

PROMTPRESS PUBLIC REPORT

Channel audit

Free Telegram



@free_telegrams

№ 5401289417 Subscribe before all the freebies are gone! For collaboration: @seamediaa ✓ Price: @SeamediaPrice_bot YMReferral

SUBSCRIBERS

40 163

-361 per month

ERR (% WHO SEE POSTS)

1.0%

per day 0.7%

REACH/POST

393

ad reach 285/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

SUBSCRIBERS 40 163 —	SUBSCRIBER REACH 0.98% avg % subs see post	VIEWS/POST 393 median 395 · 29 days	POSTS/DAY 10.0 ~70 per week
7D TREND +2.1% vs prev. week	REACTIONS/POST — MTPROTO only	POST LENGTH 606 chars median 603 · 29 days	POSTS ANALYZED 300 29 days
AD REACH 285 avg over 24h	CHURN / MONTH -361 over the last month	CITATIONS 1 184 citation index · 799 channels mentioned all time	CHANNEL AGE 6 years 11 months created 29.07.2019

AI EDITOR SUMMARY

Channel «Free Telegram» — 40 163 subs. Each post gets avg 393 people (1% subs), reach is low — need to grow audience. Publishes 70 posts per week (~10/day) — very active. For the week Jun 29 — Jul 5, reach stable (+2.1% 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 SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **300** posts over 29 days.
- 02 Dominant format — **Photo** (299/300 posts).
- 03 Avg post length — **606** chars (median 603).
- 04 Audience peak activity — **Sunday**, 22:00 MSK.
- 05 Top posts get **2x** more views than the weakest (519 avg for top vs 324 for worst) — among 300 posts over 29 days. Worth analyzing what the top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 28.06 · 19:32 PHOTO Travel smarter with T-Bank: book hotels with up to 10% cashback on T-Travels. What you get: - Pay in installments...	VIEWS 537 REPOSTS —	REACTIONS — ER 1.3%
Nº2 29.06 · 19:34 PHOTO 🔔 ACoola: extra 15% off everything, including new arrivals 1. Go to Acoola website or store. 2. Pick items and apply...	VIEWS 512 REPOSTS —	REACTIONS — ER 1.3%
Nº3 24.06 · 19:30 PHOTO 1000 bonus for new & 200 bonus for returning users in Delimobil Car-sharing service Delimobil gives bonuses to new and returning...	VIEWS 509 REPOSTS 1	REACTIONS — ER 1.3%

Nº4

02.07 • 19:30

PHOTO

 **Synergetic: extra 7% off brand items on Ozon** 1. Go to promo page. 2. Enter X9802DCF3899 at checkout...

VIEWS

509

REPOSTS

2

REACTIONS

—

ER

1.3%

Nº5

22.06 • 19:33

PHOTO

 **Naos: 20% off entire range for new customers** 1. Go to promo page and select items. 2. Enter exclusive...

VIEWS

503

REPOSTS

—

REACTIONS

—

ER

1.3%

WORST 3

↓ 24.06 • 13:05 PHOTO

 **Pay worldwide: up to 1,000₽ off a card for overseas payments!** — Premium card. GBPRPSF9: 1,000₽ off (price 13,990₽ instead of 14...

VIEWS

333

REPOSTS

2

REACTIONS

—

ER

0.8%

↓ 13.07 • 12:15 PHOTO

Alfa Bank: Cashback up to 100% on taxes for freelancers — save up to 10,000₽ 1. Go to promo page and register as self-employed...

