

PROMTPRESS PUBLIC REPORT

Channel audit

GIPPO



@gippoby_offical

Official channel of GIPPO store chain ■ Our website — <https://gippo.by/> ■ Grocery delivery — <https://gippo-market.by/>

SUBSCRIBERS

1 266

-9 per month

ERR (% SEE POSTS)

32.0%

Daily **14.9%**

REACH/POST

425

Ad reach **188**/24h

— CONTENTS · 2026

What's inside the report

01 Channel Snapshot

12 key metrics · AI summary

02 Content analysis

Top 5 posts · worst 3 · insights

03 Subscriber dynamics

Yearly chart · growth

04 Citation index

Who & how mentions the channel

05 Ad potential

How long a post generates reach

06 Mention dynamics

6 months · monthly

07 Strategy

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card – a separate channel health indicator. The subtitle below the number shows the period it covers.

 SUBSCRIBERS 1 266 —	 SUBSCRIBER REACH 33.61% avg % subs see post	 VIEWS/POST 425 Median 409 · 28 days	 POSTS/WEEK 2.7 Over period
 7D TREND -39.4% vs previous week	 REACTIONS/POST 3.1 34 reactions, 22 reposts, 0 comments	 POST LENGTH 388 chars Median 312 · 28 days	 POSTS ANALYZED 11 28 days
 AD REACH 188 24h avg	 CHURN / MONTH -9 Last month	 CITATION INDEX 0 Citation index · 4 channels mentioned it ever	 CHANNEL AGE 3 years 3 months created 26.02.2023

AI EDITOR SUMMARY

Channel «HIPPO» – 1 266 subs. Each post avg views 425 people (34% of subs), good reach. Publishes 3 posts/week (~0/day) – rare. Week May 25–31 reach dropped -39.4% to week May 18–24 – analyze 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 11 posts in 28 days.
- 02 Dominant format — Photo (7/11 posts).
- 03 Avg post length — 388 chars (median 312).
- 04 Audience peak activity — Thu, 16:00 MSK.
- 05 Top posts get 3× More views than the weakest (612 avg top vs 232 worst) — among 11 posts in 28 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 30.04 · 13:22 PHOTO → UPDATING SUITCASES FOR VACATION! →Planning a trip and want your luggage to be not only convenient but stylish? Then this news...	VIEWS 625 REPOSTS 1	REACTIONS 2 ER 49.4%
Nº2 05.05 · 14:29 VIDEO 🍖 Cooking with GIPPO: delicious pork neck shashlik! 🍷 BBQ season is in full swing, and we're launching a series of recipes so you...	VIEWS 621 REPOSTS —	REACTIONS 6 ER 49.1%
Nº3 29.04 · 08:43 VIDEO FOR JUICY TASTY FRUITS — go to HIPPO! Check out our vitamin assortment in cross-section to see its quality...	VIEWS 591 REPOSTS 1	REACTIONS 2 ER 46.7%

Nº4 11.05 · 11:32 POLL (captionless post – poll)	VIEWS 544 REPOSTS 1	REACTIONS 4 ER 43.0%
---	---	--

Nº5 11.05 · 11:29 PHOTO Which product categories to add to coupons?	VIEWS 455 REPOSTS —	REACTIONS — ER 35.9%
--	---	--

