

— PUBLIC REPORT BY PROMTPRESS

Channel Audit

Pepper.ru — Best Deals & Promos



@hotprice

Official community channel of Pepper.ru deal hunters with the hottest deals from all corners of the Internet. We carefully compare prices and publish only the lowest-priced items, that...

SUBSCRIBERS

87 934

-224 per month

ERR (% SEE POSTS)

22.0%

per day **17.3%**

REACH / POST

19.2K

ad reach **15.2K**/24h

— CONTENTS · 2026

What's inside the report

01 Channel snapshot

12 key metrics · AI summary

02 Content Analysis

Top 5 posts · worst 3 · insights

03 Subscriber Dynamics

Yearly chart · growth

04 Ad potential

How long a post brings reach

05 Competitors

Niche neighbors · your place

06 Mention Dynamics

6 months · monthly

07 Niche comparison

Rank in «Sales» category

08 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 87 934 —	 SUBS REACH 21.84% avg % subs see post	 VIEWS / POST 19.2K median 19.6K · 29 days	 POSTS / DAY 8.9 ~62 per week
 7D TREND -0.9% vs prev week	 REACTIONS / POST — MTPROTO only	 POST LENGTH 184 chars median 184 · 29 days	 POSTS ANALYZED 261 29 days
 AD REACH 15.2K 24h avg	 CHURN / MONTH -224 last month	 CITATION RATE 32 citation index · 173 channels mentioned ever	 CHANNEL AGE 9 years 2 months created 10.04.2017

AI EDITOR SUMMARY

Channel «Pepper.ru — Best Deals & Promos» — 87 934 subs. Each post avg views 19.2K people (22% from subs), avg reach — room to grow. Publishes 62 posts/week (~9/day) — active posting. Week Jun 22–28 reach stable (-0.9% vs week 15–21 Jun).

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on **261** posts over 29 days.
- 02 Dominant format – **Text** (261/261 posts).
- 03 Avg post length – **184** chars (median 184).
- 04 Peak audience activity – **Wed, 07:00 MSK**.
- 05 Top posts get **1x** more views than the weakest (21.1K avg top vs 17.3K worst) – among 261 posts in 29 days. Worth analyzing what the top shares: topic, format, timing.

TOP 5 POSTS

Nº1 14.06 · 13:35 TEXT #Citilink 🇷🇺 ♦ Yandex Plus subscription for 2 years for 3390₽ ! (elsewhere: 4500+₽) 📖 https://rudeal.com/RuM Pepper.RU for Android and...	VIEWS 21 190 REPOSTS 245	REACTIONS — ER 24.1%
Nº2 23.06 · 05:28 TEXT #BURGERKING 🇷🇺 ♦ 6 Whopper flavors for 66₽ on June 26 for 66₽ ! 📖 https://rudeal.com/RVo Pepper.RU for Android and iOS 🍷 Second...	VIEWS 21 152 REPOSTS 417	REACTIONS — ER 24.1%
Nº3 26.06 · 05:10 TEXT #BURGERKING 🇷🇺 ♦ 6 new Whopper flavors for 66₽ only on June 26 for 66₽ ! 📖 https://rudeal.com/RVo Pepper.RU for Android and...	VIEWS 20 955 REPOSTS 354	REACTIONS — ER 23.8%

Nº4 14.06 • 17:16 TEXT #YandexMarket 🇷🇺 ♦ Cassette player FiiO CP13 Walkman for 7321₽ ! (elsewhere: 9499+₽) 📄 https://rudeal.com/Rv1 Pepper.RU for Android...	VIEWS 20 885 REACTIONS — REPOSTS 114 ER 23.8%
Nº5 17.06 • 05:56 TEXT #KFCиROSTIC'S 🇷🇺 ♦ 2 Shefrolls for the price of 1 for 236₽ ! (elsewhere: 472+₽) 📄 https://rudeal.com/RCC Pepper.RU for Android and iOS 🤞 Second...	VIEWS 20 847 REACTIONS — REPOSTS 131 ER 23.7%

