

PROMTPRESS PUBLIC REPORT

Channel audit

IVOL | Коммерс



@ivol_seller

★ Retail | Business | Marketplaces ● Site : IVOL.ONE ● Author :
@Anatoly_Kulikov ★ Owner of IVOL (Retail & wholesale of
electronics) ★ Sell & install charging stations

SUBSCRIBERS

8 947

+7400 per month

ERR (% SEE POSTS)

6.0%

per day 1.8%

REACH/POST

556

ad reach 495/24h

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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 8 947 —	 SUBS REACH 6.22% avg % of subs see post	 VIEWS/POST 556 median 564 · 28 days	 POSTS/WEEK 6.2 over period
 7D TREND +106.5% vs previous week	 REACTIONS/POST 26.4 only 661 reactions, 37 reposts, 0 comments	 POST LENGTH 881 chars median 999 · 28 days	 POSTS ANALYZED 25 28 days
 AD REACH 495 24h avg	 CHURN / MONTH +7400 over last month	 CITATION RATE 1 citation index · 10 channels mentioned ever	 CHANNEL AGE 1 year 4 months created 21.02.2025

AI EDITOR SUMMARY

Channel «IVOL | Коммерс» – 8 947 subs. Each post averages 556 people (6% subs), reach is low – consider expanding audience. Publishes 6 posts per week (~1/day) – rare posts. For week Jul 6–12, reach grew by +106.5% to week Jun 29 – Jul 5 – positive trend.

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 25 posts in 28 days.
- 02 Dominant format – Photo (19/25 posts).
- 03 Avg post length – 881 chars (median 999).
- 04 Peak audience activity – Friday, 22:00 MSK.
- 05 Top posts get 13x more views than the weakest (1.1K avg for top vs 79 for worst) – among 25 posts in 28 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 10.07 · 19:07 PHOTO Apple to pay iPhone owners up to \$95 over delayed Siri AI launch Apple agreed to a class-action settlement...	VIEWS 1 113 REPOSTS 1	REACTIONS 20 ER 12.4%
Nº2 13.07 · 14:09 PHOTO The era of ultra-low prices on marketplaces is ending For a long time, marketplaces were the cheapest place to shop. But prices 'cheaper...	VIEWS 1 057 REPOSTS 1	REACTIONS 6 ER 11.8%
Nº3 12.07 · 14:53 PHOTO You're not tired. You're tired of work that doesn't deliver. You can be busy 14 hours a day: answering messages, controlling...	VIEWS 1 025 REPOSTS 1	REACTIONS 16 ER 11.5%

Nº4 05.07 · 18:20 PHOTO Marketplaces will be required to check goods and sellers via state registries From October 1, 2026, Russian marketplaces must check...	VIEWS 1 020 REPOSTS 1	REACTIONS 36 ER 11.4%
Nº5 03.07 · 11:51 PHOTO In 2012 my main goal was achieved: I became an engineer. Moscow United Energy Company deals with...	VIEWS 983 REPOSTS 2	REACTIONS 40 ER 11.0%

