

PUBLIC REPORT BY PROMTPRESS

Channel audit

My SPAR



@myspar

SPAR & EUROSPAR supermarket chain, plus SPAR Online delivery:
<https://myspar.ru/> 📱 My SPAR app: <https://clck.ru/34GasE> 💬 Our chat:
 @myspr 📖 Chat rules:...

SUBSCRIBERS

506 895

-19445 per month

ERR (% SEE POSTS)

2.0%

per day 1.2%

REACH/POST

9.1K

ad reach 6.1K/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 506 895 —	 SUBSCRIBER REACH 1.8% avg % subs see post	 VIEWS/POST 9.1K median 9.2K · 29 days	 POSTS/WEEK 31.6 for period
 7D TREND -0.3% vs previous week	 REACTIONS/POST 49.6 total 6,700 reactions, 1,190 reposts, 310 comments	 POST LENGTH 335 chars. median 330 · 29 days	 POSTS ANALYZED 135 29 days
 AD REACH 6.1K 24h avg	 CHURN / MONTH -19445 last month	 QUOTE RATE 368 citation index · 855 channels mentioned all time	 CHANNEL AGE 6 years 27 days created 21.05.2020

AI EDITOR SUMMARY

Channel «My SPAR» — 506 895 subs. Each post averages 9.1K people (2% from subs), reach is low — consider expanding audience. Publishes 32 posts per week (~5/day) — active publishing. Week of June 1–7 reach stable (-0.3% vs week 25–31 May).

What works best

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on **135** posts over 29 days.
- 02 Dominant format – **Video** (50/135 posts).
- 03 Avg post length – **335** characters (median 330).
- 04 Peak audience activity – **Wednesday**, 16:00 MSK.
- 05 Strongest posts get **2×** more views than the weakest (12.8K avg top vs 7.2K worst) – among 135 posts over 29 days. Worth analyzing what top posts have in common: topic, format, timing.

Nº1 03.06 · 13:17 TEXT

☀☀☀☀☀☀ *Summer + ☀luck = new gadgets! Tune in to success and win: 1st place - projector☀ 2nd place - portable speaker...

REACTIONS

454

ER

2.7%

Nº2 19.05 · 13:37 TEXT

**Your summer will be brighter☀️👩☀️ Because we announce: 🏆🏆🏆
🏆🏆🏆 Participate and win 3 cool prizes: 1st place -...**

REACTIONS

427

ER

2.5%

Nº3 27.05 · 14:01 **PHOTO**

Best deals May 27-28: save the calendar **Step-by-step guide for a great purchase:** 1 Go to SPAR 2 Choose...

REACTIONS

48

ER

2.3%

Nº4 23.05 · 07:22 TEXT ☑☑♀Good morning, runners! Live from the Begi Geroy race☑ Warming up, charging up, and gearing up for a great day and records! ...	VIEWS 11 513 REP. 1	REACTIONS 53 ER 2.3%
Nº5 24.05 · 09:01 VIDEO Guys, you're just unreal☑ Second day as bright and full of positivity☑ You're awesome! ☑Ran with you, and now...	VIEWS 11 406 REP. 5	REACTIONS 61 ER 2.3%

