

— PUBLIC REPORT BY PROMTPRESS

Channel Audit

Pepper.ru — Fresh Deals & Promos



@pepperru

Official channel of the Pepper.ru deal-hunter community with the hottest deals from across the web. We compare prices and only post the lowest-priced items...

SUBS	ERR (% SEE POSTS)	REACH/POST
156 918	18.0%	26.7K
17.06.2026 ⁺⁷⁰ this month	per day ^{15.3%}	ad reach ^{24.1K} /24h
HTTPS://PROMTPRESS.COM/AUDIT/PEPPERRU		

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBS 156 918 —	 SUB REACH 17.02% avg % subs see post	 VIEWS/POST 26.7K median 26.6K · 28 days	 POSTS/DAY 35.7 ~250 per week
 7D TREND -5.3% vs prev week	 REACTS/POST — MTPROTO only	 POST LENGTH 164 chars median 164 · 28 days	 POSTS ANALYZED 1000 28 days
 AD REACH 24.1K 24h avg	 CHURN / MONTH +70 last month	 CITATION RATE 20 citation index · 214 channels mentioned it ever	 CHANNEL AGE 8 years 8 months created 04.10.2017

AI EDITOR SUMMARY

Channel «Pepper.ru – Fresh Deals & Promos» – 156 918 subs. Each post averages 26.7K people (17% from subs), average reach – room to grow. Publishes 250 posts/week (~36/day) – very active. For week Jun 1–7, reach dropped -5.3% to week May 25–31 – worth analyzing reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **1000** posts over 28 days.
- 02 Dominant format — **Text** (1000/1000 posts).
- 03 Avg post length — **164** chars (median 164).
- 04 Peak audience activity — **Saturday**, 08:00 MSK.
- 05 Strongest posts get **1x** more views than the weakest (32.5K avg top vs 23.7K worst) — among 1,000 posts over 28 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 24.05 · 19:45 TEXT #Yandex Market 🇷🇺 🇷🇺 Gaming laptop ASUS TUF Gaming F17 FX707VJB-HX099 (17.3" IPS/Core i5-210H/16Gb/512Gb/GeForce RTX 3050 6Gb/noOS) (with...	VIEWS 32 799 REP. 69	REACTS — ER 20.9%
Nº2 25.05 · 06:00 TEXT #OZON 🇷🇺 🇷🇺 Apple iPhone 17 Pro Max, 12/256GB eSIM x2 (price incl. duty & partner banks) for 89855₽ 🇷🇺 🇷🇺...	VIEWS 32 599 REP. 167	REACTS — ER 20.8%
Nº3 23.05 · 19:30 TEXT #OZON 🇷🇺 🇷🇺 Free3 Bluetooth 3-button keyboard (with partner bank, imported) for 446₽ 🇷🇺 🇷🇺...	VIEWS 32 234 REP. 99	REACTS — ER 20.5%

Nº4 21.05 · 19:15 TEXT #Wildberries 🇷🇺 🇷🇺 Apple iPhone 17 Pro Max 256 Gb (with WB wallet) for 90950₽ 🇷🇺 🇷🇺 https://rudeal.com/P49 Pepper.RU for...	VIEWS 31 672 REP. 166	REACTS — ER 20.2%
Nº5 24.05 · 10:30 TEXT #OZON 🇷🇺 🇷🇺 Dual-side microfiber car drying cloth 70x50cm (with partner banks) for 468₽ 🇷🇺 (elsewhere: 700+₽) 🇷🇺...	VIEWS 31 599 REP. 49	REACTS — ER 20.1%

