

PUBLIC REPORT BY PROMTPRESS

Channel audit

InterShop



@inter_sh0p

A place for conveniently finding the best prices on computer components, electronics, and more. All items are carefully selected and checked for relevance and value. For ads: @interlink1 We...

SUBSCRIBERS

127 739

+5744 per month

ERR (% SEE POSTS)

8.0%

in 24h **7.1%**

REACH/POST

9.3K

ad reach **9.1K/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 127 739 —	 SUBS REACH 7.27% avg % subs see post	 VIEWS/POST 9.3K median 9.2K · 29 days	 POSTS/DAY 24.4 ~171 per week
 7D TREND -4.0% vs previous week	 REACTIONS/POST 26.2 total 18,965 reactions, 17,795 reposts, 11,811 comments	 POST LENGTH 476 chars median 411 · 29 days	 POSTS ANALYZED 723 29 days
 AD REACH 9.1K 24h avg	 CHURN / MONTH +5744 over the last month	 CITATION RATE 54 citation index · 113 channels mentioned all time	 CHANNEL AGE 3 years 2 months created 08.04.2023

AI EDITOR SUMMARY

Channel «InterShop» – 127 739 subs. Each post averages 9.3K people (7% from subs), reach is low – consider expanding audience. Publishes 171 posts per week (~24/day) – very active. Week Jun 1–7 reach stable (-4.0% vs week 25–31 May).

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 TOP POSTS SHARE

- 01 Analysis based on **723** posts over 29 days.
- 02 Dominant format – **Photo** (719/723 posts).
- 03 Avg post length – **476** chars (median 411).
- 04 Audience peak – **Sunday**, 19:00 MSK.
- 05 Top posts get **2x** more views than the weakest (18.5K avg for top vs 7.5K for worst) – among 723 posts over 29 days. Worth analyzing what top posts have in common – topic, format, timing.

TOP 5 POSTS

Nº1 27.05 · 12:03 PHOTO 📺 My first OLED monitor - GIGABYTE MO27Q28G. Sadly, it's going to you – we're raffling it for subs Review on...	VIEWS 23 404 REPOSTS 26	REACTIONS 22 ER 18.3%
Nº2 08.06 · 12:40 PHOTO 📺 GIVEAWAY: GPU & PREMIUM DEVICES FOR SUBS! 1st: Colorful GeForce RTX 5060 iGame Ultra White 2nd: Headphones...	VIEWS 17 622 REPOSTS 534	REACTIONS 591 ER 13.8%
Nº3 08.06 · 12:59 PHOTO 📺 AMD not rushing to AM6 Company hinted that the new socket will come only when DDR6 and PCIe 6.0 deliver...	VIEWS 14 504 REPOSTS 26	REACTIONS 90 ER 11.4%

Nº4 08.06 • 11:40 PHOTO For small budgets, Phanteks AMP GH, 1000W, 80+ Gold, ATX3.1, White is top, but if you can add a couple thousand, you can upgrade to...	VIEWS 13 725 REPOSTS 22 REACTIONS 26 ER 10.7%
Nº5 08.06 • 13:29 PHOTO Xiaomi 17T & 17T Pro hit DNS Sales started at DNS for Xiaomi 17T and 17T Pro – both focus on big batteries, screens...	VIEWS 13 339 REPOSTS 24 REACTIONS 49 ER 10.4%

WORST 3

↓ 13.06 • 08:10 PHOTO X #Deal PentaWave PC-Z04E SRB PWM CPU cooler just 1.053p. Best budget cooler you can get → Wildberries...	VIEWS 7 630 REPOSTS 10 REACTIONS 18 ER 6.0%
↓ 06.06 • 09:50 PHOTO X #Deal Inno3D RTX 5060 TWIN X2 V2, just 25.894p. → Wildberries – 25.894p. X ⚡Found by InterShop Pro bot ⚡ MAX VK...	VIEWS 7 589 REPOSTS 32 REACTIONS 24 ER 5.9%
↓ 13.06 • 06:10 PHOTO X #Deal Roborock S8 Pro Plus robot vacuum just 16.881p. → AliExpress – 16.881p. X ⚡Found by InterShop Pro bot ⚡ MAX VK X X...	VIEWS 7 345 REPOSTS 5 REACTIONS 12 ER 5.8%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

