

PROMTPRESS PUBLIC REPORT

Channel audit

Merch/Dvach



@ru2ch_merch

Site: <https://merch2ch.ru> Buy in tg: <https://t.me/tribute/app?startapp=ckU> For all questions, DM @bigbupa

SUBSCRIBERS

18 868

-765 per month

ERR (% SEE POSTS)

3182.0%

per day **18.0%**

REACH/POST

606.8K

ad reach **3.4K/24h**

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 18 868 —	 SUBS REACH 3215.96% avg % subs see post	 VIEWS/POST 606.8K median 606.8K · —	 POSTS/WK 1.0 over period
 7D TREND — no data for period	 REACTIONS/POST 50.0 only 50 reactions, 603 reposts, 9 comments	 POST LENGTH 276 chars. median 276 · —	 POSTS ANALYZED 1 —
 AD REACH 3.4K 24h avg	 CHURN / MONTH -765 over last month	 CITATION RATE 61 citation index · 83 channels mentioned all time	 CHANNEL AGE 5 yrs 1 mo created 30.05.2021

AI EDITOR SUMMARY

Channel «Merch/Dvach» — 18 868 subs. Each post averages 606.8K people (3216% of subs), wide reach for a channel this size. Publishes 1 posts per week (~0 per day) — rare publications.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 1 posts for —.
- 02 Dominant format — **Photo** (1/1 posts).
- 03 Avg post length — **276** chars (median 276).
- 04 Peak audience activity — **Wednesday**, 11:00 MSK.
- 05 Top posts get **0x** more views than the weakest (202.3K avg for top vs 606.8K for worst) — among 1 posts for —. Analyze commonalities: topic, format, timing.

TOP 1 POSTS

Nº1 01.07 · 08:48 PHOTO Infinite Slava is on sale, limited quantity. Buy on website Buy on Tribute Limited figurines, designed...	VIEWS	REACTIONS
	606 788	50
	REPOSTS	ER
	603	3216.0%

WORST 1

↓ 01.07 · 08:48 PHOTO Infinite Slava is on sale, limited quantity. Buy on website Buy on Tribute Limited figurines, designed...	VIEWS	REACTIONS
	606 788	50
	REPOSTS	ER
	603	3216.0%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

