

PUBLIC REPORT BY PROMTPRESS

Channel audit

Profdiscount (Trade Union Discount)



@profdiscount

Trade Union Discount is a nationwide union loyalty program
profdiscount.com / 11 years / 3M users / 61 000 partners For any
questions call 8 (800) 222-79-02...

SUBS	ERR (% SEE POSTS)	REACH/POST
77 795	13.0%	9.5K
21.07.2026 -1010 per month	per day 3.8%	ad reach 2.9K/24h
HTTPS://PROMTPRESS.COM/AUDIT/PROFDISCOUNT		

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. The subtitle shows the period.

 SUBS 77 795 —	 SUBSCRIBER REACH 12.25% avg % of subs see post	 VIEWS/POST 9.5K median 5K · 29 days	 POSTS/WK 11.2 over period
 7D TREND +10.8% vs prev week	 REACTIONS/POST 10.8 only 506 reactions, 1,193 reposts, 0 comments	 POST LENGTH 959 chars median 1000 · 29 days	 POSTS ANALYZED 47 29 days
 AD REACH 2.9K 24h avg	 CHURN / MONTH -1010 last month	 CITATION RATE 48 citation index · 115 channels mentioned all time	 CHANNEL AGE 5 years 1 month created 04.06.2021

AI EDITOR SUMMARY

Channel «Profdiscount (Union Discount)» — 77 795 subs. Each post averages 9.5K people (12% of subs), reach is low — consider expanding audience. Publishes 11 posts per week (~2/day) — regular schedule. Week of Jul 6–12 reach grew +10.8% by week of Jun 29 – Jul 5 — positive trend.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on 47 posts over 29 days.
- 02 Dominant format – Photo (45/47 posts).
- 03 Avg post length – 959 chars (median 1000).
- 04 Peak audience activity – Sunday, 08:00 MSK.
- 05 Top posts get 8× more views than the weakest (25.9K avg for top vs 3.2K for worst) – among 47 posts in 29 days. Worth analyzing what the top has in common – topic, format, timing.

TOP 5 POSTS

Nº1 21.06 · 05:35 PHOTO  Congratulations to all involved on your professional holiday – Medical Worker's Day! 🌸 On this beautiful June day, accept...	VIEWS 27 312 REACTIONS 42 REPOSTS 21 ER 35.1%
Nº2 26.06 · 14:01 PHOTO  Friends! Join a tour to the Caucasus for 4 days / 3 nights!  Dates: weekly on Tuesdays from Mar 31 to Nov 24, 2026. ...	VIEWS 25 733 REACTIONS 14 REPOSTS 106 ER 33.1%
Nº3 28.06 · 05:07 PHOTO  Friends! Join a guided tour to Kaliningrad for 5 days / 4 nights!  Dates: weekly on Wednesdays from Jun 24 to Oct 21, 2026...	VIEWS 24 580 REACTIONS 23 REPOSTS 102 ER 31.6%

Nº4 29.06 • 05:07 PHOTO  Congratulations to all involved on your professional holiday – Shipbuilder's Day! Your profession is a true art, where...	VIEWS 23 261 REACTIONS 18 REPOSTS 11 ER 29.9%
Nº5 05.07 • 05:07 PHOTO  Happy Maritime and River Fleet Workers' Day! Wishing you fair winds, calm seas, a reliable crew, good health, and new...	VIEWS 21 818 REACTIONS 11 REPOSTS 17 ER 28.0%

WORST 3

↓ 17.07 • 05:07 PHOTO  DISCOUNT AT LENTA STORES up to 15% for union members and their families in JULY!  10% OFF ON PURCHASES OF 1500 RUBLES OR MORE WITH MULTI-USE...	VIEWS 3 297 REACTIONS 6 REPOSTS 12 ER 4.2%
↓ 17.07 • 14:02 PHOTO      Friends! Event tickets at 20% off!  Concert "Sonus Orchestra. Harry Potter"  Holders of the "Discount Card of the Member...	VIEWS 3 162 REACTIONS 4 REPOSTS 4 ER 4.1%
↓ 17.07 • 17:37 VIDEO  Congratulations to the contest winner!  The lucky winner of a 3-person trip to the "Sail" hotel (Sochi) for 6 days / 5 nights is...	VIEWS 3 070 REACTIONS 13 REPOSTS 4 ER 3.9%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

