

PUBLIC PROMTPRESS REPORT

Channel audit

Free Expert



@expert_free

№ 5074764909 Free Expert. One of a kind. Ads only @seamediaa

✓ Price: @SeamediaPrice_bot YMReferral

SUBSCRIBERS

30 881

-265 per month

ERR (% WHO SEE
POSTS)

1.0%

per day 0.5%

REACH/POST

249

ad reach 169/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a channel health indicator. Subtitle shows period.

SUBSCRIBERS 30 881 —	SUBSCRIBER REACH 0.81% avg % subs see post	VIEWS/POST 249 median 251 · 29 days	POSTS/DAY 10.0 ~70 per week
7D TREND +3.1% vs previous week	REACTIONS/POST — MTPROTO only	POST LENGTH 603 chars median 603 · 29 days	POSTS ANALYZED 300 29 days
AD REACH 169 24h avg	CHURN / MONTH -265 last month	CITATIONS 793 citation index · 688 channels mentioned all time	CHANNEL AGE 6 years 6 months created 13.01.2020

AI EDITOR SUMMARY

Channel «Free Expert» — 30 881 subs. Each post averages 249 people (1% subs), reach is low — expand audience. Publishes 70 posts/week (~10/day) — very active. Week of Jun 29 – Jul 5 reach stable (+3.1% vs week Jun 22–28).

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and underperformers — to see what to repeat and what to drop.

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on **300** posts in 29 days.
- 02 Dominant format — **Photo** (299/300 posts).
- 03 Avg post length — **603** chars (median 603).
- 04 Audience peak — **Sunday**, 22:00 MSK.
- 05 Top posts gather **2x** more views than the weakest (339 avg top vs 202 worst) — among 300 posts in 29 days. Analyze what top posts have in common: topic, format, time.

TOP 5 POSTS

Nº1 06.07 · 19:33 PHOTO  Grass: extra 20% off items on Ozon 1. Go to brand page. 2. Enter promo code F963773FF5DF at checkout...	VIEWS 349 REPOSTS 2	REACTIONS — ER 1.1%
Nº2 30.06 · 19:33 PHOTO  Flor2u: 25% off from 1,500₽ 1. Open Flor2u app. 2. Enter promo code WSV_90YJ8Z7 for orders from 1,500₽. 3. Get discount...	VIEWS 337 REPOSTS 1	REACTIONS — ER 1.1%
Nº3 12.07 · 19:32 PHOTO  Rostelecom: Home Internet 500 Mbps FREE for 30 days — Test Drive promo 1. Go to promo page and click the button...	VIEWS 333 REPOSTS 1	REACTIONS — ER 1.1%

Nº4 05.07 • 19:30 PHOTO Befree – discounts on clothes & accessories 10% off selected items – VW9ATBGB – extra 10% off no minimum...	VIEWS 328 REPOSTS 1 REACTIONS — ER 1.1%
Nº5 01.07 • 09:05 PHOTO Get 1,000 points in Maxim taxi Enter promo code on Android or iOS: PUSH	VIEWS 323 REPOSTS 4 REACTIONS — ER 1.0%

