

PROMTPRESS PUBLIC REPORT

Channel audit

METRO



@metroccrus

Official METRO account in Russia <https://taplink.cc/metroccrus> If you have questions, write @metro_helper Read our Telegram channel rules: clck.ru/3M9mgX Registration...

SUBS

179 776

-1428 per month

ERR (% SEE POSTS)

7.0%

daily 4.7%

REACH/POST

12.1K

ad reach 8.4K/24h

— CONTENTS · 2026

What's inside the report

01 Channel snapshot

12 key metrics · AI summary

02 Content analysis

Top 5 posts · worst 3 · insights

03 Subscriber dynamics

Yearly chart · growth

04 Citation rate

Who mentions the channel and how

05 Ad potential

How long a post generates reach

06 Competitors

Niche neighbors · your rank

07 Mention dynamics

6 months · monthly

08 Niche comparison

Position in «Sales» category

09 Strategy

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBS 179 776 —	 SUBSCRIBER REACH 6.71% avg % of subs see post	 VIEWS/POST 12.1K median 12.1K · 29 days	 POSTS/WK 16.1 over period
 7D TREND -2.3% vs previous week	 REACTS/POST 63.6 only 4,259 reactions, 2,112 reposts, 272 comments	 POST LENGTH 733 chars median 757 · 29 days	 POSTS ANALYZED 67 29 days
 AD REACH 8.4K 24h avg	 CHURN / MONTH -1428 last month	 CITATION RATE 740 citation index · 1,365 channels mentioned all time	 CHANNEL AGE 6 years 10 months created 29.07.2019

AI EDITOR SUMMARY

Channel «METRO» – 179 776 subs. Each post averages 12.1K people (7% of subs), reach is low – consider expanding audience. Publishes 16 posts per week (~2/day) – consistent schedule. Week of Jun 1–7 reach stable (-2.3% vs week 25–31 May).

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and underperformers — to see what to repeat and what to drop.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 67 posts over 29 days.
- 02 Dominant format — Photo (35/67 posts).
- 03 Avg post length — 733 chars (median 757).
- 04 Peak audience activity — Thursday, 12:00 MSK.
- 05 Top posts get 2x more views than the weakest (15.5K avg top vs 10.1K worst) — among 67 posts over 29 days. Worth analyzing what the top have in common: topic, format, timing.

TOP 5 POSTS

Nº1 04.06 · 09:48 PHOTO 👉👉👉👉 Flying gait... Flying — from the word “summer”. After all, there are 3 whole months of the favorite season ahead. Inspired, we decided to please...	VIEWS 15 929 REP. 5	REACTS 38 ER 8.9%
Nº2 28.05 · 11:30 PHOTO 👉👉👉👉 ✨ How do you welcome summer? We — with attractive discounts on quality alcohol: 📉 up to -40% on brandy and cognac (in shopping centers and...	VIEWS 15 454 REP. 7	REACTS 33 ER 8.6%
Nº3 21.05 · 10:33 PHOTO 👉👉👉👉 What's coming soooooon... Summer! Which means the hot season of parties and fun times with friends begins. A wonderful...	VIEWS 15 015 REP. 5	REACTS 51 ER 8.4%

Nº4 28.05 · 12:33 PHOTO Adventure time is here ☑ That's what we call holidays, because METRO has everything to make this time magical for kids. ✨...	VIEWS 14 845 REP. 2	REACTS 39 ER 8.3%
Nº5 19.05 · 06:33 VIDEO Before you can blink, a freshly made tom yam will be on your table ☑ ☑ To make the culinary magic happen...	VIEWS 14 398 REP. 264	REACTS 114 ER 8.0%

