

PUBLIC REPORT BY PROMTPRESS

Channel audit

Megamarket



@megamrkt

RKN statement No. 5032259020 Megamarket — a marketplace with millions of products for you and your loved ones. We make shopping affordable!

SUBSCRIBERS

529 917

-8284 per month

ERR (% SEE POSTS)

3.0%

per day 1.5%

REACH/POST

14.7K

ad reach 8K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 529 917 —	 SUBSCRIBER REACH 2.77% avg % subs see a post	 VIEWS/POST 14.7K median 15.3K · 29 days	 POSTS/WEEK 12.2 for the period
 7D TREND -0.4% vs previous week	 REACTIONS/POST 31.5 total 1,640 reactions, 403 reposts, 0 comments	 POST LENGTH 482 chars median 455 · 29 days	 POSTS ANALYZED 52 29 days
 AD REACH 8K 24h avg	 CHURN / MONTH -8284 last month	 QUOTABILITY 2 564 citation index · 2,300 channels mentioned all time	 CHANNEL AGE 5 years 1 month created 27.04.2021

AI EDITOR SUMMARY

Channel «Megamarket» — 529 917 subs. Each post averages 14.7K people (3% from subs), reach is low — consider expanding audience. Publishes 12 posts per week (~2/day) — consistent schedule. Week of Jun 1–7 reach stable (-0.4% vs week of May 25–31).

What works best

WHAT TOP POSTS SHARE

- ## TOP 5 POSTS

No102.06 · 04:33 TEXT Sberkot vanished! Not replying. Not in chat. No contact. We're starting to worry! But it's under control – he...	VIEWS 20 834	REACTIONS 49
	REPOSTS 4	ER 3.9%
No225.05 · 05:13 PHOTO ☔☔☔☔☔☔☔ ☔☔☔☔☔☔☔ ☔☔☔☔☔☔☔ ☂☂☂☂☂☂☂☂ Quick, take cover! Get comfy: it's dry and calm here, and raise...	VIEWS 20 530	REACTIONS 36
	REPOSTS 5	ER 3.9%
No301.06 · 11:47 TEXT ☔☔☔ ☔☔☔ ☔☔☔ HAPPY CHILDREN'S DAY! ☔☔☔ Big selection of kids' items with holiday discounts! Happy first day of summer, bright...	VIEWS 20 092	REACTIONS 36
	REPOSTS 1	ER 3.8%

Nº4

30.05 • 14:49

PHOTO

☒ And the notes with doves still fly to me from childhood...
Graduation season is near, so let's start prepping! Graduation goods...

VIEWS

19 609

REPOSTS

5

REACTIONS

33

ER

3.7%

Nº5

22.05 • 11:59

PHOTO

Beautiful and pure radiance, shades of freshness and lightness... This is a collection from SOKOLOV that reboots your style ☒ Each piece of jewelry is...

VIEWS

19 234

REPOSTS

4

REACTIONS

37

ER

3.6%

WORST 3

↓ 13.06 • 13:19 PHOTO

☒☒☒ Summer calls, and our hero products are ready to join you!
On Megamarket – best deals for sunny days...

VIEWS

11 654

REPOSTS

3

REACTIONS

24

ER

2.2%

↓ 11.06 • 16:54 TEXT

PEACE & QUIET! Right now, I'd love to dive into the atmosphere of crunchy sand underfoot, scorching sun, a soft lounge chair and... And for this you don't...

VIEWS

10 414

REPOSTS

5

REACTIONS

27

ER

2.0%

↓ 11.06 • 16:54 VIDEO

(post without caption – video)