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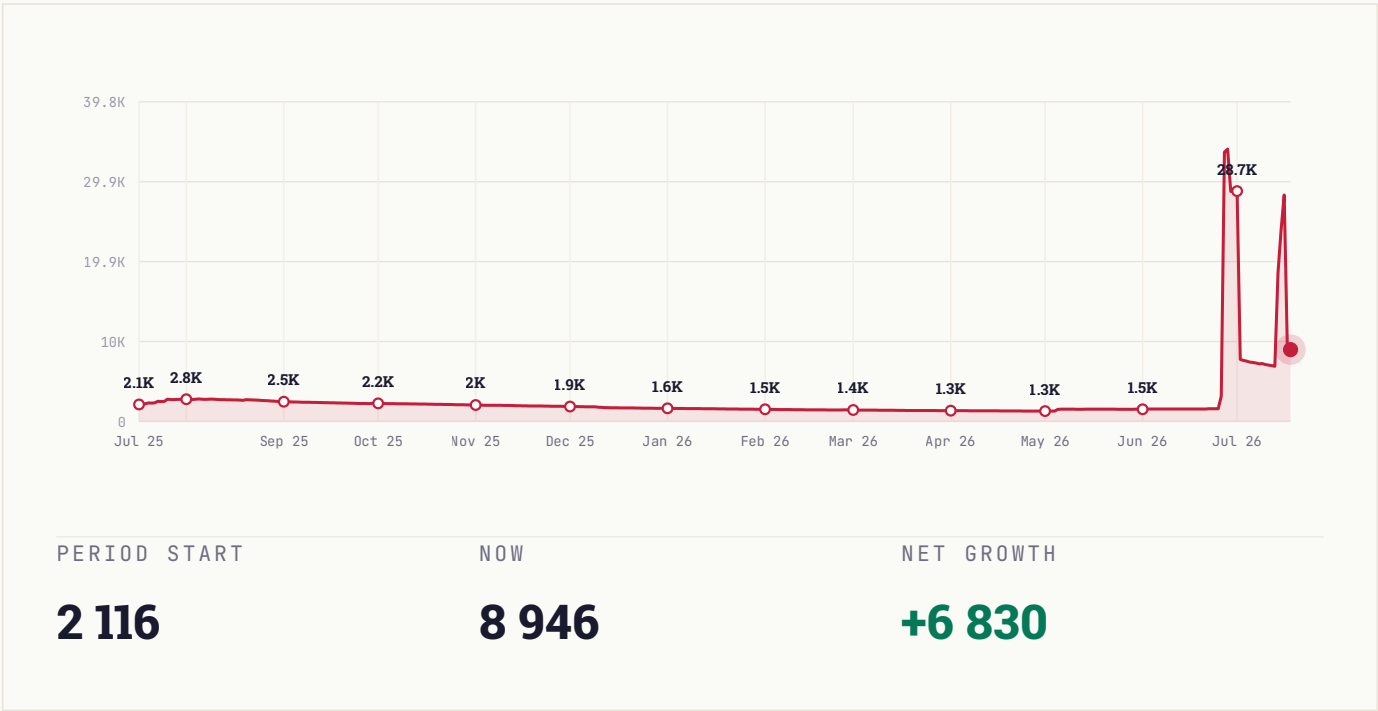
WORST 3

↓ 26.06 · 11:03 TEXT (post without caption – text)	VIEWS 83 REPOSTS 1	REACTIONS 7 ER 0.9%
↓ 30.06 · 18:00 PHOTO As a student at Moscow Power Engineering Institute, I dreamed of working at Mosenergo. Generation has always been the foundation of everything...	VIEWS 78 REPOSTS 2	REACTIONS 41 ER 0.9%
↓ 29.06 · 10:32 TEXT (post without caption – text)	VIEWS 77 REPOSTS 1	REACTIONS 7 ER 0.9%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

