

PUBLIC REPORT PROMTPRESS

Channel audit

Gorbushka

Owner



@hozyaingorbushki

+7 (926) 816-42-82 Leave a request – @Prodovator 📅 Daily
10:00–21:00 🚶 Pickup Gorbushka Pavilion 108 🚚 Free Delivery in
Moscow 🚀 Shipping to Regions 💰 Partnership 🌐 Trading...

SUBSCRIBERS

40 610

+26 per month

ERR (% SEE POSTS)

24.0%

per day **13.2%**

REACH/POST

9.5K

ad reach **5.4K/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 40 610 —	 SUBS REACH 23.36% avg % subs see post	 VIEWS/POST 9.5K median 10K · 28 days	 POSTS/WEEK 11.4 for period
 7D TREND -9.6% vs previous week	 REACTIONS/POST 26.9 only 1,264 reactions, 1,509 reposts, 0 comments	 POST LENGTH 217 chars median 139 · 28 days	 POSTS ANALYZED 47 28 days
 AD REACH 5.4K 24h avg	 CHURN / MONTH +26 last month	 QUOTABILITY 66 citation index · 103 channels mentioned ever	 CHANNEL AGE 8 years 5 months created 02.02.2018

AI EDITOR SUMMARY

Channel «Gorbushka Owner» — 40 610 subs. Each post averages 9.5K people (23% from subs), that's average reach — room to grow. Publishes 11 posts per week (~2/day) — consistent. For week Jun 22–28, reach dropped -9.6% vs week Jun 15–21 — worth analyzing why.

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 47 posts in 28 days.
- 02 Dominant format — Photo (30/47 posts).
- 03 Avg post length — 217 chars (median 139).
- 04 Peak audience activity — Thu, 11:00 MSK.
- 05 Top posts get 2x more views than the weakest (12.2K avg top vs 7.2K worst) — among 47 posts in 28 days. Worth analyzing what top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 11.06 · 07:52 PHOTO Predators 🦁 Thursday is here, which means it's time for an unreal catch 🔥 Today you caught 👉 🔥 Apple AirPods Max 2024 Purple-...	VIEWS 12 371 REPOSTS 109	REACTIONS 31 ER 30.5%
Nº2 18.06 · 08:45 PHOTO Predators 🦁 Thursday is here, which means it's time for an unreal catch 🔥 Today you caught 👉 🔥 Apple iPhone 17 256Gb ESIM...	VIEWS 12 168 REPOSTS 41	REACTIONS 20 ER 30.0%
Nº3 08.06 · 09:39 PHOTO Deal of the Day 🔥 💜 Samsung S26+ 256gb Purple -62.990₽ Buy 👉 @prodovator *only 3 left **paid delivery on promo items	VIEWS 12 024 REPOSTS 15	REACTIONS 10 ER 29.6%

Nº4 09.06 • 10:49 PHOTO For sound, come to us 👉 @Prodovator Best price on original gear with warranty – 29.990₽ @Prodovator	VIEWS 11 880 REPOSTS 13 REACTIONS 7 ER 29.3%
Nº5 17.06 • 08:48 PHOTO Deal of the Day 🔥💙 iPhone 17 Pro 512gb ESIM Blue - 98.490₽ Buy 👉 @prodovator *only 3 left **paid delivery on promo items	VIEWS 11 386 REPOSTS 37 REACTIONS 11 ER 28.0%