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



PERIOD START

17 741

NOW

18 868

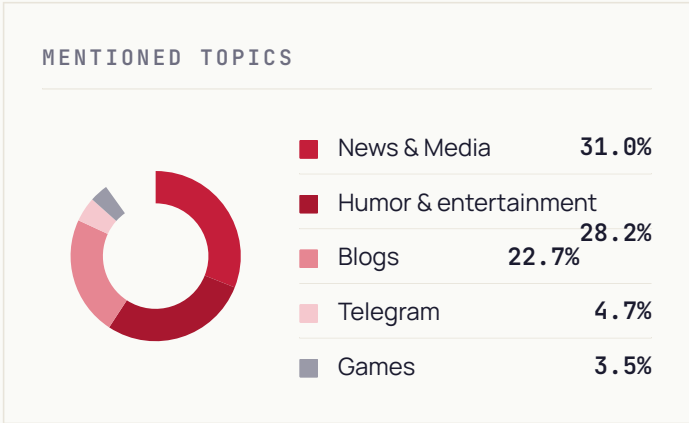
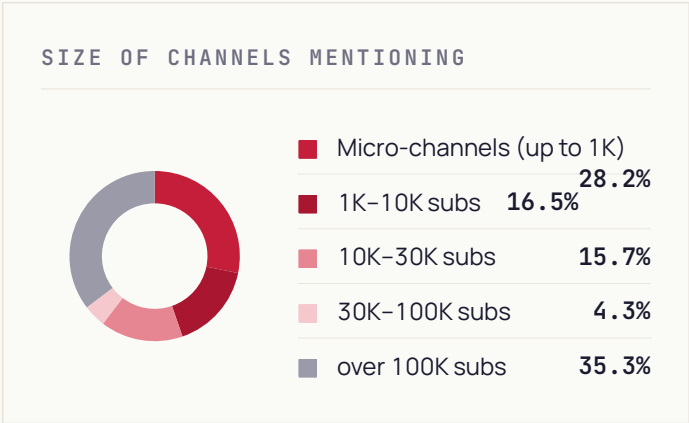
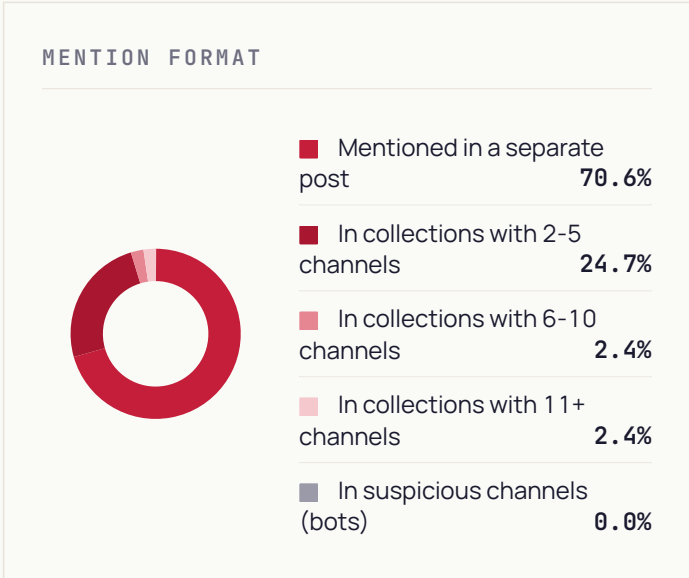
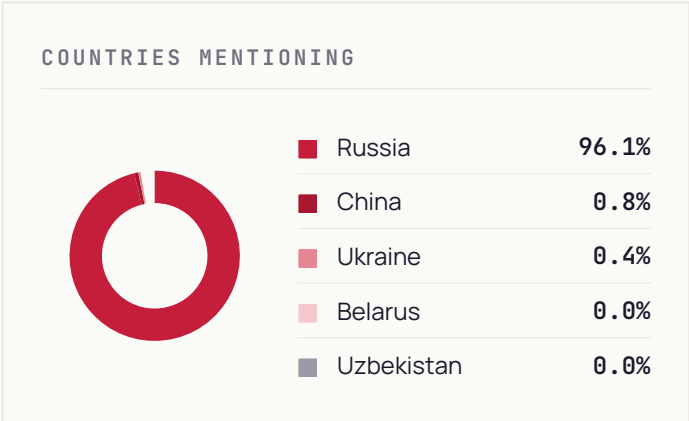
NET GROWTH

