

PUBLIC PROMTPRESS REPORT

# Channel audit

## Halva Card



@halvacard\_official

Free Halva card for 0% purchases or cashback Apply: <https://hva.im/K9z4RF> Ask: <https://vk.com/halvacard> Registered with RKN: <https://vk.cc/cIGFLb>

SUBSCRIBERS

**168 549**

-6578 per month

ERR (% SEE POSTS)

**11.0%**

per day 2.5%

REACH/POST

**19K**

ad reach 4.3K/24h

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SECTION 01 · CHANNEL SNAPSHOT

# Channel KPIs

Each card is a separate channel health indicator. The subtitle shows the period it covers.

|                                                                                                                                                 |                                                                                                                                                                                        |                                                                                                                                                                                     |                                                                                                                                                                        |
|-------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <div> SUBSCRIBERS</div> <div>168 549</div> <div>—</div>        | <div> SUBS REACH</div> <div>11.26%</div> <div>avg % subs see post</div>                               | <div> VIEWS/POST</div> <div>19K</div> <div>median 10.9K · 29 days</div>                            | <div> POSTS/WEEK</div> <div>6.7</div> <div>for period</div>                         |
| <div> 7D TREND</div> <div>-13.5%</div> <div>vs prev week</div> | <div> REACTIONS/POST</div> <div>36.8</div> <div>only 1,031 reactions, 2,186 reposts, 0 comments</div> | <div> POST LENGTH</div> <div>556 chars</div> <div>median 542 · 29 days</div>                       | <div> POSTS ANALYZED</div> <div>28</div> <div>29 days</div>                         |
| <div> AD REACH</div> <div>4.3K</div> <div>24h avg</div>      | <div> CHURN/MONTH</div> <div>-6578</div> <div>last month</div>                                      | <div> CITATION RATE</div> <div>610</div> <div>citation index · 603 channels mentioned ever</div> | <div> CHANNEL AGE</div> <div>4 years 3 months</div> <div>created 11.03.2022</div> |

AI EDITOR SUMMARY

Channel 'Halva Card' — 168 549 subs. Each post avg views 19K people (11% of subs), reach low — need to grow audience. Publishes 7 posts per week (~1/day) — rare. Week 25–31 May reach dropped -13.5% to week 18–24 May — 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 from rotation.

WHAT TOP POSTS SHARE

- 01 Analysis based on **28** posts over 29 days.
- 02 Dominant format — **Photo** (20/28 posts).
- 03 Avg post length — **556** chars (median 542).
- 04 Peak audience activity — **Monday**, 11:00 MSK.
- 05 Top posts get **6x** more views than the weakest (49.5K avg top vs 8.3K worst) — across 28 posts in 29 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

|                                                                                                                                                                                                                  |                                                                      |                                                                   |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------|-------------------------------------------------------------------|
| <div><div>Nº1</div><div>01.06 · 08:03</div><div>PHOTO</div></div> <div>Launching 'Paper Plane' – a charity drive to help kids who need support now ☑ Every...</div>                                              | <div>VIEWS</div> <div>116 095</div> <div>REP.</div> <div>1 020</div> | <div>REACTIONS</div> <div>29</div> <div>ER</div> <div>68.9%</div> |
| <div><div>Nº2</div><div>16.05 · 10:05</div><div>PHOTO</div></div> <div>Home joys, quick trips, and self-care — a new gift showcase is here! Pick what you need this week. ☑ Choose...</div>                      | <div>VIEWS</div> <div>16 655</div> <div>REP.</div> <div>3</div>      | <div>REACTIONS</div> <div>33</div> <div>ER</div> <div>9.9%</div>  |
| <div><div>Nº3</div><div>12.05 · 13:03</div><div>PHOTO</div></div> <div>Get ready for a trip, refuel at a great price, refresh your wardrobe, or kick off the gardening season — the hottest deals await...</div> | <div>VIEWS</div> <div>15 684</div> <div>REP.</div> <div>2</div>      | <div>REACTIONS</div> <div>39</div> <div>ER</div> <div>9.3%</div>  |

|                                                                                                                                                                                                    |                                                                  |                                                                  |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------|------------------------------------------------------------------|
| <div><div>Nº4</div><div>14.05 · 09:32</div><div>VIDEO</div></div> <div>DDX – the club where time flies and fitness is love. And clothes from AMAZING RED to keep it stylish ☒ ☒ Halva in MAX</div> | <div>VIEWS</div> <div>14 752</div> <div>REP.</div> <div>11</div> | <div>REACTIONS</div> <div>40</div> <div>ER</div> <div>8.8%</div> |
| <div><div>Nº5</div><div>21.05 · 16:01</div><div>PHOTO</div></div> <div>If cleaning, then with scent! Agree: when home is not just clean but smells like a five-star hotel, that's already...</div> | <div>VIEWS</div> <div>14 281</div> <div>REP.</div> <div>2</div>  | <div>REACTIONS</div> <div>39</div> <div>ER</div> <div>8.5%</div> |

