

PUBLIC REPORT BY PROMTPRESS

Channel audit

GADGETS FOR LIFE



@gadgets_and_life

We find and share the best gadgets for life and space. Cheap and practical. For inquiries - @secret_y_ads Buy ads via exchange: https://telega.in/c/gadgets_and_life RKN -...

SUBSCRIBERS

131 460

-1646 per month

ERR (% WHO SEE POSTS)

3.0%

per day **1.9%**

REACH/POST

3.6K

ad reach **2.5K/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 131 460 —	 SUBS REACH 2.71% avg % subs see post	 VIEWS/POST 3.6K median 3.6K · 29 days	 POSTS/DAY 18.5 ~130 per week
 7D TREND -10.4% vs previous week	 REACTIONS/POST 8.1 total 4,518 reactions, 5,728 reposts, 0 comments	 POST LENGTH 103 chars median 90 · 29 days	 POSTS ANALYZED 555 29 days
 AD REACH 2.5K 24h avg	 CHURN / MONTH -1646 over the last month	 CITATION RATE 875 citation index · 2,931 channels mentioned all time	 CHANNEL AGE 2 years 2 months created 25.03.2024

AI EDITOR SUMMARY

Channel «GADGETS FOR LIFE» — 131 460 subs. Each post averages 3.6K people (3% from subs), reach is low — need to grow audience. Publishes 130 posts per week (~19/day) — very active. For week Jun 1–7 reach dropped -10.4% By week of 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 TOP POSTS HAVE IN COMMON

- 01 Analysis based on **555** posts over 29 days.
- 02 Dominant format — **Video** (540/555 posts).
- 03 Avg post length — **103** chars (median 90).
- 04 Peak audience activity — **Thursday**, 09:00 MSK.
- 05 Top posts get **2x** more views than the weakest (4.9K avg top vs 3.1K worst) — among 555 posts in 29 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 28.05 · 06:03 PHOTO Handheld garment steamer, powerful ⚡Order on Wildberries - link	VIEWS 5 152 REPOSTS 5	REACTIONS 6 ER 3.9%
Nº2 18.05 · 20:24 VIDEO Makeup brush storage box ⚡Order on Aliexpress - link GADGETS. ⚡SUBSCRIBE	VIEWS 4 843 REPOSTS 15	REACTIONS 5 ER 3.7%
Nº3 29.05 · 04:55 VIDEO Crystal desk lamp ⚡Order on Aliexpress - link	VIEWS 4 754 REPOSTS 13	REACTIONS 9 ER 3.6%

Nº4 27.05 · 20:43 VIDEO Silicone crab-shaped kitchen utensil holders Order on Aliexpress - link GADGETS. SUBSCRIBE	VIEWS	REACTIONS
	4 730	11
	REPOSTS	ER
	11	3.6%

Nº5 29.05 · 05:08 VIDEO Windshield HUD projector Order on Aliexpress - link GADGETS. SUBSCRIBE	VIEWS	REACTIONS
	4 678	7
	REPOSTS	ER
	6	3.6%

WORST 3

↓ 14.06 · 17:09 VIDEO Thermos with thermometer Order on Aliexpress - link GADGETS. SUBSCRIBE	VIEWS	REACTIONS
	3 129	5
	REPOSTS	ER
	2	2.4%

