

PUBLIC PROMTPRESS REPORT

Channel audit

FMCG Report



@fmcg_ru

All about FMCG: from production to sales. ID NOM idnom.ru
Collaboration @id_nom Contact editorial @fmcg_ed MAX https://max.ru/fmcg_ru RKN <https://clck.ru/3FAXFC>

SUBSCRIBERS

42 521

+100 per month

ERR (% SEE POSTS)

21.0%

per day **16.9%**

REACH/POST

8.9K

ad reach **7.2K/24h**

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. Subtitle below the number shows the period it covers.

 SUBSCRIBERS 42 521 —	 SUBS REACH 20.94% avg % of subs see post	 VIEWS/POST 8.9K median 8.6K · 29 days	 POSTS/WEEK 36.1 over period
 7D TREND -5.1% vs previous week	 REACTIONS/POST — MTPROTO only	 POST LENGTH 891 chars median 1K · 29 days	 POSTS ANALYZED 151 29 days
 AD REACH 7.2K 24h avg	 CHURN / MONTH +100 over last month	 CITATION RATE 220 citation index · 2,083 channels mentioned all time	 CHANNEL AGE 4 years 8 months created 25.10.2021

AI EDITOR SUMMARY

Channel «FMCG Report» — 42 521 subs. Each post averages 8.9K people (21% of subs), avg reach — room to grow. Publishes 36 posts per week (~5/day) — active posting. For week Jul 6–12, reach dropped -5.1% by week of Jun 29 – Jul 5 — worth analyzing why.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on 151 posts over 29 days.
- 02 Dominant format — Photo (118/151 posts).
- 03 Avg post length — 891 chars (median 1000).
- 04 Peak audience activity — Friday, 12:00 MSK.
- 05 Top posts get 2x more views than the weakest (15.9K avg for top vs 7.2K for worst) — among 151 posts over 29 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 01.07 · 14:20 TEXT Egg prices vary greatly by brand, retailer, and region. ▶ Price monitoring service "Tsenozavr" analyzed the cost...	VIEWS 16 344 REPOSTS 29	REACTIONS — ER 38.4%
Nº2 29.06 · 05:58 PHOTO X5 stops buying Ferrero sweets. ⦿ The group's press service said Pyaterochka and Perekrestok have suspended supplies of brands...	VIEWS 16 153 REPOSTS 277	REACTIONS — ER 38.0%
Nº3 15.07 · 06:26 PHOTO French could gain control over "Milfoods". ⦿ Owner of coffee brand Poetti agreed with French sugar producer Sucden on...	VIEWS 15 284 REPOSTS 76	REACTIONS — ER 35.9%

Nº4

16.07 · 06:23

PHOTO

"Vladimirsky Standard" to relaunch. ⦿Recent closure was part of anti-crisis measures launched by its...

VIEWS

14 776

REPOSTS

75

REACTIONS

—

ER

34.7%

Nº5

17.07 · 09:10

PHOTO

RBE Group seeks access to dairy raw materials. ⦿Major corporate catering player may buy Saratov's Balakovsky Dairy...

VIEWS

13 896

REPOSTS

34

REACTIONS

—

ER

32.7%

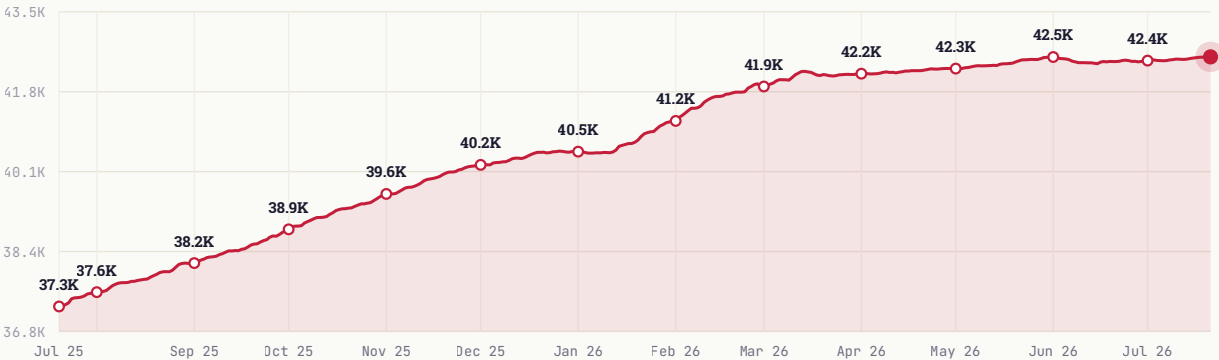
WORST 3

↓ 17.07 · 11:11 PHOTO Iodine deficiency can be addressed with serum. ⦿Average daily iodine intake among Russians is 40–80 mcg vs norm of 150 mcg for adults...	VIEWS 7 246 REPOSTS 21	REACTIONS — ER 17.0%
↓ 17.07 · 07:08 TEXT Business sees risks in end-to-end price monitoring and product blocking at checkout. ▶The State Duma recently passed two bills in first reading...	VIEWS 7 215 REPOSTS 10	REACTIONS — ER 17.0%
↓ 17.07 · 05:19 PHOTO Top 30 milk producers' share reached 25%. ●Consolidation in Russian dairy farming continues. As of 2025...	VIEWS 7 087 REPOSTS 22	REACTIONS — ER 16.7%

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 or lost subs.



