

PROMTPRESS PUBLIC REPORT

Channel audit

Khalyava City



@khal9va_city

No. 5074820411 Haljava City. The rest you know what to do) Only for ad inquiries @seamediaa ✓ Price: @SeamediaPrice_bot YMReferral

SUBSCRIBERS

32 375

-279 per month

ERR (% SEE POSTS)

1.0%

per day 0.6%

REACH/POST

259

ad reach 199/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card – a separate channel health indicator. Subtitle shows the period.

 SUBSCRIBERS 32 375 —	 SUBSCRIBER REACH 0.8% avg % subs see post	 VIEWS/POST 259 median 261 · 29 days	 POSTS/DAY 10.0 ~70 per week
 7D TREND +1.9% vs prev week	 REACTIONS/POST — MTPROTO only	 POST LENGTH 604 chars median 603 · 29 days	 POSTS ANALYZED 300 29 days
 AD REACH 199 24h avg	 CHURN / MONTH -279 last month	 CITATION RATE 1 063 citation index · 931 channels mentioned ever	 CHANNEL AGE 6 yrs 6 mo created 04.01.2020

AI EDITOR SUMMARY

Channel «Khalyava City» – 32 375 subs. Each post averages 259 people (1% of subs), reach is low – consider expanding audience. Publishes 70 posts per week (~10/day) – very active. For week Jun 29 – Jul 5 reach stable (+1.9% vs week of Jun 22–28).

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 TOP POSTS HAVE IN COMMON

- 01 Analysis based on **300** posts over 29 days.
- 02 Dominant format – **Photo** (299/300 posts).
- 03 Avg post length – **604** chars (median 603).
- 04 Peak audience activity – **Sunday**, 22:00 MSK.
- 05 Top posts get **2×** more views than the weakest (349 avg for top vs 208 for worst) – among 300 posts over 29 days. Analyze what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 30.06 · 19:30 PHOTO  Flor2u: 25% off from 1,500₽ 1. Open Flor2u app. 2. Enter promo code WSV_90YJ8Z7 for orders from 1,500₽. 3. Get discount...	VIEWS 359 REPOSTS —	REACTIONS — ER 1.1%
Nº2 06.07 · 19:31 PHOTO  Grass: extra 20% off on Ozon items 1. Go to brand page. 2. Enter promo code F963773FF5DF at checkout...	VIEWS 347 REPOSTS 1	REACTIONS — ER 1.1%
Nº3 05.07 · 19:30 PHOTO Befree – discounts on clothes & accessories 10% off selected items – VW9ATBGB – extra 10% off no min...	VIEWS 341 REPOSTS 1	REACTIONS — ER 1.1%

Nº4 28.06 • 19:34 PHOTO Travel smarter with T-Bank: book hotels with up to 10% cashback on T-Travels. What you get: - Pay in installments...	VIEWS 335 REPOSTS — REACTIONS — ER 1.0%
Nº5 29.06 • 06:05 PHOTO 🇪🇺 Ak Bars Bank: up to 30% cashback on everything & 115 days 0% on credit card 1. Go to promo page & fill online card application...	VIEWS 332 REPOSTS 2 REACTIONS — ER 1.0%

