

PUBLIC REPORT PROMTPRESS

Channel Audit

PRODAZHNY / STORE



@prodazhnystore

All important info in pinned messages. Life channel: <https://t.me/prodazhnylive> Reviews: <https://t.me/otzvprodazhny> Contact: @prodazhnyq

SUBSCRIBERS

4 836

+161 per month

ERR (% SEE POSTS)

38.0%

daily 18.0%

REACH/POST

1.9K

ad reach 865/24h

— CONTENTS · 2026

What's inside the report

01 Channel snapshot

12 key metrics · AI summary

02 Content analysis

Top-5 posts · worst 3 · insights

03 Subscriber dynamics

Yearly growth chart

04 Citation rate

Who & how mentions the channel

05 Ad potential

How long a post generates reach

06 Competitors

Niche neighbors · your spot

07 Mention dynamics

6 months · monthly

08 Niche comparison

Position in 'Sales' category

09 Strategy

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 4 836 —	 SUBS REACH 39.63% avg % subs see post	 VIEWS/POST 1.9K median 1.9K · 29 days	 POSTS/WEEK 23.6 for period
 7D TREND -7.3% vs previous week	 REACTIONS/POST 17.9 only 1,775 reactions, 1,316 reposts, 18 comments	 POST LENGTH 70 chars median 35 · 29 days	 POSTS ANALYZED 99 29 days
 AD REACH 865 24h avg	 CHURN / MONTH +161 last month	 CITATION RATE 3 citation index · 10 channels mentioned all time	 CHANNEL AGE 2 years 5 months created 02.01.2024

AI EDITOR SUMMARY

Channel «**PRODAZHNY / STORE**» – 4 836 subs. Avg post views 1.9K people (40% from subs), good reach. Posts 24 posts/week (~3/day) – active posting. Week 1–7 Jun reach dropped -7.3% vs week 25–31 May – worth analyzing.

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 99 posts over 29 days.
- 02 Dominant format — Photo (94/99 posts).
- 03 Avg post length — 70 chars (median 35).
- 04 Audience peak — Friday, 21:00 MSK.
- 05 Strongest posts get 2x more views than the weakest (3K avg for top vs 1.6K for worst) — among 99 posts over 29 days. Worth analyzing what the top has in common — topic, format, timing.

TOP 5 POSTS

Nº1 27.05 · 15:41 PHOTO Stone Island Jeans SOLD.		VIEWS 3 041	REACTIONS 9
		REP. 8	ER 62.9%
Nº2 27.05 · 15:29 PHOTO Stone Island Nylon Cargo Pants Size: S/M Condition: minimal wear. Length: 103 cm Half hip: 33 cm Waist: 38 cm Out...		VIEWS 2 945	REACTIONS 10
		REP. 21	ER 60.9%
Nº3 08.06 · 10:53 PHOTO Stone Island Long SOLD.		VIEWS 2 941	REACTIONS 13
		REP. 11	ER 60.8%

Nº4 20.05 · 16:39 PHOTO Ma.Strum Soft Shell SOLD.	VIEWS 2 712 REP. 25	REACTIONS 13 ER 56.1%
Nº5 05.06 · 18:39 PHOTO Ma.Strum Hoodie SOLD.	VIEWS 2 494 REP. 14	REACTIONS 13 ER 51.6%

