

PROMTPRESS PUBLIC REPORT

Channel audit

Freeloaders



@halyavshiki

Join the Scroungers community and learn all the secrets of saving on purchases! We know how to pay much less for taxis, gadgets, clothes, food and more. RKN: <https://hlv.su/brc9y> By...

SUBSCRIBERS

463 500

-8480 per month

ERR (% WHO SEE
POSTS)

2.0%

daily 1.5%

REACH/POST

8K

ad reach 6.9K/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 463 500 —	 SUBS REACH 1.72% avg % subs see post	 VIEWS/POST 8K median 8K · 26 days	 POSTS/WEEK 49.3 over period
 7D TREND -14.5% vs previous week	 REACTIONS/POST 7.8 only 1,482 reactions, 2,550 reposts, 0 comments	 POST LENGTH 629 chars median 609 · 26 days	 POSTS ANALYZED 189 26 days
 AD REACH 6.9K 24h avg	 CHURN / MONTH -8480 last month	 CITATION RATE 704 citation index · 892 channels mentioned all time	 CHANNEL AGE 8 years 9 months created 10.09.2017

AI EDITOR SUMMARY

Channel «Freebies» — 463 500 subs. Each post avg views 8K people (2% from subs), reach low — need to grow audience. Publishes 49 posts/week (~7/day) — active posting. Week Jun 1–7 reach dropped -14.5% vs week May 25–31 — worth analyzing reasons.

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 SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **189** posts over 26 days.
- 02 Dominant format — **Photo** (156/189 posts).
- 03 Avg post length — **629** chars (median 609).
- 04 Peak audience activity — **Monday**, 21:00 MSK.
- 05 Top posts get **2x** more views than weakest (11K avg top vs 7K worst) — among 189 posts over 26 days. Worth analyzing top posts: topic, format, timing.

TOP 5 POSTS

Nº1 21.05 · 14:15 PHOTO COZY HOME brand sale with up to 90% off on Ozon Choose quality bedding sets, towels, dishes and home fragrances at...	VIEWS	REACTIONS
	11 178	8
	REPOSTS	ER
	8	2.4%
Nº2 08.06 · 18:05 TEXT Evening selection of low-price items Ozon • Ceramic plate "Winnie the Pooh", Disney for 249₽. 20 cm diameter, bright picture...	VIEWS	REACTIONS
	10 863	9
	REPOSTS	ER
	39	2.3%
Nº3 24.05 · 16:20 PHOTO 1000₽ cashback + certificate up to 1200₽ gift with FREE Alfa-Card debit Choose where you need the certificate and apply...	VIEWS	REACTIONS
	10 843	10
	REPOSTS	ER
	8	2.3%

Nº4 23.05 • 13:35 PHOTO Up to 1000₽ GIFT with FREE T-Bank Junior debit card Reminder of 2 promos: a child under 14 can get...	VIEWS 10 599 REPOSTS 3 REACTIONS 5 ER 2.3%
Nº5 27.05 • 10:41 PHOTO 500₽ certificate for Sportmaster, Golden Apple or Magnit with free youth SberCard How to participate and get...	VIEWS 10 237 REPOSTS 7 REACTIONS 4 ER 2.2%

