

PROMTPRESS PUBLIC REPORT

Channel audit

Kitayskaya Nakhodka



@kitay_nahod

Every day searching for cool products from Aliexpress and beyond!
Channel link: @kitay_nahodka Product ads: @manager_gudini Ads:
@gudini_top, @Phantomeo, Managers: @iis4real,...

SUBS

147 618

-1819 per month

ERR (% SEE POSTS)

5.0%

per day 2.1%

REACH / POST

5.8K

ad reach 3.1K/24h

— CONTENTS · 2026

What's inside the report

01 Channel Snapshot

12 key metrics · AI summary

02 Content analysis

Top 5 posts · worst 3 · insights

03 Subscriber dynamics

Yearly chart · growth

04 Citation rate

Who mentions the channel and how

05 Ad Potential

How long a post generates reach

06 Competitors

Niche Neighbors · Your Place

07 Niche comparison

Sales Category Rank

08 Strategy

5 priority actions

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.

 SUBS 147 618 —	 SUBS REACH 3.91% avg % subs see post	 VIEWS / POST 5.8K median 6.2K · 29 days	 POSTS / WK 28.2 for the period
 7D TREND -10.3% vs previous week	 REACTS / POST 8.9 total 1,067 reactions, 680 reposts, 0 comments	 POST LENGTH 86 chars median 61 · 29 days	 POSTS ANALYZED 120 29 days
 AD REACH 3.1K 24h avg	 CHURN / MONTH -1819 for the last month	 CITATION RATE 520 citation index · 2,413 channels mentioned all time	 CHANNEL AGE 2 years 9 months created 15.09.2023

AI EDITOR SUMMARY

Channel «Kitayskaya Nakhodka» — 147 618 subs. Each post avg. views 5.8K people (4% from subs), reach low — expand audience. Publishes 28 posts/week (~4/day) — active. Week 1–7 Jun reach dropped -10.3% to week 25–31 May — worth analyzing reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS SHARE

- 01 Analysis based on 120 posts over 29 days.
- 02 Dominant format — Video (110/120 posts).
- 03 Avg post length — 86 chars (median 61).
- 04 Peak Audience Activity — Thursday, 09:00 MSK.
- 05 Top Posts Get 2x more views than the weakest (7.4K avg for top vs 4K for worst) — among 120 posts in 29 days. Analyze what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 24.05 · 04:05 VIDEO Hand Steamer ☒ Order on Wildberries - LINK		VIEWS	REACTS
		7 470	8
		REPOSTS	ER
		2	5.1%
Nº2 24.05 · 09:05 VIDEO Car wash mitt ☒ Order on Wildberries - LINK		VIEWS	REACTS
		7 426	7
		REPOSTS	ER
		1	5.0%
Nº3 25.05 · 09:45 VIDEO 128-in-1 screwdriver set ☒ Order on Wildberries - LINK		VIEWS	REACTS
		7 356	12
		REPOSTS	ER
		6	5.0%

Nº421.05 · 06:05 VIDEO Electric Foot File Roller Order on Wildberries - LINK	VIEWS	REACTS
	7 312	17
	REPOSTS	ER
	16	5.0%

Nº523.05 · 04:05 VIDEO Travel mini bottle set Order on Wildberries - LINK	VIEWS	REACTS
	7 254	11
	REPOSTS	ER
	4	4.9%

WORST 3

↓ 14.06 · 09:05 PHOTO «Millions of citizens don't even suspect they'll become penniless in a month» — such a bleak forecast is given by prophetic economist Andrey...	VIEWS	REACTS
	4 081	13
	REPOSTS	ER
	1	2.8%

