

PROMTPRESS PUBLIC REPORT

Channel Audit

ICITY-STORE.RU



@icity_hub

Best electronics store chain Apple • Samsung • Dyson • PlayStation
@icitystore_bot - orders & prices

SUBSCRIBERS

117 981

+17063 per month

ERR (% SEE POSTS)

9.0%

per day 4.5%

REACH/POST

10.2K

ad reach 5.4K/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 Quotability

Who and how mentions the channel

05 Ad potential

How long a post brings reach

06 Competitors

Niche neighbors · your place

07 Mention dynamics

6 months · monthly

08 Niche comparison

Rank in «Tech» category

09 Strategy

5 priority actions

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 117 981 —	 SUBS REACH 8.66% avg % subs see post	 VIEWS/POST 10.2K median 9.9K · 29 days	 POSTS/WEEK 20.0 over period
 7D TREND -10.3% vs prev week	 REACTIONS/POST 61.7 only 5,123 reactions, 3,698 reposts, 0 comments	 POST LENGTH 458 chars median 450 · 29 days	 POSTS ANALYZED 83 29 days
 AD REACH 5.4K 24h avg	 CHURN / MONTH +17063 over last month	 QUOTABILITY 34 citation index · 163 channels mentioned all time	 CHANNEL AGE 4 years 4 months created Feb 25, 2022

AI EDITOR SUMMARY

Channel «ICITY-STORE.RU» – 117 981 subs. Each post avg views 10.2K people (9% of subs), reach is low – should expand audience. Publishes 20 posts per week (~3/day) – regular schedule. For week Jul 6–12, reach dropped -10.3% by week Jun 29 – Jul 5 – worth analyzing reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **83** posts over 29 days.
- 02 Dominant format – **Photo** (78/83 posts).
- 03 Avg post length – **458** chars (median 450).
- 04 Peak audience activity – **Monday**, 22:00 MSK.
- 05 Top posts get **3×** more views than the weakest (18.8K avg for top vs 6.2K for worst) – among 83 posts over 29 days. Worth analyzing what the top has in common – topic, format, timing.

TOP 5 POSTS

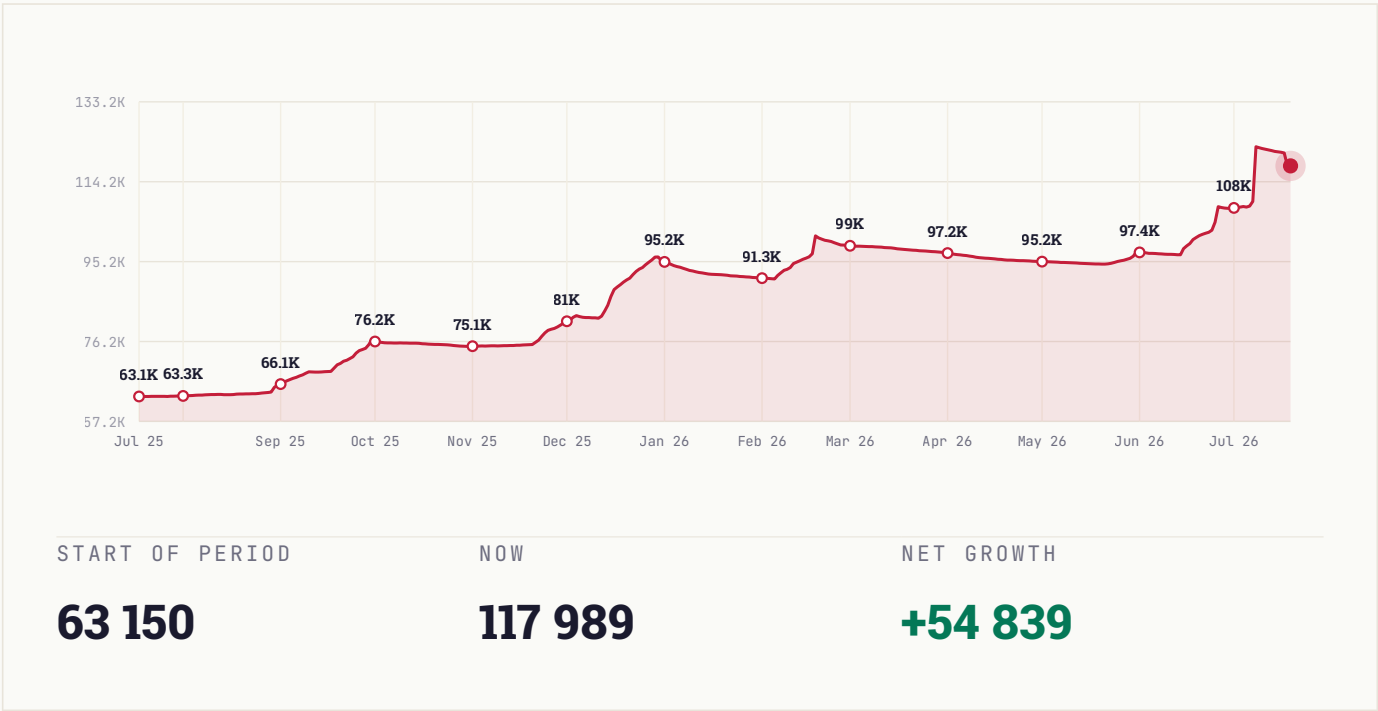
Nº1 29.06 · 19:05 PHOTO 🔥 iPhone 17 Pro Max Giveaway We're giving away the tech you've dreamed of: 💎Prize pool: • iPhone 17 Pro Max 256gb Entering is easy...	VIEWS 21 497 REPOSTS 373	REACTIONS 681 ER 18.2%
Nº2 30.06 · 13:23 PHOTO 🕒 iPhone helps find ticks faster after a walk iPhone has a built-in feature that makes ticks more visible on...	VIEWS 17 725 REPOSTS 70	REACTIONS 66 ER 15.0%
Nº3 29.06 · 13:00 PHOTO 📄 How to Scan Documents on iPhone A few taps, and a regular sheet of paper turns into PDF right on iPhone. 🙌 Open Notes and...	VIEWS 17 188 REPOSTS 44	REACTIONS 38 ER 14.6%

