

PUBLIC REPORT BY PROMTPRESS

Channel audit

From commerce to e-commerce



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Best channel about E-commerce. Author: ex Publicis Groupe Commerce Strategy & Product lead ex SberMarket Marketing project lead ex Instamart Head of SMM ex Yota Creator ex mom's boy To the point:...

SUBSCRIBERS

56 784

-54 per month

ERR (% SEE POSTS)

14.0%

last day 8.6%

REACH/POST

7.4K

ad reach 4.9K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 56 784 —	 SUBSCRIBER REACH 13.01% avg % subs see post	 VIEWS/POST 7.4K median 6.9K · 29 days	 POSTS/WEEK 23.5 for period
 7D TREND -29.6% vs previous week	 REACTIONS/POST 877.8 total 87,776 reactions, 6,718 reposts, 218 comments	 POST LENGTH 453 chars median 416 · 29 days	 POSTS ANALYZED 100 29 days
 AD REACH 4.9K 24h avg	 CHURN / MONTH -54 last month	 QUOTABILITY 732 citation index · 1,465 channels mentioned all time	 CHANNEL AGE 6 years 8 months created 03.11.2019

AI EDITOR SUMMARY

Channel «From commerce to e-commerce» — 56 784 subs. Avg views per post 7.4K people (13% of subs), reach low — expand audience. Publishes 24 posts/week (~3/day) — active posting. Week Jun 29–Jul 5 reach dropped -29.6% by week Jun 22–28 — worth analyzing why.

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 SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 100 posts in 29 days.
- 02 Dominant format – Photo (58/100 posts).
- 03 Avg post length – 453 chars (median 416).
- 04 Peak audience activity – Wed, 20:00 MSK.
- 05 Strongest posts get 5x more views than the weakest (29.1K avg for top vs 5.6K for worst) – among 100 posts over 29 days. Worth analyzing what the top has in common – topic, format, timing.

TOP 5 POSTS

Nº1 24.06 · 17:48 PHOTO – How to niche-say "former largest e-grocery service in Russia"? – Kuper ... Kuper (ex SberMarket) presented at retail week a new...	VIEWS 66 303 REPOSTS 235	REACTIONS 80 623 ER 116.8%
Nº2 18.06 · 19:07 VIDEO I LEFT MOSCOW Just got in the car and drove off, and two and a half hours later I was at the reception of the Grand hotel in Dobrograd, where we...	VIEWS 11 114 REPOSTS 88	REACTIONS 603 ER 19.6%
Nº3 18.06 · 09:10 PHOTO Lamoda released its first Russian fashion market study – Fashion Compass. Collected own data, surveyed people, refined with external...	VIEWS 9 888 REPOSTS 180	REACTIONS 64 ER 17.4%

Nº4 22.06 · 08:01 PHOTO Wildberries launched services: Muscovites (for now) can order installation when buying appliances...	VIEWS 9 131 REACTIONS 62 REPOSTS 126 ER 16.1%
Nº5 18.06 · 11:19 TEXT Yay: Russia's bank vs marketplace conflict resolved!!!!!! ⚡️🤔👏🎉🥳🥳🥳🥳🥳🥳 but what they agreed on, concluded and decided...	VIEWS 8 611 REACTIONS 33 REPOSTS 27 ER 15.2%