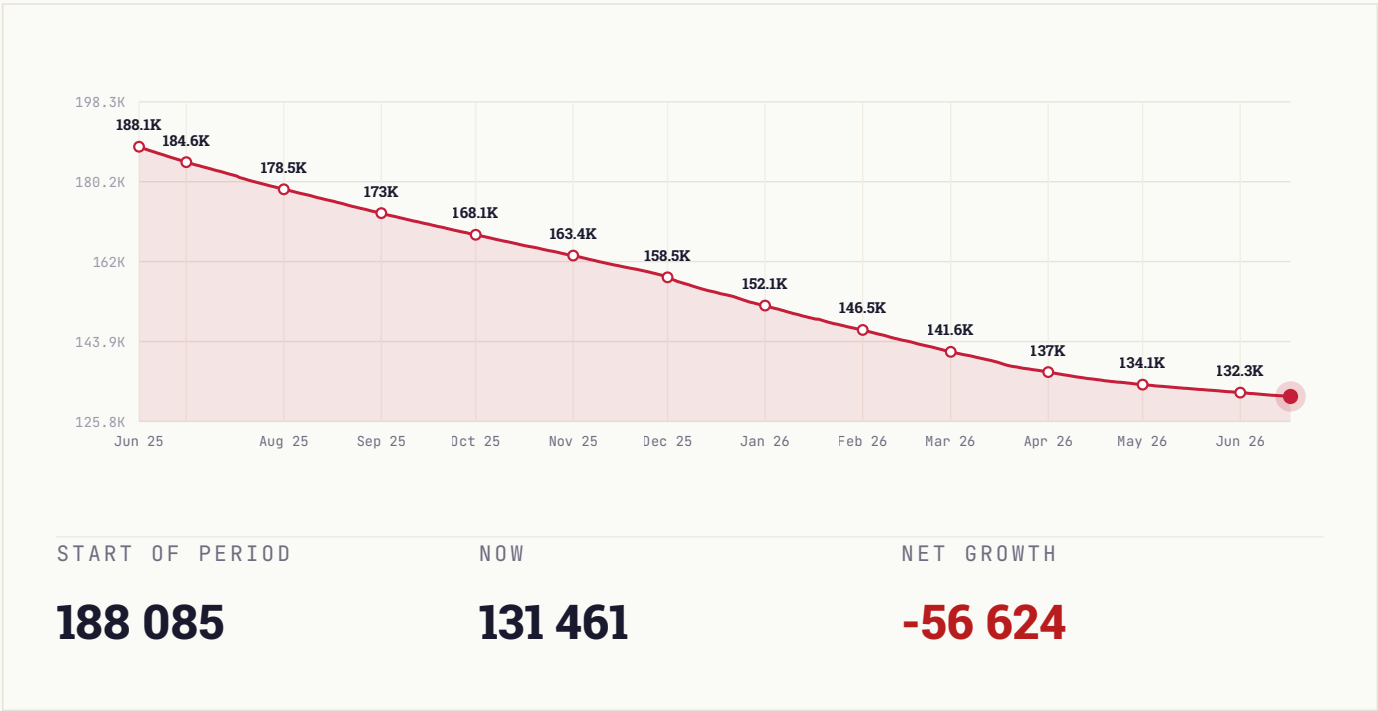
↓ 14.06 · 18:17 VIDEO Socks for proper foot massage Order on Aliexpress - link GADGETS. SUBSCRIBE	VIEWS	REACTIONS
	3 111	5
	REPOSTS	ER
	9	2.4%

↓ 14.06 · 16:05 VIDEO Crystal dream catcher Order on Aliexpress - link GADGETS. SUBSCRIBE	VIEWS	REACTIONS
	3 099	10
	REPOSTS	ER
	6	2.4%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

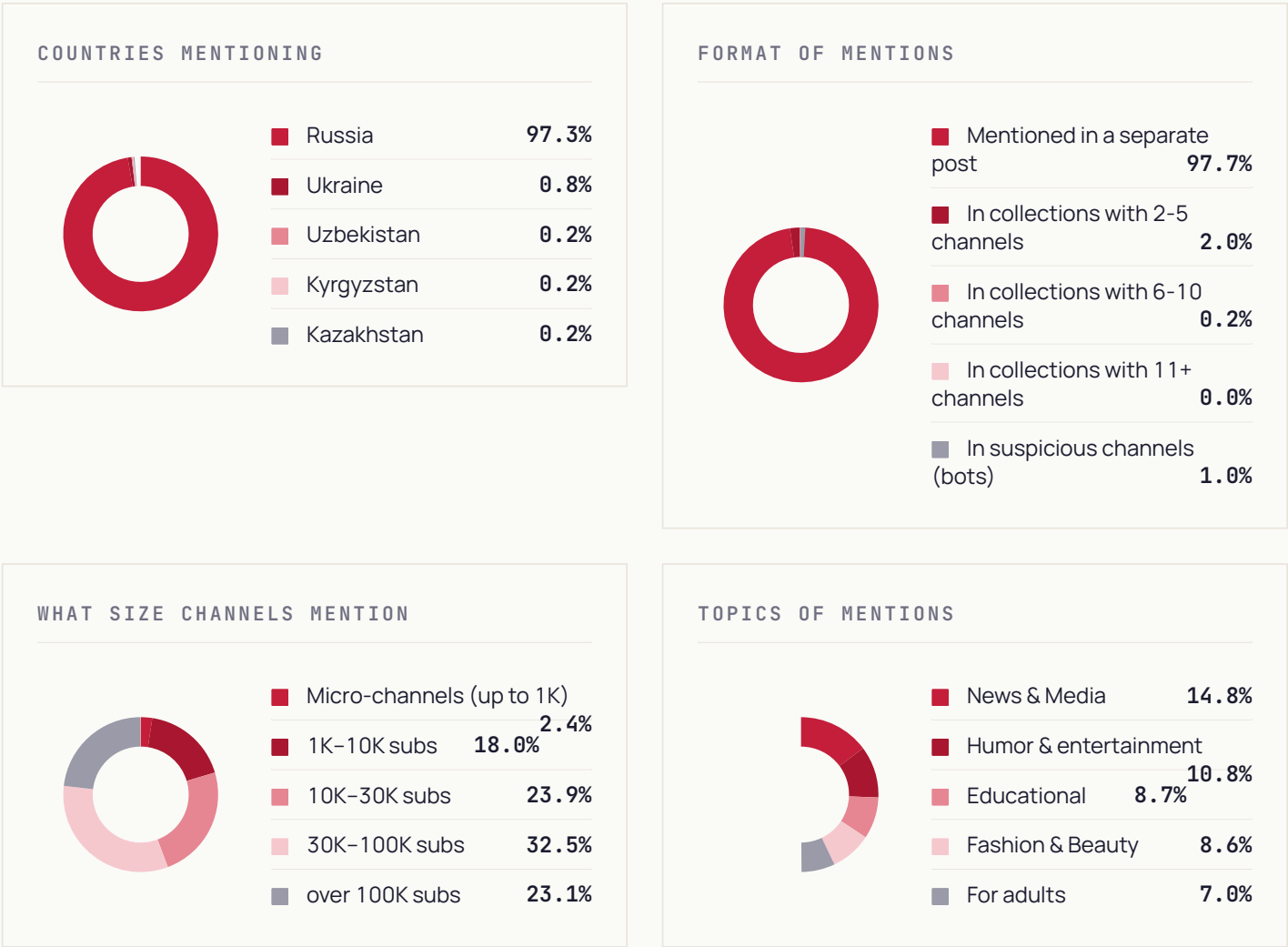
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained and lost subs.



