

— PUBLIC REPORT PROMTPRESS

Channel audit

Agent Mulder

**@mulder_agent**

Here Myszko Maldrich honestly shares interesting finds ■
Wildberries ■ OZON ■ AliExpress ■ Kufar ■ Avito And memes too!
Admin: https://t.me/masha_mulder

SUBSCRIBERS

5 069

-60 per month

ERR (% SEE POSTS)

41.0%per day **17.6%**

REACH/POST

2Kad reach **895/24h**

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 5 069 —	 SUBSCRIBER REACH 40.19% avg % subs see post	 VIEWS/POST 2K median 1.9K · 28 days	 POSTS/WEEK 4.4 for period
 7D TREND +31.8% vs previous week	 REACTIONS/POST 15.9 total 287 reactions, 164 reposts, 70 comments	 POST LENGTH 181 chars median 126 · 28 days	 POSTS ANALYZED 18 28 days
 AD REACH 895 24h avg	 CHURN / MONTH -60 last month	 CITATION RATE 0 citation index · 8 channels mentioned ever	 CHANNEL AGE 7 years 23 days created 26.05.2019

AI EDITOR SUMMARY

Channel «Agent Mulder» — 5 069 subs. Each post averages 2K people (40% of subs), wide reach for a channel this size. Publishes 4 posts per week (~1/day) — rare. Week 1–7 Jun reach grew by +31.8% by week 25–31 May — positive trend.

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 **18** posts in 28 days.
- 02 Dominant format — **Photo** (12/18 posts).
- 03 Avg post length — **181** chars (median 126).
- 04 Peak audience activity — **Sun**, 18:00 MSK.
- 05 Top posts get **2x** more views than weakest (2.8K avg top vs 1.7K worst) — among 18 posts in 28 days. Analyze commonalities: topic, format, timing.

TOP 5 POSTS

Nº1 24.05 · 15:43 PHOTO Housing and utilities, what are you doing? HOUSING?????!!!! Nothing beats cola in glass ♥ Too bad it's 6 rubles per bottle...	VIEWS 2 968 REPOSTS 19	REACTIONS 13 ER 58.6%
Nº2 19.05 · 13:27 PHOTO also on discount: Adidas was great too!	VIEWS 2 735 REPOSTS 25	REACTIONS 15 ER 54.0%
Nº3 01.06 · 09:32 PHOTO hello summer! summer clothing picks in chic styles! 1. INKA dress 2. C.P. Company sundress 3. Stella McCartney suit 4. ...	VIEWS 2 689 REPOSTS 2	REACTIONS 15 ER 53.0%

Nº4 05.06 · 09:10 PHOTO guys, on books: no-name store https://piramidka.by has Julia Donaldson books at super prices 15-16...	VIEWS 2 621 REPOSTS 7	REACTIONS 17 ER 51.7%
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Nº5 24.05 · 07:31 VIDEO girls! free day canceled! I'm a marketing victim, and I'm not sad 😊 the gloss turned out amazing! stared at it for a long time, finally...	VIEWS 2 451 REPOSTS 3	REACTIONS 14 ER 48.4%
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WORST 3

↓ 30.05 · 09:50 PHOTO I give you 2 invites to SALUKI You – subscribe and comment on this post! Drawing at 4 PM!	VIEWS 1 708 REPOSTS 9	REACTIONS 31 ER 33.7%
↓ 13.06 · 11:10 VIDEO tried on these pants with 30% linen from Mark Formelle and as usual size confusion: L fits great! but...	VIEWS 1 648 REPOSTS 3	REACTIONS 10 ER 32.5%
↓ 12.06 · 15:48 VIDEO I bought it, and you know, pleasantly surprised. many glosses get eaten up, absorbed, or wiped off. this one, with soft hydration for many hours...	VIEWS 1 612 REPOSTS 3	REACTIONS 32 ER 31.8%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