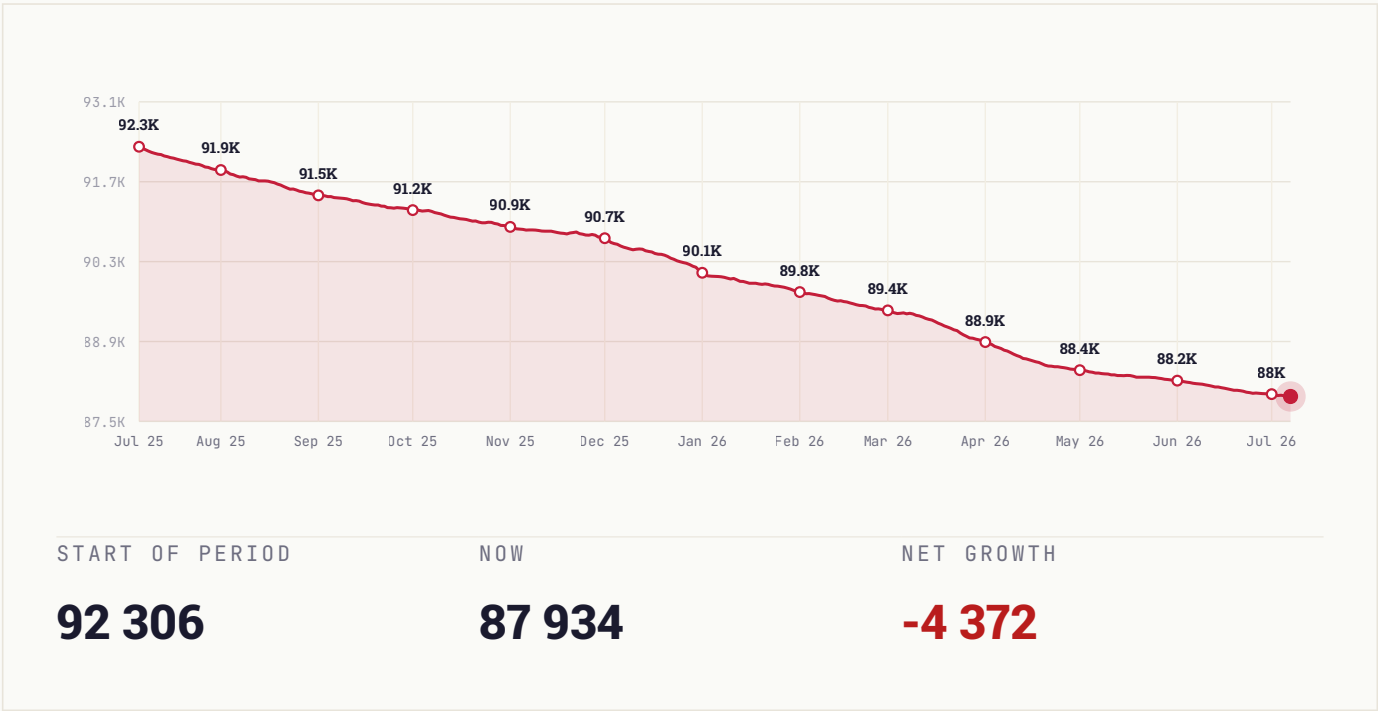
| WORST 3

↓ 03.07 • 19:46 TEXT #Wildberries 🇷🇺 ♦ Adult aluminum mountain bike RUSH HOUR XS 915 "29" frame 23" (with WB wallet) for 15684₽ ! (elsewhere: 21000+₽) ...	VIEWS 17 445 REACTIONS — REPOSTS 43 ER 19.8%
↓ 03.07 • 18:04 TEXT #DNS 🇷🇺 ♦ Electric trimmer Oasis TES-1.65S (1650 W, 8000 rpm) for 3299₽ ! (elsewhere: 6098+₽) 📄 ...	VIEWS 17 318 REACTIONS — REPOSTS 16 ER 19.7%
↓ 04.07 • 05:10 TEXT #Wildberries 🇷🇺 ♦ Smartphone Vivo X300, 12/256GB, china (with WB wallet, from abroad) for 32633₽ ! (elsewhere: 49000+₽) 📄 ...	VIEWS 17 047 REACTIONS — REPOSTS 67 ER 19.4%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