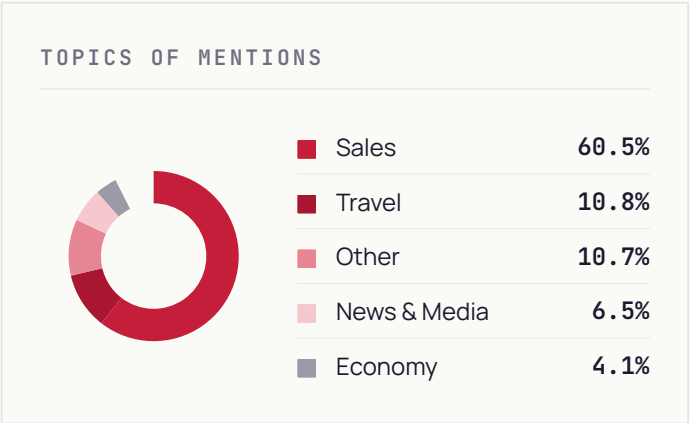
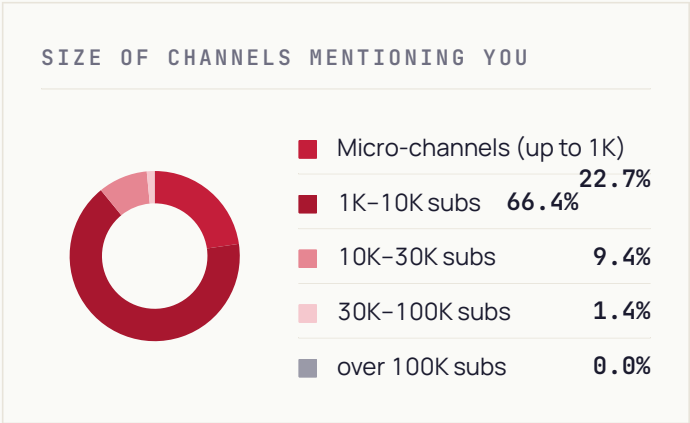
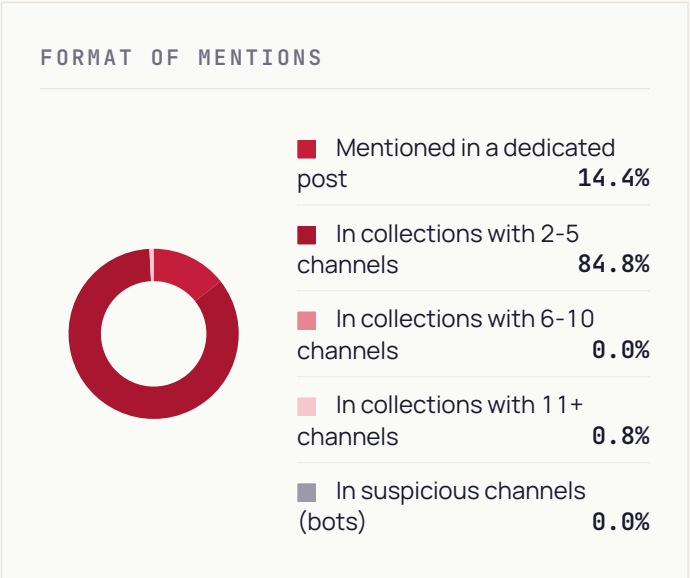
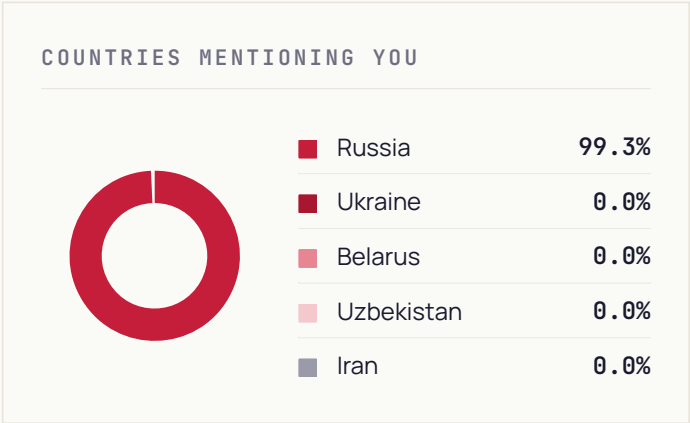
Subscriber growth chart for the year. Key months show exact subs. See which months grew or lost subs.