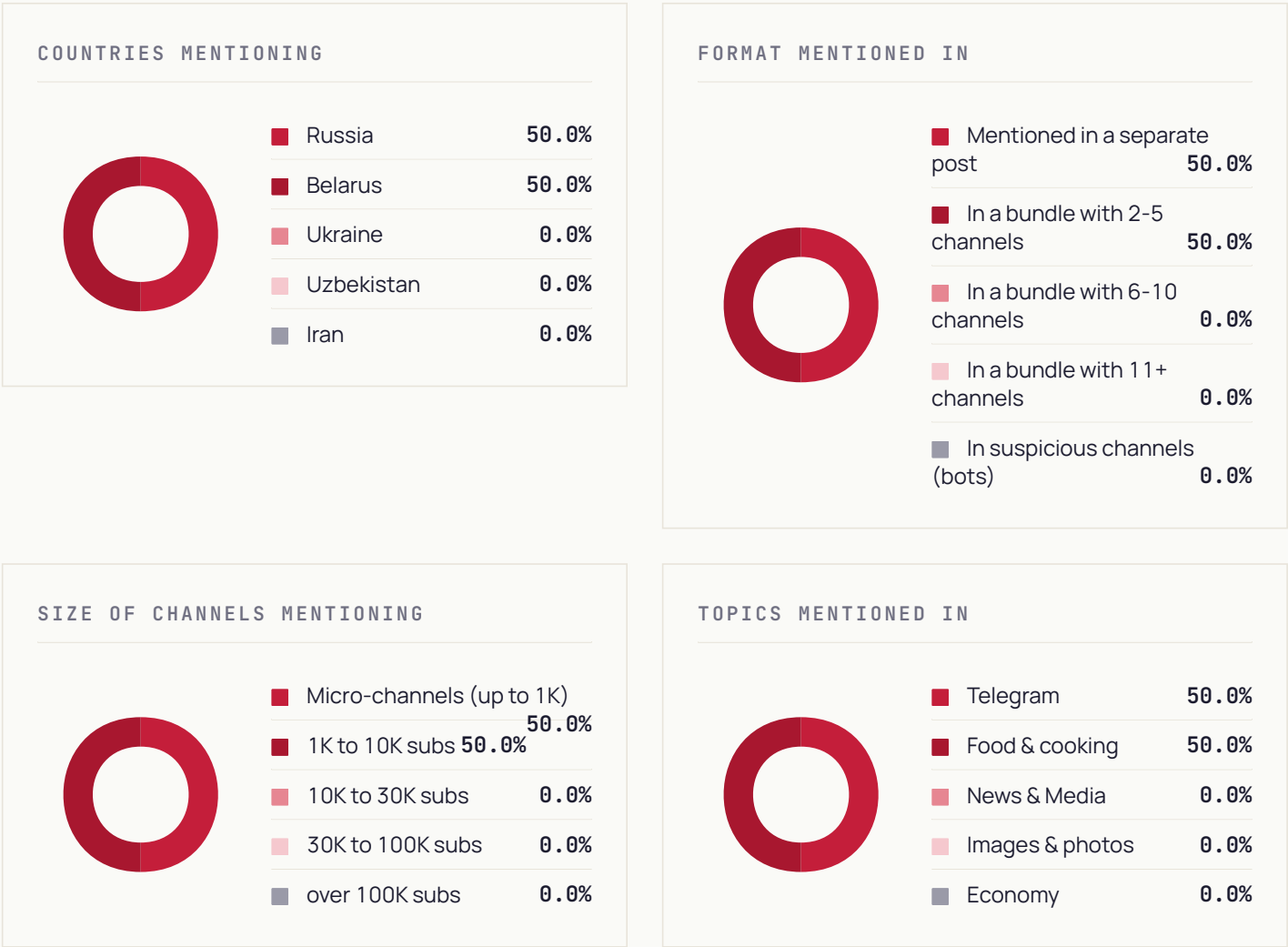
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth vs. loss.



SECTION 04 · MENTIONS

Who & how mentions the channel

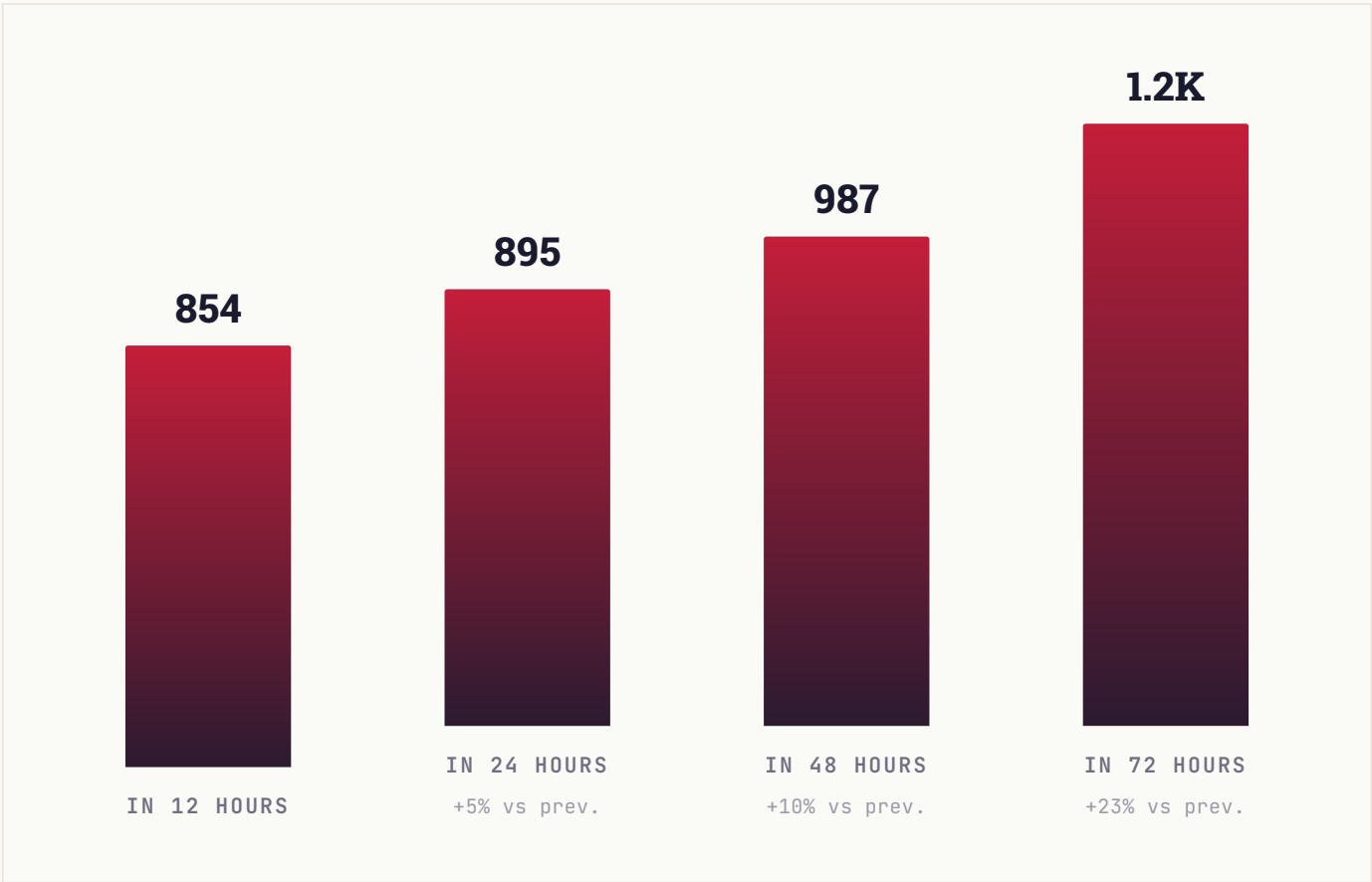
Citation index 0 – channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned 8 different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post by time since publication. Helps estimate how long placement should 'live'.



