

PROMTPRESS PUBLIC REPORT

Channel audit

Infinix Russia



@infinix_russia

Official Infinix brand channel. Chat - [@Ehex13WvppmZDQy](https://t.me/+Ehex13WvppmZDQy) @CaricareBot — tech support bot...

SUBSCRIBERS

87 018

+36990 per month

ERR (% SEE POSTS)

6.0%

per day 3.0%

REACH/POST

5.1K

ad reach 1.8K/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 87 018 —	 SUBSCRIBER REACH 5.86% avg % subs see post	 VIEWS/POST 5.1K median 5K · 29 days	 POSTS/WEEK 7.0 over period
 7D TREND -22.7% vs previous week	 REACTIONS/POST 96.0 only 2,783 reactions, 434 reposts, 297 comments	 POST LENGTH 273 chars median 215 · 29 days	 POSTS ANALYZED 29 29 days
 AD REACH 1.8K 24h avg	 CHURN / MONTH +36990 last month	 CITATION RATE 133 citation index · 302 channels mentioned all time	 CHANNEL AGE 5 years 21 day created 24.06.2021

AI EDITOR SUMMARY

Channel «Infinix Russia» — 87 018 subs. Each post averages 5.1K people (6% of subs), reach is low — consider expanding audience. Publishes 7 posts per week (~1/day) — regular schedule. For week Jun 29 – Jul 5, reach dropped by -22.7% by week 22–28 Jun — worth analyzing reasons.

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 **29** posts over 29 days.
- 02 Dominant format — **Photo** (15/29 posts).
- 03 Avg post length — **273** chars (median 215).
- 04 Peak audience activity — **Tuesday**, 18:00 MSK.
- 05 Top posts get **2×** more views than the weakest (6.9K avg for top vs 4.1K for worst) — among 29 posts in 29 days. Worth analyzing what the top has in common: topic, format, publish time.

TOP 5 POSTS

Nº1 23.06 · 15:06 PHOTO Time to upgrade your gear 📺 Our friends at Infinix and Zone 51 are here to help with a huge joint contest featuring tons of...	VIEWS 7 254 REPOSTS 206	REACTIONS 634 ER 8.3%
Nº2 24.06 · 09:18 PHOTO Your voice — our ears 🎧 Help us create the perfect audio gadget! We want our wireless headphones to match...	VIEWS 7 014 REPOSTS 3	REACTIONS 83 ER 8.1%
Nº3 25.06 · 08:59 PHOTO Look, look 👁️ So many cool features on the SMART 20! If you don't want to spend a fortune on a phone, or need a second device...	VIEWS 6 496 REPOSTS 6	REACTIONS 57 ER 7.5%

Nº4 26.06 • 09:00 PHOTO Stunning animal photos by SmugAlpacca on NOTE 60 Pro – just what you needed before the weekend! Which one do you like...	VIEWS 6 482 REPOSTS 5 REACTIONS 113 ER 7.4%
Nº5 19.06 • 09:29 PHOTO #ShotOnInfinix now in the official group! This post is dedicated to the beauty of summer Moscow, captured by our subscriber @xSyncMasterx...	VIEWS 6 461 REPOSTS 3 REACTIONS 72 ER 7.4%