SECTION 04 · MENTIONS

Who & how mentions the channel

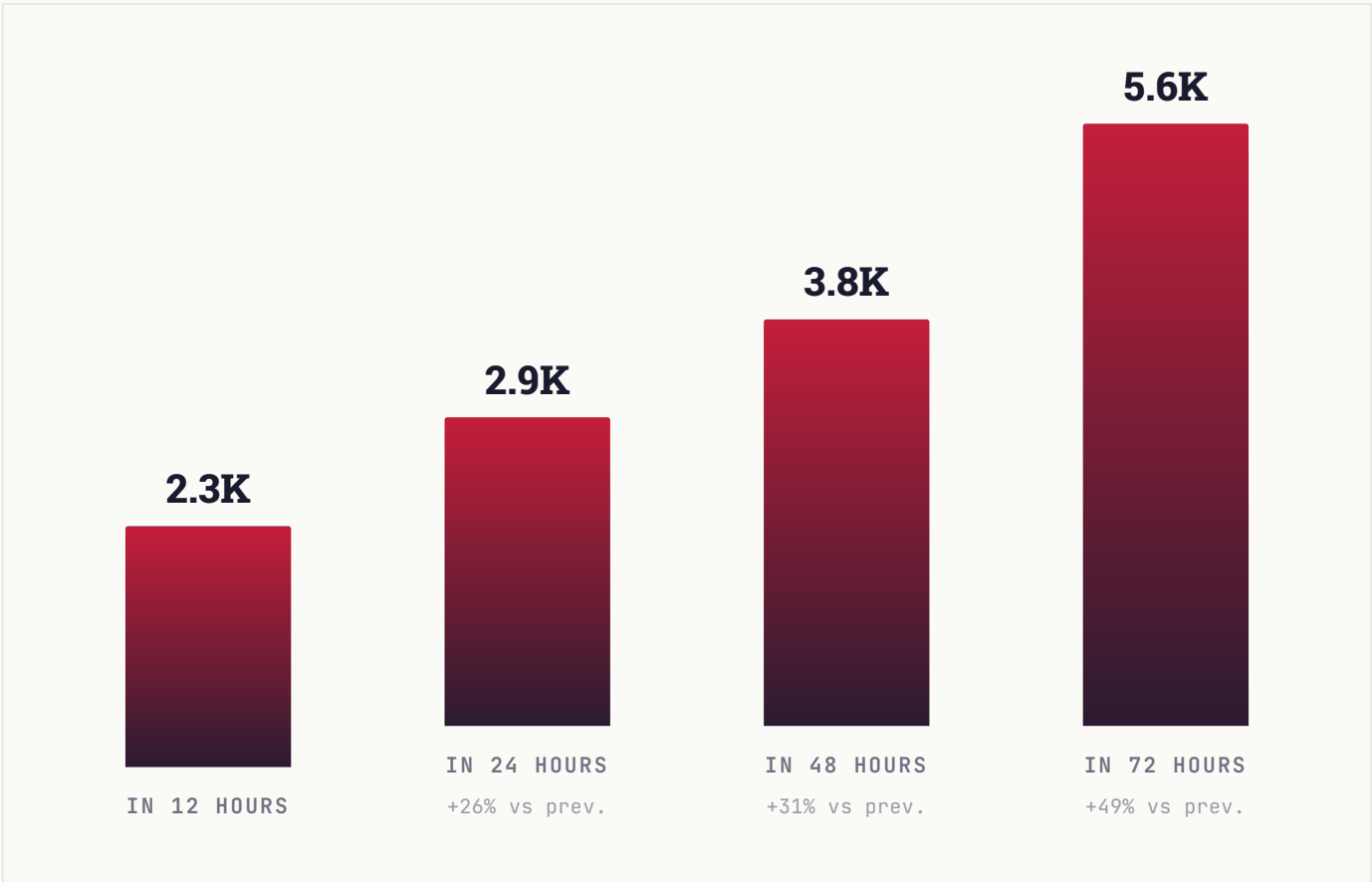
Citation index **48** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **115** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of an ad post over time since publication. Helps estimate how long a placement should «live».



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBS
O2 Offerzone 2.	5.8M
OF Offerzone	4.1M
OF Offerzone	1.2M
O3 Offerzone 3.	3.4M
DE Dealdost	3.1M
O4 Offerzone 4.	2.4M
G- GrowDealz - Shopping Deals & Offers	2.2M
AL AliBaba Loot Deals	2.2M
PD Premium Deals	1.5M
SQ Shoppers Quest	1.3M
P(Profdiscount (Trade Union Discount) YOU	77.8K

COMPARATIVE INSIGHT

Channel is still outside niche top 95 — early growth stage. Niche leader — Offerzone 2. (5.8M), top-95 median: 407.3K. First goal: enter top-95 via systematic traffic & content work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Each month we track posts in other channels that mention yours. Over the last **6 months** such mentions were **238**, they brought **28 631** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
Jan 2026	1	1	235	
Dec 2025	1	1	0	
Nov 2025	33	31	10 822	
Oct 2025	93	40	9 349	
September 2025	56	31	4 710	
August 2025	54	27	3 515	
TOTAL MENTIONS		MONTHS OF DATA	ACQUIRED SUBS	
238		6	28 631	

SECTION 08 · NICHE COMPARISON

Where the channel ranks in its league

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



— SECTION 09 · STRATEGY

What to do right now

5 priority actions sorted by expected impact. Check off and revisit next month.

- 01

Top post of the week — on Sunday

Audience most active on this day at 08:00 MSK.

EFFECT

Best window for an important post
- 02

Increase video post share

Video in Telegram holds audience longer & is favored by the algorithm. Aim for 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 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 — easy growth lever.

EFFECT

+5-15% ER
- 05

Cross-promo with neighboring channels

Swap posts with same-segment channels once a quarter. No need daily — 2-3 collabs give relevant growth.

EFFECT

Growth from relevant audience

★ WHAT'S NEXT

Want us to do this **PromptPress?**

This audit — what we can do in minutes using public data. Want to go further — run ads through us and hit your growth target in a month.

01 **Launch ads on
Telegram**

<https://panel.promptpress.com/register>

02 **Contact manager**

t.me/PromptPress_manager
