

PUBLIC REPORT PROMTPRESS

Channel audit

Маркет Маркета



@market_marketa

Маркет Маркета — summer festival of local brands in Moscow and other Russian cities. Here you'll find our program, announcements, and the most interesting finds from its participants. Come to the festival and...

SUBS

53 837

+24653 per month

ERR (% SEE POSTS)

13.0%

per day 1.5%

REACH/POST

4.5K

ad reach 765/24h

— CONTENTS · 2026

What's inside the report

01 Channel snapshot

12 key metrics · AI summary

02 Content analysis

Top 5 posts · worst 3 · takeaways

03 Subscriber dynamics

Yearly chart · growth

04 Citability

Who and how mention the channel

05 Ad potential

How long a post drives reach

06 Competitors

Niche neighbors · your place

07 Mention dynamics

6 months · monthly

08 Niche comparison

Position in "News & Media"

09 Strategy

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. The subtitle under the number shows for which period it covers.

 SUBS 53 837 —	 SUBSCRIBER REACH 8.33% avg. % of subs see post	 VIEWS/POST 4.5K median 1.8K · 29 days	 POSTS/WK 22.3 for the period
 TREND 7D +4.3% vs previous week	 REACTS/POST 32.2 total 3 055 reactions, 1 864 reposts, 126 comments	 POST LENGTH 418 chars. median 369 · 29 days	 POSTS ANALYZED 95 29 days
 AD REACH 765 avg over 24h	 CHURN / MONTH +24653 last month	 CITABILITY 61 citation index · 213 channels mentioned all time	 CHANNEL AGE 1 year 1 month created 03.07.2025

EDITOR'S AI SUMMARY

Channel «Mapker Mapketa» — 53 837 subscribers. Each post on average is viewed by 4.5K people (8% of subs), reach is low — worth expanding the audience. Publishes 22 posts per week (~3 per day) — active posting. Week of Aug 10–16, reach stable (+4.3% vs. week of Aug 3–9).

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement & underperformers – to see what to repeat, and what to drop from rotation.

WHAT SUCCESSFUL POSTS SHARE

- 01 Analysis based on **95** posts over 29 days.
- 02 Dominant format – **Video** (48/95 posts).
- 03 Average post length – **418** characters (median 369).
- 04 Peak audience activity – **Sunday**, 20:00 MSK.
- 05 Strongest posts get **23 times** more views than the weakest (28.1K avg for top vs 1.2K for worst) – among 95 posts in 29 days. Worth analyzing what top posts share – topic, format, timing.

TOP 5 POSTS

Nº1

05.08 · 10:08

TEXT

(post without caption – text)

VIEWS	REACTS
28 877	24
REPOSTS	ER
14	53.6%

Nº2

08.08 · 15:05

VIDEO

Aesthetics, local brands, and items with character ✨ On Market Marketa, they curated a cool assortment of 60+ brands. Collected our...

VIEWS	REACTS
28 005	26
REPOSTS	ER
24	52.0%

Nº3

16.08 · 17:30

PHOTO

WOWWW! The Market Market in St. Petersburg has just wrapped up. Thanks to the Northern Capital for the always warm welcome. Hard to fit it all in one post...

VIEWS	REACTS
27 357	26
REPOSTS	ER
26	50.8%

Nº4 11.08 · 17:36 VIDEO How are your weekends? Ours are simply unforgettable! Among thousands of happy people at the grand Mapket Mapketa in Nizhny. Thanks to everyone...	VIEWS 26 913 REPOSTS 68	REACTS 28 ER 50.0%
Nº5 08.08 · 11:08 VIDEO Nizhny Novgorod, we opened Market of Markets ☂ At 13:30 – a master class on creating a vision board started. At 15:00 – a prize draw on...	VIEWS 23 315 REPOSTS 44	REACTS 37 ER 43.3%

