

PUBLIC REPORT BY PROMTPRESS

Channel audit

kari



@kariofficial

Official Telegram channel of kari stores Our site kari.com
Questions? Write admin https://t.me/kari_tg Registered in RKN
list:...

SUBSCRIBERS

261 151

+932 per month

ERR (% SEE POSTS)

5.0%

per day 2.2%

REACH/POST

11.2K

ad reach 5.6K/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 261 151 —	 SUBSCRIBER REACH 4.3% avg % of subs who see a post	 VIEWS/POST 11.2K median 10.1K · 29 days	 POSTS/WEEK 32.2 over the period
 7D TREND -16.3% vs previous week	 REACTIONS/POST 208.9 28,829 reactions, 3,215 reposts, 10,149 comments total	 POST LENGTH 526 chars median 526 · 29 days	 POSTS ANALYZED 138 29 days
 AD REACH 5.6K 24h avg	 CHURN / MONTH +932 over the last month	 CITATION RATE 802 citation index · 996 channels mentioned all time	 CHANNEL AGE 4 years 2 months created 21.03.2022

AI EDITOR SUMMARY

Channel «kari» – 261 151 subs. Each post averages 11.2K people (4% from subs), reach is low – need to grow audience. Publishes 32 posts per week (~5/day) – active posting. For the week of Jun 1–7, reach dropped -16.3% vs week of May 25–31 – worth analyzing why.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on **138** posts over 29 days.
- 02 Dominant format – **Video** (86/138 posts).
- 03 Avg post length – **526** chars (median 526).
- 04 Peak audience activity – **Monday**, 16:00 MSK.
- 05 Top posts get **5x** more views than the weakest (37.2K avg for top vs 7.1K for worst) – among 138 posts over 29 days. Worth analyzing what the top have in common: topic, format, timing.

TOP 5 POSTS

Nº1 31.05 · 12:29 PHOTO GIVEAWAY: we're giving ✨ We decided not to wait for calendar summer, but to announce right now: any sandals, mules, clogs, sneakers, bag or clutch...	VIEWS 41 387 REPOSTS 807	REACTIONS 2 760 ER 15.8%
Nº2 18.05 · 13:19 PHOTO NEW CONTEST: vacation with kari 🎁 Any summer shoes, bag, hat... Whatever you wish from kari's range – as a gift...	VIEWS 35 584 REPOSTS 794	REACTIONS 2 439 ER 13.6%
Nº3 31.05 · 08:54 VIDEO Get together for Children's Day in 'Mom & Daughter' style – how do you like the idea? 🎁 Making it happen is now easier because all kids...	VIEWS 34 554 REPOSTS 7	REACTIONS 210 ER 13.2%

Nº4 30.05 · 16:05 PHOTO No time to stay home when KARI & Kari KIDS have -30% on ALL kids' items! ☑ Extra discount promo – best reason to refresh...	VIEWS 29 172 REPOSTS 8	REACTIONS 184 ER 11.2%
Nº5 31.05 · 16:05 VIDEO Bead, berry, doll! ☑ We believe little girls need compliments, stylish outfits and accessories from...	VIEWS 25 465 REPOSTS 11	REACTIONS 332 ER 9.8%