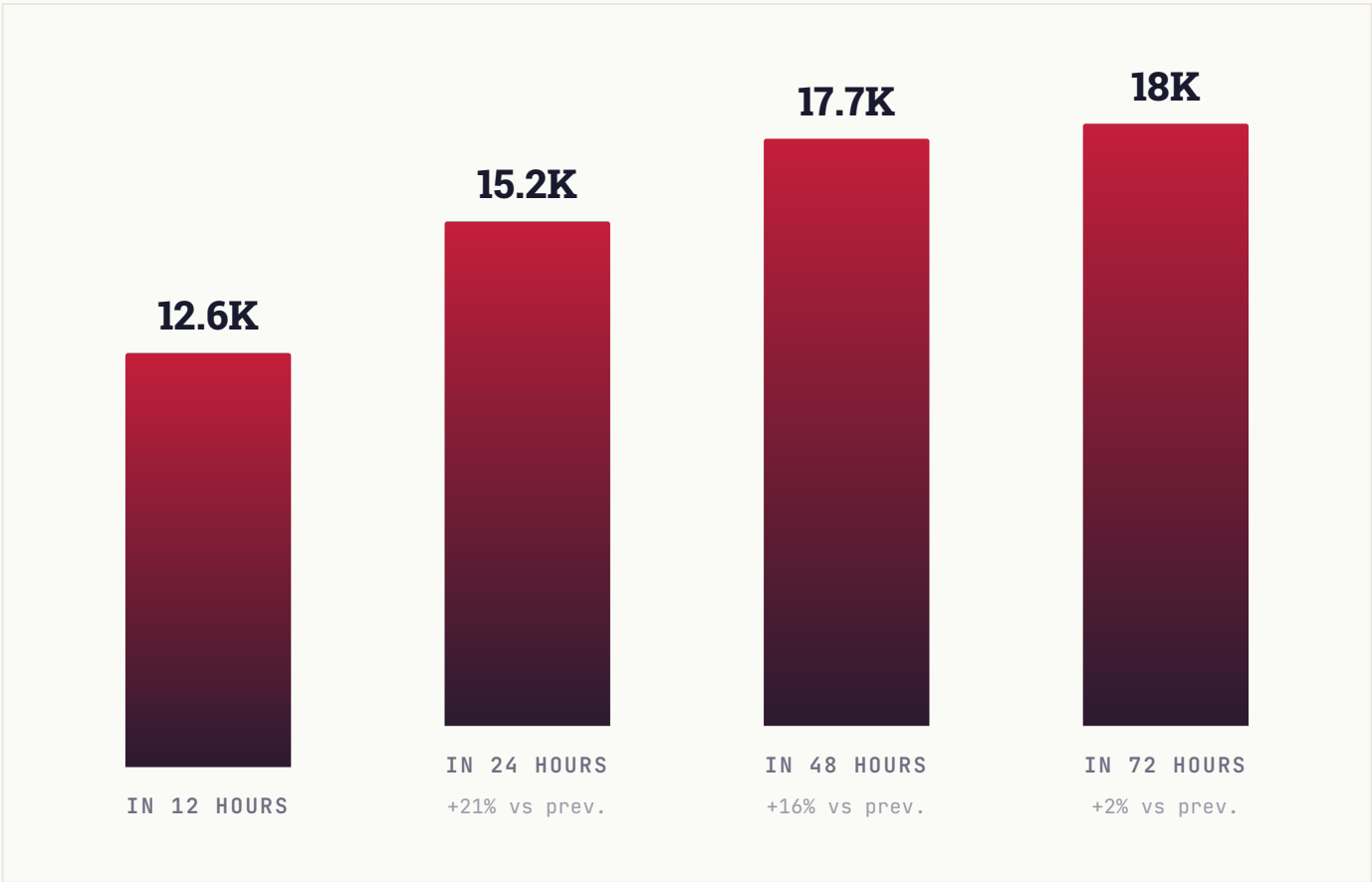
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel grew and which lost subs.



SECTION 04 · AD POTENTIAL

How long a post brings reach

Avg reach of an ad post by time since publication. Helps estimate how long a placement should «live».