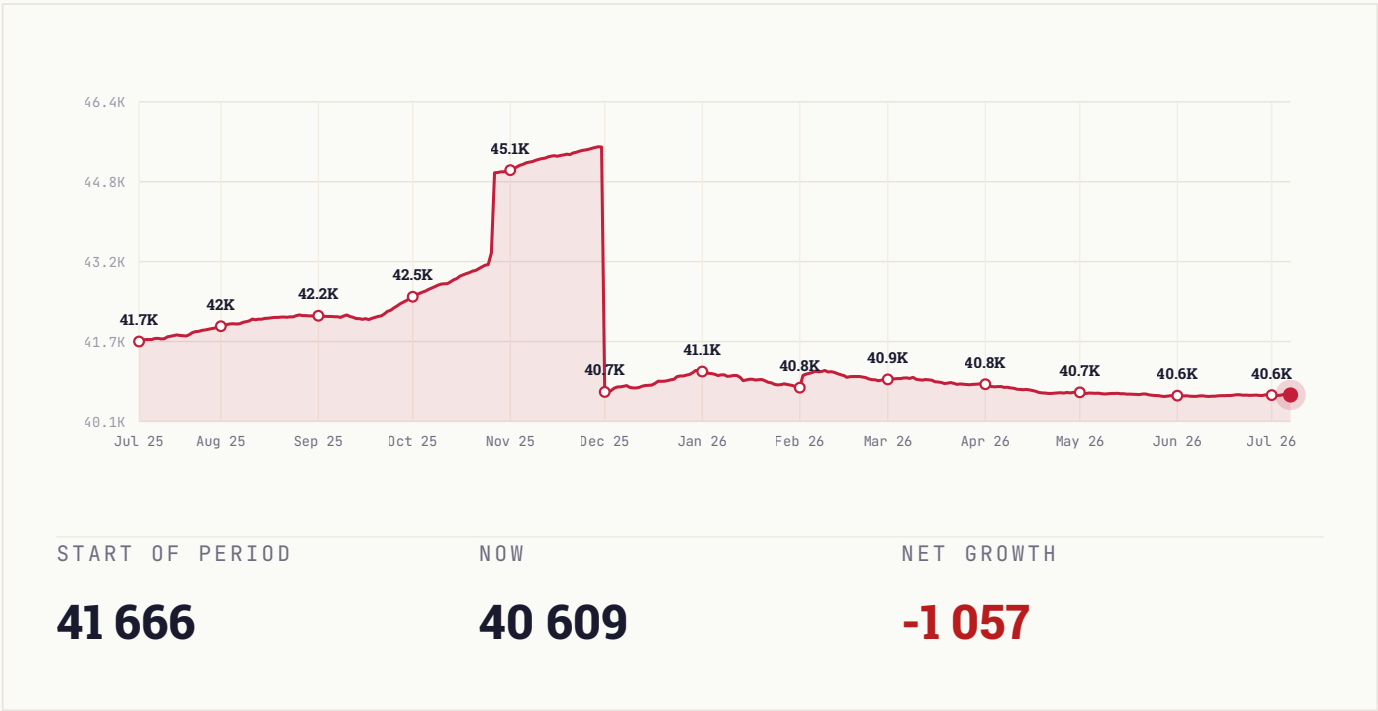
| WORST 3

↓ 02.07 • 12:46 PHOTO IMPORTANT 👉 Ps. Share with your bro, and buy gear from me with the savings 😎	VIEWS 7 318 REPOSTS 76 REACTIONS 23 ER 18.0%
↓ 03.07 • 09:05 PHOTO Deal of the Day 🔥📱 iPad Pro 11 M5 256Gb WiFi Space Black - 93.490₽ Buy 👉 @prodovator *only three left **paid delivery on promo items...	VIEWS 7 250 REPOSTS 6 REACTIONS 5 ER 17.9%
↓ 03.07 • 15:09 TEXT Special Offer - 1 unit MacBook MW2U3 Pro 14 Space Black (M4, 10 CPU 10 GPU, 16GB, 512GB) - 139000₽ 👉 @Prodovator	VIEWS 7 054 REPOSTS 7 REACTIONS 5 ER 17.4%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