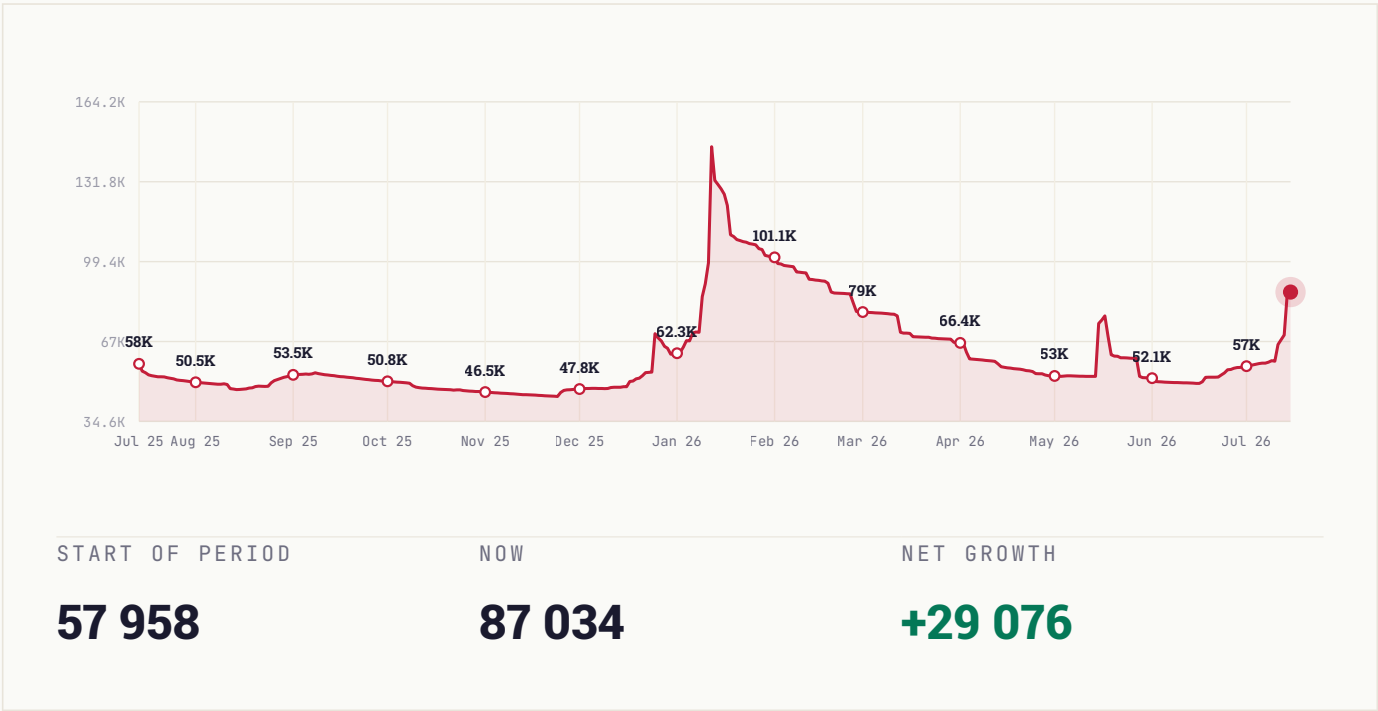
WORST 3

↓ 15.06 • 09:06 PHOTO Device care day is coming soon! On the 17th – the best day of the month to service your Infinix, and here's why: 1. Free...	VIEWS 4 203 REPOSTS 5 REACTIONS 42 ER 4.8%
↓ 17.06 • 17:15 PHOTO Infinix GT 50 Pro smartphone giveaway! ★ Winner gets the GT 50 Pro gaming phone with liquid cooling and touch...	VIEWS 4 154 REPOSTS 102 REACTIONS 255 ER 4.8%
↓ 16.06 • 09:35 VIDEO Let's jump back to Indonesia for a moment and see how the PMGO tournament went, where the GT 50 Pro was the official...	VIEWS 4 070 REPOSTS 3 REACTIONS 46 ER 4.7%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