SECTION 05 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
OZ OZON	1.1M
SN Market discounts	1M
YaM Yandex Market	1M
X- Freeloaders - Lightning	997.5K
WS WB Sniper Wildberries Finds Discounts Promos	922.2K
PB By Blat	876.1K
Z Hare Deals Discounts	874.4K
W Wildberries finds	793.3K
VI ITEMS FROM VIDEO	703.1K
AL Alpha-Profitable	558.5K
P- Pepper.ru — Best Deals & Promos YOU	87.9K

COMPARATIVE CONCLUSION

Channel not yet outside top 94 of niche — early growth stage. Niche leader — OZON (1.1M), median top-94: 204.2K. First goal — enter top-94 via systematic traffic & content work.

SECTION 06 · MENTION DYNAMICS

How often the channel is mentioned

Monthly we record posts in other channels that mention your channel. Over the last **6 months** such mentions were **0**, they brought **139** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
Jan 2026	0	0	17	
December 2025	0	0	15	
November 2025	0	0	54	
October 2025	0	0	30	
September 2025	0	0	15	
August 2025	0	0	8	

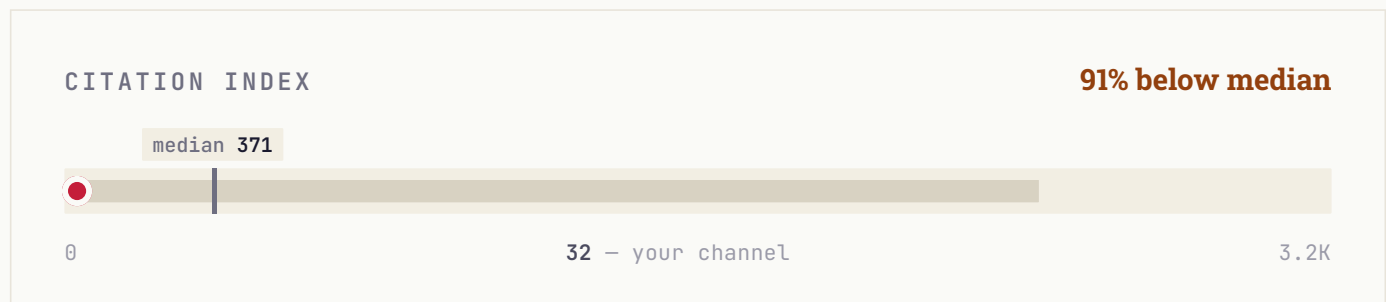
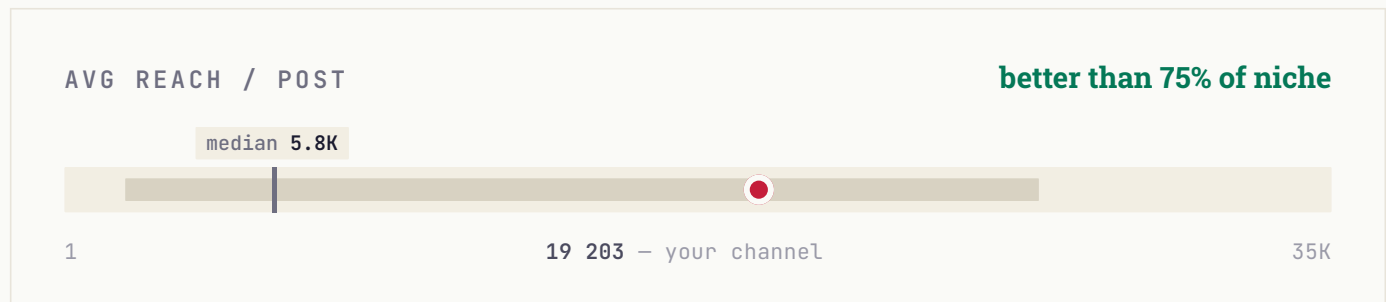
TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS
0	6	139

Where the channel stands in its league

SUBSCRIBERS 55% below median

A horizontal bar chart with a light beige background. A dark beige bar represents the range from 66.3K to 714.1K. A vertical line marks the median at 193.6K. A red dot is positioned at 66.3K. The text '87 934 - your channel' is centered below the bar.

Metric	Value
Minimum	66.3K
Median	193.6K
Maximum	714.1K
Your Channel Count	87,934



— SECTION 08 · STRATEGY

What to do right now

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

01**Main post of the week — on Wednesday**

On this day at 07:00 MSK audience is most active.

EFFECT

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

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****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 poll per week on a hot topic — 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 to do it 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 from public data. Want to go further? 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