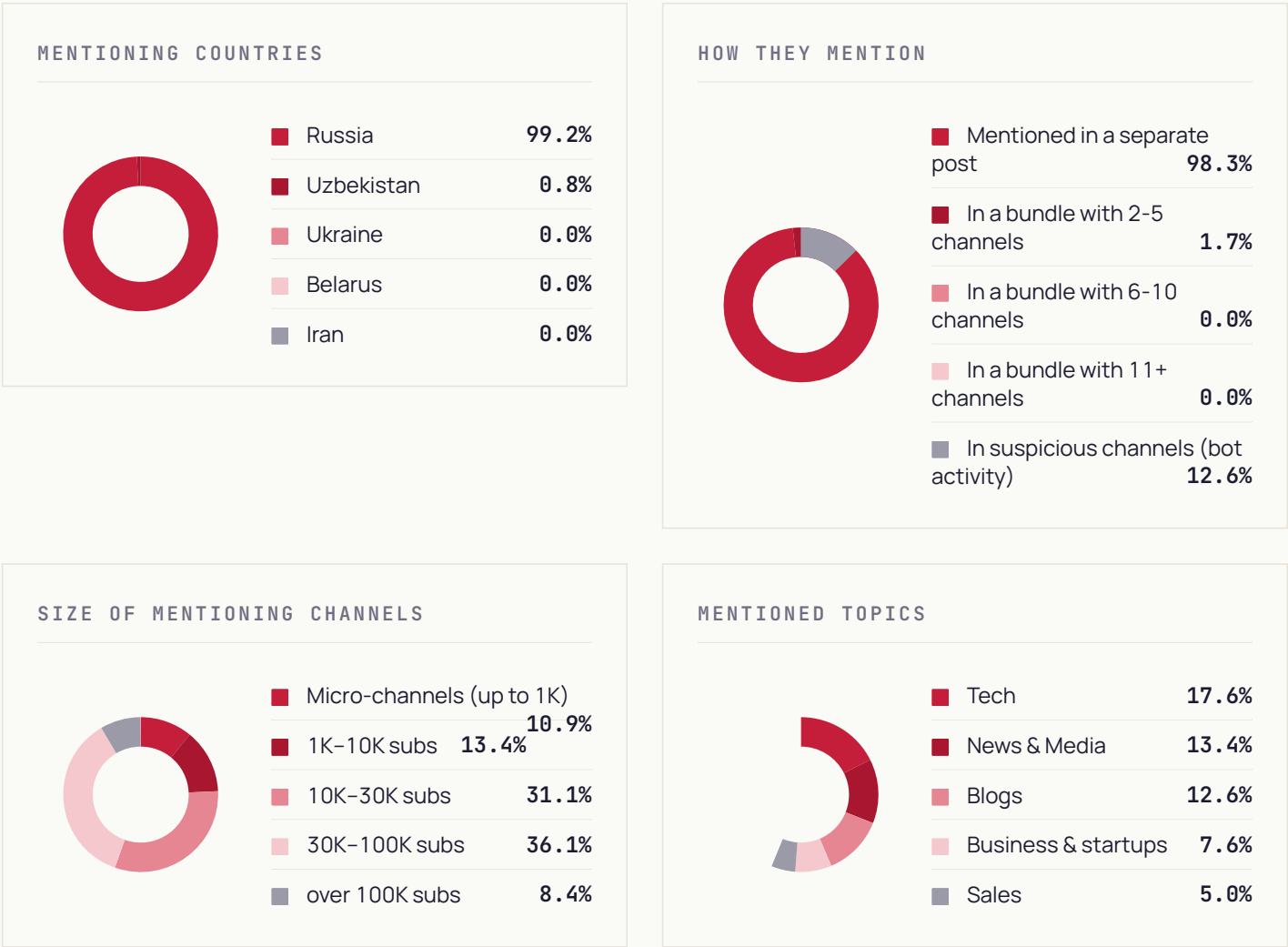
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · CITATIONS