|

BOTTOM 3

↓ 20.08 · 14:44 PHOTO Kazan, you can't miss this! At Mapket Mapketa, two bright music performances await: 22 августа в 17:00, an artist will perform...	VIEWS 1 260 REPOSTS 17	REACTS 31 ER 2.3%
↓ 19.08 · 10:04 TEXT (post without caption – text)	VIEWS 1 246 REPOSTS 2	REACTS 17 ER 2.3%
↓ 19.08 · 16:05 VIDEO Mapket Mapketa in Kazan will take place only on weekends, and colorful newspapers with the festival program are already in the city ☀ Look for them in the cafe «Ранняя...»	VIEWS 1 224 REPOSTS 4	REACTS 32 ER 2.3%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

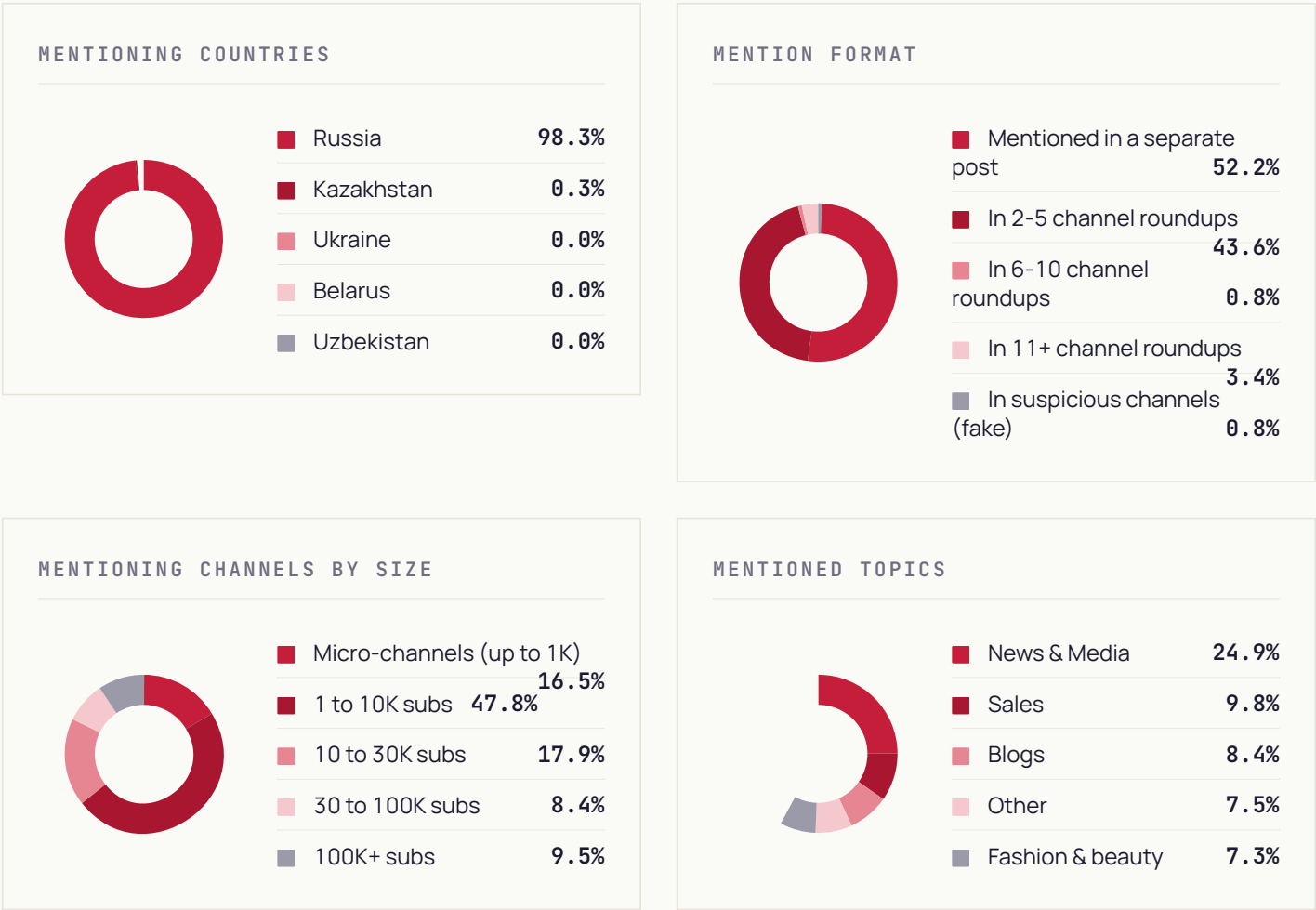
Subscriber growth chart for the year. Exact counts are shown on key months. You can see in which months the channel gained, and in which it lost subscribers.