VIEWS

329

REPOSTS

1

REACTIONS

—

ER

0.8%

↓ 13.07 • 11:31 PHOTO

 **Naos: 20% off entire range for new customers** 1. Go to promo page and select items. 2. Enter exclusive...

VIEWS

310

REPOSTS

—

REACTIONS

—

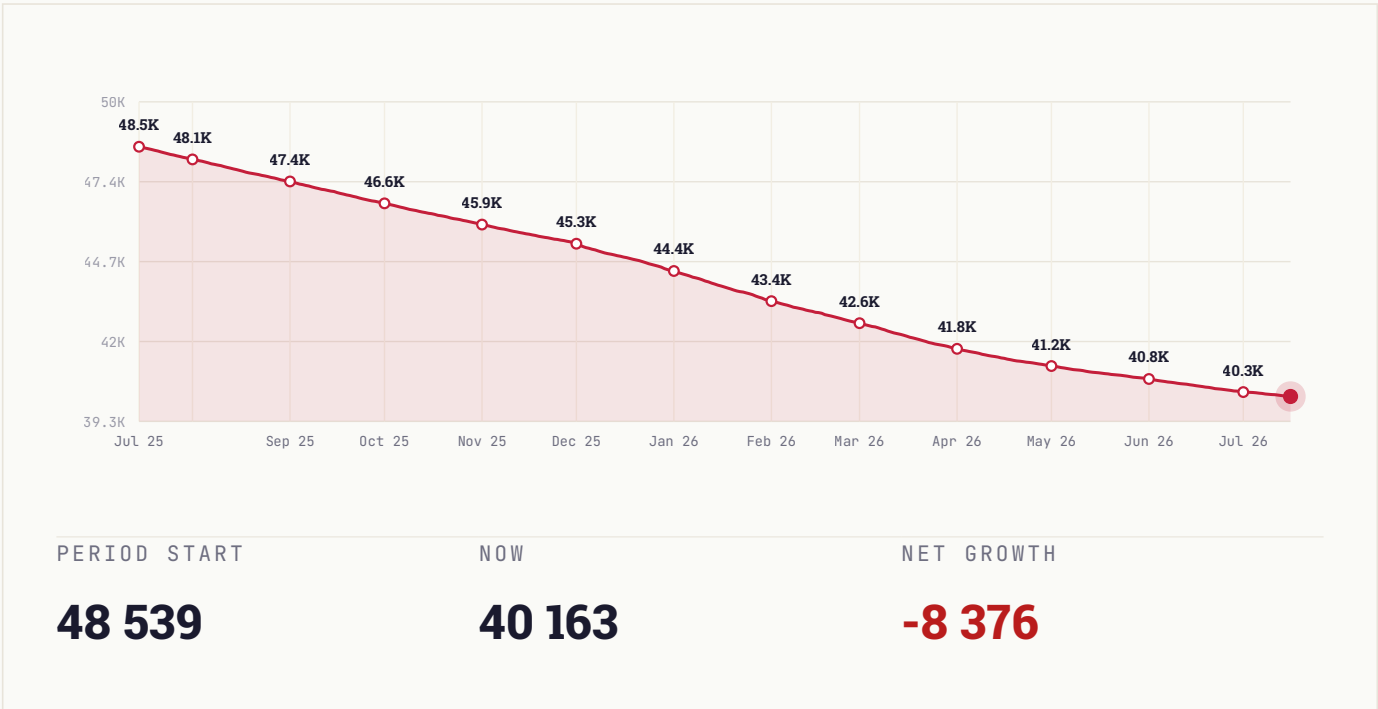
ER

0.8%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