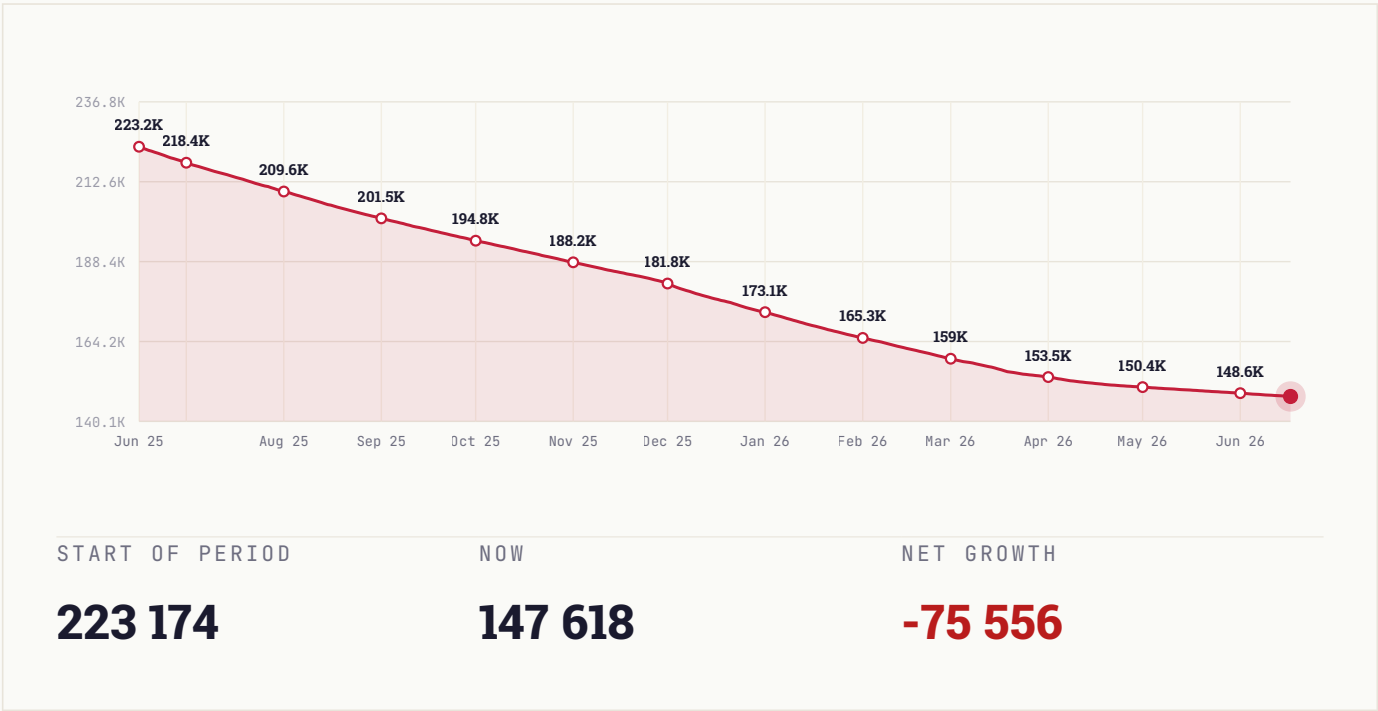
↓ 14.06 · 04:05 VIDEO Food vacuum sealer Order on Wildberries - LINK	VIEWS	REACTS
	3 959	9
	REPOSTS	ER
	2	2.7%

↓ 14.06 · 08:05 PHOTO Sunscreen Order on Wildberries - LINK	VIEWS	REACTS
	3 831	5
	REPOSTS	ER
	4	2.6%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

