

PUBLIC REPORT BY PROMTPRESS

Channel Audit

Hisense Russia

Official



@hisenserussia

Official channel of Hisense, a leading home appliance and electronics manufacturer. 🛒 Hisense online store <https://ru.hisense.com/> Code ry-9471140071274029807 Registered in RKN:...

SUBSCRIBERS

16 979

+298 per month

ERR (% SEE POSTS)

7.0%

in 24 hrs **2.9%**

REACH / POST

1.1K

ad reach **485**/24h

— TABLE OF CONTENTS · 2026

What's inside the report

01 **Channel Snapshot**

12 key metrics · AI summary

02 **Content analysis**

Top 5 posts · worst 3 · takeaways

03 **Subscriber dynamics**

Yearly chart · growth

04 **Citation rate**

Who mentions the channel and how

05 **Ad Potential**

How long a post brings reach

06 **Competitors**

Niche neighbors · your spot

07 **Mention dynamics**

6 months · monthly

08 **Niche comparison**

Rank in «Technology» category

09 **Strategy**

5 priority actions

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 16 979 —	 SUBS REACH 6.63% avg % subs see post	 VIEWS / POST 1.1K median 1.1K · 28 days	 POSTS / WEEK 5.5 for the period
 7D TREND -10.6% vs previous week	 REACTIONS / POST 38.5 only 846 reactions, 66 reposts, 18 comments	 POST LENGTH 649 chars median 610 · 28 days	 POSTS ANALYZED 22 28 days
 AD REACH 485 24h avg	 CHURN / MONTH +298 last month	 CITATION RATE 593 citation index · 458 channels mentioned all time	 CHANNEL AGE 4 years 4 months created 14.03.2022

AI EDITOR SUMMARY

Channel «Hisense Russia Official» – 16 979 subs. Each post averages 1.1K people (7% of subs), low reach – consider expanding audience. Publishes 6 posts per week (~1/day) – rare posts. For week Jun 29 – Jul 5 reach dropped -10.6% to week 22–28 Jun – worth analyzing reasons.

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 22 posts in 28 days.
- 02 Dominant format – Photo (18/22 posts).
- 03 Avg post length – 649 chars (median 610).
- 04 Peak audience activity – Friday, 10:00 MSK.
- 05 Top posts get 2× more views than the weakest (1.6K avg for top vs 923 for worst) – among 22 posts over 28 days. Worth analyzing what the top have in common – topic, format, timing.

TOP 5 POSTS

Nº1 19.06 · 07:54 PHOTO Attention, Moscow 🤘 On June 20, Slava Chernenko – a popular football blogger – will come to the Hisense stand in Muzeon Park...	VIEWS 1 695 REPOSTS 6	REACTIONS 42 ER 10.0%
Nº2 18.06 · 14:36 PHOTO World Cup 2026 is here – and everyone has a chance to win prizes from Hisense! 🎁 To help you grab your luck by the tail, we've put together...	VIEWS 1 640 REPOSTS 4	REACTIONS 52 ER 9.7%
Nº3 22.06 · 15:39 PHOTO What a great weekend at Muzeon 😍🔥 At the Hisense stand, it was truly football-like: together with blogger Slava Chernenko...	VIEWS 1 562 REPOSTS 10	REACTIONS 46 ER 9.2%

Nº4

25.06 · 14:56

PHOTO

All the power of the stadium – right at home 🏆 When it comes to the World Cup, you want not just to watch the match, but to feel like you're...

VIEWS

1 473

REPOSTS

—

REACTIONS

46

ER

8.7%

Nº5

29.06 · 17:05

PHOTO

Football unites, which is why Hisense continues to support sports development not only on the world's biggest stages but also where...

VIEWS

1 327

REPOSTS

3

REACTIONS

43

ER

7.8%

WORST 3

↓

09.07 · 09:13

PHOTO

Looking for football fans 🤔🏆 They can win a cool set of branded Hisense merch for the 2026 FIFA World Cup or...

VIEWS

1 064

REPOSTS

4

REACTIONS

36

ER

6.3%

↓

29.06 · 12:35

VIDEO

Football fever at the Hisense stand in Muzeon continues. Another awesome weekend: bloggers, young footballers, and of course you were with us -...

VIEWS

896

REPOSTS

1

REACTIONS

39

ER

5.3%

↓

29.06 · 16:49

PHOTO

Some things you shouldn't skimp on, like watching football. When the decisive match is on, you want to see not just the score, but...

VIEWS

810

REPOSTS

1

REACTIONS

34

ER

4.8%

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 gained or lost subs.

