

PROMTPRESS PUBLIC REPORT

Channel audit

Careful, marketplaces



@marketplace_breaking

All about Russian marketplaces Contact: @media_maverick

SUBSCRIBERS

61 065

-2518 per month

ERR (% SEE POSTS)

29.0%

per day 19.0%

REACH/POST

17.1K

ad reach 11.9K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 61 065 —	 SUBS REACH 27.96% avg % of subs see post	 VIEWS/POST 17.1K median 16.5K · 29 days	 POSTS/WEEK 13.2 over period
 7D TREND +0.9% vs prev week	 REACTIONS/POST — MTPROTO only	 POST LENGTH 612 chars median 580 · 29 days	 POSTS ANALYZED 55 29 days
 AD REACH 11.9K 24h avg	 CHURN / MONTH -2518 over last month	 CITATION RATE 41 citation index · 158 channels mentioned all time	 CHANNEL AGE 1 yr 8 mo created 09.10.2024

AI EDITOR SUMMARY

Channel «Careful, marketplaces» — 61 065 subs. Each post averages 17.1K people (28% from subs), good reach. Publishes 13 posts per week (~2/day) — regular schedule. For the week of June 22–28, reach stable (+0.9% vs week 15–21 Jun).

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and outsiders – to see what to repeat and what to drop from rotation.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 55 posts over 29 days.
- 02 Dominant format – Text (41/55 posts).
- 03 Avg post length – 612 chars (median 580).
- 04 Peak audience activity – Tuesday, 14:00 MSK.
- 05 Strongest posts gather 2x more views than the weakest (29.9K avg for top vs 15.2K for worst) – among 55 posts over 29 days. Worth analyzing what the top shares: topic, format, timing.

TOP 5 POSTS

Nº1 09.06 · 11:30 TEXT Ministry of Labor discusses clarifying employment criteria with business, said Minister Anton Kotyakov. Changes needed to better...	VIEWS 54 351 REPOSTS 8	REACTIONS — ER 89.0%
Nº2 16.06 · 09:00 TEXT Marketplaces may be fined up to 400k RUB for price pressure on sellers. Relevant amendments to the bill on...	VIEWS 18 057 REPOSTS 3	REACTIONS — ER 29.6%
Nº3 29.06 · 12:53 PHOTO «М.Видео» announced expansion of assortment with a new category – books. Several dozen titles are already available...	VIEWS 17 196 REPOSTS 5	REACTIONS — ER 28.2%

Nº4 25.06 · 10:16 TEXT Polevskoy city court sentenced a pickup point manager and her accomplice for systematic theft of marketplace goods and funds...	VIEWS 16 962 REPOSTS 2	REACTIONS — ER 27.8%
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Nº5 29.06 · 15:51 TEXT «Авито» calls for balanced regulation of digital platforms Regulation of digital platforms should consider their intermediary...	VIEWS 16 919 REPOSTS 3	REACTIONS — ER 27.7%
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WORST 3

↓ 01.07 · 07:59 TEXT «Еаптека» joined the RVB group (Wildberries & Russ). The decision to buy it is part of the group's strategy to...	VIEWS 15 756 REPOSTS 2	REACTIONS — ER 25.8%
↓ 03.07 · 04:48 PHOTO Flower & gift marketplace Flowwow launches its own private label (PL) for home & interior goods, will release under...	VIEWS 15 728 REPOSTS 3	REACTIONS — ER 25.8%
↓ 16.06 · 17:42 TEXT Constitutional Court clarified conditions for marketplace exemption from liability for counterfeits. Triggered by a publisher's complaint...	VIEWS 14 073 REPOSTS 2	REACTIONS — ER 23.0%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

