

PUBLIC REPORT PROMTPRESS

Channel audit

На Халяву!



@haxal9vy

№ 5074844736 На халяву и уксус сладкий) Только по вопросам рекламы @seamediaa  Прайс: @SeamediaPrice_bot YMReferral

SUBSCRIBERS

36 343

-310 per month

ERR (% WHO SEE POSTS)

1.0%

per day 0.7%

REACH/POST

339

ad reach 259/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card – a separate channel health indicator. Subtitle shows the period.

 SUBSCRIBERS 36 343 —	 SUBSCRIBER REACH 0.93% avg % of subs who see a post	 VIEWS/POST 339 median 346 · 29 days	 POSTS/DAY 10.0 ~70 per week
 7D TREND +2.9% vs previous week	 REACTIONS/POST — MTProto only	 POST LENGTH 609 chars median 603 · 29 days	 POSTS ANALYZED 300 29 days
 AD REACH 259 24h avg	 CHURN / MONTH -310 last month	 CITATIONS 1 015 citation index · 753 channels mentioned all time	 CHANNEL AGE 6 years 9 months created 08.10.2019

AI EDITOR SUMMARY

Channel «На Халяву!» – 36 343 subs. Each post gets avg 339 people (1% subs), reach is low – need to grow audience. Publishes 70 posts per week (~10/day) – very active. For week Jun 29 – Jul 5, reach stable (+2.9% vs week of June 22–28).

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and laggards – to see what to repeat and what to drop from rotation.

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on **300** posts in 29 days.
- 02 Dominant format – **Photo** (299/300 posts).
- 03 Avg post length – **609** chars (median 603).
- 04 Audience peak – **Sunday**, 22:00 MSK.
- 05 Top posts get **2x** more views than the weakest (453 avg for top vs 267 for worst) – among 300 posts in 29 days. Worth analyzing what top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 05.07 · 19:34 PHOTO Befree – discounts on clothes & accessories 10% off selected items – VW9ATBGB – extra 10% off no minimum...	VIEWS 472 REPOSTS 3	REACTIONS — ER 1.3%
Nº2 06.07 · 19:34 PHOTO  Grass: extra 20% off products on Ozon 1. Go to brand page. 2. Enter promo code F963773FF5DF at checkout...	VIEWS 457 REPOSTS 3	REACTIONS — ER 1.3%
Nº3 02.07 · 19:33 PHOTO  Synergetic: extra 7% off brand products on Ozon 1. Go to promo page. 2. Enter X9802DCF3899 at checkout...	VIEWS 432 REPOSTS 2	REACTIONS — ER 1.2%

Nº4 06.07 • 06:05 PHOTO Fora-Bank: card with up to 10,000₽ cashback per month 1. Open application page and select card. 2. Fill online application...	VIEWS 432 REACTIONS — REPOSTS — ER 1.2%
Nº5 07.07 • 19:30 PHOTO Wink: 10 days free for new users 1. Go to Wink page. 2. Register and enter promo code WOWSALE10 at...	VIEWS 429 REACTIONS — REPOSTS — ER 1.2%

