

PUBLIC PROMTPRESS REPORT

Channel audit

Retail without change



@retail_bez

All about retail, marketplaces & e-commerce. Ads: @alfapolo,
@Alivian Manager: @Spiral_Yuri Channel link: @retail_bez RKN:
<https://rkn.link/nfB>

SUBSCRIBERS

90 165

-2088 per month

ERR (% WHO SEE
POSTS)

3.0%

per day 1.6%

REACH/POST

2.2K

ad reach 1.4K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 90 165 —	 SUBSCRIBER REACH 2.48% avg % subs see post	 VIEWS/POST 2.2K median 2.3K · 29 days	 POSTS/WEEK 49.4 for period
 7D TREND -12.7% vs previous week	 REACTIONS/POST 18.2 total 3,795 reactions, 2,483 reposts, 0 comments	 POST LENGTH 279 chars median 134 · 29 days	 POSTS ANALYZED 208 29 days
 AD REACH 1.4K avg over 24h	 CHURN / MONTH -2088 last month	 CITATION RATE 902 citation index · 1,780 channels mentioned all time	 CHANNEL AGE 3 years 7 months created 02.11.2022

AI EDITOR SUMMARY

Channel «Retail Without Change» – 90 165 subs. Each post averages 2.2K people (2% from subs), reach is low – need to grow audience. Publishes 49 posts per week (~7/day) – active publishing. For week of Jun 1–7, reach dropped -12.7% to week of May 25–31 – worth analyzing reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement & underperformers — to see what to repeat and what to drop.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **208** posts in 29 days.
- 02 Dominant format — **Photo** (130/208 posts).
- 03 Avg post length — **279** chars (median 134).
- 04 Audience peak activity — **Sunday**, 10:00 MSK.
- 05 Top posts get **2x** more views than the weakest (2.9K avg top vs 1.7K worst) — among 208 posts in 29 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 23.05 · 13:19 VIDEO Shoppers found an unexpected use for grocery store and marketplace bags. Take note!	VIEWS 2 973 REP. 11	REACTIONS 18 ER 3.3%
Nº2 24.05 · 07:03 PHOTO I'm 37, single Shopaholics started using marketplace reviews to find their soulmates.	VIEWS 2 949 REP. 20	REACTIONS 49 ER 3.3%
Nº3 23.05 · 11:19 PHOTO iPhone 17 Pro hits record low — snag it for just 85,000 rubles. Lowest price since launch.	VIEWS 2 900 REP. 26	REACTIONS 15 ER 3.2%

Nº4 30.05 · 17:20 VIDEO Nothing unusual – just birds flew into a grocery store to enjoy their favorite treats.	VIEWS 2 887 REP. 11	REACTIONS 26 ER 3.2%
Nº5 15.05 · 12:40 PHOTO Fix Price now an alcohol store – they've stocked soju, vodka, whiskey and other booze. Strong drinks are several times cheaper than in...	VIEWS 2 863 REP. 82	REACTIONS 26 ER 3.2%