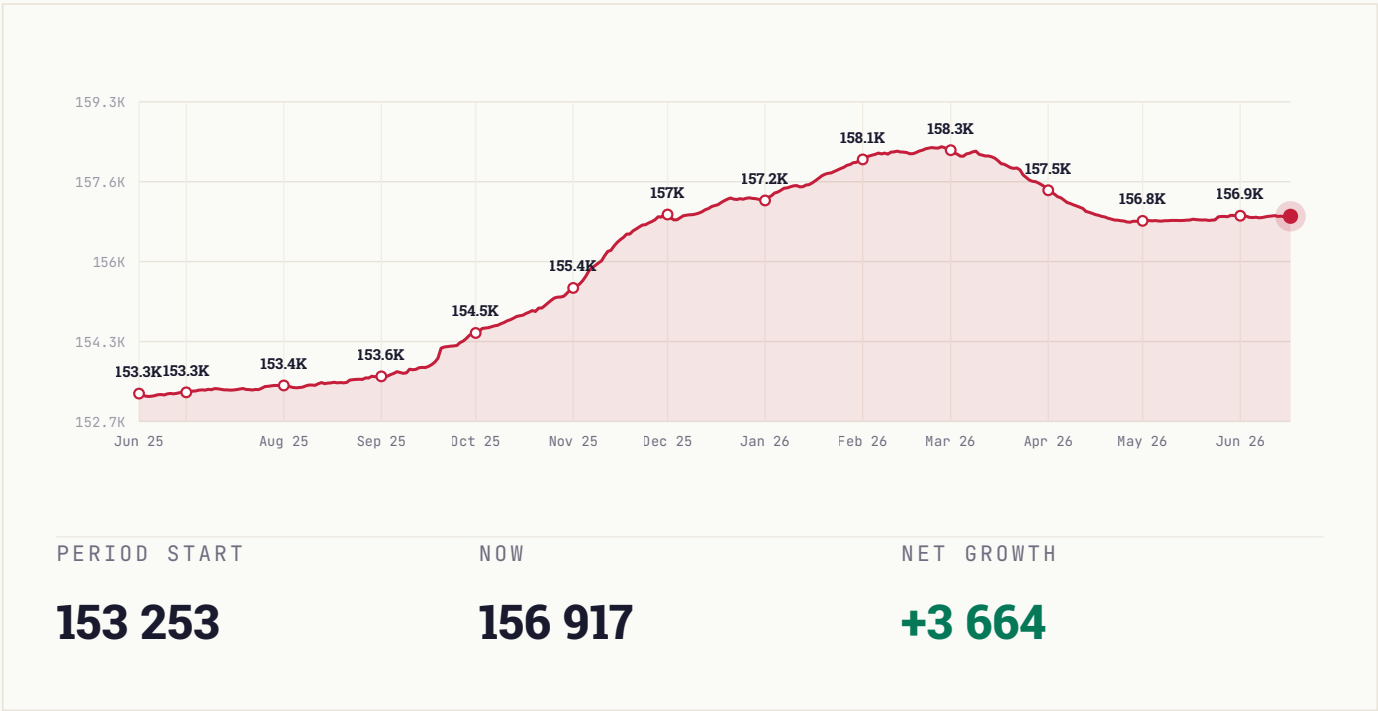
WORST 3

↓ 04.06 · 12:45 TEXT #Wildberries 🇷🇺 🇷🇺 Huawei Pura 80 12+256 Gb (with WB wallet) for 30956₽ 🇷🇺 (elsewhere: 36915+₽) 🇷🇺...	VIEWS 23 744 REP. 22	REACTS — ER 15.1%
↓ 04.06 · 12:45 TEXT #OZON 🇷🇺 🇷🇺 YokoSun ultra-soft baby diapers, XL (5) (13+ kg), 42 pcs for 707₽ 🇷🇺 (elsewhere: 1198+₽) 🇷🇺...	VIEWS 23 727 REP. 66	REACTS — ER 15.1%
↓ 09.06 · 11:00 TEXT #OZON 🇷🇺 🇷🇺 3D metal DIY Yueyang Tower (with partner banks, imported) for 67₽ 🇷🇺 (elsewhere: 100+₽) 🇷🇺...	VIEWS 23 623 REP. 33	REACTS — ER 15.1%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