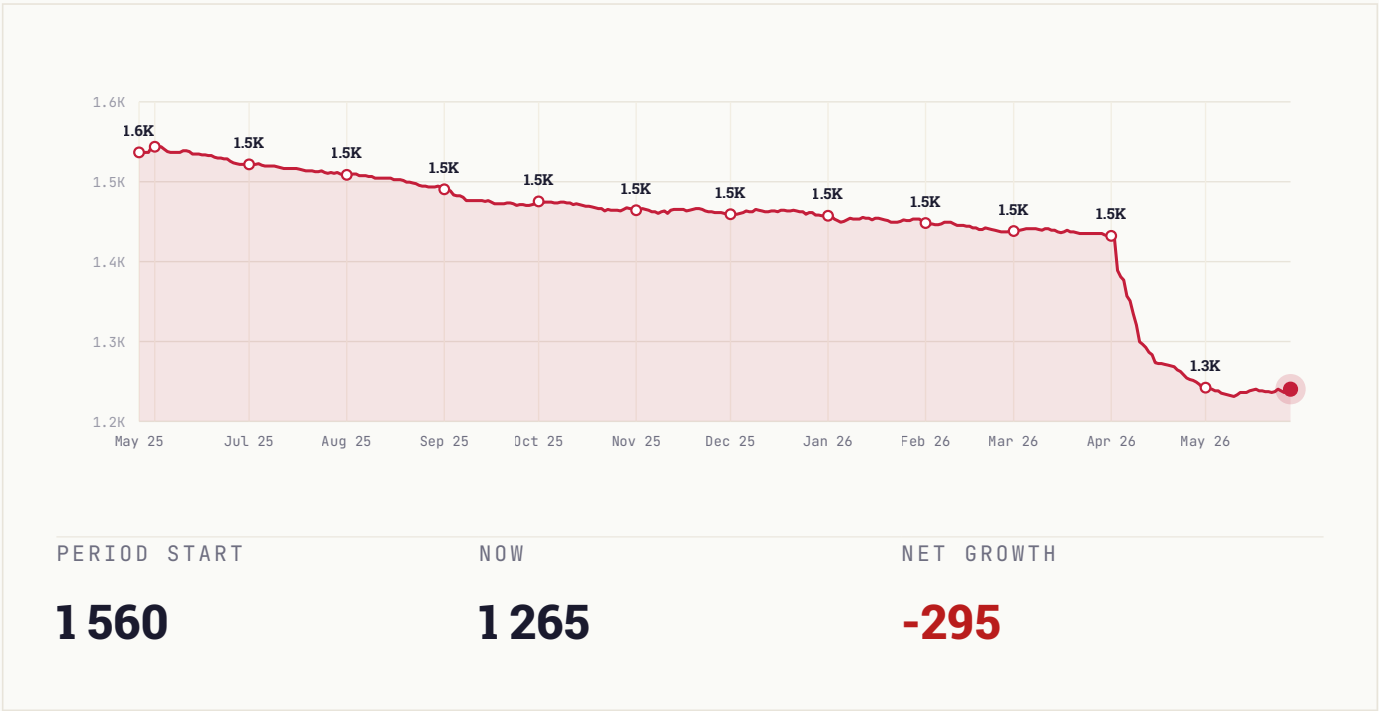
WORST 3

↓ 26.05 · 07:18 PHOTO 📸📸 📸📸📸📸📸📸 📸GIPPO 21 years! Celebrating with discounts up to 50%📸 📸For the birthday from May 26 to June 1 we have discounts up to 50% on 500+...	VIEWS 302 REPOSTS 13	REACTIONS 10 ER 23.9%
↓ 27.05 · 18:37 VIDEO 📸GIPPO turns 21! This is not just a number, but a whole story of growth and achievements. 📸Over this year we've been through a lot: new projects, bright ideas...	VIEWS 200 REPOSTS 2	REACTIONS 3 ER 15.8%
↓ 27.05 · 18:20 PHOTO 📸21% DISCOUNT on own products with AsabaYa card! 📸Save the discount calendar and buy your favorite products very...	VIEWS 194 REPOSTS —	REACTIONS 3 ER 15.3%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

