

PUBLIC REPORT BY PROMTPRESS

Channel audit

Poizon Royal



@poizonroyal

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SUBSCRIBERS

57 236

-1002 per month

ERR (% SEE POSTS)

28.0%

in 24h **17.6%**

REACH/POST

29.4K

ad reach **10.2K**/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 57 236 —	 SUBS REACH 51.32% avg % subs see post	 VIEWS/POST 29.4K median 29.7K · 18 days	 POSTS/WEEK 1.1 for the period
 7D TREND — no data for period	 REACTIONS/POST 826.3 only 2,479 reactions, 23 reposts, 166 comments	 POST LENGTH 420 chars. median 403 · 18 days	 POSTS ANALYZED 3 18 days
 AD REACH 10.2K 24h avg	 CHURN / MONTH -1002 over the last month	 CITATION RATE 0 citation index · 1 channels mentioned ever	 CHANNEL AGE 2 years 11 months created 03.08.2023

AI EDITOR SUMMARY

Channel «Poizon Royal» — 57 236 subs. Each post gets avg 29.4K people (51% from subs), wide reach for a channel this size. Posts 1 posts/week (~0/day) — rare posts.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on 3 posts in 18 days.
- 02 Dominant format – Photo (3/3 posts).
- 03 Avg post length – 420 chars (median 403).
- 04 Peak audience activity – Saturday, 11:00 MSK.
- 05 Top posts get 1x more views than the weakest (29.4K avg for top vs 29.4K for worst) – among 3 posts in 18 days. Analyze what the top has in common: topic, format, timing.

TOP 3 POSTS

Nº1 13.06 · 08:21 PHOTO ☀️ LIGHT & PRETTY SUMMER OUTFITS ⭐️ ■ 1. NIKE TECH FLEECE ZIP HOODIE NIKE BUCKET HAT STUSSY SHORTS SLIDES STONE ISLAND BAG 📷 2...	VIEWS 29 711 REPOSTS 12	REACTIONS 760 ER 51.9%
Nº2 20.06 · 13:51 PHOTO Noctua выпустила системы жидкостного охлаждения 🕶️ -Радиатор 240 мм = \$220 -Радиатор 360 мм = \$250 - Радиатор 420 мм = \$280 Все модели...	VIEWS 29 705 REPOSTS 8	REACTIONS 731 ER 51.9%
Nº3 01.07 · 15:12 PHOTO 👕 Adidas CTT 3.1 - the 2026 trend Adidas Chinese Track Top jacket blew up TikTok 🎵 after Shanghai Fashion Week. Instead of zipper...	VIEWS 28 701 REPOSTS 3	REACTIONS 988 ER 50.1%

WORST 3

↓ 13.06 · 08:21 PHOTO ☀️ LIGHT & PRETTY SUMMER OUTFITS ⭐ ■ 1. NIKE TECH FLEECE ZIP HOODIE NIKE BUCKET HAT STUSSY SHORTS SLIDES STONE ISLAND BAG ■ 2...	VIEWS 29 711 REPOSTS 12	REACTIONS 760 ER 51.9%
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SECTION 03 • SUBSCRIBER DYNAMICS