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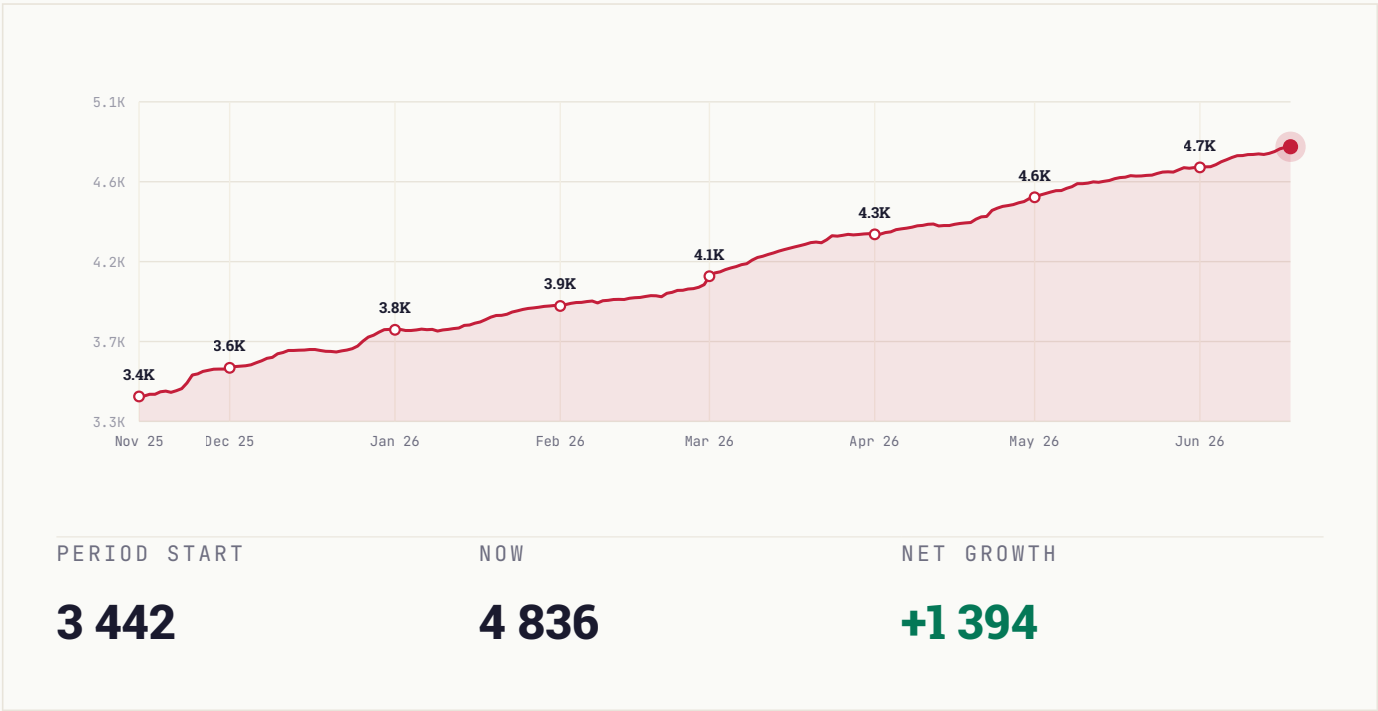
WORST 3

↓ 01.06 · 18:34 PHOTO Stone Island Sweatshirts 1/4 SOLD.	VIEWS 1 631 REP. 7	REACTIONS 14 ER 33.7%
↓ 01.06 · 18:52 PHOTO Stone Island Sweatshirts SOLD.	VIEWS 1 596 REP. 10	REACTIONS 8 ER 33.0%
↓ 01.06 · 18:24 PHOTO Stone Island Knite SOLD.	VIEWS 1 585 REP. 9	REACTIONS 17 ER 32.8%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