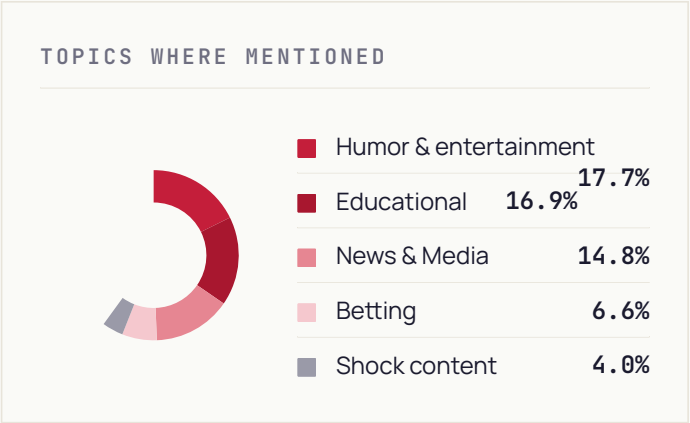
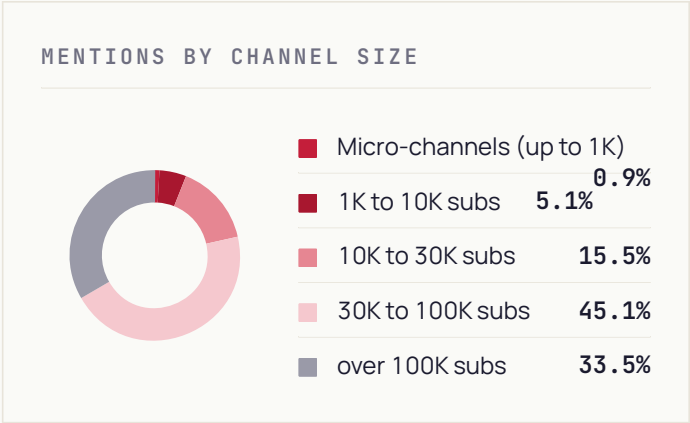
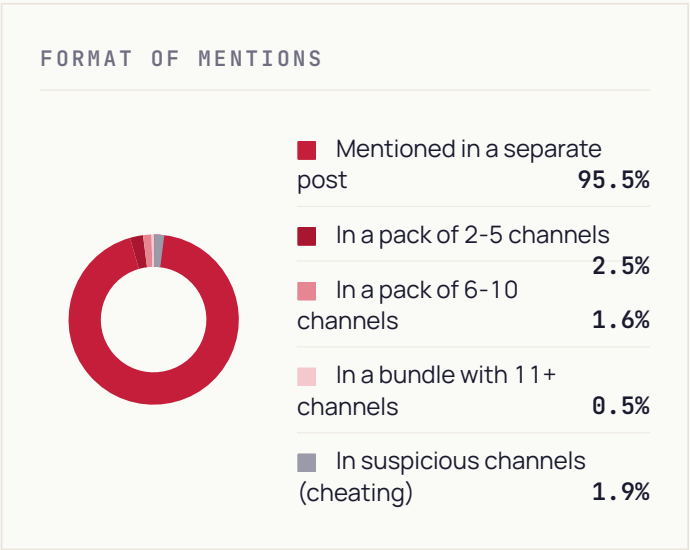
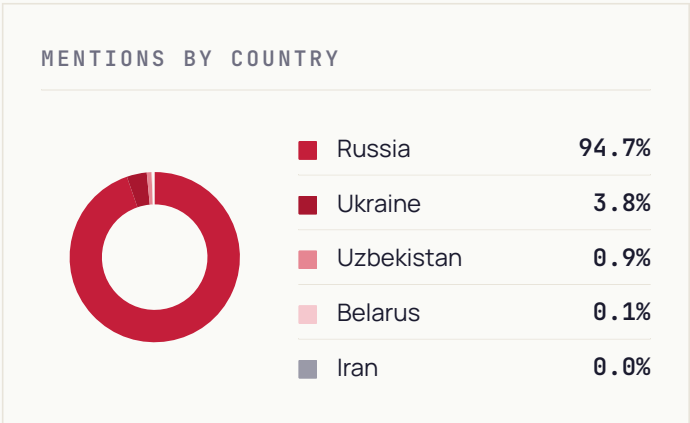
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel grew and which lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

