

PROMTPRESS PUBLIC REPORT

# Channel audit

## eyzart | ceramics



@eyzartgallery

\* handmade ceramics \* drop every Saturday order on website↓  
<https://eyzart.ru> Ekaterinburg For all questions and orders @aeye\_s  
 I have only ONE account no ads

SUBS

**15 897**

+2086 per month

ERR (% SEE POSTS)

**60.0%**

daily 25.5%

REACH/POST

**8.6K**

ad reach 4.1K/24h

— CONTENTS · 2026

# What's inside the report

## 01 Channel snapshot

12 key metrics · AI summary

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Yearly chart · growth

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## 06 Competitors

Niche neighbors · your spot

## 07 Mention dynamics

6 months · monthly

## 08 Niche comparison

Rank in «Sales» 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 calculation period.

|                                                                                                                                                    |                                                                                                                                                                                       |                                                                                                                                                                                      |                                                                                                                                                                       |
|----------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <div> SUBS</div> <div>15 897</div> <div>—</div>                   | <div> SUB REACH</div> <div>53.93%</div> <div>avg % subs see post</div>                               | <div> VIEWS/POST</div> <div>8.6K</div> <div>median 9K · 29 days</div>                               | <div> POSTS/WEEK</div> <div>3.3</div> <div>over period</div>                       |
| <div> 7D TREND</div> <div>-8.2%</div> <div>vs previous week</div> | <div> REACTS/POST</div> <div>372.1</div> <div>total 5,209 reactions, 522 reposts, 245 comments</div> | <div> POST LENGTH</div> <div>347 chars.</div> <div>median 312 · 29 days</div>                       | <div> POSTS ANALYZED</div> <div>14</div> <div>29 days</div>                        |
| <div> AD REACH</div> <div>4.1K</div> <div>24h avg</div>         | <div> CHURN / MONTH</div> <div>+2086</div> <div>last month</div>                                   | <div> CITATION RATE</div> <div>3</div> <div>citation index · 23 channels mentioned all time</div> | <div> CHANNEL AGE</div> <div>2 years 29 days</div> <div>created 08.06.2024</div> |

AI EDITOR SUMMARY

Channel «eizart | ceramics» — 15 897 subs. Each post averages 8.6K people (54% from subs), this is wide reach for a channel of this size. Publishes 3 posts per week (~0/day) — rare publications. For week 22–28 Jun reach dropped -8.2% 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 14 posts over 29 days.
- 02 Dominant format — Photo (9/14 posts).
- 03 Avg post length — 347 chars (median 312).
- 04 Peak audience activity — Sunday, 18:00 MSK.
- 05 Top posts get 2x more views than the weakest (12.9K avg for top vs 8.1K for worst) — among 14 posts over 29 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

|                                                                                                                                                                                                                                              |                                                                   |                                                                 |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------|-----------------------------------------------------------------|
| <div><div>Nº1</div><div>07.06 · 15:23</div><div>TEXT</div></div> <div>Would you order a kitty with a veery long wait of 3-4 months? 🥰about pre-orders We started building the site back in winter. Back then I wanted to completely...</div> | <div>VIEWS</div> <div>14 189</div> <div>REP.</div> <div>14</div>  | <div>REACTS</div> <div>562</div> <div>ER</div> <div>89.3%</div> |
| <div><div>Nº2</div><div>12.06 · 19:35</div><div>PHOTO</div></div> <div>tomorrow I'll add a collection of spines to the site at 19:00 MSK but I'm away, orders will ship within 6-7 days next weekend...</div>                                | <div>VIEWS</div> <div>12 485</div> <div>REP.</div> <div>60</div>  | <div>REACTS</div> <div>435</div> <div>ER</div> <div>78.5%</div> |
| <div><div>Nº3</div><div>13.06 · 16:00</div><div>PHOTO</div></div> <div>🥰spikes on the website🥰 next weekend you'll be able to pre-order them</div>                                                                                           | <div>VIEWS</div> <div>11 961</div> <div>REP.</div> <div>107</div> | <div>REACTS</div> <div>567</div> <div>ER</div> <div>75.2%</div> |

