

PUBLIC REPORT BY PROMTPRESS

Channel audit

TRIPS POIZON



@poizontrips

Original goods from Poizon 📦 Order @tripslava ✉ Reviews @TripsOtz
📱 App @PoizonAppTrips

SUBS

200 920

-8295 per month

ERR (% SEE POSTS)

13.0%

in 24h 4.6%

REACH/POST

26.4K

ad reach 9.3K/24h

— 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 Quote Rate

Who and how mentions the channel

05 Ad potential

How long a post generates reach

06 Competitors

Niche Neighbors · Your Place

07 Mention dynamics

6 months · monthly

08 Niche Comparison

Category rank «Sales»

09 Strategy

5 priority actions

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.

 SUBS 200 920 —	 SUB REACH 13.12% avg % subs see post	 VIEWS/POST 26.4K median 26.4K · 13 days	 POSTS/WK 1.0 over period
 7D TREND — no data for period	 REACTS/POST 2.0 only 4 reactions, 74 reposts, 0 comments	 POST LENGTH 428 chars median 428 · 13 days	 POSTS ANALYZED 2 13 days
 AD REACH 9.3K 24h avg	 CHURN / MONTH -8295 over the last month	 QUOTE RATE 0 citation index · 10 channels mentioned ever	 CHANNEL AGE 1 year 10 months created 12.08.2024

AI EDITOR SUMMARY

Channel «TRIPS POIZON» – 200 920 subs. Each post averages 26.4K people (13% of subs), reach is low – consider expanding audience. Publishes 1 posts per week (~0 per day) – rare publications.

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 SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 2 posts in 13 days.
- 02 Dominant format – Photo (2/2 posts).
- 03 Avg post length – 428 chars (median 428).
- 04 Audience peak – Wednesday, 19:00 MSK.
- 05 Top posts get 1x more views than the weakest (17.6K avg for top vs 26.4K for worst) – among 2 posts in 13 days. Worth analyzing what the top has in common – topic, format, time.

TOP 2 POSTS

Nº1 20.05 · 16:59 PHOTO Slide selection ☒ Nike Mind 001 – ultra-futuristic mules/slides from Nike, marketed as «neuroscience footwear». i...	VIEWS	REACTS
	33 435	1
	REPOSTS	ER
	68	16.6%

Nº2 03.06 · 06:02 PHOTO Hoodie selection ☒ Each print hits differently, but together they vibe: confidence, style, a bit of chaos. i Sp5der Punk V2...	VIEWS	REACTS
	19 300	3
	REPOSTS	ER
	6	9.6%

WORST 2

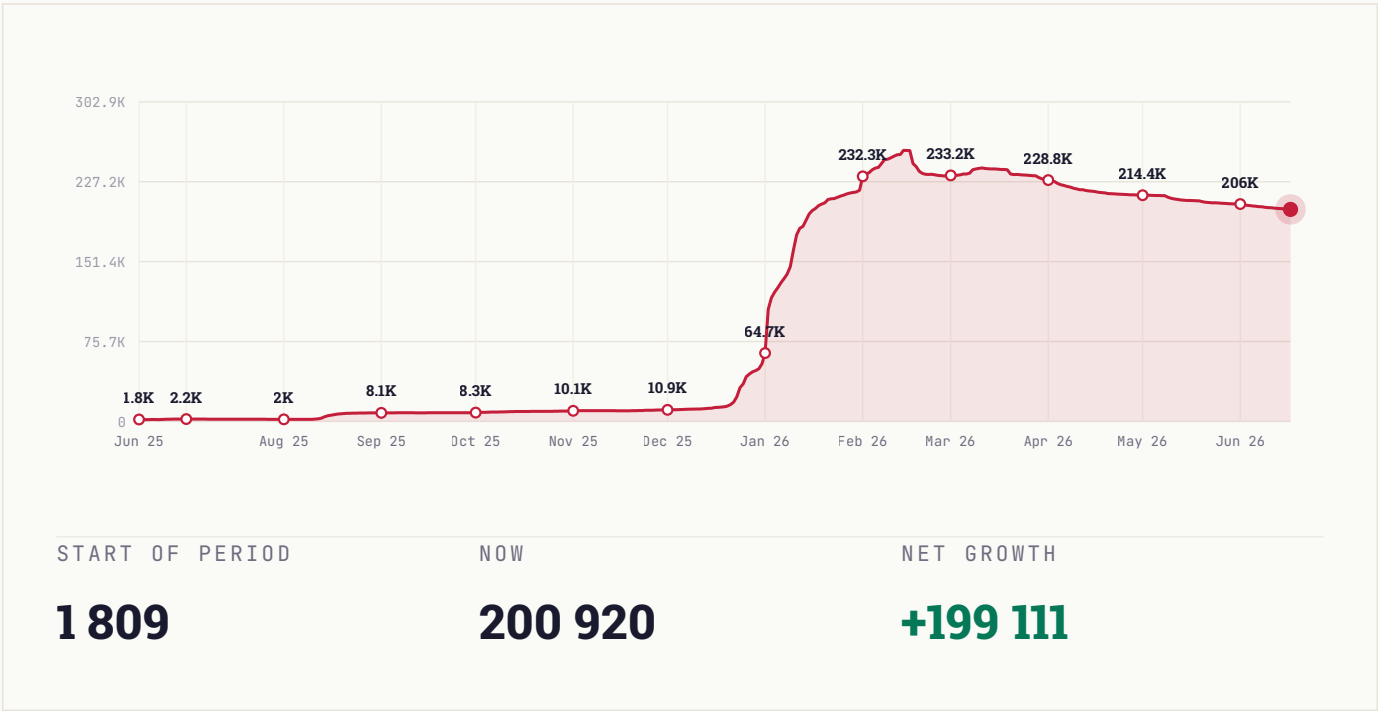
↓ 20.05 · 16:59 PHOTO Slide selection ☒ Nike Mind 001 – ultra-futuristic mules/slides from Nike, marketed as «neuroscience footwear». i...	VIEWS	REACTS
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↓ 03.06 · 06:02 PHOTO Hoodie selection ☒ Each print hits differently, but together they vibe: confidence, style, a bit of chaos. i Sp5der Punk V2...		VIEWS 19 300	REACTS 3
		REPOSTS 6	ER 9.6%