|

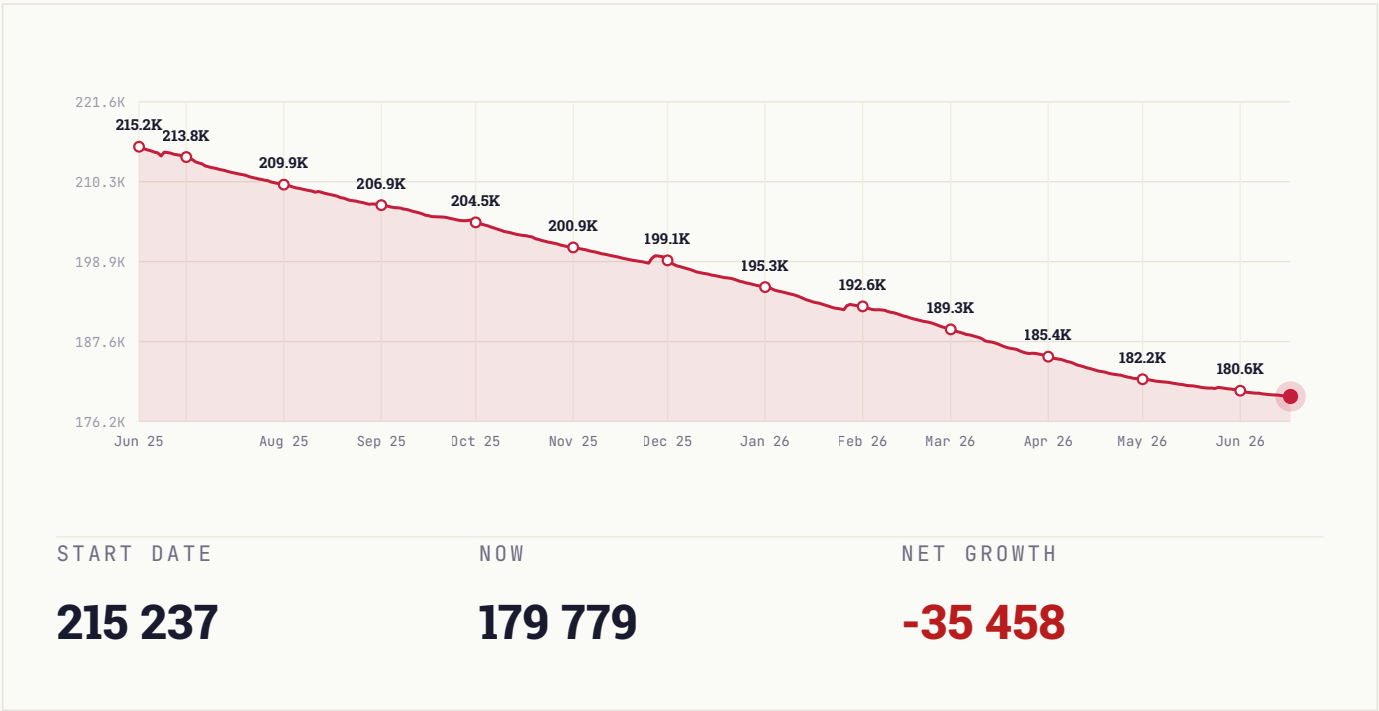
WORST 3

↓ 09.06 · 07:38 POLL (post without caption – poll)	VIEWS 10 115 REP. 2	REACTS 23 ER 5.6%
↓ 11.06 · 08:30 PHOTO ☑☑☑☑☑☑☑ Professionally heating up the weather with hot discounts ☑ From June 11 to 14, it will be hot in our shopping centers and online store. You'll be greeted by...	VIEWS 10 097 REP. 16	REACTS 28 ER 5.6%
↓ 10.06 · 10:34 PHOTO We waited until it hit +30°F outside to swap the plus for a minus ✨ Come cool off at our malls or...	VIEWS 10 073 REP. 1	REACTS 52 ER 5.6%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