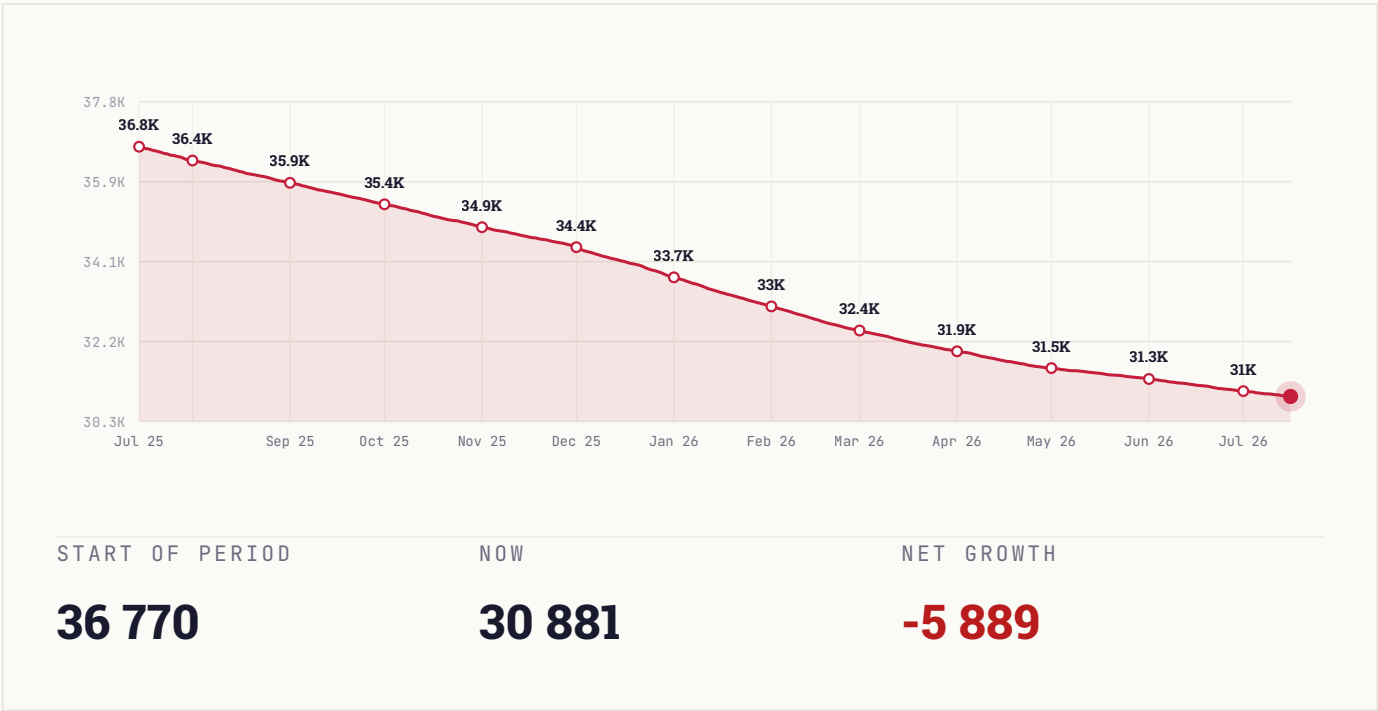
WORST 3

↓ 28.06 • 11:34 PHOTO USmall: extra 26% off everything + delivery for 1P – secret promo code 1. Go to promo page or mobile...	VIEWS 204 REPOSTS 1 REACTIONS — ER 0.7%
↓ 03.07 • 15:05 PHOTO 🎁 MTS Money: free card + 1,000P certificate 1. Follow the link and choose Ozon, Wildberries, Golden Apple or...	VIEWS 204 REPOSTS 1 REACTIONS — ER 0.7%
↓ 20.06 • 12:15 PHOTO 🏦 VTB: Credit card – 200 days 0% and up to 15% cashback in rubles 1. Go to promo page and fill online form in 5 min. 2...	VIEWS 199 REPOSTS 1 REACTIONS — ER 0.6%