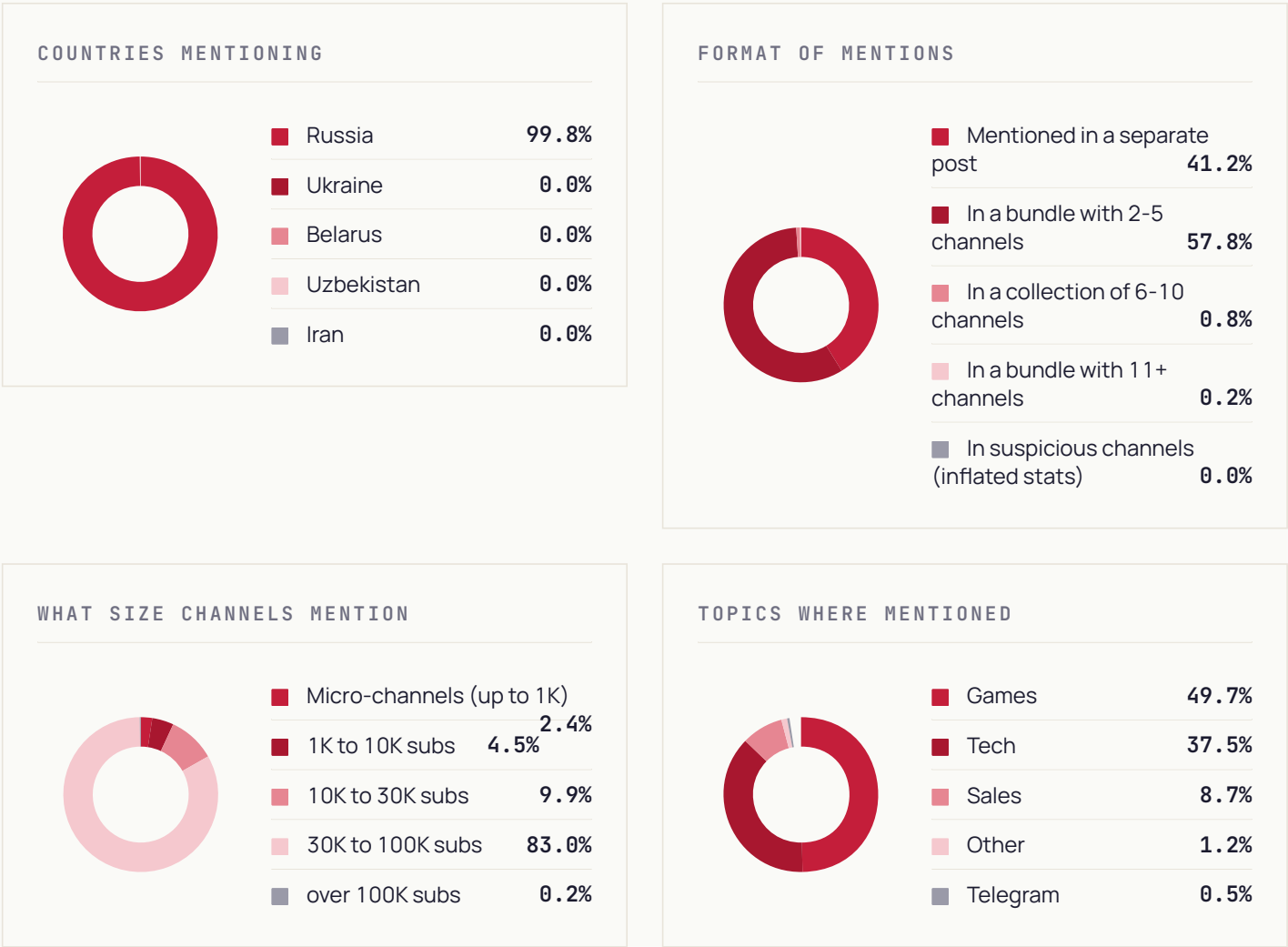
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth vs. loss.



