

— PUBLIC REPORT BY PROMTPRESS

Channel audit

Mir payment system



@promomir

Welcome to the official community of the Mir payment system!
www.vamprivet.ru Registered with Roskomnadzor:...

SUBS

166 325

-1261 per month

ERR (% SEE POSTS)

8.0%

per day 3.7%

REACH/POST

12.8K

ad reach 6.1K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card – a separate channel health indicator. Subtitle shows the period it covers.

 SUBS 166 325 —	 SUBSCRIBER REACH 7.69% avg % subs see post	 VIEWS/POST 12.8K median 12K · 26 days	 POSTS/WEEK 7.7 over period
 7D TREND -32.4% vs previous week	 REACTIONS/POST 48.3 total 1,402 reactions, 617 reposts, 0 comments	 POST LENGTH 435 chars median 361 · 26 days	 POSTS ANALYZED 29 26 days
 AD REACH 6.1K 24h average	 CHURN / MONTH -1261 last month	 CITATION RATE 99 citation index · 270 channels mentioned all time	 CHANNEL AGE 5 years 6 months created 09.12.2020

AI EDITOR SUMMARY

Channel «Mir Payment System» – 166 325 subs. Each post averages 12.8K people (8% from subs), reach is low – need to expand audience. Publishes 8 posts per week (~1/day) – regular schedule. For week Jun 1–7, reach dropped by -32.4% By week of May 25–31 – worth analyzing reasons.

