

PUBLIC REPORT BY PROMTPRESS

Channel audit

Market discounts



@marketbenefit

Channel about discounts and sales on Yandex Market. At the time you see the message, the product or promotion may have ended. Check availability and terms via links in posts....

SUBSCRIBERS

992 906

+13889 per month

ERR (% SEE POSTS)

4.0%

daily 2.1%

REACH/POST

35.7K

ad reach 21.1K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate health indicator. Subtitle shows the period.

 SUBSCRIBERS 992 906 —	 SUBSCRIBER REACH 3.6% avg % subs see post	 VIEWS/POST 35.7K median 36K · 29 days	 POSTS/WEEK 15.2 for period
 7D TREND -12.2% vs previous week	 REACTIONS/POST 191.6 total 12,072 reactions, 2,276 reposts, 5,464 comments	 POST LENGTH 271 chars median 266 · 29 days	 POSTS ANALYZED 63 29 days
 AD REACH 21.1K 24h avg	 CHURN / MONTH +13889 last month	 CITATION RATE 370 citation index · 562 channels mentioned all time	 CHANNEL AGE 4 years 2 months created 07.04.2022

AI EDITOR SUMMARY

Channel «Market Discounts» — 992 906 subs. Avg views per post: 35.7K people (4% from subs), low reach — expand audience. Publishes 15 posts/week (~2/day) — regular. Week Jun 1–7 reach dropped -12.2% vs week May 25–31 — analyze reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

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 63 posts over 29 days.
- 02 Dominant format — Photo (34/63 posts).
- 03 Avg post length — 271 chars (median 266).
- 04 Audience activity peak — Sunday, 13:00 MSK.
- 05 Top posts get 2x more views than weakest (48.9K avg top vs 25.3K worst) — among 63 posts over 29 days. Analyze top's common traits: topic, format, timing.

TOP 5 POSTS

№125.05 · 15:43PHOTO	GUESS THE REBUS: 25 Answer: KIT25 Use this promo code to get 25% off Kitfort gear and become a participant...		VIEWS	REACTIONS
			50 694	122
№206.06 · 12:43TEXT	This post is for future grads We've put together the ultimate guide to choosing a dress you'll wear once in a lifetime (or not...		REPOSTS	ER
			39	5.1%
№307.06 · 10:21TEXT	here works. lawnmower. buy. yours.		VIEWS	REACTIONS
			48 539	116
			REPOSTS	ER
			8	4.9%
			VIEWS	REACTIONS
			47 347	102
			REPOSTSER	
			16	4.8%

Nº4 08.06 · 13:49 PHOTO Join the summer giveaway: win a Greenworks lawn mower for 1st place and a 10,000 promo code for garden goods for 2nd-4th...	VIEWS 47 024 REPOSTS 484	REACTIONS 1 338 ER 4.7%
Nº5 23.05 · 12:58 PHOTO This is an official vacation pass ☒ Show it to your boss if they won't let you go. Time to rest ☒☒ If it doesn't load...	VIEWS 44 358 REPOSTS 11	REACTIONS 73 ER 4.5%