SECTION 04 · CITATIONS

Who and how mention the channel

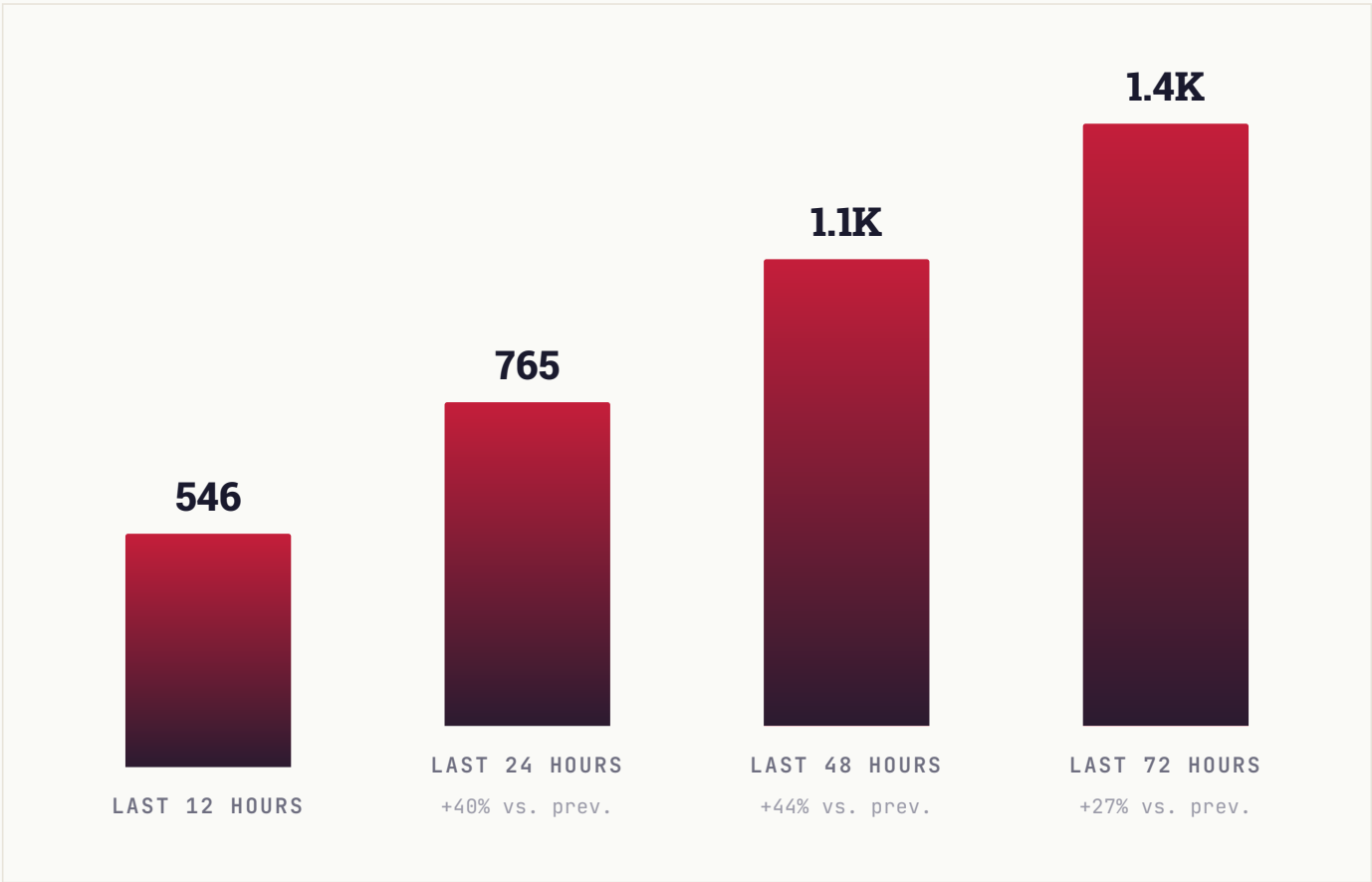
Citation index **61** — channel popularity rating based on mentions. Considers not only their count, but also weight of mentioners: a post from a channel with 100 K subscribers «weighs» more than from a channel with 1 K. Over all time, the channel was mentioned **213** different channels.