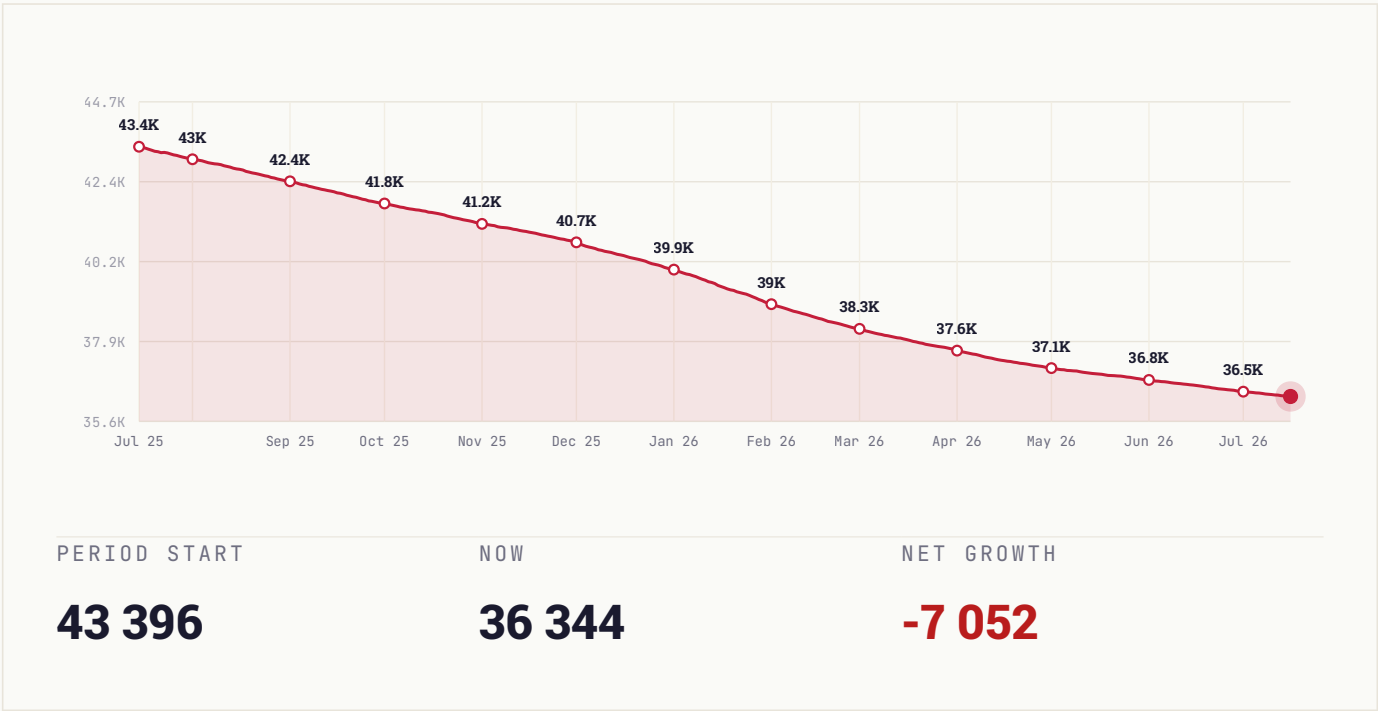
WORST 3

↓ 21.06 • 13:05 PHOTO Finuslugi: up to 25% p.a. on deposits 1. Click link to Moscow Exchange deposit showcase. 2. Choose a deposit...	VIEWS 272 REACTIONS — REPOSTS — ER 0.7%
↓ 11.07 • 12:15 PHOTO Ak Bars Bank: up to 30% cashback on everything & 115 days interest-free on credit card 1. Go to promo page and fill online application...	VIEWS 270 REACTIONS — REPOSTS — ER 0.7%
↓ 11.07 • 11:32 PHOTO Avito Travel: up to 50% off + 1000₽ on accommodation Grab travel deals: 1. Click link: Avito...	VIEWS 261 REACTIONS — REPOSTS — ER 0.7%