|

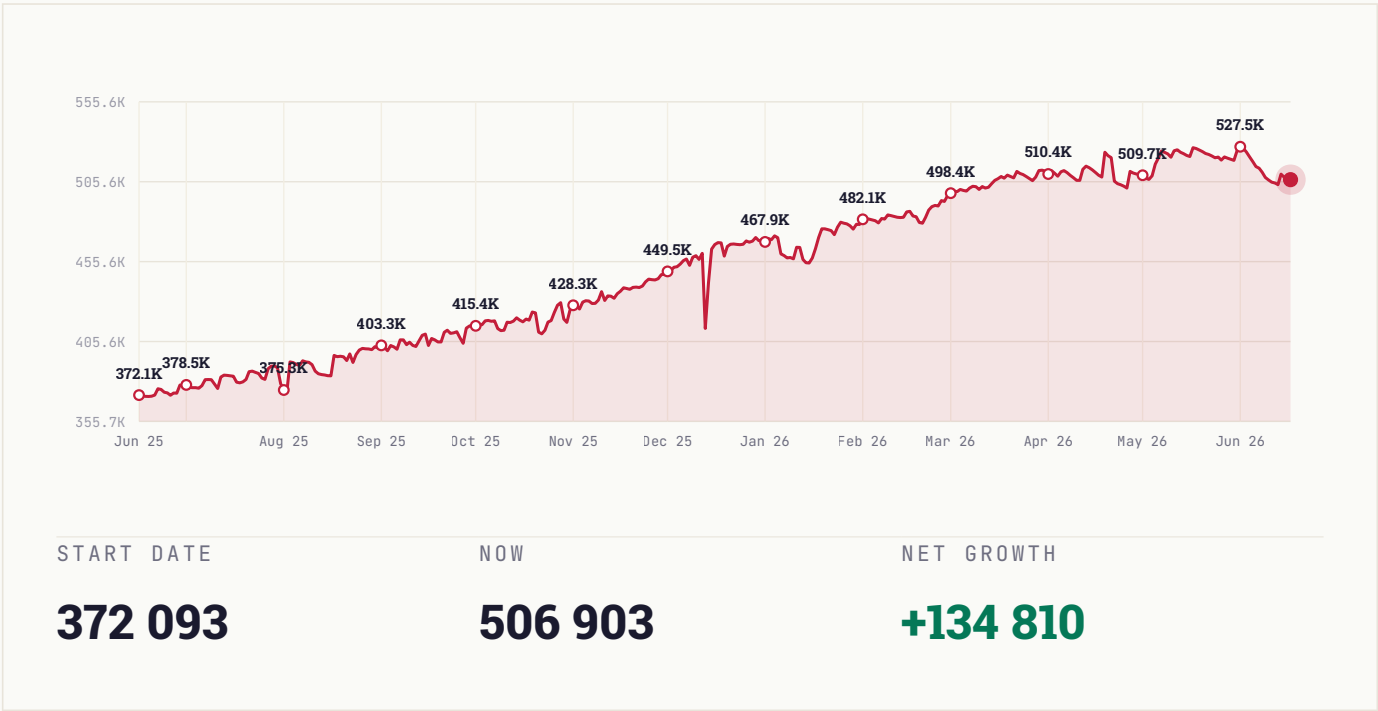
WORST 3

↓ 30.05 · 11:04 TEXT React: ♥— if you love nectarine ☑— if peach is your fave ♡— if you adore apricot	VIEWS 7 298 REP. —	REACTIONS 155 ER 1.4%
↓ 11.06 · 09:05 TEXT React if: ♥— love pink ☑— only eat cheese ♡— any kind, just spicy	VIEWS 7 246 REP. —	REACTIONS 51 ER 1.4%
↓ 08.06 · 08:05 TEXT Share your favorite SPAR breakfast☑☑	VIEWS 7 189 REP. 1	REACTIONS 31 ER 1.4%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

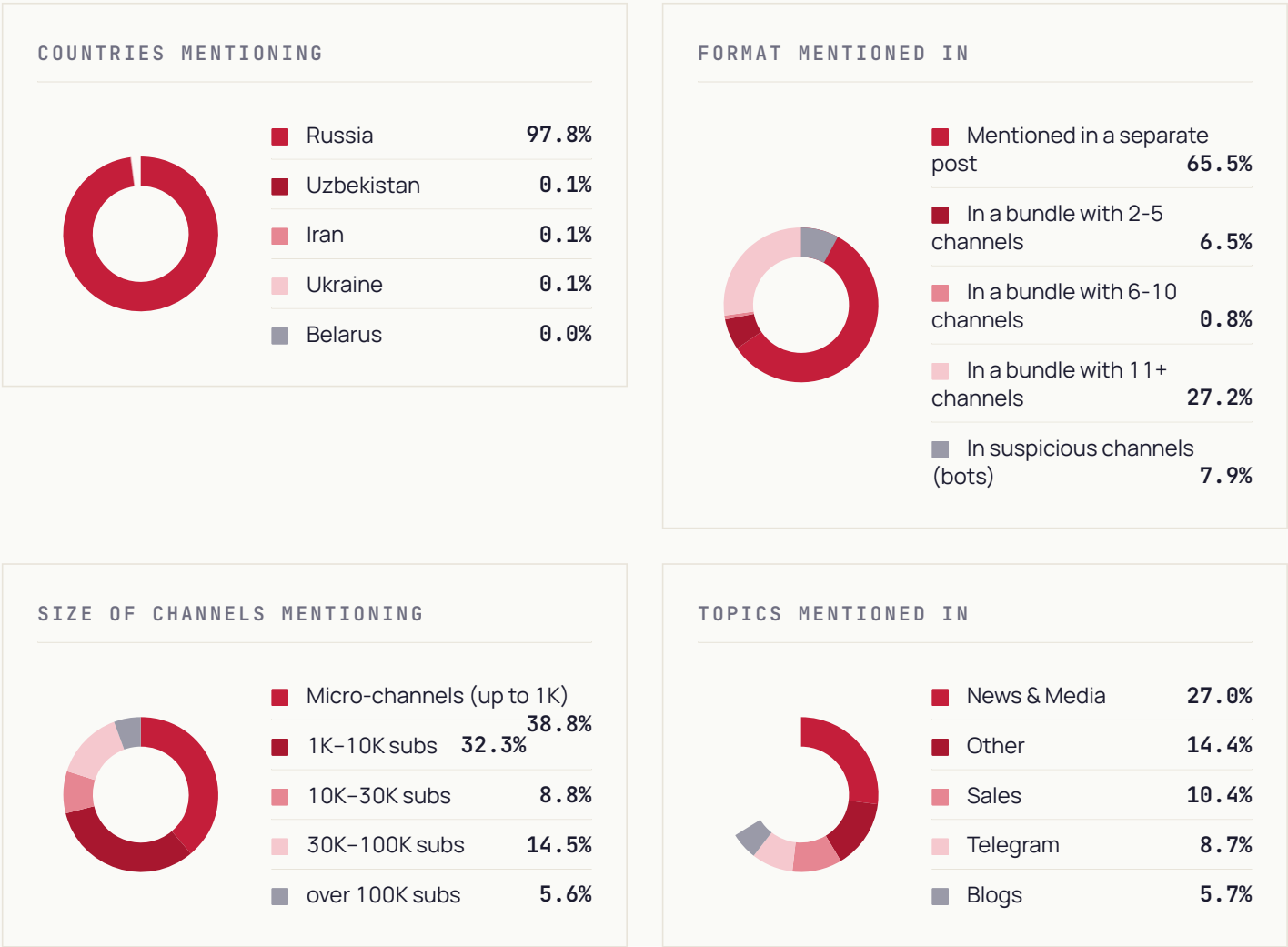
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel grew and which lost subs.



