

— PROMTPRESS PUBLIC REPORT

Channel audit

HOME GADGETS

**@gadgets_and_home**

Best gadgets for your home and space. Cheap and practical. For inquiries - @secrety_ads Buy ads via exchange: https://telega.in/c/gadgets_and_home Delete video - @iamalexe RKN -...

SUBS

86 797

-938 per month

ERR (% SEE POSTS)

4.0%

per day 2.3%

REACH/POST

3.5K

ad reach 2K/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.

 SUBS 86 797 —	 SUBSCRIBER REACH 3.99% avg % subs see post	 VIEWS/POST 3.5K median 3.6K · 29 days	 POSTS/DAY 10.4 ~73 per week
 7D TREND -7.1% vs previous week	 REACTIONS/POST 4.5 only 1,384 reactions, 2,829 reposts, 0 comments	 POST LENGTH 110 chars median 90 · 29 days	 POSTS ANALYZED 311 29 days
 AD REACH 2K 24h avg	 CHURN / MONTH -938 in the last month	 CITATION RATE 1 191 citation index · 895 channels mentioned it ever	 CHANNEL AGE 2 years 3 months created 21.03.2024

AI EDITOR SUMMARY

Channel «HOME GADGETS» – 86 797 subs. Each post gets avg 3.5K people (4% subs), reach is low – need to grow audience. Publishes 73 posts/week (~10/day) – very active posting. Week of Jun 29 – Jul 5, reach dropped -7.1% to the week of Jun 22–28 – worth analyzing why.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS SHARE

- 01 Analysis based on 311 posts in 29 days.
- 02 Dominant format — Video (295/311 posts).
- 03 Avg post length — 110 chars (median 90).
- 04 Audience peak activity — Thu, 09:00 MSK.
- 05 Top posts get 2x more views than the weakest (4.5K avg for top vs 2.6K for worst) — among 311 posts in 29 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 18.06 · 17:06 VIDEO Silicone finger separators  Order on Aliexpress - link GADGETS.  SUBSCRIBE	VIEWS 4 630 REPOSTS 25	REACTIONS 9 ER 5.3%
Nº2 18.06 · 04:01 VIDEO Bamboo cutting board  Order on Aliexpress - link GADGETS.  SUBSCRIBE	VIEWS 4 459 REPOSTS 14	REACTIONS 4 ER 5.1%
Nº3 17.06 · 17:06 VIDEO Plastic milk carton holder with handle  Order on Aliexpress - link GADGETS.  SUBSCRIBE	VIEWS 4 453 REPOSTS 2	REACTIONS 3 ER 5.1%

Nº4 16.06 • 17:06 **VIDEO**
Unusual handbag-shaped vase 🥰🛒 Order on Aliexpress - link GADGETS. 👉 SUBSCRIBE

VIEWS
4 447
 REPOSTS
13
 REACTIONS
9
 ER
5.1%

Nº5 17.06 • 04:01 **VIDEO**
Hanging mini vase 🛒 Order on Aliexpress - link GADGETS. 👉 SUBSCRIBE

VIEWS
4 361
 REPOSTS
11
 REACTIONS
10
 ER
5.0%

WORST 3

↓ 13.07 • 12:05 **VIDEO**
Magnetic hand warmer 🛒 Order on Aliexpress - link GADGETS. 👉 SUBSCRIBE

VIEWS
2 631
 REPOSTS
5
 REACTIONS
2
 ER
3.0%

↓ 13.07 • 14:05 **VIDEO**
Reliable lid holder clip 🛒 Order on Aliexpress - link GADGETS. 👉 SUBSCRIBE