SECTION 04 · CITATIONS

Who mentions the channel and how

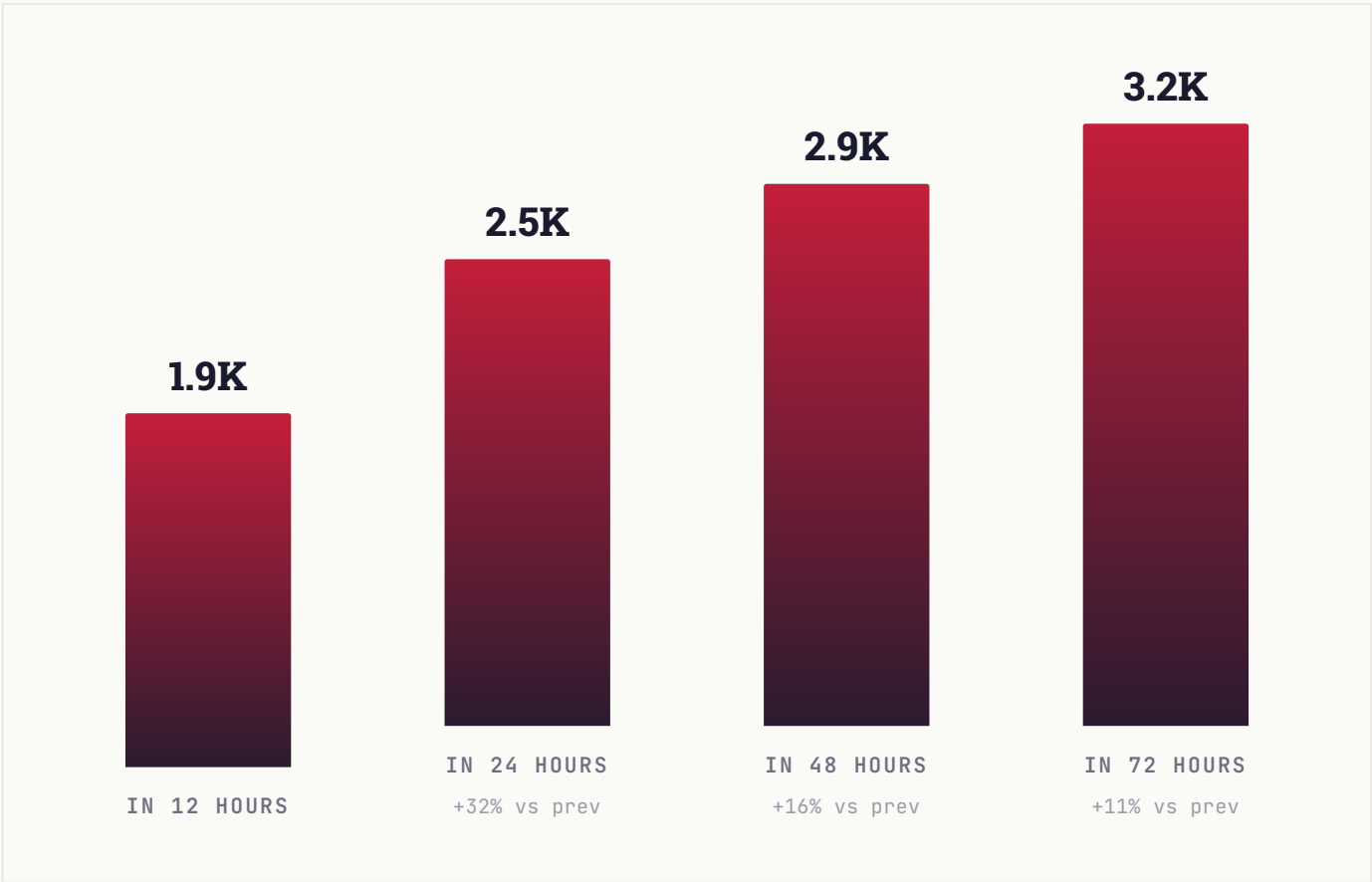
Citation index **875** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from 1K subs. All time channel was mentioned **2 931** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg ad post reach by time since publication. Helps gauge how long a placement stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
OZ OZON	1.1M
YaM Yandex Market	1M
X- Freeloaders - Lightning	1M
SN Market discounts	993.1K
WS WB Sniper Wildberries Finds Discounts Deals	932.9K
PB By Blat	888K
Z Hare Deals Discounts	877.5K
W Wildberries finds	799.3K
VI ITEMS FROM VIDEO	711.7K
AL Alpha-Profitable	563K
GD GADGETS FOR LIFE YOU	131.5K

