

PROMTPRESS PUBLIC REPORT

Channel audit

Iron Market



@megairon

NO ads or collabs! — Chat: <https://t.me/ironmarke> PC tuning & selection: https://t.me/RazgonPC_bot

SUBSCRIBERS

63 458

-205 per month

ERR (% SEE POSTS)

21.0%

last 24 hrs **18.1%**

REACH/POST

13.2K

ad reach **11.5K**/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. Subtitle under the number shows the period it covers.

 SUBSCRIBERS 63 458 —	 SUBS REACH 20.82% avg % subs see post	 VIEWS/POST 13.2K median 12.2K · 28 days	 POSTS/DAY 7.2 ~50 per week
 7D TREND +61.7% vs prev week	 REACTIONS/POST 22.6 total 4,722 reactions, 6,037 reposts, 2,755 comments	 POST LENGTH 373 chars median 264 · 28 days	 POSTS ANALYZED 209 28 days
 AD REACH 11.5K 24h avg	 CHURN / MONTH -205 last month	 CITATION RATE 21 citation index · 82 channels mentioned all time	 CHANNEL AGE 2 years 11 months created 06.08.2023

AI EDITOR SUMMARY

Channel «Iron Market» — 63 458 subs. Each post avg views 13.2K people (21% of subs), avg reach — room to grow. Publishes 50 posts/week (~7/day) — active posting. Week 22–28 Jun reach grew by +61.7% by week 15–21 Jun — positive trend.

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 TOP POSTS HAVE IN COMMON

- 01 Analysis based on **209** posts over 28 days.
- 02 Dominant format – **Photo** (206/209 posts).
- 03 Avg post length – **373** chars (median 264).
- 04 Peak audience activity – **Thursday**, 19:00 MSK.
- 05 Top posts get **3×** more views than the weakest (24K avg for top vs 9.3K for worst) – among 209 posts over 28 days. Worth analyzing what the top has in common – topic, format, timing.

TOP 5 POSTS

Nº1 25.06 · 16:38 PHOTO 🔥 27" Titan Army KG277R Monitor (shipped from Russia) ● 27" 2560*1440 2K 245Hz ● Fast IPS 💰 14,535 ₺ 👉 Buy Search by SKU...	VIEWS 24 576 REACTIONS 28 REPOSTS 39 ER 38.7%
Nº2 25.06 · 14:38 PHOTO 🔥 OZON Seller Promo Codes ! + All say they approve discount requests on product pages, check ● EC4FFBF2BD51 –...	VIEWS 24 379 REACTIONS 23 REPOSTS 15 ER 38.4%
Nº3 24.06 · 08:56 PHOTO 🔥 MCHOSE G75 Pro Mechanical Keyboard ● Switches: Matcha Latte ● Battery: 8000mAh 💰 2,598 ₺ 👉 Buy Seller: Gogomall 🍀...	VIEWS 22 923 REACTIONS 31 REPOSTS 57 ER 36.1%

Nº4 25.06 • 16:23 PHOTO 🔥 27" HKC MG27K5Q / G27M2 Pro Monitors (same model) ● 27" 2560*1440 2K 200Hz ● Fast IPS Mini-LED 1152 zones 💰 16,567 ₺ 👉 ...	VIEWS 22 844 REPOSTS 42 REACTIONS 18 ER 36.0%
Nº5 24.06 • 19:45 PHOTO 🔥 ATK A9 Mini Master Edition+ Wireless Gaming Mouse weight 39 g, size 118.4×61.2×38.6 mm, new PAW3955Master sensor, polling rate up to...	VIEWS 22 587 REPOSTS 46 REACTIONS 24 ER 35.6%
WORST 3	
↓ 03.07 • 07:40 PHOTO 🔥 MECHREVO Aurora X Gaming Laptop, 16" 2K 180 Hz IPS, 16 GB DDR5 / SSD 1 TB, i7-13700HX, RTX 5060 8 GB, Windows 11 (shipped from Russia) 💰 91...	VIEWS 9 321 REPOSTS 12 REACTIONS 9 ER 14.7%
↓ 17.06 • 07:28 PHOTO 🔥 CUSU DDR4 RAM ● 3200 CL16 – 4,831 ₺ (2x8Gb) ● 3200 CL16 – 9,186 ₺ (2x16Gb) ● 3600 CL16 – 10,062 ₺ (2x16Gb) Search by...	VIEWS 9 243 REPOSTS 30 REACTIONS 23 ER 14.6%
↓ 17.06 • 07:27 PHOTO 🔥 ALLPOWERS R600 Portable Power Station ● Battery capacity: 299 Wh (25.6 V, 11.68 Ah, ~81,000 mAh) ● Battery type: LiFePO4 ●...	VIEWS 9 203 REPOSTS 36 REACTIONS 16 ER 14.5%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