VIEWS
2 608
 REPOSTS
5
 REACTIONS
7
 ER
3.0%

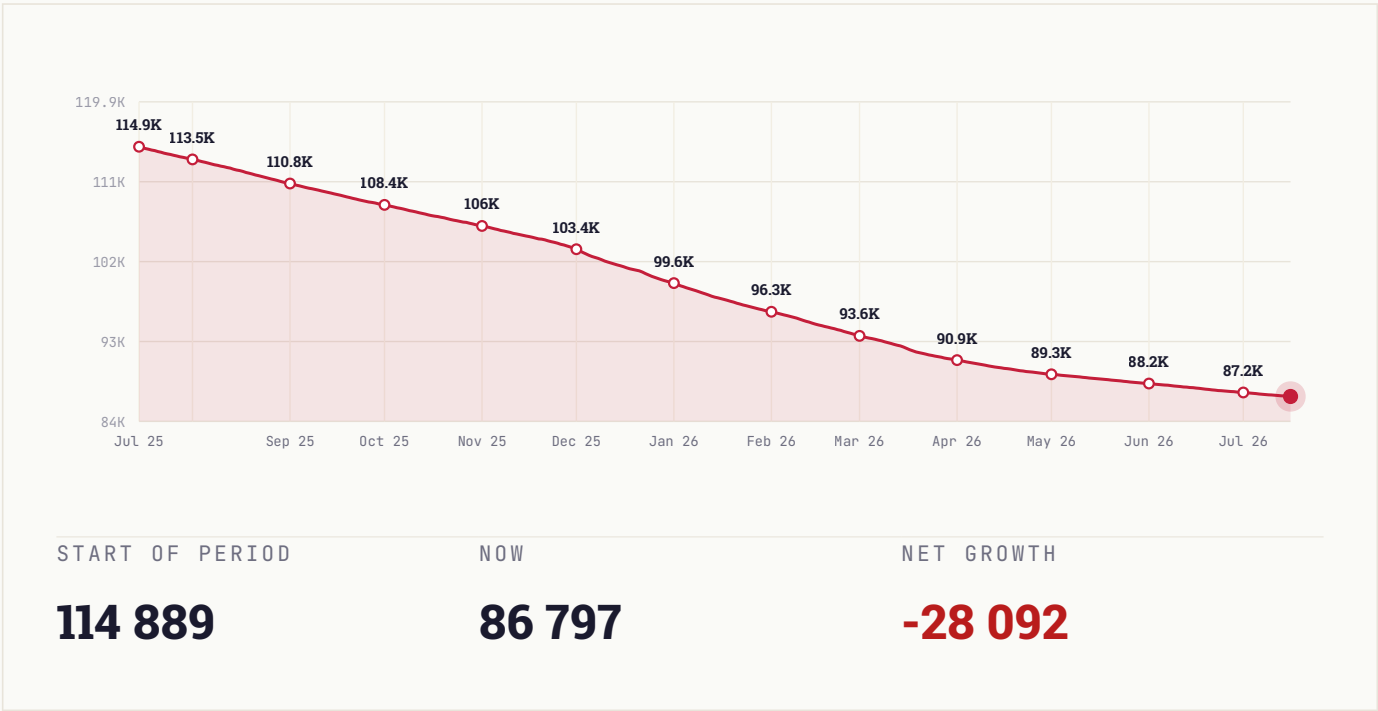
↓ 13.07 • 13:04 **VIDEO**
Adjustable measuring cup 🛒 Order on Aliexpress - link GADGETS. 👉 SUBSCRIBE

VIEWS
2 590
 REPOSTS
5
 REACTIONS
9
 ER
3.0%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

Subscriber growth chart over the year. Key months show exact subscriber count.
See which months the channel gained and which it lost subs.



— SECTION 04 · MENTIONS

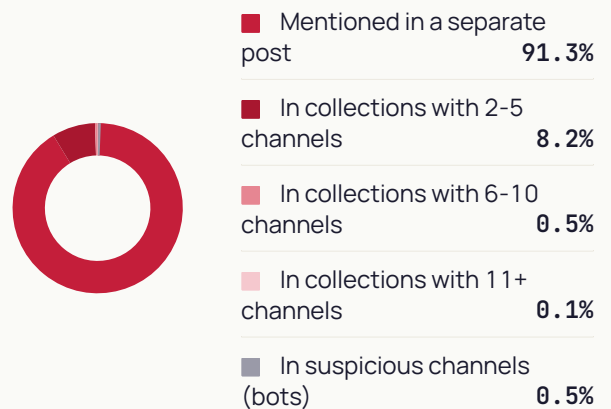
Who mentions the channel and how

Citation index **1 191** — 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 mentions: **895** different channels.

