

— PUBLIC REPORT BY PROMTPRESS

Channel audit

Infernal e-comm & retail



@inferno_retail

Professional and sarcastic take on consumer markets and retailer race. Contact: @ecomtip

SUBSCRIBERS

56 028

-6741 per month

ERR (% SEE POSTS)

48.0%

last day **50.3%**

REACH/POST

29.9K

ad reach **28.5K**/24h

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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 56 028 —	 SUBS REACH 53.44% avg % subs see post	 VIEWS/POST 29.9K median 29.9K · 27 days	 POSTS/WEEK 13.7 for period
 7D TREND -7.0% vs previous week	 REACTIONS/POST — MTPROTO only	 POST LENGTH 619 chars median 576 · 27 days	 POSTS ANALYZED 53 27 days
 AD REACH 28.5K 24h avg	 CHURN / MONTH -6741 last month	 CITATION RATE 133 citation index · 914 channels mentioned all time	 CHANNEL AGE 9 years 1 month created 16.05.2017

AI EDITOR SUMMARY

Channel «Hellish e-comm & retail» — 56 028 subs. Each post avg views 29.9K people (53% of subs), wide reach for a channel this size. Publishes 14 posts/week (~2/day) — regular pace. For week Jun 29 – Jul 5 reach dropped -7.0% to week Jun 22–28 — worth analyzing reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 53 posts over 27 days.
- 02 Dominant format – Text (40/53 posts).
- 03 Avg post length – 619 chars (median 576).
- 04 Audience peak – Sunday, 15:00 MSK.
- 05 Top posts get 2x more views than the weakest (38.3K avg for top vs 18.5K for worst) – among 53 posts in 27 days. Worth analyzing what the top has in common: topic, format, time.

TOP 5 POSTS

Nº1 22.06 · 10:41 TEXT 🤪 Wildberries freezes gaming development indefinitely. The company previously considered launching cloud gaming...	VIEWS 39 245 REPOSTS 4	REACTIONS — ER 70.0%
Nº2 01.07 · 10:02 TEXT Yandex Taxi discusses with regional authorities and gas station chains increasing fuel limit for taxis. The carrier assured that it does not record...	VIEWS 38 237 REPOSTS 2	REACTIONS — ER 68.2%
Nº3 22.06 · 11:32 PHOTO Employee late, client calls with complaint When field staff routes are built manually, a lot of time is spent on...	VIEWS 37 289 REPOSTS 2	REACTIONS — ER 66.6%

Nº4 27.06 · 17:57 TEXT In Astrakhan, 14 people hospitalized with salmonellosis after eating ready-made food purchased presumably at a gastronome...	VIEWS 36 051 REPOSTS 4 REACTIONS — ER 64.3%
Nº5 01.07 · 11:59 TEXT VTB Deputy Chairman Dmitry Pianov confirmed the bank received Ozon shares as collateral. He also noted that deal participants cannot...	VIEWS 35 389 REPOSTS 2 REACTIONS — ER 63.2%

WORST 3

↓ 03.07 · 05:12 TEXT A new dubious scheme has emerged in Russia allowing payment for goods in stores using crypto wallet funds, but it...	VIEWS 20 439 REPOSTS 1 REACTIONS — ER 36.5%
↓ 29.06 · 09:32 TEXT Pyaterochka, Perekrestok and Chizhik store chains (X5 Group) halted purchases of Raffaello and Kinder products. Products...	VIEWS 18 076 REPOSTS 3 REACTIONS — ER 32.3%
↓ 29.06 · 07:41 TEXT On Thursday, June 25, Apple raised prices on several devices. MacBook prices increased by 16-20%, iPads by...	VIEWS 16 869 REPOSTS 2 REACTIONS — ER 30.1%

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.

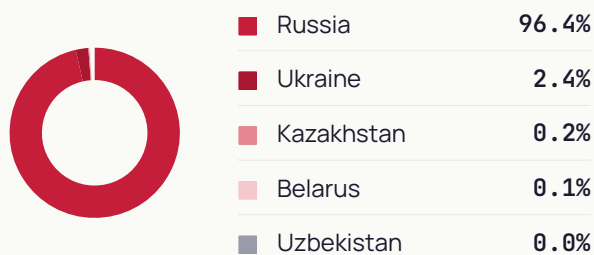


SECTION 04 • MENTIONS

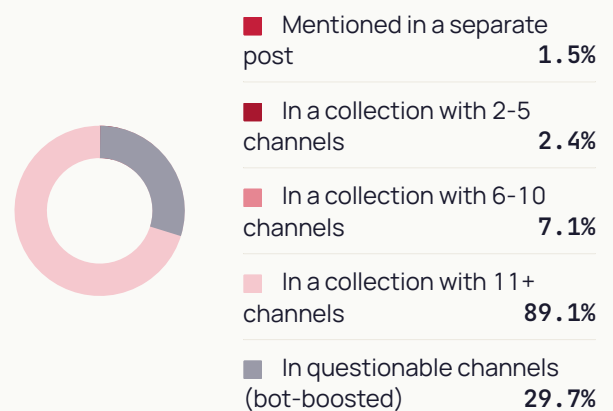
Who mentions the channel and how

Citation index **133** — 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 1K. All-time mentions: **914** different channels.

