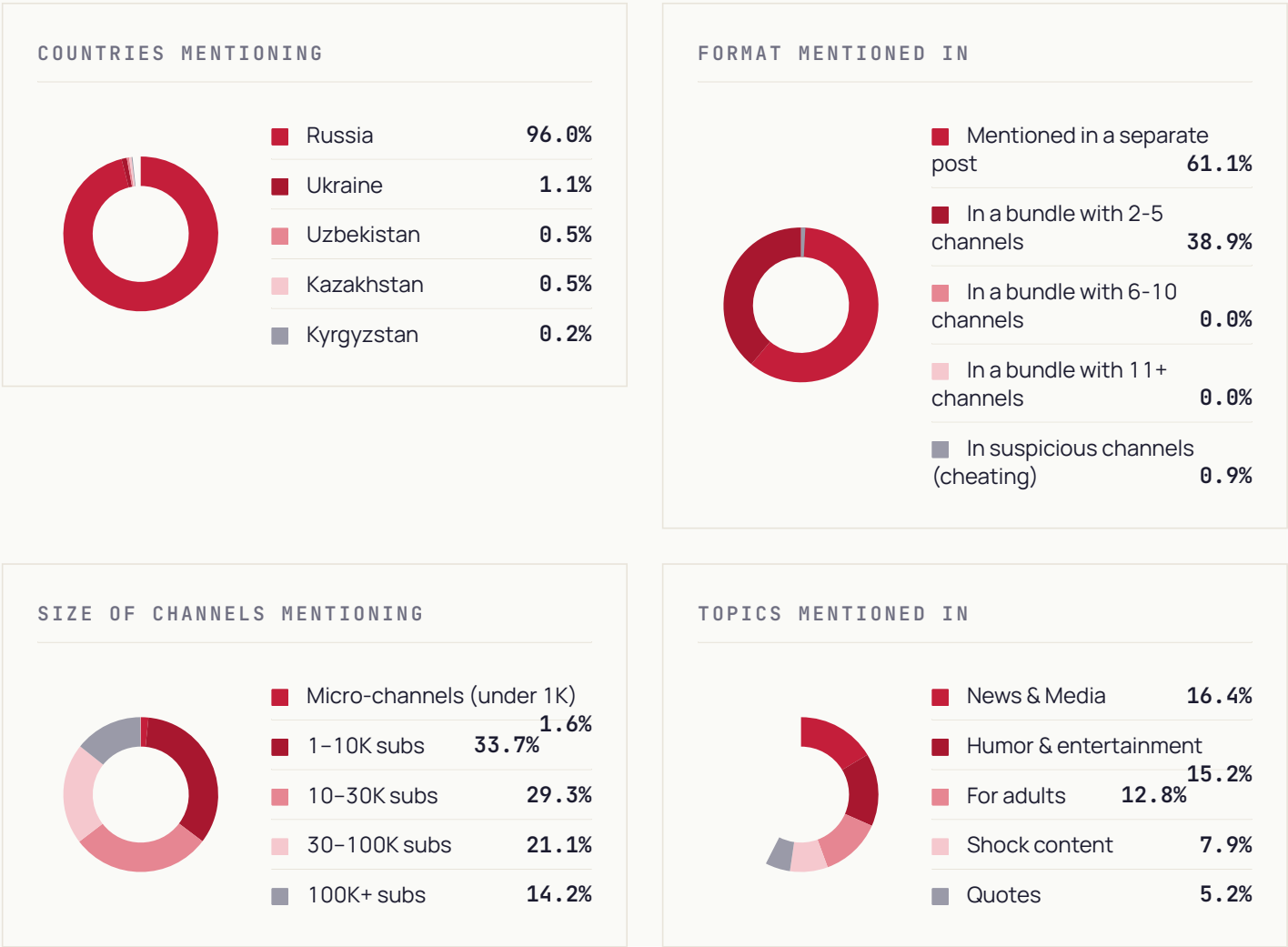
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained and lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