|

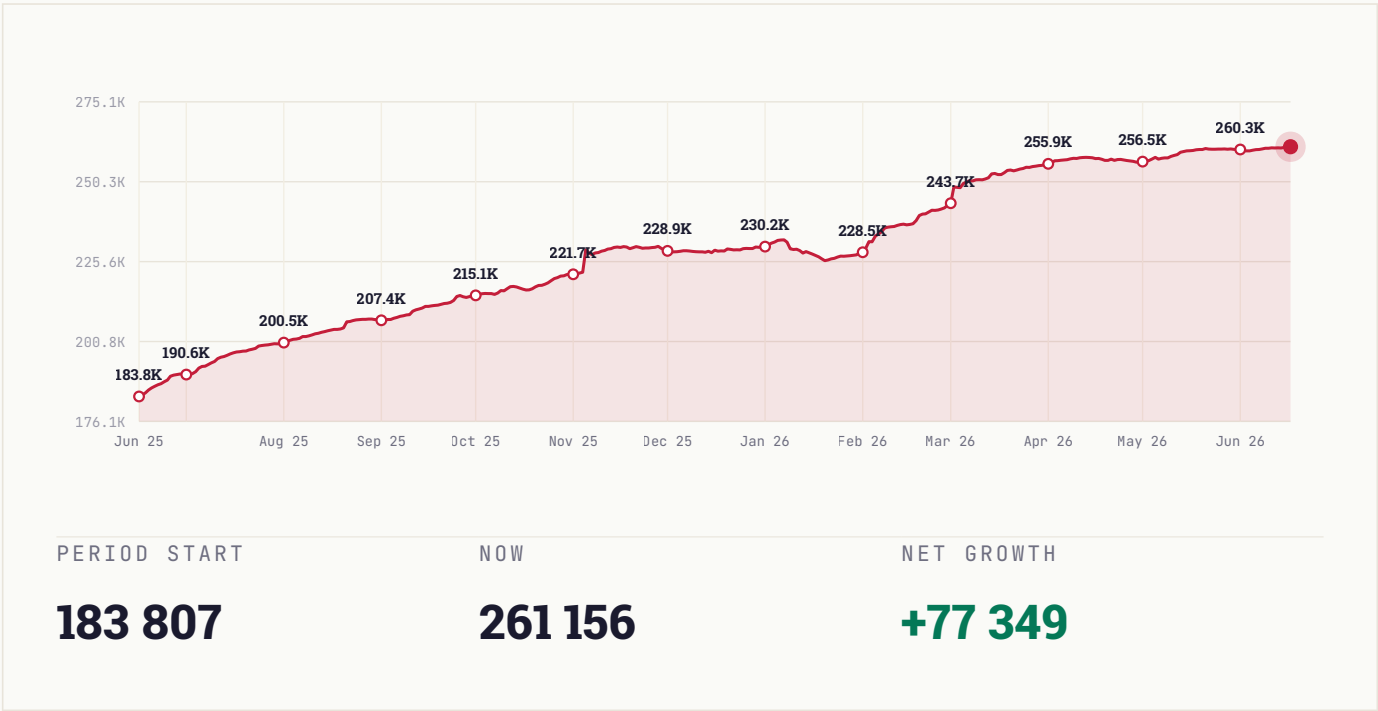
WORST 3

↓ 12.06 · 12:27 VIDEO (captionless post – video)	VIEWS 7 334 REPOSTS 7	REACTIONS 104 ER 2.8%
↓ 12.06 · 07:00 VIDEO (captionless post – video)	VIEWS 7 088 REPOSTS 6	REACTIONS 86 ER 2.7%
↓ 12.06 · 07:00 VIDEO (captionless post – video)	VIEWS 6 890 REPOSTS 7	REACTIONS 89 ER 2.6%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