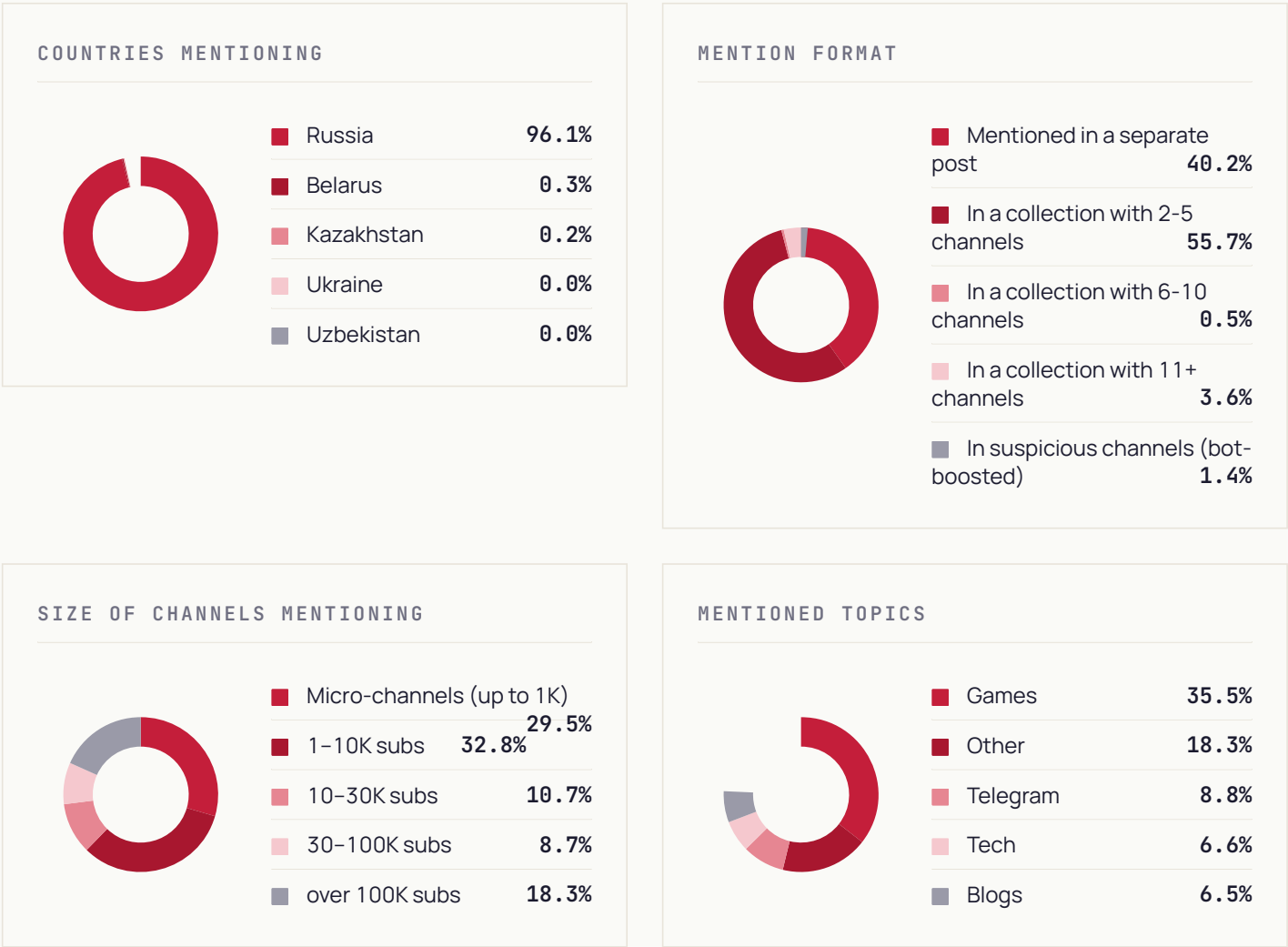
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

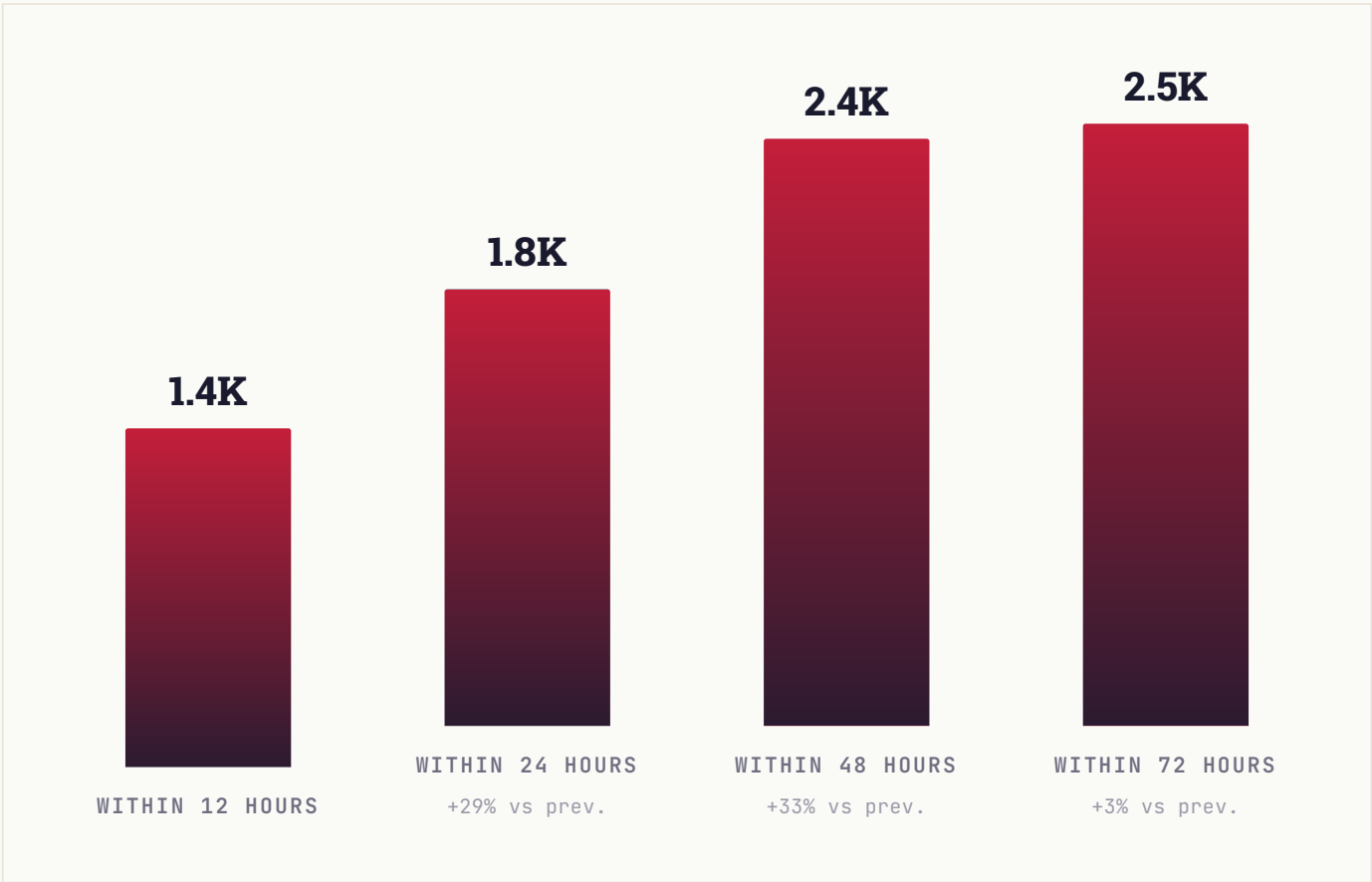
Citation index **133** – channel popularity rating based on mentions. Considers not only quantity but also weight of mentioning channels: a post from a 100K subs channel "weighs" more than from a 1K subs channel. All time the channel was mentioned **302** different channels.