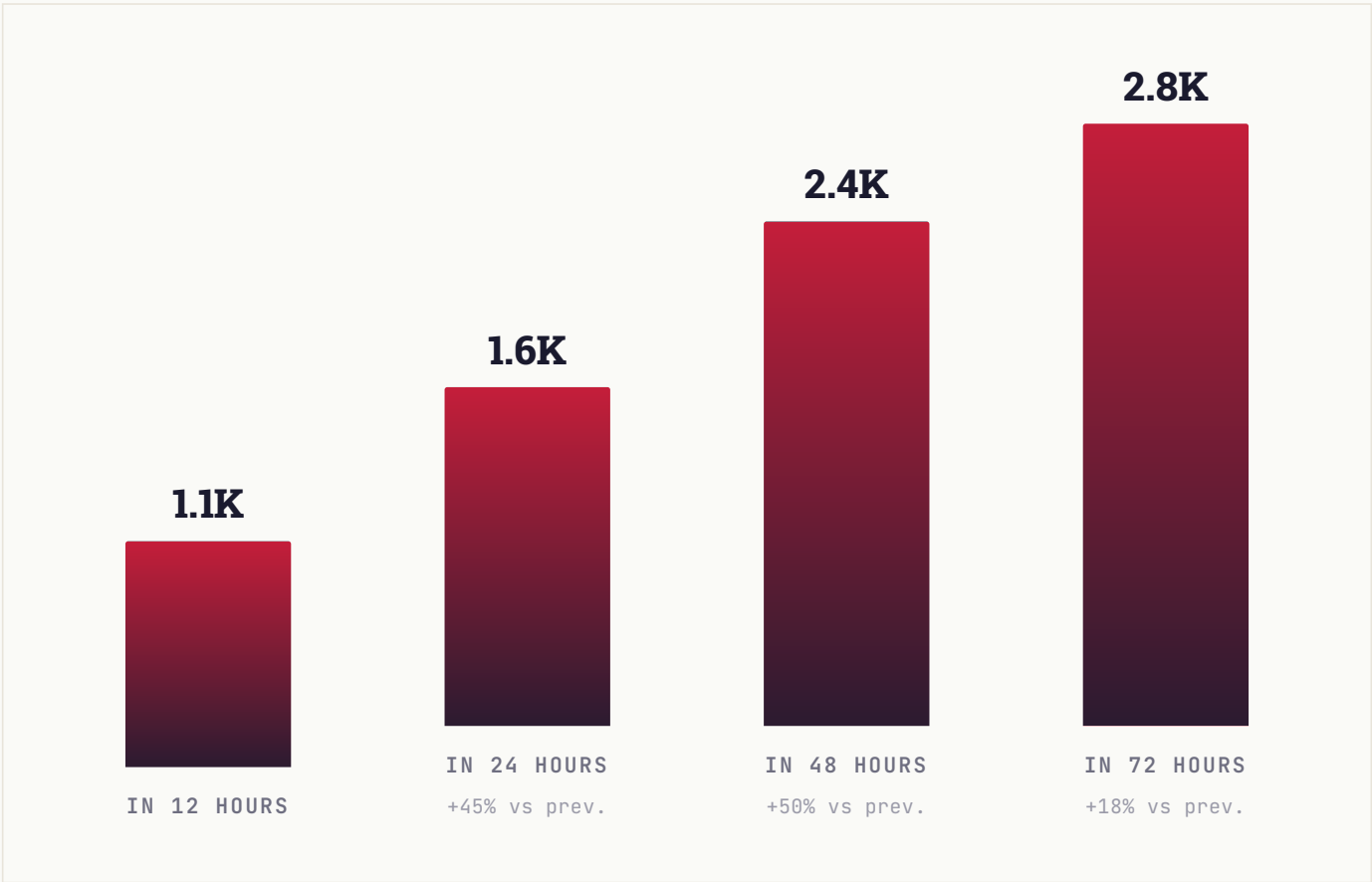
Citation index **1 469** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned **4 030** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of ad post over time since publication. Helps estimate how long 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 peers.

