

PUBLIC REPORT BY PROMTPRESS

Channel audit

Makita Official



@makita_official

Official Makita channel — tools, garden & cleaning equipment 🏠

<https://gosuslugi.ru/snet/67a34e8d1b17b35b6c029a54>

SUBSCRIBERS

26 859

-14 per month

ERR (% SEE POSTS)

35.0%

in 24 hrs **12.8%**

REACH/POST

8.8K

ad reach **3.4K/24h**

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How long a post generates reach

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Rank in «Sales» category

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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 26 859 —	 SUBS REACH 32.84% avg % subs see post	 VIEWS/POST 8.8K median 9K · 28 days	 POSTS/WEEK 4.7 for the period
 7D TREND -16.4% vs previous week	 REACTIONS/POST 251.3 total 4,775 reactions, 740 reposts, 1,115 comments	 POST LENGTH 491 chars median 396 · 28 days	 POSTS ANALYZED 19 28 days
 AD REACH 3.4K 24h avg	 CHURN / MONTH -14 last month	 CITATION RATE 22 citation index · 95 channels mentioned all time	 CHANNEL AGE 4 years 4 months created 28.02.2022

AI EDITOR SUMMARY

Channel «Makita Official» — 26 859 subs. Avg post views 8.8K people (33% of subs), good reach. Posts 5 posts/week (~1/day) — rare. Week 22–28 Jun reach dropped -16.4% by week 15–21 Jun — worth analyzing.

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 SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 19 posts in 28 days.
- 02 Dominant format — Photo (13/19 posts).
- 03 Avg post length — 491 chars (median 396).
- 04 Peak audience activity — Wed, 16:00 MSK.
- 05 Top posts get 2x more views than the weakest (13K avg for top vs 6.1K for worst) — among 19 posts in 28 days. Worth analyzing what the top has in common: topic, format, time.

TOP 5 POSTS

Nº1

08.06 · 14:29

PHOTO

 New! Cordless blower-vacuum UB002G

 NEW

Keep your yard or workspace tidy with the new UB002G -...

VIEWS	REACTIONS
13 875	154
REPOSTS	ER
5	51.7%

Nº2

19.06 · 14:38

PHOTO

Friday. Time to give! We're raffling 3 sets: Makita panama hat & tape measure. How to enter: ▀ Subscribe to our channel or be...

VIEWS	REACTIONS
12 884	682
REPOSTS	ER
170	48.0%

Nº3

10.06 · 13:59

VIDEO

Cordless pole pruner DUA200 #makita #LXT #OPE

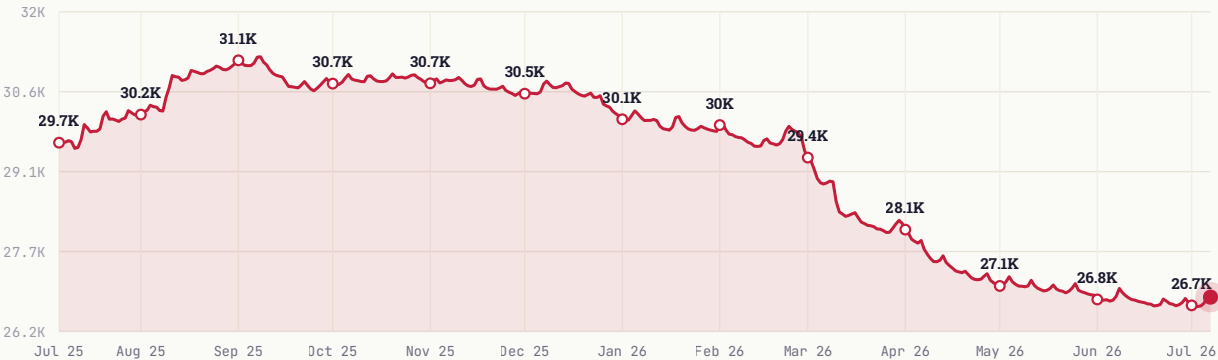
VIEWS	REACTIONS
12 251	158
REPOSTS	ER
4	45.6%

