

PUBLIC REPORT BY PROMTPRESS

Channel audit

E-commerce



@kommerc

Top channel on retail, business & marketplaces. Collab: @Alivian
Assistant: @alfapolo Submit news: @mpweek_bot Partnered with
ad service @Tgpodbor_official and...

SUBSCRIBERS

254 727

-6146 per month

ERR (% SEE POSTS)

3.0%

per day 1.7%

REACH / POST

6.7K

ad reach 4.4K/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 254 727 —	 SUBSCRIBER REACH 2.65% avg % of subs who see a post	 VIEWS / POST 6.7K median 6.9K · 29 days	 POSTS / WEEK 49.5 over period
 7D TREND +5.8% vs previous week	 REACTIONS/POST 97.4 total 20,640 reactions, 7,679 reposts, 1,654 comments	 POST LENGTH 288 chars median 154 · 29 days	 POSTS ANALYZED 212 29 days
 AD REACH 4.4K 24h avg	 CHURN / MONTH -6146 last month	 CITATION RATE 3 891 citation index · 5,500 channels mentioned all time	 CHANNEL AGE 6 years 10 months created 07/14/2019

AI EDITOR SUMMARY

Channel «E-commerce» – 254 727 subs. Each post averages 6.7K people (3% from subs), reach is low – need to grow audience. Posts 50 posts per week (~7/day) – active posting. For week Jun 1–7, reach grew +5.8% by week of May 25–31 – positive trend.

SECTION 02 · CONTENT ANALYSIS

Best-performing content

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

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on **212** posts over 29 days.
- 02 Dominant format – **Photo** (157/212 posts).
- 03 Avg post length – **288** chars (median 154).
- 04 Audience peak activity – **Saturday**, 19:00 MSK.
- 05 Top posts get **2x** more views than the weakest (9.2K avg for top vs 5.4K for bottom) – across 212 posts in 29 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº115.05 · 16:45 PHOTO "Stop consumer rudeness – there are PEOPLE behind the product" A marketplace seller shared how consumer terrorism...	VIEWS	REACTIONS
	9 271	92
	REPOSTS	ER
	31	3.6%
Nº221.05 · 17:31 PHOTO "High salaries killed the restaurant" An experienced restaurateur showed calculations how a restaurant loses customers and profit due to rising prices.	VIEWS	REACTIONS
	9 253	99
	REPOSTS	ER
	52	3.6%
Nº330.05 · 16:44 PHOTO The most likely concept of a future pickup point was shown online.	VIEWS	REACTIONS
	9 040	247
	REPOSTS	ER
	69	3.5%

Nº4 30.05 • 07:13 PHOTO Russian companies are mass-firing entire HR departments to cut costs. Now there are several applicants per...	VIEWS 8 737 REPOSTS 55 REACTIONS 95 ER 3.4%
Nº5 16.05 • 19:23 PHOTO Brief: cost of corporate hh subscription for large companies.	VIEWS 8 635 REPOSTS 106 REACTIONS 118 ER 3.4%

WORST 3

↓ 28.05 • 08:35 TEXT Avito Ads opened a public API. Advertisers can now manage campaigns and metrics outside the dashboard – data...	VIEWS 5 466 REPOSTS 9 REACTIONS 14 ER 2.1%
↓ 09.06 • 13:16 TEXT The State Duma passed a series of laws on banking, vape trade, and fraud protection. Documents were adopted in the second and third readings...	VIEWS 5 410 REPOSTS 17 REACTIONS 35 ER 2.1%
↓ 09.06 • 14:35 PHOTO Social media increasingly become a storefront for e-commerce. According to a Lady Mail study, 70% of Russian women have bought at least once...	VIEWS 5 220 REPOSTS 13 REACTIONS 14 ER 2.0%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