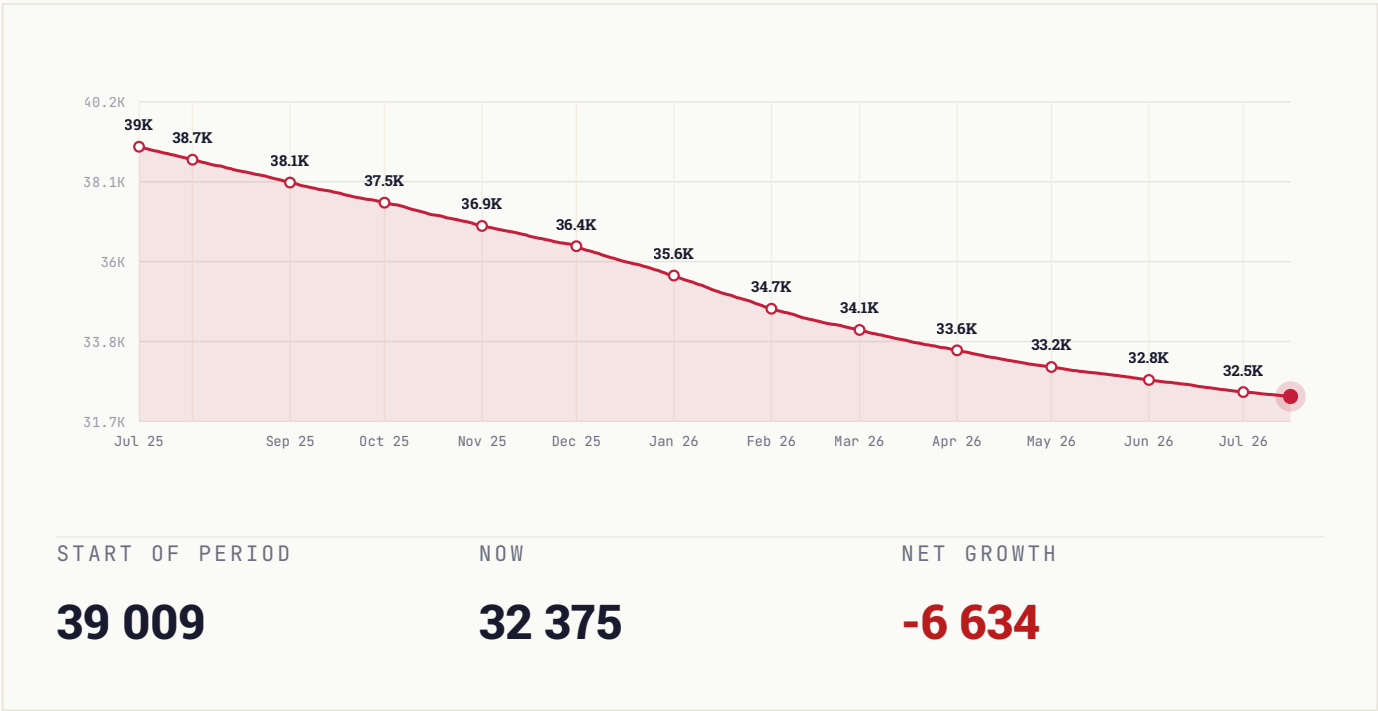
WORST 3

↓ 11.07 • 11:31 PHOTO ✈️ Avito Travel: up to 50% off + 1000₽ on accommodation booking Grab travel deals: 1. Click link: Avito...	VIEWS 210 REPOSTS — REACTIONS — ER 0.6%
↓ 09.07 • 16:15 PHOTO 🩺 SberHealth: 20% off lab tests & free result interpretation 1. Click link & log in to app or website...	VIEWS 209 REPOSTS — REACTIONS — ER 0.6%
↓ 28.06 • 11:30 PHOTO 🛒 USmall: extra 26% off everything & delivery for 1₽ — secret promo code 1. Go to promo page or mobile...	VIEWS 205 REPOSTS 1 REACTIONS — ER 0.6%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