COUNTRIES MENTIONING



MENTIONED IN WHICH FORMAT



WHAT SIZE CHANNELS MENTION



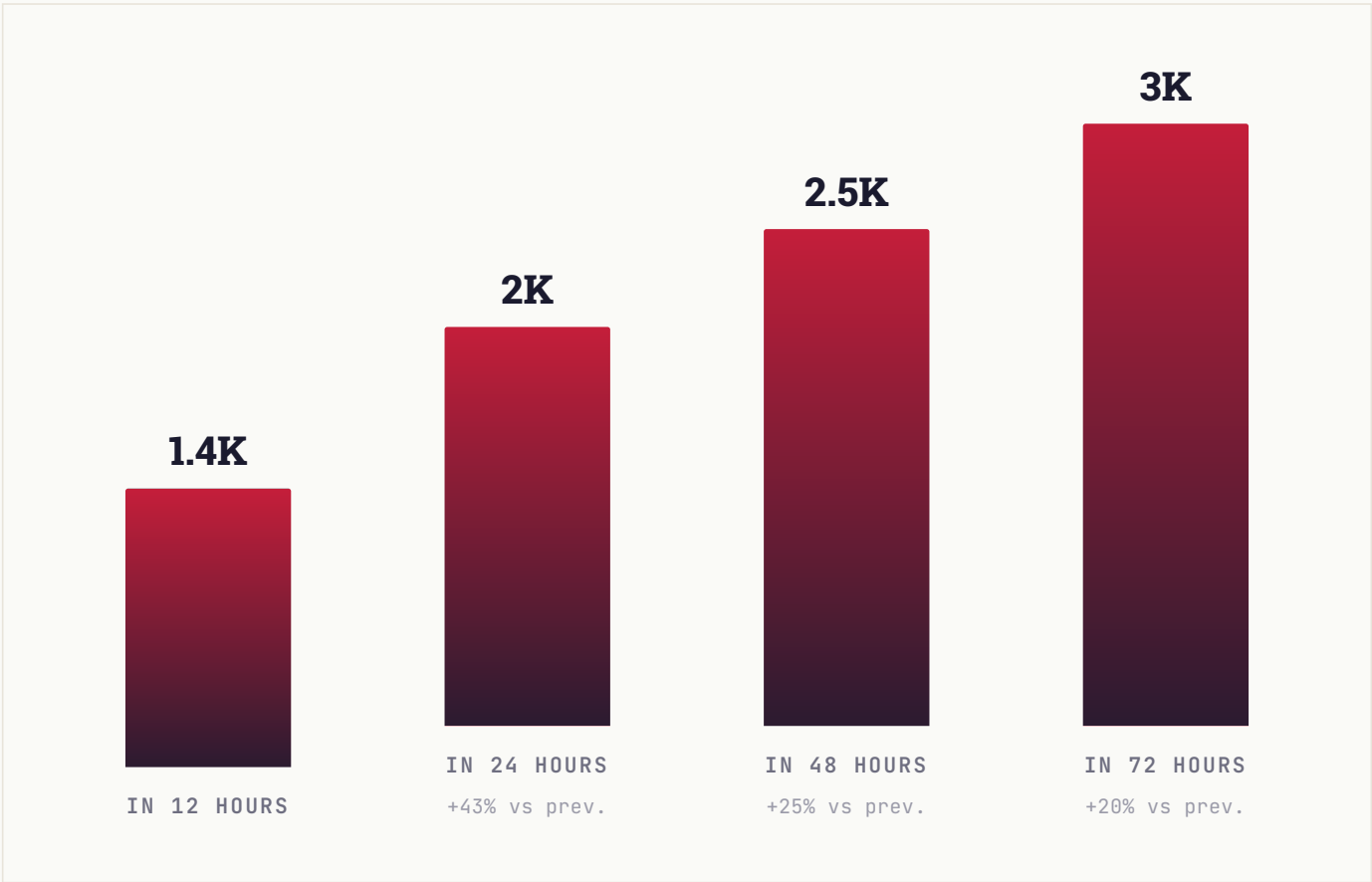
MENTIONED IN WHICH TOPICS



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg ad post reach over time since publication. Helps gauge how long a placement should 'live'.



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBS
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
HG HOME GADGETS YOU	86.8K

COMPARATIVE INSIGHT

Channel not yet outside top 95 of niche — early growth stage. Niche leader — Offerzone 2. (5.8M), top-95 median: 408K. First goal — enter top-95 through 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 for 80% of niche channels (p10 to p90). Black vertical – median.
Red dot – your channel.



— SECTION 08 • STRATEGY

What to do right now

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

- 01

Main post of the week — Thursday
Audience most active on this day at 09:00 MSK.

EFFECT
Best window for an important post
-
- 02

ER below niche benchmark — rethink formats
Current ER 3.99% vs norm 5.5%. Try polls and interactive formats.

EFFECT
+1.5pp ER
-
- 03

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

EFFECT
+1000-3000 subs
-
- 04

Test polls and 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
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 it PromptPress?

This audit — what we can do in minutes using public data. Want more? Run ads with us and hit your growth target in a month.

01

**Launch ads in
Telegram**

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

02

Contact manager

t.me/PromptPress_manager