

PUBLIC REPORT BY PROMTPRESS

Channel audit

Okhapka Flo – Big bouquet shop Krasnoyarsk



@ohapkaflo24

In Охапка Flo - bouquets at the best prices in Krasnoyarsk. Free aqua box vase and carry bag! ✓ Chain of stylish and convenient flower shops ✓ Mono-bouquets from 2305₽ ✓ Cost...

SUBSCRIBERS	ERR (% SEE POSTS)	REACH/POST
30 737	1.0%	54
23.07.2026 +24915 per month	per day 0.6%	ad reach 27/24h
HTTPS://PROMTPRESS.COM/AUDIT/OHAPKAFL024		

— CONTENTS · 2026

What's inside the report

01 Channel snapshot

12 key metrics · AI summary

02 Content analysis

Top 5 posts · worst 3 · takeaways

03 Subscriber dynamics

Yearly chart · growth

04 Citation rate

Who mentions the channel and how

05 Ad potential

How long a post drives reach

06 Competitors

Niche neighbors · your spot

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 calculation period.

 SUBSCRIBERS 30 737 —	 SUBSCRIBER REACH 0.17% avg % subs see post	 VIEWS/POST 54 median 40 · 29 days	 POSTS/DAY 8.1 ~57 per week
 7D TREND +16.6% vs prev week	 REACTIONS/POST 4.4 only 1,065 reactions, 109 reposts, 0 comments	 POST LENGTH 284 chars median 267 · 29 days	 POSTS ANALYZED 240 29 days
 AD REACH 27 24h avg	 CHURN / MONTH +24915 last month	 CITATION RATE 9 citation index · 22 channels mentioned all time	 CHANNEL AGE 2 years 6 months created 27.12.2023

AI EDITOR SUMMARY

Channel «Okhapka Flo – Big bouquet shop Krasnoyarsk» – 30 737 subs. Avg views per post 54 people (0% of subs), reach is low – consider expanding audience. Publishes 57 posts per week (~8/day) – active posting. Week Jul 6–12 reach grew +16.6% by week Jun 29 – Jul 5 – positive trend.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS SHARE

- 01 Analysis based on **240** posts in 29 days.
- 02 Dominant format — **Video** (150/240 posts).
- 03 Avg post length — **284** chars (median 267).
- 04 Peak audience activity — **Saturday**, 04:00 MSK.
- 05 Top posts get **17x** more views than the weakest (242 avg top vs 14 worst) — among 240 posts in 29 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 05.07 · 02:03 VIDEO Good morning! Current showcase ❤️ To order: Telegram - Place order Friends! If photos or videos don't load, please note...	VIEWS 248 REACTIONS 4 REPOSTS 2 0.8%
Nº2 09.07 · 02:08 VIDEO Good morning! Current showcase ❤️ To order: Telegram - Place order Friends! If photos or videos don't load, please note...	VIEWS 241 REACTIONS — REPOSTS 2 0.8%
Nº3 27.06 · 01:58 VIDEO Good morning! Current showcase ❤️ To order: Telegram - Place order Friends! If photos or videos don't load, please note...	VIEWS 237 REACTIONS — REPOSTS 2 0.8%

Nº4 03.07 • 03:01 VIDEO Good morning! Current showcase ❤️ To order: Telegram - Place order Friends! If photos or videos don't load, please note...	VIEWS 236 REACTIONS — REPOSTS 3 ER 0.8%
Nº5 15.07 • 04:42 PHOTO Delicate bouquet with bright accents 💕😊 Price - 15,000₽	VIEWS 234 REACTIONS 3 REPOSTS 4 ER 0.8%