Nº4 12.06 • 12:59 PHOTO ★ How to buy genuine Makita tools ★ We launched a special Makita brand zone on Ozon featuring...	VIEWS 12 008 REACTIONS 163 REPOSTS 14 ER 44.7%
Nº5 08.06 • 08:41 TEXT 🎉 Giveaway results: 🏆 Winners: 1. Sergey (@SergeySergey55555) 2. Oleg (@partizane09) 3. Vera (@veromaniaya) ✓ Check...	VIEWS 11 167 REACTIONS 259 REPOSTS 4 ER 41.6%
WORST 3	
↓ 29.06 • 14:29 PHOTO ⚡ Makita VC008G cordless backpack vacuum ⚡ Light 2L backpack vac with brushless motor & HEPA filter...	VIEWS 7 463 REACTIONS 117 REPOSTS 4 ER 27.8%
↓ 01.07 • 14:59 PHOTO ⚙️ All about Makita service ⚙️ All our brand tools are under warranty. All useful info on Makita service...	VIEWS 5 544 REACTIONS 111 REPOSTS 7 ER 20.6%
↓ 03.07 • 13:59 PHOTO 🔧 What if Makita acts up? How to diagnose issues & when to contact service 🔧 Even reliable Makita tools...	VIEWS 5 233 REACTIONS 118 REPOSTS 5 ER 19.5%

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 grew and which months subscribers left.



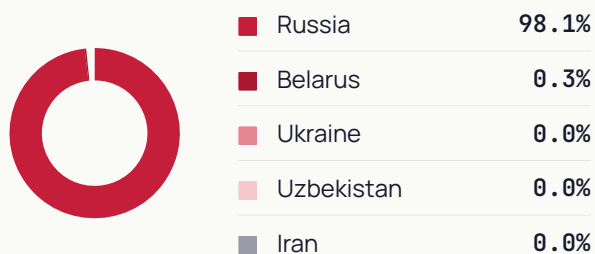
START OF PERIOD	NOW	NET GROWTH
29 654	26 859	-2 795

SECTION 04 • CITATIONS

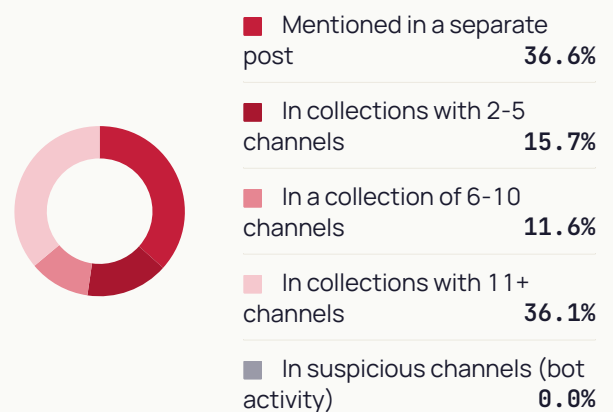
Who mentions the channel and how

Citation index **22** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time channel mentions **95** different channels.