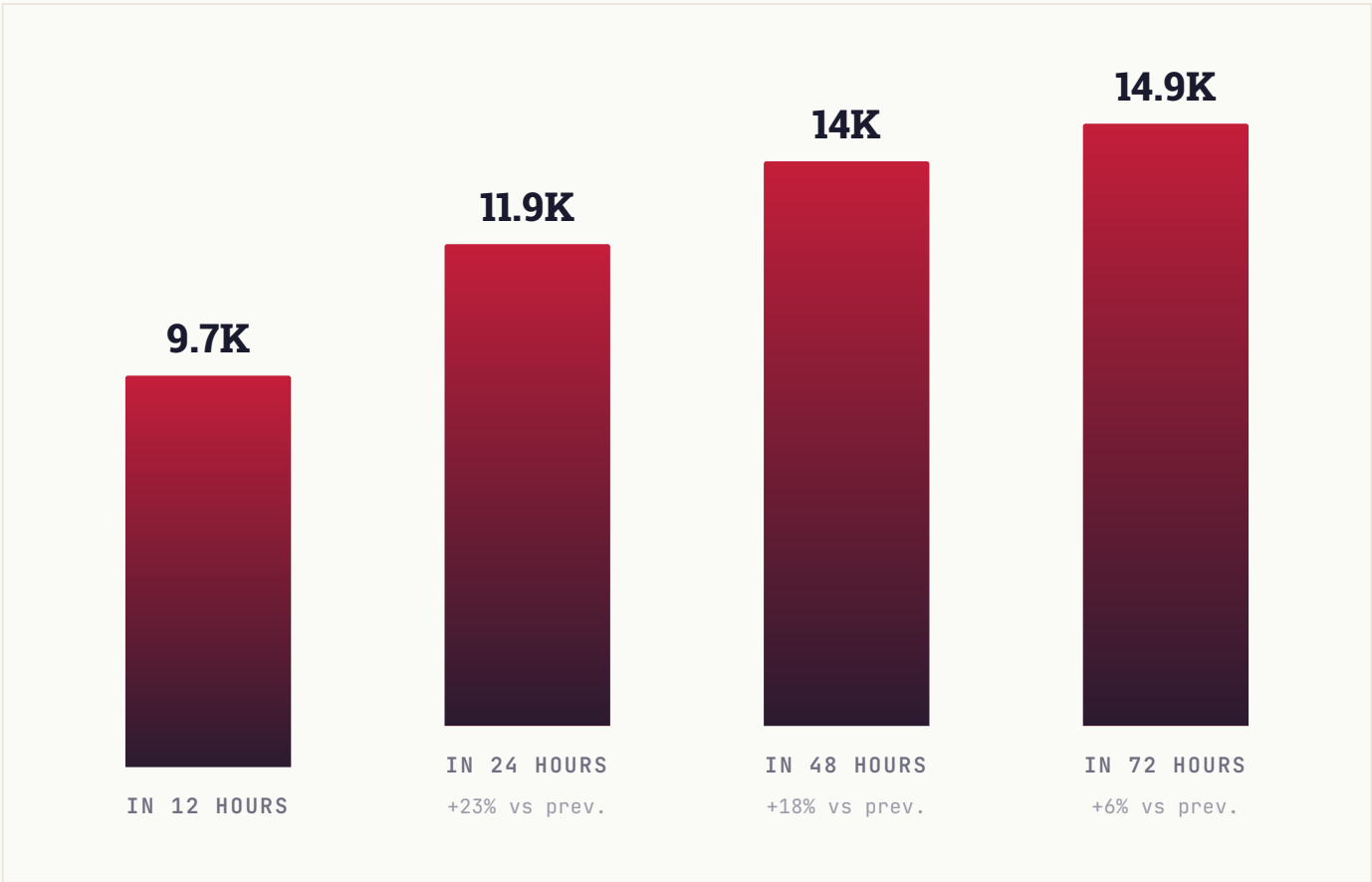
Subscriber growth chart for the year. Key months show exact sub count. See which months grew or lost subs.



SECTION 04 · AD POTENTIAL

How long a post generates reach

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



SECTION 05 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
OZ OZON	1.1M
SN Market discounts	1M
YM Yandex Market	1M
X- Freebie seekers - Lightning	997.5K
WS WB Sniper Finds from Wildberries Discounts Promos	922.2K
PB Po Blatu	876.1K
Z Zayats Promos Discounts	874.4K
W Wildberries finds	793.3K
VI ITEMS FROM VIDEO	703.1K
AL Alpha-Profitable	558.5K
OM Careful, marketplaces YOU	61.1K

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 via systematic traffic & content work.

SECTION 06 · MENTION DYNAMICS

How often the channel is mentioned

Monthly we track posts in other channels that mention yours. Over the last **6 months** such mentions were **965**, they brought **32 435** new subs.