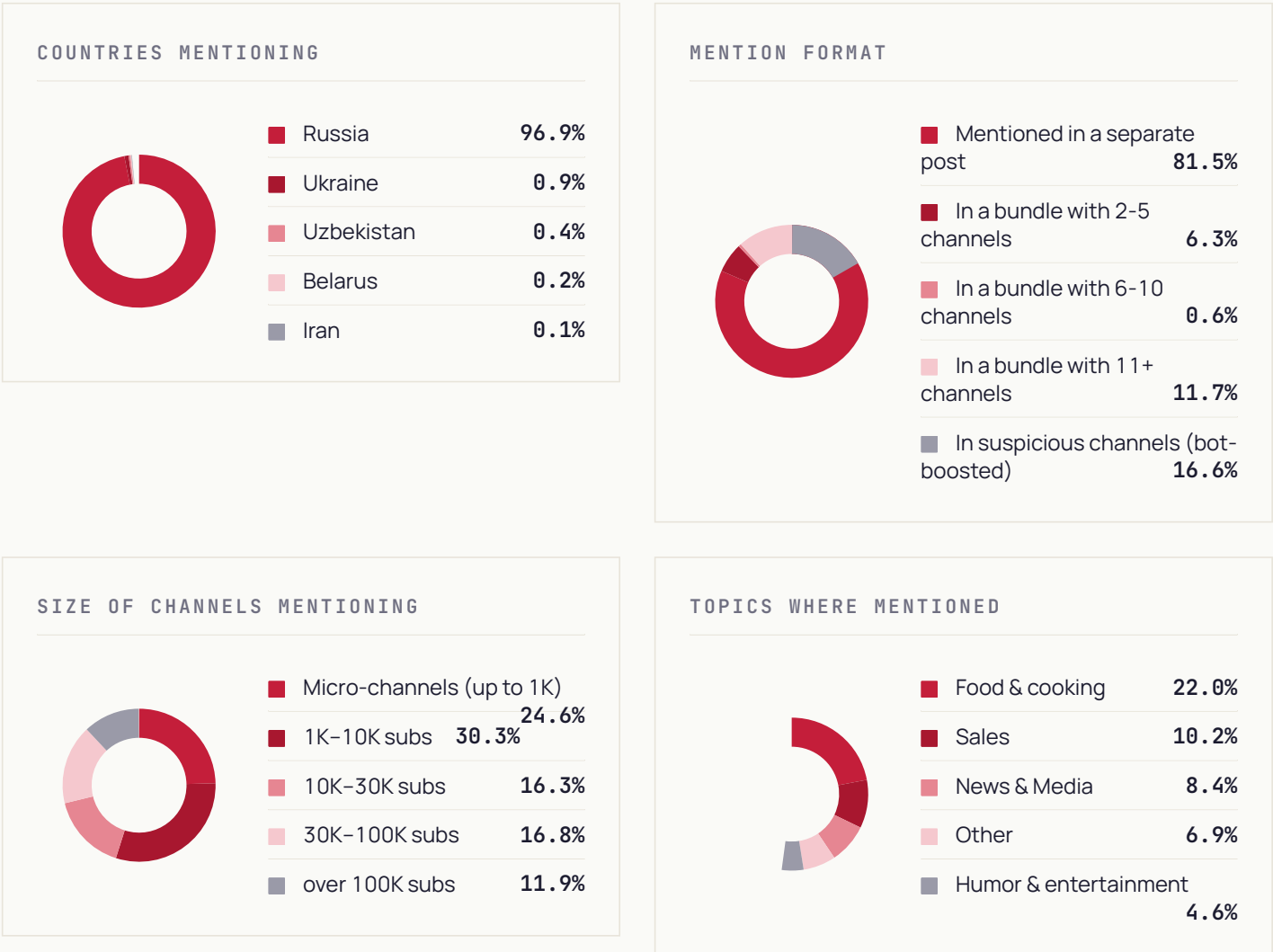
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