SECTION 05 · AD POTENTIAL

How long a post drives reach

Average ad post reach by time since publication. Helps estimate how long a placement should 'live'.



SECTION 06 · COMPETITORS

Who you compete with

11 Closest channels by topic and audience. Highlighted your channel — see where it ranks among niche peers.

CHANNEL	SUBS
M• MoskvaCh • Moscow News	4.3M
TL Топор Live	4.1M
ПЭ Live • News	4M
M- Moscow is interesting	3.3M
ПМ First Moscow	3.2M
MA Mash	3.1M
PH RIA Novosti	3M
HM Moscow News	2.7M
MS Moscow today	2.7M
Avg Media Russia not Moscow	2.6M
reposts MM Mapket Mapketa YOU	53.8K

COMPARATIVE CONCLUSION

Channel so far outside top-99 niche — early growth stage. Niche leader — MoskvaCh • Moscow News (4.3M), top-99 median: 776.9K. Primary goal — break into top-99 through systematic work with traffic and content.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Each month we record posts in other channels mentioning your channel. Over the last **6 months** such mentions were **43**, they brought **62 671** new subs.

PERIOD	MENTIONS	CHANNELS	REFERRED	SUBS
February 2026	2	2	0	
January 2026	13	12	23 900	
December 2025	27	21	38 770	
November 2025	0	0	0	
October 2025	1	1	1	
September 2025	0	0	0	
TOTAL MENTIONS	MONTHS IN DATA		ATTRACTED SUBS	
43	6		62 671	

SECTION 08 • NICHE COMPARISON

Where the channel ranks in its league

Took top-100 channels in category «News & Media» (Russia) and looked at how the channel compares with their peers. Gray band — range in which 80% of niche channels fall (from p10 to p90). Black vertical line — median. Red dot — your channel.



— SECTION 09 · STRATEGY

What to do now

5 priority actions ranked by expected impact. Use as checklist and return to this report in a month.

01**Top post of the week — Sunday**

Audience most active: this day, 20:00 MSK

IMPACT

**Best window
for a key post****02****Systematic traffic buying**

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

IMPACT

**+1000-3000
subs.****03****Test polls and interactive formats**

Posts with polls/reactions usually boost ER by +5-15%.
One weekly poll on a "hot" topic is an easy win.

IMPACT

+5-15% ER**04****Cross-promo with adjacent channels**

Swap posts with same-segment channels quarterly. No need for daily — 2-3 collabs yield relevant growth.

IMPACT

**Growth from
relevant
audience****05****Update channel description for Telegram search**

Telegram search looks at descriptions. Add 3-5 niche keywords for organic traffic.

IMPACT

**Organic traffic
source**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in minutes from public data. Want to go further — run ads with us and close your growth plan in a month.

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

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