CHANNEL	SUBSCRIBERS
MO Moscow Business	966.6K
CN Books on a Million biz blog	872.2K
SS Merger & acquisition	495.2K
AB Business Shark	494.1K
BI Business Ideas Startups	449.2K
RB Russian Business	377.2K
DB Business DNA of Russia	297.3K
RR Russian retail & business	289.2K
2H 25th Hour • Business & Finance	288.4K
BB Business Without Gloss	256.5K
RM Retail Media YOU	74.3K

COMPARATIVE CONCLUSION

Channel in bottom half of niche top 100 (#75 of 100). Niche median — 102.7K subs. First growth KPI — reach median. Leader: Moscow Business (966.6K).

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 **807**, they brought **29 540** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
December 2025	2	1	0	
November 2025	805	665	29 540	
October 2025	0	0	0	
September 2025	0	0	0	
August 2025	0	0	0	
July 2025	0	0	0	

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS
807	6	29 540

— SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category «Business & Startups» (Russia) and saw how your channel stacks up. Gray band — range for 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

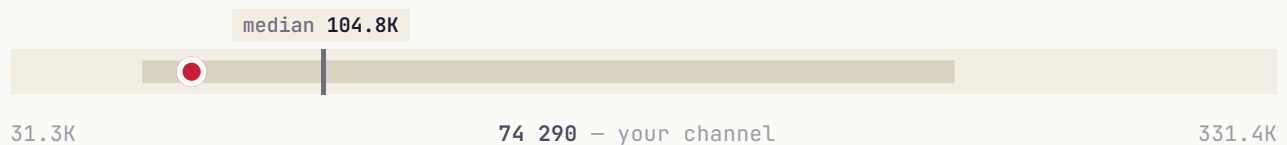
#75/100

POSITION IN NICHE

Channel in the bottom half of the rating

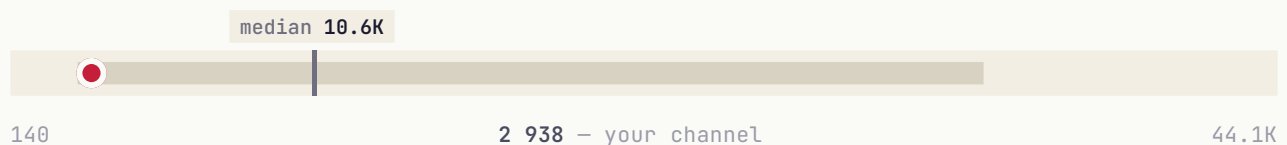
SUBSCRIBERS

worse than median by 29%



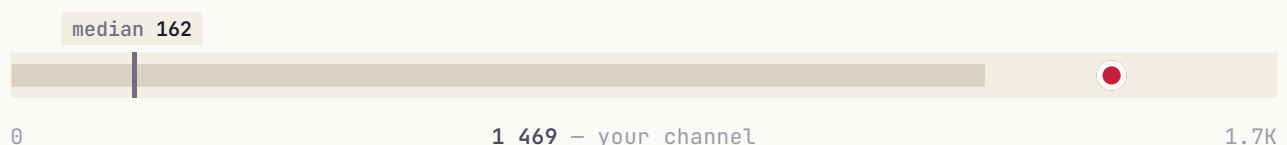
AVG REACH / POST

worse than median by 72%



CITATION INDEX

top 90% of niche



— SECTION 09 · STRATEGY

Next steps

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

01

Main post of the week — on Saturday

On this day at 15:00 MSK audience is most active.

IMPACT

**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.

IMPACT

**+1000-3000
subs**

03

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.

IMPACT

+5-15% ER

04

Cross-promo with adjacent channels

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

IMPACT

**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.

IMPACT

**Organic traffic
source**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in minutes using public data. Want more? Run ads with us and hit your growth target in a month.

01

**Launch ads in
Telegram**

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

02

Contact manager

t.me/PromptPress_manager
