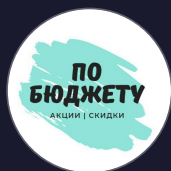


PUBLIC REPORT BY PROMTPRESS

Channel audit

By budget



@po_byudzhetu

Questions: @viktoriya_76k Full list of managers: https://t.me/rekl_B/46 Check details before buying ads: https://t.me/rekl_B
Reviews: https://t.me/rekl_otzyvi Verified...

SUBSCRIBERS

147 188

-4687 per month

ERR (% SEE POSTS)

16.0%

past day 12.5%

REACH/POST

21.8K

ad reach 18.4K/24h

— CONTENTS · 2026

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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 147 188 —	 SUBS REACH 14.82% avg % subs see post	 VIEWS/POST 21.8K median 22.7K · 28 days	 POSTS/WEEK 10.0 for period
 7D TREND -4.6% vs previous week	 REACTIONS/POST — MTPROTO only	 POST LENGTH 304 chars median 286 · 28 days	 POSTS ANALYZED 41 28 days
 AD REACH 18.4K 24h avg	 CHURN / MONTH -4687 last month	 CITATION RATE 146 citation index · 252 channels mentioned ever	 CHANNEL AGE 5 years 6 months created 22.11.2020

AI EDITOR SUMMARY

Channel «By budget» — 147 188 subs. Each post averages 21.8K people (15% of subs), reach is low — consider expanding audience. Publishes 10 posts/week (~1/day) — regular schedule. Week of Jun 1–7 reach stable (-4.6% 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 drop from rotation.

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on 41 posts over 28 days.
- 02 Dominant format – Photo (38/41 posts).
- 03 Avg post length – 304 chars (median 286).
- 04 Peak audience activity – Tue, 22:00 MSK.
- 05 Top-performing posts get by 1x more views than the weakest (24.3K avg for top vs 19.9K for worst) – among 41 posts over 28 days. Worth analyzing what top posts share – topic, format, timing.

TOP 5 POSTS

Nº1 19.05 · 19:44 PHOTO 👚👚 Girls' tights set at a huge discount 📦📦 Wide size range 📦 Elastic waistband & fixed heel 📦 Great stretch...	VIEWS 24 565 REPOSTS 5	REACTIONS — ER 16.7%
Nº2 22.05 · 08:57 PHOTO 👚👚 Oversized tee at a steal 📦 • 100% cotton • Dense fabric holds shape • Easy...	VIEWS 24 202 REPOSTS 14	REACTIONS — ER 16.4%
Nº3 20.05 · 05:43 PHOTO 👚👚 Face masks & scrubs 📦 Ultra budget picks #under300rub 📦 SKUs with links: 📦 83915682 📦 264617010 📦 187361101 📦 392322062	VIEWS 24 178 REPOSTS 117	REACTIONS — ER 16.4%

Nº4 22.05 · 21:01 PHOTO 👁️👁️ Home diffusers with floral scents 📦 #under400rub SKUs with links: 📦 Peony 392145726 📦 Rose 313655902 📦...	VIEWS 23 783 REPOSTS 162	REACTIONS — ER 16.2%
Nº5 28.05 · 12:51 PHOTO Roborock F25 Combo vacuum Now on sale 📦 📦 5-in-1 stick vacuum 📦 Anti-tangle 📦 Flexible steering 📦...	VIEWS 23 706 REPOSTS 37	REACTIONS — ER 16.1%