|

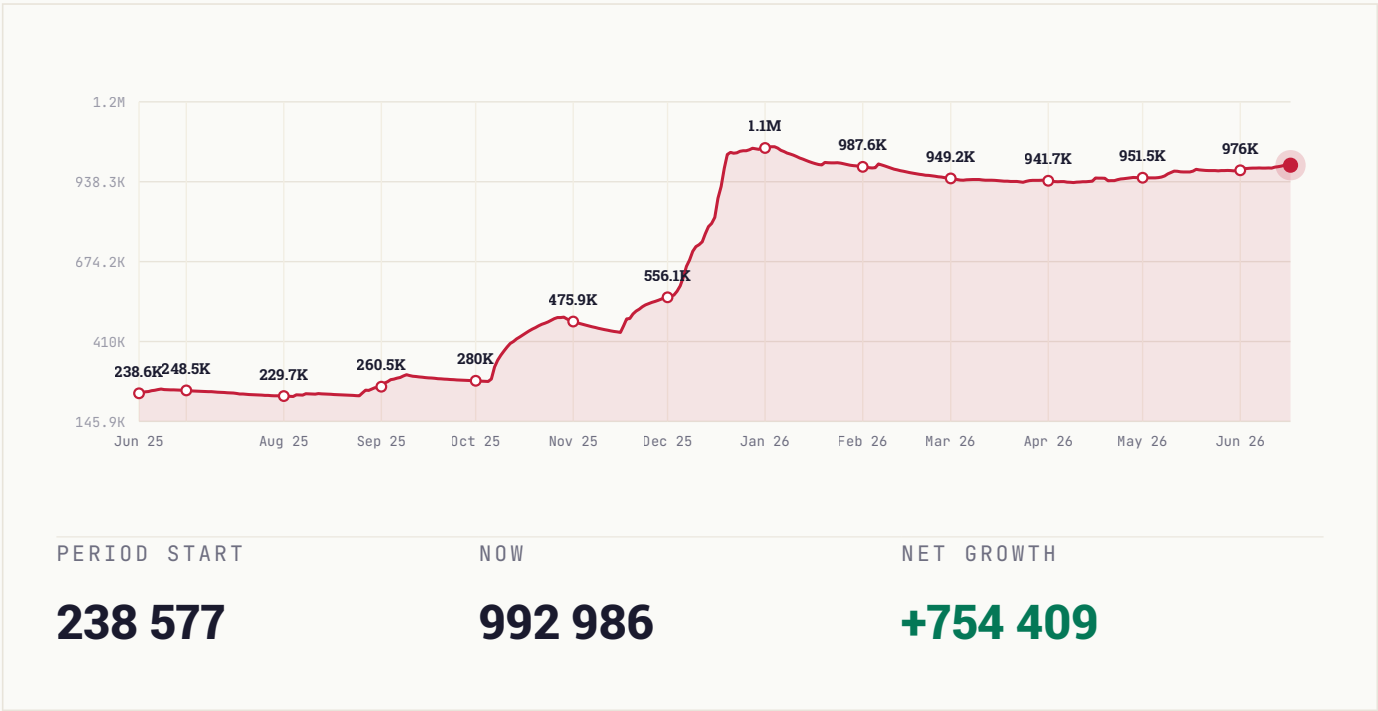
WORST 3

↓ 10.06 · 10:46 TEXT This post is for those who didn't react to...	VIEWS 26 153 REPOSTS 4	REACTIONS 249 ER 2.6%
↓ 03.06 · 13:47 VIDEO (post without caption – video)	VIEWS 26 131 REPOSTS 1	REACTIONS 53 ER 2.6%
↓ 12.06 · 12:40 VIDEO (post without caption – video)	VIEWS 23 563 REPOSTS 4	REACTIONS 50 ER 2.4%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

Subscriber growth chart for the year. Key months show exact subscriber count.
Shows growth and loss months.

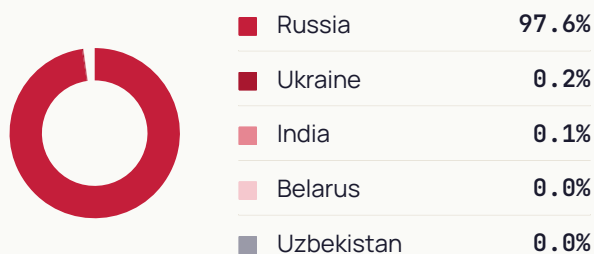


SECTION 04 • MENTIONS

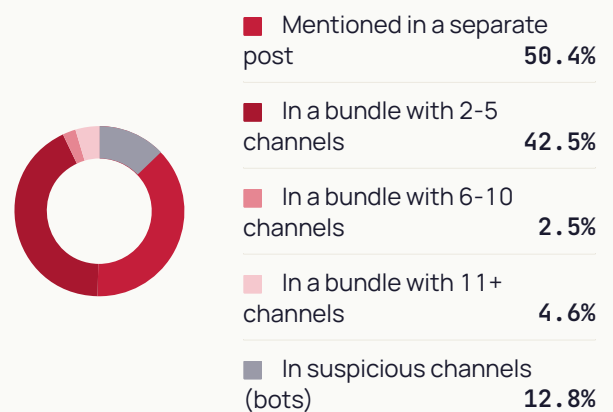
Who mentions the channel & how

Citation index **370** — 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 **562** different channels.