Who mentions the channel and how

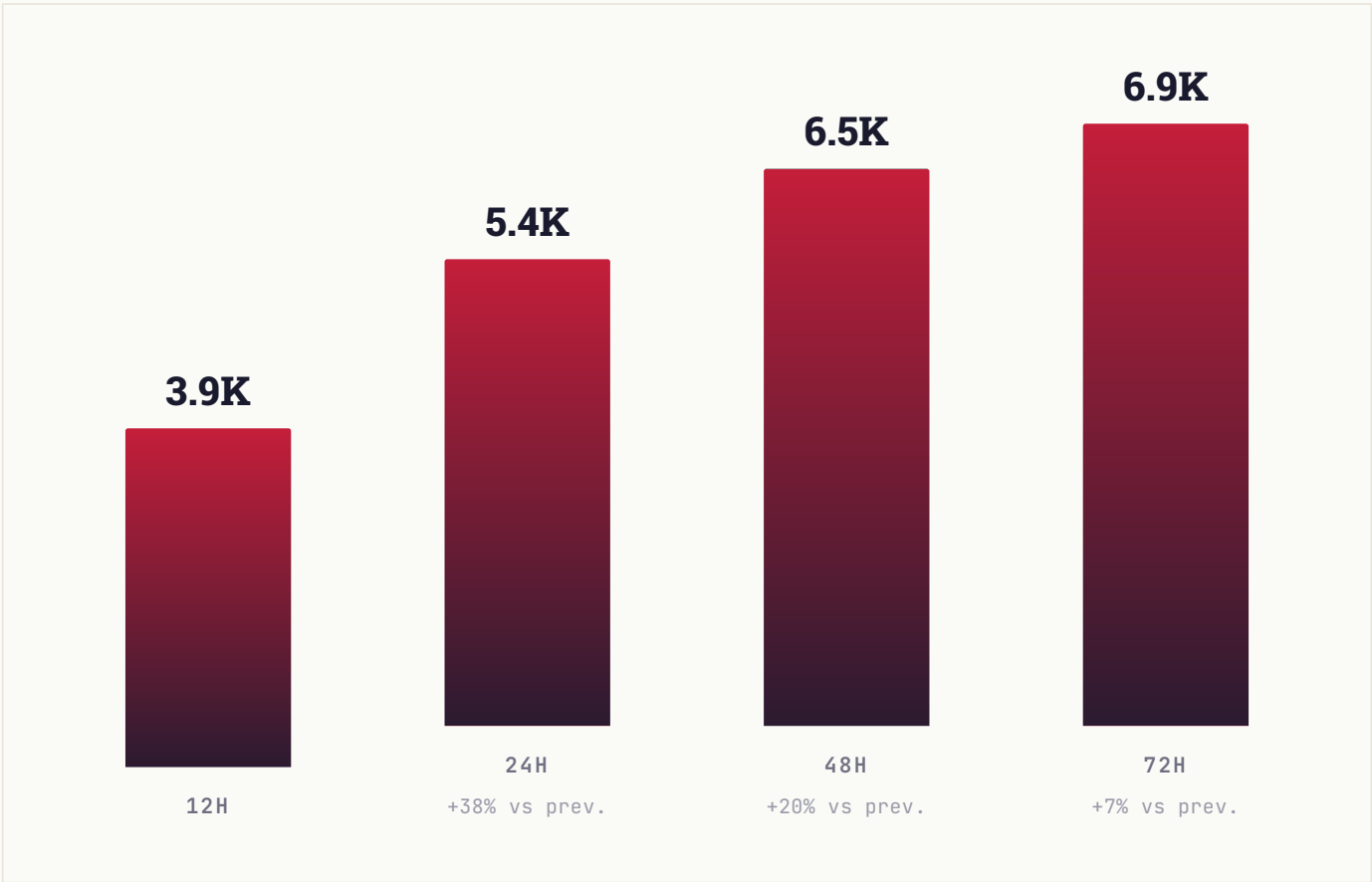
Citation index **66** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **103** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

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



SECTION 06 · 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
YM Yandex Market	1M
X- Freeloaders - Lightning	997.5K
WS WB Sniper Finds from Wildberries Discounts Promos	922.2K
PB Po Blatu	876.1K
Z Hare Promos Discounts	874.4K
W Wildberries finds	793.3K
VI ITEMS FROM VIDEO	703.1K
AL Alfa-Profitable	558.5K
XG Gorbushka Owner YOU	40.6K

COMPARATIVE CONCLUSION

Channel not yet outside top 94 of niche — early growth stage. Niche leader — OZON (1.1M), top-94 median: 204.2K. First goal: enter top-94 through systematic traffic and content 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 **4**, they brought **4 345** new subs.