|

WORST 3

|                                                                                                                                                                                                            |                                                                |                                                                  |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------|------------------------------------------------------------------|
| <div><div>↓</div><div>04.06 · 14:31</div><div>PHOTO</div></div> <div>Warm fairy lights, falling stars, and cozy evenings with board games – even those far from... will want to visit such a dacha.</div>  | <div>VIEWS</div> <div>8 907</div> <div>REP.</div> <div>2</div> | <div>REACTIONS</div> <div>34</div> <div>ER</div> <div>5.3%</div> |
| <div><div>↓</div><div>06.06 · 10:03</div><div>PHOTO</div></div> <div>Weddings, graduations, big events, and long-awaited restaurant trips with friends – the traditional summer quest for that...</div>    | <div>VIEWS</div> <div>8 042</div> <div>REP.</div> <div>5</div> | <div>REACTIONS</div> <div>25</div> <div>ER</div> <div>4.8%</div> |
| <div><div>↓</div><div>01.06 · 08:36</div><div>VIDEO</div></div> <div>♥ Your St. Petersburg guide: transparently about the best for SPIEF 2026 participants and guests →Download the guide← During...</div> | <div>VIEWS</div> <div>7 916</div> <div>REP.</div> <div>3</div> | <div>REACTIONS</div> <div>26</div> <div>ER</div> <div>4.7%</div> |

SECTION 03 · SUBSCRIBER DYNAMICS

# How the channel grew over the year

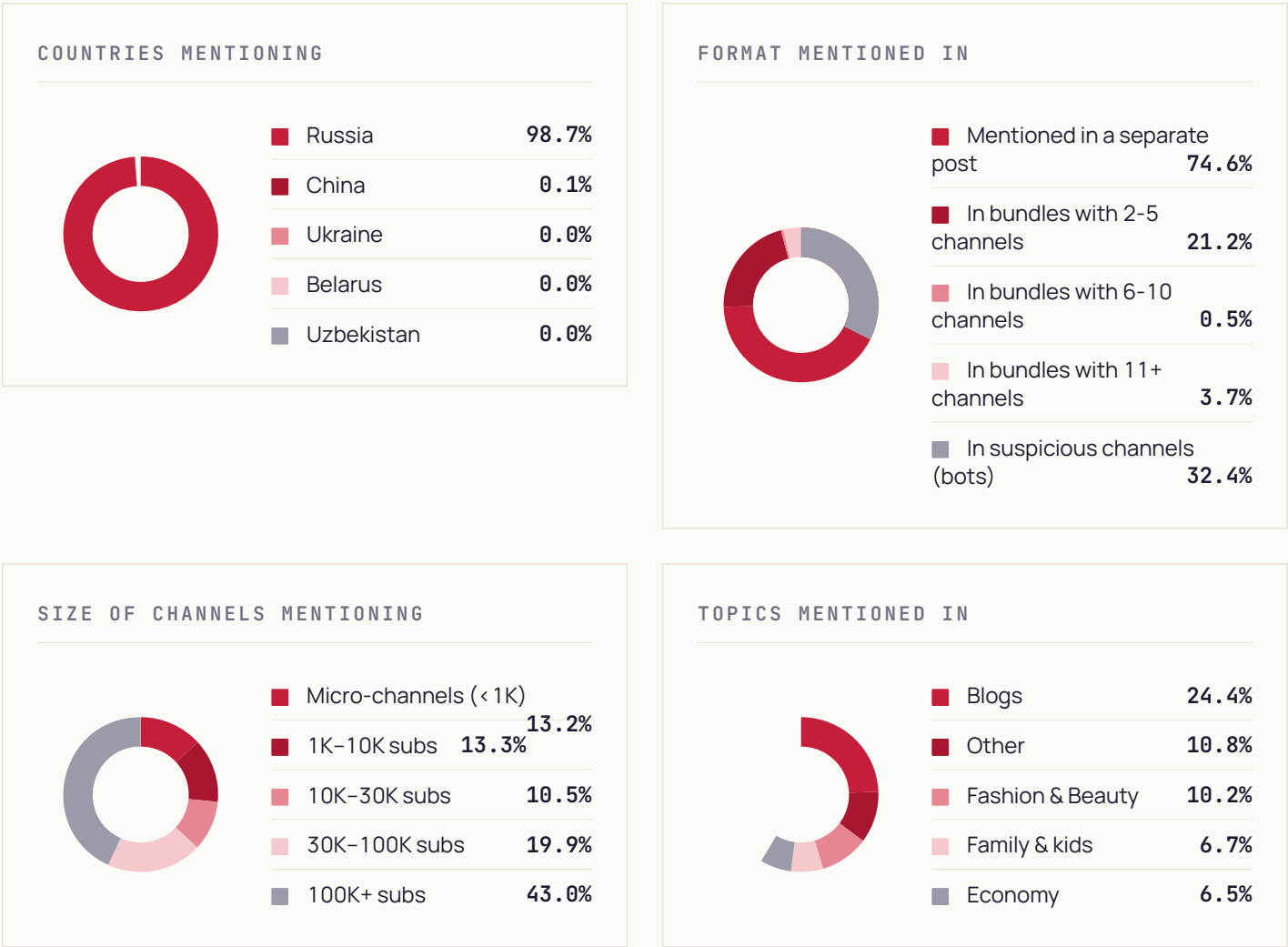
Subscriber growth chart for the year. Key months show exact sub count. See which months grew and which lost subs.



