

PROMTPRESS PUBLIC REPORT

Channel audit

EXPRESS POIZON



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SUBSCRIBERS

63 021

+8175 per month

ERR (% SEE POSTS)

36.0%

in 24 hrs **35.6%**

REACH/POST

43.6K

ad reach **15.6K/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 was calculated for.

 SUBSCRIBERS 63 021 —	 SUBS REACH 69.12% avg % subs see post	 VIEWS/POST 43.6K median 44.6K · 16 days	 POSTS/WEEK 1.2 over period
 7D TREND — no data for period	 REACTIONS/POST 2475.0 only 7,425 reactions, 10 reposts, 128 comments	 POST LENGTH 384 chars median 368 · 16 days	 POSTS ANALYZED 3 16 days
 AD REACH 15.6K 24h avg	 CHURN / MONTH +8175 over last month	 CITATION RATE 0 citation index · 4 channels mentioned all time	 CHANNEL AGE 2 years 11 months created 25.07.2023

AI EDITOR SUMMARY

Channel «EXPRESS POIZON» — 63 021 subs. Each post averages 43.6K people (69% from subs), wide reach for a channel this size. Posts 1 posts/week (~0/day) — rare posts.

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 3 posts in 16 days.
- 02 Dominant format – Photo (3/3 posts).
- 03 Avg post length – 384 chars (median 368).
- 04 Audience peak – Friday, 12:00 MSK.
- 05 Top posts get 1x more views than the weakest (43.6K avg for top vs 43.6K for worst) – among 3 posts over 16 days. Worth analyzing what the top has in common – topic, format, posting time.

TOP 3 POSTS

Nº1 12.06 · 09:59 PHOTO  Happy Russia Day!  Peace, good, stability, and new achievements. May our country prosper and every citizen feel...	VIEWS 46 171 REPOSTS 1	REACTIONS 1 594 ER 73.3%
Nº2 20.06 · 10:07 PHOTO Noctua выпустила системы жидкостного охлаждения🕶️ -Радиатор 240 мм = \$220 -Радиатор 360 мм = \$250 - Радиатор 420 мм = \$280 Все модели...	VIEWS 44 650 REPOSTS 8	REACTIONS 2 424 ER 70.8%
Nº3 29.06 · 09:28 PHOTO  Adidas CTT 3.1 - the top trend of 2026 The Adidas Chinese Track Top jacket blew up TikTok🎵 after Shanghai Fashion Week. Instead of a zipper...	VIEWS 39 866 REPOSTS 1	REACTIONS 3 407 ER 63.3%

WORST 3

↓ 12.06 • 09:59 PHOTO  Happy Russia Day!  Peace, good, stability, and new achievements. May our country prosper and every citizen feel...	VIEWS 46 171	REACTIONS 1 594
	REPOSTS 1	ER 73.3%
↓ 20.06 • 10:07 PHOTO Noctua выпустила системы жидкостного охлаждения 😎 -Радиатор 240 мм = \$220 -Радиатор 360 мм = \$250 - Радиатор 420 мм = \$280 Все модели...	VIEWS 44 650	REACTIONS 2 424
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	REPOSTS 1	ER 63.3%

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

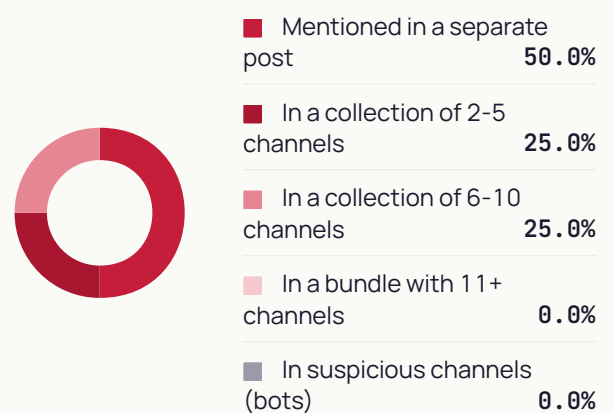
Who mentions the channel and how

Citation index 0 — 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 one. All-time channel mentions: 4 different channels.