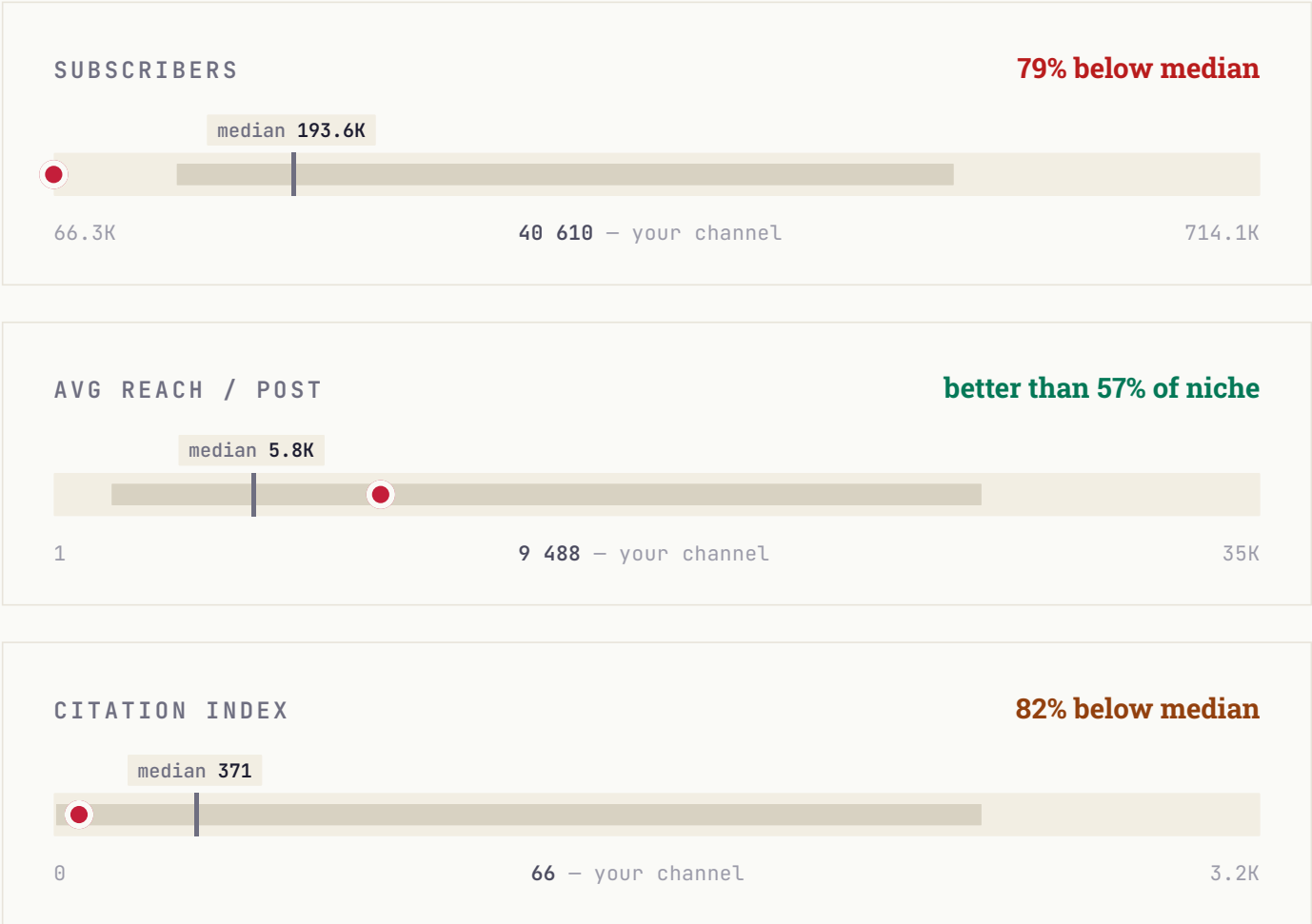
PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
January 2026	1	1	94
December 2025	0	0	477
Nov 2025	0	0	497
Oct 2025	2	1	2 519
Sep 2025	1	1	497
August 2025	0	0	261

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
4	6	4 345

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category "Sales» (Russia) and compared your channel.
Gray band: range for 80% of niche channels (p10 to 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

Main post of the week — on Thursday
Audience is most active on this day at 11:00 MSK.

EFFECT
Best window for an important post
- 02

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

EFFECT
+1000-3000 subs
- 03

Test polls & 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
- 04

Cross-promo with neighboring channels
Exchange posts with same-segment channels once a quarter. No need daily — 2-3 collabs give relevant growth.

EFFECT
Growth from relevant audience
- 05

Update channel description for Telegram search
Telegram search scans descriptions. Add 3-5 niche keywords — it's a source of organic traffic.

EFFECT
Organic traffic source

★ WHAT'S NEXT

Want us to do this **PromptPress?**

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

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

02 Contact manager t.me/PromptPress_manager