COMPARATIVE INSIGHT

Channel in bottom half of top-100 niche (#92 of 94). Niche median — 201.1K subs. First growth KPI — reach median. Leader: OZON (1.1M).

SECTION 07 • NICHE COMPARISON

Where the channel stands in its league

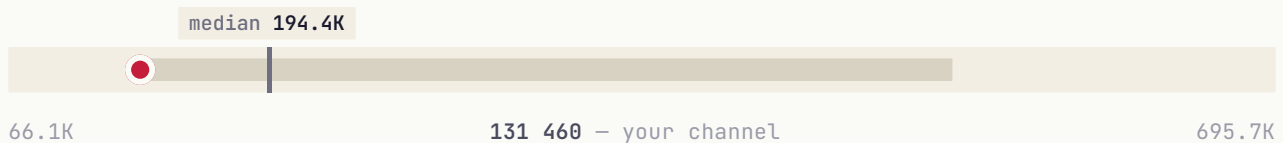
Took top-100 channels in category "Sales» (Russia) and saw how your channel compares. Gray band — range of 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

#92 /100

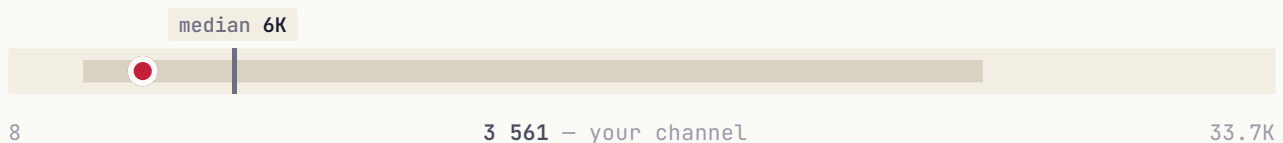
RANK IN NICHE

Channel in the lower half of the ranking

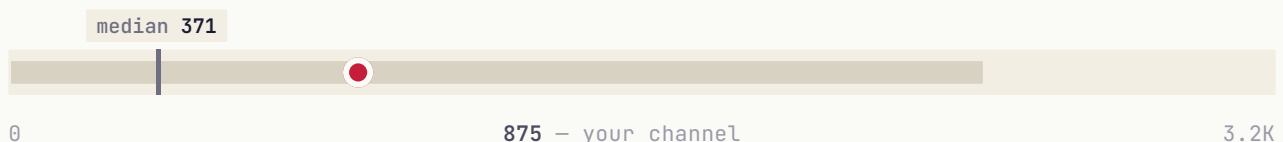
SUBSCRIBERS

32% below median


AVG REACH / POST

40% below median


CITATION INDEX

better than 59% of niche


— SECTION 08 · STRATEGY

What to do right now

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

01**Main post of the week — on 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 2.71% vs norm 5.5%. Try polls & interactive formats.

EFFECT

+2.8pp 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 typically boost ER by 5-15%.
One poll per week on a hot topic is an easy win.

EFFECT

+5-15% ER**05****Cross-promo with neighboring channels**

Swap posts with same-niche channels once a quarter.
No need daily — 2-3 collabs give relevant growth.

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