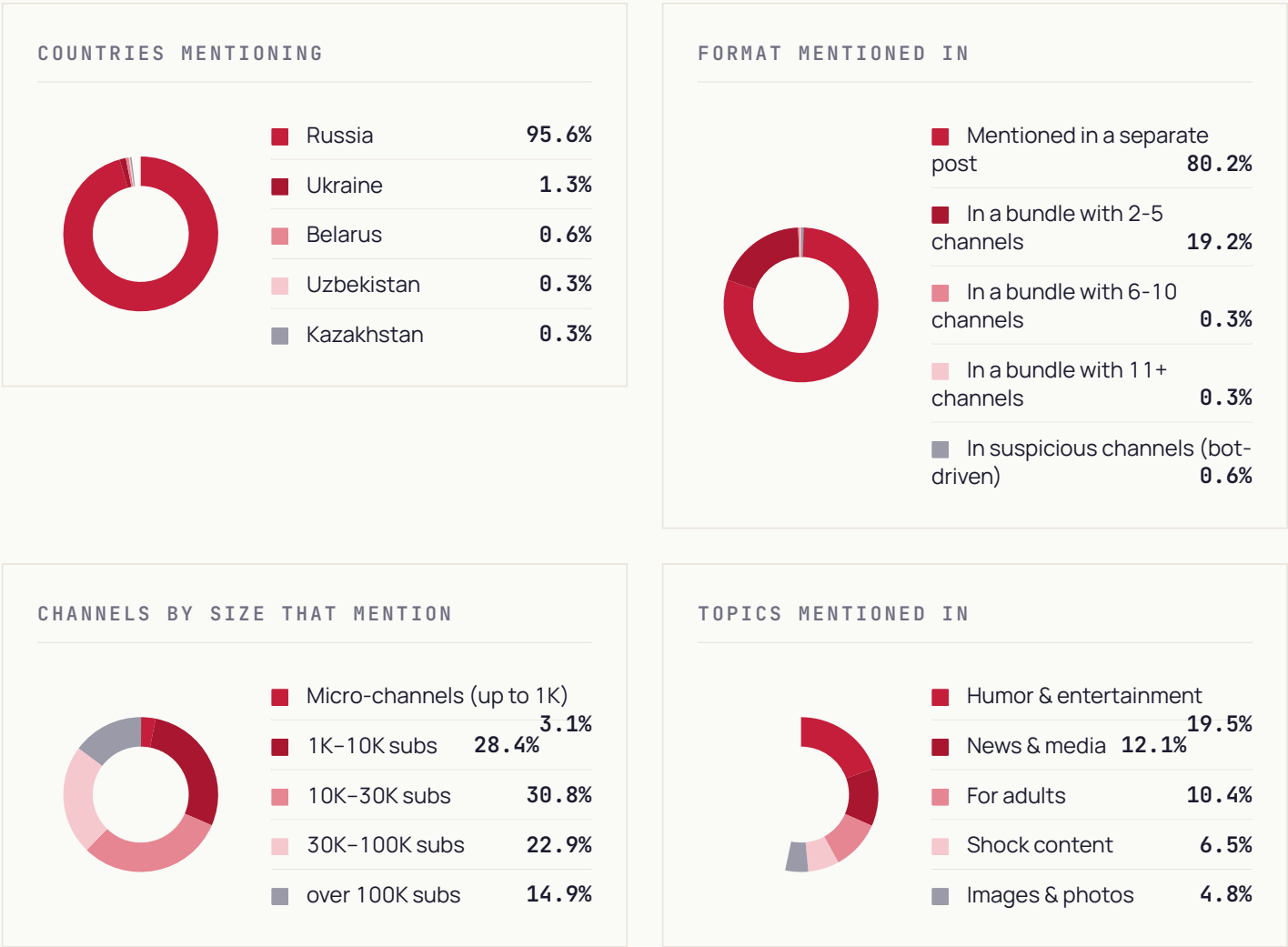
Subscriber growth chart for the year. Key months show exact subscriber count. It's clear which months the channel gained and lost subs.