COUNTRIES MENTIONING



FORMAT OF MENTIONS



SIZE OF CHANNELS MENTIONING



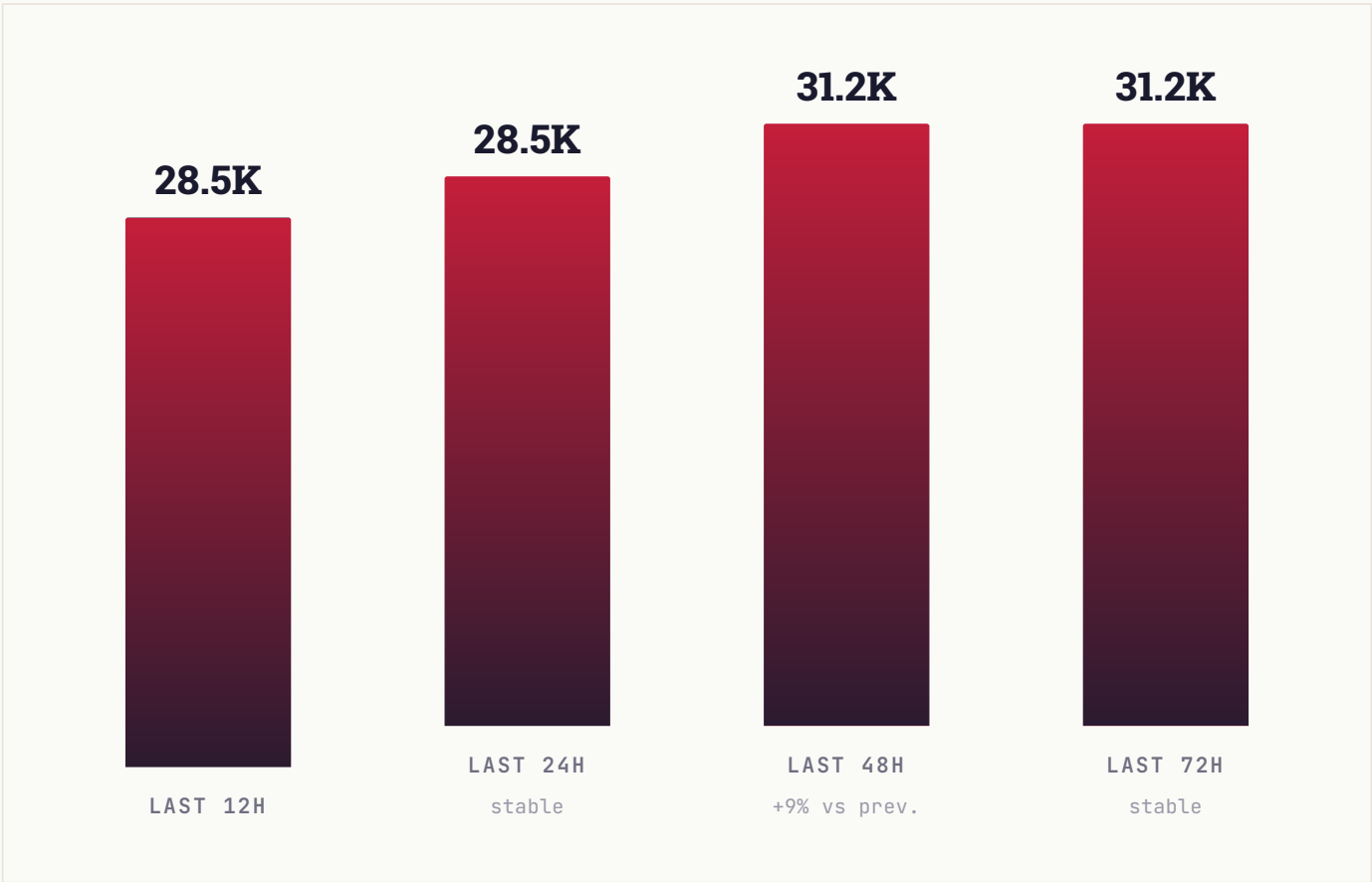
TOPICS WHERE MENTIONED



SECTION 05 · AD POTENTIAL

How long a post generates reach

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



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Highlighted your channel — shows its rank among niche neighbors.