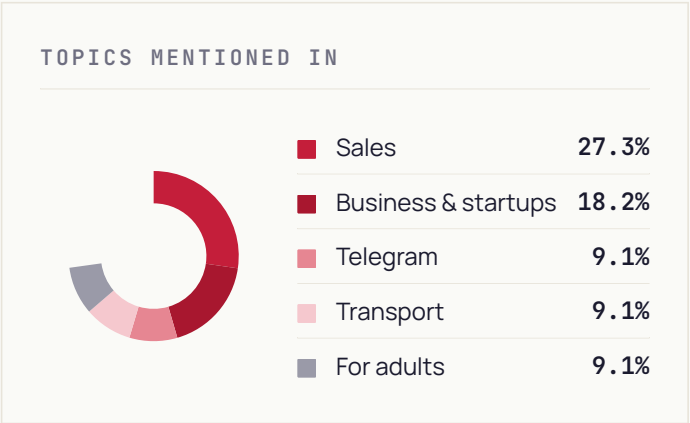
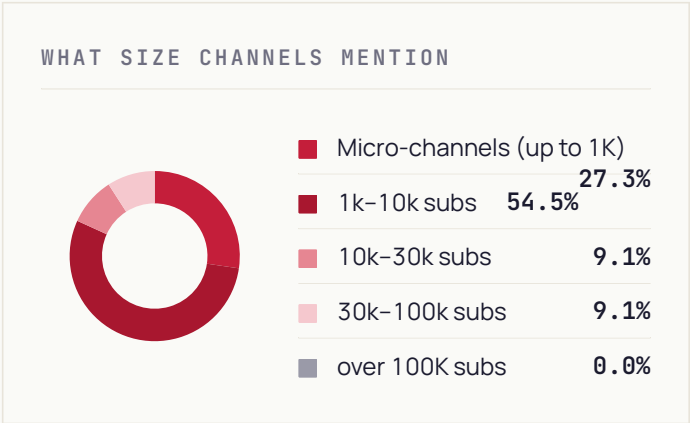
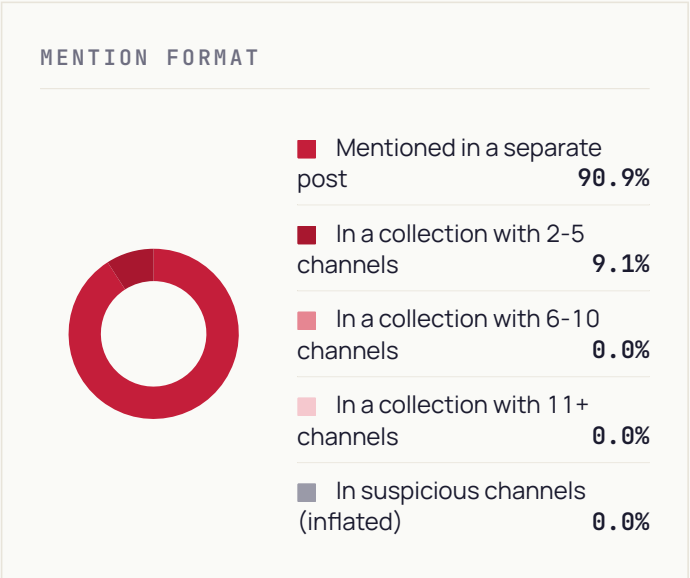
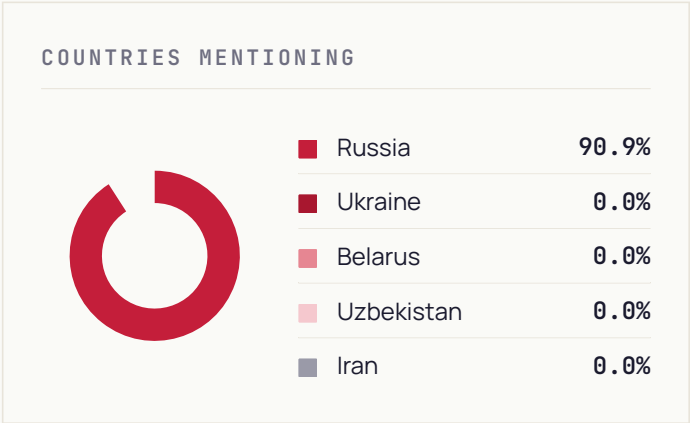
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained and which lost subs.



