

PROMTPRESS PUBLIC REPORT

Channel audit

ICITY-STORE.RU



@icity_store

Best electronics stores network Apple • Samsung • Dyson • PlayStation
@icitystore_bot - orders & prices

SUBSCRIBERS

121 835

+24926 per month

ERR (% SEE POSTS)

10.0%

in 24 hrs 5.0%

REACH/POST

11.8K

ad reach 6.1K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card – a separate channel health indicator. Subtitle below the number shows the period it covers.

 SUBSCRIBERS 121 835 —	 SUBS REACH 9.67% avg % subs see post	 VIEWS/POST 11.8K median 10.9K · 29 days	 POSTS/WEEK 19.0 over period
 7D TREND -2.3% vs previous week	 REACTIONS/POST 81.8 total 6,624 reactions, 4,165 reposts, 0 comments	 POST LENGTH 488 chars median 458 · 29 days	 POSTS ANALYZED 81 29 days
 AD REACH 6.1K 24h avg	 CHURN / MONTH +24926 last month	 CITATION RATE 34 citation index · 162 channels mentioned all time	 CHANNEL AGE 4 years 4 months created 25.02.2022

AI EDITOR SUMMARY

Channel «ICITY-STORE.RU» – 121 835 subs. Each post gets avg 11.8K people (10% of subs), reach is low – should expand audience. Publishes 19 posts per week (~3/day) – regular schedule. For the week of Jun 29 – Jul 5, reach stable (-2.3% vs week of June 22–28).

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement & underperformers — to see what to repeat & what to drop.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **81** posts over 29 days.
- 02 Dominant format — **Photo** (76/81 posts).
- 03 Avg post length — **488** chars (median 458).
- 04 Peak audience activity — **Monday**, 10:00 MSK.
- 05 Top posts get **3x** more views than the weakest (26.6K avg for top vs 7.7K for worst) — among 81 posts over 29 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 15.06 · 07:10 PHOTO 🔥 iPhone 17 Pro Max Giveaway We're giving away the tech you dreamed of: 💎Prize pool: • iPhone 17 Pro Max 256gb Enter easily...	VIEWS 33 298 REPOSTS 736	REACTIONS 902 ER 27.3%
Nº2 15.06 · 07:47 PHOTO Familiar element. New look. Dock in iOS 27 looks different, but its idea remains the same for almost 20 years. From bulky iPhone iOS icons...	VIEWS 25 586 REPOSTS 6	REACTIONS 56 ER 21.0%
Nº3 29.06 · 19:05 PHOTO 🔥 iPhone 17 Pro Max Giveaway We're giving away the tech you dreamed of: 💎Prize pool: • iPhone 17 Pro Max 256gb Enter easily...	VIEWS 20 935 REPOSTS 373	REACTIONS 681 ER 17.2%

Nº4 15.06 · 08:03 PHOTO ⚡ Three iOS 27 Features You'll Want to Enable Right Away First – Liquid Glass settings. Now interface transparency can be adjusted...	VIEWS 20 641 REPOSTS 6	REACTIONS 67 ER 16.9%
Nº5 14.06 · 09:16 PHOTO 📷 iOS 27 massively updated the Photos app New 'Expand' feature. Now iPhone can literally draw beyond a photo's...	VIEWS 20 399 REPOSTS 12	REACTIONS 33 ER 16.7%

