

PUBLIC REPORT BY PROMTPRESS

Channel audit

Po Blatu



@poblat

Service coupons: @PoblatBot Collab: @BlatoManager

SUBSCRIBERS

887 786

-16614 per month

ERR (% WHO SEE
POSTS)

3.0%

last day **1.8%**

REACH/POST

25.2K

ad reach **16.3K**/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. The subtitle below the number shows the period it covers.

 SUBSCRIBERS 887 786 —	 SUBSCRIBER REACH 2.84% avg % subs see post	 VIEWS/POST 25.2K median 25.7K · 29 days	 POSTS/WEEK 48.2 for period
 7D TREND -4.6% vs previous week	 REACTIONS/POST 61.3 total 12,618 reactions, 29,700 reposts, 0 comments	 POST LENGTH 201 chars. median 94 · 29 days	 POSTS ANALYZED 206 29 days
 AD REACH 16.3K 24h avg	 CHURN / MONTH -16614 last month	 QUOTE RATE 4 301 citation index · 5,703 channels mentioned all time	 CHANNEL AGE 6 years 6 months created 27.11.2019

AI EDITOR SUMMARY

Channel "Po Blatu" — 887 786 subs. Each post averages 25.2K people (3% of subs), reach is low — should expand audience. Publishes 48 posts per week (~7/day) — active posting. For week 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 remove from rotation.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **206** posts over 29 days.
- 02 Dominant format – **Photo** (191/206 posts).
- 03 Avg post length – **201** chars (median 94).
- 04 Peak audience activity – **Wednesday**, 22:00 MSK.
- 05 Top posts get **1x** more views than the weakest (32.1K avg for top vs 21.6K for worst) – among 206 posts over 29 days. Worth analyzing what the top has in common: topic, format, time.

TOP 5 POSTS

Nº1 18.05 · 13:10 PHOTO ☒ Grab coupons for Hyper Lenta valid until May 24, 2026	VIEWS 33 701 REPOSTS 153	REACTIONS 30 ER 3.8%
Nº2 20.05 · 15:10 PHOTO ☒ Vyazanka launched Burger & Pizza flavored sausages	VIEWS 31 373 REPOSTS 351	REACTIONS 76 ER 3.5%
Nº3 31.05 · 19:10 PHOTO ☒ On Steam until June 1, get IQ Under Construction Free (instead of 125₽)	VIEWS 31 334 REPOSTS 401	REACTIONS 51 ER 3.5%

Nº4 20.05 · 19:10 VIDEO Final trailer for 'Spider-Noir' with Nicolas Cage out Premiere May 27	VIEWS 30 550 REPOSTS 217	REACTIONS 112 ER 3.4%
Nº5 20.05 · 17:10 PHOTO Final episode of 'The Boys' out	VIEWS 30 333 REPOSTS 139	REACTIONS 214 ER 3.4%