SECTION 04 · MENTIONS

Who mentions the channel & how

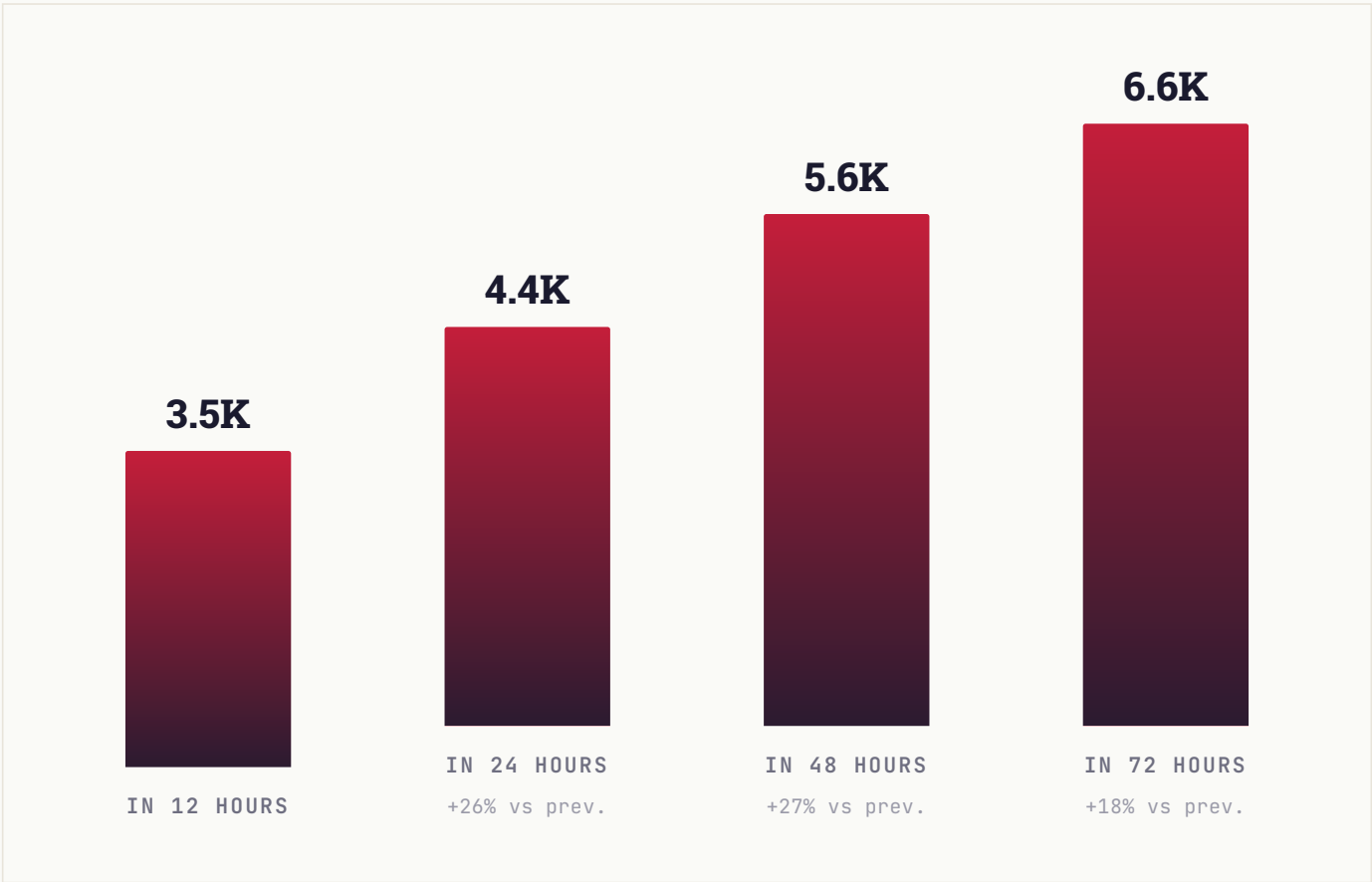
Citation index **3 891** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from 1K. All time channel was mentioned **5 500** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of an ad post over time since publication. Helps estimate how long a placement should live.