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 stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Your channel is highlighted — see its position among niche neighbors.

CHANNEL	SUBSCRIBERS
O2 Offerzone 2.	5.8M
OF Offerzone	4.2M
OF Offerzone	1.2M
O3 Offerzone 3.	3.5M
DE Dealdost	3.1M
O4 Offerzone 4.	2.4M
G- GrowDealz - Shopping Deals & Offers	2.2M
AL AliBaba Loot Deals	2.2M
PD Premium Deals	1.5M
SQ Shoppers Quest	1.3M
IP Infinix Russia YOU	87K

COMPARATIVE CONCLUSION

Channel not yet outside niche top 95 — early growth stage. Niche leader — Offerzone 2. (5.8M), top-95 median: 408K. First goal — enter top-95 through systematic work with traffic and content.

SECTION 07 · MENTION TRENDS

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 **108**, they brought **117 166** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
Jan 2026	0	0	84 211	
December 2025	3	3	22 594	
November 2025	11	9	2 963	
October 2025	5	4	128	
September 2025	9	7	1 195	
August 2025	80	55	6 075	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
108	6	117 166

Where the channel stands in its league

The figure consists of three horizontal bar charts, each representing a different performance metric. Each chart has a light beige background with a darker beige bar representing the range of values. A vertical line marks the median, and a red dot marks the channel's performance. The channel's performance is compared to a median and a niche benchmark.

- SUBSCRIBERS:** The channel has 87,018 subscribers, which is worse than the median of 412.2K by 79%. The niche benchmark is 1.6M.
- AVG REACH / POST:** The channel has an average reach of 5,103 per post, which is worse than the median of 10.3K by 51%. The niche benchmark is 74.9K.
- CITATION INDEX:** The channel has a citation index of 133, which is better than the median of 50 by 51% of the niche. The niche benchmark is 3.2K.

Metric	Channel Value	Median	Niche Benchmark	Comparison
SUBSCRIBERS	87 018	412.2K	1.6M	worse than median by 79%
AVG REACH / POST	5 103	10.3K	74.9K	worse than median by 51%
CITATION INDEX	133	50	3.2K	better than 51% of niche

— SECTION 09 · STRATEGY

What to do right now

5 priority actions sorted by expected impact. Can be checked off and revisited in a month.

01

Top post of the week — on Tuesday

On this day and at 18:00 MSK audience is most active.

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). PromptPress picks sources for your niche.

EFFECT

**+1000-3000
subs**

03

Test polls & interactive formats

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

EFFECT

+5-15% ER

04

Cross-promo with neighboring channels

Cross-post 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 — that's a source of organic traffic.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in a few minutes from public data.
Want 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