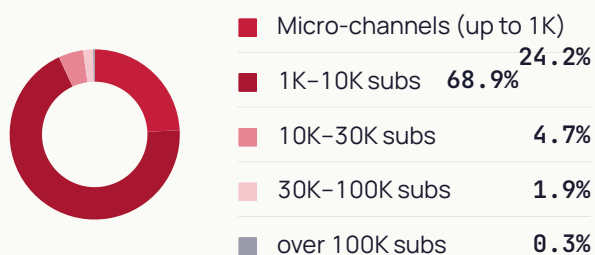
COUNTRIES MENTIONING



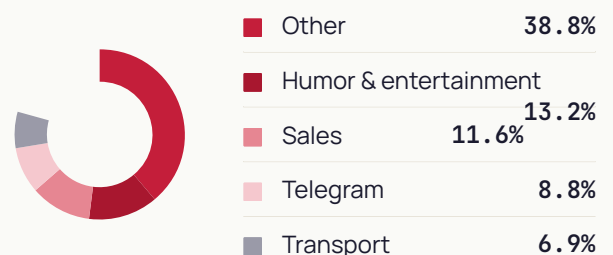
MENTION FORMAT



SIZE OF CHANNELS MENTIONING



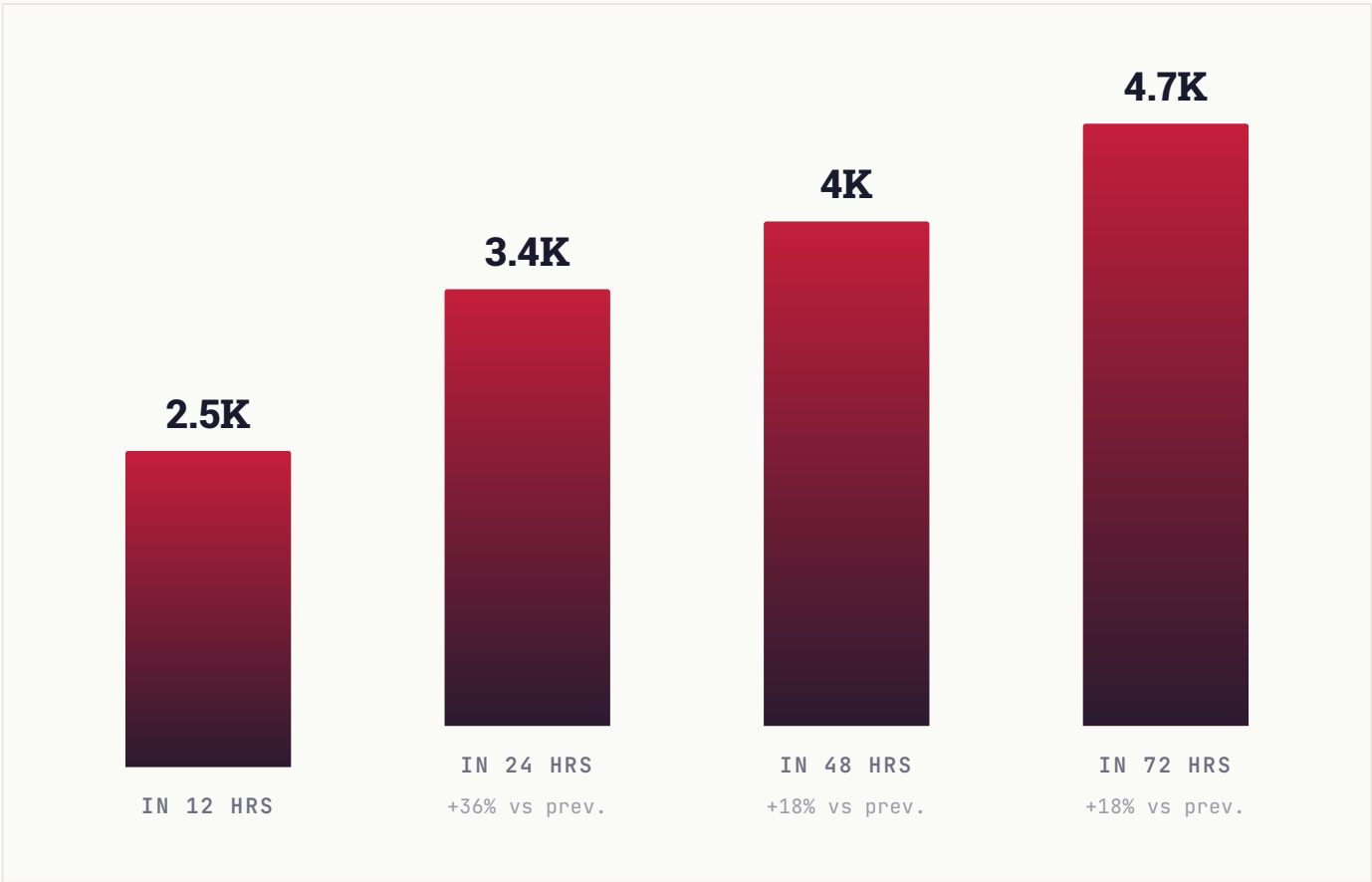
MENTIONED IN WHICH TOPICS



SECTION 05 · AD POTENTIAL

How long a post generates reach

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



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
OZ OZON	1.1M
SN Market discounts	1M
YM Yandex Market	1M
X- Freeloaders - Lightning	997.5K
WS WB Sniper Wildberries Finds Discounts Promos	922.2K
PB By Blat	876.1K
Z Hare Promos Discounts	874.4K
W Wildberries finds	793.3K
VI ITEMS FROM VIDEO	703.1K
AL Alpha-Profitable	558.5K
MO Makita Official YOU	26.9K