Nº4 29.06 • 11:16 PHOTO  How to Restore VK Notifications on iPhone After VK, Zen, and Odnoklassniki were removed from the App Store, many noticed that push notifications...	VIEWS 17 149 REACTIONS 40 REPOSTS 84 ER 14.5%
Nº5 30.06 • 15:25 PHOTO  WhatsApp* Gets Usernames. Now users can chat without revealing their phone number, as already works in...	VIEWS 15 110 REACTIONS 37 REPOSTS 9 ER 12.8%
WORST 3	
↓ 16.07 • 10:32 PHOTO  MAX Messenger Disappeared from Google Play MAX Messenger can no longer be officially downloaded from Google Play. The app also previously vanished from...	VIEWS 6 365 REACTIONS 47 REPOSTS 70 ER 5.4%
↓ 16.07 • 10:32 PHOTO VK app also removed from Google Play. Contact us / current prices and store addresses in our bot 👉 @icitystore_bot	VIEWS 6 194 REACTIONS 40 REPOSTS 73 ER 5.2%
↓ 16.07 • 10:53 PHOTO MAX and VK also removed from AppGallery, available to Chinese Huawei owners. Contact us / current price list and store addresses in...	VIEWS 6 093 REACTIONS 45 REPOSTS 51 ER 5.2%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