COUNTRIES MENTIONING



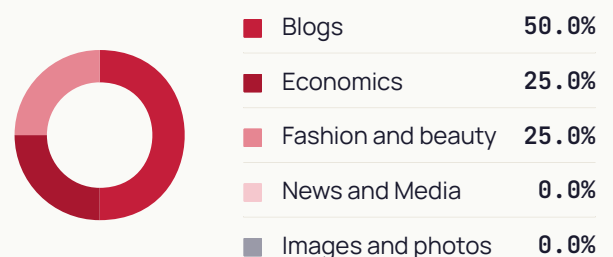
FORMAT OF MENTIONS



WHAT SIZE CHANNELS MENTION



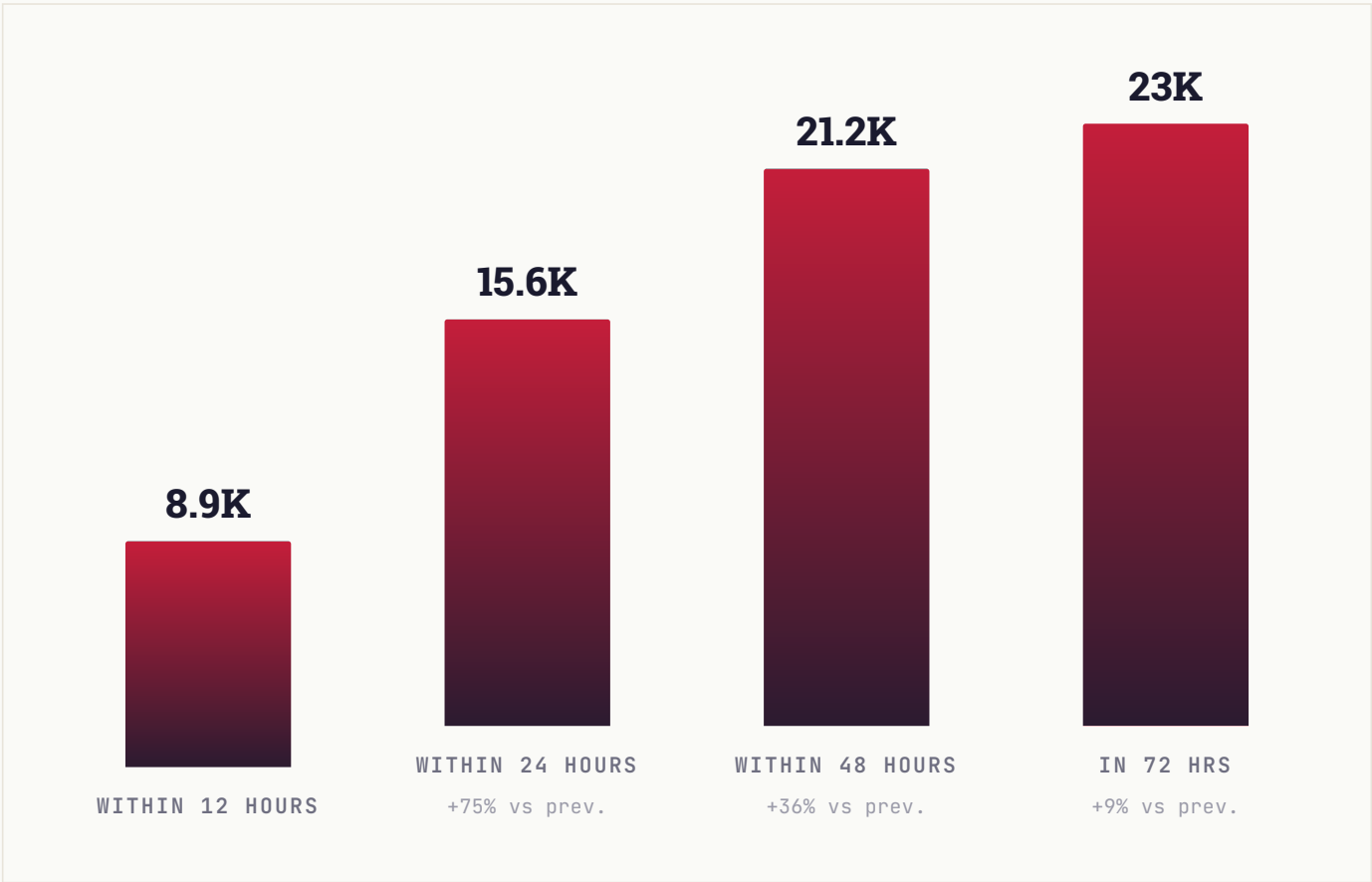
TOPICS MENTIONED IN



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 stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Highlighted your channel — shows its rank among niche neighbors.

CHANNEL	SUBSCRIBERS
OZ OZON	1.1M
SN Market discounts	1M
YM Yandex Market	1M
X- Freeloaders - Lightning	997.5K
WS WB Sniper Wildberries finds Discounts Deals	922.2K
PB Po Blatu	876.1K
Z Hare Promos Discounts	874.4K
W Wildberries finds	793.3K
VI ITEMS FROM VIDEO	703.1K
AL Alpha-Profitable	558.5K
EP EXPRESS POIZON YOU	63K

COMPARATIVE INSIGHT

Channel not yet outside top 94 of niche — early growth stage. Niche leader — OZON (1.1M), top-94 median: 204.2K. First goal — enter top-94 through systematic work on traffic and content.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Each month we record posts in other channels that mention your channel. Over the last **6 months** such mentions were **2**, they brought **3 072** new subs.