VIEWS

9 125

REPOSTS

4

REACTIONS

22

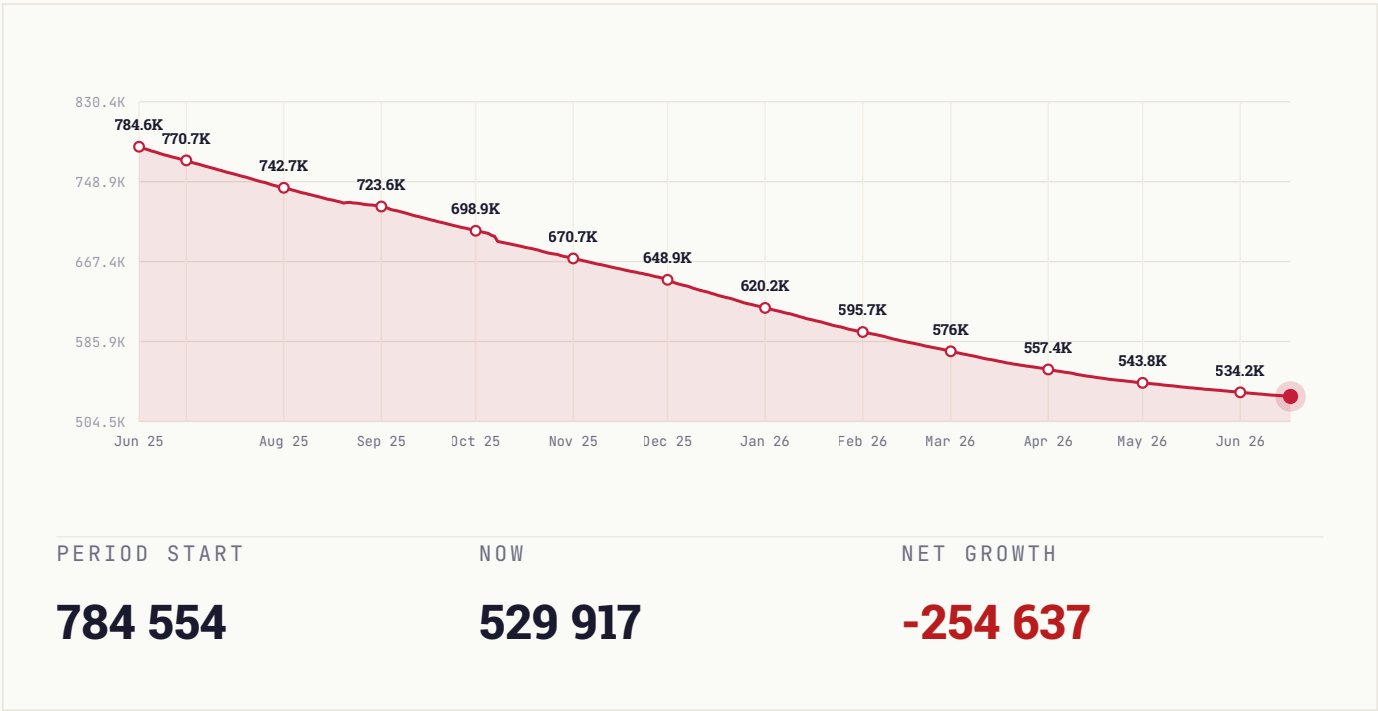
ER

1.7%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

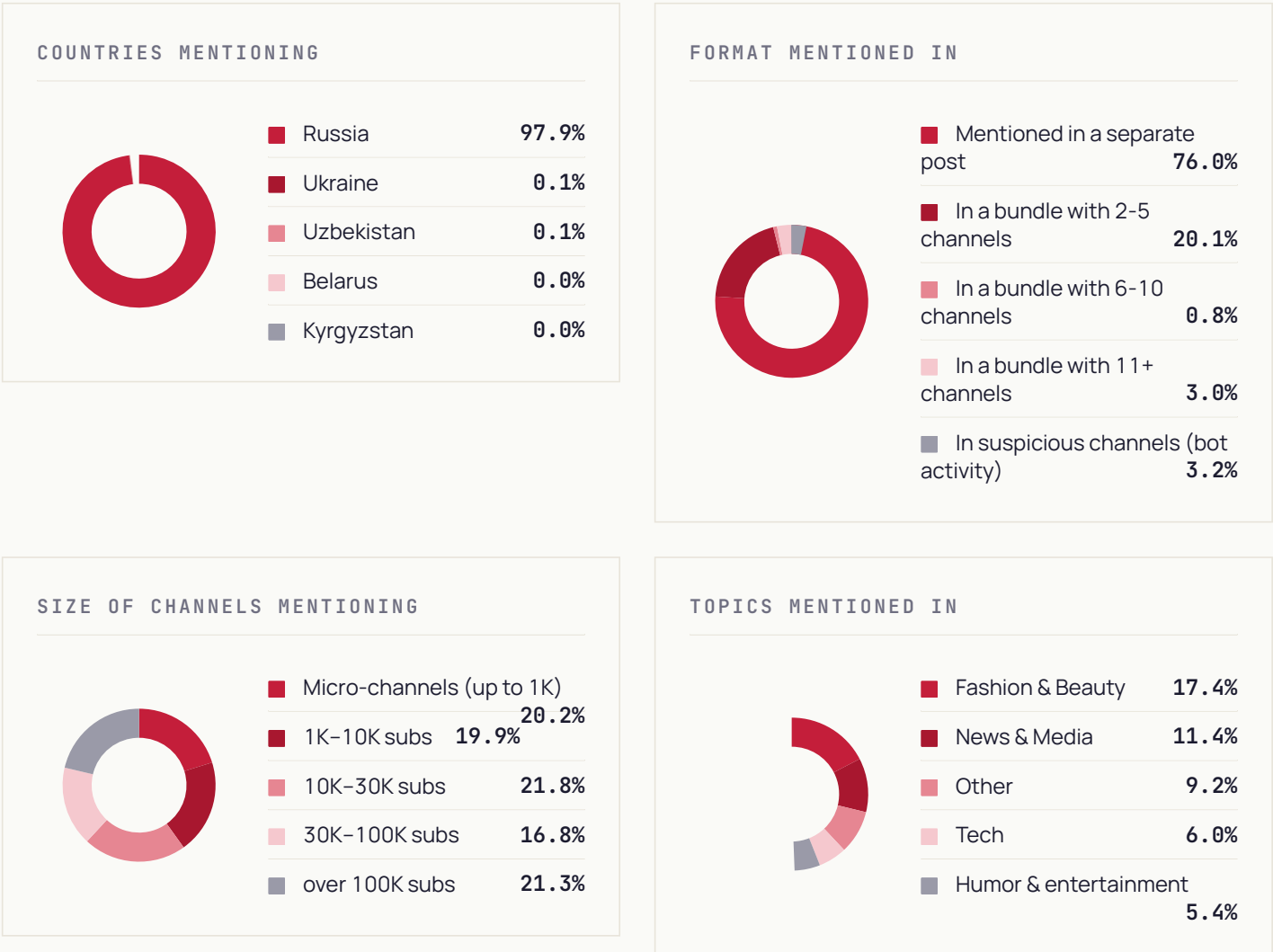
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth vs. loss.



SECTION 04 · MENTIONS

Who mentions the channel & how