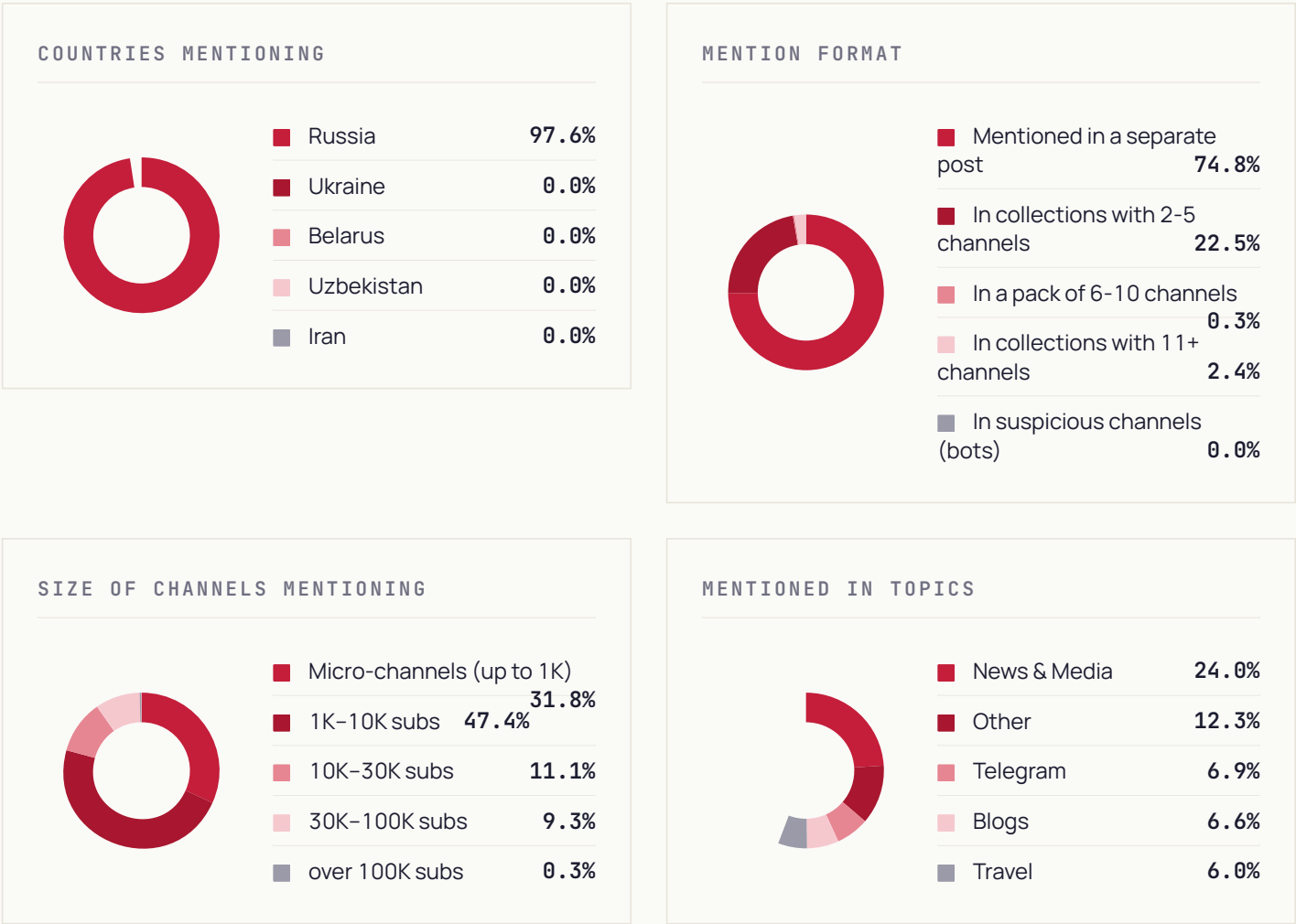
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel grew and which it lost subs.