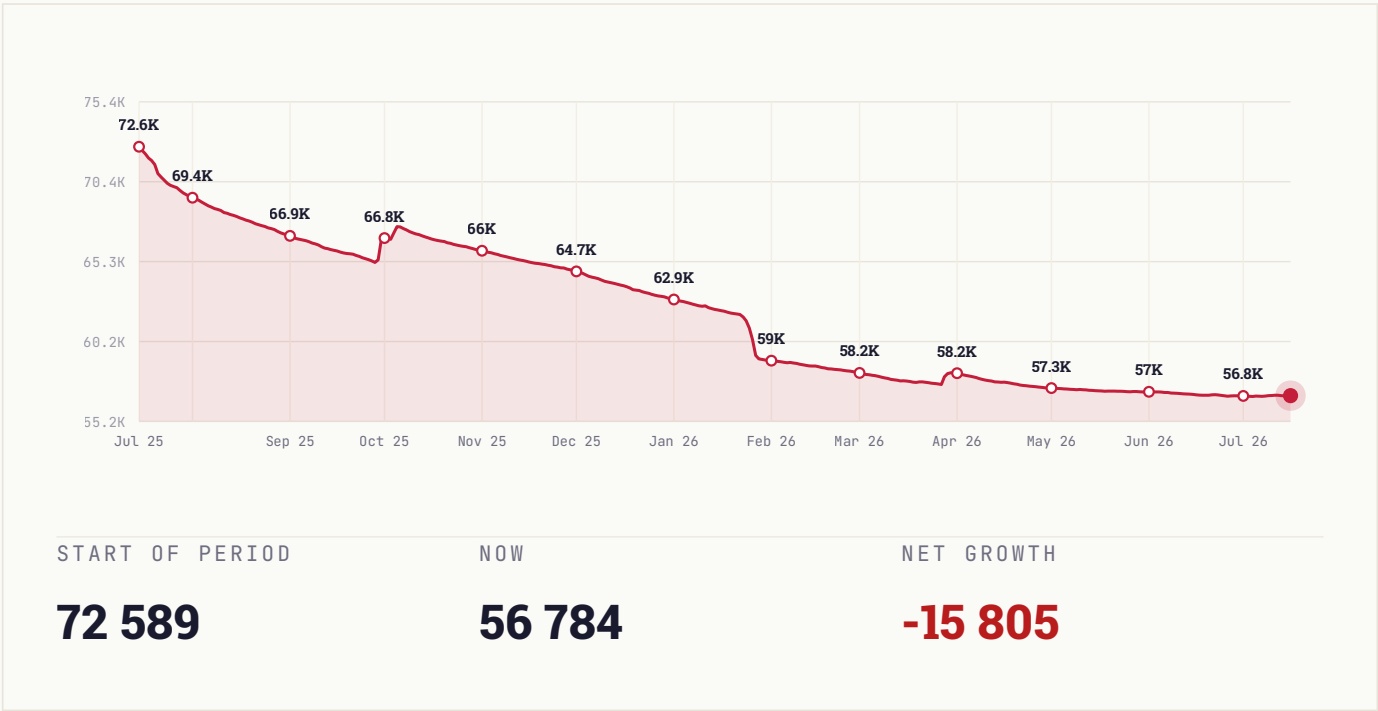
WORST 3

↓ 06.07 · 09:50 PHOTO To continue reading this channel, pass the captcha. 👍 «From commerce to e-commerce»	VIEWS 5 799 REACTIONS 49 REPOSTS 8 ER 10.2%
↓ 08.07 · 10:39 TEXT If you want your colleagues to occasionally use their brain, comment BRAIN. 👍 «From commerce to e-commerce»	VIEWS 5 695 REACTIONS 64 REPOSTS 13 ER 10.0%
↓ 17.06 · 14:42 PHOTO Analytical Credit Rating Agency downgraded M.Video to BBB-(RU), outlook negative...	VIEWS 5 220 REACTIONS 34 REPOSTS 44 ER 9.2%

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 grew and which lost subs.