|

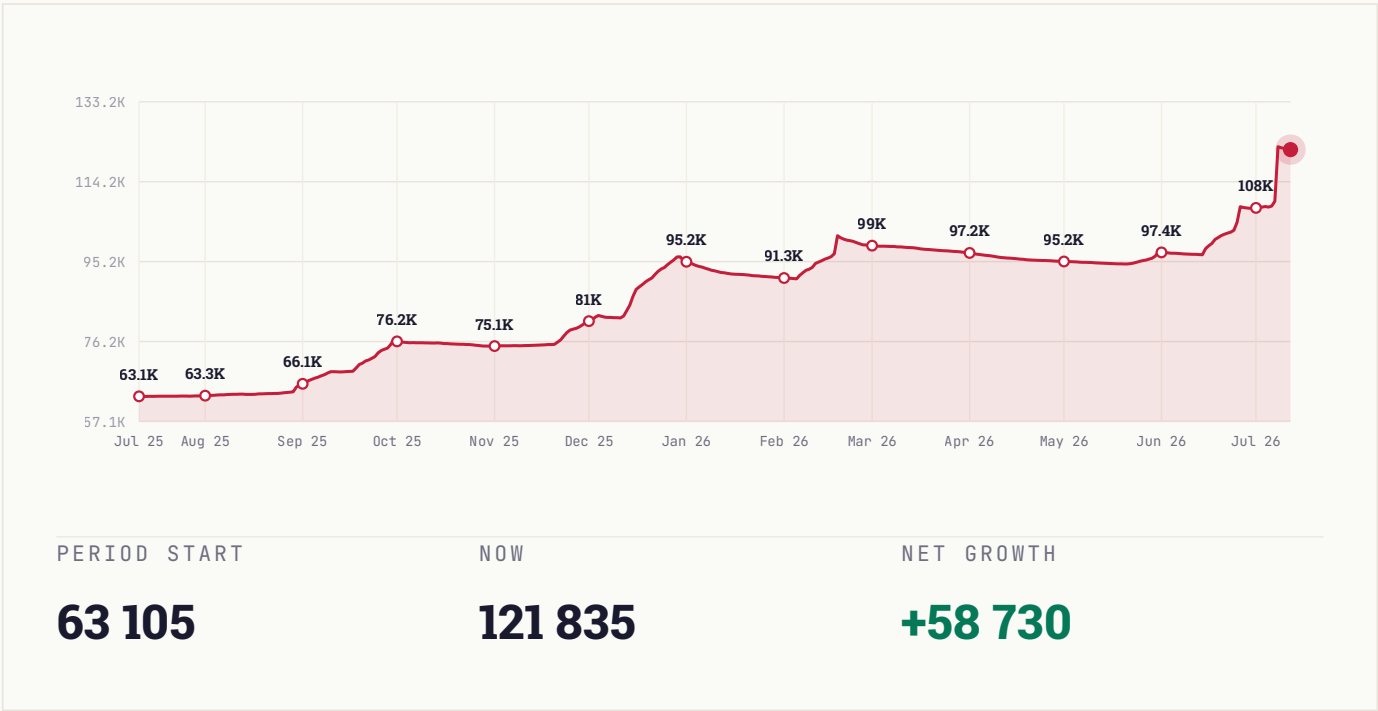
WORST 3

↓ 03.07 · 14:41 PHOTO 📷 How to find photos & videos from a specific app on iPhone If you don't remember where you saved an image or video, iPhone can search...	VIEWS 7 983 REPOSTS 11	REACTIONS 40 ER 6.6%
↓ 09.07 · 14:19 PHOTO In iOS 27, a filter for messages from strangers appeared Now spam and messages from unknown numbers are automatically sent to a separate...	VIEWS 7 697 REPOSTS 9	REACTIONS 9 ER 6.3%
↓ 12.06 · 17:00 VIDEO Which splash screen do you like more: from iOS 26 or iOS 27? Contact us / current price and store addresses in our bot 👉 @icitystore_bot	VIEWS 7 456 REPOSTS 3	REACTIONS 25 ER 6.1%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