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 **29** posts over 26 days.
- 02 Dominant format – **Photo** (17/29 posts).
- 03 Avg post length – **435** chars (median 361).
- 04 Peak audience activity – **Wednesday**, 13:00 MSK.
- 05 Top posts get **2x** more views than the weakest (23.5K avg for top vs 10.1K for worst) – among 29 posts in 26 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

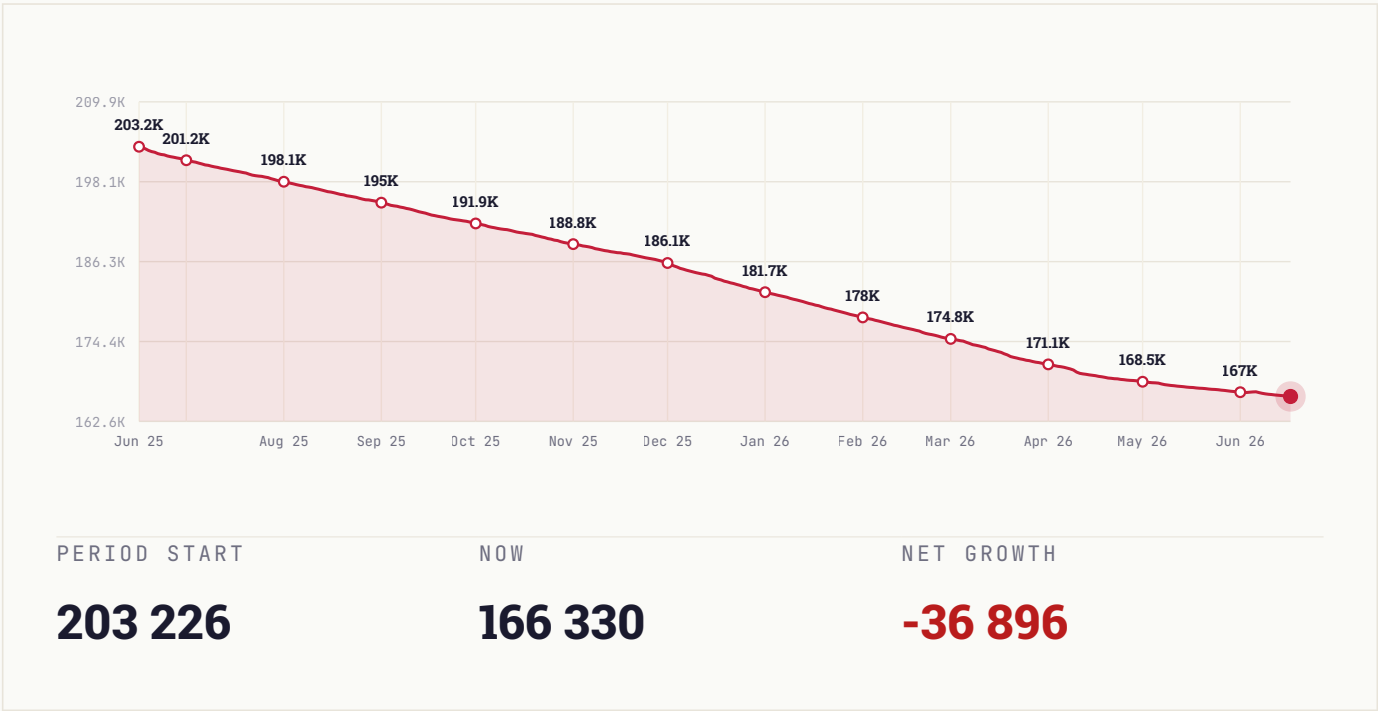
Nº1 10.06 · 10:23 VIDEO World Cup is great, but we know which football you miss most ♥ While RPL teams prepare for the new...	VIEWS 29 650 REPOSTS 7	REACTIONS 34 ER 17.8%
Nº2 22.05 · 10:31 PHOTO Vacation loading: ██████████□□ Everyone has their own idea of the perfect vacation: some want to spend the whole day on excursions and...	VIEWS 21 013 REPOSTS 6	REACTIONS 42 ER 12.6%
Nº3 29.05 · 10:54 PHOTO How will you pay? Boy: card Man: premium Mir Supreme card Upgrade your comfort with real...	VIEWS 19 978 REPOSTS 13	REACTIONS 63 ER 12.0%