SECTION 04 · MENTIONS

Who and how mentions the channel

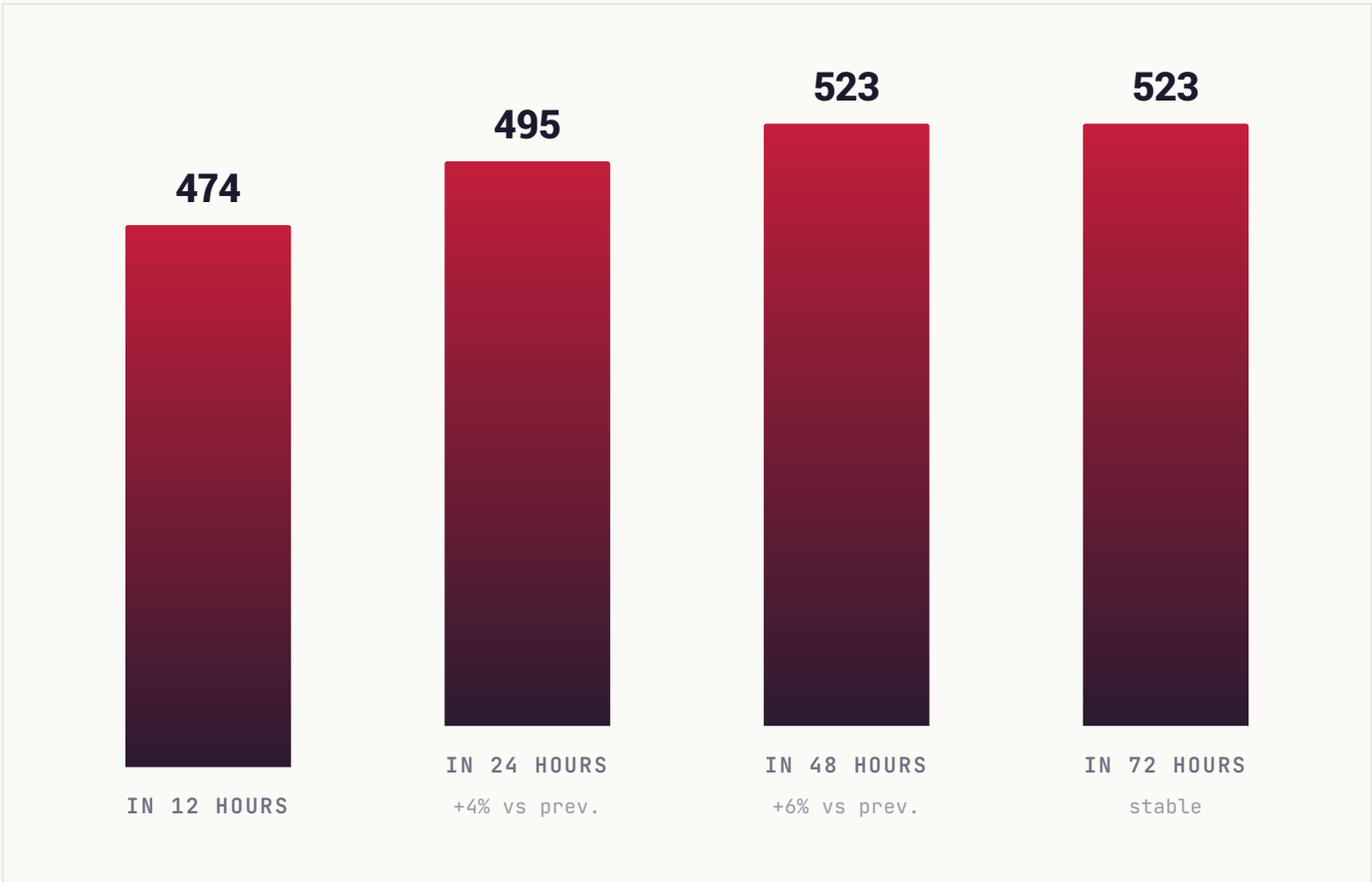
Citation index 1 – channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel 'weighs' more than from a 1K subs channel. All-time mentions: 10 different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

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



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
O2 Offerzone 2.	5.8M
OF Offerzone	4.1M
OF Offerzone	1.2M
O3 Offerzone 3.	3.4M
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
I IVOL Коммепс YOU	8.9K

COMPARATIVE CONCLUSION

Channel not yet outside top 95 of niche — early growth stage. Niche leader — Offerzone 2. (5.8M), top-95 median: 407.3K. First goal — enter top-95 through systematic work on traffic and content.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Monthly we record posts in other channels that mentioned your channel. Over the last **6 months** such mentions were **0**, they brought **211** new subs.

