

PROMTPRESS PUBLIC REPORT

Channel audit

Fix Price Russia



@fixprice_russia

Official Telegram channel of Fix Price international chain 🇷🇺 Fix Price
VK - https://vk.com/fix_price Fix Price Friends accounts: VK: https://vk.com/fixprice_friends TG:...

SUBSCRIBERS

124 699

-1193 per month

ERR (% SEE POSTS)

4.0%

daily 2.8%

REACH/POST

4.8K

ad reach 3.5K/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 124 699 —	 SUBS REACH 3.89% avg % subs see post	 VIEWS/POST 4.8K median 4.9K · 29 days	 POSTS/DAY 11.6 ~81 per week
 7D TREND -5.9% vs previous week	 REACTIONS/POST 20.9 7,127 reactions, 2,572 reposts, 56,046 comments	 POST LENGTH 502 chars median 464 · 29 days	 POSTS ANALYZED 341 29 days
 AD REACH 3.5K 24h avg	 CHURN / MONTH -1193 last month	 CITATION RATE 71 citation index · 466 channels mentioned ever	 CHANNEL AGE 6 years 21 days created 27.05.2020

AI EDITOR SUMMARY

Channel «Fix Price Russia» — 124 699 subs. Each post avg views 4.8K people (4% from subs), reach low — should grow audience. Publishes 81 posts/week (~12/day) — very active. Week Jun 1–7 reach dropped -5.9% vs week May 25–31 — worth analyzing reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **341** posts over 29 days.
- 02 Dominant format — **Photo** (277/341 posts).
- 03 Avg post length — **502** chars (median 464).
- 04 Peak audience activity — **Saturday**, 20:00 MSK.
- 05 Top posts get **2x** more views than weakest (6.5K avg top vs 3.9K worst) — among 341 posts over 29 days. Worth analyzing top's common traits: topic, format, timing.

TOP 5 POSTS

Nº1 19.05 · 18:05 PHOTO Clean without hassle? Easy ☺ Practical cleaning products keep your bathroom fresh ☒ ☒ Oxygen cleaning gel for...	VIEWS 6 570 REP. 15	REACTIONS 32 ER 5.3%
Nº2 30.05 · 17:00 PHOTO Meet the sun fully armed ✨ Stylish accessories for only 229 rubles ☒ ☺Sunglasses in metal frame — a stylish choice...	VIEWS 6 551 REP. 6	REACTIONS 24 ER 5.3%
Nº3 23.05 · 17:35 PHOTO Girls, this post is for you ☒ We've gathered everything you need for the warm season ☒ ☒ Hair tie (99 rubles) — Art: 5890869 ☒ Hair clip...	VIEWS 6 490 REP. 9	REACTIONS 21 ER 5.2%

Nº4 26.05 · 18:00 PHOTO Everything for the garden for 35 rubles ☑☑☑ Plant growth regulator «Gibbera» (35 rubles) helps increase fruit yield, prevents dropping...	VIEWS 6 489 REP. 3 REACTIONS 12 ER 5.2%
Nº5 24.05 · 18:02 PHOTO Fragranced men's deodorant '2 in 1' (124 RUB) neutralizes odor & keeps freshness. ☑ Volume...	VIEWS 6 441 REP. 7 REACTIONS 18 ER 5.2%

WORST 3

↓ 10.06 · 15:30 PHOTO ☑ You give us great content, ☑ We give you 10% bonus points on every purchase! Deal? ☑ (Spoiler: and that's not all! Read this post to...	VIEWS 3 982 REP. 4 REACTIONS 12 ER 3.2%
↓ 12.06 · 10:30 PHOTO ☑ Reminder: Fix Price Birthday contest is still on! You still have time to enter the draw for one of 3 secret...	VIEWS 3 932 REP. 5 REACTIONS 16 ER 3.2%
↓ 11.06 · 16:30 PHOTO MORE PRODUCTS – MORE SAVINGS ☑ Don't miss 3=2 and 2=1 deals at Fix Price ☑ ☑4=3: Wet food «Tender turkey pâté» (24.7 rubles) –...	VIEWS 3 904 REP. 8 REACTIONS 12 ER 3.1%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