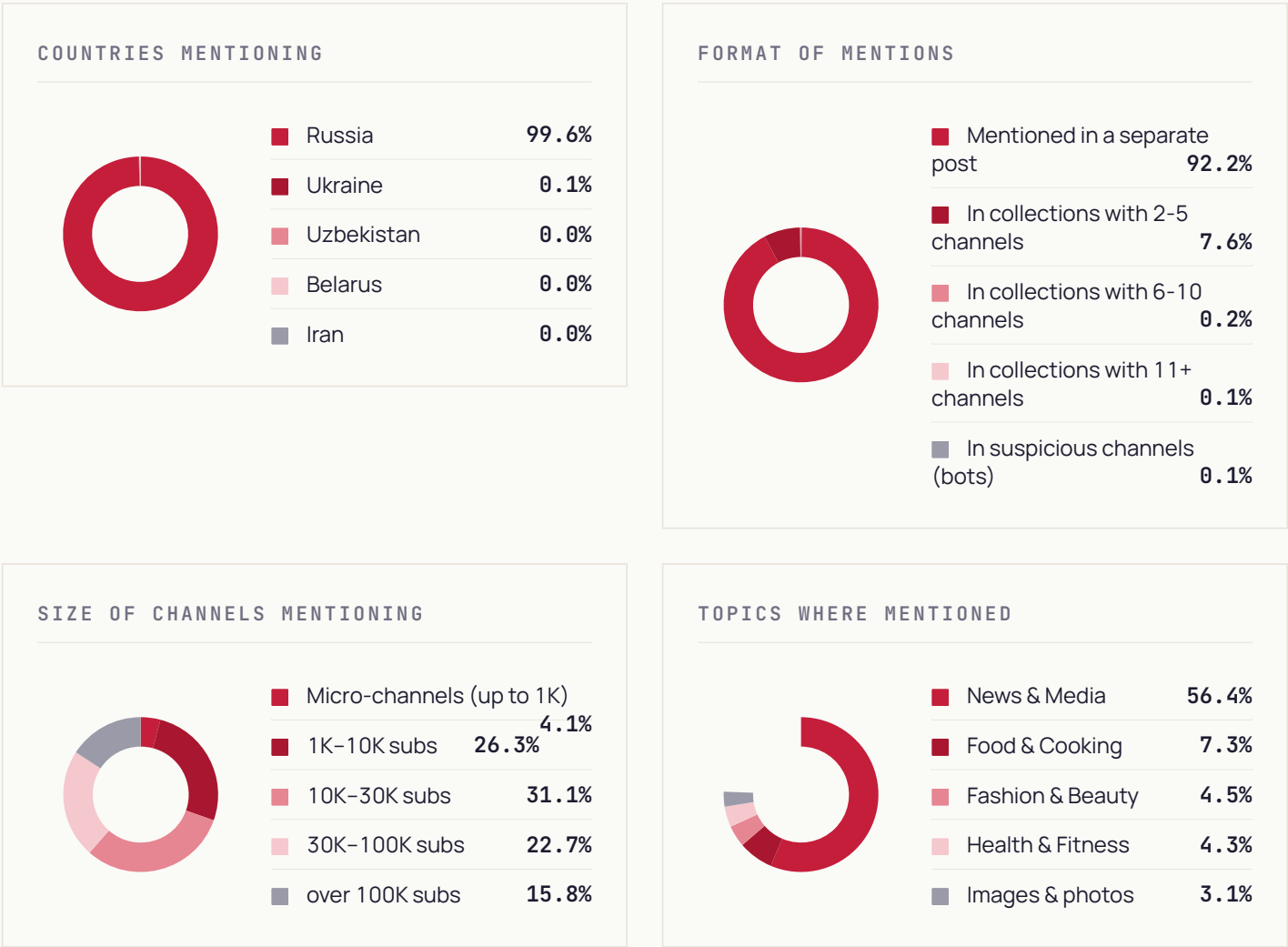
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · CITATIONS