Nº4 27.05 • 16:23 VIDEO A post for those already missing Mir RPL ♥ Last matchday we went to CSKA - Lokomotiv. Chatted with fans, said goodbye to...	VIEWS 17 411 REPOSTS 8 REACTIONS 50 ER 10.5%
Nº5 22.05 • 09:23 TEXT ✉ We received this letter from a subscriber: STATEMENT Please grant me annual leave due to the following...	VIEWS 16 369 REPOSTS 15 REACTIONS 67 ER 9.8%
WORST 3	
↓ 03.06 • 14:02 TEXT (post without caption – text)	VIEWS 10 385 REPOSTS 7 REACTIONS 30 ER 6.2%
↓ 03.06 • 14:12 TEXT We're raffling five PMEƒ delegate figurines among our VK community subs. Check it out if you want one. And...	VIEWS 9 974 REPOSTS 3 REACTIONS 46 ER 6.0%
↓ 12.06 • 07:33 PHOTO Russia is thousands of cities, traditions and stories that unite us. We discover it in different ways: meet people, try dishes...	VIEWS 9 849 REPOSTS 1 REACTIONS 52 ER 5.9%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

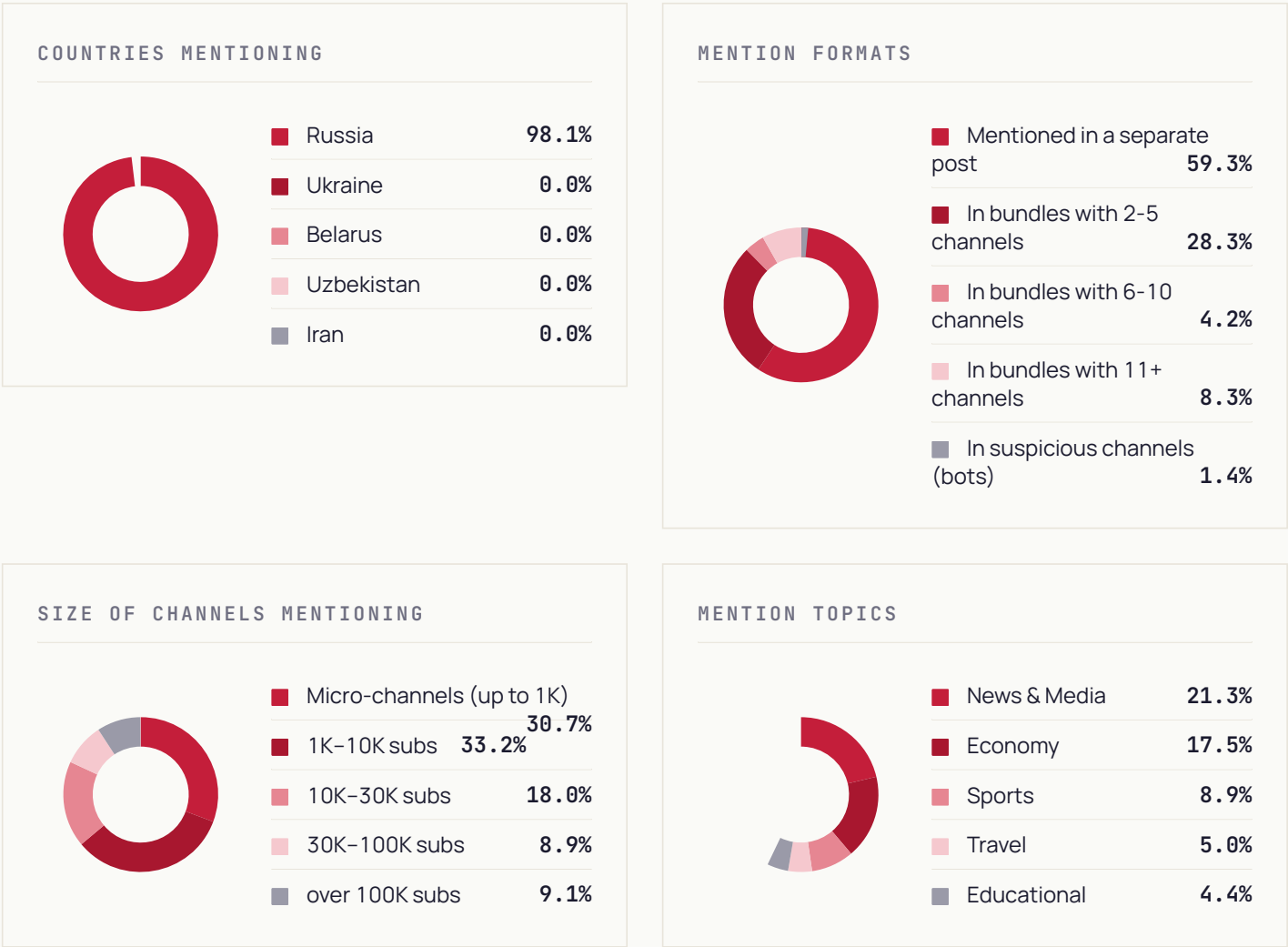
Subscriber growth chart for the year. Key months show exact sub count. See which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