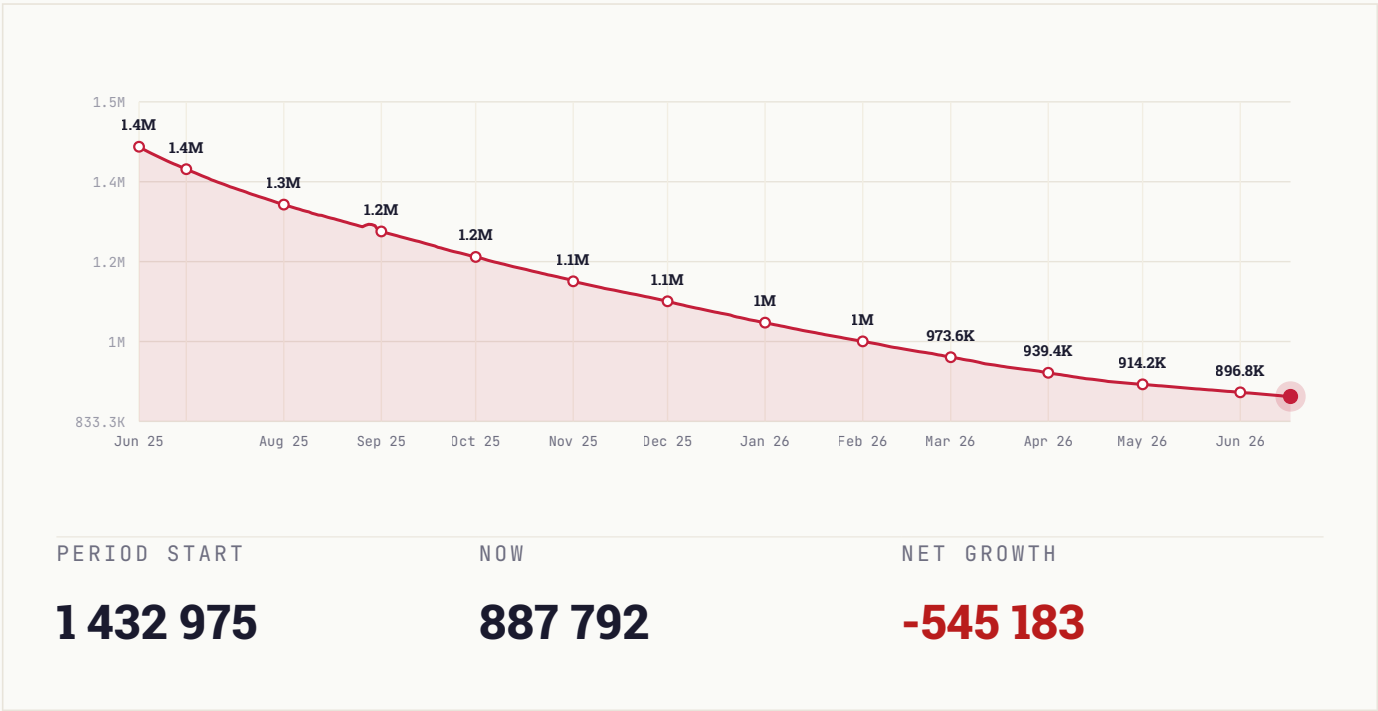
WORST 3

↓ 06.06 · 07:10 PHOTO Free (instead of 1100₽) get Songs of Conquest on Epic Games Store	VIEWS 22 425 REPOSTS 130	REACTIONS 33 ER 2.5%
↓ 06.06 · 09:10 PHOTO Get a 1000₽ CERTIFICATE + 1000₽ CASHBACK from Alfa Bank 1. Apply for a FREE Alfa debit card via link2. Make a purchase...	VIEWS 21 480 REPOSTS 19	REACTIONS 21 ER 2.4%
↓ 05.06 · 09:10 PHOTO Until June 30, grab 300₽ off first order from 1500₽ at Fix Price Promo code: Е-ПЕРВЫЙ	VIEWS 20 994 REPOSTS 34	REACTIONS 33 ER 2.4%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

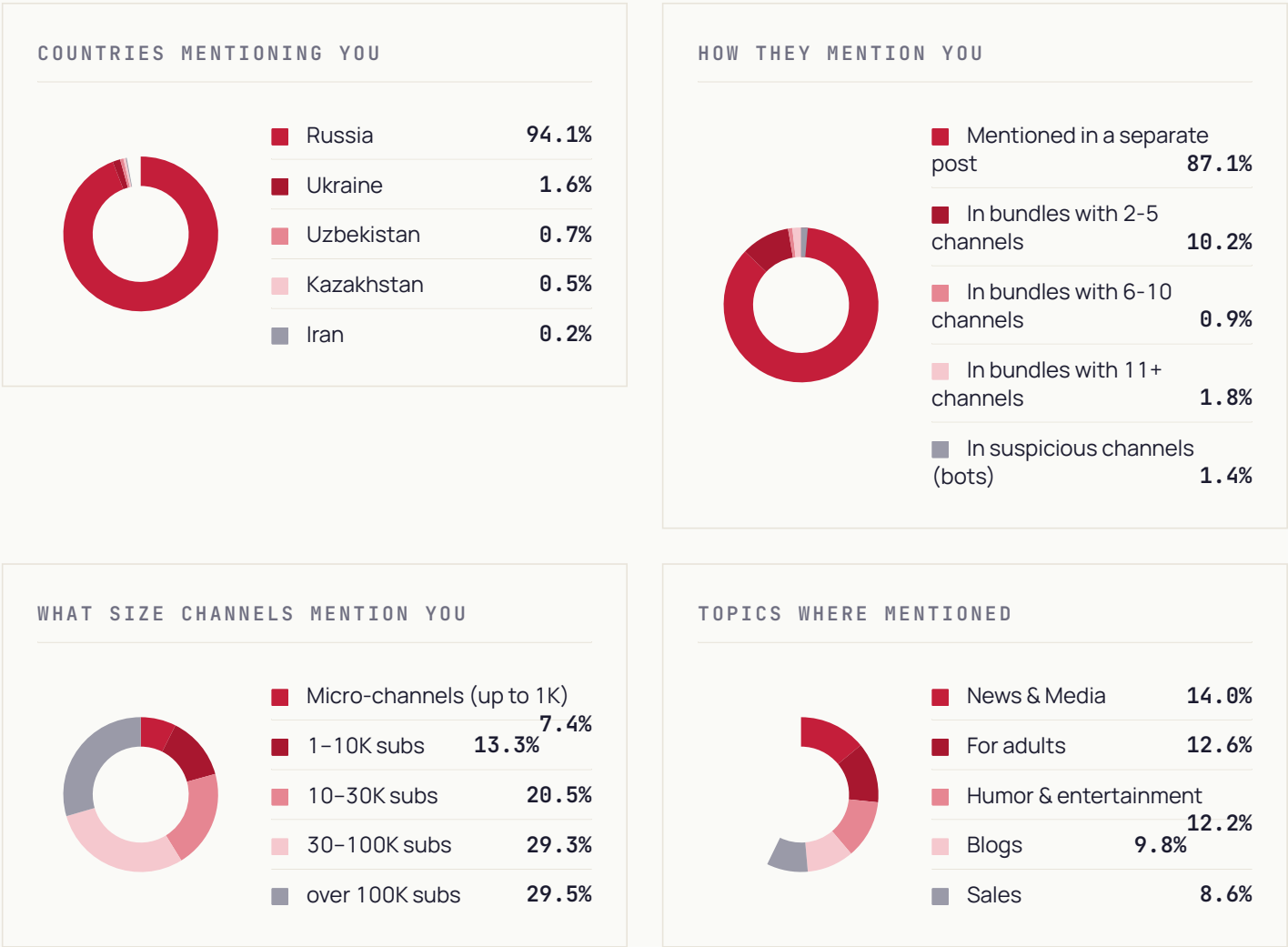
Subscriber growth chart for the year. Key months show exact subscriber count. See which months grew and which lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