COMPARATIVE INSIGHT

Channel not yet outside top-94 of niche — early growth stage. Niche leader — OZON (1.1M), top-94 median: 204.2K. First goal — enter top-94 through systematic traffic and content work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Monthly we record posts in other channels that mention your channel. Over the last **6 months** such mentions **31**, they brought **3 683** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
January 2026	6	2	511	
December 2025	19	14	410	
November 2025	3	1	463	
October 2025	2	2	492	
September 2025	0	0	553	
August 2025	1	1	1 254	

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS
31	6	3 683

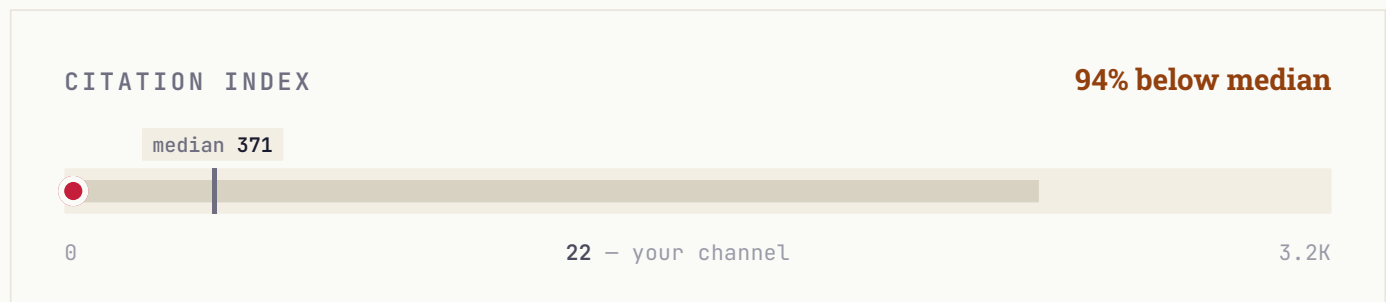
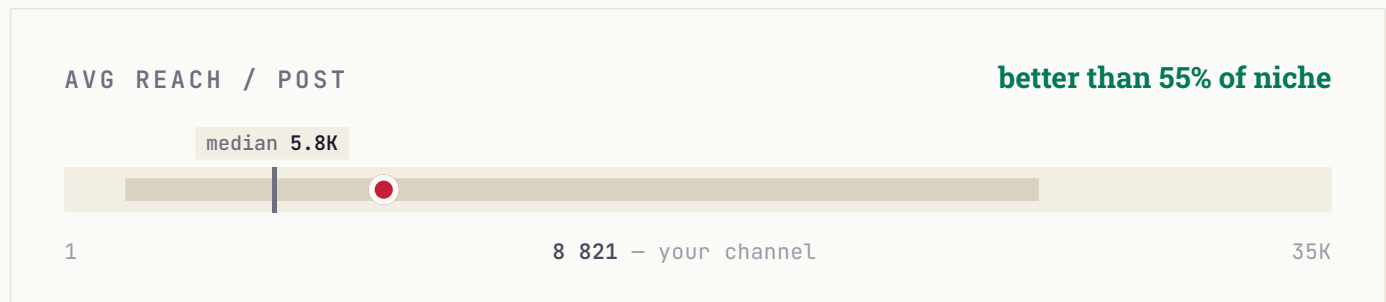
Where the channel stands in its league

SUBSCRIBERS 86% below median

median 193.6K

66.3K 26 859 — your channel 714.1K

Metric	Value
Current Subscribers	26,859
Median Subscribers	193.6K
Percentage Below Median	86%



— 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

Increase posting frequency

Currently 4.7 posts/week. Active channels average 7-10. Consistency is key to retention.

EFFECT

**Consistency
beats volume**

02

Main post of the week — on Wednesday

Audience is most active on this day at 16:00 MSK.

EFFECT

**Best window
for an
important post**

03

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**

04

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**

05

Test polls & interactive formats

Posts with polls/reactions usually give +5-15% to ER. 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 — what we can do in minutes using public data. Want to go further — run ads through us and hit your growth plan in a month.

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