

PUBLIC PROMTPRESS REPORT

Channel audit

Ordered retail?



@retaillife

I gather Russian retail into a cart and send express delivery to marketplaces. Ads: @maximillian We work with @Tgpodbor_official, @swaymedia and @Spiral_Yuri RKN registry:...

SUBSCRIBERS

88 229

-1427 per month

ERR (% SEE POSTS)

13.0%

per day 10.0%

REACH/POST

11K

ad reach 8.9K/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 88 229 —	 SUBSCRIBER REACH 12.5% avg % of subs see post	 VIEWS/POST 11K median 11K · 29 days	 POSTS/WEEK 47.8 for the period
 7D TREND -2.7% vs previous week	 REACTIONS/POST 147.9 29,588 reactions total, 11,886 reposts, 0 comments	 POST LENGTH 294 chars median 243 · 29 days	 POSTS ANALYZED 200 29 days
 AD REACH 8.9K 24h avg	 CHURN / MONTH -1427 last month	 CITATION RATE 2 142 citation index · 5,684 channels mentioned all time	 CHANNEL AGE 2 years 7 months created 15.11.2023

AI EDITOR SUMMARY

Channel «Retail, anyone?» — 88 229 subs. Each post averages 11K people (12% from subs), reach is low — consider expanding audience. Publishes 48 posts per week (~7/day) — active posting. For the week of Jun 15–21, reach stable (-2.7% vs week 8–14 Jun).

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS SHARE

- 01 Analysis based on 200 posts in 29 days.
- 02 Dominant format — Photo (164/200 posts).
- 03 Avg post length — 294 characters (median 243).
- 04 Peak audience activity — Wed, 13:00 MSK.
- 05 Top posts get 1x more views than the weakest (13.8K avg for top vs 10.2K for worst) — among 200 posts in 29 days. Analyze what top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 06.06 · 06:45 PHOTO Product card for a silicone basin, setting:	VIEWS 14 835 REPOSTS 102	REACTIONS 54 ER 16.8%
Nº2 24.06 · 10:01 VIDEO In Moscow stores face a shortage of gas cans — they are being snapped up despite calls not to stockpile fuel. According to...	VIEWS 14 326 REPOSTS 83	REACTIONS 154 ER 16.2%
Nº3 14.06 · 07:09 PHOTO Indian Chicken Roll with curry sauce arrives at Vkusno i Tochka tomorrow — plus Iced Cocoa. Starting June 22...	VIEWS 12 173 REPOSTS 63	REACTIONS 119 ER 13.8%

№4

13.06 • 10:30

VIDEO

A true paradise for Niva fans found in Russia. In Murmansk region there is a village Nivsky where this name appears...

VIEWS

11 929

REPOSTS

75

REACTIONS

111

ER

13.5%

№5

20.06 • 18:51

PHOTO

Marketplace product cards never cease to amaze:

VIEWS

11 894

REPOSTS

127

REACTIONS

168

ER

13.5%

WORST 3

↓ 04.06 • 10:01 PHOTO

Marketplace goods may spike again — Russia's Finance Ministry proposes changing import tax rules, which...

VIEWS

10 290

REPOSTS

49

REACTIONS

140

ER

11.7%

↓ 25.06 • 14:06 VIDEO

Pyaterochka launched a promo for free kitchenware — now you can buy knives, corkscrews, graters and more for just 9 or...

VIEWS

10 245

REPOSTS

63

REACTIONS

177

ER

11.6%

↓ 24.06 • 11:59 PHOTO

A Moscow woman sued a marketplace for 120K rubles over a pair of shoes worth about 3K. She ordered shoes for her daughter for...