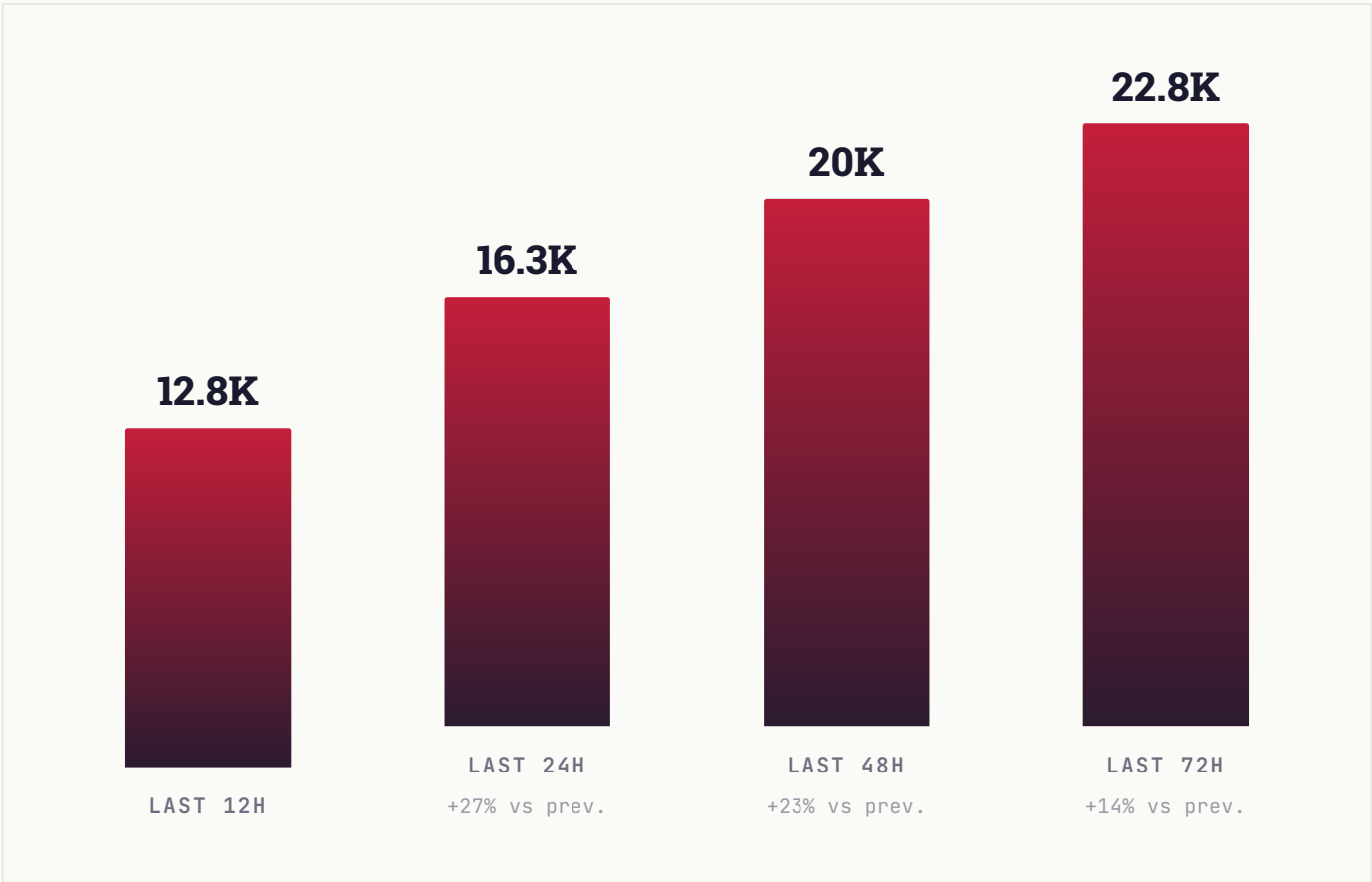
Citation index **4 301** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioners: a post from a channel with 100k subs weighs more than from 1k subs. All-time channel mentions **5 703** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings 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 — shows its place among niche neighbors.