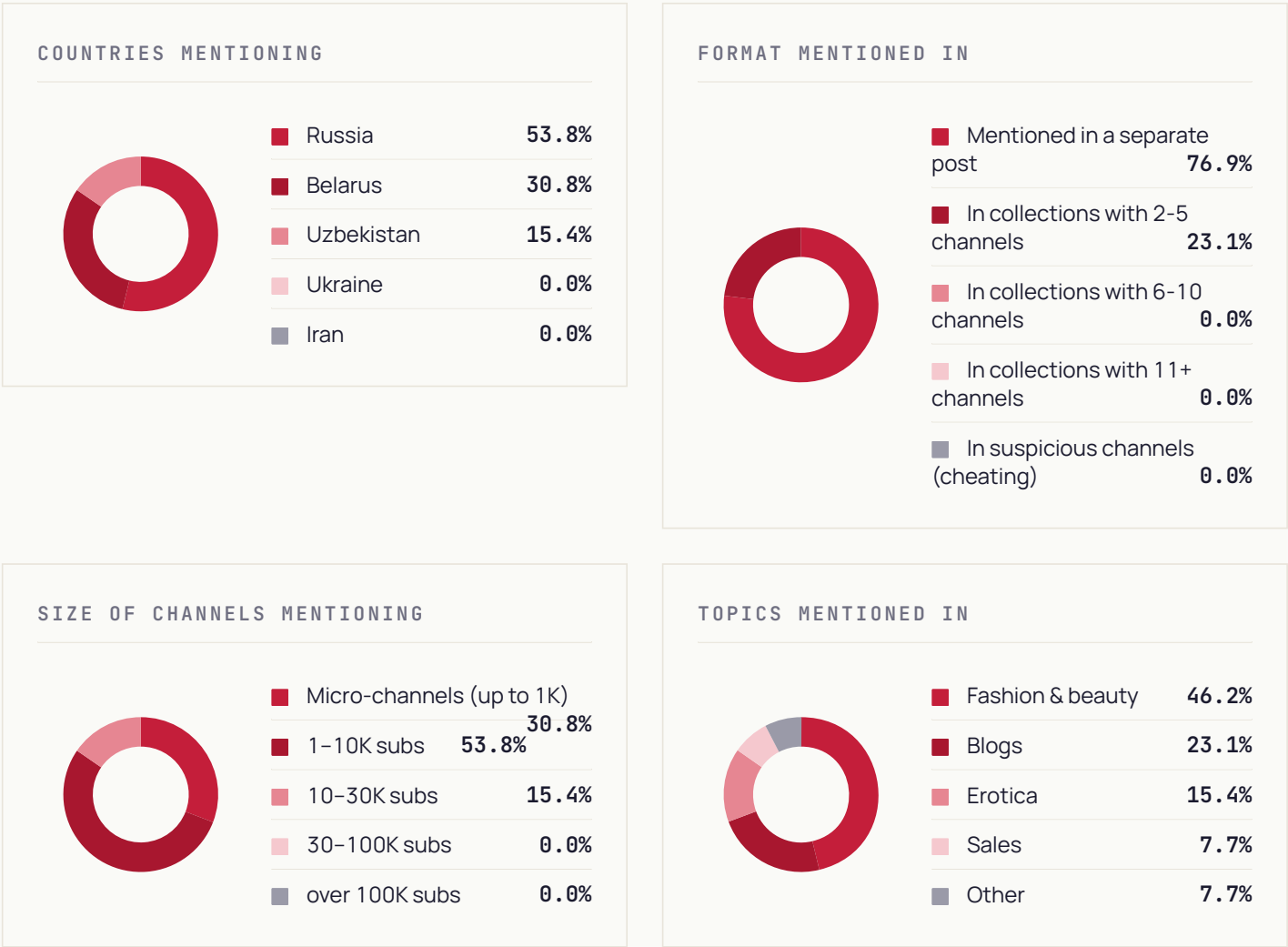
Subscriber growth chart over the year. Key months show exact subscriber count.
Shows months of growth vs. loss.