|                                                                                                                                                                                           |                                                                                                                                                              |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Nº4</b> 20.06 • 16:01 <span>TEXT</span><br><b>Pre-orders open 🌟 Place pre-order on the website; more details in the buyers section...</b>                                              | <div>VIEWS</div> <div><b>11 661</b></div> <div>REACTS</div> <div><b>225</b></div> <div>REP.</div> <div><b>30</b></div> <div>ER</div> <div><b>73.4%</b></div> |
| <b>Nº5</b> 20.06 • 12:44 <span>TEXT</span><br><b>Today at 7pm MSK I'll open pre-orders for kittens 🐾 Already added all available kitties to the catalog Production time - up to 14...</b> | <div>VIEWS</div> <div><b>9 833</b></div> <div>REACTS</div> <div><b>227</b></div> <div>REP.</div> <div><b>32</b></div> <div>ER</div> <div><b>61.9%</b></div>  |

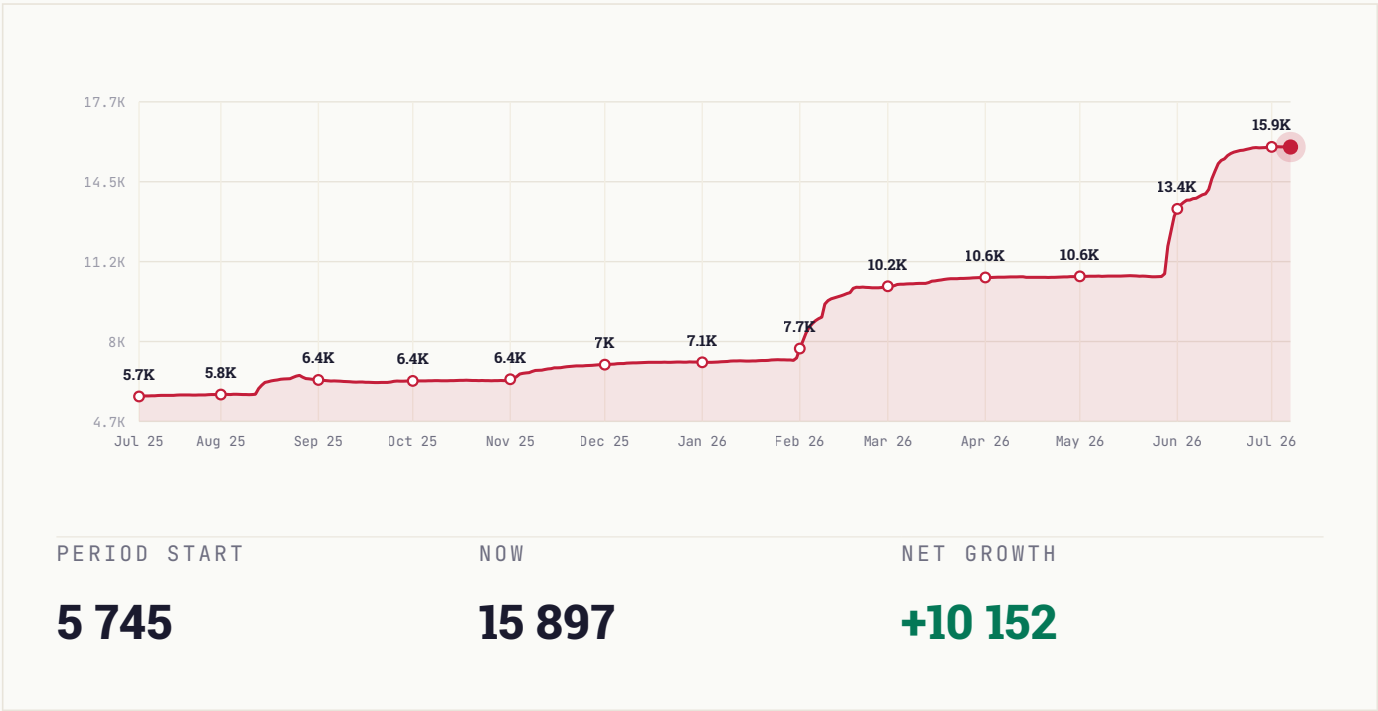
## WORST 3

|                                                                                                                                                                                              |                                                                                                                                                             |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------|