|

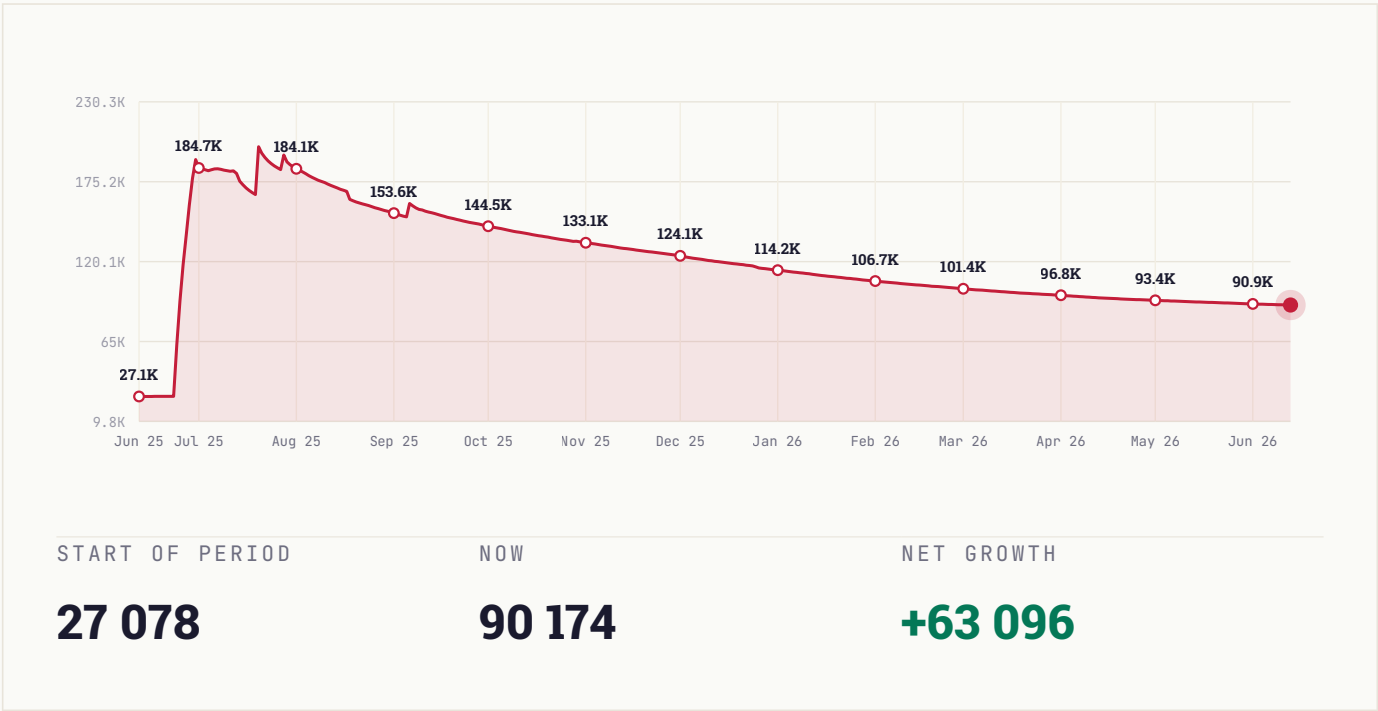
WORST 3

↓ 09.06 · 08:12 PHOTO Ozon may start selling meds via pickup points and create its own pharmacy chain, reports Izvestia. The company has already...	VIEWS 1 723 REP. 9	REACTIONS 18 ER 1.9%
↓ 08.06 · 10:16 PHOTO Salaries in tourism & catering rose 25% YoY in Q1, significantly above the national average...	VIEWS 1 683 REP. 2	REACTIONS — ER 1.9%
↓ 09.06 · 07:43 PHOTO Pickup point employee already eyeing the shopaholic who placed this order...	VIEWS 1 654 REP. 11	REACTIONS 5 ER 1.8%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

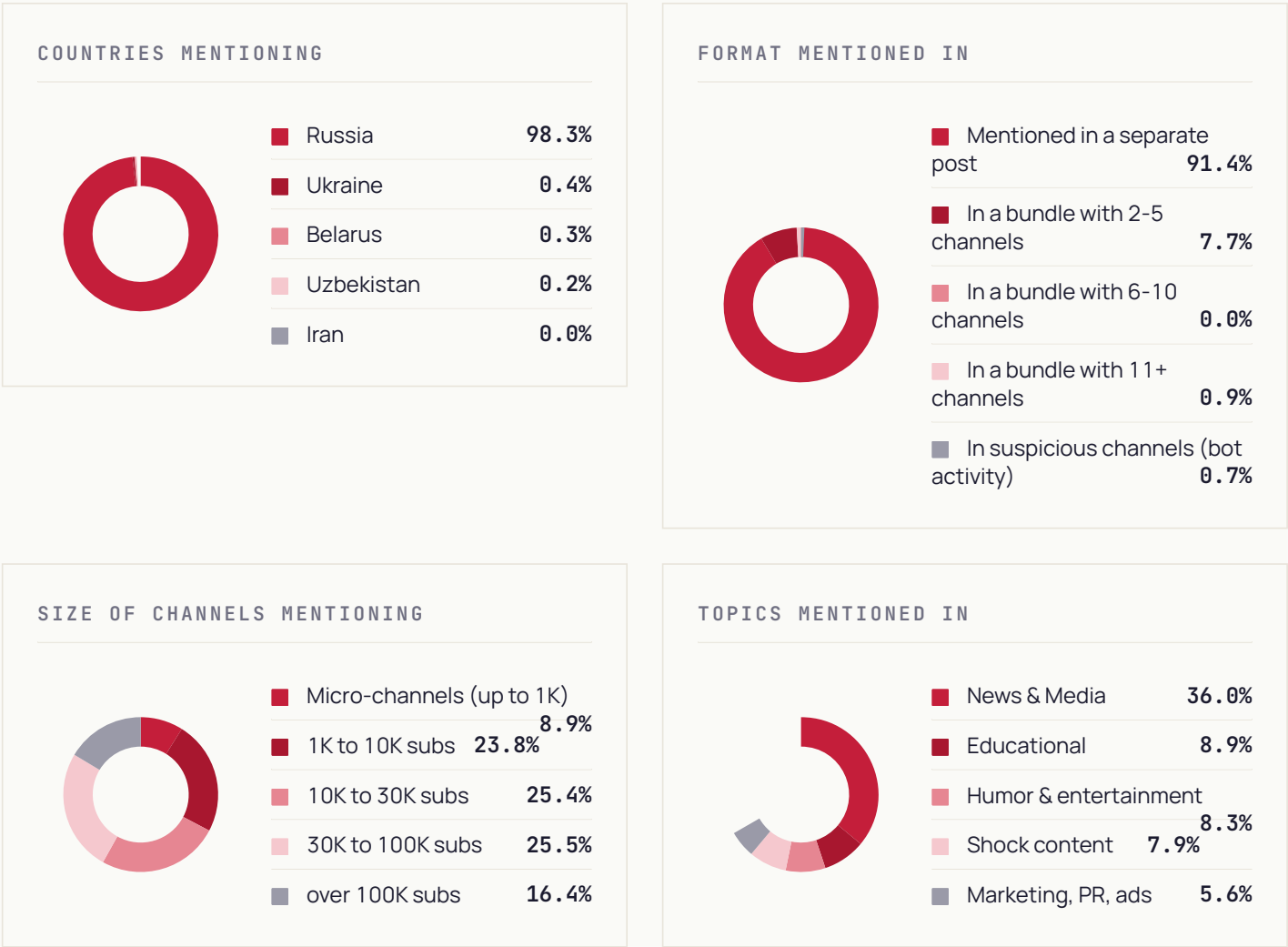
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth vs. loss.