START OF PERIOD

37 276

NOW

42 521

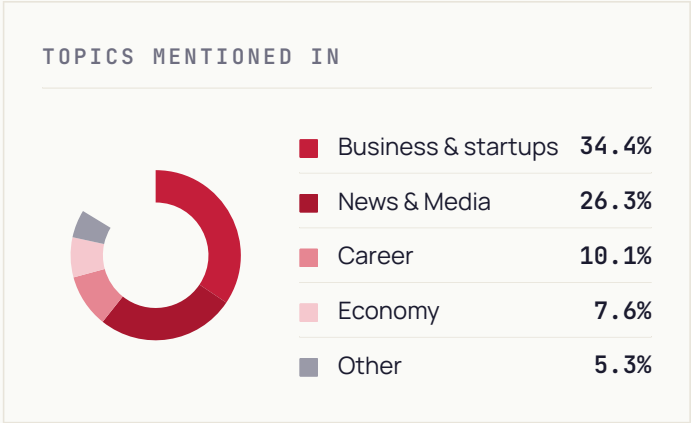
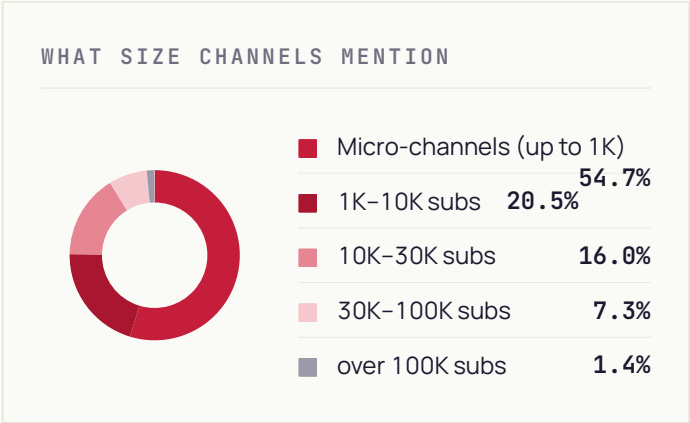
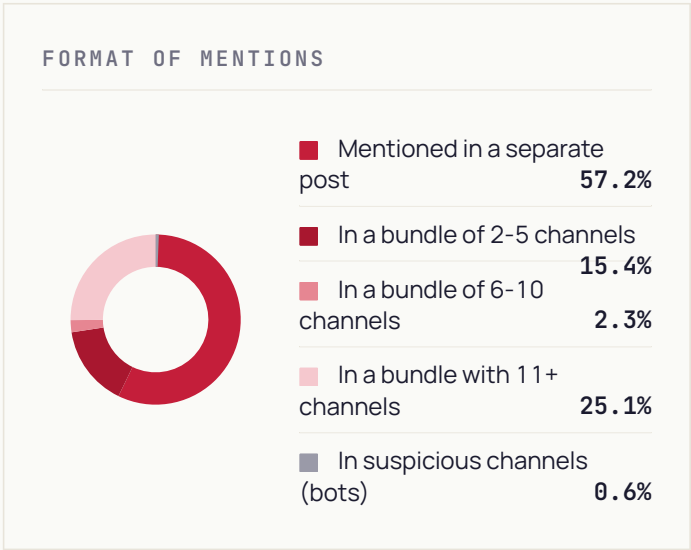
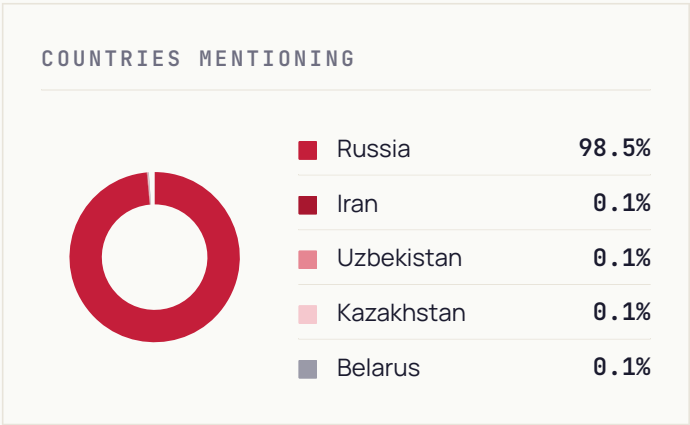
NET GROWTH