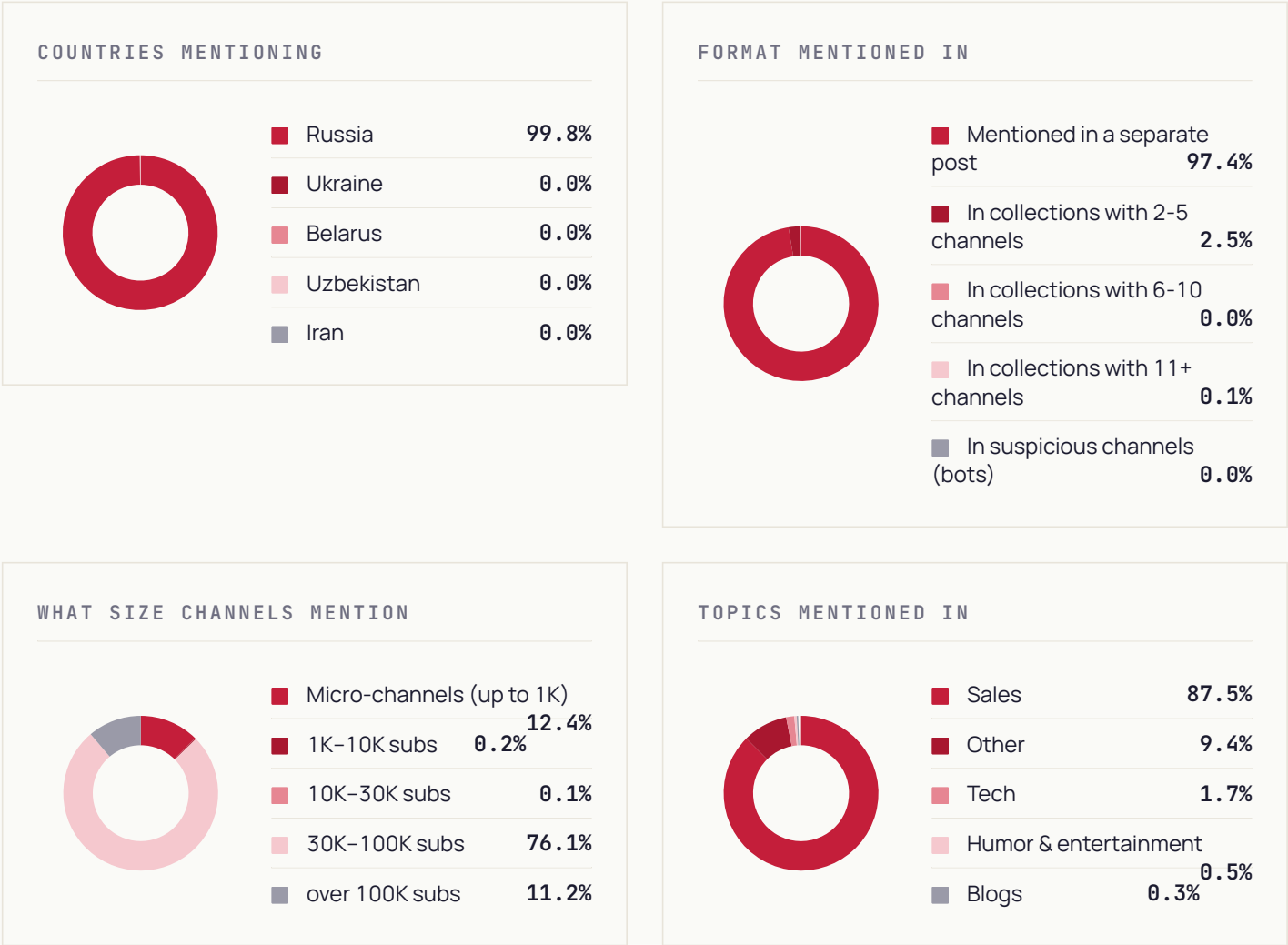
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth vs. loss.