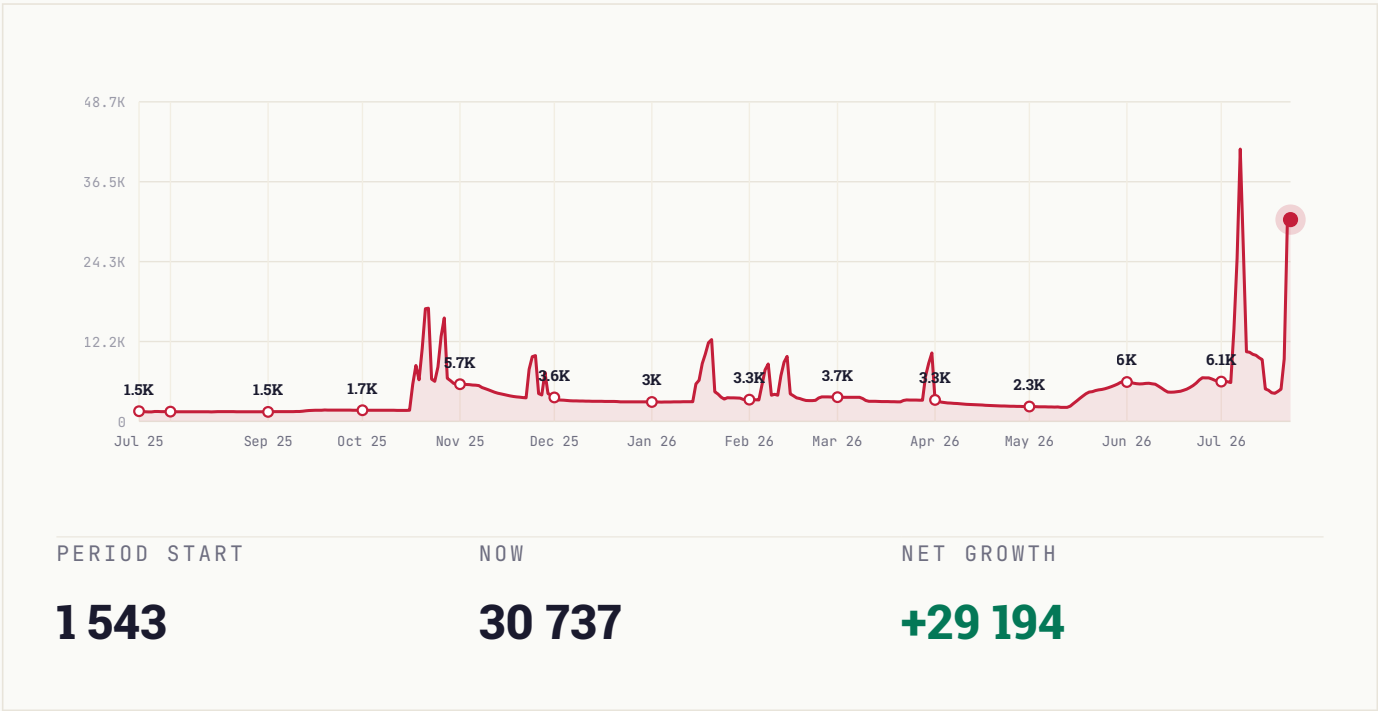
| WORST 3

↓ 06.07 • 09:28 TEXT 15% off ready bouquets at "Дом Цветов" discount store😊🙏 •Confirm via photo/video •Delivery •Free delivery within the city for orders over...	VIEWS 15 REACTIONS — REPOSTS — ER 0.0%
↓ 06.07 • 09:28 PHOTO Bush peony rose 60 cm 1-14 pcs - 650₽/pc 15-24 pcs - 640₽/pc 25-34 pcs - 630₽/pc 35-54 pcs - 620₽/pc 55-100 pcs - 610₽/pc...	VIEWS 15 REACTIONS — REPOSTS — ER 0.0%
↓ 06.07 • 09:28 VIDEO (post without caption — video)	VIEWS 13 REACTIONS — REPOSTS 1 ER 0.0%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