+5 245

SECTION 04 • MENTIONS

Who and how mentions the channel

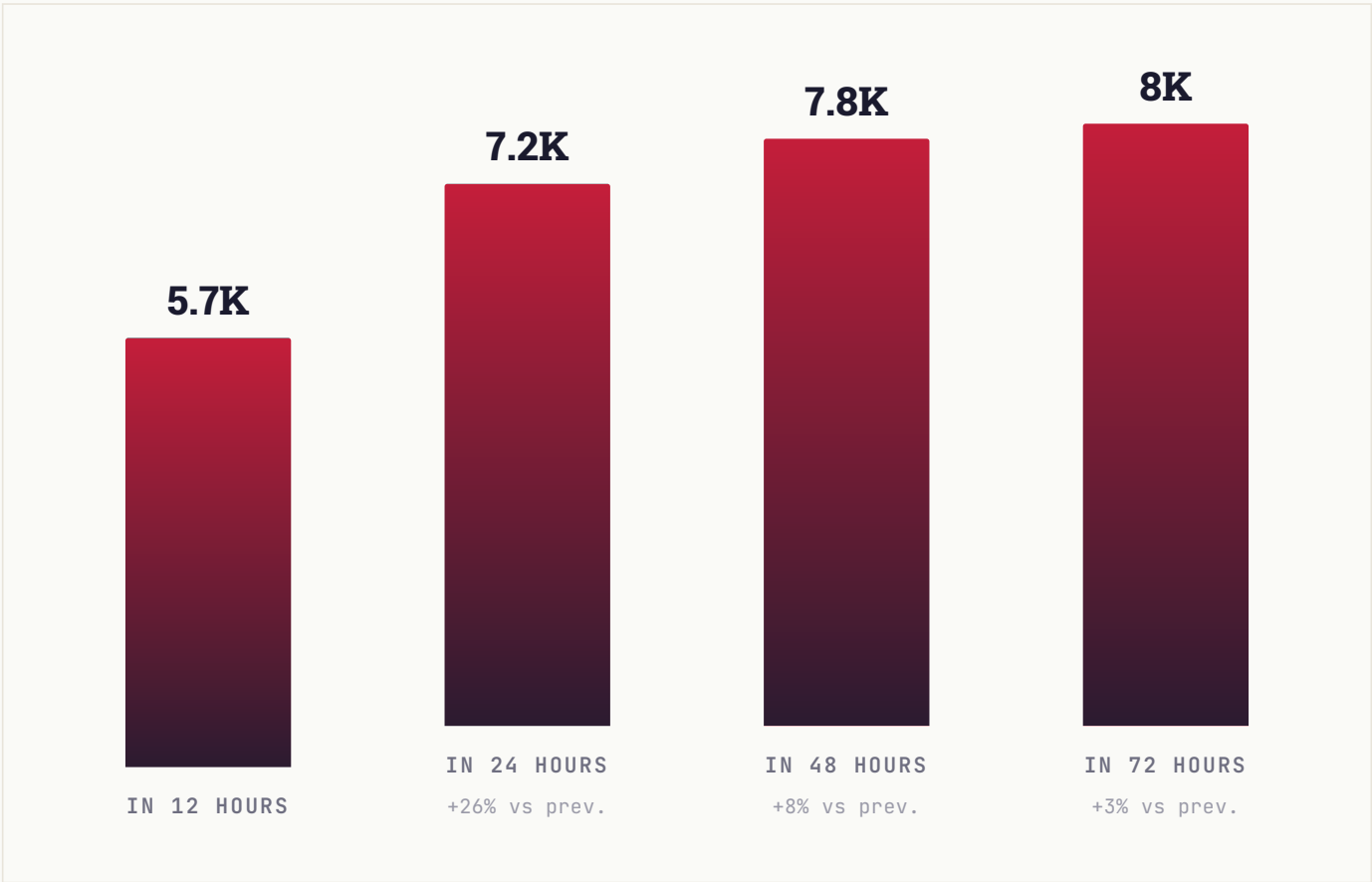
Citation index **220** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time channel mentions **2 083** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post over time since publication. Helps gauge 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
O2 Offerzone 2.	5.8M
OF Offerzone	4.1M
OF Offerzone	1.2M
O3 Offerzone 3.	3.4M
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
FR FMCG Report YOU	42.5K

COMPARATIVE INSIGHT

Channel yet outside top 95 of niche — early growth stage. Niche leader — Offerzone 2. (5.8M), top-95 median: 407.3K. First goal — enter top-95 via systematic traffic & content work.

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 **2 019**, they brought **3 710** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	290	112	679
December 2025	356	159	336
Nov 2025	352	174	627
Oct 2025	352	160	752
Sep 2025	360	167	696
August 2025	309	112	620

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS
2 019	6	3 710

SECTION 08 · NICHE COMPARISON

Where channel stands in its league

Took top-100 channels in category «Sales» (Russia) and compared your channel.
Gray band — range where 80% of niche channels fall (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 as done and revisit this report in a month.

01

Main post of the week — on Friday

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

EFFECT

**Best window
for important
post**

02

Increase share of video posts

Video in Telegram holds audience longer and is better perceived by the algorithm. We recommend increasing share to 15-25%.

EFFECT

**Video holds
audience
better**

03

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**

04

Test polls & interactive formats

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

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

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

EFFECT

**Growth from
relevant
audience**

★ 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 plan in a month.

01	Launch Telegram ads	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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