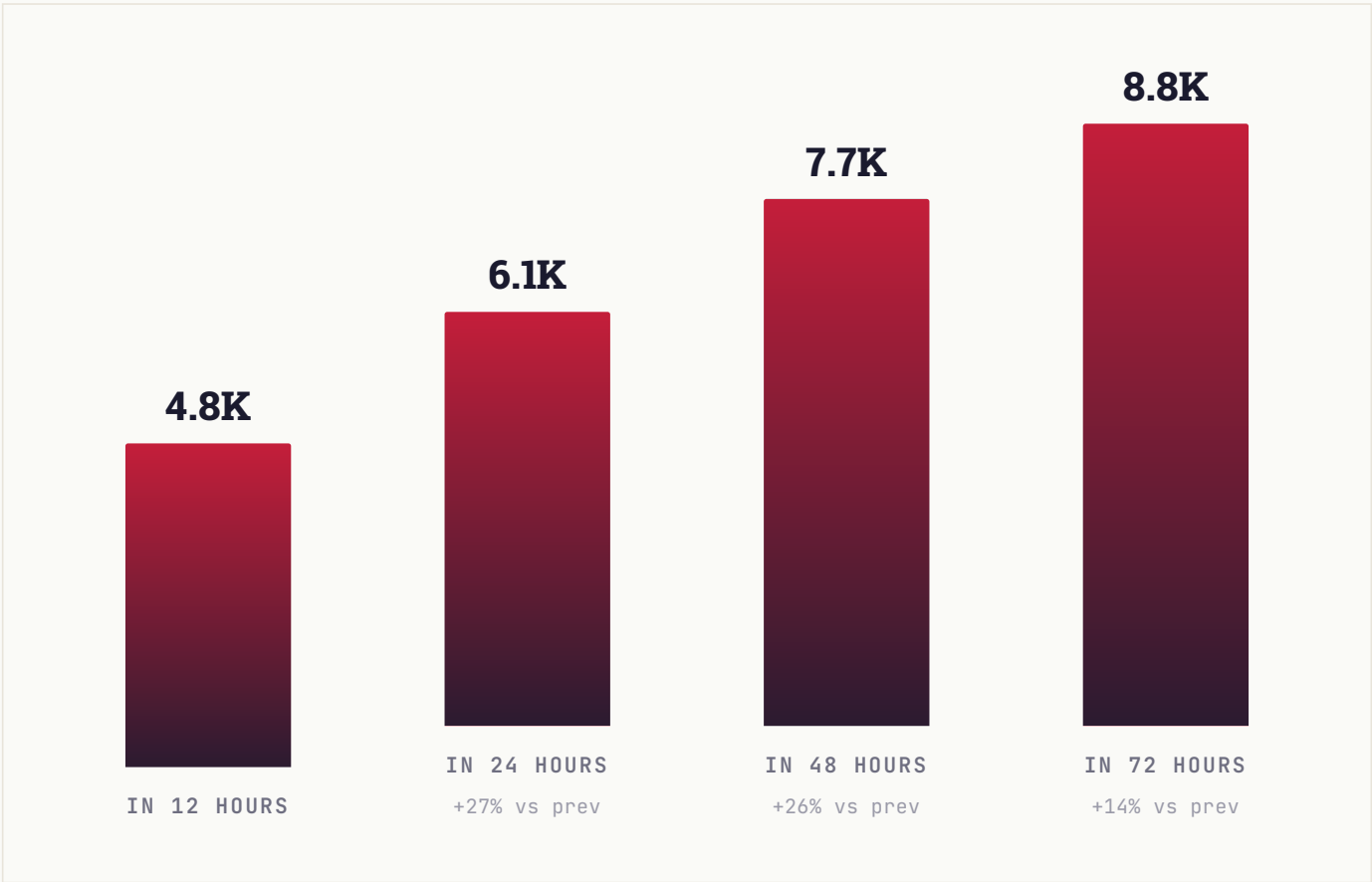
Citation index **99** – channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from 1K subs. All time channel mentioned **270** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

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



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBS
OZ OZON	1.1M
YaM Yandex Market	1M
X- Freeloaders - Lightning	1M
SN Market discounts	993.1K
WS WB Sniper Wildberries Finds Discounts Deals	932.9K
PB By Blat	888K
Z Hare Promos Discounts	877.5K
W Wildberries finds	799.3K
VI ITEMS FROM VIDEO	711.7K
AL Alfa-Profitable	563K
PS Mir payment system YOU	166.3K

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#61 of 94). Niche median — 201.1K subs. First growth KPI — reach median. Leader: OZON (1.1M).

