

PROMTPRESS PUBLIC REPORT

Channel audit

MPGO



@mpgo_ru

Supplier community for marketplaces Wildberries, Ozon, Yandex
Market Editorial & ads: @mpgo_info Chat: @mpgo_chat China
logistics chat: @mpgo_logistics Private MPGO+ chat for sellers
with...

SUBSCRIBERS

82 633

+566 per month

ERR (% SEE POSTS)

18.0%

daily 10.2%

REACH/POST

14.3K

ad reach 8.5K/24h

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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.

 SUBSCRIBERS 82 633 —	 SUBSCRIBER REACH 17.36% avg % subs see post	 VIEWS/POST 14.3K median 14.2K · 28 days	 POSTS/WEEK 24.2 for period
 7D TREND +0.2% vs previous week	 REACTIONS/POST 33.9 total 3,326 reactions, 3,240 reposts, 704 comments	 POST LENGTH 823 chars median 1,000 · 28 days	 POSTS ANALYZED 98 28 days
 AD REACH 8.5K 24h avg	 CHURN / MONTH +566 last month	 CITATION RATE 105 citation index · 575 channels mentioned all time	 CHANNEL AGE 6 years 10 months created 01.08.2019

AI EDITOR SUMMARY

Channel «MPGO» — 82 633 subs. Each post averages 14.3K people (17% from subs), average reach — room to grow. Publishes 24 posts/week (~3/day) — active publishing. Week of Jun 1–7 reach stable (+0.2% vs week 25–31 May).

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **98** posts in 28 days.
- 02 Dominant format – **Photo** (93/98 posts).
- 03 Avg post length – **823** chars (median 1,000).
- 04 Audience peak activity – **Friday, 19:00 MSK**.
- 05 Top posts get **1x** more views than the weakest (17.2K avg top vs 13.2K worst) – among 98 posts in 28 days. Worth analyzing what top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 15.05 · 15:33 PHOTO Sheep on marketplaces Cars, apartments, dump trucks, yachts, motorcycles – all yesterday's news. While Russian marketplaces compete in...	VIEWS 18 101 REP. 107	REACTIONS 66 ER 21.9%
Nº2 14.05 · 15:33 PHOTO Vladimir, how could you... ⚡ MPGO in Mah	VIEWS 16 789 REP. 66	REACTIONS 136 ER 20.3%
Nº3 02.06 · 13:32 PHOTO Marketplaces contribute over 5% of Russia's GDP Turnover of goods and services via marketplaces and online platforms accounts for over 5% of GDP..	VIEWS 16 774 REP. 24	REACTIONS 16 ER 20.3%

Nº4

18.05 • 15:22

PHOTO

Chinese sellers write directly on the photo which buyers the dress definitely won't suit. What do you think, returns and bad reviews...

VIEWS

16 366

REP.

103

REACTIONS

113

ER

19.8%

Nº5

15.05 • 12:37

PHOTO

Marketplaces lose ~10% audience due to VPN blocks In April, Russian marketplaces saw a drop in user...

VIEWS

16 146

REP.

66

REACTIONS

48

ER

19.5%

WORST 3



09.06 • 11:15

PHOTO

Online shopping goes mainstream VTsIOM Analytical Center presented results of a monitoring study on online purchases. Key...

VIEWS

13 190

REP.

8

REACTIONS

8

ER

16.0%



09.06 • 14:34

PHOTO

Industry news • The State Duma passed in two readings the second package of measures to combat cyber fraud ("Antifraud 2.0"). Now...

VIEWS

13 184

REP.

10

REACTIONS

29

ER

16.0%



28.05 • 14:03

PHOTO

Friends, soon you'll get to meet OTVETO in person! ☑ The OTVETO team will take part in Russian Retail Week – it...

VIEWS

13 099

REP.