How the channel grew over the year

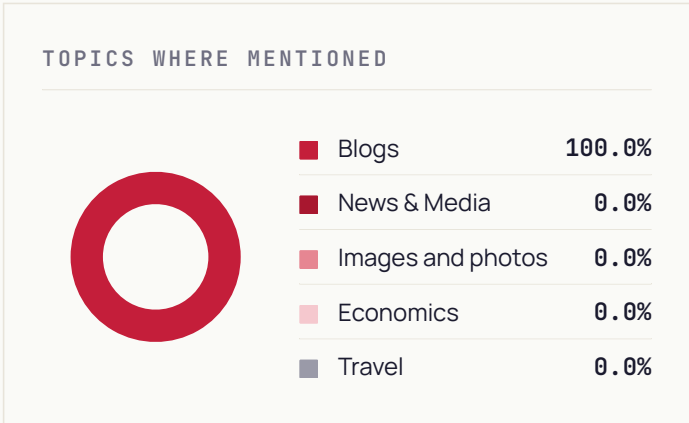
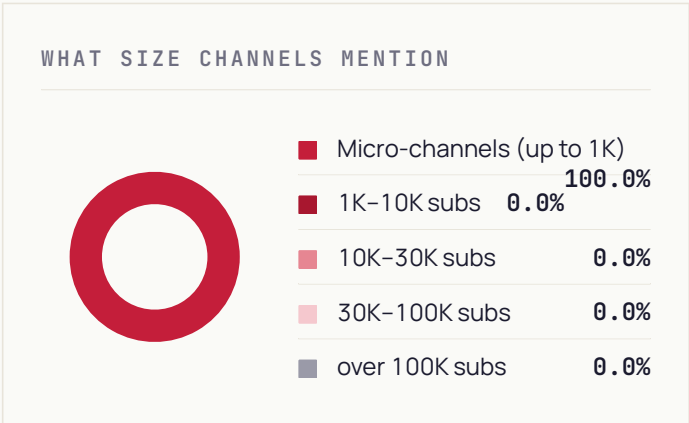
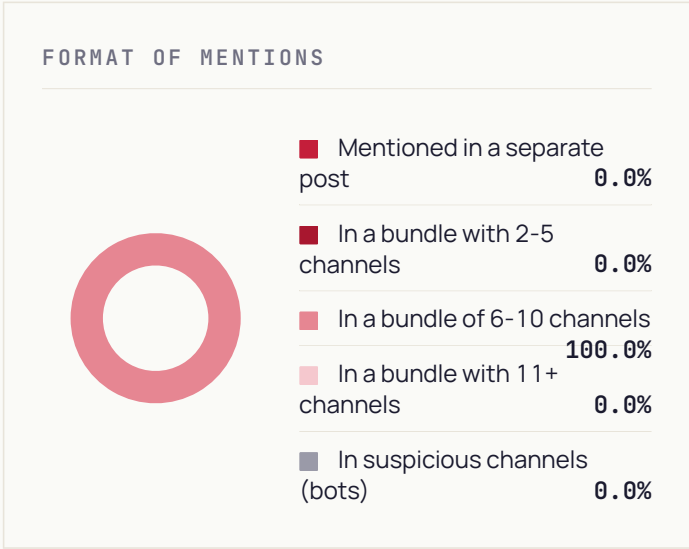
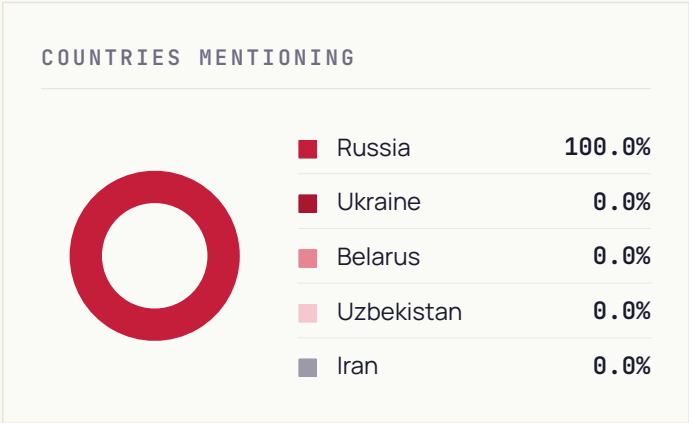
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel grew and which lost subs.