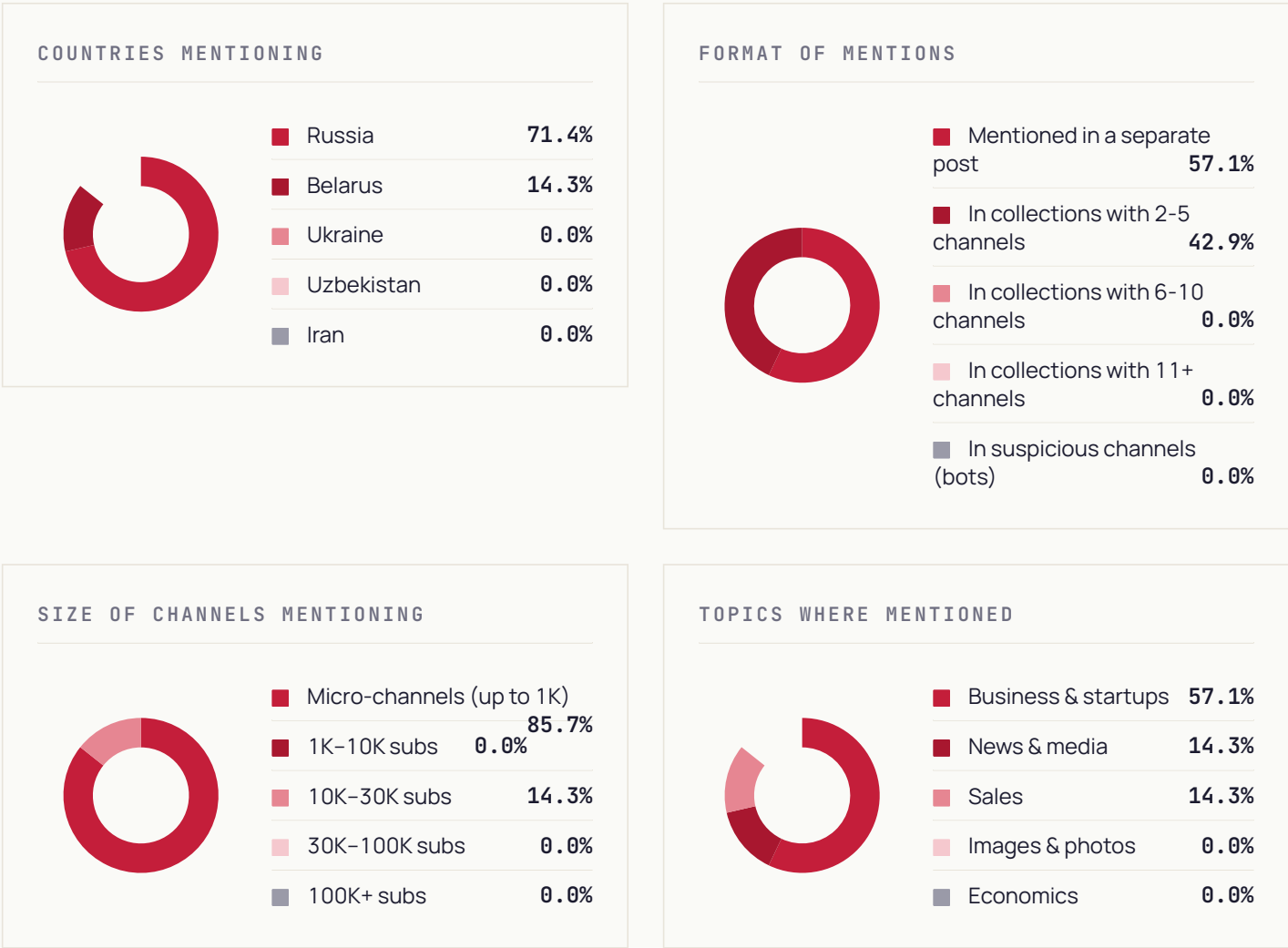
Subscriber growth chart over the year. Key months show exact subscriber count.
See which months the channel grew and which lost subs.