SECTION 03 · SUBSCRIBER DYNAMICS

Channel growth over the year

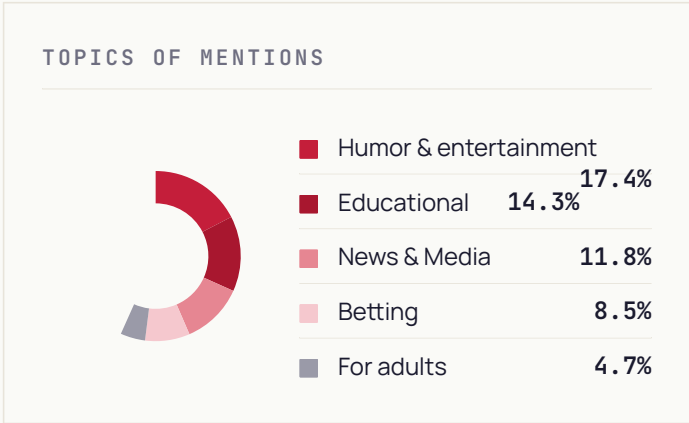
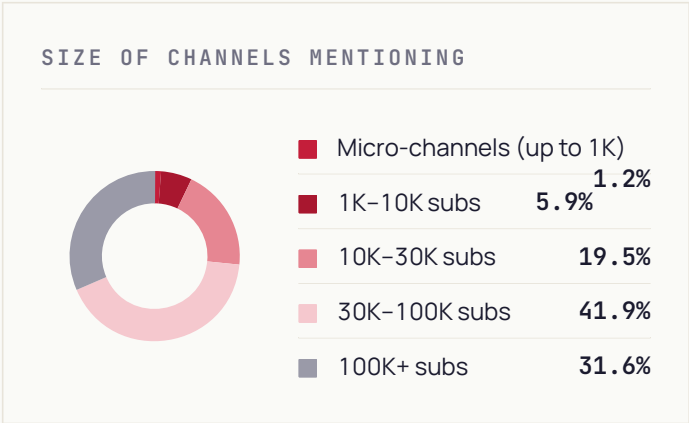
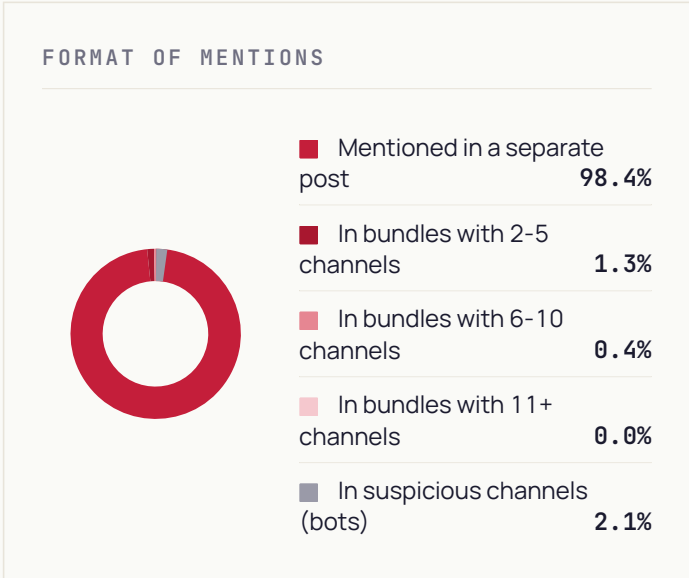
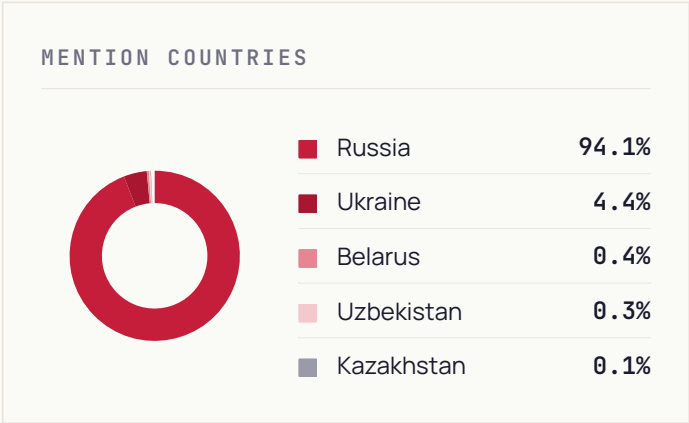
Subscriber growth chart for the year. Key months show exact subs. See gains & losses.