SECTION 03 · SUBSCRIBER DYNAMICS

Channel growth over the year

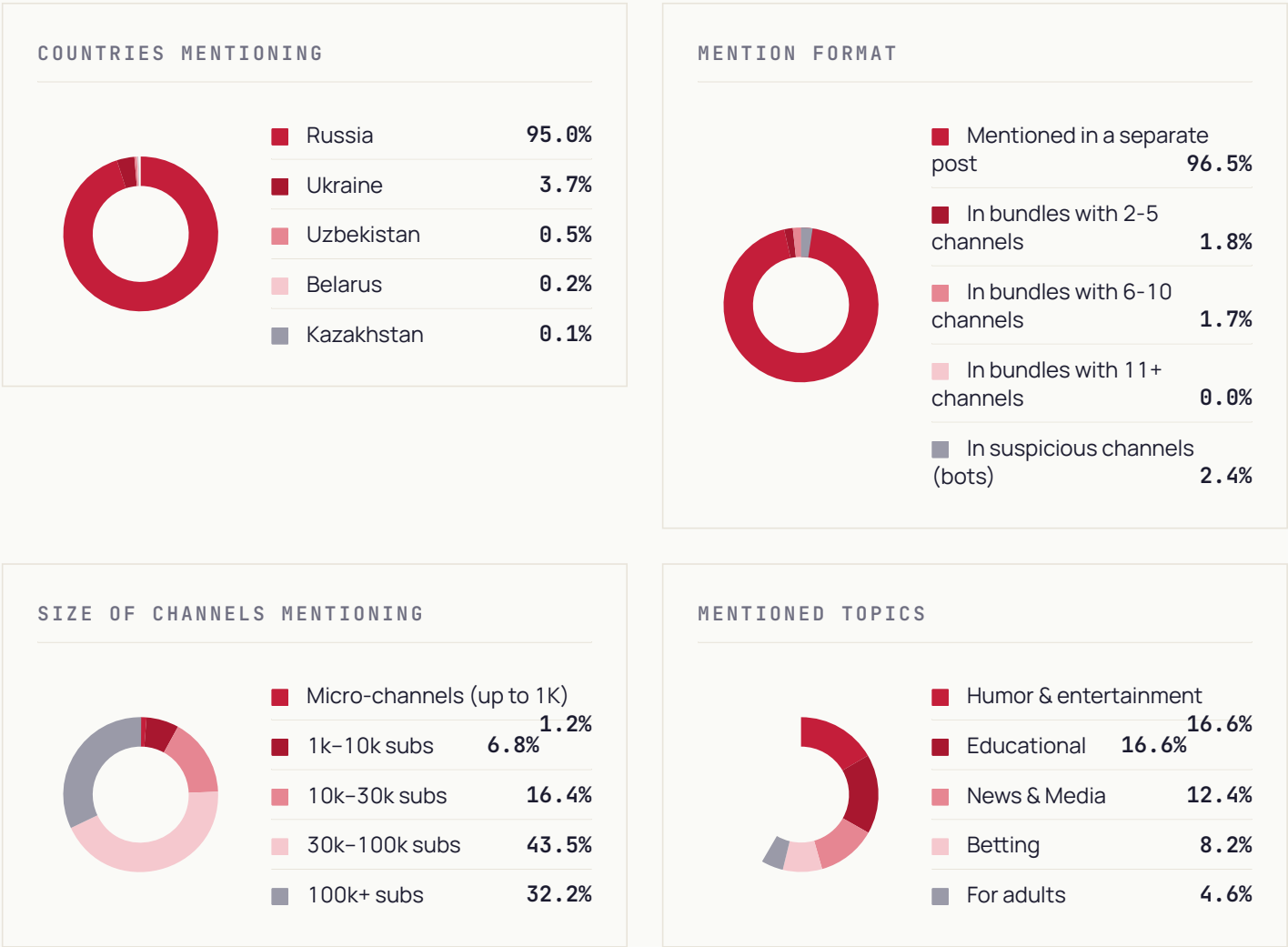
Subscriber growth chart for the year. Key months show exact subscriber count. See which months grew or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