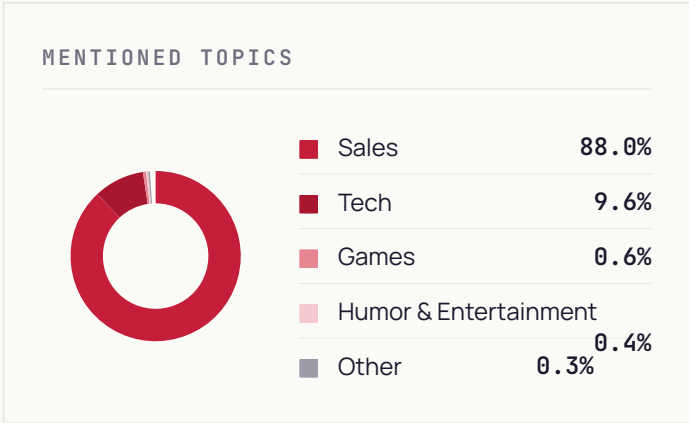
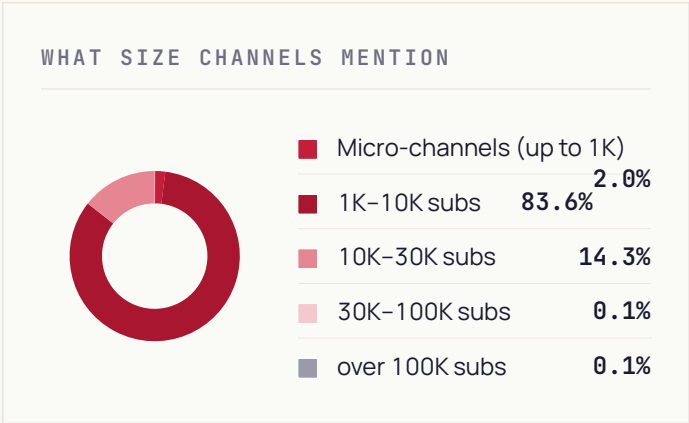
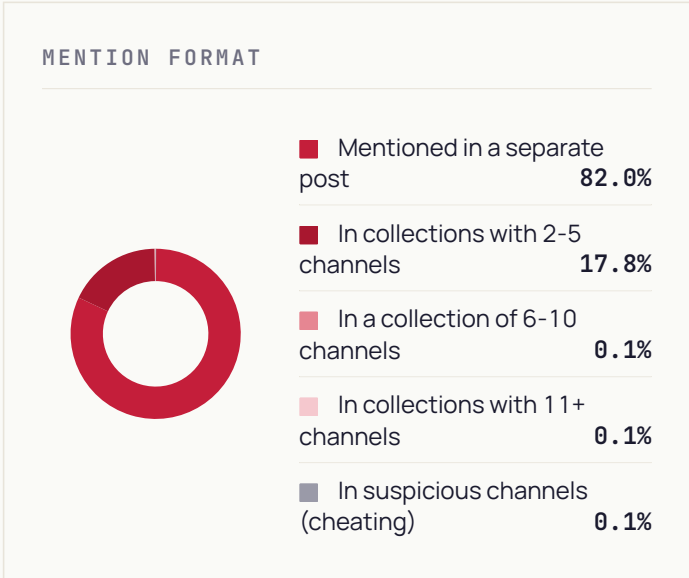
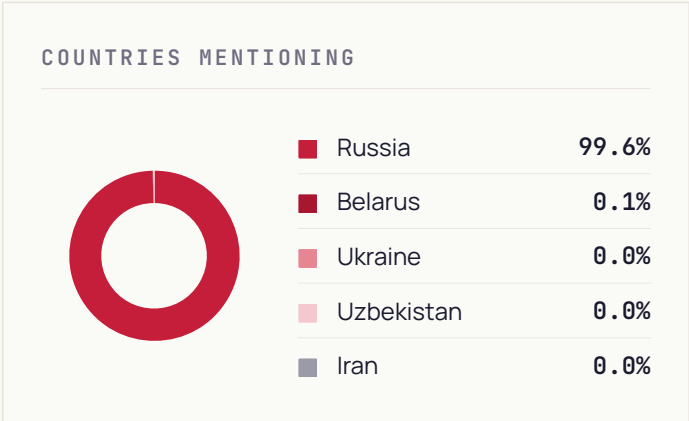
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · CITATIONS