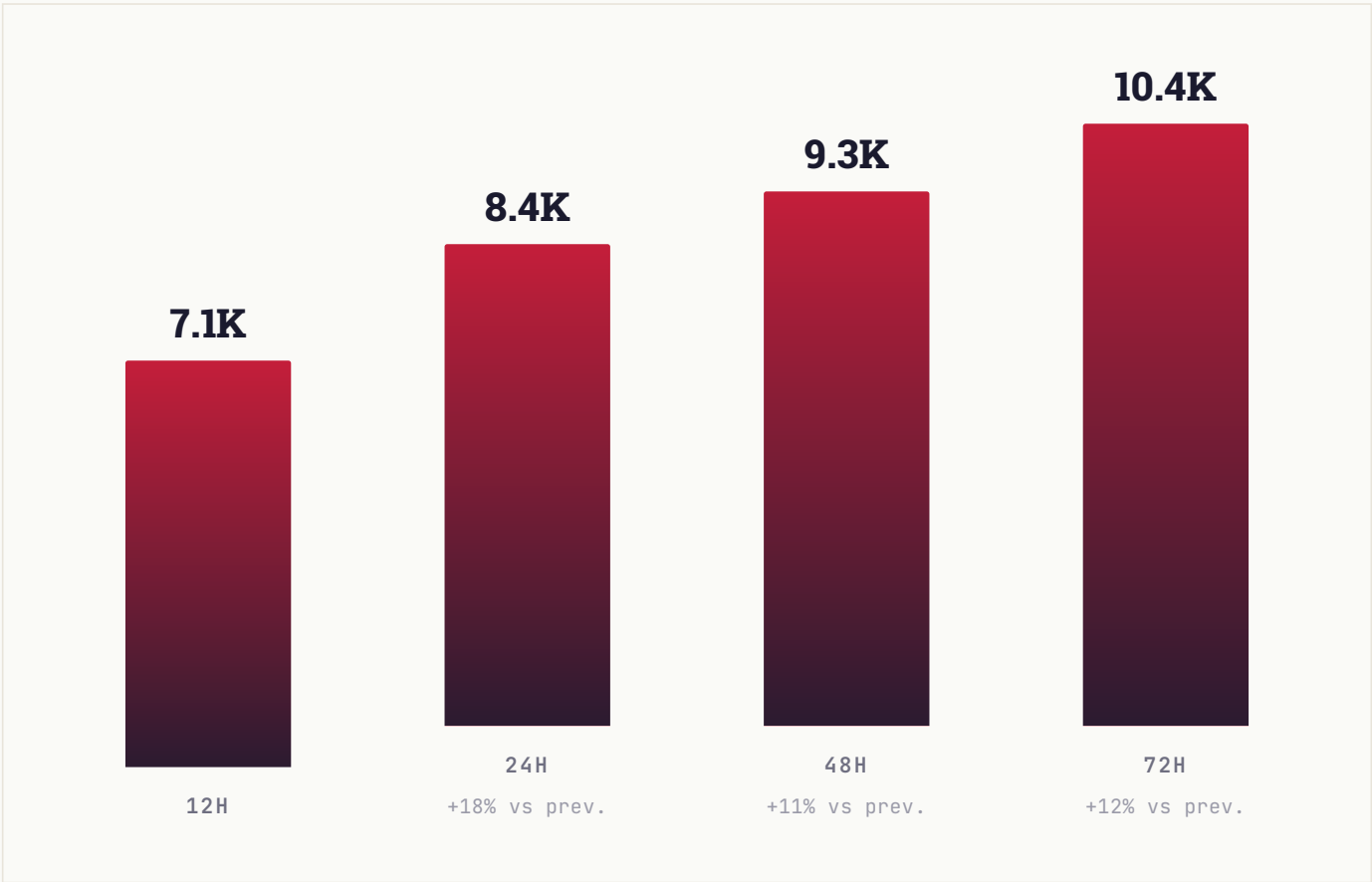
Citation index **740** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from 1K subs. All time channel was mentioned **1 365** different channels.