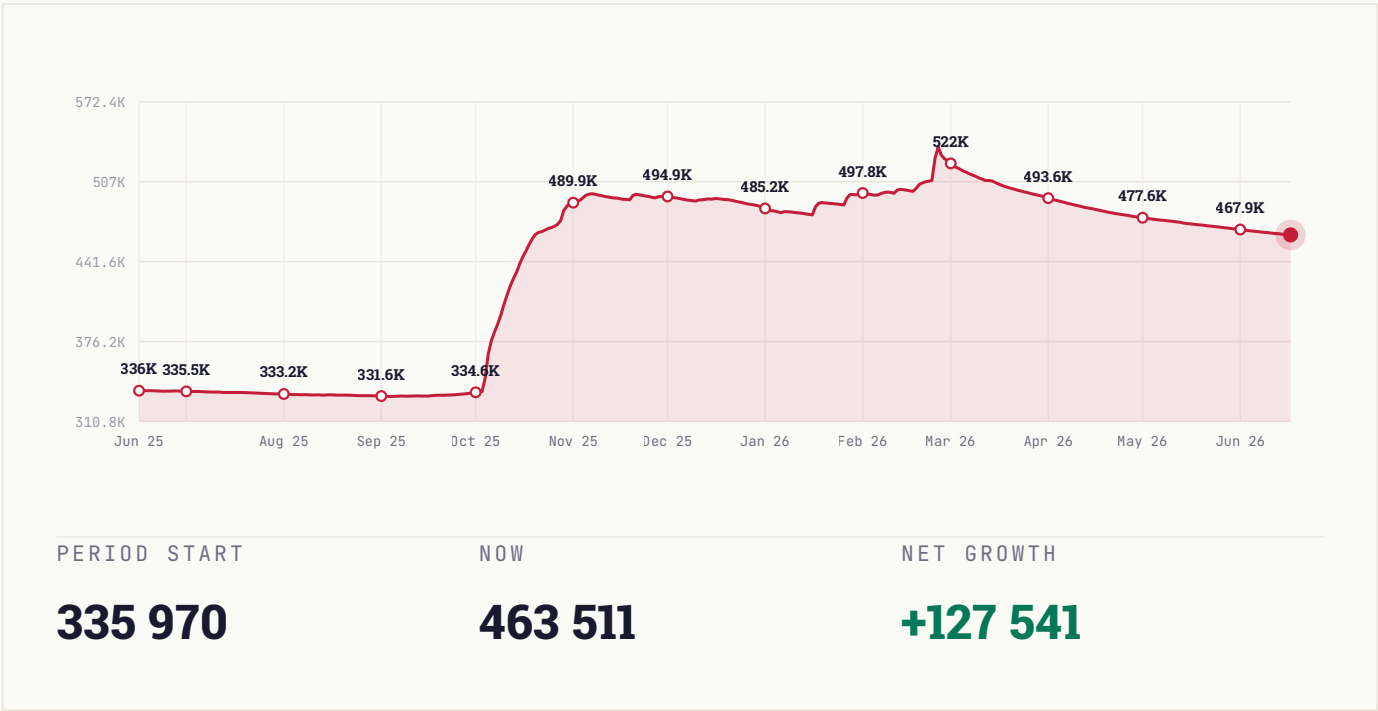
WORST 3

↓ 13.06 • 09:54 TEXT Saturday selection of great deals MTS • Portable speaker Anker Soundcore Glow mini for 1990₽. Everywhere 3000₽...	VIEWS 7 061 REPOSTS 24 REACTIONS 11 ER 1.5%
↓ 13.06 • 10:40 PHOTO Promo codes for ANY order of pizza, rolls and more at FoodBand Here you can even order sets of pizza and rolls for a large group for just...	VIEWS 7 058 REPOSTS 13 REACTIONS 9 ER 1.5%
↓ 12.06 • 11:50 PHOTO Up to 30,000₽ off for EVERYONE at Megamarket Catch new deals and promos to save on tech, home goods, drinks and more...	VIEWS 7 019 REPOSTS 11 REACTIONS 8 ER 1.5%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