SECTION 04 · MENTIONS

Who & how mentions the channel

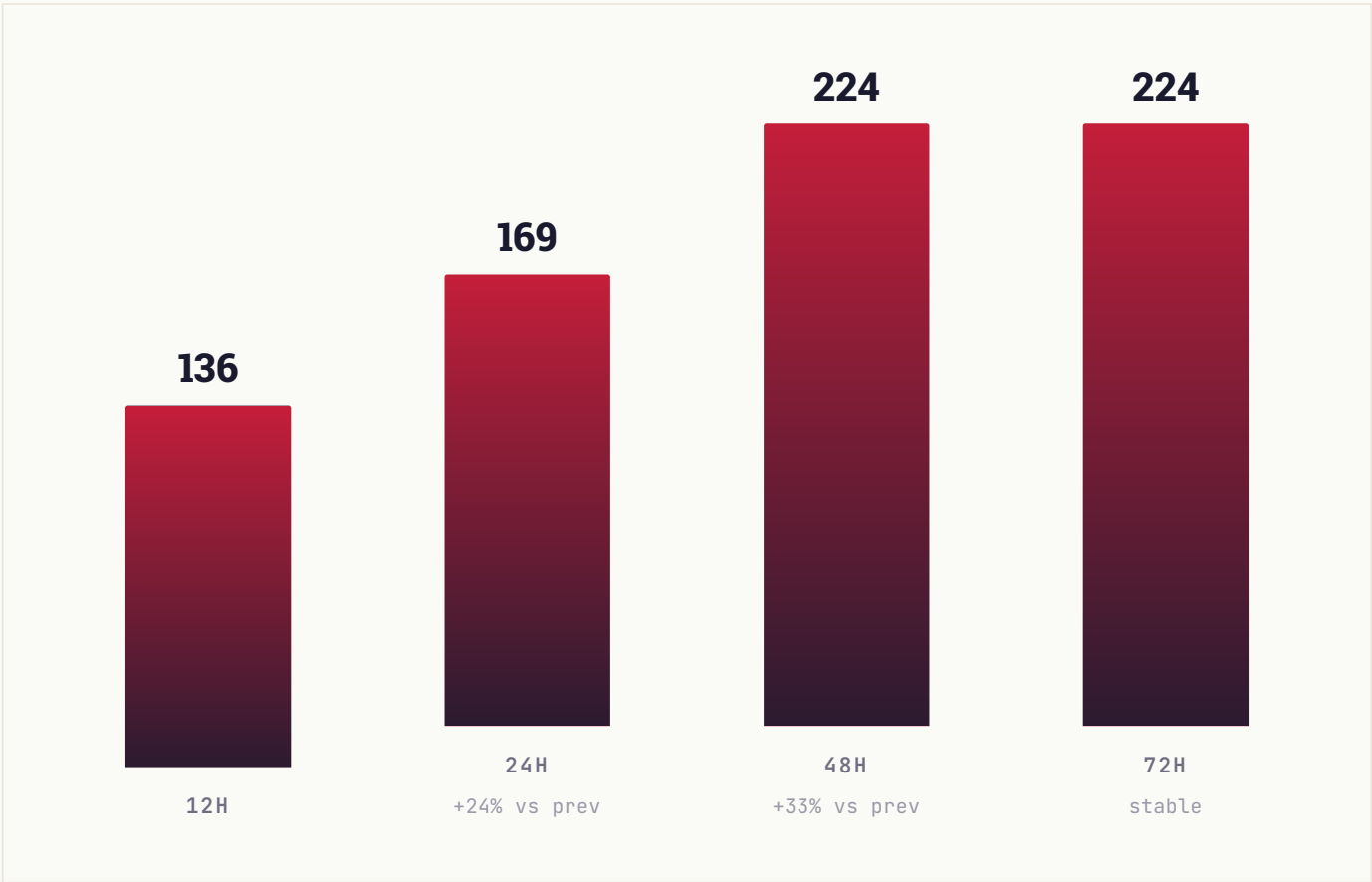
Citation index **793** – channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **688** different channels.



SECTION 05 · AD POTENTIAL

How long a post drives reach

Avg reach of ad post over time since publication. Helps estimate how long placement should 'live'.



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic & audience. Your channel is highlighted — see its rank among niche peers.

CHANNEL	SUBSCRIBERS
O2 Offerzone 2.	5.8M
OF Offerzone	4.2M
OF Offerzone	1.2M
O3 Offerzone 3.	3.5M
DE Dealdost	3.1M
O4 Offerzone 4.	2.4M
G- GrowDealz - Shopping Deals & Offers	2.2M
AL AliBaba Loot Deals	2.2M
PD Premium Deals	1.5M
SQ Shoppers Quest	1.3M
HE Free Expert YOU	30.9K

COMPARATIVE INSIGHT

Channel not yet outside top 95 of niche — early growth stage. Niche leader — Offerzone 2. (5.8M), top-95 median: 408K. First goal: enter top-95 via systematic traffic & content work.

SECTION 07 · NICHE COMPARISON

Where channel stands in its league

Top-100 channels in category "Sales» (Russia) and compared your channel. Gray band = 80% of niche channels (p10-p90). Black vertical = median. Red dot = your channel.



— SECTION 08 · STRATEGY

What to do right now

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

- 01

Main post of the week — Sunday

Audience most active on this day at 22:00 MSK.

IMPACT

Best window for important post
- 02

Increase share of video posts

Video in Telegram holds audience longer & ranks better. Aim for 15-25%.

IMPACT

Video retains audience better
- 03

ER below niche benchmark — rethink formats

Current ER 0.81% vs norm 5.5%. Try polls and interactive formats.

IMPACT

+4.7pp ER
- 04

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
- 05

Test polls and interactive formats

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

IMPACT

+5-15% ER

★ WHAT'S NEXT

Want this done by **PromptPress?**

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

01 Launch Telegram ad <https://panel.promptpress.com/register>

02 Contact manager t.me/PromptPress_manager