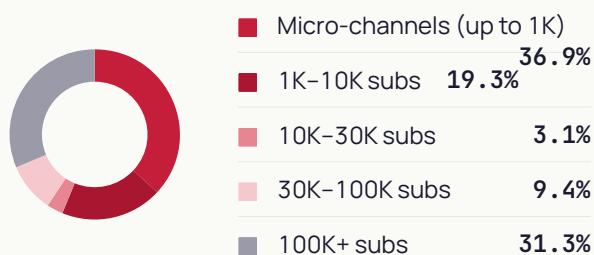
COUNTRIES MENTIONING



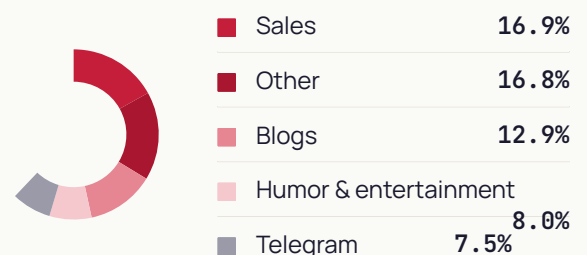
FORMAT MENTIONED IN



WHAT SIZE CHANNELS MENTION



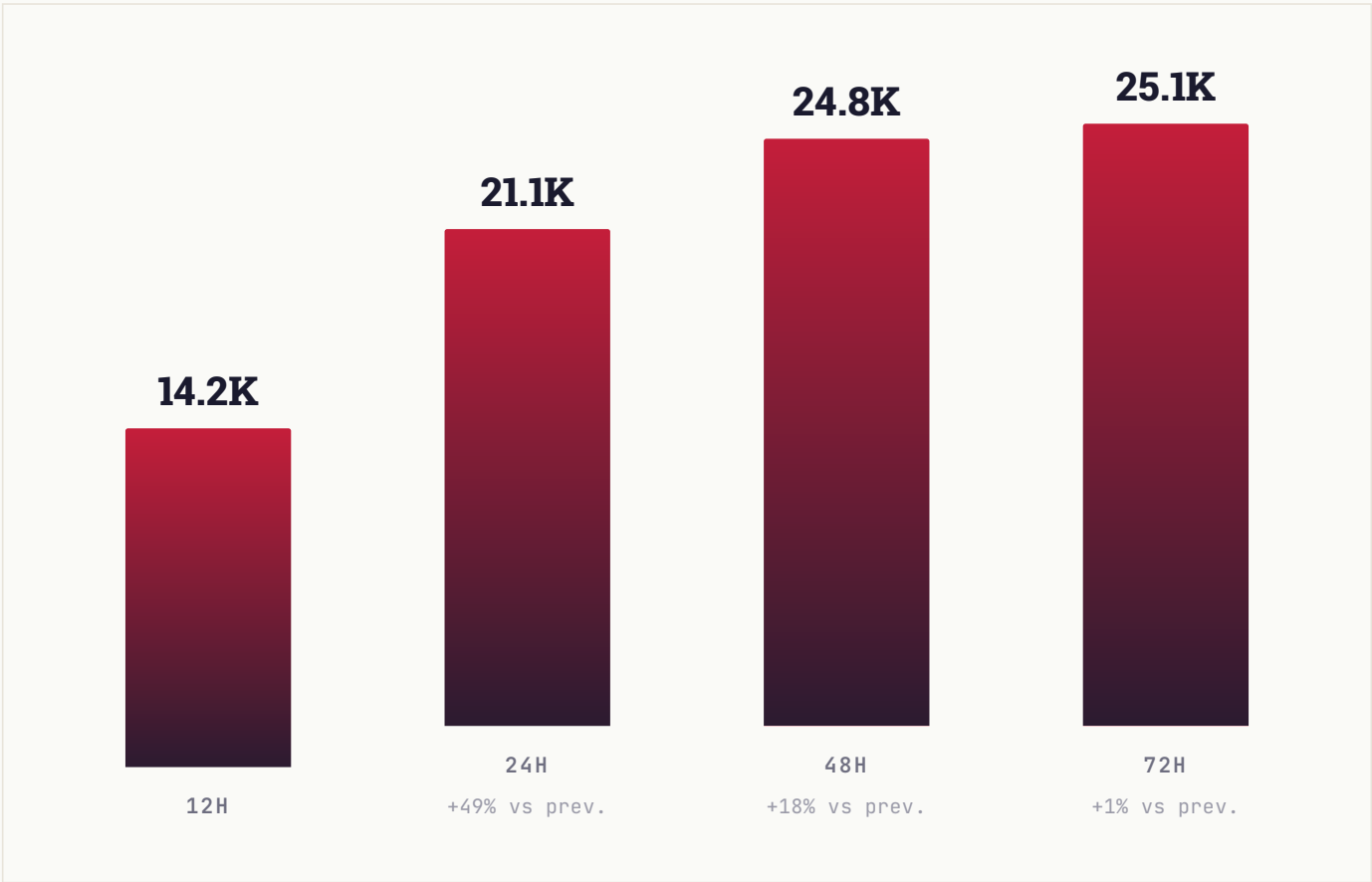
TOPICS MENTIONED IN



SECTION 05 · AD POTENTIAL

How long a post generates reach

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



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic & audience. Your channel highlighted – see its rank among niche peers.

CHANNEL	SUBSCRIBERS
 OZON	1.1M
 Yandex Market	1M
 Freeloaders - Lightning	1M
 Market discounts 	992.9K
 WB Sniper Finds from Wildberries Discounts Promos	932.9K
 By Blat	888K
 Hare Promos Discounts	877.5K
 Wildberries finds	799.3K
 ITEMS FROM VIDEO	711.7K
 Alfa-Profitable	563K
 WILDBERRIES	532.1K

COMPARATIVE INSIGHT

Channel inniche top-10 (#4 of 94). Strong position. Niche leader – OZON (1.1M), room to grow to #1. With other top-10 channels – mutual exchanges as equals.

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Monthly we track posts in other channels that mention yours. Over the last **6 months** such mentions: **131**, they brought **912 163** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
December 2025	39	28	500 346	
November 2025	31	21	115 928	
October 2025	8	3	212 386	
September 2025	18	11	43 995	
August 2025	9	3	39 360	
July 2025	26	16	148	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
131	6	912 163