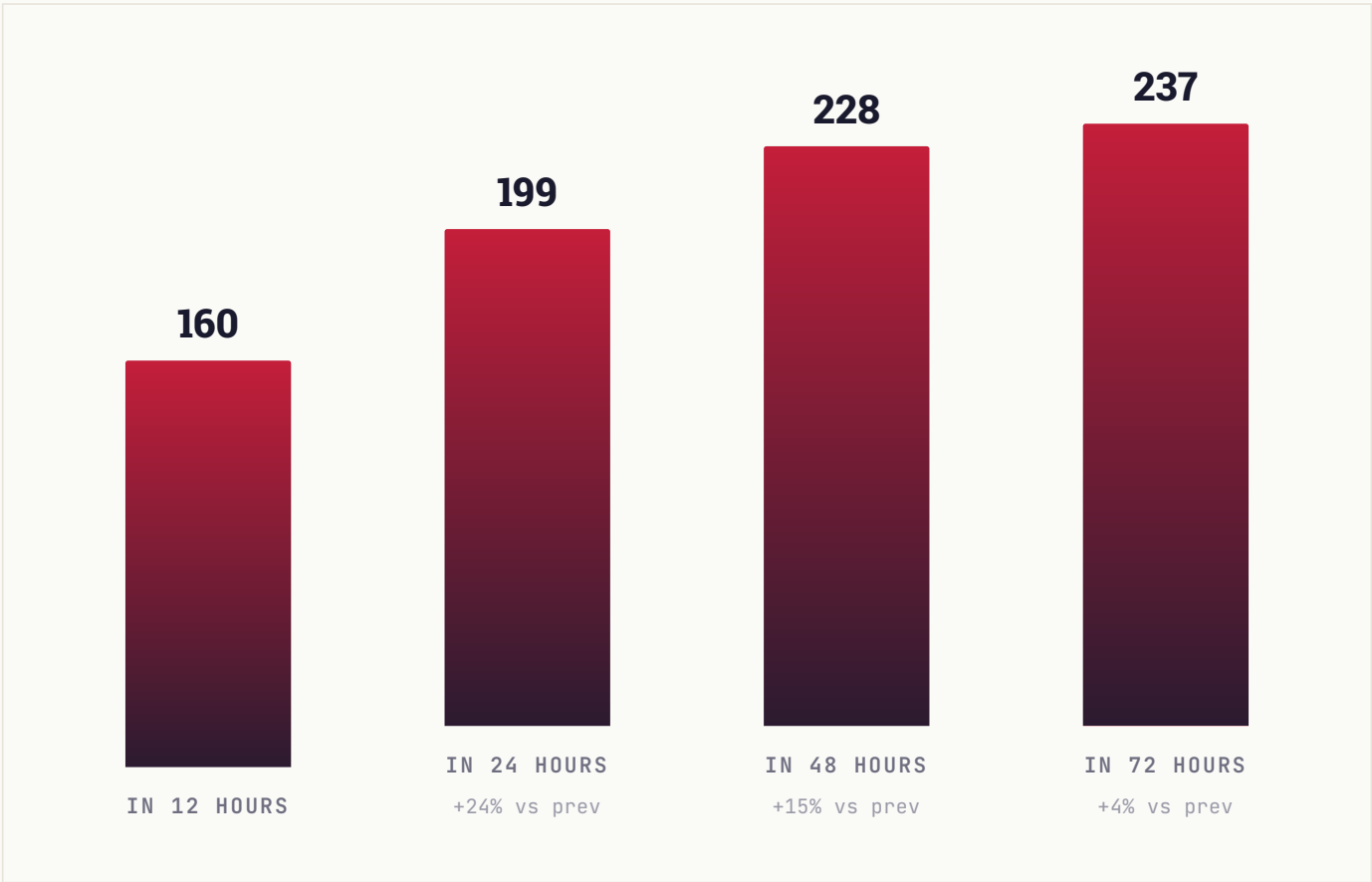
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · 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 05 · COMPETITORS

Who you compete with

11 closest channels by topic and audience. Your channel is highlighted — see its rank 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
HS Khalyava City YOU	32.4K