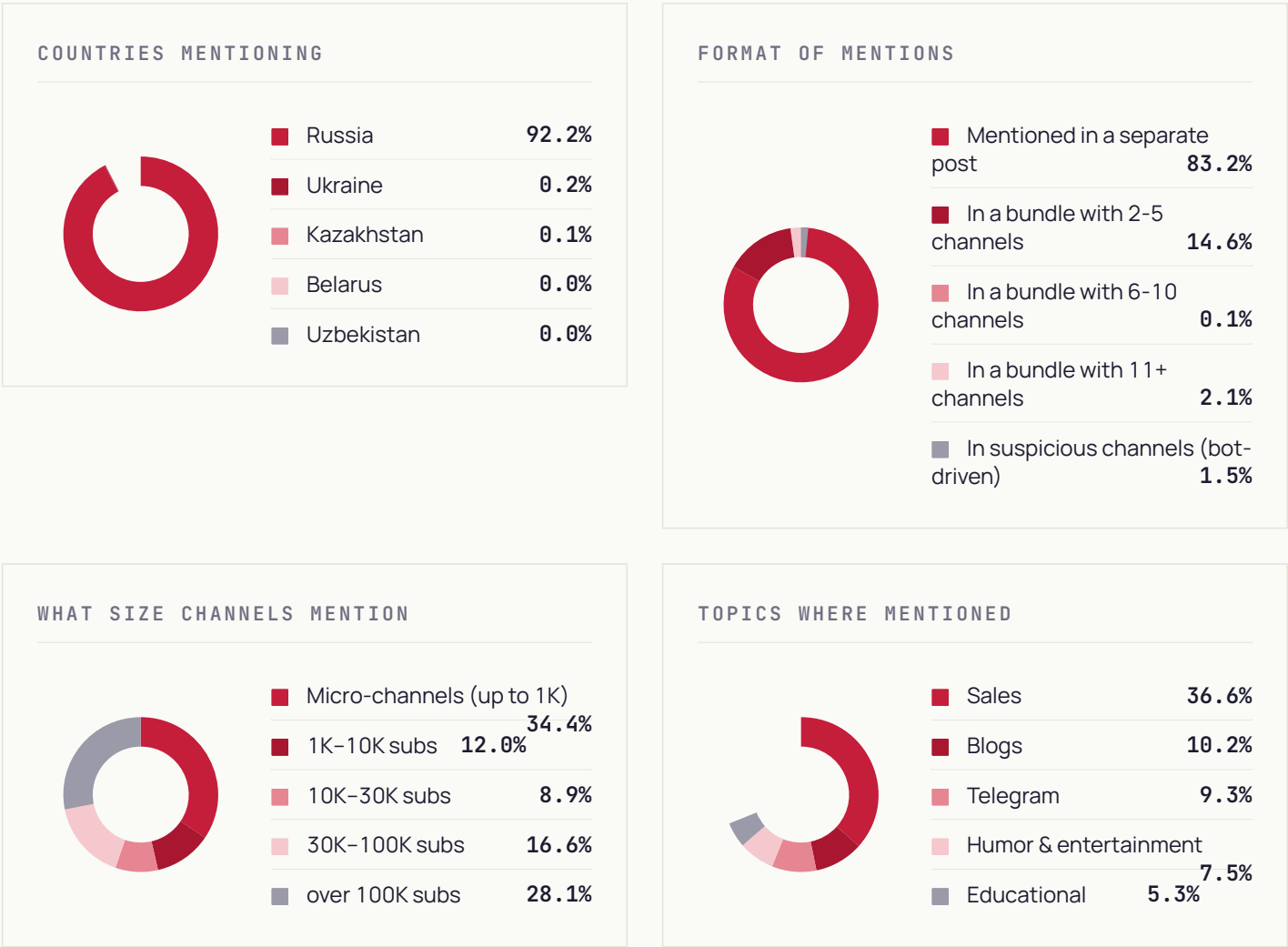
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel grew and which it lost subs.