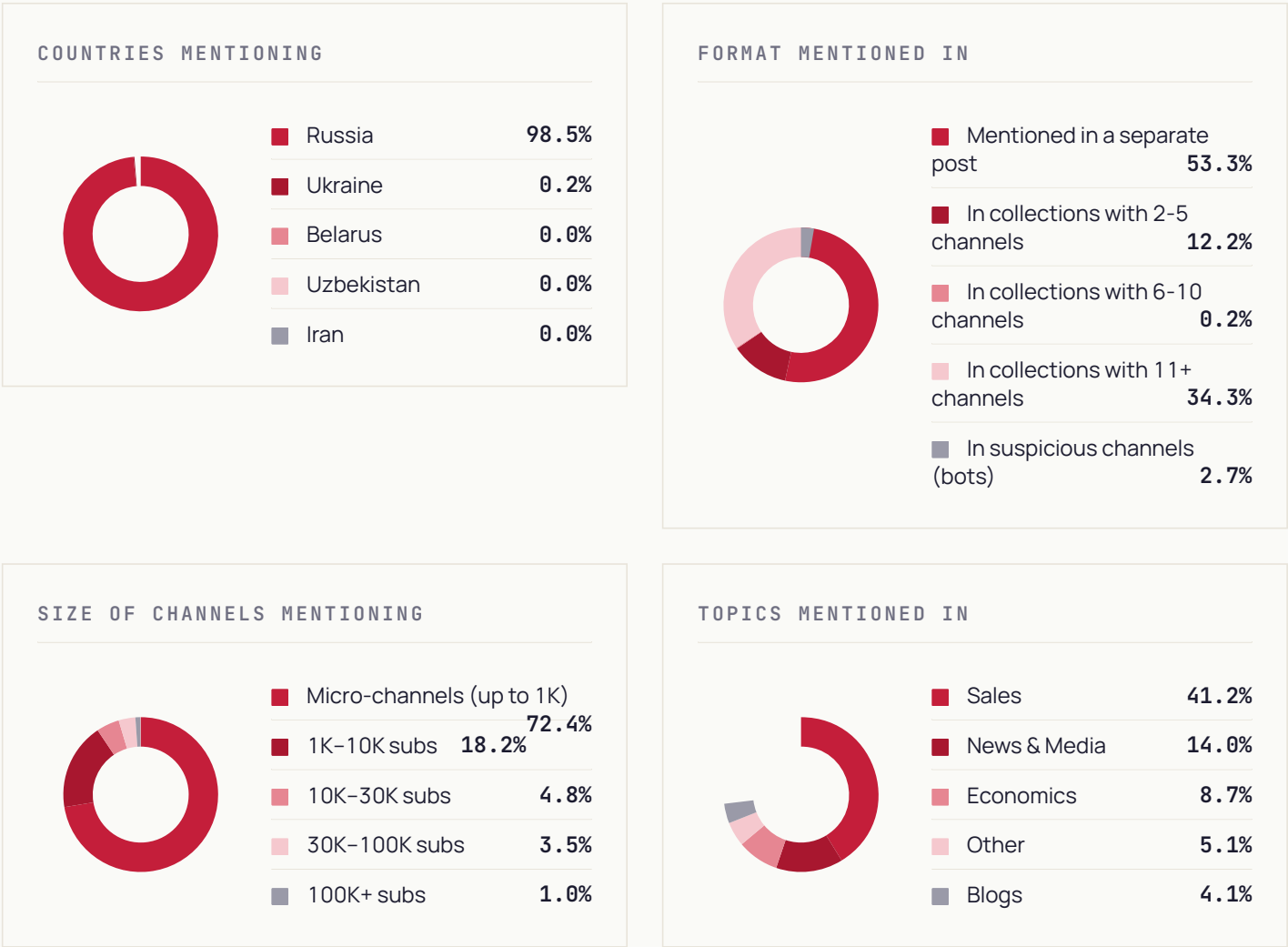
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel & how