SECTION 03 • SUB GROWTH

How the channel grew over the year

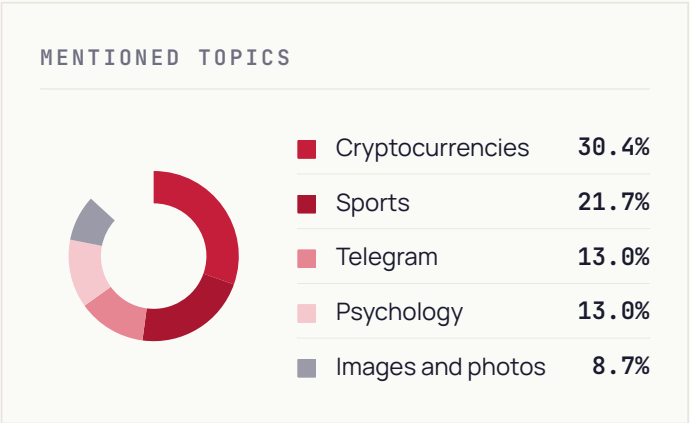
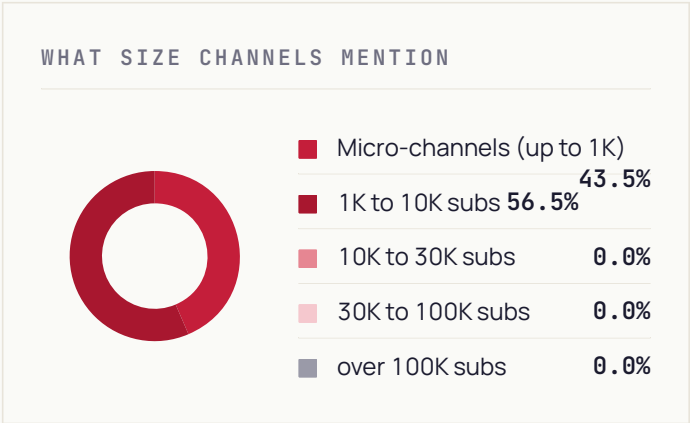
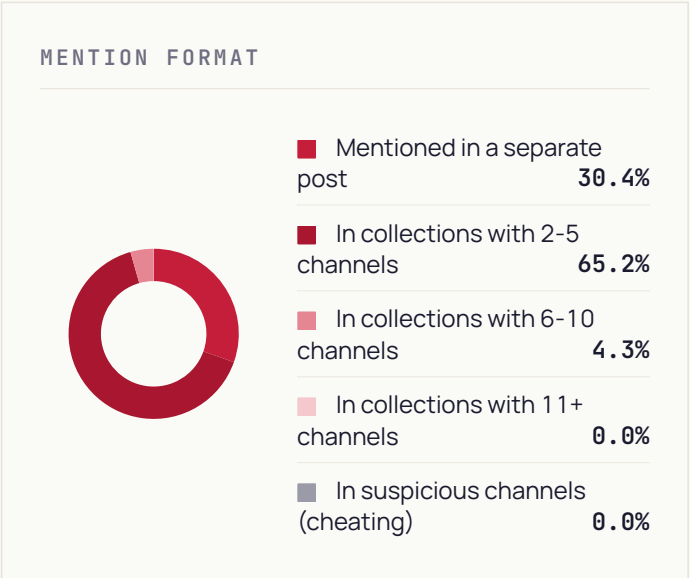
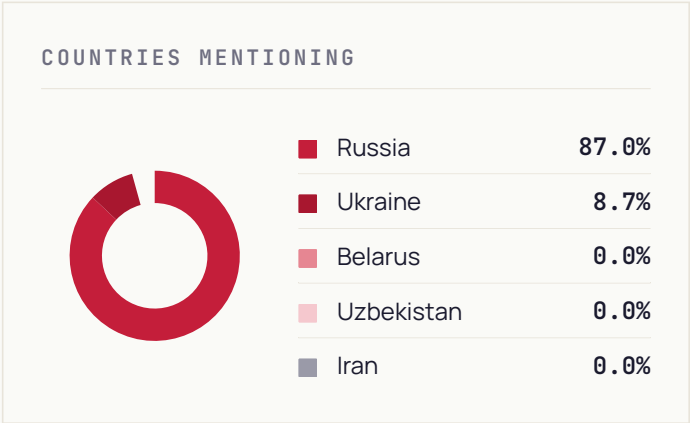
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel grew and which it lost subs.