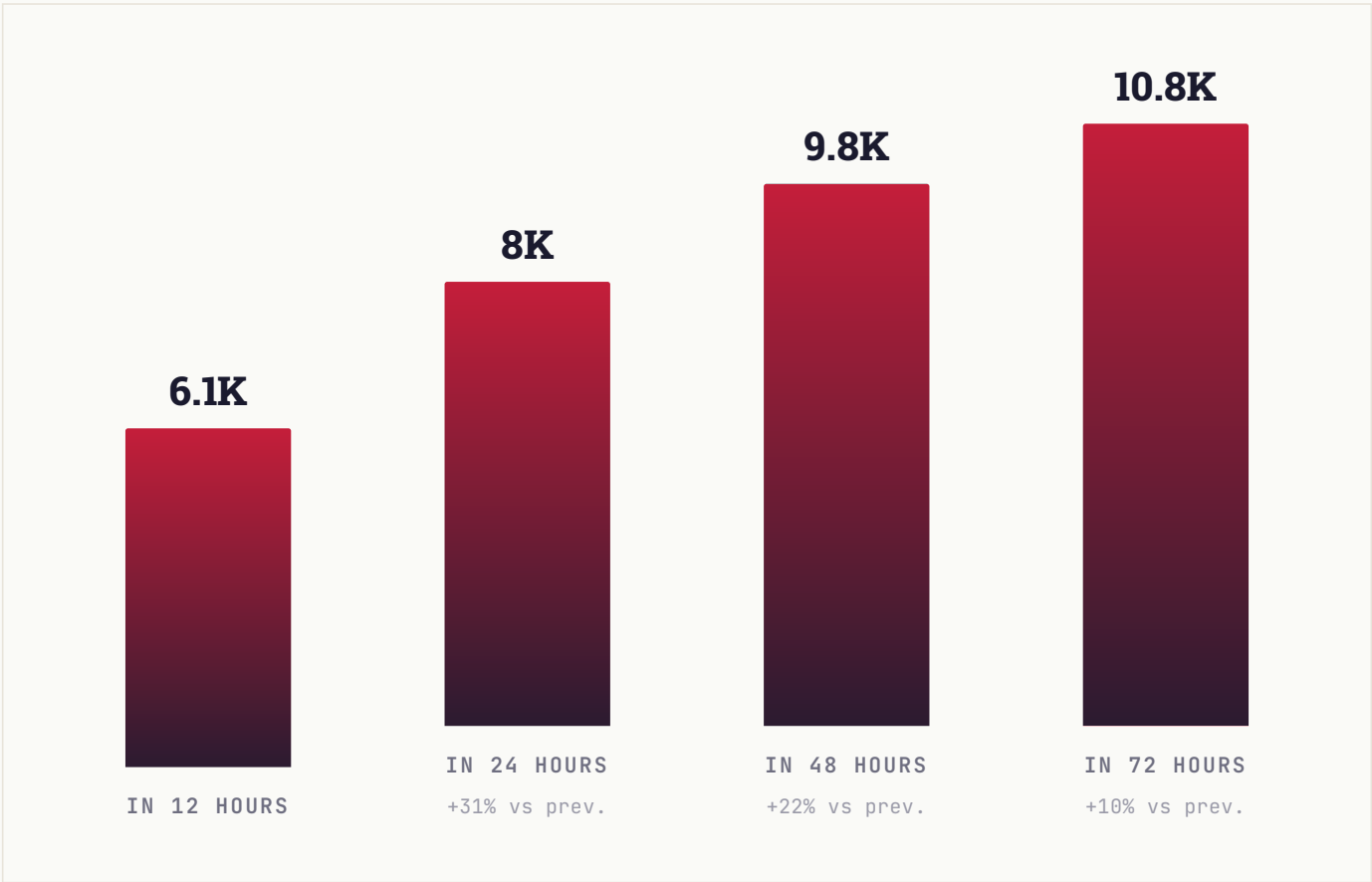
Citation index **2 564** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time channel mentions **2 300** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg ad post reach over time from publication. Helps estimate how long placement should 'live'.