SECTION 04 · CITATIONS

Who mentions the channel and how

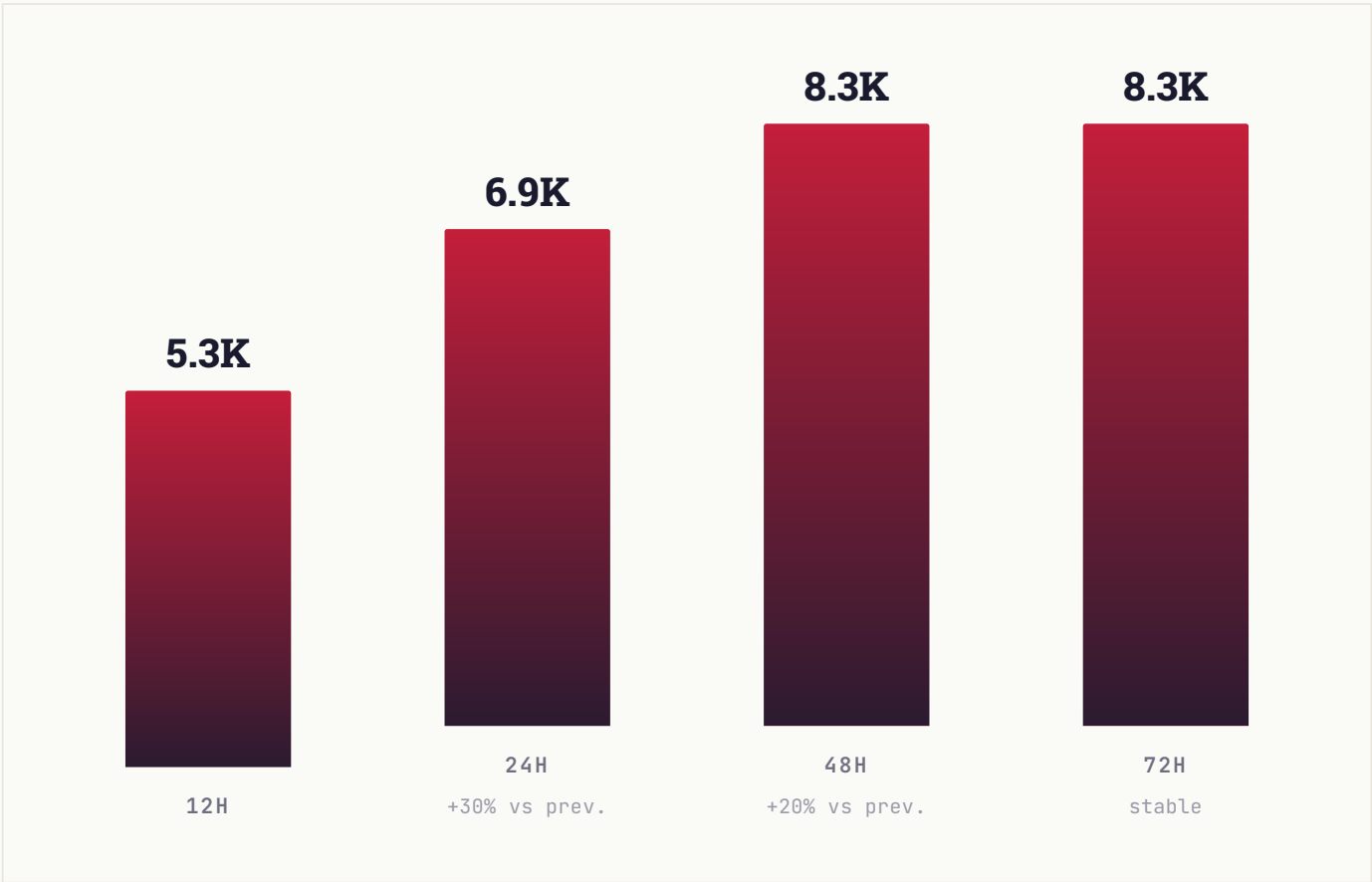
Citation index **704** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100k subs channel weighs more than from 1k. All time channel mentioned **892** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

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



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
OZ OZON	1.1M
YM Yandex Market	1M
X- Freeloaders - Lightning	1M
SN Market discounts	993.1K
WS WB Sniper Finds from Wildberries Discounts Promos	932.9K
PB By Blat	888K
Z Hare Promos Discounts	877.5K
W Wildberries finds	799.3K
VI ITEMS FROM VIDEO	711.7K
AL Alpha-Profitable	563K
XA Freeloaders YOU	463.5K

COMPARATIVE CONCLUSION

Channel in top quarter of niche (#15 of 94). Leader — OZON (1.1M). Goal for coming months: enter niche top-10 through systematic traffic work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we record posts in other channels that mention your channel. Over the last **6 months** such mentions were **142**, they brought **174 773** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
December 2025	22	10	2 375
Nov 2025	47	30	13 715
Oct 2025	39	31	154 989
September 2025	14	6	3 266
August 2025	12	5	407
July 2025	8	6	21

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS
142	6	174 773

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category "Sales» (Russia) and compared your channel against them. Gray band: range where 80% of niche channels fall (p10 to p90). Black vertical: median. Red dot: your channel.

#15/100

RANK IN NICHE

Channel in top 15% – strong position



— SECTION 09 · 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 — on Monday

Audience is most active on this day at 21:00 MSK.

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 1.72% vs norm 5.5%. Try polls and interactive formats.

EFFECT

+3.8pp ER

04

System traffic purchase

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

EFFECT

+5-15% ER

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in a few minutes from public data.
To go further — run ads through us and hit your growth plan in a month.

01	Launch Telegram ads	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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