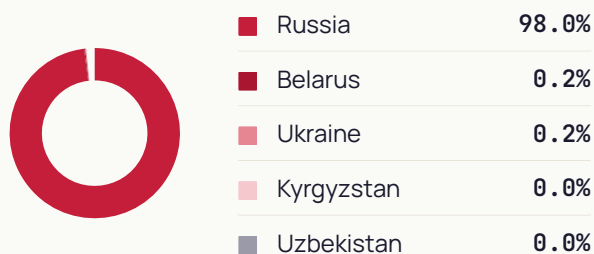


— SECTION 04 • CITATIONS

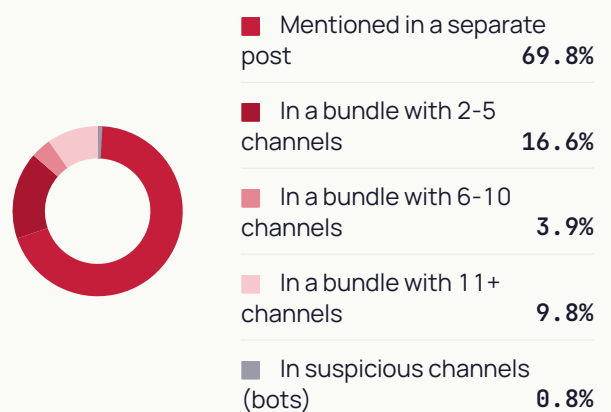
Who mentions the channel and how

Citation index **732** — 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: **1 465** different channels.