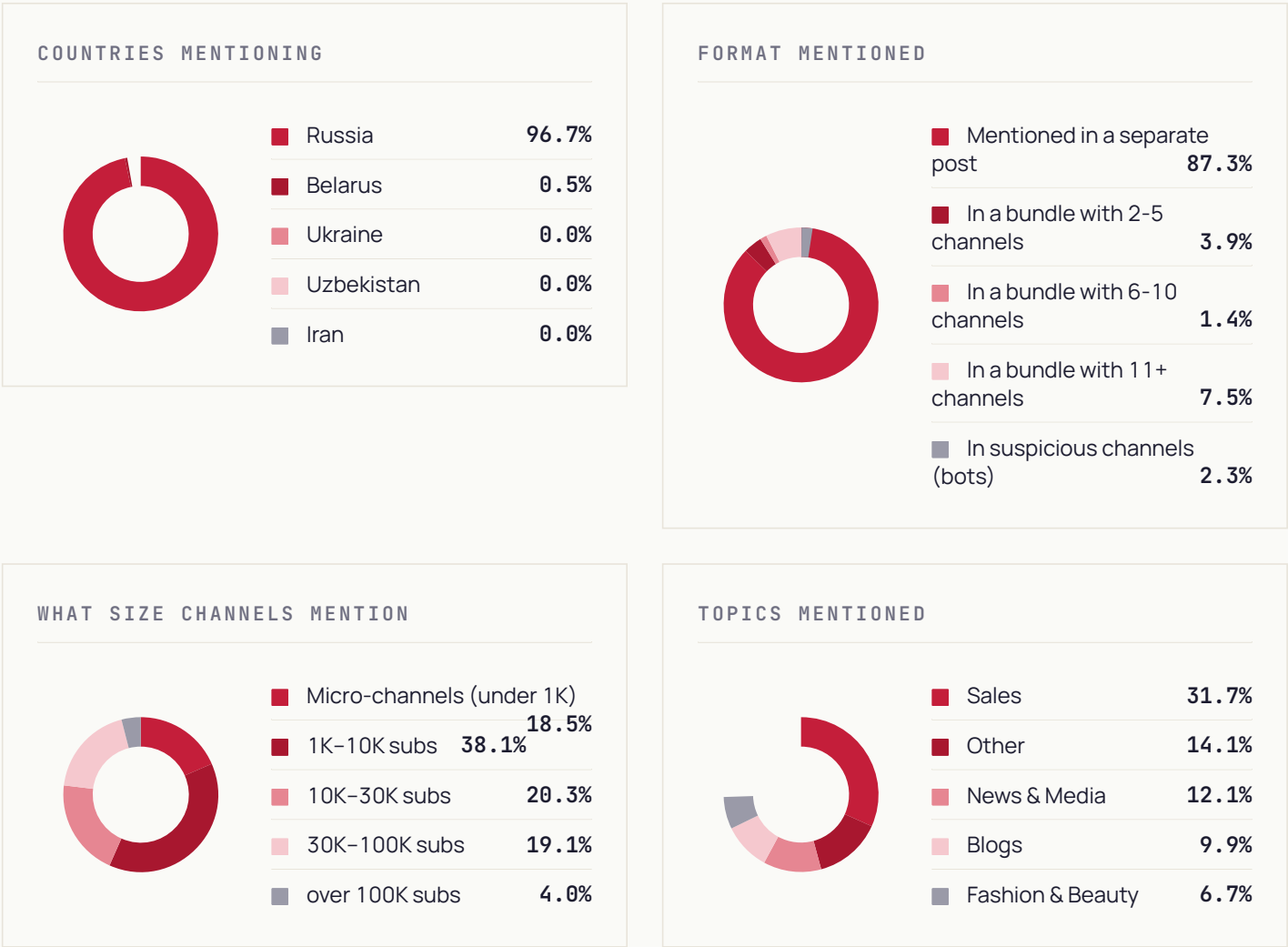
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