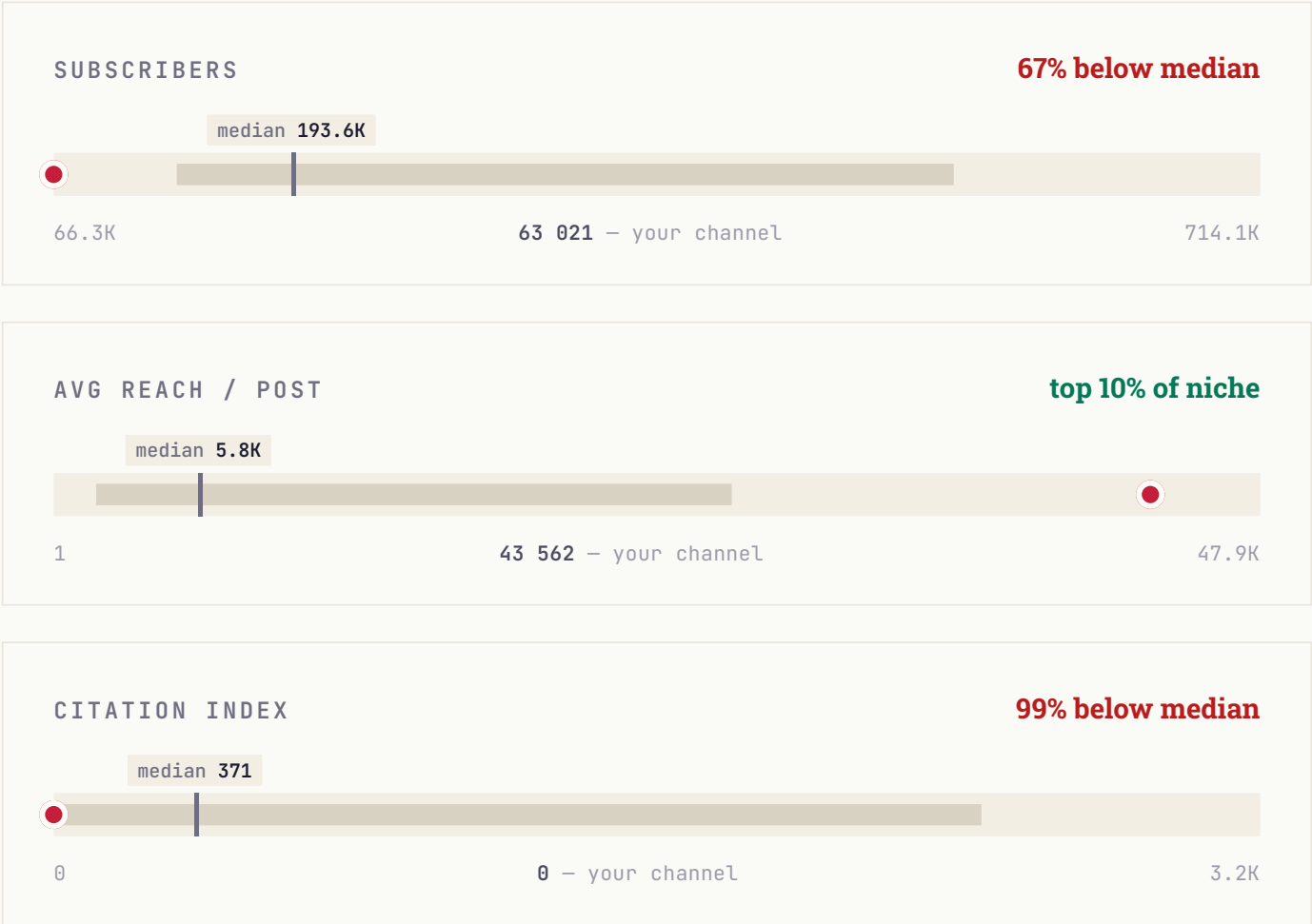
PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
January 2026	2	2	3 072
December 2025	0	0	0
Nov 2025	0	0	0
Oct 2025	0	0	0
Sep 2025	0	0	0
August 2025	0	0	0

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS
2	6	3 072

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category «Sales» (Russia) and compared your channel.
Gray band — range for 80% of niche channels (p10 to p90). Black vertical — median.
Red dot — your channel.



— SECTION 09 · STRATEGY

What to do right now

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

01

Increase posting frequency

Now 1.2 posts/week. Active channels do 7-10.
Consistency is key to retention.

EFFECT

**Consistency
beats volume**

02

Main post of the week — on Friday

On this day at 12:00 MSK audience is most active.

EFFECT

**Best window
for an
important post**

03

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**

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 give +5-15% ER. One poll per week on a hot topic — easy growth point.

EFFECT

+5-15% ER

★ WHAT'S NEXT

Want this done by **PromptPress?**

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

01

Launch ads in Telegram

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

02

Contact manager

t.me/PromptPress_manager