Who mentions the channel and how

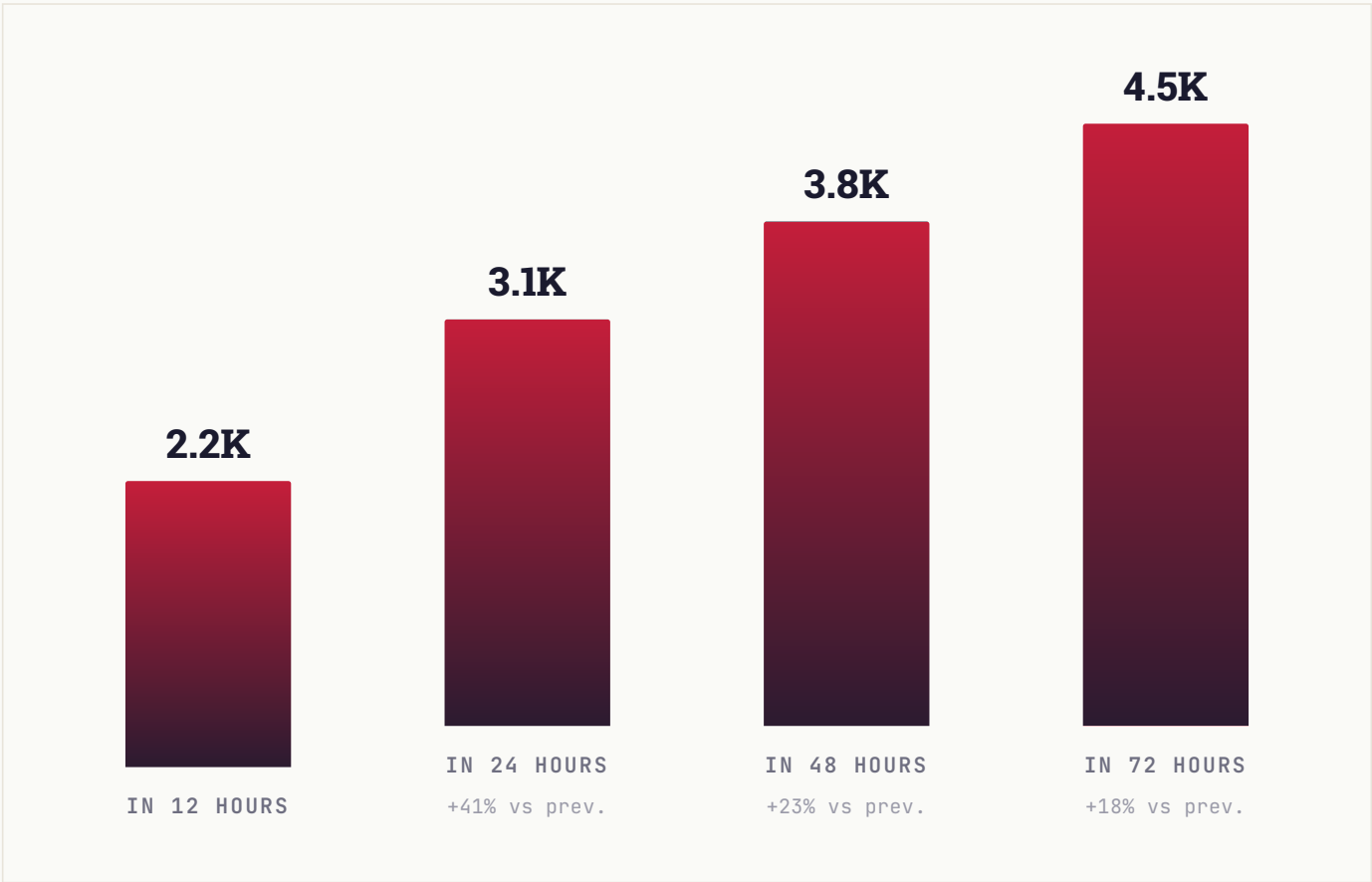
Citation index **520** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from 1K subs. All time channel mentioned **2 413** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