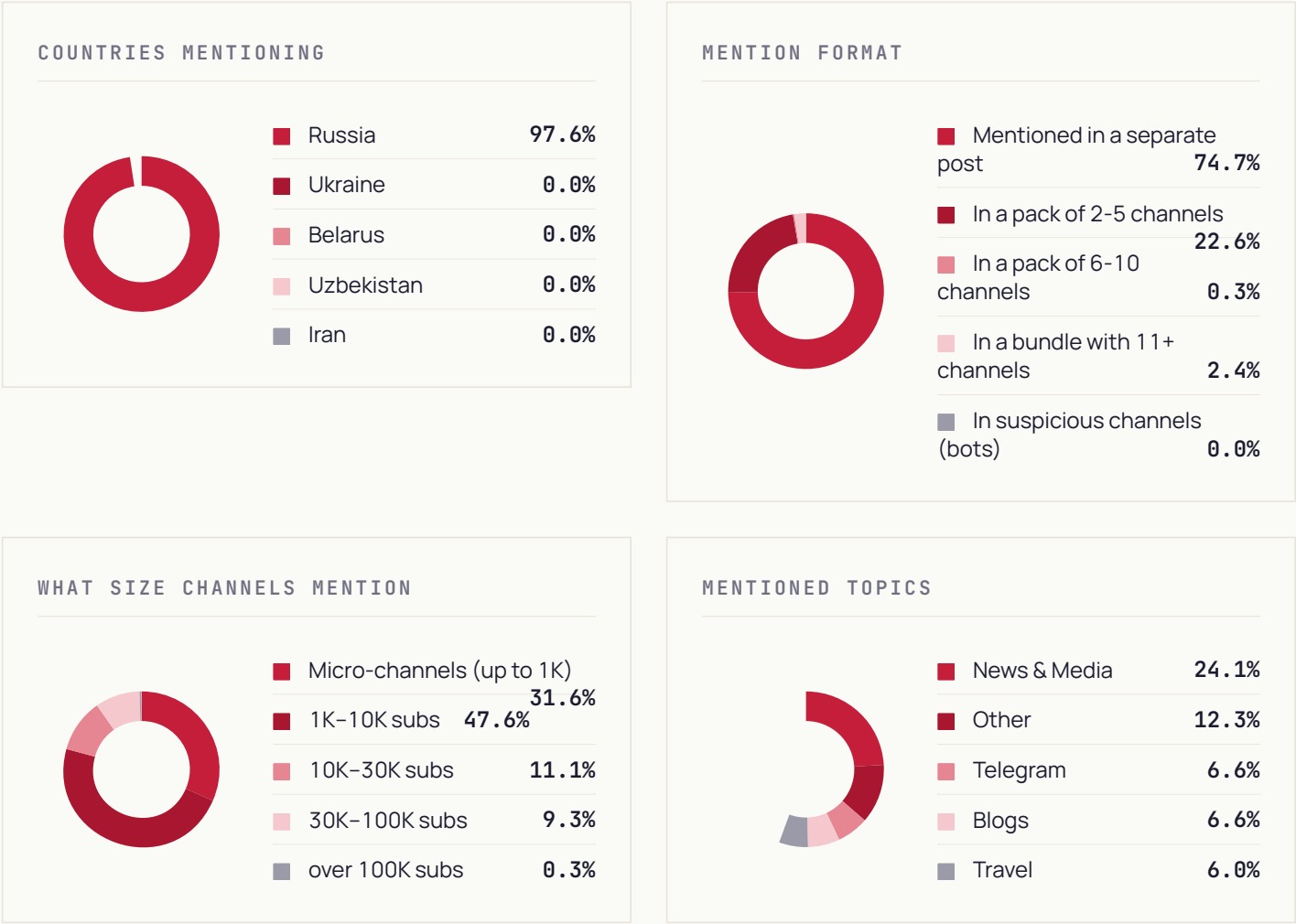
Subscriber growth chart for the year. On key months exact subscriber count is shown. Shows which months the channel grew and which lost subs.