SECTION 04 · CITATIONS

Who and how mentions the channel

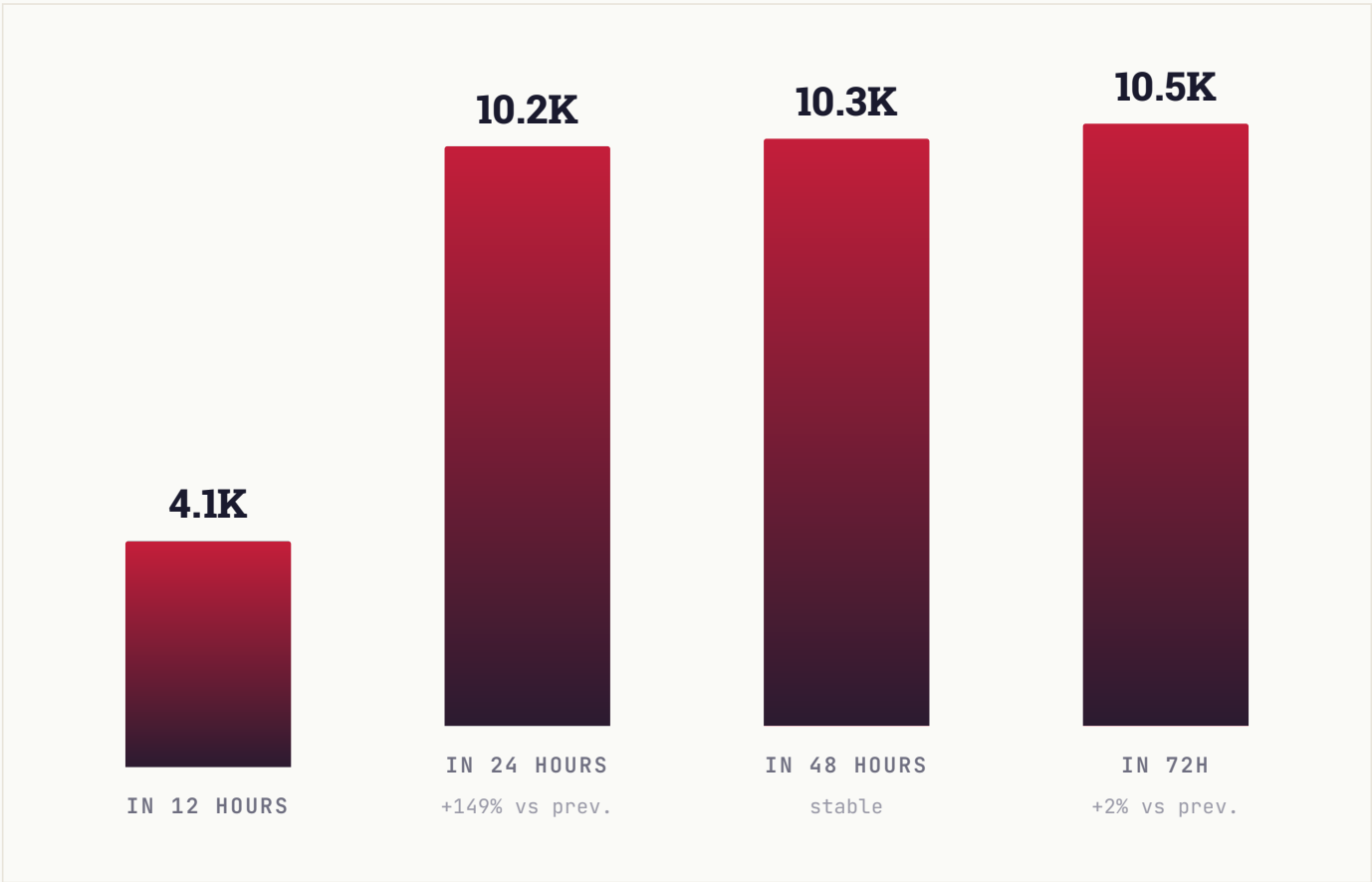
Citation index 0 – channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel 'weighs' more than from a 1K subs channel. All-time channel mentions: 1 different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post by time since publication. Helps gauge 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
SN Market discounts	1M
YM Yandex Market	1M
X- Freebie hunters - Lightning	997.5K
WS WB Sniper Finds on Wildberries Discounts Promos	922.2K
PB Po Blatu	876.1K
Z Hare Promos Discounts	874.4K
W Wildberries finds	793.3K
VI ITEMS FROM VIDEO	703.1K
AL Alpha-Profitable	558.5K
PR Poizon Royal YOU	57.2K

COMPARATIVE INSIGHT

Channel not yet outside top 94 of niche — early growth stage. Niche leader — OZON (1.1M), top-94 median: 204.2K. First goal — enter top-94 through systematic work on traffic and content.

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 **1**, they brought **13 454** new subs.