SECTION 04 · MENTIONS

Who and how mentions the channel

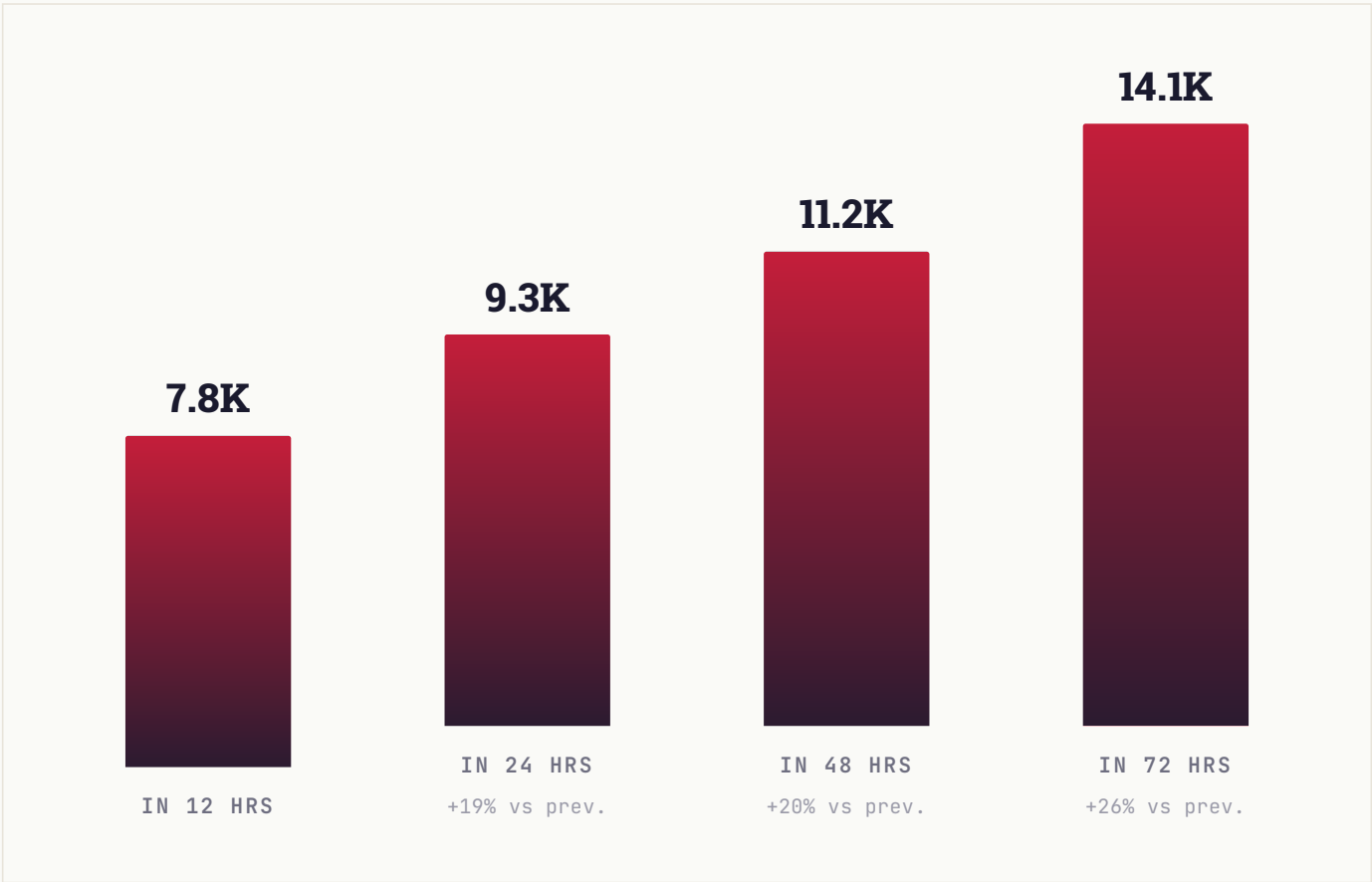
Citation index 0 – channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from 1K. All time channel was mentioned 10 different channels.