| ↓ 25.06 • 16:15 <span>PHOTO</span><br><b>Kittens, drop announcements for the next month 📅 At the end of next week I plan to send out the first batch of pre-orders, so I'll open more...</b> | <div>VIEWS</div> <div><b>8 890</b></div> <div>REACTS</div> <div><b>457</b></div> <div>REP.</div> <div><b>67</b></div> <div>ER</div> <div><b>55.9%</b></div> |
| ↓ 20.06 • 12:44 <span>PHOTO</span><br><b>I'm back home 😊 Today and tomorrow I'll ship all orders with stickers from the last drop</b>                                                        | <div>VIEWS</div> <div><b>8 846</b></div> <div>REACTS</div> <div><b>304</b></div> <div>REP.</div> <div><b>1</b></div> <div>ER</div> <div><b>55.6%</b></div>  |
| ↓ 02.07 • 16:02 <span>PHOTO</span><br><b>I haven't written any interesting posts in a while. Been busy prepping drops and..... MOVING!!! 🎸🎸🎸 Finally got my own...</b>                       | <div>VIEWS</div> <div><b>6 704</b></div> <div>REACTS</div> <div><b>568</b></div> <div>REP.</div> <div><b>10</b></div> <div>ER</div> <div><b>42.2%</b></div> |

SECTION 03 · SUB GROWTH

# How the channel grew over the year

Subscriber growth chart for the year. Key months show exact subscriber count. Highlights months of growth vs. loss.



## — SECTION 04 · MENTIONS

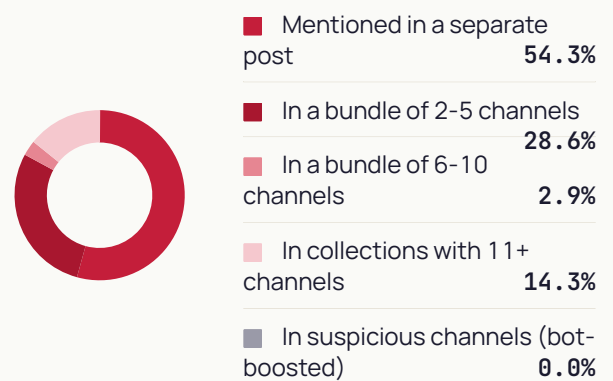
# Who mentions the channel and how

Citation index **3** — 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 1K. All-time mentions: **23** different channels.