SECTION 04 · MENTIONS

Who mentions the channel & how

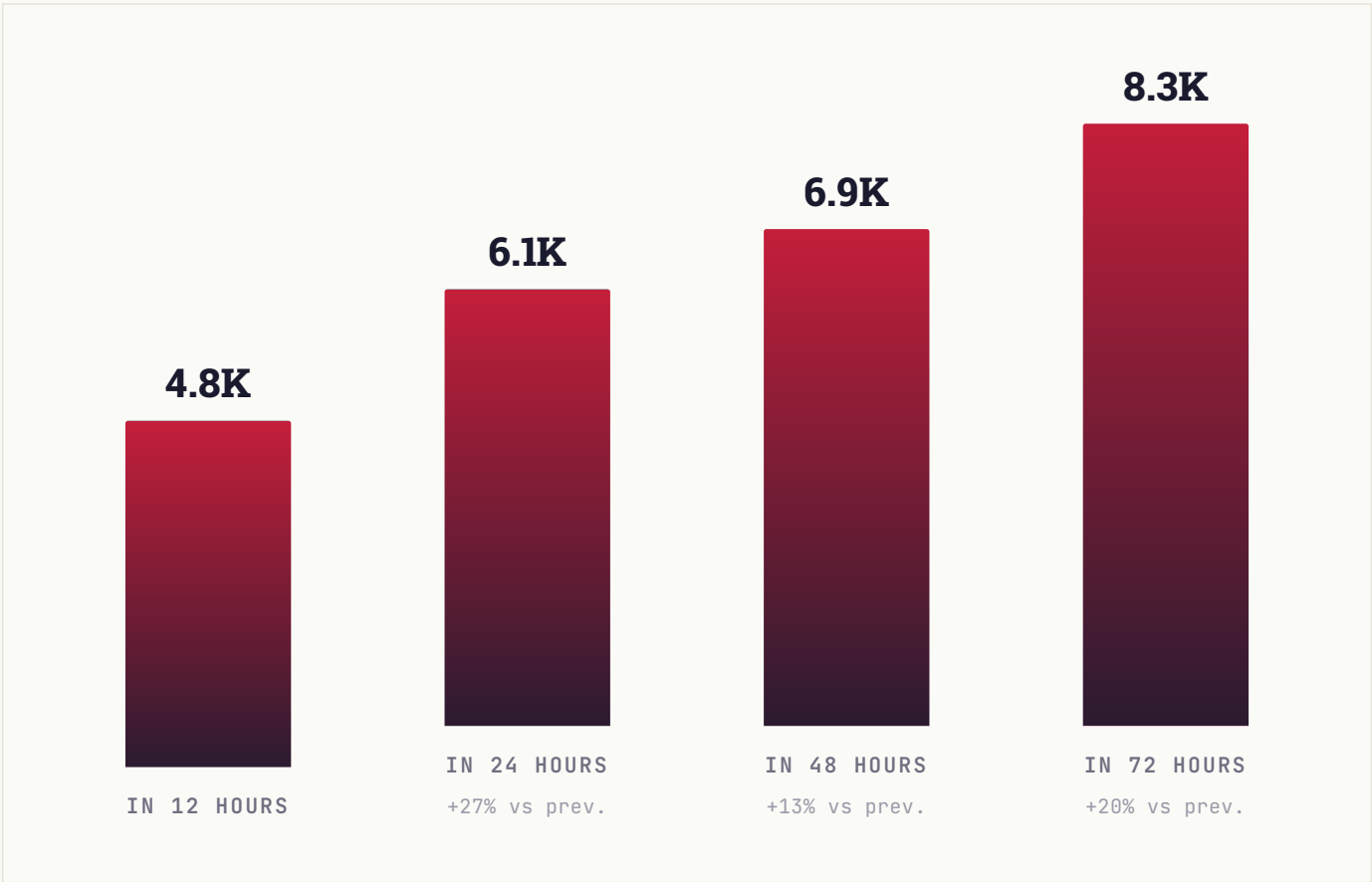
Citation index **368** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100k subs channel weighs more than from a 1k subs channel. All time channel was mentioned **855** different channels.