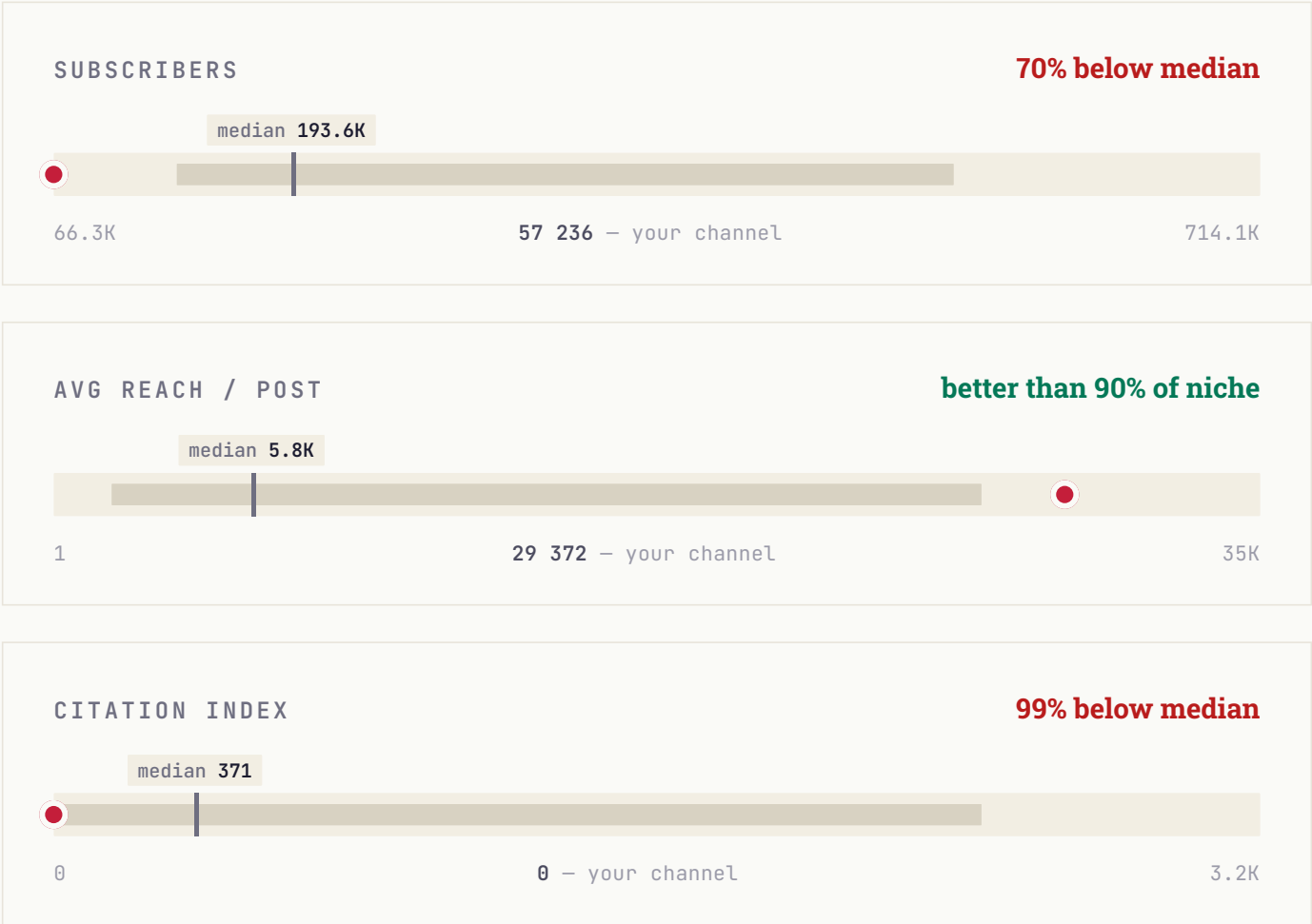
PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
January 2026	1	1	38	
December 2025	0	0	13 416	
November 2025	0	0	0	
October 2025	0	0	0	
September 2025	0	0	0	
August 2025	0	0	0	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
1	6	13 454

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category «Sales» (Russia) and compared your channel.
Gray band – range for 80% of niche channels (p10 to p90). Black vertical – median.
Red dot – your channel.



— 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

Increase posting frequency

Now 1.1 posts/week. Active channels average 7-10.
Consistency is key to retention.

EFFECT

**Consistency
beats volume**

02

Main post of the week — on Saturday

On this day at 11:00 MSK audience is most active.

EFFECT

**Best window
for an
important post**

03

Increase share of video posts

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

EFFECT

**Video holds
audience
better**

04

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**

05

Test polls & interactive formats

Posts with polls/reactions usually give +5-15% to ER.
One poll per week on a 'hot' topic — easy growth point.

EFFECT

+5-15% ER

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in minutes using 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