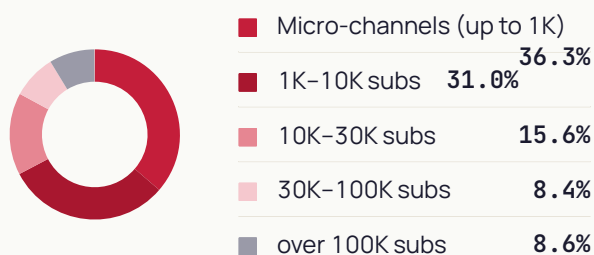
COUNTRIES MENTIONING



FORMAT MENTIONED IN



SIZE OF CHANNELS MENTIONING



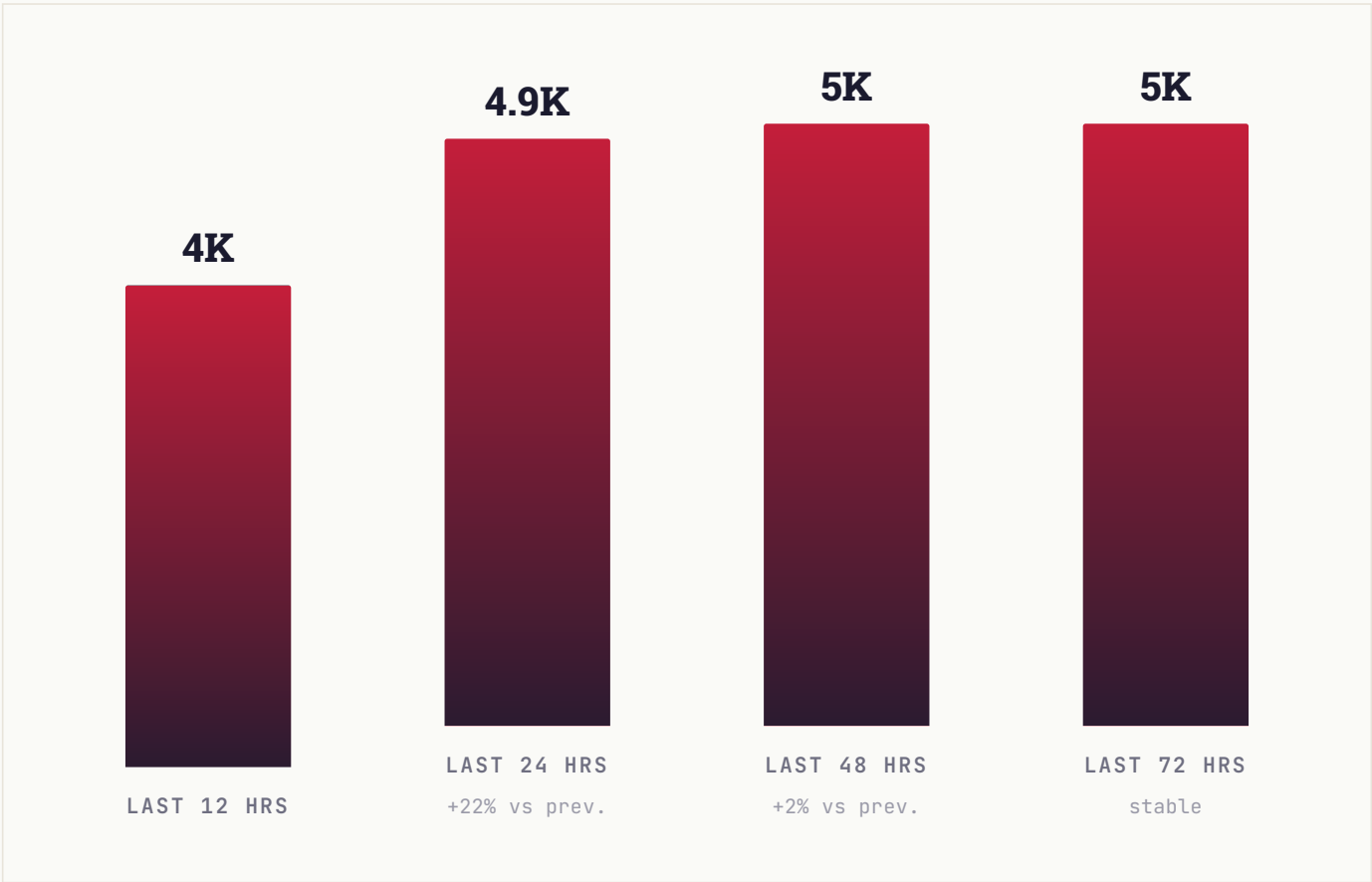
TOPICS MENTIONED IN



SECTION 05 · AD POTENTIAL

How long a post generates reach

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



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
S& Startups & Ventures	2.6M
VC Venture Capital	2.6M
ME Mohamed El Guazzar 🇸🇩	2.2M
IT ISHBOR Toshkent	1.4M
MO Moscow business	1.1M
CN Books to millions business blog	861.7K
RTI Roxman printing...	529.9K
AB Business Shark	502.2K
SS Merger & acquisition	469.6K
لز لباس زیر اقساطی ریزسابل	456.9K
CI From commerce to e-commerce YOU	56.8K

COMPARATIVE CONCLUSION

Channel is not yet outside niche top 99 — early growth stage. Niche leader — Startups & Ventures (2.6M), top-99 median: 171.4K. First goal: enter top-99 via systematic traffic & content work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Each month we log posts in other channels that mention yours. Over the last **6 months** such mentions were **171**, they brought **2 378** new subs.