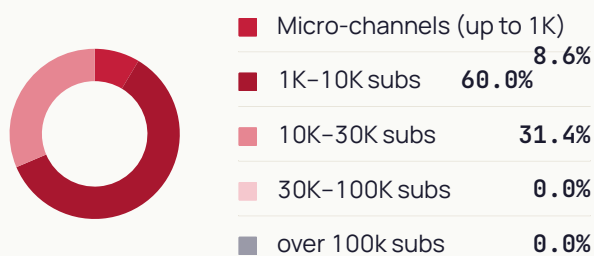
## COUNTRIES MENTIONING



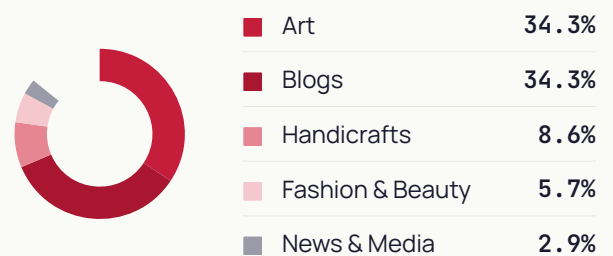
## FORMAT OF MENTIONS



## SIZE OF CHANNELS MENTIONING



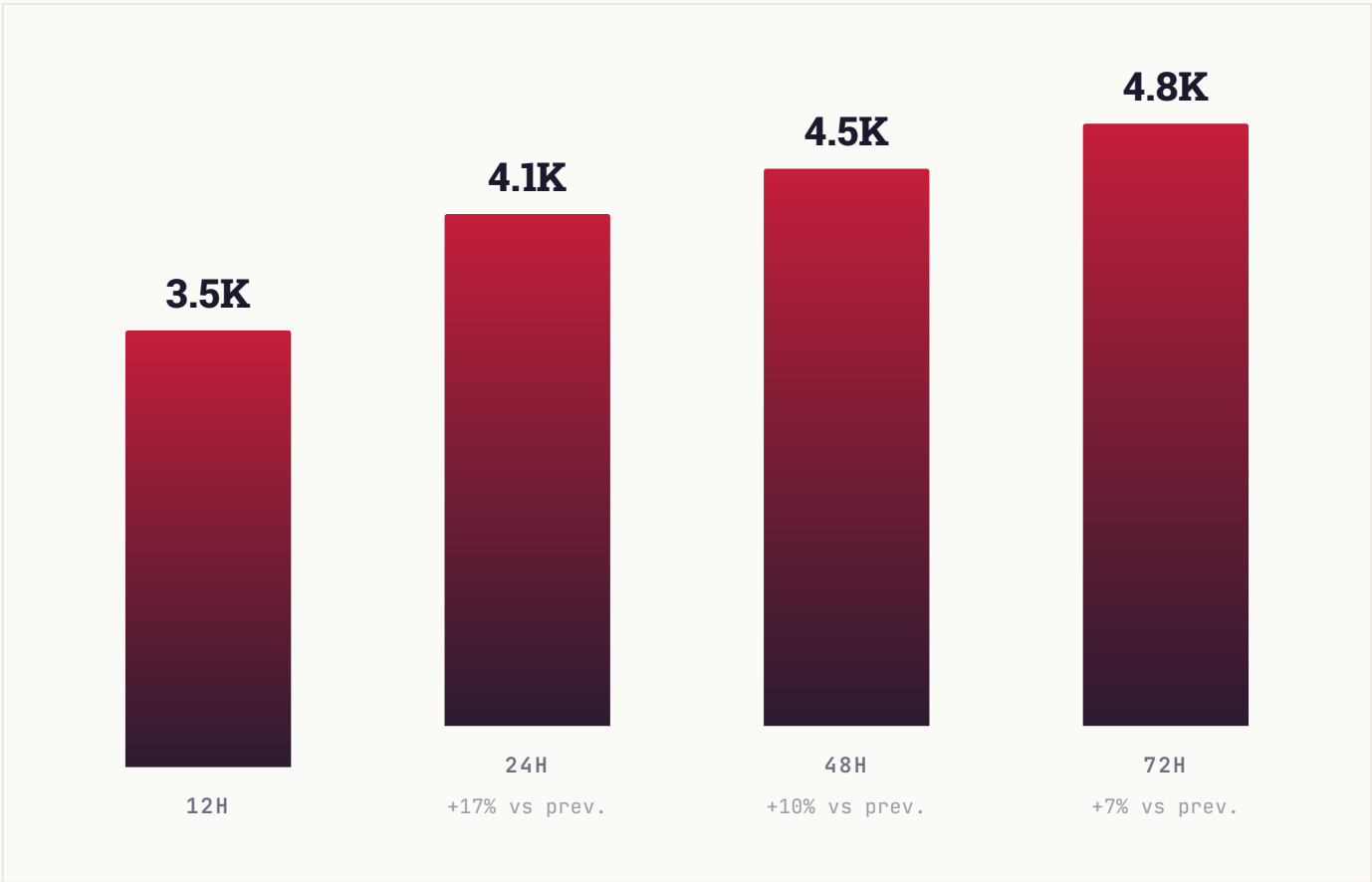
## TOPICS OF MENTIONS



SECTION 05 · AD POTENTIAL

# How long a post generates reach

Avg ad post reach over 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 its rank among niche neighbors.