SECTION 04 · MENTIONS

Who and how mentions the channel

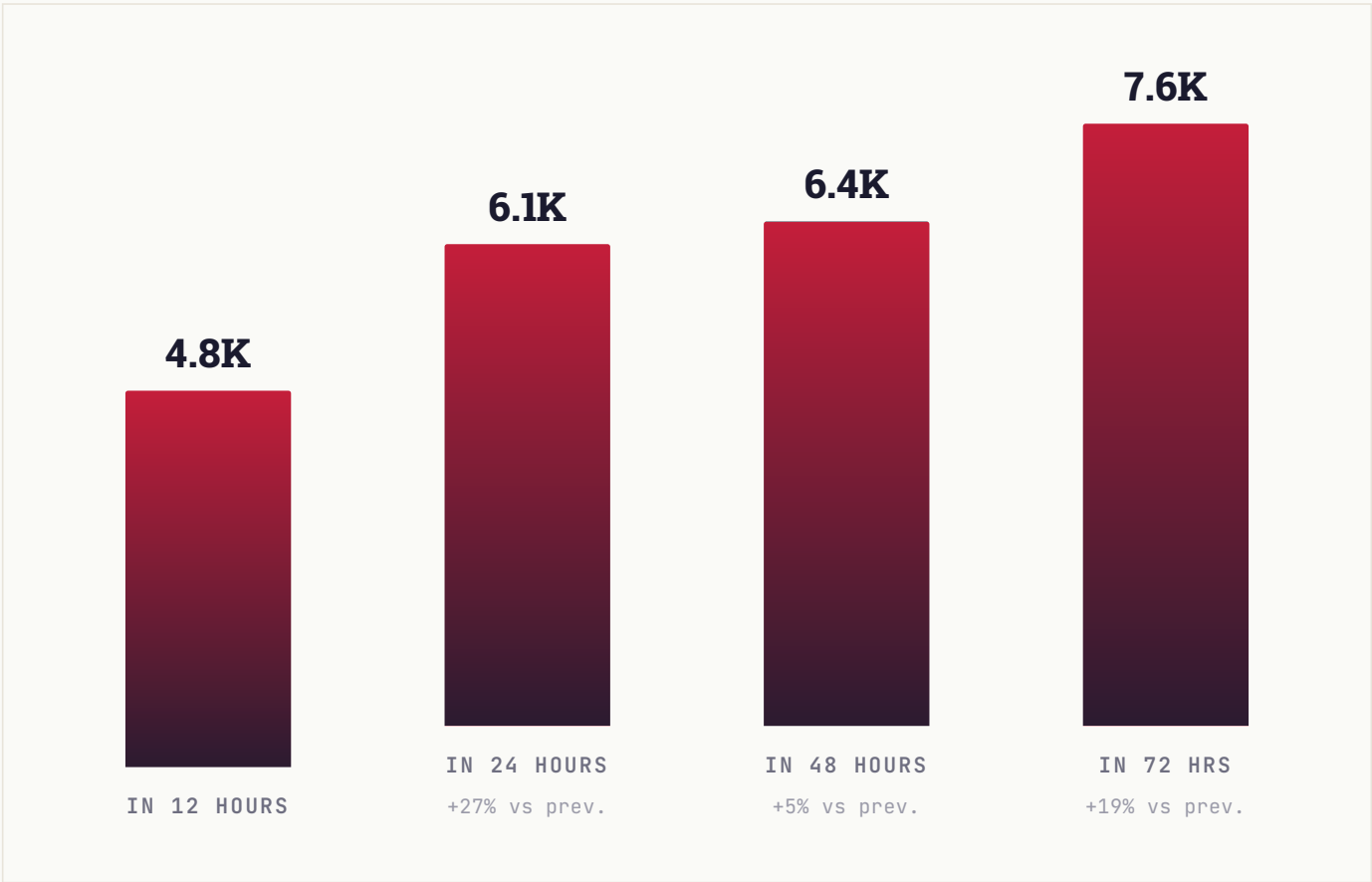
Citation index **34** — channel popularity score based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **162** different channels.



— SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg ad post reach by time since publication. Helps gauge how long 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
HI hitvpn_blog	4.6M
MT Trends world	3.3M
TE Technochat	3.1M
HA Hi, AI • Tech News	2.6M
آا اینترنت ژاد	2.5M
TE Technomotel	2.4M
NN NN	2.2M
EC Exploit	2.1M
L- LIVE — Telegram, AI & Tech	2M
PP PINK PROXY پروکسی	2M
IC ICITY-STORE.RU YOU	121.8K

COMPARATIVE CONCLUSION

Channel is still outside niche top 100 — early growth stage. Niche leader — hitvpn_blog (4.6M), top-100 median: 446.9K. First goal: enter top-100 through systematic work on traffic and content.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