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 stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBS
OZ OZON	1.1M
YM Yandex Market	1M
X- Freebie hunters - Lightning	1M
SN Market discounts	993.1K
WS WB Sniper Finds on Wildberries Discounts Promos	932.9K
PB By Blat	888K
Z Hare Promos Discounts	877.5K
W Wildberries finds	799.3K
VI ITEMS FROM VIDEO	711.7K
AL Alpha-Profitable	563K
ME METRO YOU	179.8K

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#53 of 94). Niche median — 201.1K subs. First growth KPI — reach the median. Leader: OZON (1.1M).

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we track posts in other channels that mention yours. Over the last **6 months** such mentions were **49**, they brought **1 278** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
December 2025	11	10	0	
Nov 2025	9	7	1 045	
Oct 2025	4	4	0	
September 2025	11	10	117	
August 2025	8	6	116	
July 2025	6	4	0	
TOTAL MENTIONS		MONTHS OF DATA		ACQUIRED SUBS
49		6		1 278

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 where 80% of niche channels fall (p10 to p90). Black vertical — median. Red dot — your channel.

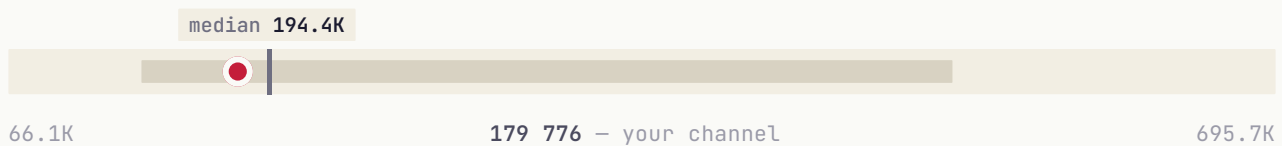
#53 /100

POSITION IN NICHE

Channel in the bottom half of the ranking

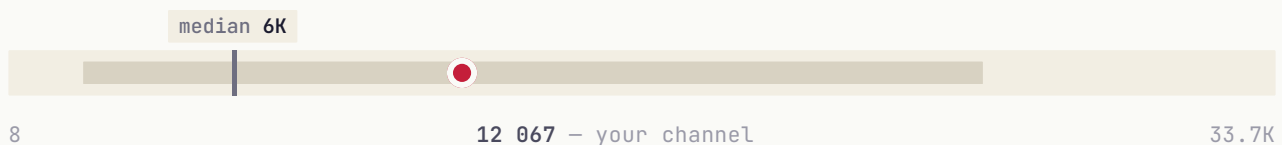
SUBS

8% below median



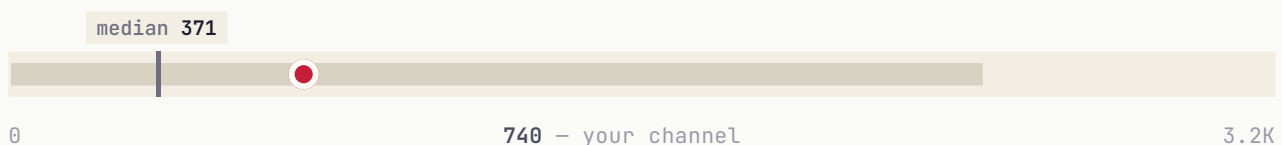
AVG REACH / POST

better than 62% of niche



CITATION INDEX

better than 57% of niche



— SECTION 09 · STRATEGY

What to do right now

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

01**Main post of the week — on Thursday**

Audience is most active on this day at 12:00 MSK.

EFFECT

**Best window
for an
important post****02****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****03****Test polls & interactive formats**

Posts with polls/reactions usually give +5-15% to ER.
One poll per week on a hot topic — easy growth point.

EFFECT

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

Swap posts quarterly with channels in the same segment. No need daily — 2-3 collabs give relevant growth.

EFFECT

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

Telegram search looks at descriptions. Add 3-5 niche keywords — it's a source of organic traffic.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want us to do this **PromptPress?**

This audit — what we can do in minutes from public data. Want to go further? Run ads through us and hit your growth plan in a month.

01 **Launch ad in
Telegram**

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

02 **Contact manager**

t.me/PromptPress_manager