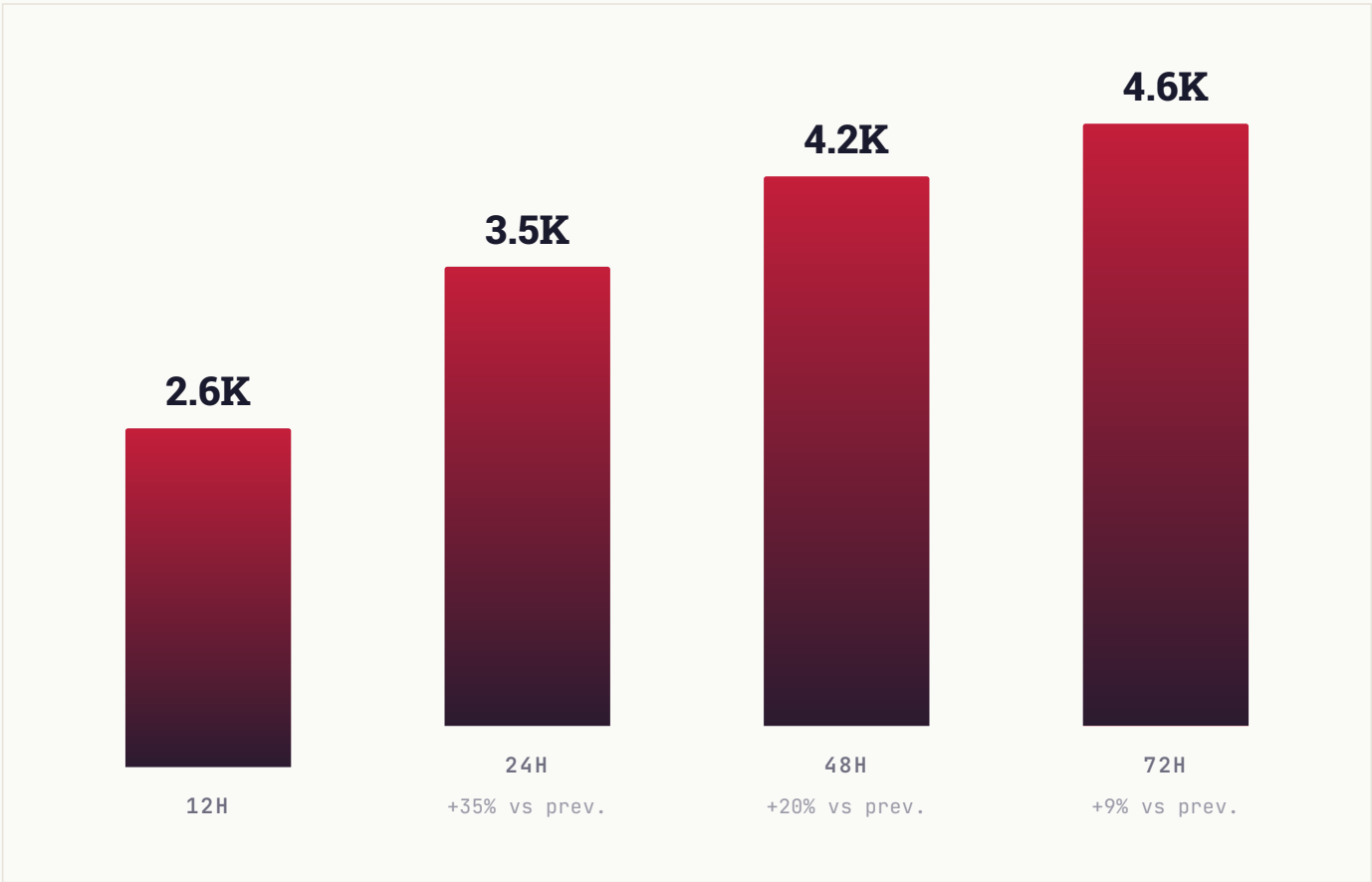
Citation index **71** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned **466** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