SECTION 04 · MENTIONS

Who mentions the channel and how

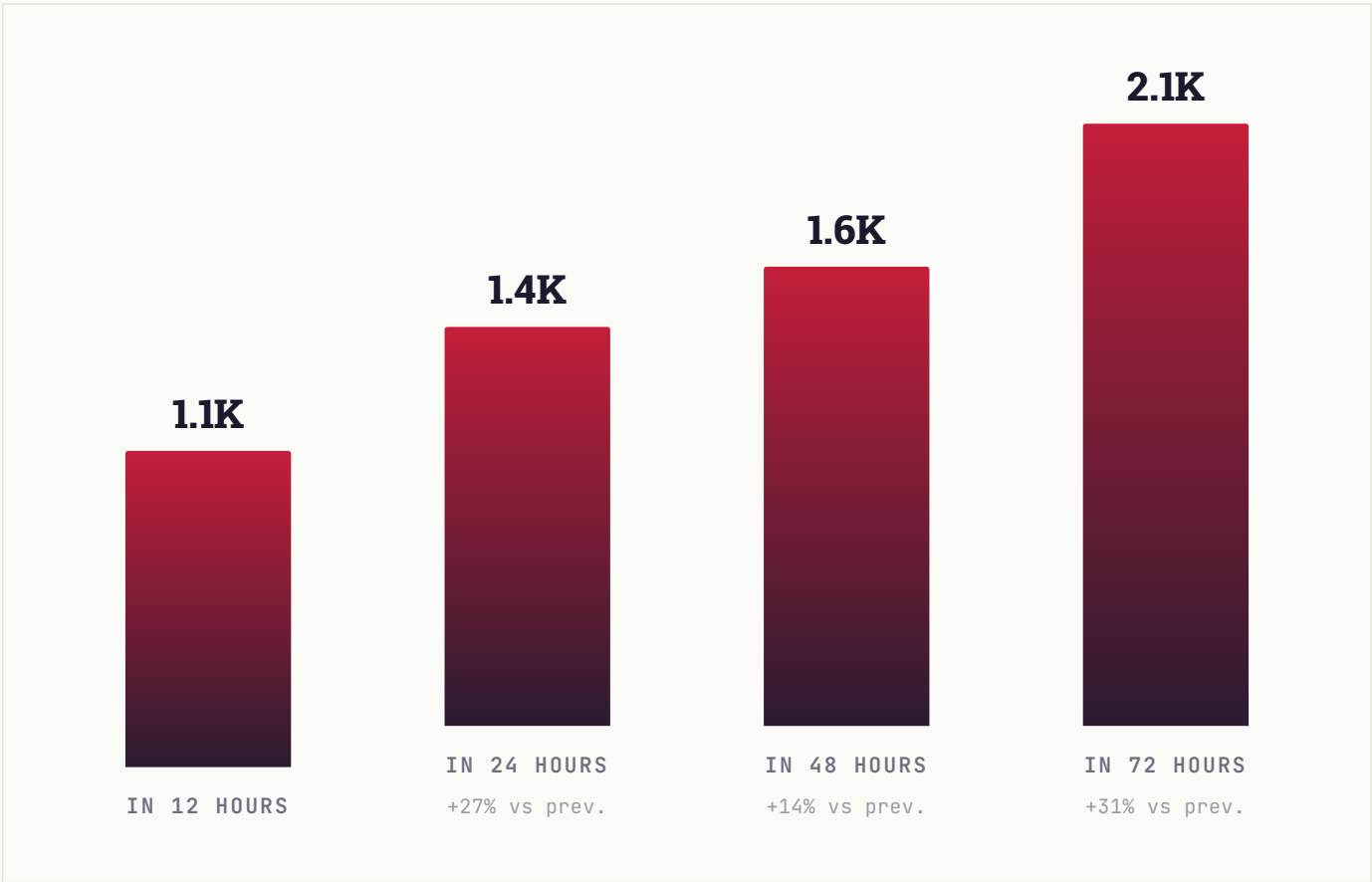
Citation index **902** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned **1 780** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