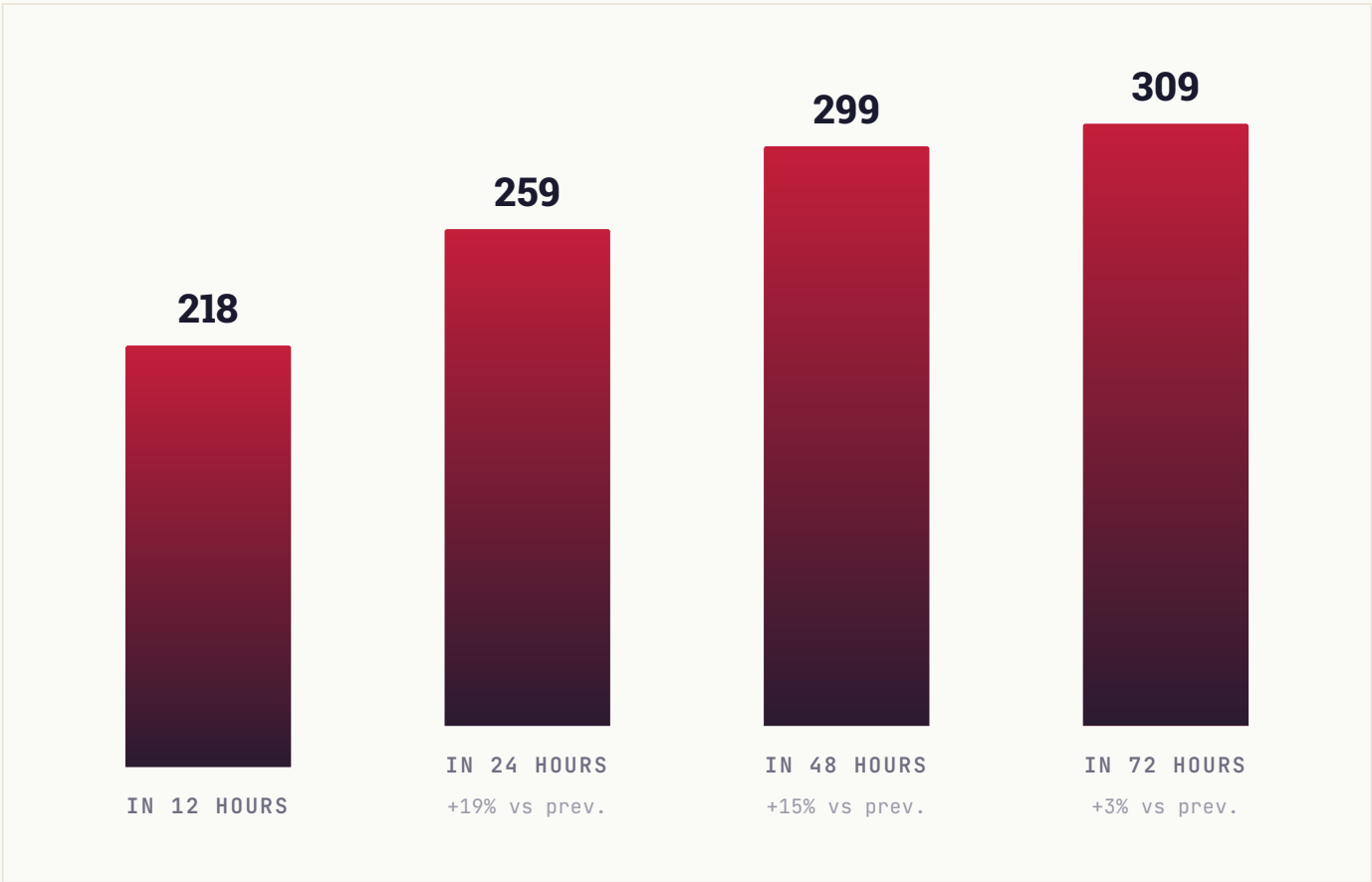
Citation index **1 015** — channel popularity rating based on mentions. Considers not only quantity but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **753** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates 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 & audience. Your channel is highlighted — see its rank among niche peers.

CHANNEL	SUBSCRIBERS
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
HX На Халяву! YOU	36.3K