|

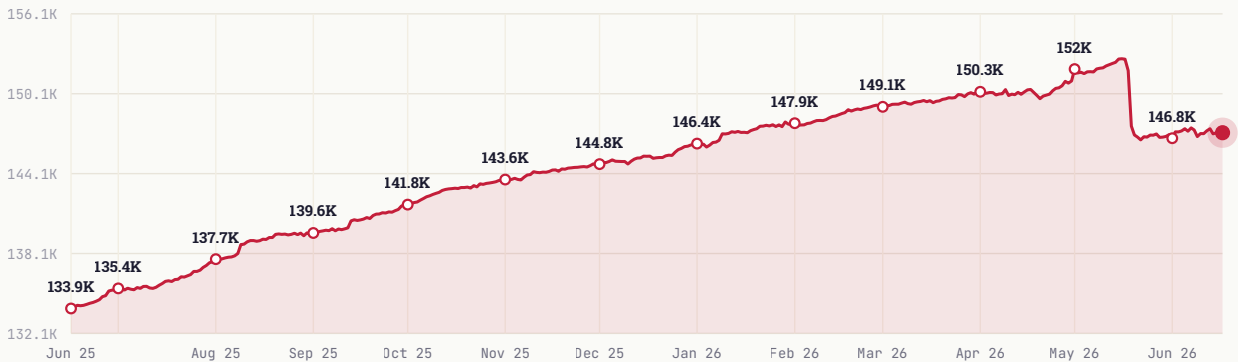
WORST 3

↓ 09.06 · 07:59 PHOTO 👁️👁️ Faberlic brand deals Lots of ultra-budget home products 📦 Picks #under300rub SKUs with links: 📦 Balm...	VIEWS 20 517 REPOSTS 134	REACTIONS — ER 13.9%
↓ 04.06 · 17:51 PHOTO 👁️👁️ #formakeup Eyeliner deals 📦 #under300rub Rated 4.7+ 📦 SKUs with links: 📦 223588448 📦 16965475 📦...	VIEWS 20 115 REPOSTS 130	REACTIONS — ER 13.7%
↓ 11.06 · 19:00 TEXT 📦 Yandex Food Promocodes: 📦 MEAL500 - 500₽ off first order over 800₽ 📦 SBW20 - 20% off any SBW x Subway dishes 📦 AP300 -...	VIEWS 19 095 REPOSTS 165	REACTIONS — ER 13.0%

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.



PERIOD START

133 934

NOW

147 177

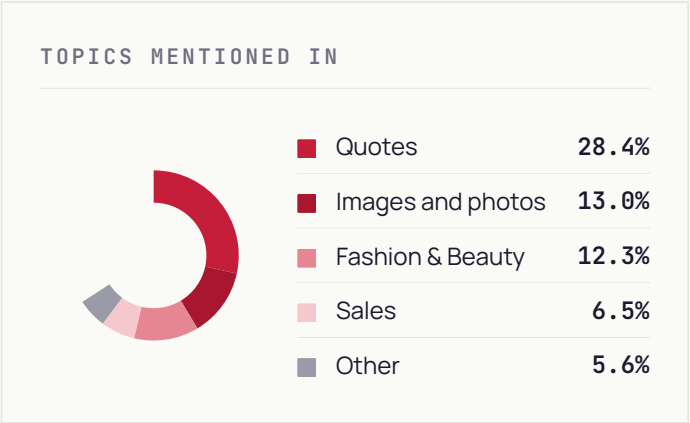
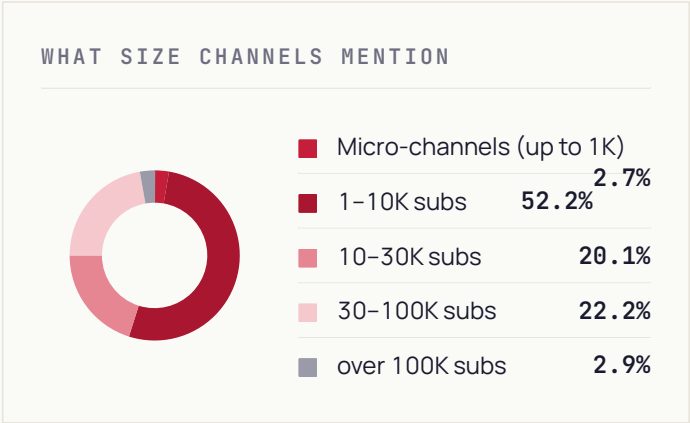
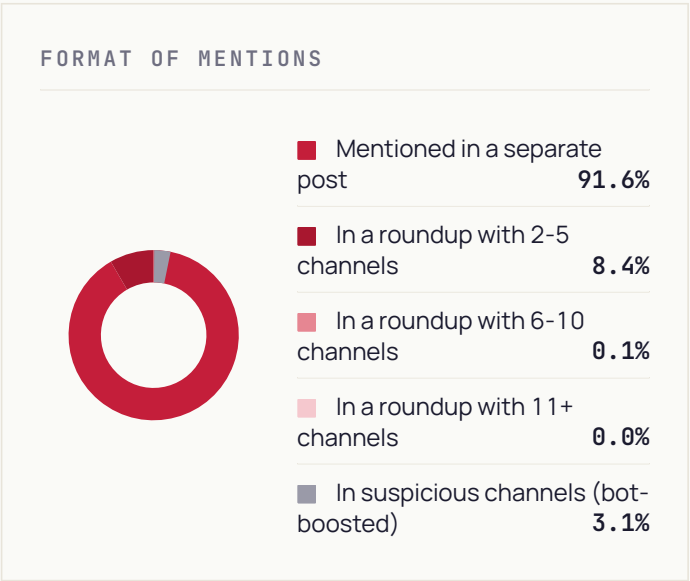
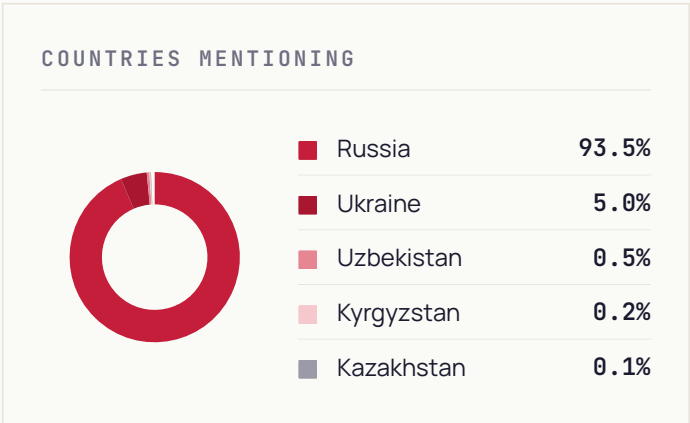
NET GROWTH