— SECTION 07 • NICHE COMPARISON

Where channel stands in its league

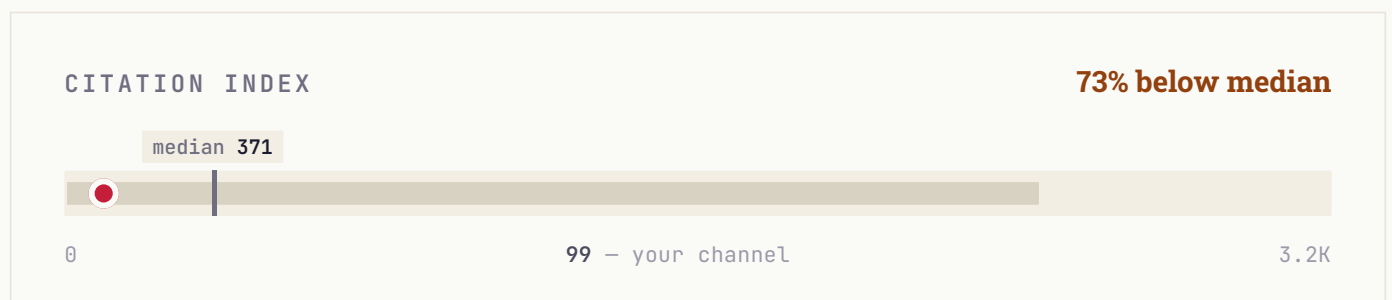
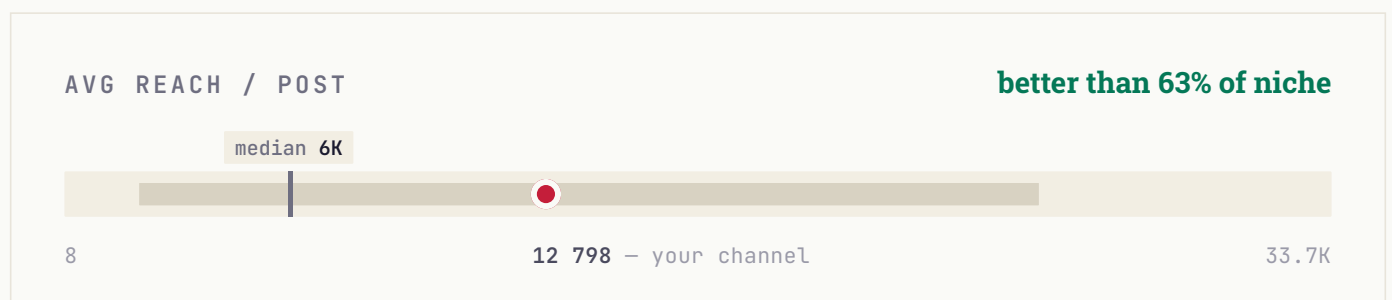
Took top-**100** channels in category "**Sales**» (Russia) and compared your channel.
 Gray band — range for 80% of niche channels (p10 to p90). Black vertical — median.
 Red dot — your channel.

#61

/100

RANK IN NICHE

Channel in bottom half of ranking



— SECTION 08 · STRATEGY

What to do right now

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

- 01

Main post of the week — on Wednesday
 Audience most active on this day at 13:00 MSK.

EFFECT
Best window for an important post
- 02

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
- 03

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
- 04

Cross-promo with neighboring channels
 Swap posts quarterly with channels in the same segment. No need daily — 2-3 collabs give relevant growth.

EFFECT
Growth from relevant audience
- 05

Update channel description for Telegram search
 Telegram search scans descriptions. Add 3-5 niche keywords — organic traffic source.

EFFECT
Organic traffic source

★ WHAT'S NEXT

Want us to do this **PromptPress?**

This audit is what we can do in minutes using public data. Want to go further? Run ads with us and hit 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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