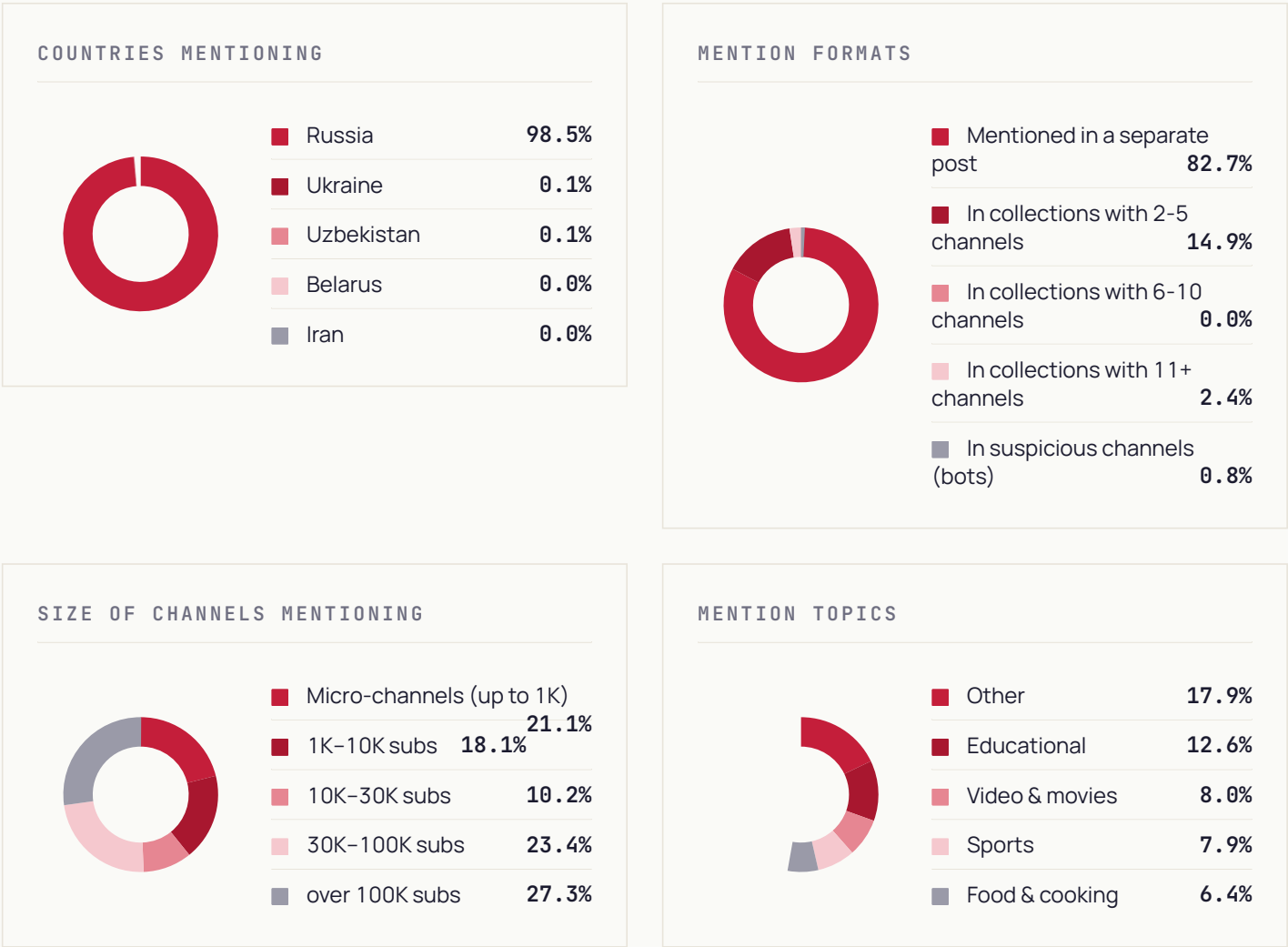


PERIOD START	NOW	NET GROWTH
24 387	16 982	-7 405

SECTION 04 · MENTIONS

Who mentions the channel and how

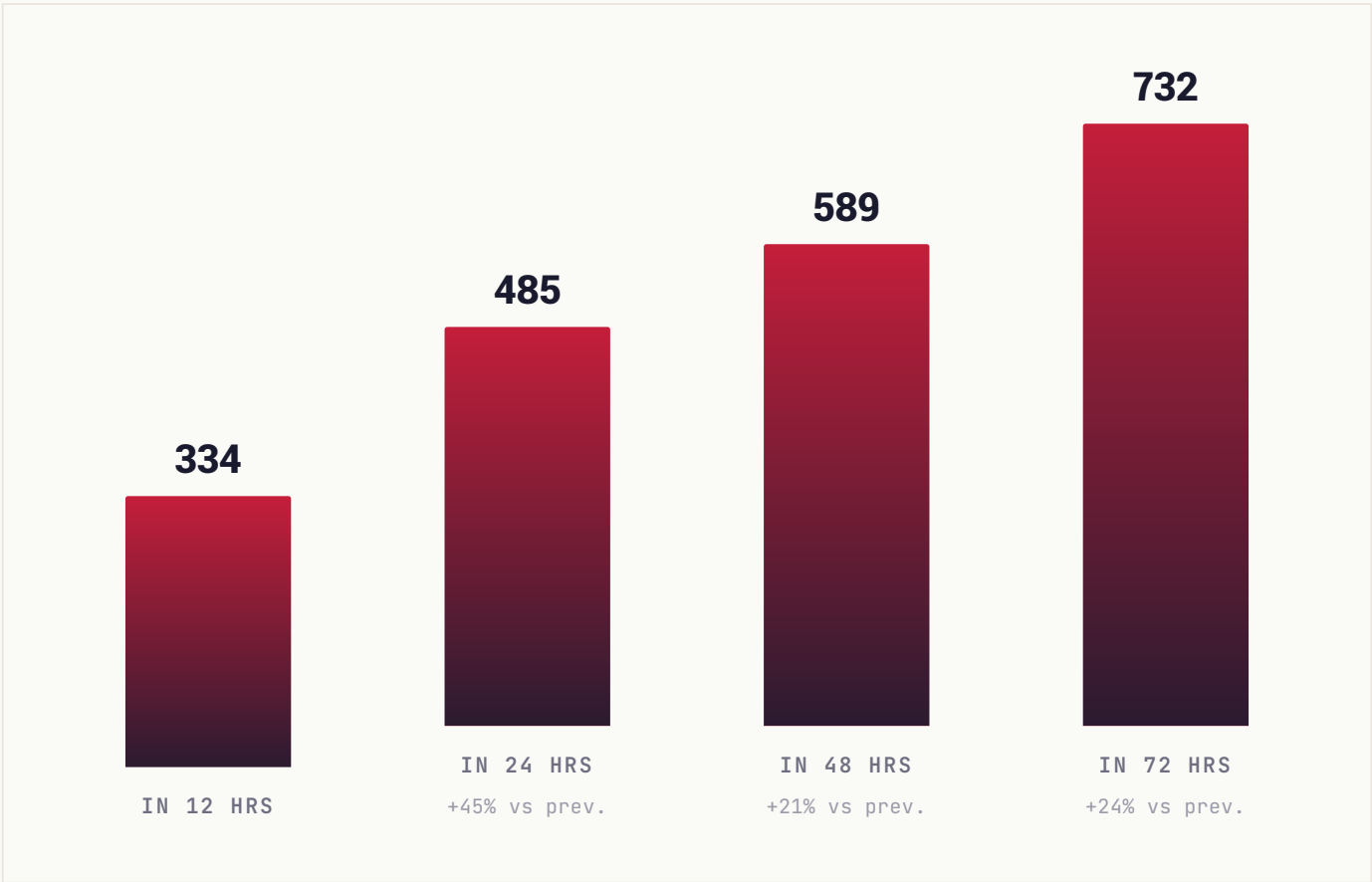
Citation index **593** — channel popularity rating based on mentions. Considers not only quantity but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **458** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of ad post by time since publication. Helps gauge how long 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 neighbors.

CHANNEL	SUBSCRIBERS
HI hitvpn_blog	4.6M
MT Trending World	3.3M
TE Technochat	3.1M
HA Hi, AI • Tech News	2.5M
آا اینترنت زَاد	2.5M
TE Technomotel	2.5M
NN NN	2.2M
EC Exploit	2.1M
PP PINK PROXY پروکسی	2M
L- LIVE — Telegram, AI & Tech	2M
HR Hisense Russia Official YOU	17K

COMPARATIVE CONCLUSION

Channel is not yet outside niche top 100 — early growth stage. Niche leader — hitvpn_blog (4.6M), top-100 median: 455.3K. First goal: enter top-100 through systematic traffic and content work.

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Monthly we track posts in other channels that mention your channel. Over the last **6 months** such mentions were **112**, they brought **3 992** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	8	8	563
December 2025	16	14	126
Nov 2025	18	17	158
Oct 2025	18	13	134
Sep 2025	14	14	0
August 2025	38	28	3 011

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
112	6	3 992

Where the channel stands in its league

The figure consists of three horizontal bar charts, each representing a different performance metric. Each chart has a light beige background with a darker beige bar representing the range of values. A vertical line marks the median, and a red dot indicates the channel's position. The data is as follows:

Metric	Channel Value	Median	Comparison
SUBSCRIBERS	16 979	457.1K	96% below median
AVG REACH / POST	1 126	34.9K	97% below median
CITATION INDEX	593	144	better than 64% of niche

SUBSCRIBERS 96% below median

median 457.1K

113.2K 16 979 — your channel 2.4M

AVG REACH / POST 97% below median

median 34.9K

146 1 126 — your channel 147.9K

CITATION INDEX better than 64% of niche

median 144

0 593 — your channel 1.8K

— SECTION 09 · STRATEGY

What to do right now

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

- | | | |
|----|---|--|
| 01 | Main post of the week — on Friday
Audience most active on this day at 10:00 MSK. | EFFECT
Best window
for an
important post |
| 02 | Increase share of video posts
Video in Telegram holds audience longer and is favored by the algorithm. Aim for 15-25% share. | EFFECT
Video retains
audience
better |
| 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
Exchange 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 a few minutes based on public data. If you want 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