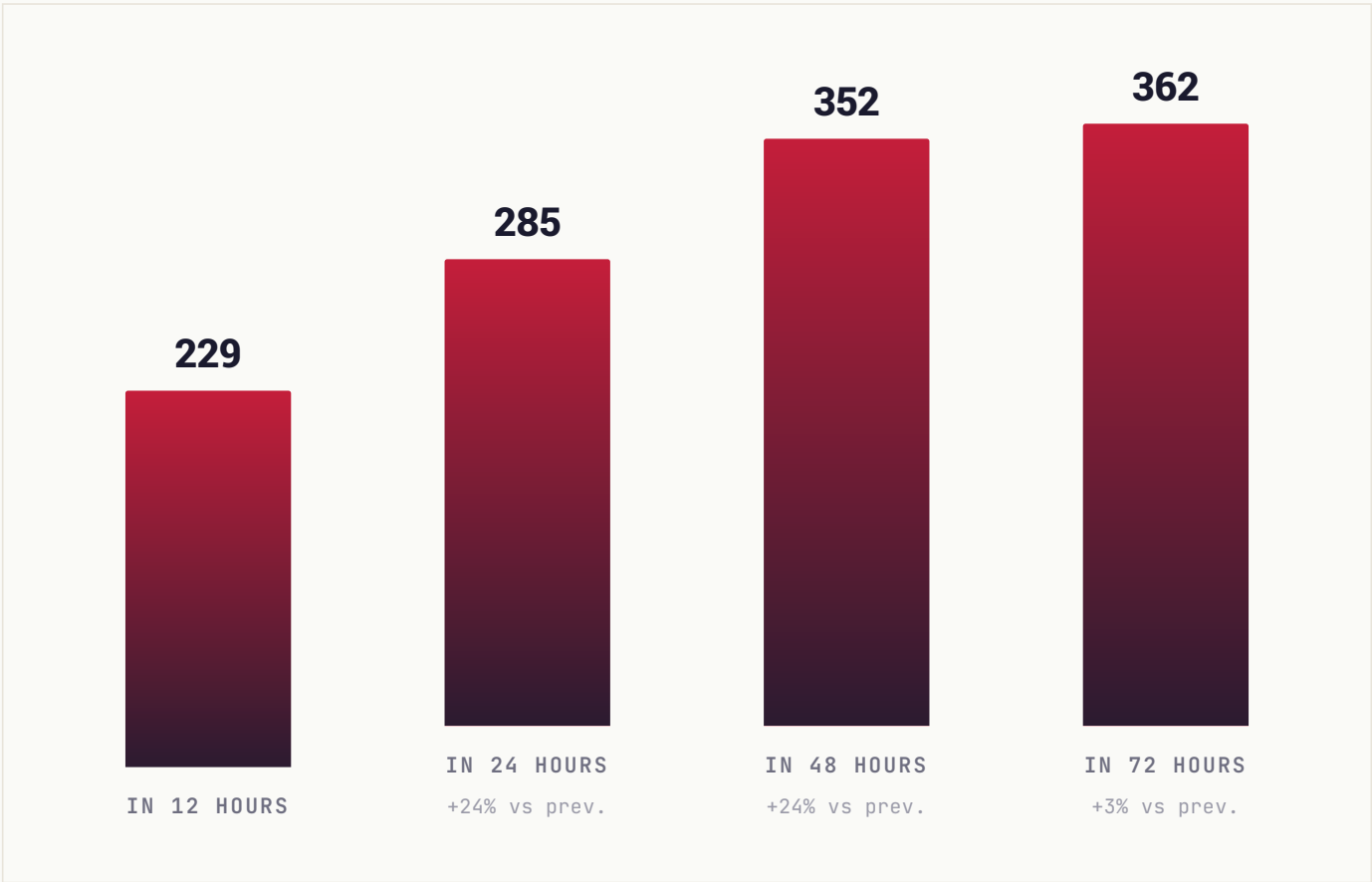
Citation index **1 184** — channel popularity rating based on mentions. Considers both count and weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **799** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

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



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	4.2M
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
FT Free Telegram YOU	40.2K