SECTION 04 · CITATIONS

Who & how mentions the channel

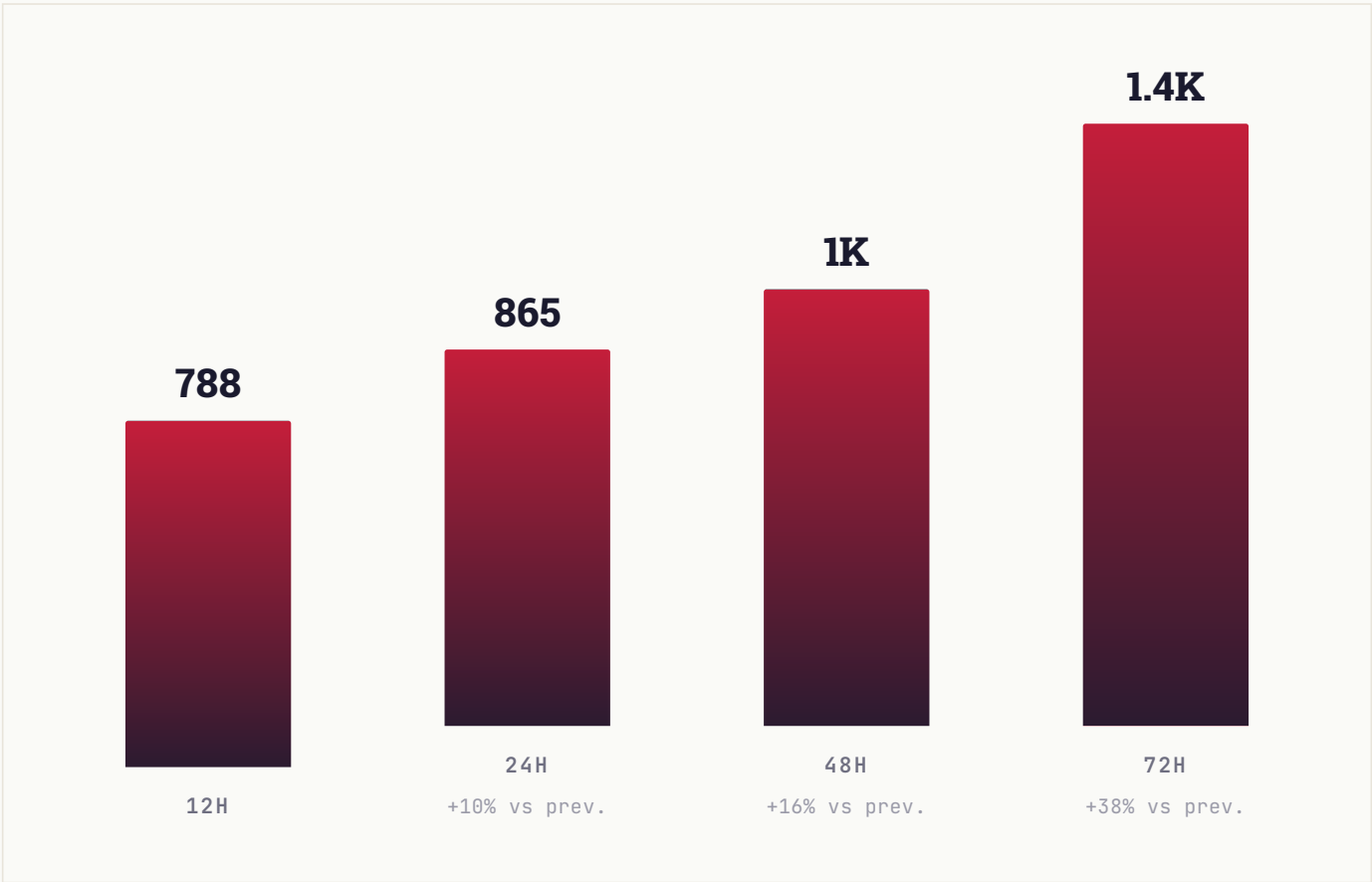
Citation index 3 – channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned 10 different channels.



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 stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Your channel highlighted — see where you stand among niche neighbors.

CHANNEL	SUBSCRIBERS
53 5 element 5element.by	105.2K
SB Belarus discounts	75.2K
F- Flatty - Apartment rental in Minsk Housing from owners	43.6K
PI Promocodes & discounts Belarus	41.4K
SI Belarus deals & new items	36.2K
H2 Finds 21vek.by	35.5K
RE Realt	32.3K
SI SMARTECH luxury tech	27.3K
K- Kupon.by – promo codes Belarus	26.3K
KO Onliner Catalog	21.5K
P/ PRODAZHNY / STORE YOU	4.8K

COMPARATIVE SUMMARY

Channel in top half of niche (#27 of 100). Niche leader — 5 element | 5element.by (105.2K), median subs 1.8K. Aim for top quartile — realistic 6-12 month horizon.

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 **9**, they brought **395** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
December 2025	2	2	235	
Nov 2025	1	1	160	
Oct 2025	5	5	0	
September 2025	0	0	0	
August 2025	1	1	0	
July 2025	0	0	0	
TOTAL MENTIONS		MONTHS OF DATA	ACQUIRED SUBS	
9		6	395	