| CHANNEL                                                               | SUBS   |
|-----------------------------------------------------------------------|--------|
| <div>OZ</div> OZON                                                    | 1.1M   |
| <div>SN</div> Market discounts                                        | 1M     |
| <div>YaM</div> Yandex Market                                          | 1M     |
| <div>X-</div> Freeloaders - Lightning                                 | 997.5K |
| <div>WS</div> WB Sniper   Finds from Wildberries   Discounts   Promos | 922.2K |
| <div>PB</div> Po Blatu                                                | 876.1K |
| <div>Z </div> Hare   Promos   Discounts                               | 874.4K |
| <div>W </div> Wildberries   finds                                     | 793.3K |
| <div>VI</div> ITEMS FROM VIDEO                                        | 703.1K |
| <div>AL</div> Alpha-Profitable                                        | 558.5K |
| <div>E </div> eyzart   ceramics <div>YOU</div>                        | 15.9K  |

COMPARATIVE CONCLUSION

Channel not yet outside top-94 niche — early growth stage. Niche leader — OZON (1.1M), top-94 median: 204.2K. First goal — enter top-94 through systematic traffic and 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 **8**, they brought **1 945** new subs.

| PERIOD         | MENTIONS | CHANNELS | BROUGHT SUBS |                        |
|----------------|----------|----------|--------------|------------------------|
| January 2026   | 0        | 0        | 228          | <div><div></div></div> |
| December 2025  | 1        | 1        | 128          | <div><div></div></div> |
| Nov 2025       | 0        | 0        | 643          | <div><div></div></div> |
| Oct 2025       | 1        | 1        | 57           | <div><div></div></div> |
| September 2025 | 0        | 0        | 83           | <div><div></div></div> |
| August 2025    | 6        | 6        | 806          | <div><div></div></div> |

|                |                |             |
|----------------|----------------|-------------|
| TOTAL MENTIONS | MONTHS OF DATA | GAINED SUBS |
| 8              | 6              | 1 945       |

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 off and revisit in a month.

- |    |                                                                                                                                                                                                                     |                                                            |
|----|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------|
| 01 | <b>Increase posting frequency</b><br>Now 3.3 posts/week. Active channels average 7-10.<br>Consistency is key to retention.                                                                                          | EFFECT<br><b>Consistency<br/>beats volume</b>              |
| 02 | <b>Top post of the week — on Sunday</b><br>Audience is most active on this day at 18:00 MSK.                                                                                                                        | EFFECT<br><b>Best window<br/>for an<br/>important post</b> |
| 03 | <b>Increase video post share</b><br>Video in Telegram retains audience longer and is favored by the algorithm. Recommend reaching 15-25% share.                                                                     | EFFECT<br><b>Video retains<br/>audience<br/>better</b>     |
| 04 | <b>System traffic purchase</b><br>Three formats for your media: <b>Inhouse</b> (premium channels), <b>Native</b> (native integrations), <b>Premium</b> (target audience). PromptPress picks sources for your niche. | EFFECT<br><b>+1000-3000<br/>subs.</b>                      |
| 05 | <b>Test polls &amp; interactive formats</b><br>Posts with polls/reactions usually boost ER by +5-15%.<br>One poll per week on a hot topic — easy growth lever.                                                      | EFFECT<br><b>+5-15% ER</b>                                 |

★ 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 through us and hit your growth plan in a month.

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|    |                            |                                                                                             |
|----|----------------------------|---------------------------------------------------------------------------------------------|
| 01 | <b>Launch Telegram ads</b> | <a href="https://panel.promptpress.com/register">https://panel.promptpress.com/register</a> |
|----|----------------------------|---------------------------------------------------------------------------------------------|

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|    |                        |                                                                         |
|----|------------------------|-------------------------------------------------------------------------|
| 02 | <b>Contact manager</b> | <a href="https://t.me/PromptPress_manager">t.me/PromptPress_manager</a> |
|----|------------------------|-------------------------------------------------------------------------|

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