Who and how mentions the channel

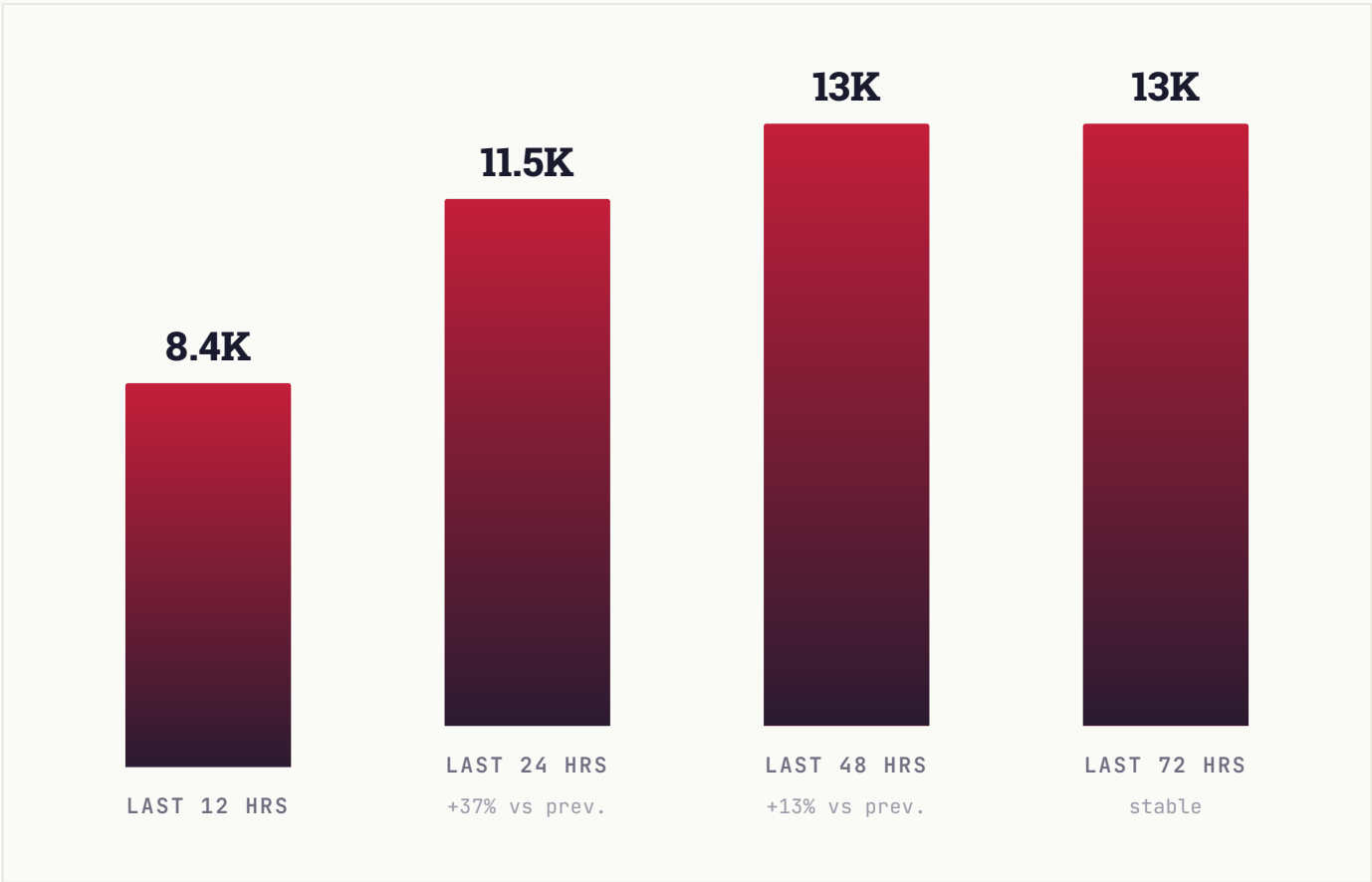
Citation index **21** — channel popularity rating based on mentions. Considers not only quantity but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **82** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post by 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 — you can see its place among niche neighbors.

CHANNEL	SUBSCRIBERS
OZ OZON	1.1M
SN Market Discounts	1M
YaM Yandex Market	1M
X- Freeloaders - Lightning	997.5K
WS WB Sniper Wildberries Finds Discounts Promos	922.2K
PB Po Blatu	876.1K
Z Hare Promos Discounts	874.4K
W Wildberries finds	793.3K
VI ITEMS FROM VIDEO	703.1K
AL Alpha-Profitable	558.5K
JM Iron Market YOU	63.5K

COMPARATIVE SUMMARY

Channel is 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 were **42**, they brought **8 399** new subs.