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 — see its rank among niche peers.

CHANNEL	SUBSCRIBERS
oz OZON	1.1M
Yandex Yandex Market	1M
Market X- Freeloaders - Lightning	1M
CIS Market discounts	993.1K
WS WB Sniper Finds from Wildberries 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 Alfa-Vygodno	563K
MS My SPAR YOU	506.9K

COMPARATIVE CONCLUSION

Channel in top quarter of niche (#13 of 94). Leader — OZON (1.1M). Goal for coming months: enter niche top-10 through systematic traffic work.

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Every month we record posts in other channels that mention your channel. Over the last **6 months** such mentions were **226**, they brought **290 650** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	48	32	86 465
Nov 2025	53	47	35 008
Oct 2025	36	23	45 920
September 2025	32	21	44 452
August 2025	26	18	48 732
July 2025	31	14	30 073

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
226	6	290 650

— SECTION 08 • NICHE COMPARISON

Where the channel ranks in its league

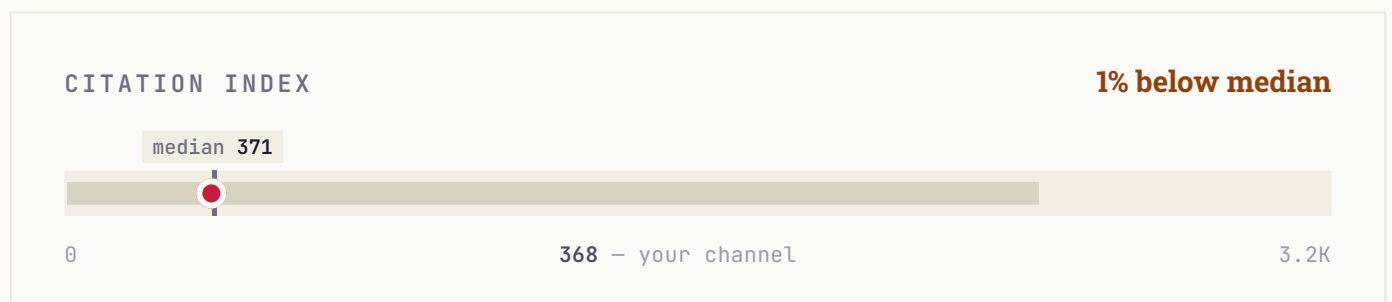
Took top-100 channels in category «Sales» (Russia) and saw how your channel compares. Gray band: range where 80% of niche channels fall (p10 to p90). Black vertical: median. Red dot: your channel.

#13

/100

RANK IN NICHE

Channel in top 13% – strong position



— SECTION 09 · STRATEGY

What to do right now

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

01

Top post of the week — on Wednesday

Audience is most active on this day at 16:00 MSK.

EFFECT

**Best time for
key posts**

02

ER below niche benchmark — rethink formats

Current ER 1.8% vs norm 5.5%. Try polls & interactive formats.

EFFECT

+3.7pp ER

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 is an easy win.

EFFECT

+5-15% ER

05

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**

★ WHAT'S NEXT

Want us to do it PromptPress?

This audit — what we can do in minutes using public data. 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