VIEWS

10 075

REPOSTS

49

REACTIONS

164

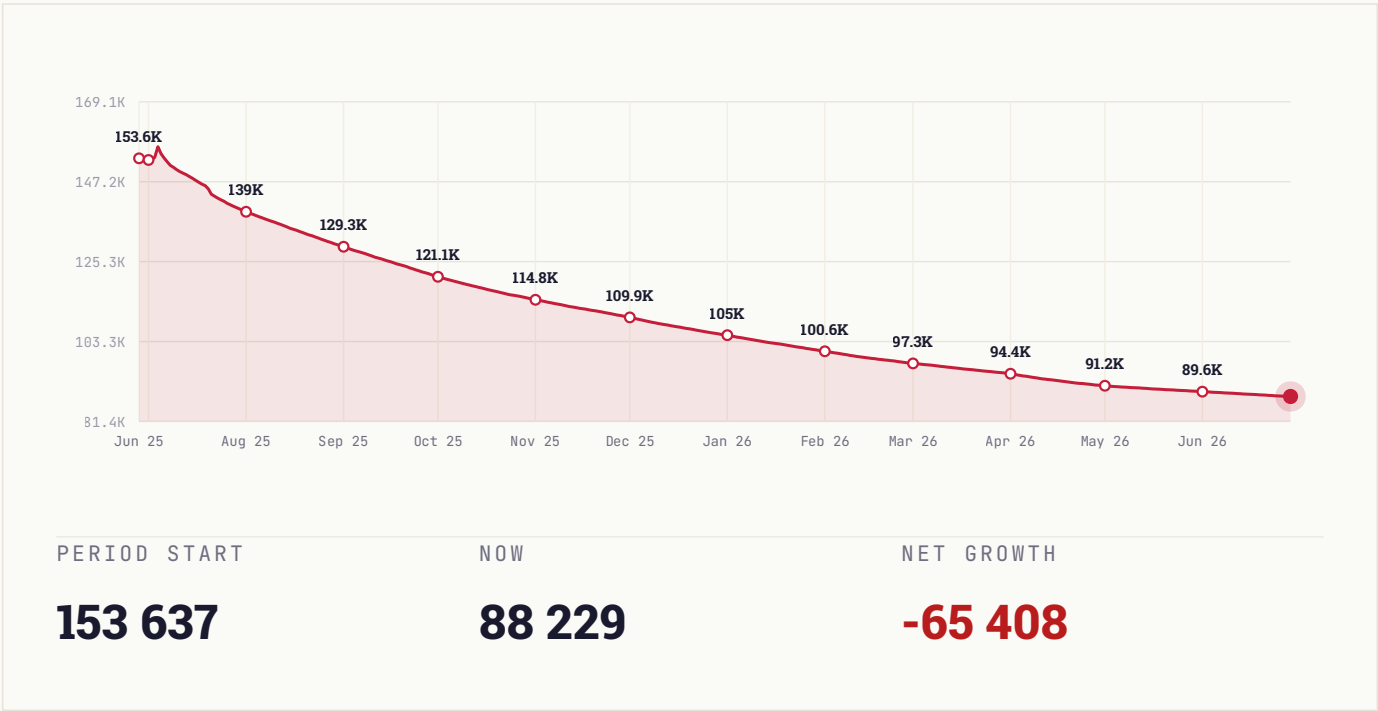
ER

11.4%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

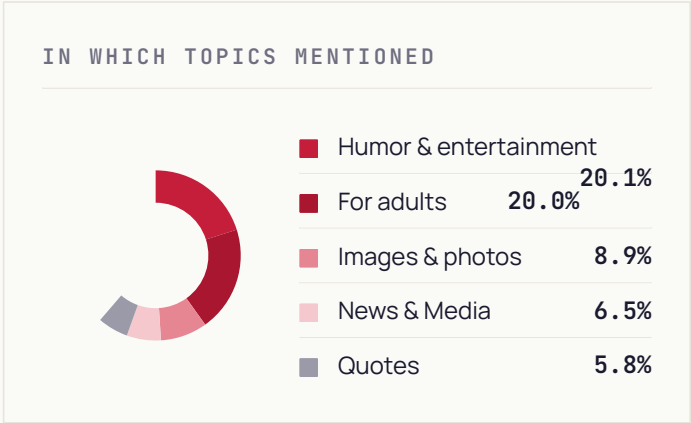
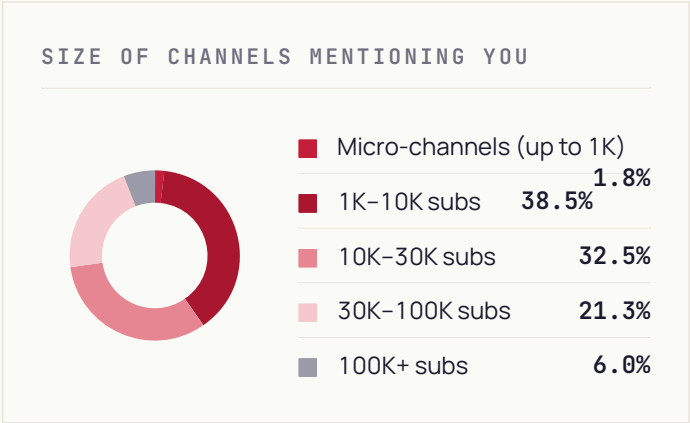