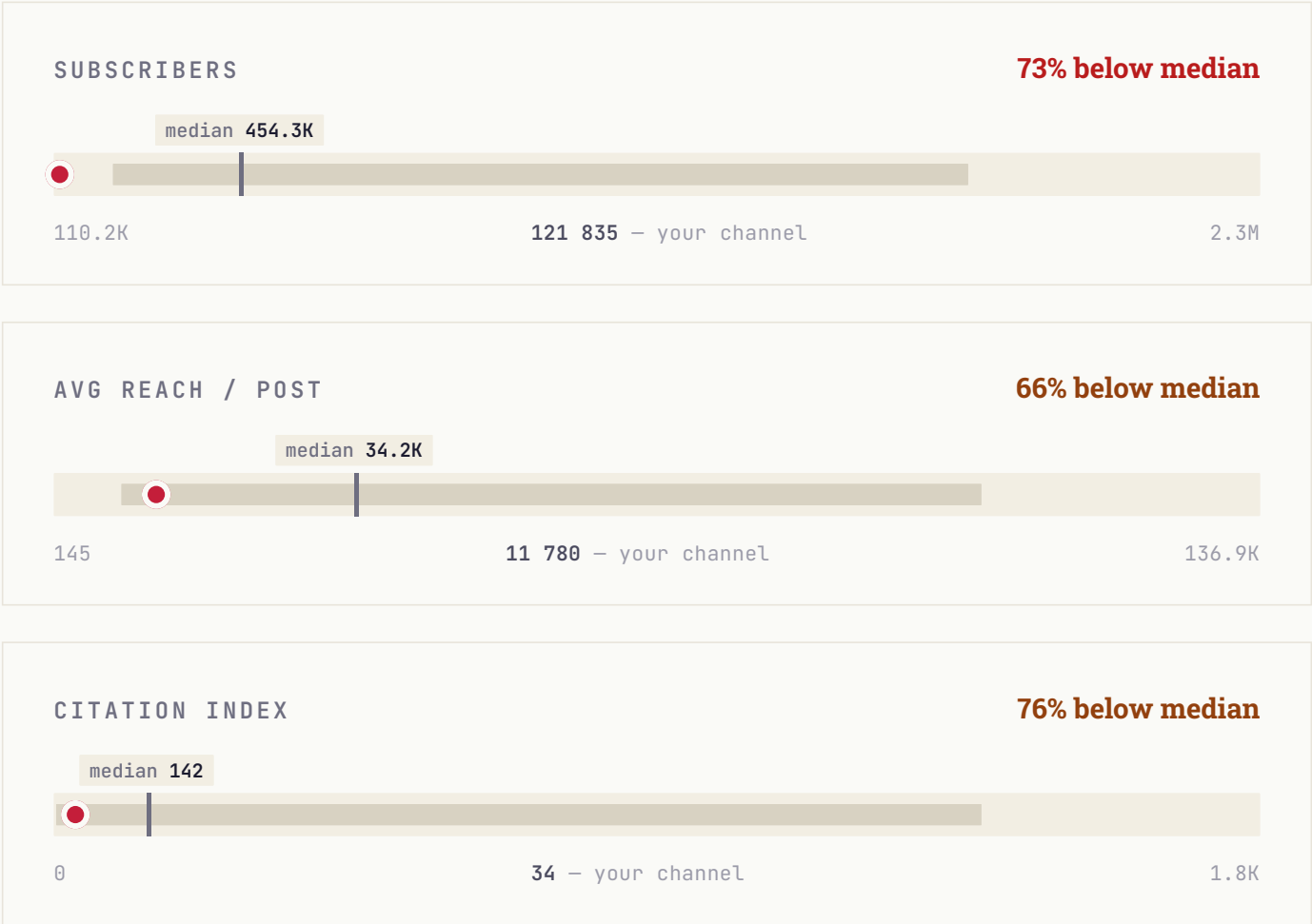
Every month we record posts in other channels that mention yours. Over the last **6 months** such mentions were **116**, they brought **35 474** new subs.

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

SECTION 08 · NICHE COMPARISON

Where channel stands in its league

Took top-100 channels in category «Tech» (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 sorted by expected impact. Check off and revisit this report in a month.

01

Main post of the week — on Monday

On this day at 10:00 MSK audience is most active.

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 bringing share to 15-25%.

EFFECT

**Video holds
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 boost ER by +5-15%.
One poll per week on a hot topic — an easy win.

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 is what we can do in minutes from public data. Want to go further? Run ads through us & hit your growth plan in a month.

01

**Launch ads in
Telegram**

<https://panel.promptpress.com/register>

02

Contact manager

t.me/PromptPress_manager