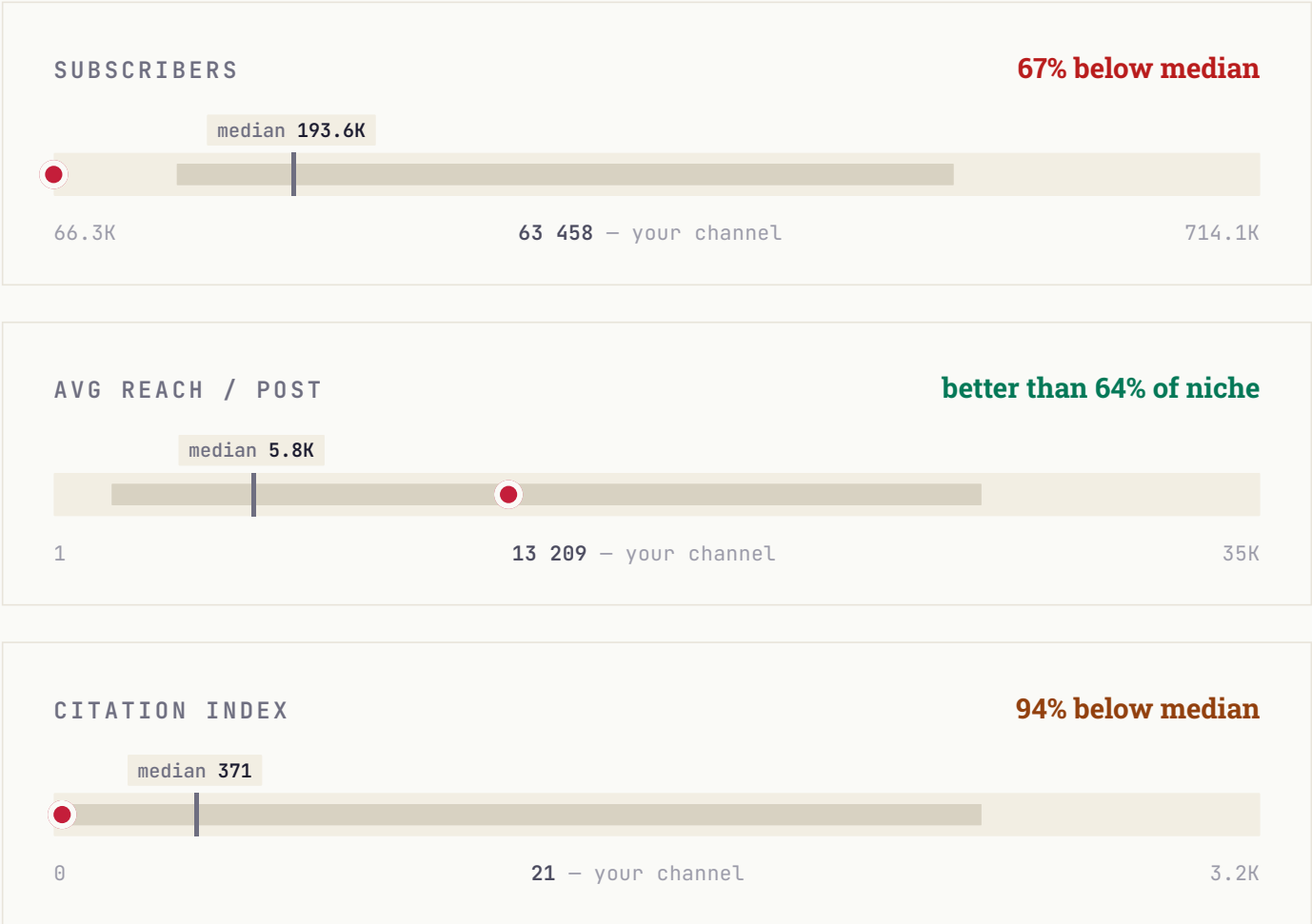
PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
January 2026	4	2	588
December 2025	8	3	601
Nov 2025	8	2	1 361
Oct 2025	8	3	2 200
Sep 2025	5	3	1 143
August 2025	9	4	2 506

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
42	6	8 399

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category «Sales» (Russia) and compared your channel.
Gray band – range of 80% of niche channels (p10 to p90). Black vertical – median.
Red dot – your channel.



— SECTION 09 · STRATEGY

What to do right now

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

01

Main post of the week — on Thursday

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

EFFECT

**Best window
for important
post**

02

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**

03

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**

04

Test polls and interactive formats

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

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 based on public data. If you 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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