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 and audience. Your channel is highlighted — see its place among niche neighbors.

CHANNEL	SUBS
OZ OZON	1.1M
YM Yandex Market	1M
X- Freeloaders - Lightning	1M
SN Market Discounts	993.1K
WS WB Sniper Wildberries Finds Discounts Promos	932.9K
PB Po Blatu	888K
Z Hare Promos Discounts	877.5K
W Wildberries finds	799.3K
VI ITEMS FROM VIDEO	711.7K
AL Alpha-Profitable	563K
TP TRIPS POIZON YOU	200.9K

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#48 of 94). Niche median — 201.1K subs. First growth KPI — reach median. Leader: OZON (1.1M).

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Each month we record posts in other channels that mention your channel. Over the last **6 months** such mentions were **6**, they brought **53 438** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
December 2025	0	0	43 864	
November 2025	0	0	1 077	
October 2025	0	0	1 730	
September 2025	0	0	468	
August 2025	3	1	6 207	
July 2025	3	2	92	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
6	6	53 438

SECTION 08 · NICHE COMPARISON

Where channel stands in its league

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

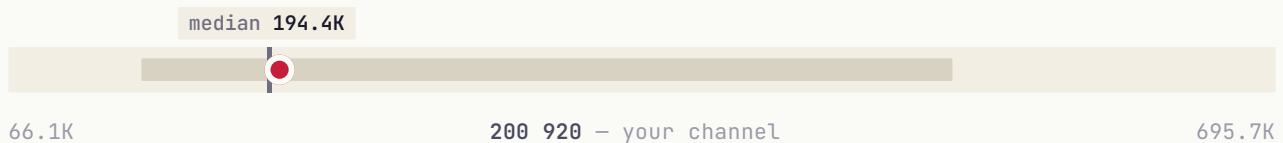
#48/100

RANK IN NICHE

Channel in top half of ranking

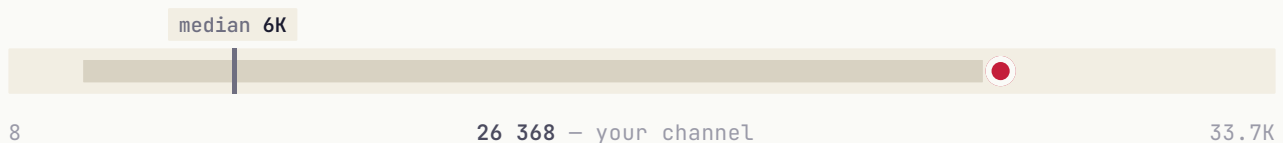
SUBS

better than 50% of niche



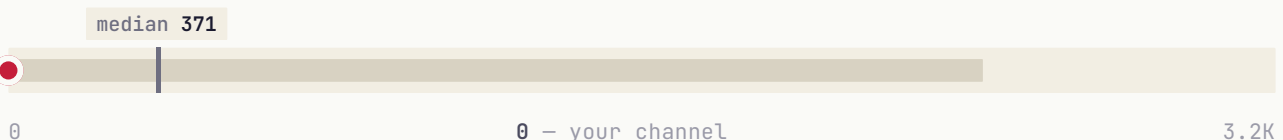
AVG REACH / POST

better than 90% of niche



CITATION INDEX

99% worse than median



— 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 1.0 posts/wk. Active channels average 7-10.
Consistency is key to retention. | EFFECT
Consistency beats volume |
| 02 | Main post of the week — on Wednesday
Audience is most active on this day at 19:00 MSK. | EFFECT
Best window for an important post |
| 03 | 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 |
| 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 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 — what we can do in a few minutes based on public data. If you 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
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02	Contact manager	t.me/PromptPress_manager
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