SECTION 04 · MENTIONS

Who mentions the channel & how

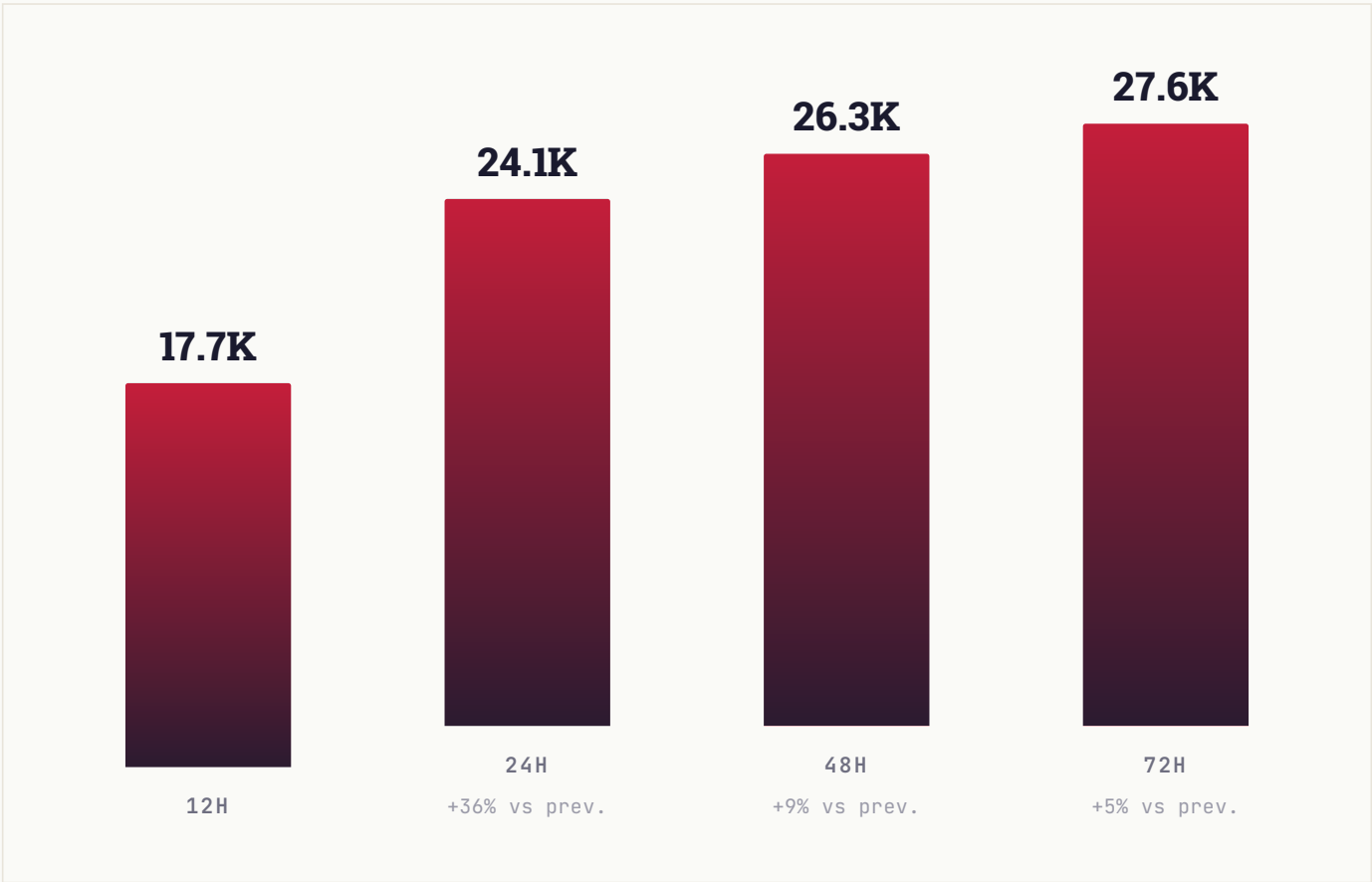
Citation index **20** – channel popularity rating based on mentions. Considers both count & weight of mentioners: a post from a 100K subs channel weighs more than from 1K subs. All-time channel was mentioned **214** different channels.