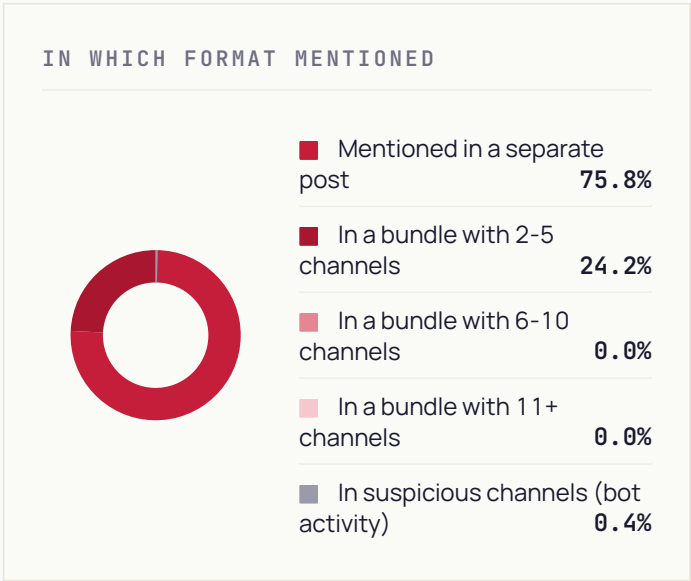
Subscriber growth over the year. Key months show exact subscriber count. See which months the channel grew and which it lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