CHANNEL	SUBSCRIBERS
OZ OZON	1.1M
YaM Yandex Market	1M
X- Freeloaders - Lightning	1M
SN Market discounts	993.1K
WS WB Sniper Wildberries Finds Discounts Promos	932.9K
PB Po Blatu YOU	887.8K
Z Hare Promos Discounts	877.5K
W Wildberries finds	799.3K
VI ITEMS FROM VIDEO	711.7K
AL Alpha-Profitable	563K
WI WILDBERRIES	532.1K

COMPARATIVE CONCLUSION

Channel inniche top 10 (#6 of 94). Strong position. Niche leader — OZON (1.1M), room to grow to #1. Mutual exchanges with other top-10 channels as equals.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we track posts in other channels that mention yours. Over the last **6 months** such mentions were **4**, they brought **5 402** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
December 2025	2	2	0	
Nov 2025	0	0	0	
Oct 2025	0	0	0	
September 2025	0	0	0	
August 2025	1	1	5 402	
July 2025	1	1	0	

TOTAL MENTIONS	MONTHS OF DATA	GAINED SUBSCRIBERS
4	6	5 402

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

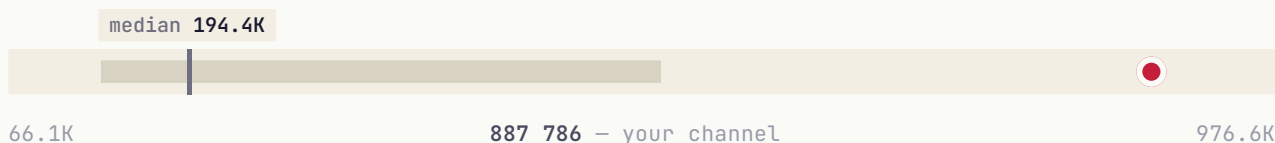
#6 /100

POSITION IN NICHE

Channel in top 6% sales Russia

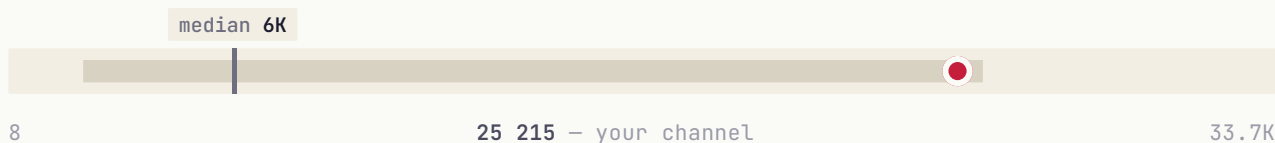
SUBSCRIBERS

better than 90% niche



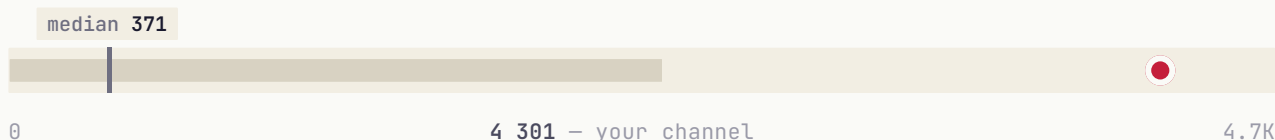
AVG REACH / POST

better than 88% niche



CITATION INDEX

better than 90% niche



— 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 Wednesday

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

EFFECT

**Best window
for a key post**

02

Increase share of video posts

Video in Telegram holds audience longer and is favored by the algorithm. Aim for 15-25%.

EFFECT

**Video holds
audience
better**

03

ER below niche benchmark — rethink formats

Current ER 2.84% vs norm 5.5%. Try polls and interactive formats.

EFFECT

+2.7pp ER

04

System 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**

05

Test polls and 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

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in a few minutes based on public data. To go further — run ads through us and close your growth plan in a month.

01	Launch Telegram ads	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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