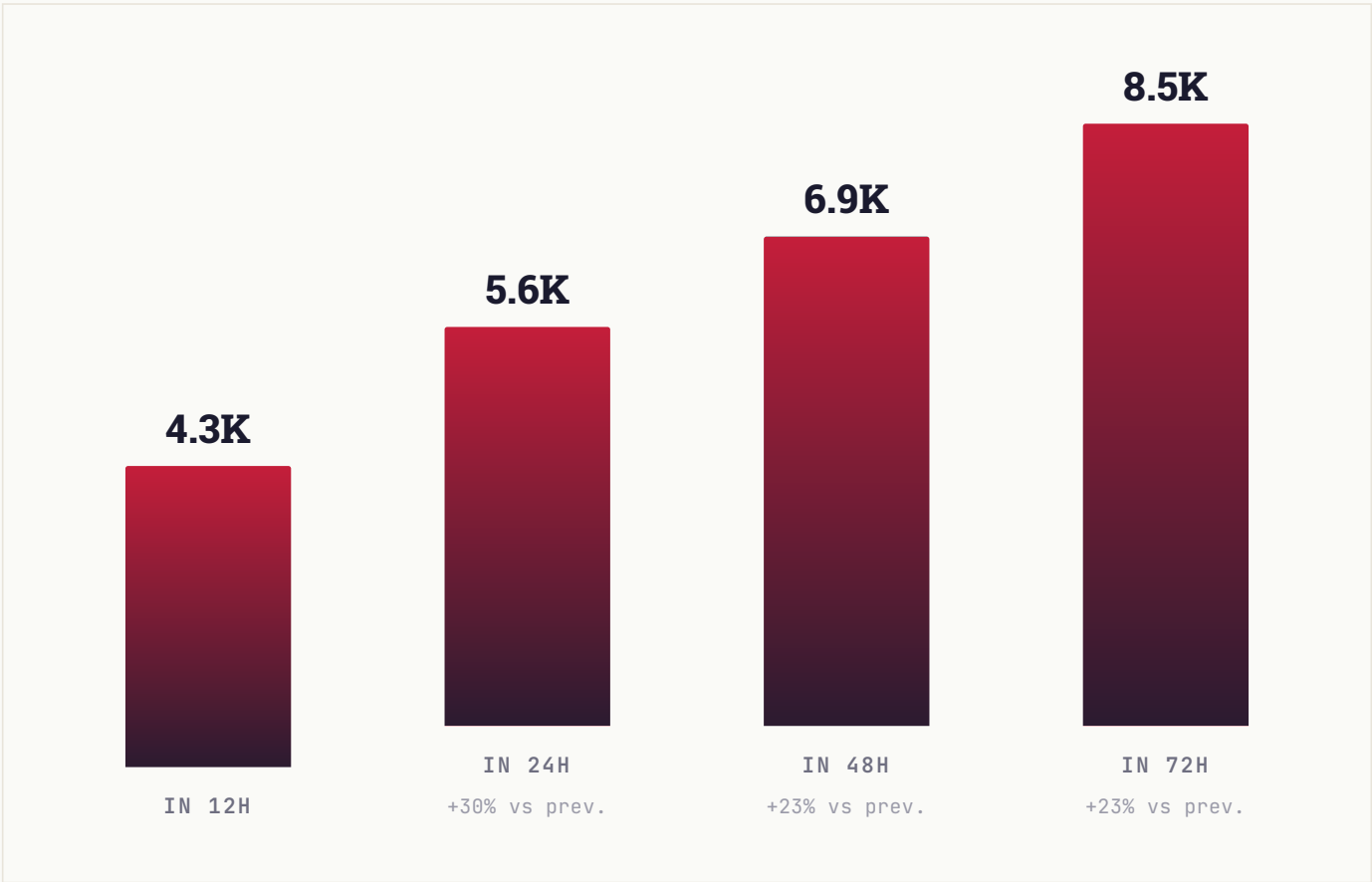
Citation index **802** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from 1K. All time channel was mentioned **996** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of a promo 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 & audience. Your channel is highlighted — see its rank among niche neighbors.

CHANNEL	SUBSCRIBERS
oz OZON	1.1M
ym Yandex Market	1M
x- Freebie hunters - 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 Alfa-Profitable	563K
ka kari YOU	261.2K

COMPARATIVE INSIGHT

Channel in top half of the niche (#33 of 94). Niche leader — OZON (1.1M), median subs 201.1K. Aim for top quartile — realistic 6-12 month horizon.

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 occurred **66**, they brought **48 458** new subs.