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Your channel highlighted — see its place among niche neighbors.

CHANNEL	SUBSCRIBERS
53 5 element 5element.by	105.2K
Sat Belarus discounts	75.2K
F- Flatty - Rent apartments in Minsk Housing from owners	43.6K
PI Promocodes & discounts Belarus	41.4K
Sun Belarus discounts & new arrivals	36.2K
H2 Findings 21vek.by	35.5K
RE Realt	32.3K
SI SMARTECH luxury tech	27.3K
K- Kupon.by – promo codes Belarus	26.3K
KO Onliner catalog	21.5K
AM Agent Mulder YOU	5.1K

COMPARATIVE CONCLUSION

Channel in top half of niche (#26 of 100). Niche leader — 5 element | 5element.by (105.2K), median subs 1.8K. Aim for top quartile — realistic 6-12 month horizon.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

We track posts in other channels that mention yours monthly. Over the last **6 months** such mentions were **0**, they brought **235** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	0	0	0
November 2025	0	0	154
October 2025	0	0	13
Sep 2025	0	0	4
August 2025	0	0	15
July 2025	0	0	49
TOTAL MENTIONS	MONTHS OF DATA		ATTRACTED SUBSCRIBERS
0	6		235

— SECTION 08 · NICHE COMPARISON

Where the channel ranks in its league

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

#26 /100

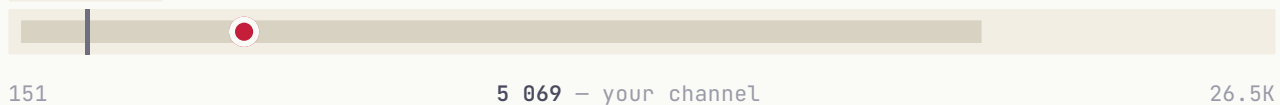
POSITION IN NICHE

Channel in the top half of the ranking

SUBSCRIBERS

better than 57% of niche

median 1.8K



AVG REACH / POST

better than 65% of niche

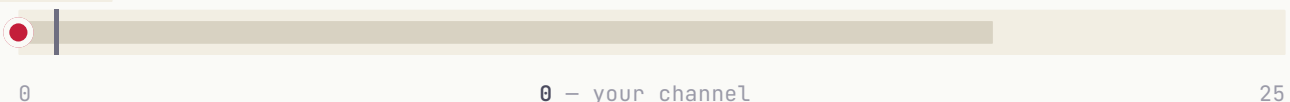
median 626



CITATION INDEX

99% worse than median

median 0



— SECTION 09 · STRATEGY

What to do right now

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

- | | | |
|-----------|---|--|
| 01 | Increase posting frequency
Now 4.4 posts/wk. Active channels average 7-10.
Consistency is key to retention. | EFFECT
Consistency
beats volume |
| 02 | Main post of the week — on Sunday
Audience is most active on this day at 18:00 MSK. | EFFECT
Best window
for a key post |
| 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 give +5-15% to ER.
One poll per week on a hot topic — easy growth point. | EFFECT
+5-15% ER |
| 05 | Cross-promo with neighboring channels
Swap posts quarterly with same-segment channels. 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 minutes from public data. Want more? Run ads with us and hit your growth plan in a month.

01

Launch Telegram ad

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

02

Contact manager

t.me/PromptPress_manager