SECTION 04 · MENTIONS

Who and how mentions the channel

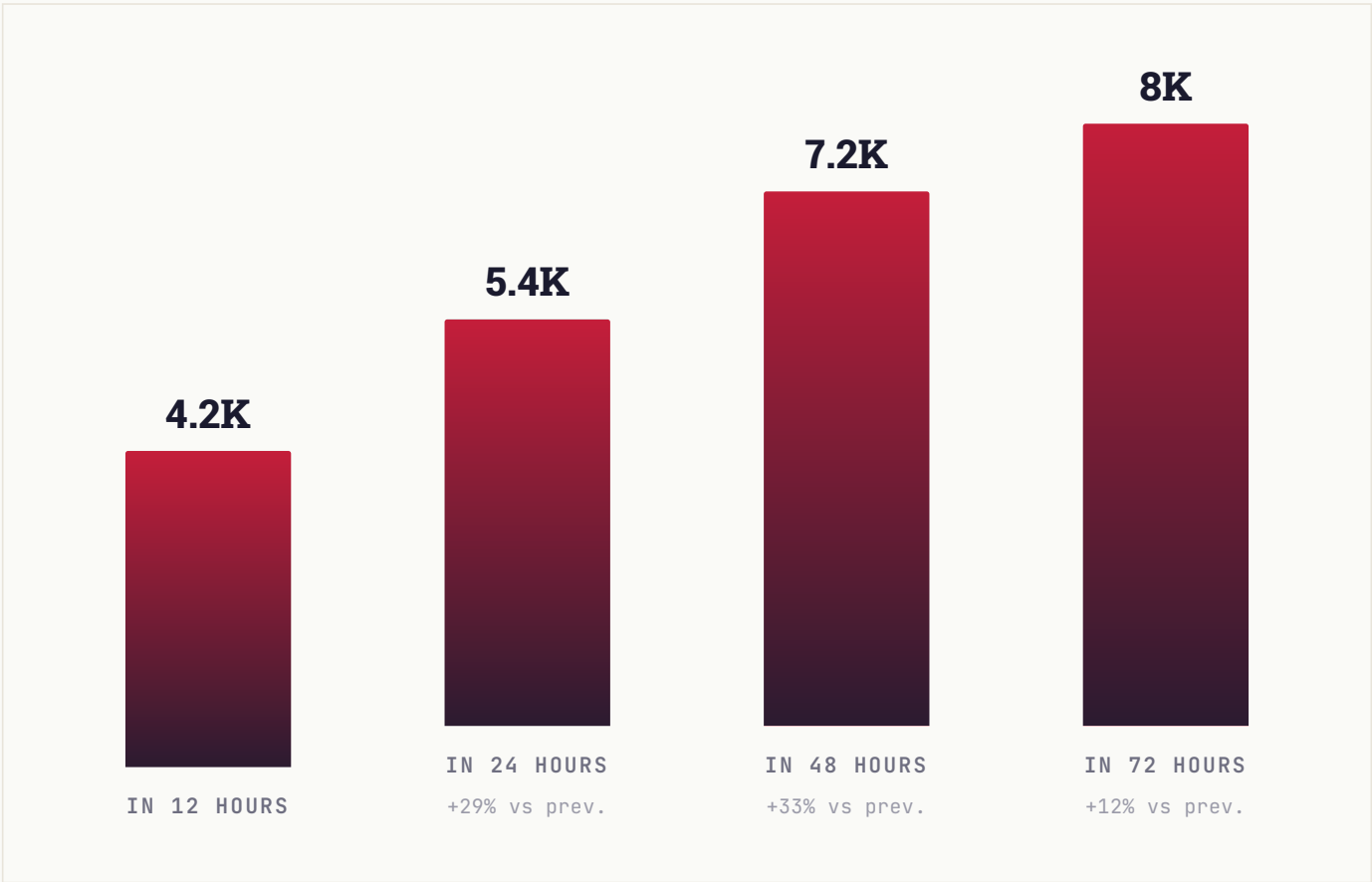
Citation index **34** — channel popularity rating based on mentions. Considers not only quantity but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time channel mentions: **163** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg ad post reach over time since publication. Helps estimate how long placement should «live».



SECTION 06 · COMPETITORS

Who you compete with

11 closest channels by topic and audience. Your channel highlighted — see its rank among niche peers.

CHANNEL	SUBSCRIBERS
HI hitvpn_blog	4.6M
MT Trends world	3.3M
TE Techchat	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
IC ICITY-STORE.RU YOU	118K