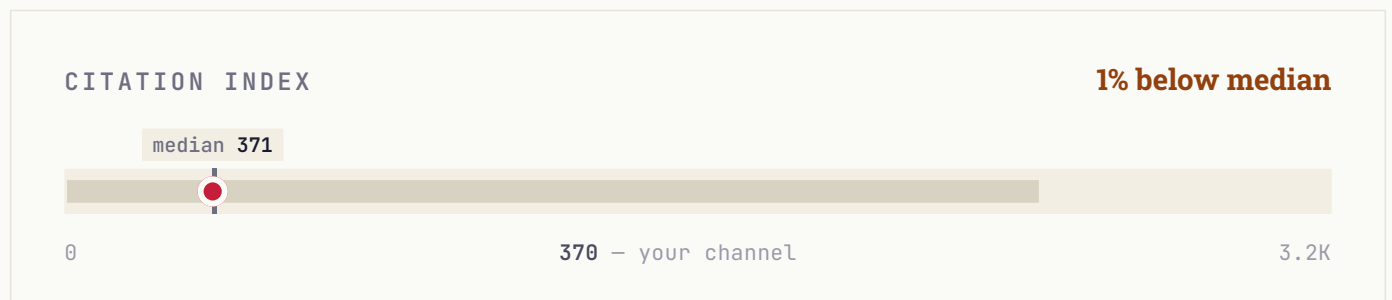
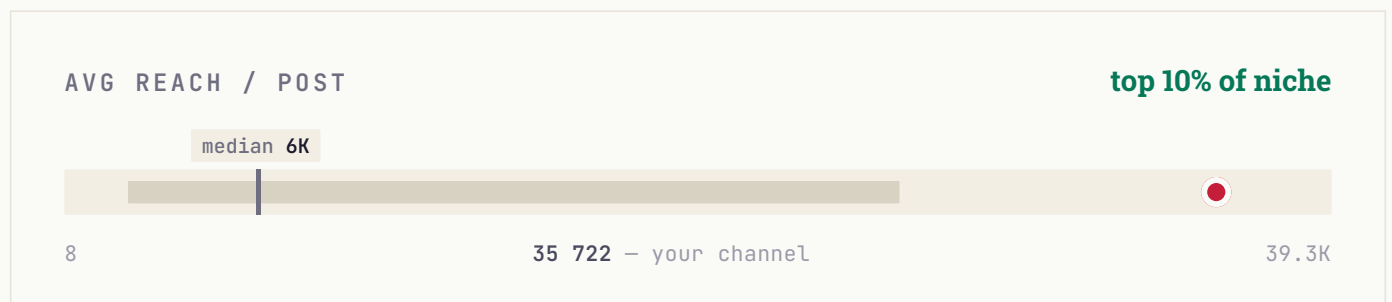
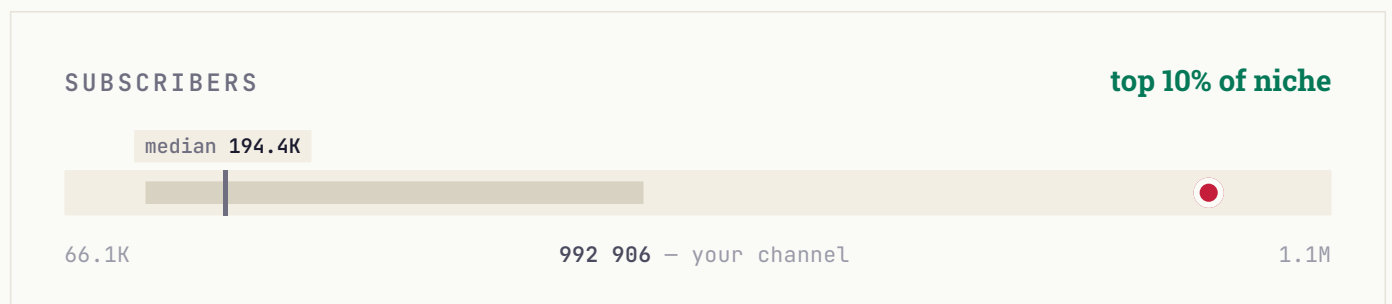
— SECTION 08 · NICHE COMPARISON

Where the channel ranks in its league

Took top-100 channels in category "Sales» (Russia) and saw how your channel compares. Gray band — range for 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

#4 /100

RANK IN NICHE
Channel in top 4% sales Russia



— SECTION 09 · STRATEGY

What to do right now

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

01

Top post of the week — on Sunday

Audience is most active on this day at 13:00 MSK.

EFFECT

**Best time for
key posts**

02

Increase video posts share

Video in Telegram holds audience longer and is favored by the algorithm. Aim for 15-25%.

EFFECT

**Video retains
audience
better**

03

ER below niche benchmark — rethink formats

Current ER 3.6% vs benchmark 5.5%. Try polls and interactive formats.

EFFECT

+1.9pp ER

04

System 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 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 minutes from public data. Want to go further? Run ads with us and hit your growth plan in a month.

01

**Launch ads on
Telegram**

<https://panel.promptpress.com/register>

02

Contact manager

t.me/PromptPress_manager