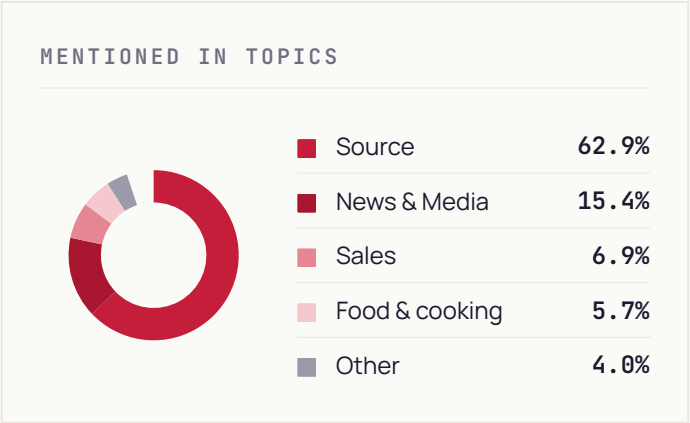
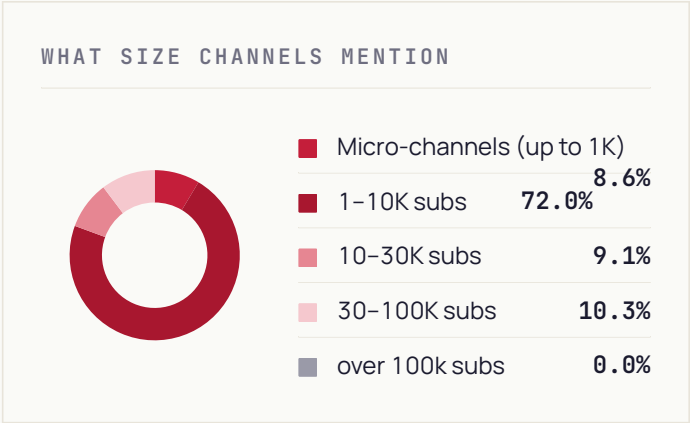
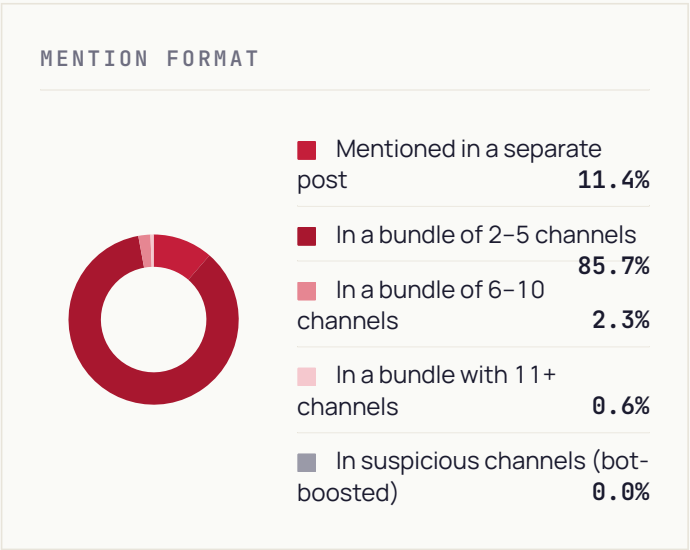
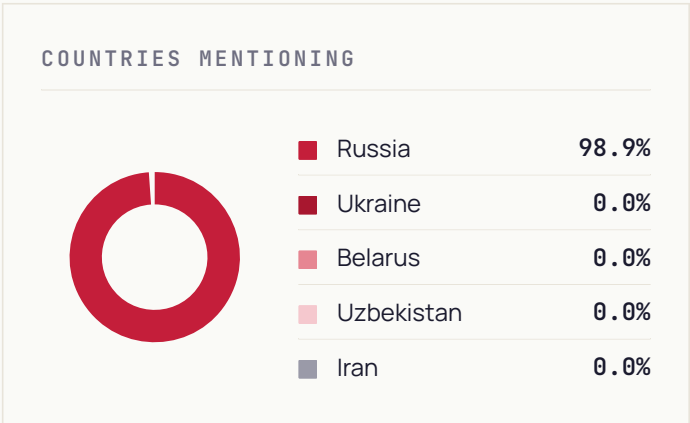
Subscriber growth chart over the year. Key months show exact sub count. Shows months of growth vs. churn.