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 زَاد	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
AE Infernal e-comm & retail YOU	56K

COMPARATIVE SUMMARY

Channel not yet 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

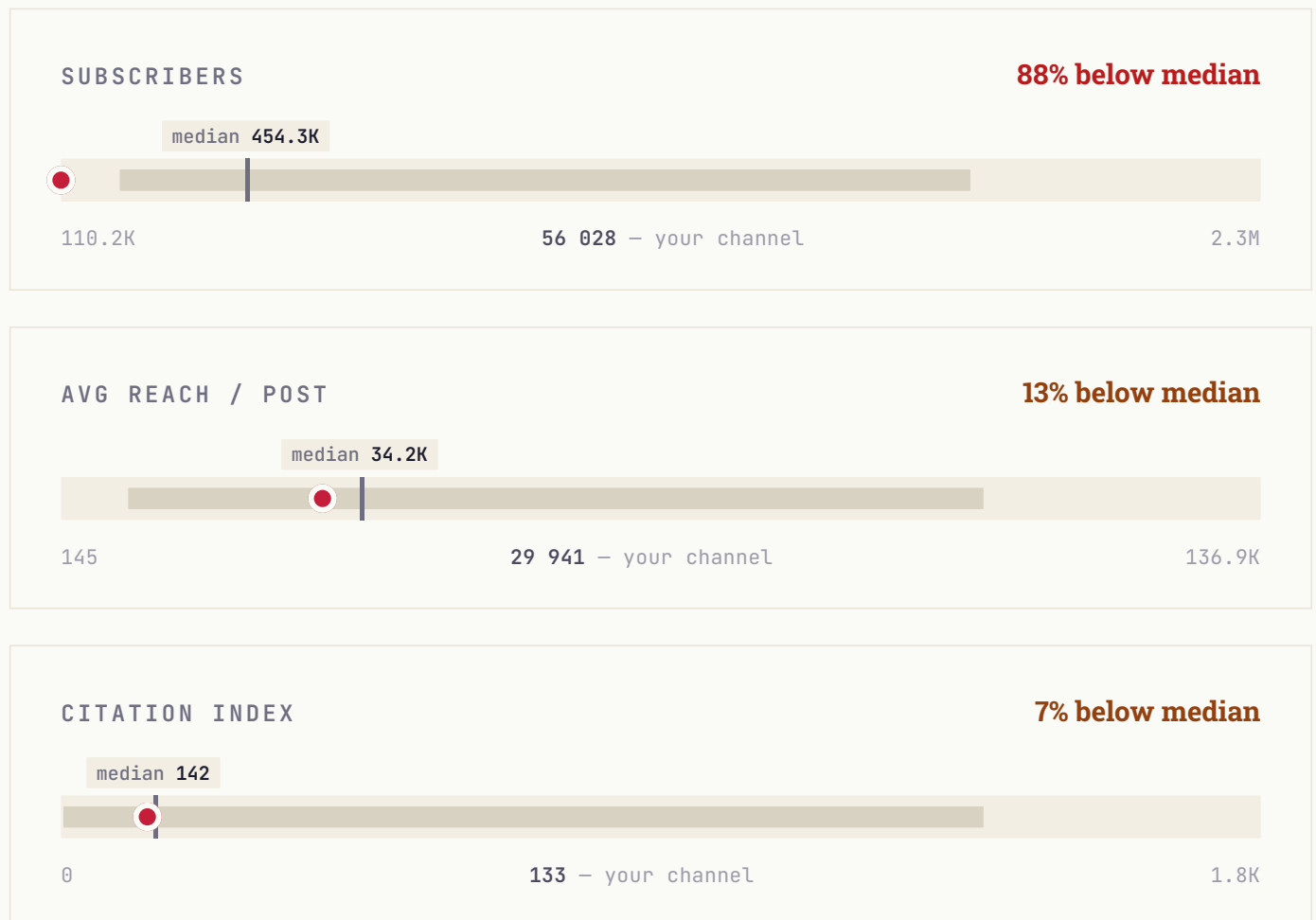
Every month we record posts in other channels that mention your channel. Over the last **6 months** such mentions were **2 673**, they brought **56 840** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	257	78	8 218
December 2025	408	82	7 676
Nov 2025	571	83	13 705
Oct 2025	393	76	13 239
Sep 2025	560	80	9 840
August 2025	484	72	4 162
TOTAL MENTIONS			2 673
MONTHS OF DATA			6
ACQUIRED SUBSCRIBERS			56 840

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 off and return to this report in a month.

- 01

Main post of the week — on Sunday
Audience is most active on this day at 15:00 MSK.

EFFECT
Best window for an important post
- 02

Increase share of video posts
Video in Telegram retains audience longer and is favored by the algorithm. Recommend reaching 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). PromtPress picks sources for your niche.

EFFECT
+1000-3000 subs
- 04

Test polls & interactive formats
Posts with polls/reactions usually give +5-15% to 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 quarterly. 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 using public data. Want to go further — run ads through us and hit your growth plan in a month.

01	Launch ads in Telegram	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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