10

REACTIONS

46

ER

15.9%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

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

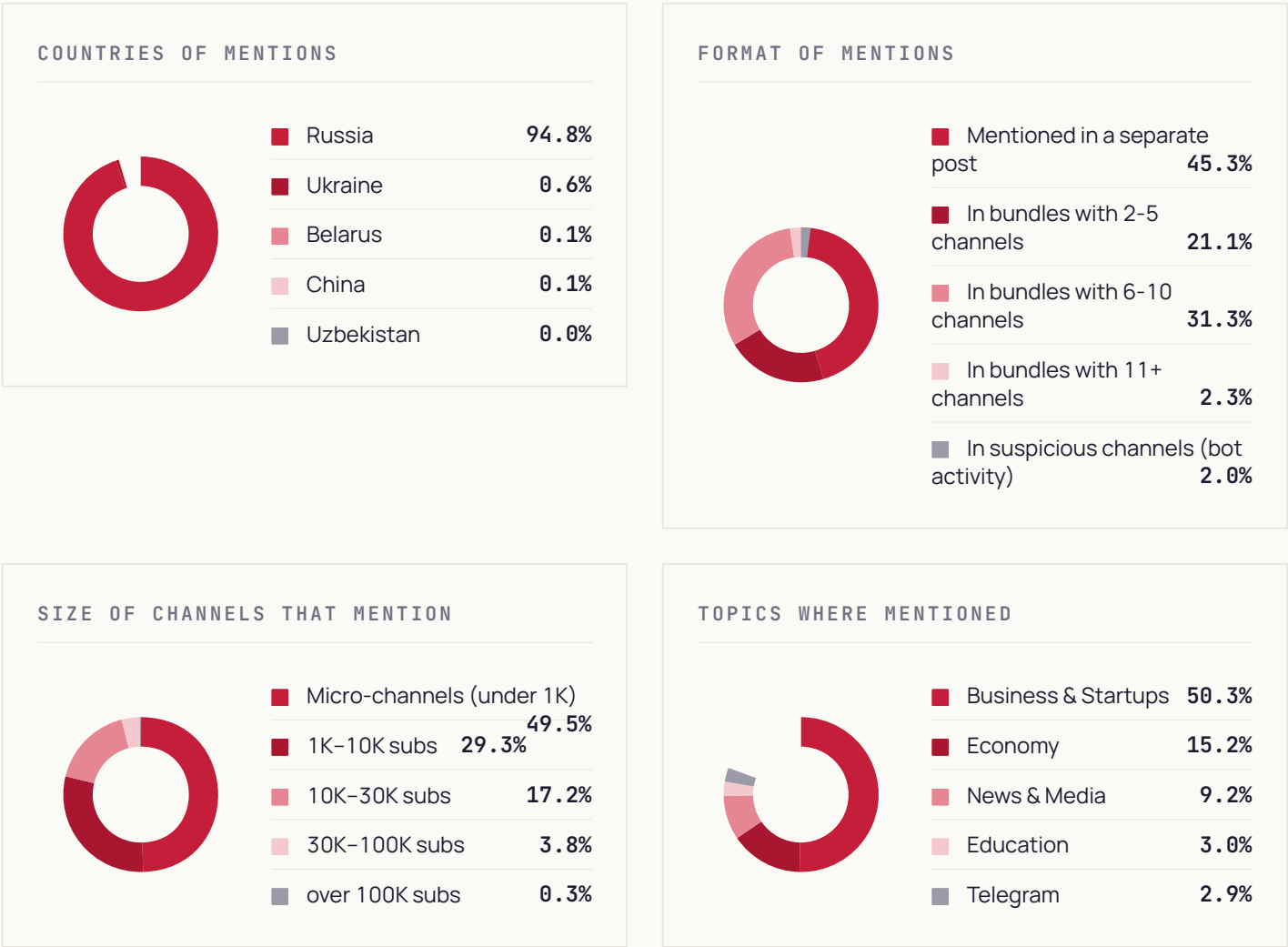


START DATE	NOW	NET GROWTH
87 375	82 634	-4 741