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
OZ OZON	1.1M
YaM Yandex Market	1M
X- Freeloaders - Lightning	1M
SN Market discounts	993.1K
WS WB Sniper Wildberries Finds Discounts Promos	932.9K
PB Po Blatu	888K
Z Hare Promos Discounts	877.5K
W Wildberries finds	799.3K
VI ITEMS FROM VIDEO	711.7K
AL Alpha-Profitable	563K
ME Megamarket YOU	529.9K

COMPARATIVE INSIGHT

Channel in top 25% of niche (#12 of 94). Leader — OZON (1.1M). Goal for the coming months: enter the niche top 10 through systematic traffic work.

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Each month we track posts in other channels that mention yours. Over the last **6 months** such mentions **17**, they brought **636** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
December 2025	1	1	0	
Nov 2025	1	1	0	
Oct 2025	3	3	0	
September 2025	3	3	0	
August 2025	8	7	636	
July 2025	1	1	0	

TOTAL MENTIONS	MONTHS OF DATA	GAINED SUBSCRIBERS
17	6	636

— SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

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

#12 /100

NICHE RANK

Channel in top 12% – strong position

SUBSCRIBERS

better than 89% of niche



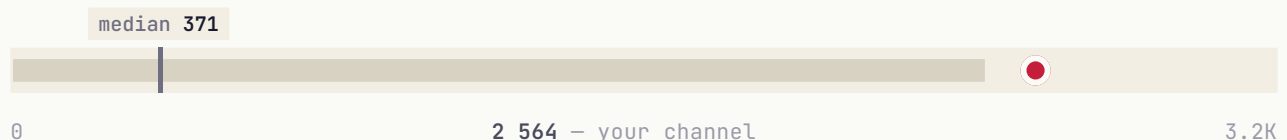
AVG REACH / POST

better than 67% of niche



CITATION INDEX

better than 90% of niche



— 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

Main post of the week — on Monday

Audience is most active on this day at 08:00 MSK.

EFFECT

**Best time for
key posts**

02

Increase video posts share

Video in Telegram holds audience longer and is favored by the algorithm. We recommend increasing share to 15-25%.

EFFECT

**Video holds
audience
better**

03

ER below niche benchmark — rethink formats

Current ER 2.77% vs norm 5.5%. Try polls & interactive formats.

EFFECT

+2.7pp ER

04

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**

05

Test polls & interactive formats

Posts with polls/reactions typically boost ER by 5-15%. One poll per week on a hot topic is an easy growth lever.

EFFECT

+5-15% ER

★ WHAT'S NEXT

Want us to do this **PromptPress?**

This audit is 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 ads in
Telegram**

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

02

Contact manager

t.me/PromptPress_manager