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 neighbors.

CHANNEL	SUBS
OZ OZON	1.1M
YM Yandex Market	1M
X- Freeloaders - Lightning	1M
CIS Market discounts	993.1K
WS WB Sniper Wildberries Finds Discounts Promos	932.9K
PB By Blat	888K
Z Zayats Deals Discounts	877.5K
W Wildberries finds	799.3K
VI ITEMS FROM VIDEO	711.7K
AL Alpha-Profitable	563K
P- Pepper.ru — Fresh Deals & Promos YOU	156.9K

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#68 of 94). Niche median — 201.1K subs. First growth KPI — reach median. Leader: OZON (1.1M).

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Monthly we track posts in other channels that mention yours. Over the last **6 months** such mentions were **1 800**, they brought **4 467** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
December 2025	306	2	495
Nov 2025	303	2	1 577
Oct 2025	290	1	923
September 2025	296	1	936
August 2025	318	3	308
July 2025	287	1	228

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS
1 800	6	4 467

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

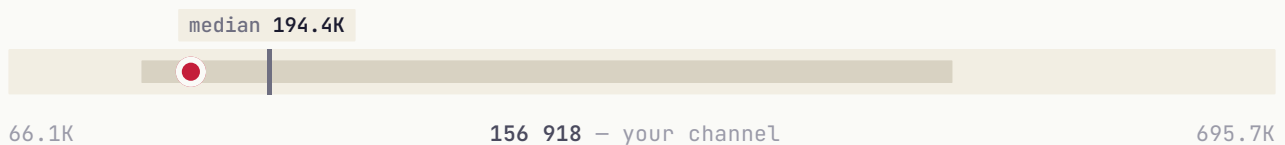
#68

/100

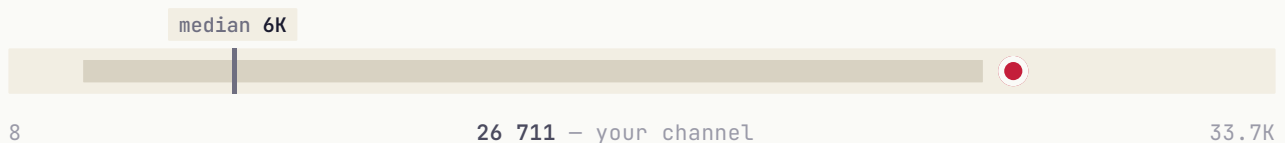
RANK IN NICHE

Channel in bottom half of ranking

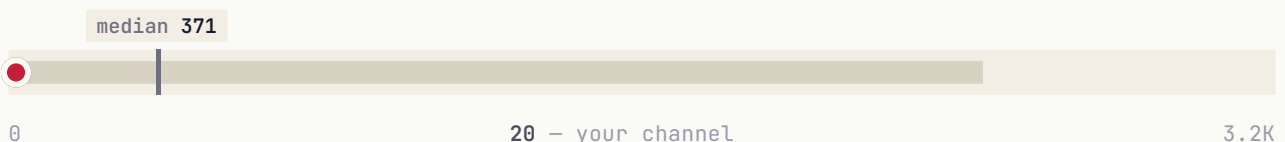
SUBS

19% below median

AVG REACH / POST

top 90% of niche

CITATION INDEX

95% worse than median

— 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

Main post of the week — on Saturday

Audience most active on this day at 08:00 MSK.

EFFECT

**Best window
for important
posts**

02

Increase video post share

Video in Telegram retains audience longer and is better perceived by the algorithm. Recommend increasing share to 15-25%.

EFFECT

**Video retains
audience
better**

03

Systematic traffic buy

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

EFFECT

+5-15% ER

05

Cross-promo with similar 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 us to do this **PromptPress?**

This audit — what we can do in a few minutes based on public data. 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>

02

Contact manager

t.me/PromptPress_manager