SECTION 04 · MENTIONS

Who and how mentions the channel

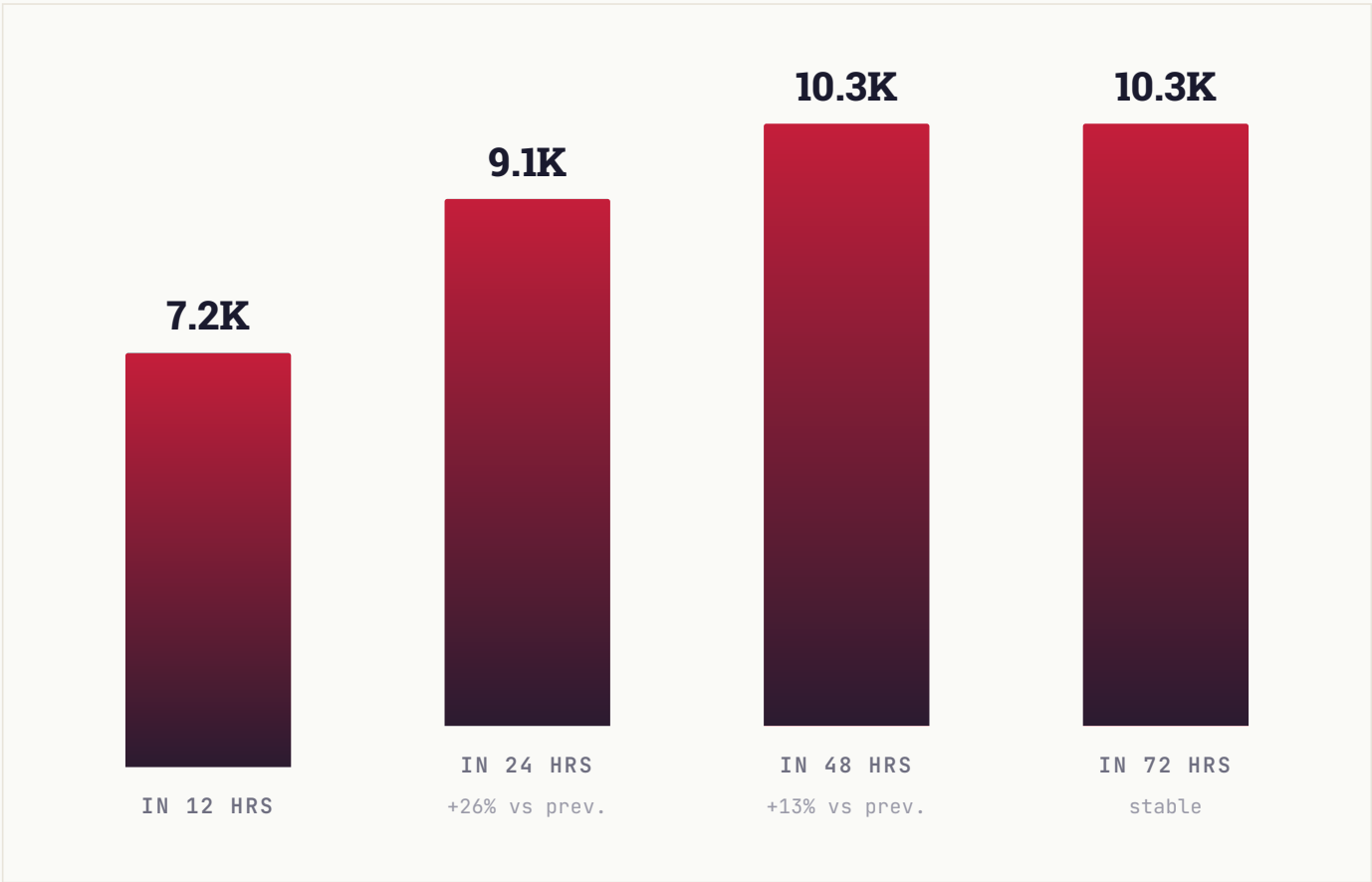
Citation index **54** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned **113** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

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



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
OZ OZON	1.1M
YM Yandex Market	1M
X- Freeloaders - Lightning	1M
SN Market discounts	993.1K
WS WB Sniper Wildberries Finds Discounts Promos	932.9K
PB By Blat	888K
Z Hare Promos Discounts	877.5K
W Wildberries finds	799.3K
VI ITEMS FROM VIDEO	711.7K
AL Alpha-Profitable	563K
IN InterShop YOU	127.7K

COMPARATIVE INSIGHT

Channel in bottom half of niche top-100 (#99 of 94). Niche median — 201.1K subs. First growth KPI — reach the median. Leader: OZON (1.1M).

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 **4 816**, they brought **32 118** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
December 2025	316	7	2 163
Nov 2025	5	4	2 934
Oct 2025	781	11	1 774
Sep 2025	1 128	14	6 564
August 2025	1 348	40	18 404
July 2025	1 238	9	279