SECTION 04 · MENTIONS

# Who mentions the channel & how

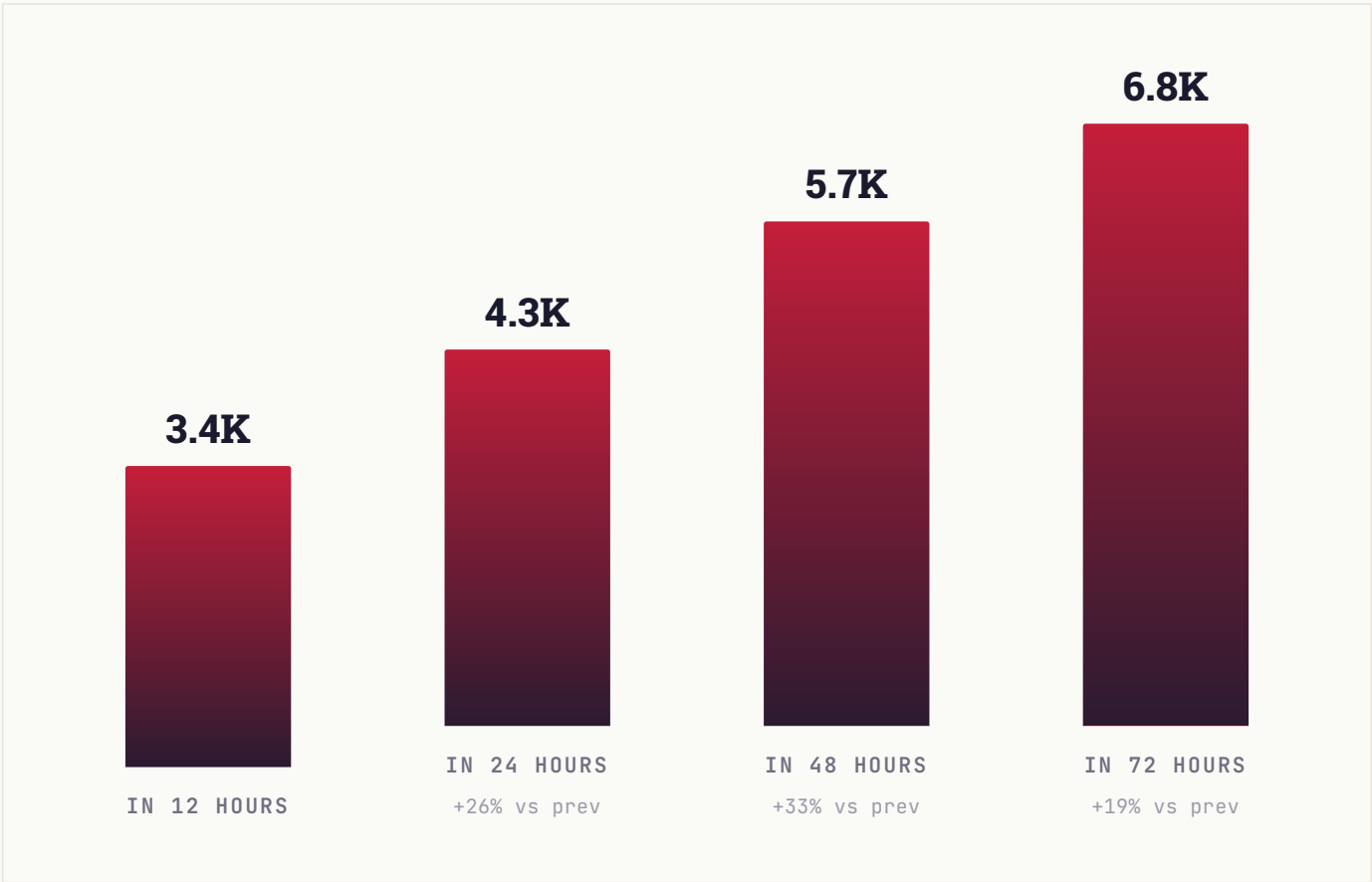
Citation index **610** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from 1K subs. All time channel was mentioned **603** different channels.