PERIOD	MENTIONS	CHANNELS	SUBS GAINED
December 2025	14	12	3 316
Nov 2025	22	22	11 432
Oct 2025	11	11	8 221
Sep 2025	2	2	8 147
August 2025	13	10	7 675
July 2025	4	4	9 667

TOTAL MENTIONS	MONTHS OF DATA	SUBS ATTRACTED
66	6	48 458

— SECTION 08 · NICHE COMPARISON

Where the channel ranks in its league

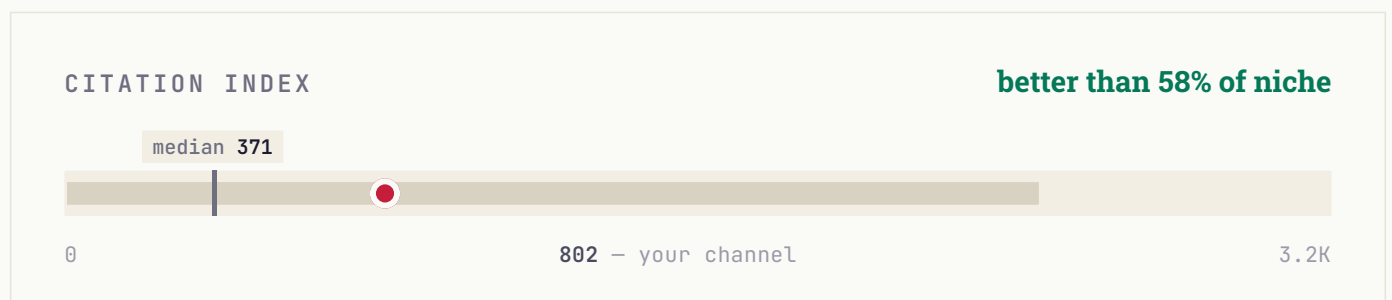
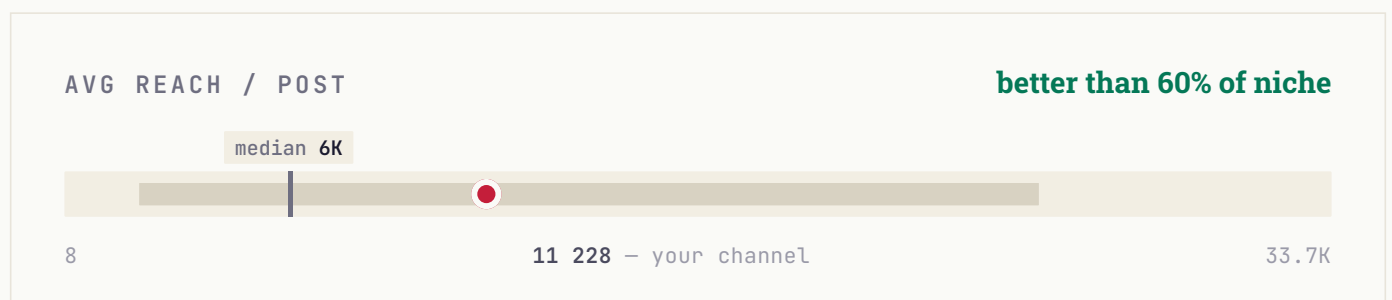
Took top-**100** channels in category "**Sales**» (Russia) and compared your channel.
Gray band shows range for 80% of niche channels (p10 to p90). Black vertical line is median. Red dot is your channel.

#33

/100

RANK IN NICHE

Channel in the top 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 Monday
Audience is most active on this day at 16:00 MSK. | EFFECT
Best time for key posts |
| 02 | ER below niche benchmark — rethink formats
Current ER 4.3% vs norm 5.5%. Try polls & interactive formats. | EFFECT
+1.2pp ER |
| 03 | 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 |
| 04 | Test polls & interactive formats
Posts with polls/reactions usually boost ER by 5-15%. One weekly poll on a hot topic is an easy win. | EFFECT
+5-15% ER |
| 05 | Cross-promo with neighboring channels
Swap posts quarterly with channels in the same segment. 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 with us and hit your growth plan in a month.

01

Launch Telegram ads

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

02

Contact manager

t.me/PromptPress_manager