SECTION 08 · NICHE COMPARISON

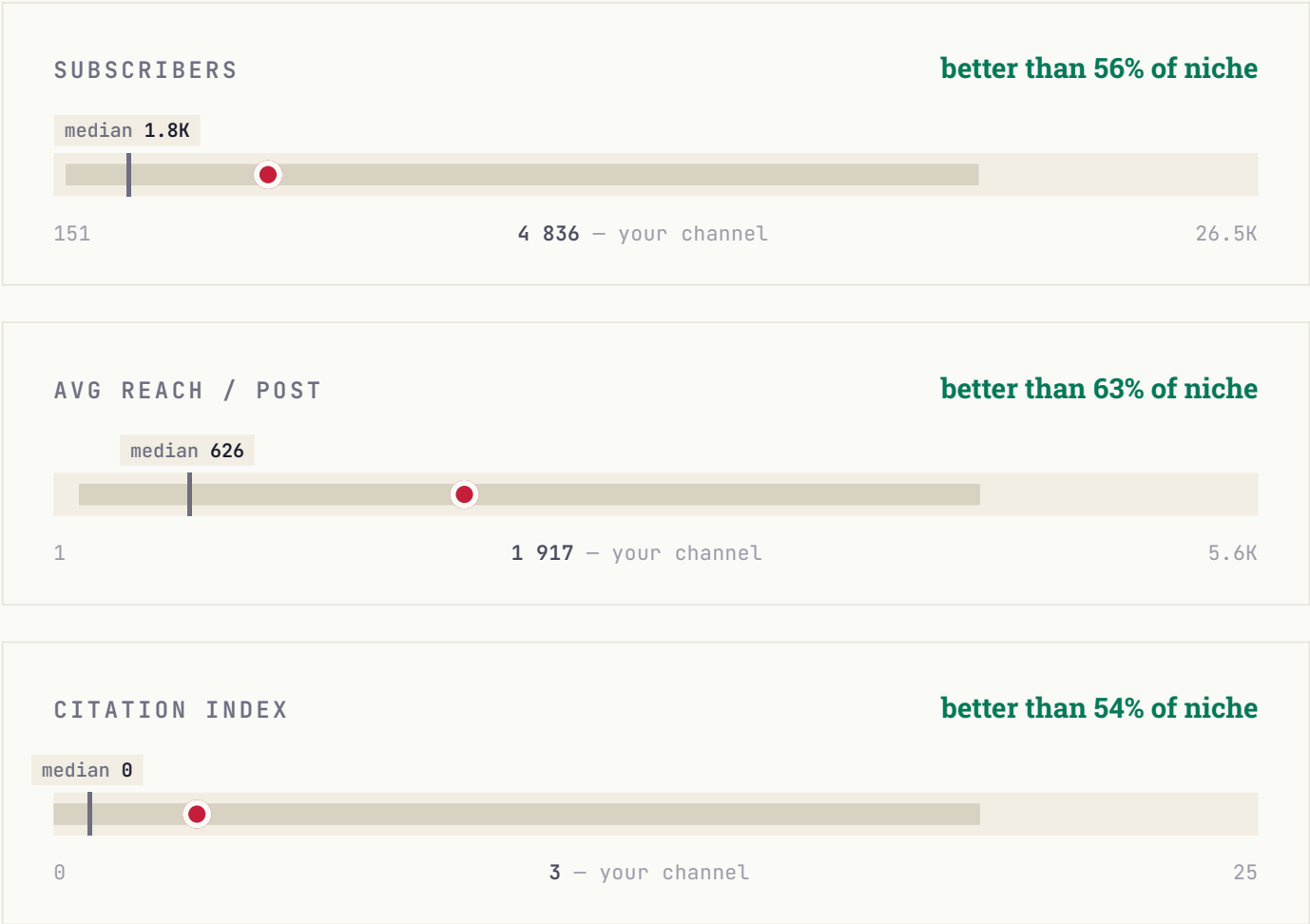
Where channel ranks in its league

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

#27 /100

POSITION IN NICHE

Channel in top half of ranking



— SECTION 09 · STRATEGY

What to do right now

5 priority actions ranked by expected impact. Check off and revisit this report in a month.

01

Top post of the week — on Friday
 Audience most active on this day at 21:00 MSK.

EFFECT
Best window for important post

02

Increase share of video posts
 Video in Telegram holds audience longer and is better perceived by the algorithm. Recommend increasing share to 15-25%.

EFFECT
Video retains audience better

03

Systematic traffic buying
 Three formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromptPress finds 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 — easy growth lever.

EFFECT
+5-15% ER

05

Cross-promo with nearby 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 this done by **PromptPress?**

This audit — what we can do in a few minutes from public data.
Want 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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