+13 243

SECTION 04 · MENTIONS

Who mentions the channel and how

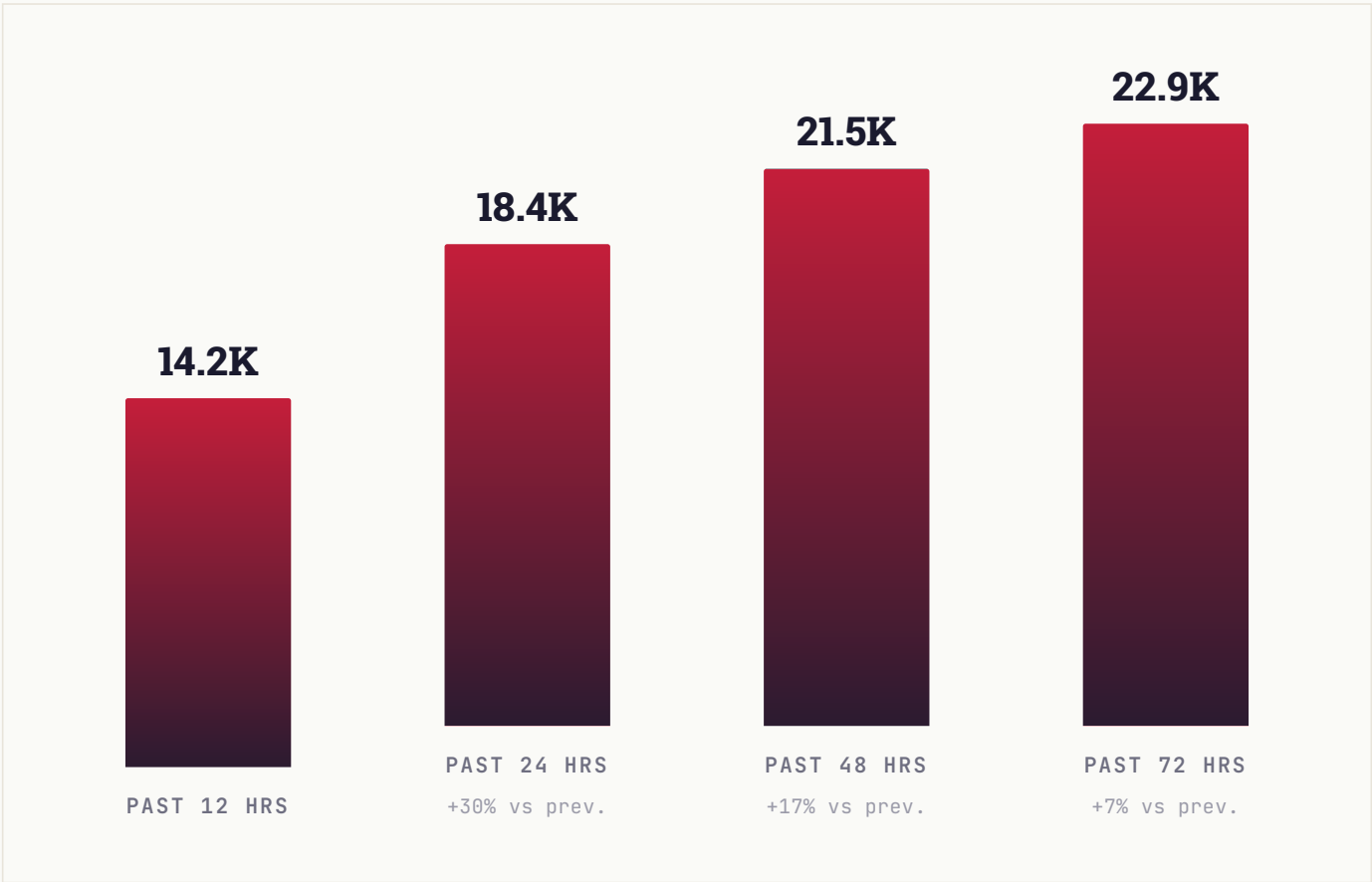
Citation index **146** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioners: a post from a channel with 100K subs weighs more than from one with 1K. All time the channel was mentioned **252** different channels.