SECTION 04 · MENTIONS

Who mentions the channel and how

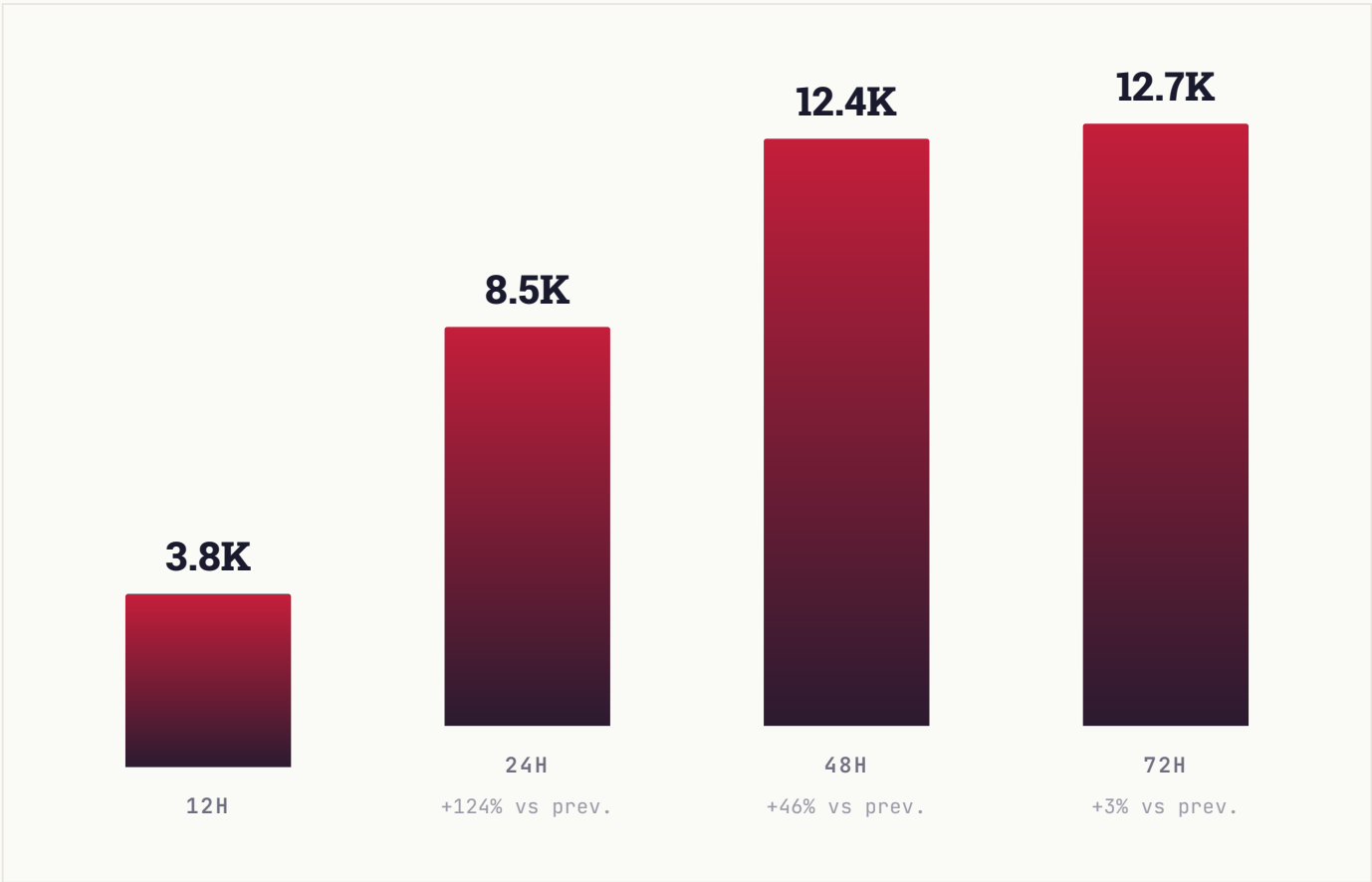
Citation index **105** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned **575** different channels.