COMPARATIVE CONCLUSION

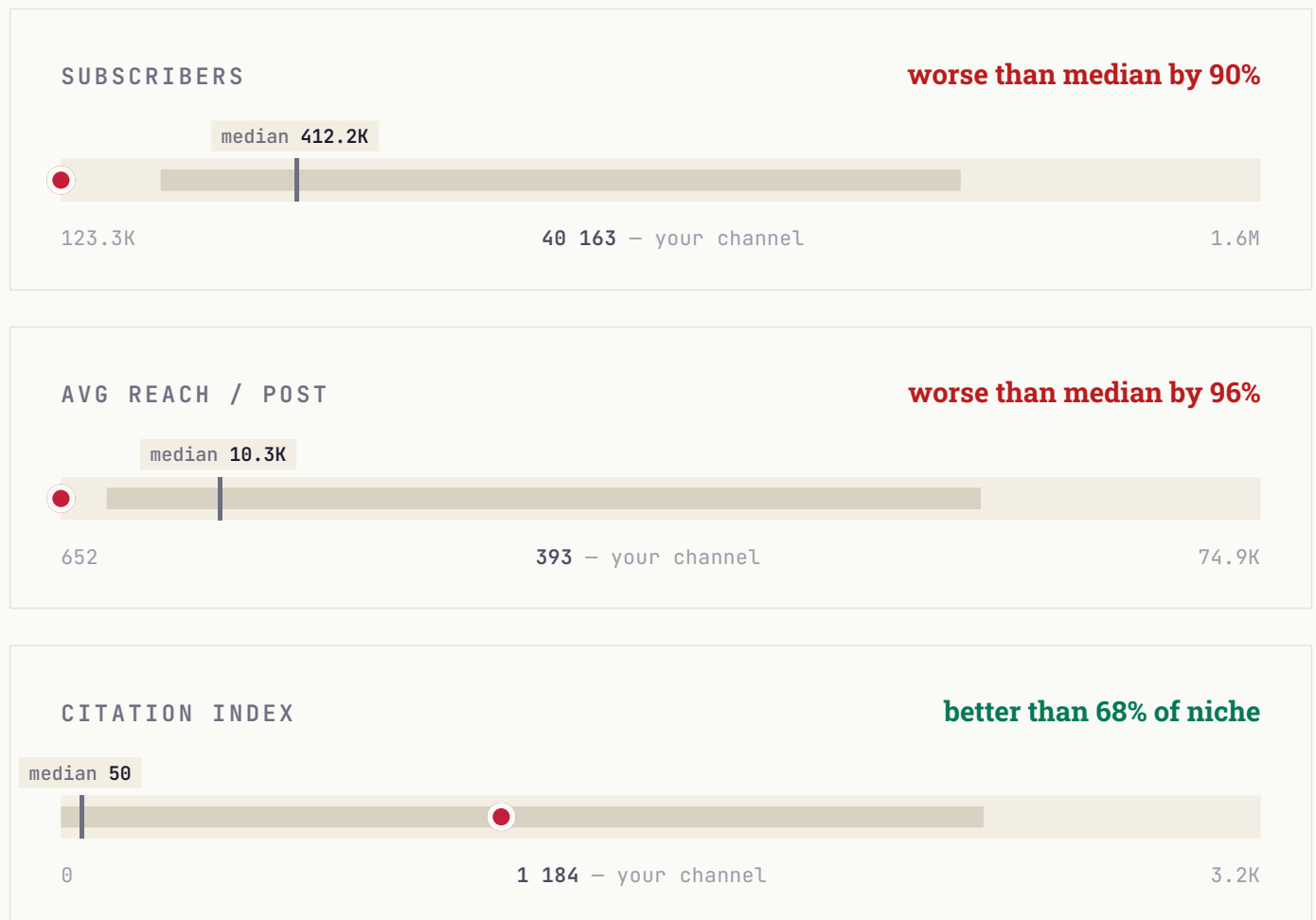
Channel yet outside niche top 95 — early growth stage. Niche leader — Offerzone 2. (5.8M), top-95 median: 408K. First goal: enter top-95 via systematic traffic & content work.

SECTION 07 • NICHE COMPARISON

Where the 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 line = median. Red dot = your channel.



— SECTION 08 • STRATEGY

What to do right now

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

- 01

Main post of the week — on Sunday
On this day at 22:00 MSK audience is most active.

EFFECT
Best window for an important post
- 02

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
- 03

ER below niche benchmark — rethink formats
Current ER 0.98% vs norm 5.5%. Try polls and interactive formats.

EFFECT
+4.5pp ER
- 04

Systematic traffic buying
Three formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromtPress picks sources for your niche.

EFFECT
+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.

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. Want to go further? — run ads through us and hit your growth plan in a month.

01

Launch ads in Telegram

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

02

Contact manager

t.me/PromptPress_manager