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



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
MO Moscow Business	966.6K
CN Million-Dollar Books Business Blog	872.2K
SS Merger & acquisition	495.2K
AB Business Shark	494.1K
BI Business Ideas Startups	449.2K
RB Russian Business	377.2K
DB Business DNA of Russia	297.3K
RR Russian retail & business	289.2K
2H 25th Hour • Business & Finance	288.4K
BB Business Unfiltered	256.5K
RB Retail without change YOU	90.2K

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#60 of 100). Niche median — 102.7K subs. First growth KPI — reach median. Leader: Moscow Business (966.6K).

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Each month we track posts in other channels that mention your channel. Over the last **6 months** such mentions were **964**, they brought **53 991** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
Dec 2025	0	0	0	
November 2025	0	0	0	
October 2025	0	0	94	
September 2025	0	0	9 246	
August 2025	0	0	0	
Jul 2025	964	916	44 651	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
964	6	53 991

SECTION 08 • NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category "Business & Startups» (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.

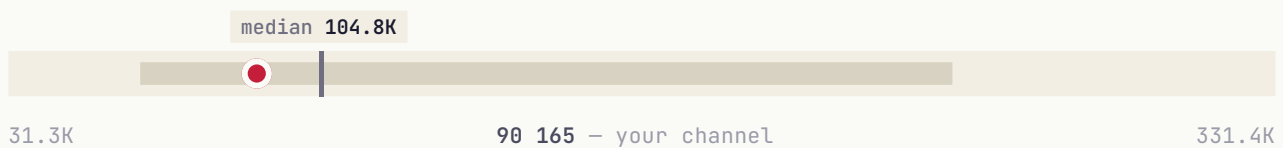
#60 /100

POSITION IN NICHE

Channel in the bottom half of the ranking

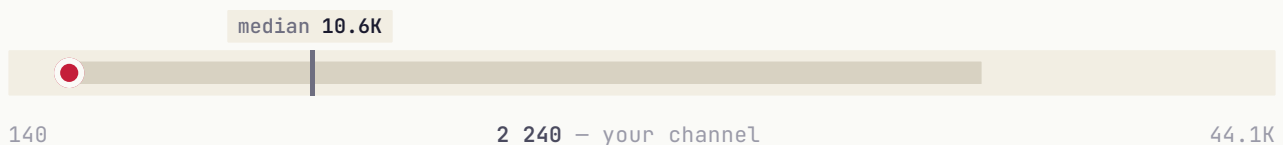
SUBSCRIBERS

worse than median by 14%



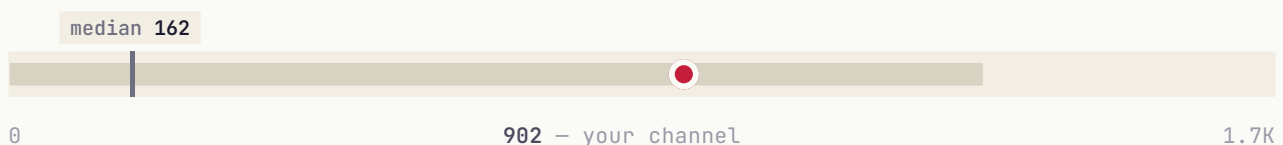
AVG REACH / POST

worse than median by 79%



CITATION INDEX

better than 75% of niche



— SECTION 09 · STRATEGY

What to do right now

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

01

Top post of the week — on Sunday

Audience is most active on this day at 10:00 MSK.

EFFECT

**Best window
for important
posts**

02

ER below niche benchmark — rethink formats

Current ER 2.48% vs norm 3.5%. Try polls & interactive formats.

EFFECT

+1.0pp ER

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 is an easy growth lever.

EFFECT

+5-15% ER

05

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

This audit is what we can do in minutes from public data. Want more? Run ads with us and hit your growth target in a month.

01

Launch Telegram ad

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

02

Contact manager

t.me/PromptPress_manager