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



SECTION 06 · COMPETITORS

Who You Compete With

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

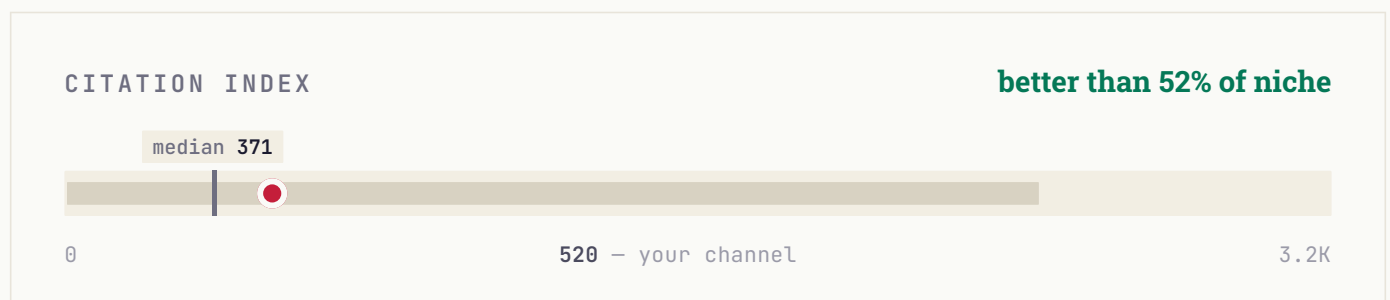
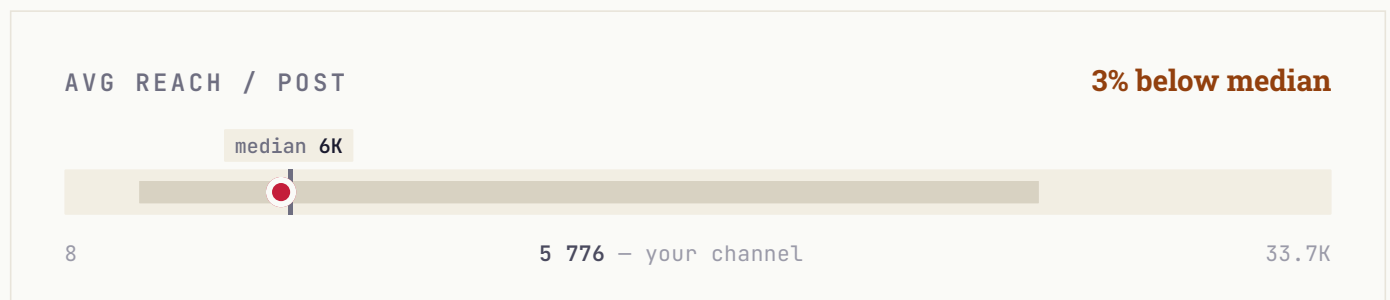
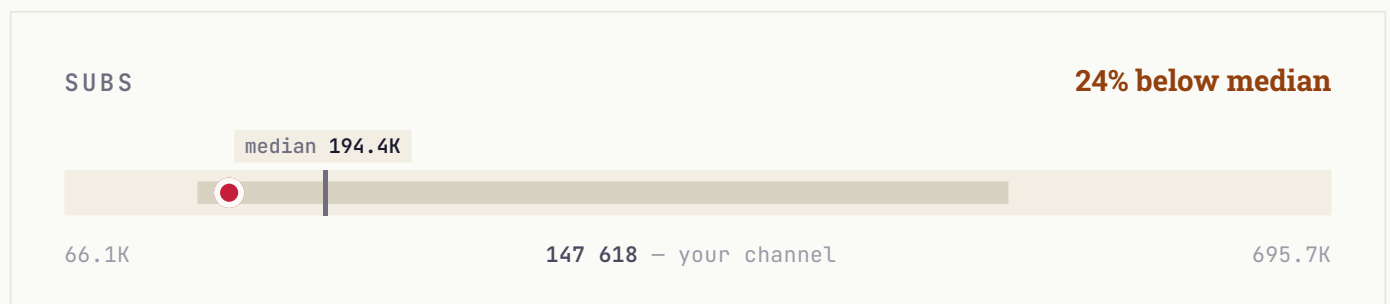
CHANNEL	SUBS
OZ OZON	1.1M
YM Yandex Market	1M
X- Freeloaders - Lightning	1M
SN Market Discounts	993.1K
WS WB Sniper Wildberries Finds Discounts Promos	932.9K
PB By Pull	888K
Z Hare Deals Discounts	877.5K
W Wildberries finds	799.3K
VI ITEMS FROM VIDEO	711.7K
AL Alpha-Profitable	563K
CN Kitayskaya Nakhodka YOU	147.6K

COMPARATIVE INSIGHT

Channel in bottom half of top-100 niche (#77 of 94). Niche median — 201.1K subs. First growth KPI — reach median. Leader: OZON (1.1M).

Where the channel ranks in its league

#77 /100 NICHE RANK **Channel in the bottom half of the ranking**



— SECTION 08 · STRATEGY

What to do right now

5 priority actions sorted by expected impact. Check off and return to this report in a month.

01

Main post of the week — on Thursday

Audience is most active on this day at 09:00 MSK.

EFFECT

**Best window
for an
important post**

02

ER below niche benchmark — rethink formats

Current ER 3.91% vs norm 5.5%. Try polls & interactive formats.

EFFECT

+1.6pp 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 same-segment channels. No need daily — 2-3 collabs give relevant growth.

EFFECT

**Relevant
Audience
Growth**

★ WHAT'S NEXT

Want us to do this? **PromptPress?**

This audit is what we can do in minutes using public data. 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