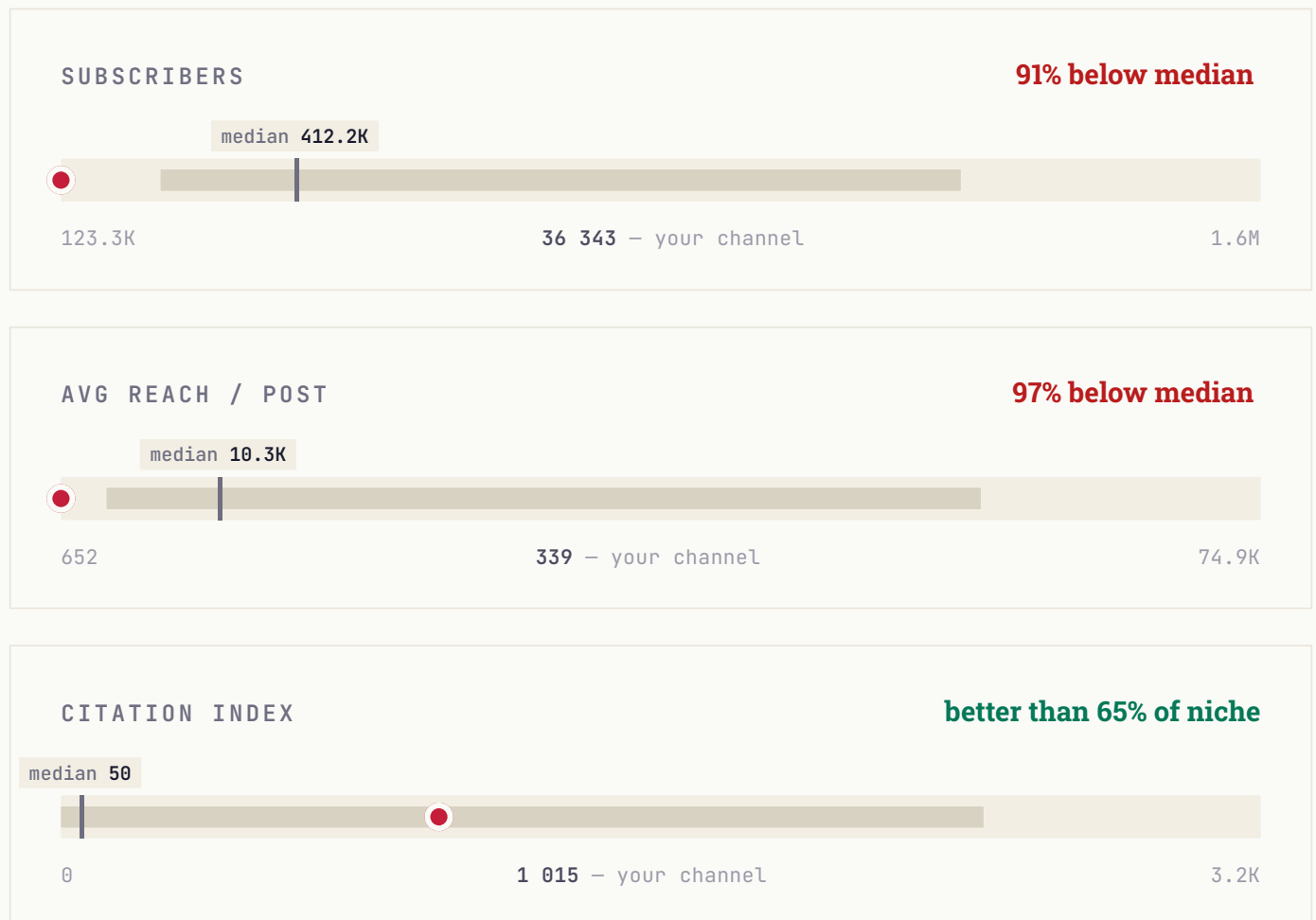
COMPARATIVE CONCLUSION

Channel 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 work on traffic and content.

— SECTION 07 • NICHE COMPARISON

Where channel stands in its league

Took top-**100** channels in category "**Sales**» (Russia) and compared your channel against them. Gray band — range covering 80% of niche channels (p10 to p90). Black vertical line — 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 — Sunday**

Audience most active on this day at 22:00 MSK.

IMPACT

**Best window
for important
post****02****Increase video posts share**

Video in Telegram holds audience longer and is favored by the algorithm. Aim for 15-25% share.

IMPACT

**Video retains
audience
better****03****ER below niche benchmark — rethink formats**

Current ER 0.93% vs norm 5.5%. Try polls and interactive formats.

IMPACT

+4.6pp ER**04****Systematic traffic buying**

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

IMPACT

**+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 — easy growth lever.

IMPACT

+5-15% ER

★ WHAT'S NEXT

Want this done by **PromptPress?**

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

01 **Launch ad in Telegram** <https://panel.promptpress.com/register>

02 **Contact manager** t.me/PromptPress_manager