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



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
OZ OZON	1.1M
YM Yandex Market	1M
X- Freeloaders - Lightning	1M
SN Market discounts	993.1K
WS WB Sniper Wildberries finds Discounts Promos	932.9K
PB By Blat	888K
Z Hare Promos Discounts	877.5K
W Wildberries finds	799.3K
VI ITEMS FROM VIDEO	711.7K
AL Alfa-Profitable	563K
FP Fix Price Russia YOU	124.7K

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#100 of 94). Niche median — 201.1K subs. First growth KPI — reach the median. Leader: OZON (1.1M).

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we track posts in other channels that mention your channel. Over the last **6 months** such mentions were **95**, they brought **7 057** new subs.

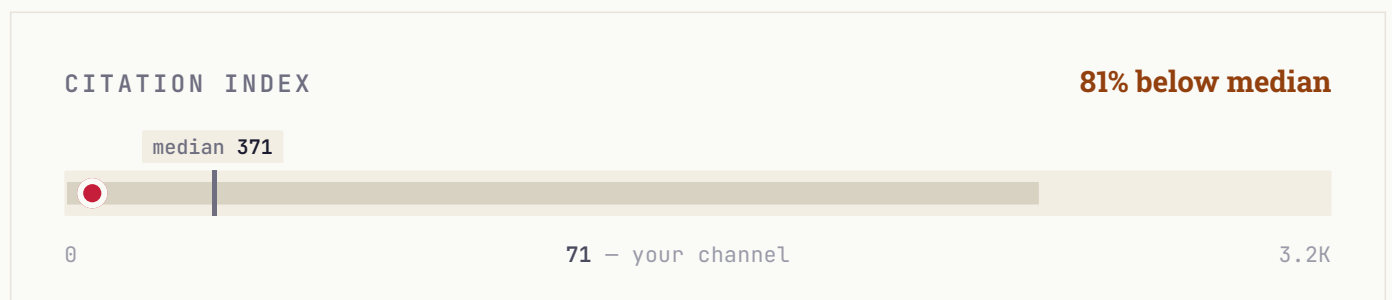
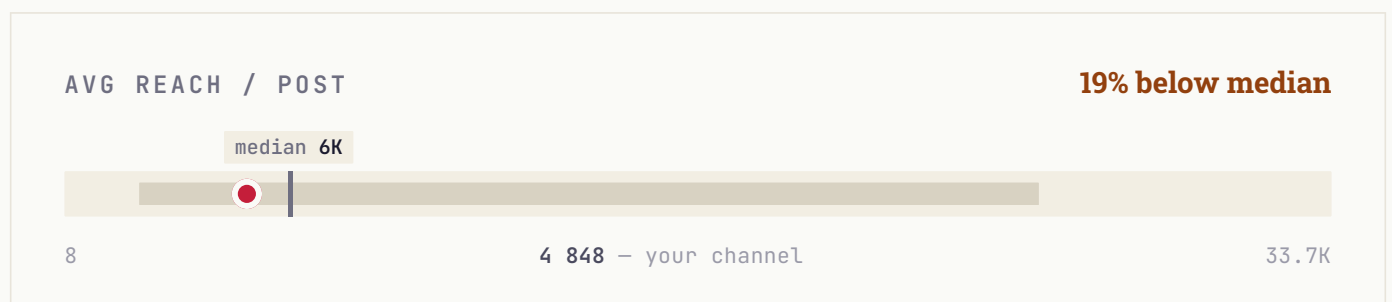
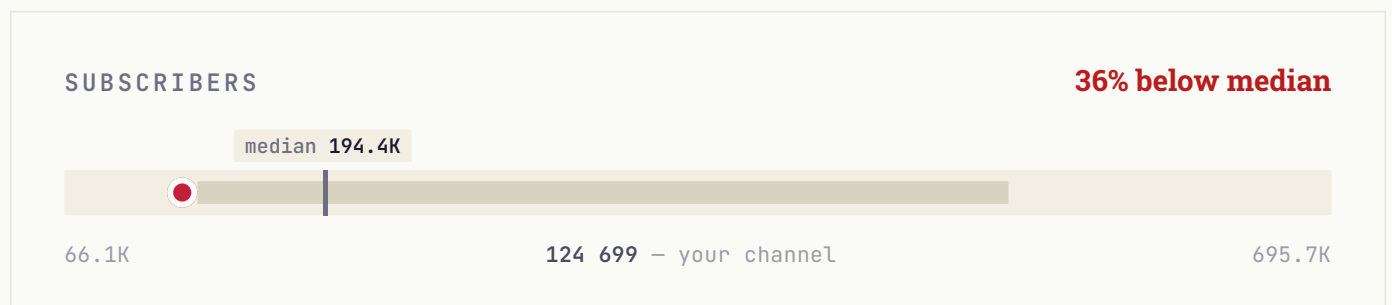
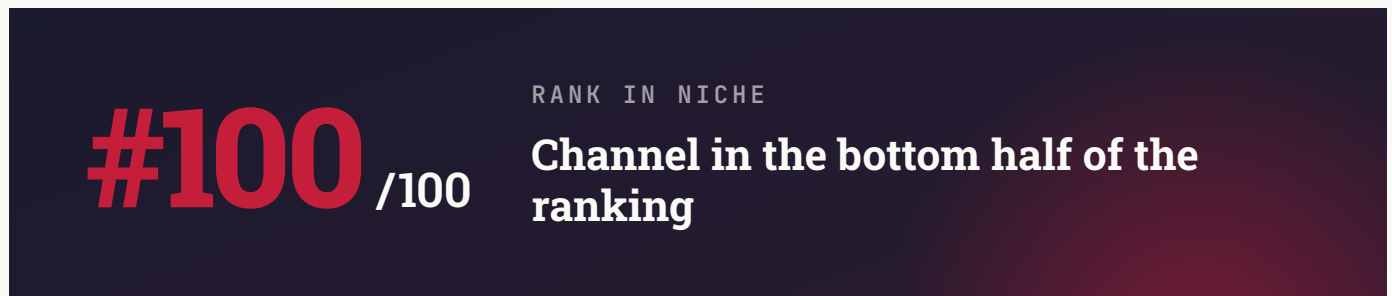
PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
December 2025	17	11	101
Nov 2025	35	20	5 934
Oct 2025	10	7	80
Sep 2025	7	5	352
August 2025	11	4	499
July 2025	15	6	91

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
95	6	7 057

SECTION 08 • NICHE COMPARISON

Where the channel ranks in its league

Took top-**100** channels in category "**Sales**» (Russia) and saw how your channel compares. Gray band — range covering 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.



— SECTION 09 · STRATEGY

What to do now

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

01

Main post of the week — on Saturday

Audience is most active on this day at 20:00 MSK.

EFFECT

**Best window
for important
posts**

02

ER below niche benchmark — rethink formats

Current ER 3.89% vs norm 5.5%. Try polls & interactive formats.

EFFECT

+1.6pp ER

03

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**

04

Test polls & interactive formats

Posts with polls/reactions usually boost ER by 5-15%.
One poll per week on a hot topic — easy growth lever.

EFFECT

+5-15% ER

05

Cross-promo with nearby channels

Swap posts quarterly with same-segment channels.
2-3 collabs give relevant growth — no need daily.

EFFECT

**Growth from
relevant
audience**

★ WHAT'S NEXT

Want us to do this PromptPress?

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

01

**Launch ads on
Telegram**

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

02

Contact manager

t.me/PromptPress_manager