— SECTION 05 · AD POTENTIAL

# How long a post brings reach

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





SECTION 06 · COMPETITORS

# Who you compete with

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

| CHANNEL               | SUBSCRIBERS |
|-----------------------|-------------|
| TЭ The Economist      | 1.2M        |
| TE Topor. Economy.    | 1.2M        |
| BB Ruthless Bankster  | 1M          |
| AL Alfa-Bank          | 1M          |
| RE Russian economy    | 849.3K      |
| AL Alfa-Investments   | 736.6K      |
| MU Multiplier         | 734.3K      |
| SB Sber               | 717K        |
| OG Olga Gogaladze     | 590.2K      |
| BCh More than economy | 541.2K      |
| K« Halva Card YOU     | 168.5K      |

COMPARATIVE INSIGHT

Channel in bottom half of top-100 niche (#55 of 99). Niche median — 182.3K subs. First growth KPI — reach median. Leader: The Economist (1.2M).

SECTION 07 · MENTION TRENDS

# How often the channel is mentioned

Every month we record posts in other channels that mention yours. Over the last **6 months** such mentions were **94**, they brought **60 825** new subs.

| PERIOD         | MENTIONS | CHANNELS       | BROUGHT SUBS |
|----------------|----------|----------------|--------------|
| December 2025  | 4        | 4              | 4 429        |
| Nov 2025       | 17       | 16             | 3 775        |
| Oct 2025       | 22       | 21             | 19 144       |
| September 2025 | 13       | 13             | 12 647       |
| August 2025    | 20       | 19             | 10 525       |
| July 2025      | 18       | 17             | 10 305       |
| TOTAL MENTIONS | 94       | MONTHS OF DATA | 6            |
|                |          | ACQUIRED SUBS  | 60 825       |

## SECTION 08 • NICHE COMPARISON

# Where channel ranks in its league

Top-**100** channels in category «**Economy**» (Russia) and compared your channel.  
Gray band — range where 80% of niche channels fall (p10 to p90). Black vertical — median. Red dot — your channel.

# #55 /100

RANK IN NICHE

## Channel in bottom half of ranking

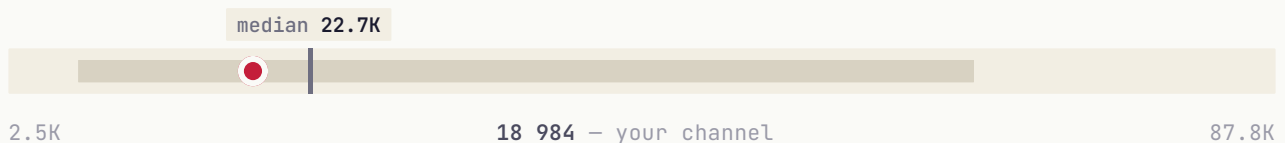
### SUBSCRIBERS

worse than median by 8%



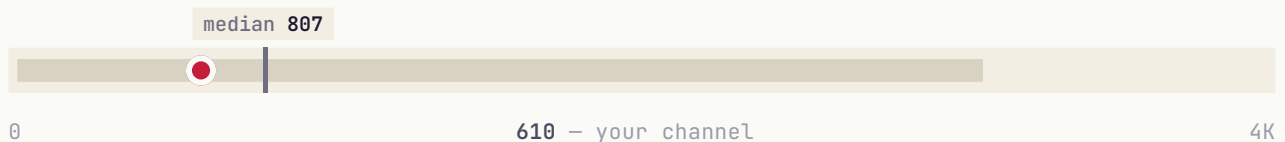
### AVG REACH / POST

worse than median by 16%



### CITATION INDEX

worse than median by 24%



## — SECTION 09 · STRATEGY

# What to do right now

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

01

## Top post of the week — on Monday

Audience most active on this day at 11:00 MSK.

IMPACT

**Best time for  
important  
posts**

02

## Systematic traffic buying

Three formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromptPress finds sources for your niche.

IMPACT

**+1000-3000  
subs**

03

## Test polls & interactive formats

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

IMPACT

**+5-15% ER**

04

## Cross-promo with similar channels

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

IMPACT

**Growth from  
relevant  
audience**

05

## Update channel description for Telegram search

Telegram search scans descriptions. Add 3-5 niche keywords — organic traffic source.

IMPACT

**Organic traffic  
source**

★ WHAT'S NEXT

# Want this done by **PromptPress?**

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

01

## Launch Telegram ads

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

02

## Contact manager

[t.me/PromptPress\\_manager](https://t.me/PromptPress_manager)