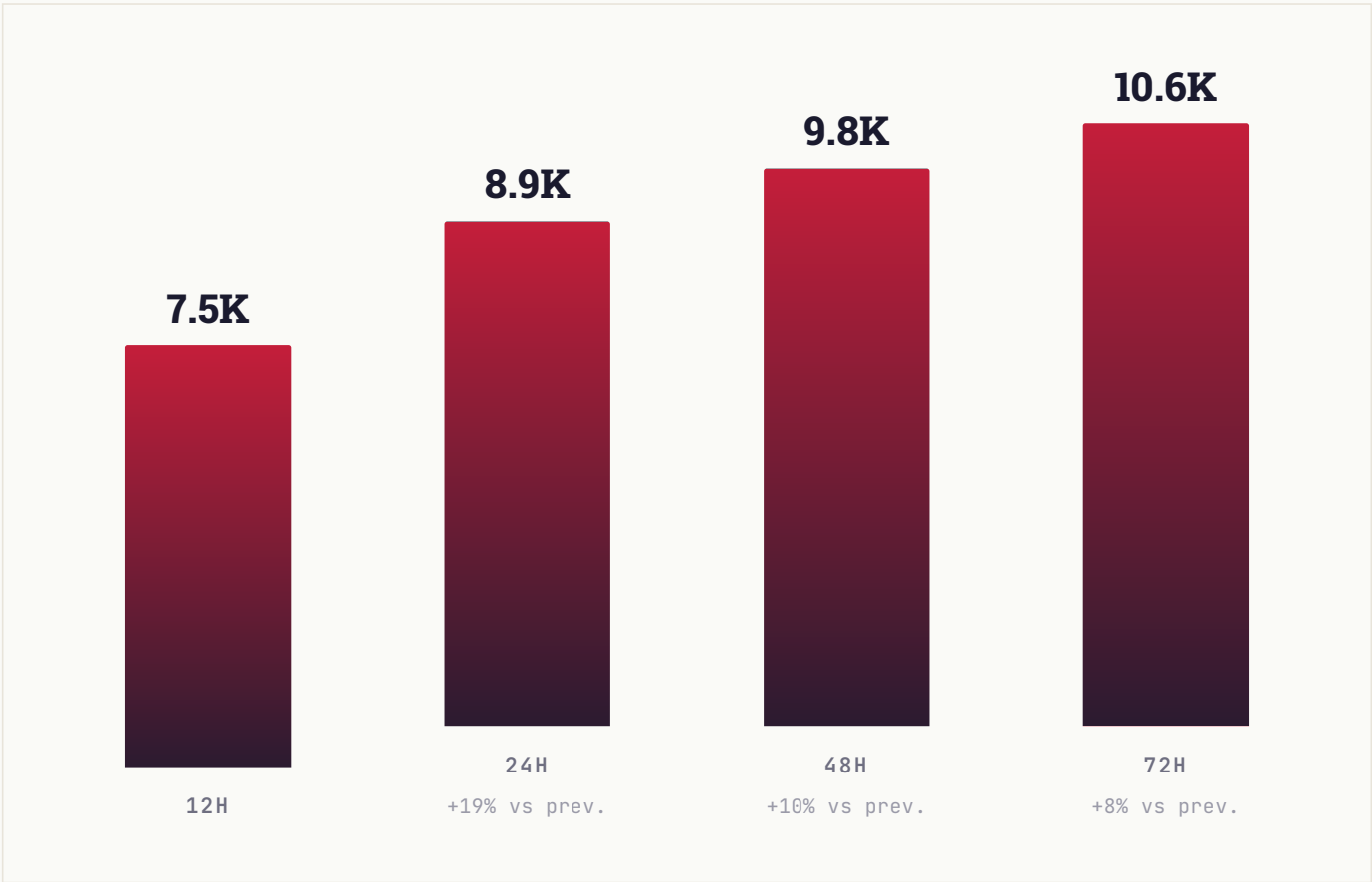
Citation index **2 142** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from 1K subs. All time channel was mentioned **5 684** different channels.



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 & audience. Your channel is highlighted — see its rank among niche peers.

CHANNEL	SUBSCRIBERS
TM My feed trends	2.5M
MO Ice cream	1.8M
OK Okak	1.6M
SE Search	1.3M
TR Trendly	1.2M
ER Customer is always right	1.1M
TB Trends by Russia	1.1M
SV Trending today	1M
TV Trend or leave	930.8K
TR Trendach	904.7K
RZ Ordered retail? YOU	88.2K

COMPARATIVE INSIGHT

Channel inlower half of top-100 niche (#80 of 99). Niche median — 145.4K subs. First growth KPI — reach median. Leader: My feed trends (2.5M).

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

We track posts in other channels that mention yours. Over the last **6 months** such mentions were **3**, they brought **3 748** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	0	0	0
Nov 2025	0	0	0
Oct 2025	0	0	0
Sep 2025	0	0	0
August 2025	0	0	0
July 2025	3	2	3 748