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 & audience. Your channel is highlighted — see its rank among niche peers.

CHANNEL	SUBSCRIBERS
MO Moscow Business	966.6K
CI Million-Dollar Books Business Blog	872.2K
SS Merger & acquisition	495.2K
AB Business Shark	494.1K
BI Business Ideas Startups	449.2K
RB Russian Business	377.2K
BD Business DNA of Russia	297.3K
RR Russian retail & business	289.2K
2H 25th Hour • Business & Finance	288.4K
BB Business Without Gloss	256.5K
MP MPGO YOU	82.6K

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#67 of 100). Niche median — 102.7K subs. First growth KPI — reach the median. Leader: Moscow Business (966.6K).

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Every month we record posts in other channels that mention yours. Over the last **6 months** such mentions were **239**, they brought **1 561** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
December 2025	35	10	355	
November 2025	18	8	586	
October 2025	30	14	407	
September 2025	47	18	0	
August 2025	55	17	5	
July 2025	54	16	208	

TOTAL MENTIONS	MONTHS IN DATA	GAINED SUBSCRIBERS
239	6	1 561

— SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

Top-100 channels in category «Business & Startups» (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.

#67

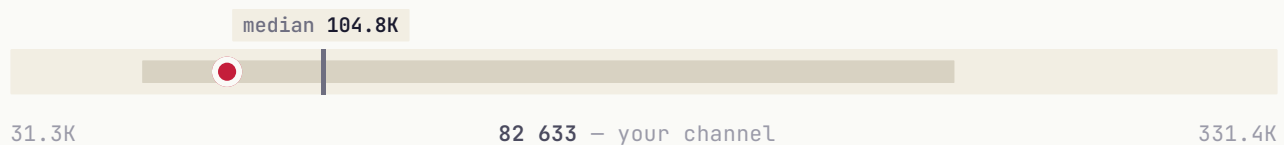
/100

RANK IN NICHE

Channel in the lower half of the ranking

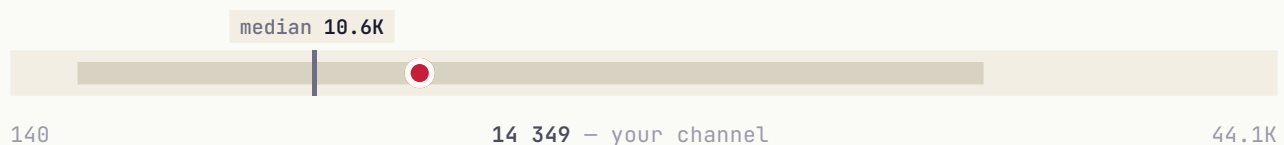
SUBSCRIBERS

worse than median by 21%



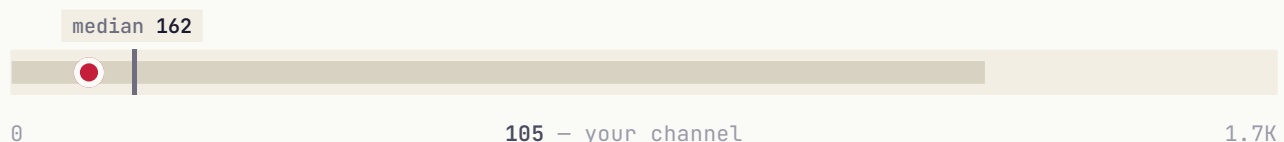
AVG REACH / POST

better than 56% of niche



CITATION INDEX

worse than median by 35%



— 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 Friday

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

EFFECT

**Best window
for important
post**

02

Increase video post share

Video in Telegram retains audience longer and is favored 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 & interactive formats

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

EFFECT

+5-15% ER

05

Cross-promo with neighbor channels

Swap posts quarterly with channels in the same segment. 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 ads in Telegram	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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