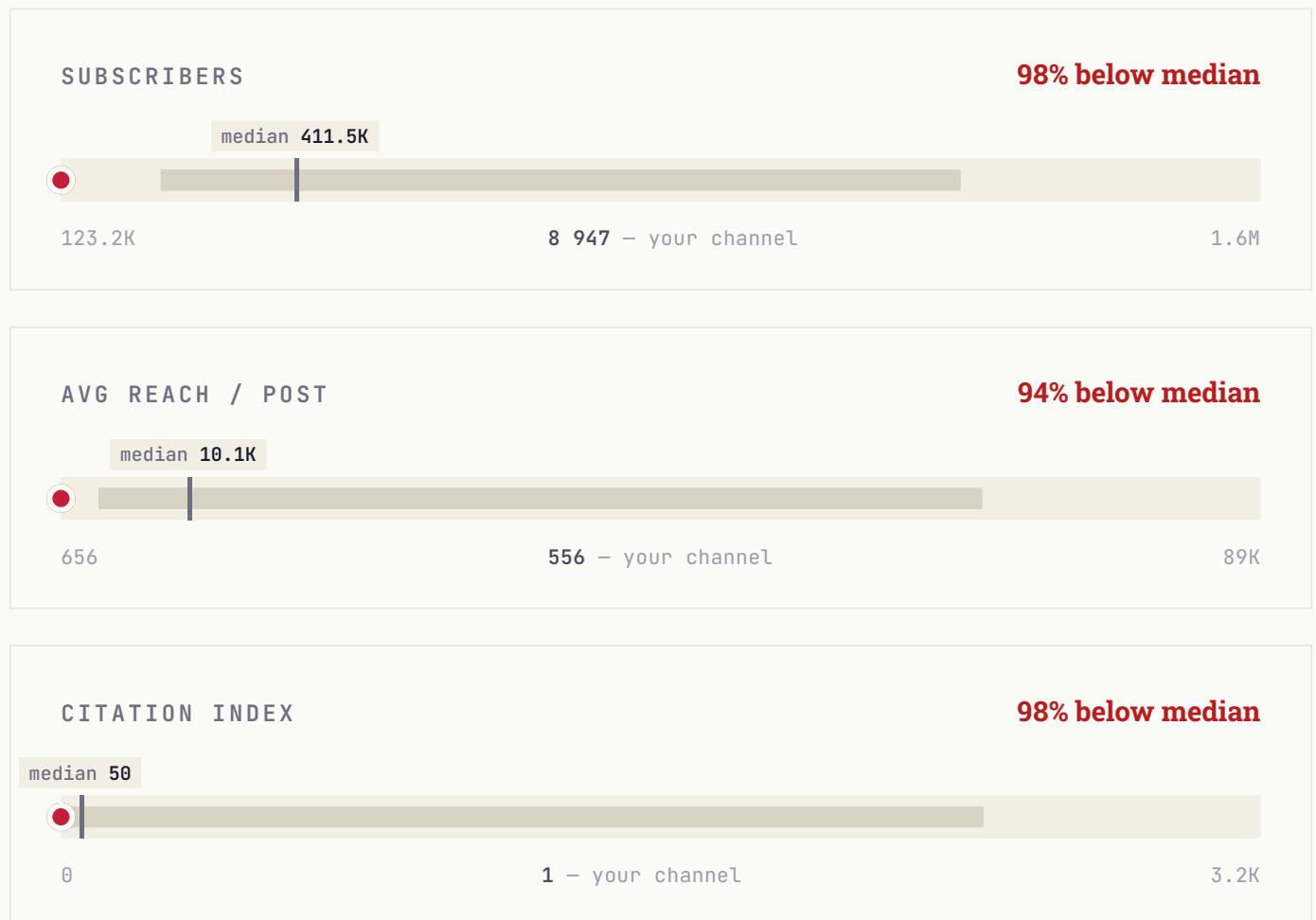
PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
Jan 2026	0	0	1	
December 2025	0	0	0	
November 2025	0	0	1	
October 2025	0	0	0	
September 2025	0	0	42	
August 2025	0	0	167	

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS
0	6	211

SECTION 08 • NICHE COMPARISON

Where the channel stands in its league

Took top-**100** channels in category "**Sales**» (Russia) and compared your channel.
Gray band — range where 80% of niche channels fall (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 Friday

On this day and at 22:00 MSK audience is most active.

EFFECT

**Best window
for an
important post**

02

Increase share of video posts

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

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 — easy growth lever.

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

Exchange posts with channels in the same segment 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 — what we can do in a few minutes based on public data. If you 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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