TOTAL MENTIONS	MONTHS IN DATA	ACQUIRED SUBSCRIBERS
3	6	3 748

SECTION 08 · NICHE COMPARISON

Where the channel ranks in its league

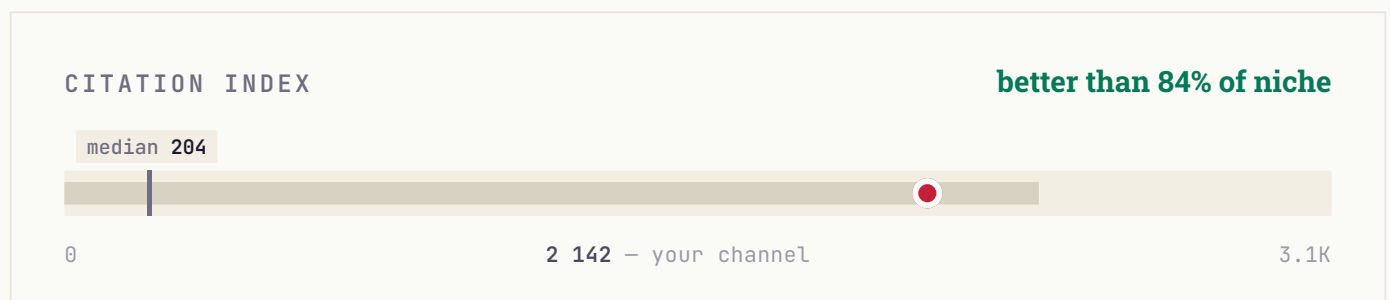
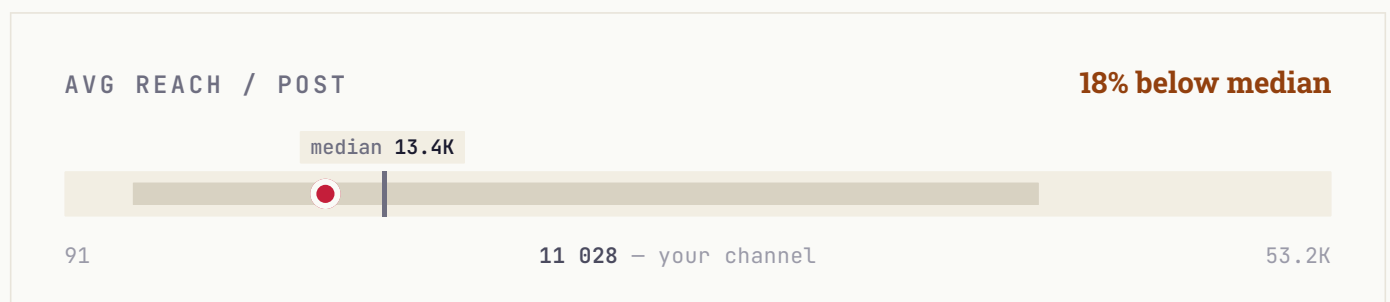
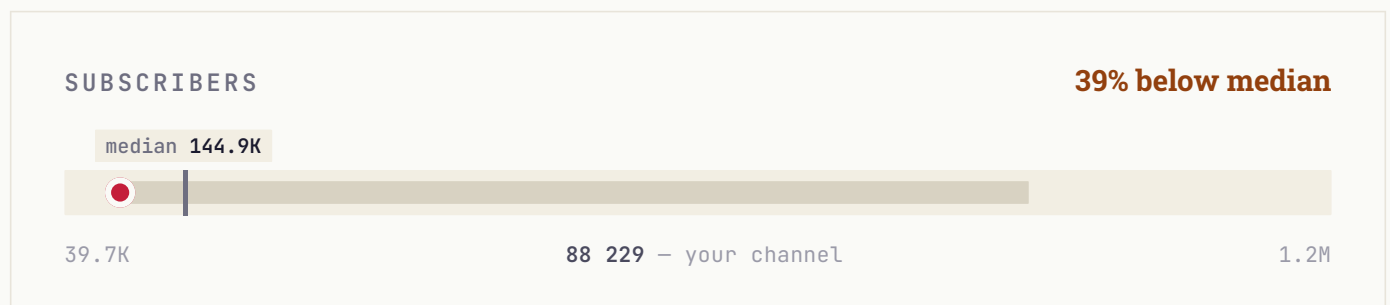
Took top-100 channels in category "Marketing, PR, Ads» (Russia) and saw how your channel compares. Gray band — range for 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

#80

/100

RANK IN NICHE

Channel in the bottom half of the ranking



— 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 — Wednesday

Best time to post: today at 1:00 PM MSK.

EFFECT

**Best window
for an
important post**

02

System traffic buy

Three formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromptPress picks sources for your niche.

EFFECT

**+1000-3000
subs**

03

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

04

Cross-promo with neighboring channels

Exchange posts with channels in the same segment once a quarter. 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 — it's a source of organic traffic.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is something 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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