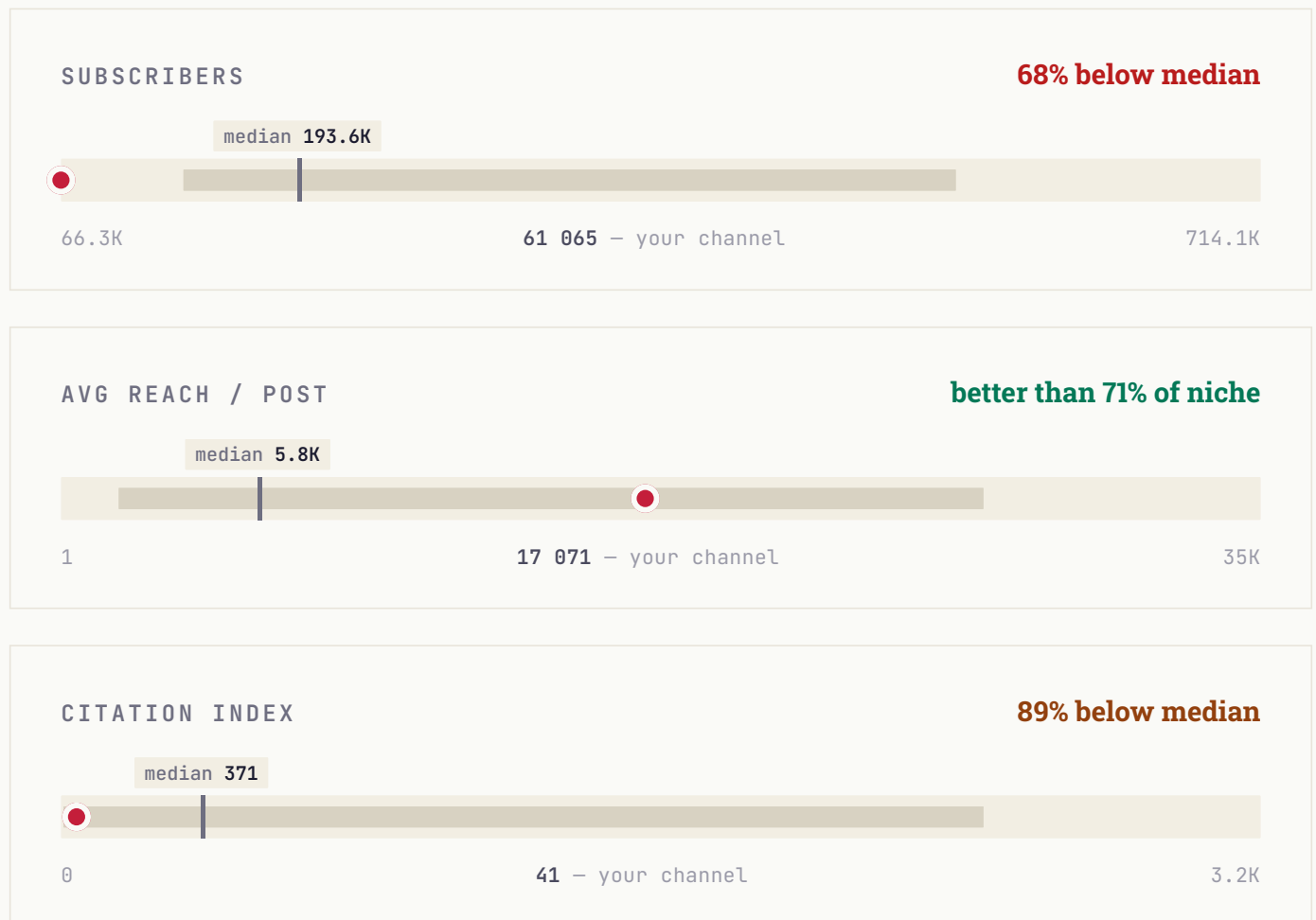
PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
Jan 2026	117	47	7 815
Dec 2025	91	40	5 677
Nov 2025	284	50	9 790
Oct 2025	94	40	9 153
September 2025	217	48	0
August 2025	162	36	0

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
965	6	32 435

SECTION 07 • NICHE COMPARISON

Where the channel stands in its league

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



— SECTION 08 · STRATEGY

What to do right now

5 priority actions ranked by expected impact. Check off and revisit next month.

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|-----------|---|--|
| 01 | Top post of the week — on Tuesday
Audience most active on this day at 14:00 MSK. | EFFECT
Best window
for important
posts |
| 02 | Increase video post share
Video in Telegram keeps audience longer & is favored by the algorithm. Aim for 15-25%. | EFFECT
Video retains
audience
better |
| 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 & interactive formats
Posts with polls/reactions usually get +5-15% ER. One poll per week on a hot topic — easy growth lever. | EFFECT
+5-15% ER |
| 05 | Cross-promo with neighboring channels
Exchange posts with same-segment channels once a quarter. No need 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 a few minutes from 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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