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 stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
OZ OZON	1.1M
YM Yandex Market	1M
X- Freeloaders - Lightning	1M
SN Market discounts	993.1K
WS WB Sniper Finds from Wildberries Discounts Promos	932.9K
PB By favor	888K
Z Hare Promos Discounts	877.5K
W Wildberries finds	799.3K
VI ITEMS FROM VIDEO	711.7K
AL Alfa-Profitable	563K
PB By budget YOU	147.2K

COMPARATIVE SUMMARY

Channel inbottom half of niche top-100 (#79 of 94). Niche median — 201.1K subs. First growth KPI — reach the median. Leader: OZON (1.1M).

SECTION 07 · MENTION DYNAMICS

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 **4**, they brought **13 778** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	0	0	2 050
Nov 2025	3	3	1 655
Oct 2025	0	0	2 062
September 2025	1	1	2 681
August 2025	0	0	2 660
July 2025	0	0	2 670

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
4	6	13 778

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

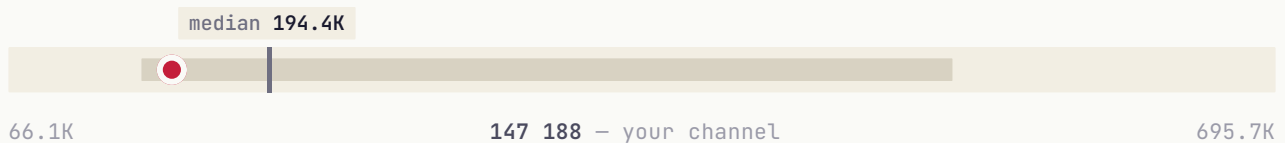
#79 /100

POSITION IN NICHE

Channel in the lower half of the ranking

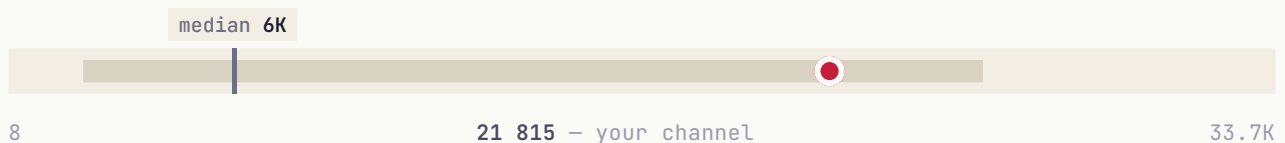
SUBSCRIBERS

24% below median



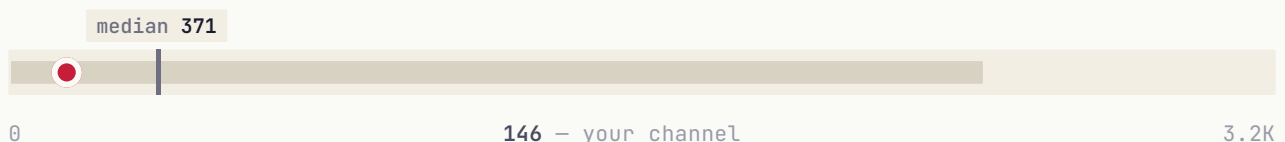
AVG REACH / POST

better than 81% niche



CITATION INDEX

61% below 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

Top post of the week — on Tuesday

Audience is most active on this day at 22:00 MSK.

EFFECT

**Best window
for an
important post**

02

Increase video post share

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

EFFECT

**Video retains
audience
better**

03

System traffic purchase

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 growth point.

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

Swap posts with same-niche channels once a quarter.
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 using public data.
Want to go further — run ads through us and hit your growth plan
in a month.

01	Launch Telegram ads	https://panel.promptpress.com/register
----	--------------------------------	---

02	Contact manager	t.me/PromptPress_manager
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