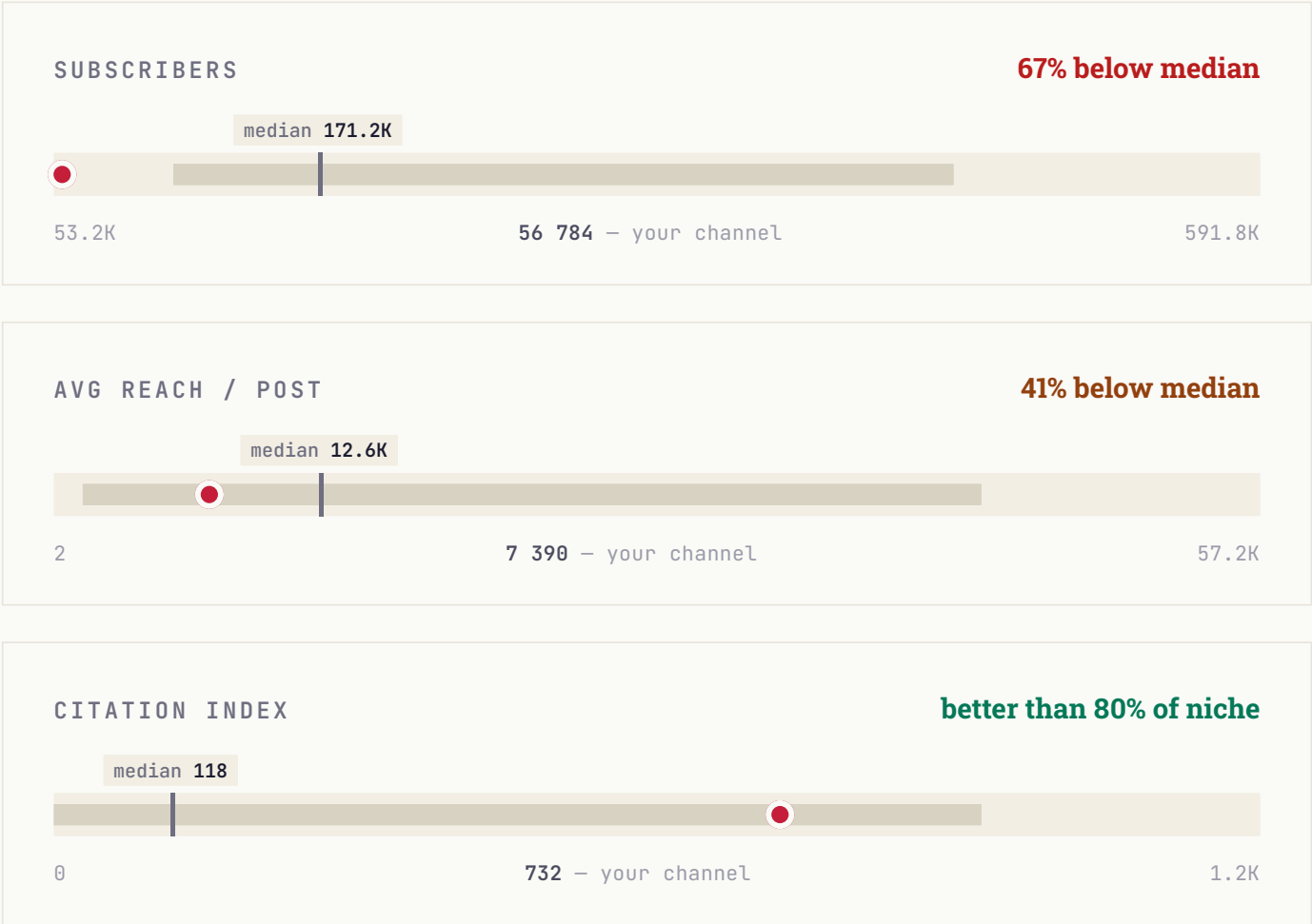
PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	8	5	23
December 2025	24	14	0
November 2025	14	12	0
October 2025	47	28	903
Sep 2025	57	53	1 452
August 2025	21	12	0

TOTAL MENTIONS	MONTHS IN DATA	ATTRACTED SUBSCRIBERS
171	6	2 378

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

Top-100 channels in category "Business & startups» (Russia) and compared your channel. Gray band: range for 80% of niche channels (p10-p90). Black vertical: median. Red dot: your channel.



— SECTION 09 · STRATEGY

What to do right now

5 priority actions ranked by expected impact. Check off and revisit in a month.

01

Best posting day — Wednesday

Audience is most active on this day at 20:00 MSK.

EFFECT

**Best window
for an
important post**

02

Increase video post share

Video in Telegram holds audience longer and is favored by the algorithm. We recommend increasing share to 15-25%.

EFFECT

**Video retains
audience
better**

03

System traffic buy

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 — easy growth lever.

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

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

EFFECT

**Growth from
relevant
audience**

★ WHAT'S NEXT

Want this done by **PromptPress?**

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

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

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