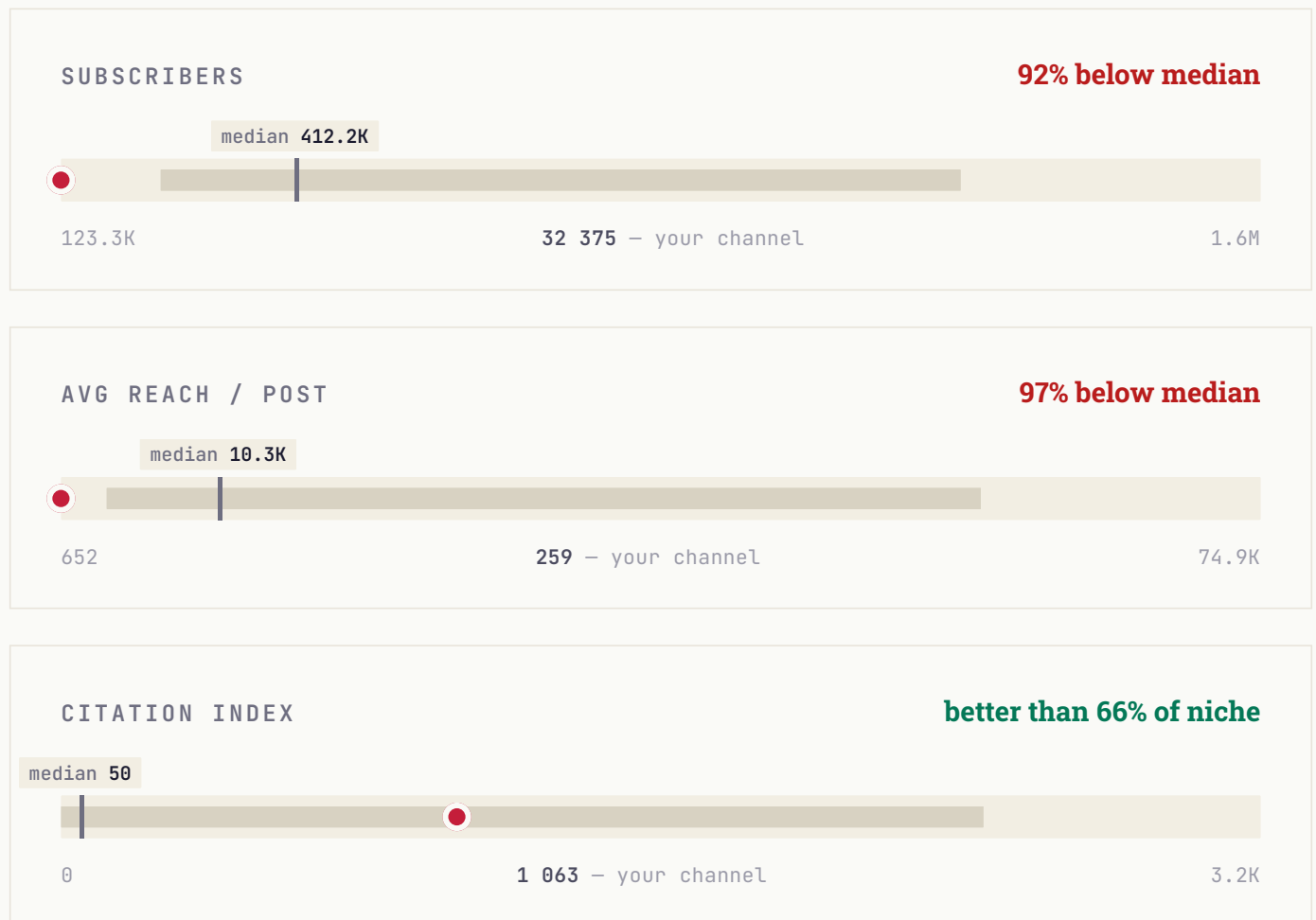
COMPARATIVE CONCLUSION

Channel is still outside top 95% of niche — early growth stage. Niche leader — Offerzone 2. (5.8M), top-95 median: 408K. First goal — enter top-95 via systematic traffic & content work.

SECTION 06 • 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 07 · STRATEGY

What to do right now

5 priority actions sorted by expected impact. Check off and revisit in a month.

- 01

Top post of the week — Sunday

Audience most active on this day at 22:00 MSK.

EFFECT

Best window for important posts
- 02

Increase video post share

Video in Telegram retains audience longer and is algorithm-friendly. Recommend increasing share to 15-25%.

EFFECT

Video retains audience better
- 03

ER below niche benchmark — rethink formats

Current ER 0.8% vs norm 5.5%. Try polls and interactive formats.

EFFECT

+4.7pp ER
- 04

System traffic buy

Three formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromptPress finds sources for your niche.

EFFECT

+1K-3K subs
- 05

Test polls and 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

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in a few minutes from public data.
To go further — run ads through us and hit your growth plan in a month.

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