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
MO Moscowbusiness	966.6K
KN Million-dollar books business blog	872.2K
SS Merger & acquisition	495.2K
AB Business Shark	494.1K
BI Business Ideas Startups	449.2K
RB Russian Business	377.2K
BD Business DNA of Russia	297.3K
RR Russian retail & business	289.2K
2H 25th Hour • Business & Finance	288.4K
BB Business Without Gloss	256.5K
E- E-commerce YOU	254.7K

COMPARATIVE INSIGHT

Channel in top quartile of niche (#11 of 100). Leader — Moscowbusiness (966.6K). Goal for coming months: enter niche top 10 through systematic traffic work.

SECTION 07 · MENTION DYNAMICS

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 found **97**, they brought **152 817** new subs.

PERIOD	MENTIONS	CHANNELS	SUBS ACQUIRED	
December 2025	3	3	0	
Nov 2025	22	21	0	
Oct 2025	18	15	136739	
September 2025	22	15	15 015	
August 2025	28	21	1 063	
July 2025	4	4	0	

TOTAL MENTIONS	MONTHS OF DATA	SUBS ACQUIRED
97	6	152 817

— SECTION 08 • NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category "Business & Startups» (Russia) and compared your channel against them. Gray band = range where 80% of niche channels fall (p10 to p90). Black vertical = median. Red dot = your channel.

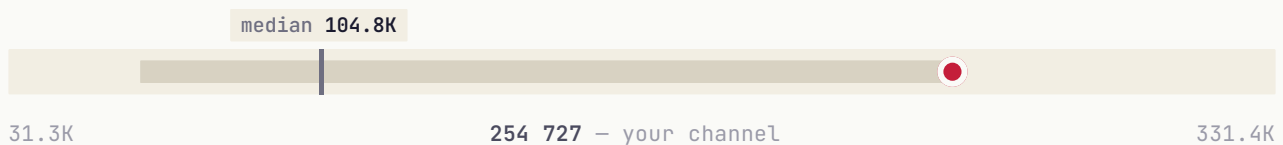
#11/100

RANK IN NICHE

Channel in top 11% – strong position

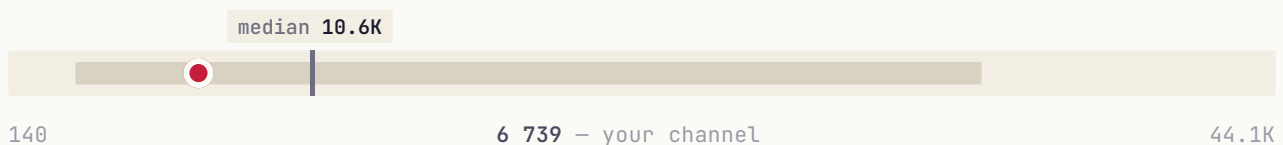
SUBSCRIBERS

top 89% of niche



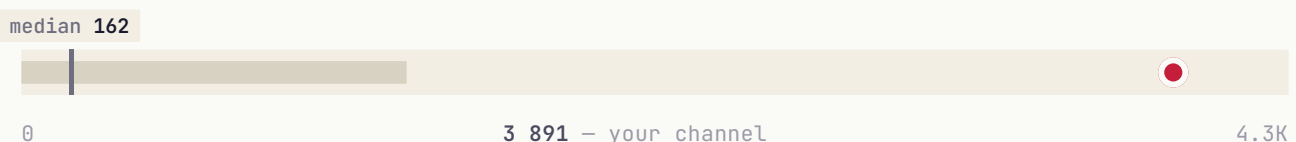
AVG REACH / POST

36% below median



CITATION INDEX

top 90% of niche



— SECTION 09 · 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 — on Saturday**

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

EFFECT

**Best time for
important
posts****02****ER below niche benchmark — rethink formats**

Current ER 2.65% vs norm 3.5%. Try polls and interactive formats.

EFFECT

+0.9pp ER**03****Systematic traffic buying**

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

EFFECT

**+1000-3000
subs****04****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**05****Cross-promo with similar channels**

Swap posts quarterly with same-segment channels.
Not 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 minutes using public data. Want to go further? Run ads with us and hit your growth target in a month.

01 **Launch ads on Telegram** <https://panel.promptpress.com/register>

02 **Contact manager** t.me/PromptPress_manager