SECTION 04 · MENTIONS

Who mentions the channel and how

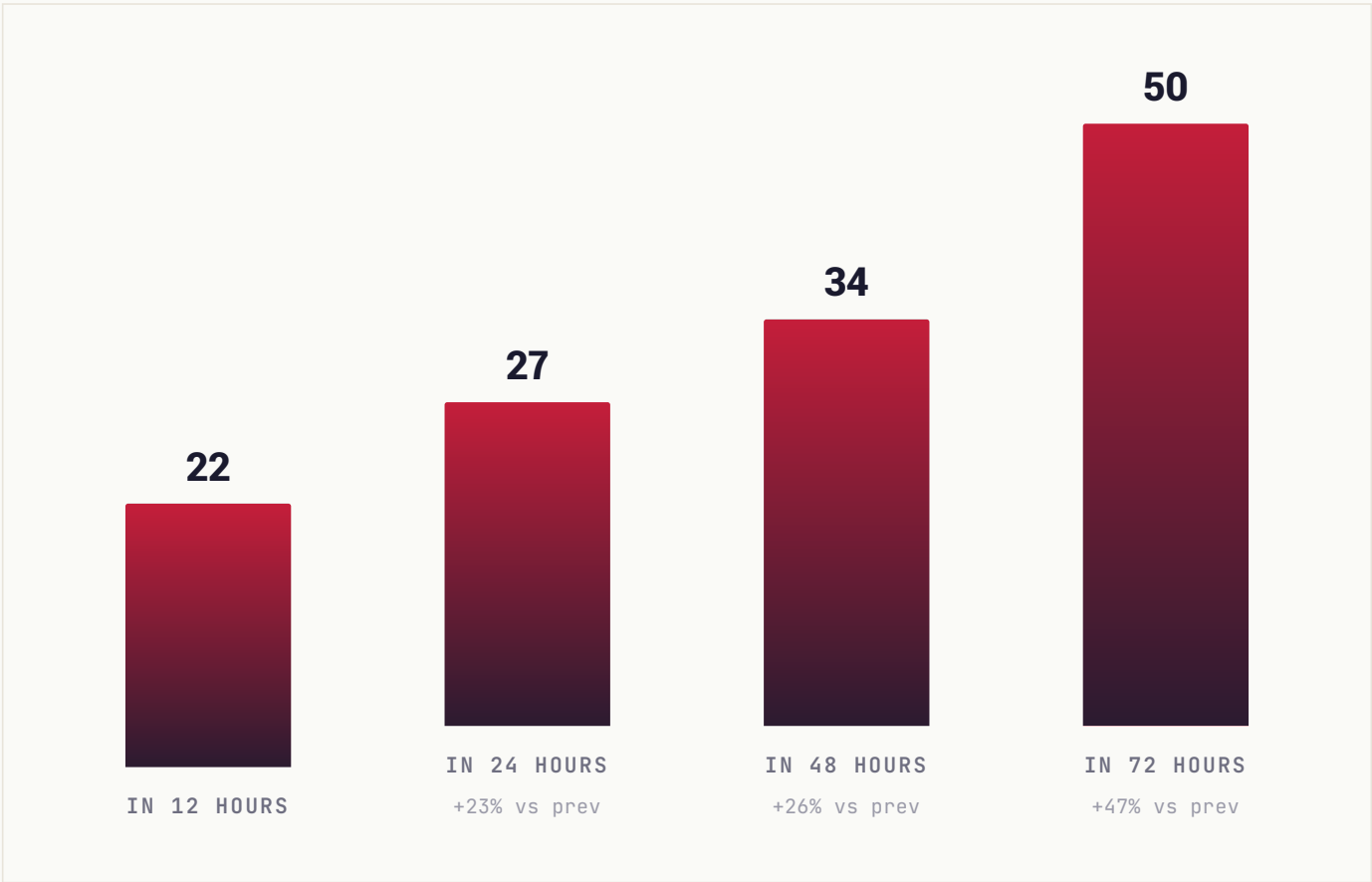
Citation index **9** – channel popularity rating based on mentions. Considers not only their count but also the weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time channel mentions: **22** different channels.



SECTION 05 · AD POTENTIAL

How long a post drives reach

Avg ad post reach over time since publication. Helps gauge how long a placement stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
O2 Offerzone 2.	5.7M
OF Offerzone	4.1M
OF Offerzone	1.2M
O3 Offerzone 3.	3.4M
DE Dealdost	3.1M
O4 Offerzone 4.	2.4M
G- GrowDealz - Shopping Deals & Offers	2.2M
AL AliBaba Loot Deals	2.2M
PD Premium Deals	1.5M
MB Moshina Bozorim	1.1M
OF Okhapka Flo – Big bouquet shop Krasnoyarsk YOU	30.7K

COMPARATIVE INSIGHT

Channel not yet outside niche top 95 — early growth stage. Niche leader — Offerzone 2. (5.7M), top-95 median: 400.2K. First goal — enter top-95 through systematic work on traffic and content.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Each month we track posts in other channels that mention yours. Over the last **6 months** such mentions were **83**, they brought **47 412** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	25	4	9 761
December 2025	16	3	13
November 2025	8	1	9 898
Oct 2025	4	1	27 400
Sep 2025	24	5	299
August 2025	6	4	41

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS
83	6	47 412

Where the channel ranks in its league

The figure consists of three horizontal bar charts, each representing a different performance metric. Each chart includes a red dot for the channel's value, a vertical line for the median, and a shaded bar representing a range. The channel's performance is consistently below the median across all three metrics.

Metric	Channel Value	Median	Performance Gap
SUBSCRIBERS	30 737	407.7K	92% below median
AVG REACH / POST	54	10.2K	99% below median
CITATION INDEX	9	50	82% below median

SUBSCRIBERS 92% below median

median 407.7K

122.4K 30 737 – your channel 1.5M

AVG REACH / POST 99% below median

median 10.2K

419 54 – your channel 92.1K

CITATION INDEX 82% below median

median 50

0 9 – your channel 3.2K

— 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

Top post of the week — on Saturday

Audience is most active on this day at 04:00 MSK.

EFFECT

**Best window
for an
important post**

02

ER below niche benchmark — rethink formats

Current ER 0.17% vs norm 5.5%. Try polls & interactive formats.

EFFECT

+5.3pp ER

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 boost ER by 5-15%.
One poll per week on a hot topic — easy growth lever.

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

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

EFFECT

**Growth from
relevant
audience**

★ WHAT'S NEXT

Want this done by PromptPress?

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

01

Launch Telegram ads

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

02

Contact manager

t.me/PromptPress_manager