SECTION 04 · CITATIONS

Who & how mentions the channel

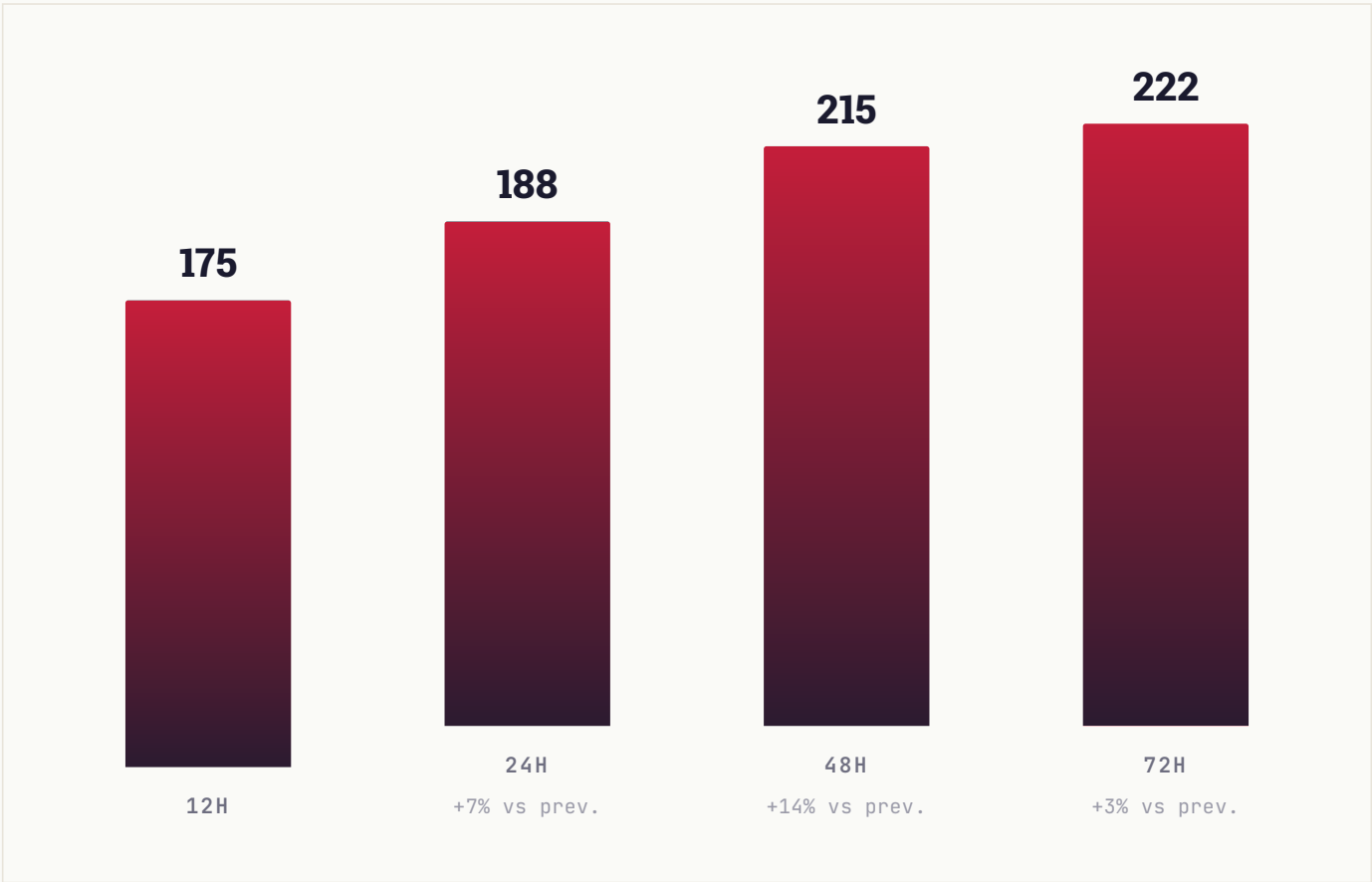
Citation index 0 – channel popularity rating based on mentions. Considers not only their count but also the weight of mentioners: a post from a 100k subs channel “weighs” more than from a 1k subs one. All time the channel was mentioned 4 different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

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



SECTION 06 · MENTION DYNAMICS

How often the channel is mentioned

Each month we track posts in other channels that mention yours. Over the last **6 months** mentions like this **0**, they brought **38** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
November 2025	0	0	13	
October 2025	0	0	12	
September 2025	0	0	5	
August 2025	0	0	2	
July 2025	0	0	4	
June 2025	0	0	2	
TOTAL MENTIONS	0	MONTHS OF DATA	6	ATTRACTED SUBS
			38	

— SECTION 07 · STRATEGY

What to do right now

5 priority actions ranked by expected impact. Can be checked off and revisited in a month.

01

Increase posting frequency

Now 2.7 posts/wk. Active channels average 7-10.
Consistency is key to retention.

EFFECT

**Consistency
beats volume**

02

Top post of the week — Thursday

Audience is most active on this day at 16:00 MSK.

EFFECT

**Best window
for an
important post**

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 usually boost ER by +5-15%.
One weekly poll on a hot topic is an easy growth lever.

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

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

EFFECT

**Relevant
audience
growth**

★ WHAT'S NEXT

Want us to do this **PromptPress?**

This audit is what we can do in minutes using public data. To go further, run ads with 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