TOTAL MENTIONS	MONTHS IN DATA	ATTRACTED SUBS
4 816	6	32 118

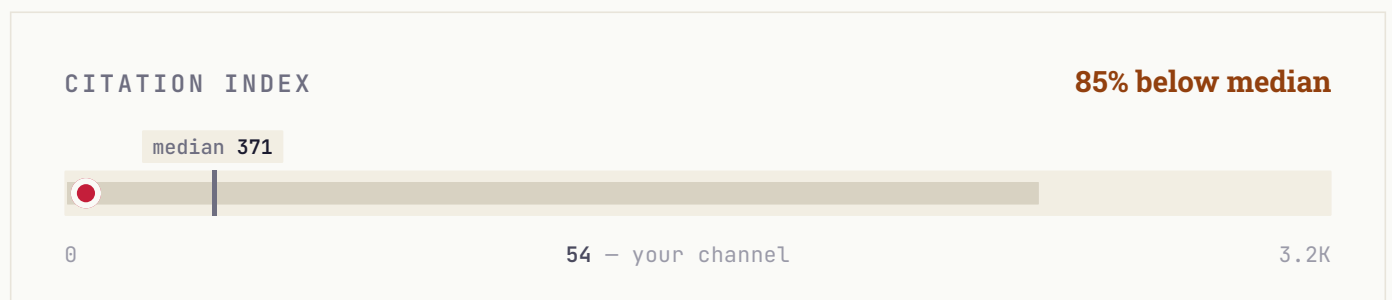
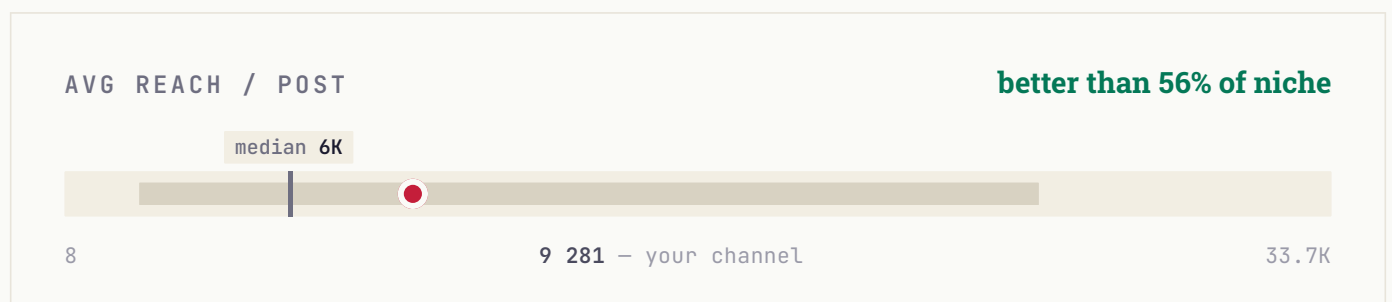
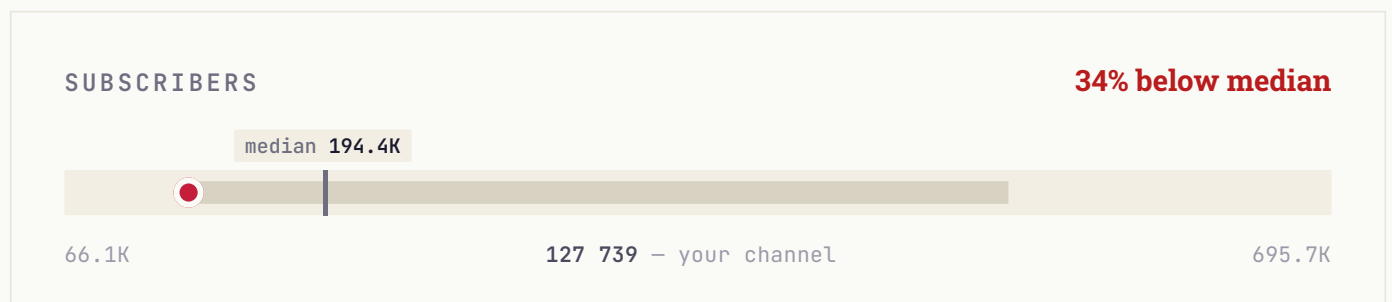
— SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category «Sales» (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.

#99 /100

POSITION IN NICHE
 Channel in the bottom half of the ranking



— SECTION 09 · STRATEGY

What to do right now

5 priority actions ranked by expected impact. Check off and revisit this report in a month.

01

Main post of the week — on Sunday

Audience is most active on this day at 19:00 MSK.

EFFECT

**Best window
for an
important post**

02

Increase video post share

Video in Telegram retains audience longer and is better perceived by the algorithm. We recommend increasing share to 15-25%.

EFFECT

**Video retains
audience
better**

03

System 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**

04

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

05

Cross-promo with neighboring channels

Swap posts quarterly with same-segment channels. 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 using public data. If you want to go further — run ads through us and hit your growth plan in a month.

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