COMPARATIVE CONCLUSION

Channel 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 DYNAMICS

How often the channel is mentioned

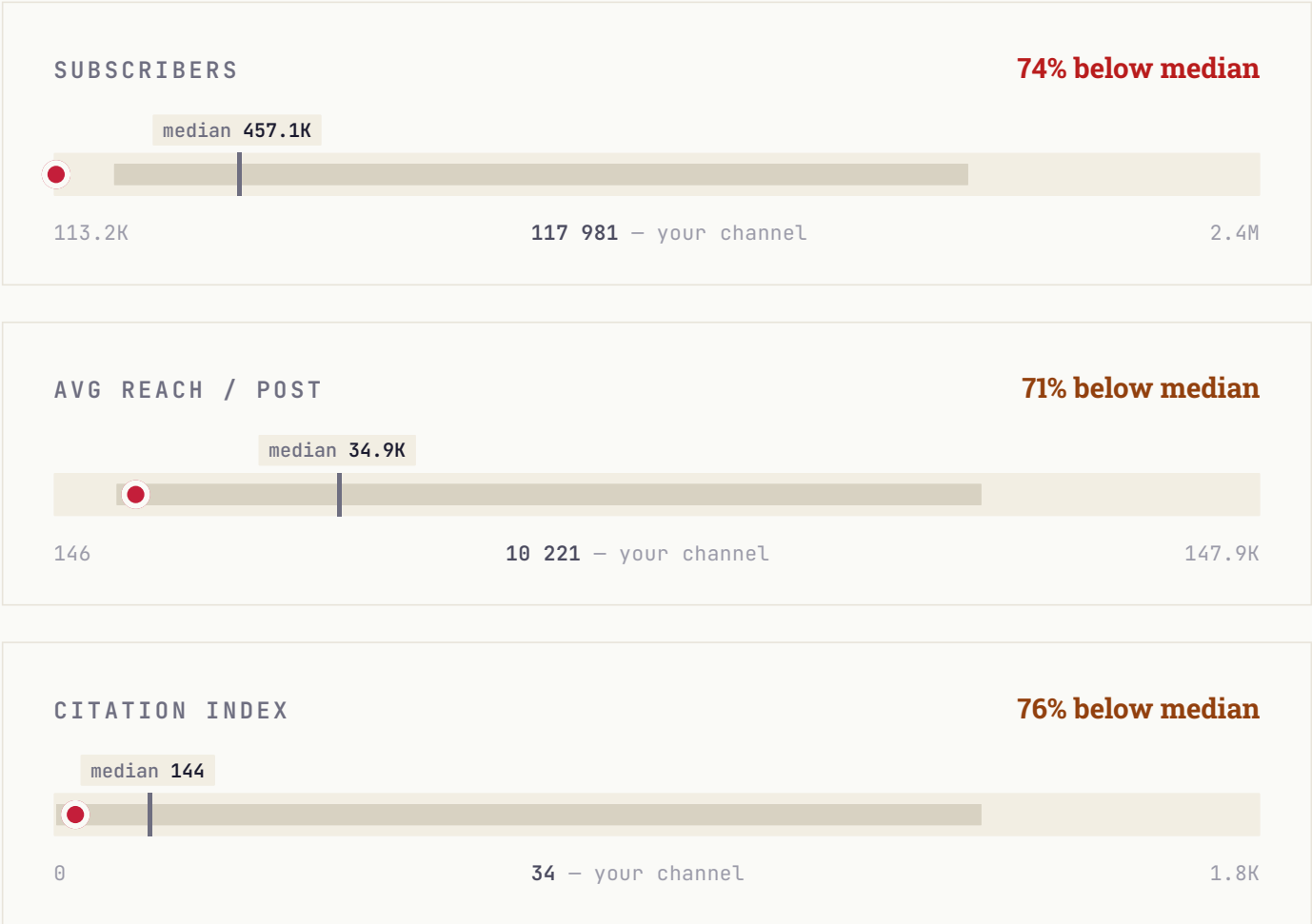
Every month we record posts in other channels that mention your channel. Over the last **6 months** such mentions were **116**, they brought **35 474** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
Jan 2026	3	2	0
December 2025	69	57	16 285
November 2025	7	5	5 623
October 2025	17	10	43
September 2025	17	12	10 848
August 2025	3	2	2 675
TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS	
116	6	35 474	

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category «Tech» (Russia) and saw how your channel compares. 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 sorted by expected impact. Check them off and revisit this report in a month.

01

Main post of the week — on Monday

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

EFFECT

**Best window
for an
important post**

02

Increase video post share

Video in Telegram holds 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). PromtPress picks sources for your niche.

EFFECT

**+1000-3000
subs**

04

Test polls & interactive formats

Posts with polls/reactions usually give +5-15% ER. One poll per week on a hot topic — easy growth point.

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

Swap posts with same-segment channels 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 — what we can do in a few minutes based on public data. To go further — run ads through us and hit your growth target in a month.

01	Launch Telegram ads	https://panel.promptpress.com/register
----	----------------------------	---

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