+1 127

SECTION 04 · MENTIONS

Who and how mentions the channel

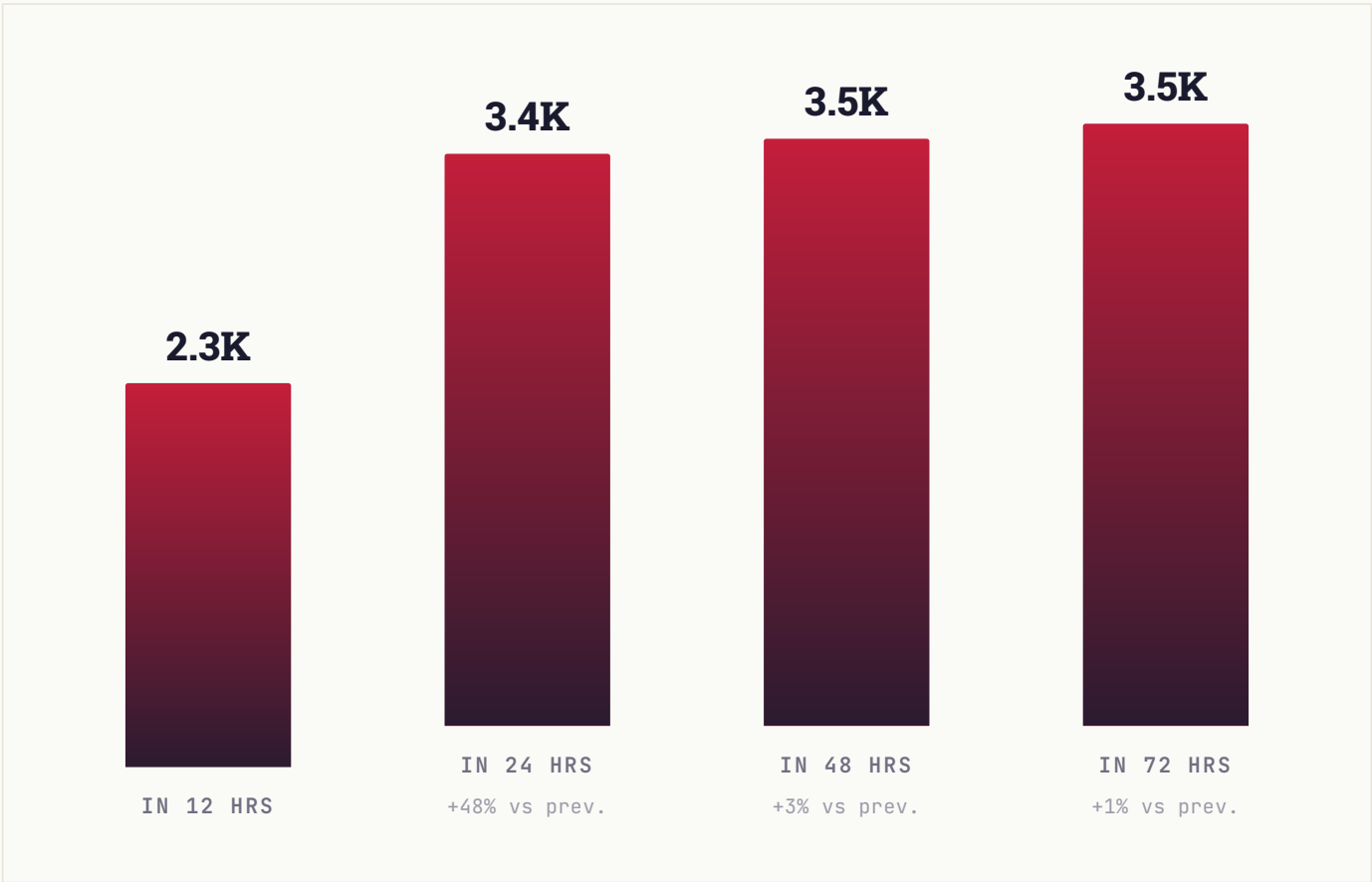
Citation index **61** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from 1K. All time channel was mentioned **83** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings 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 is highlighted — see its rank among niche peers.

CHANNEL	SUBSCRIBERS
ZY Golden Apple	1.1M
HH Found on Wildberries	635.3K
MI MIXIT.RU	614.6K
M Manicure Nails	573.8K
HH Wildberries / WB finds	537.2K
EM Elena Mixit	521.6K
GD Face gymnastics	472.5K
PM Fashion Trends	437.6K
PR Primebery	398.9K
HW WB OZON finds	393.5K
ME Merch/Dvach YOU	18.9K

COMPARATIVE CONCLUSION

Channel yet outside top-96 of niche — early growth stage. Niche leader — Golden Apple (1.1M), top-96 median: 171K. First goal: enter top-96 via systematic traffic & content work.

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Every month we record posts in other channels that mention yours. Over the last **6 months** such mentions were **55**, they brought **6 893** new subs.

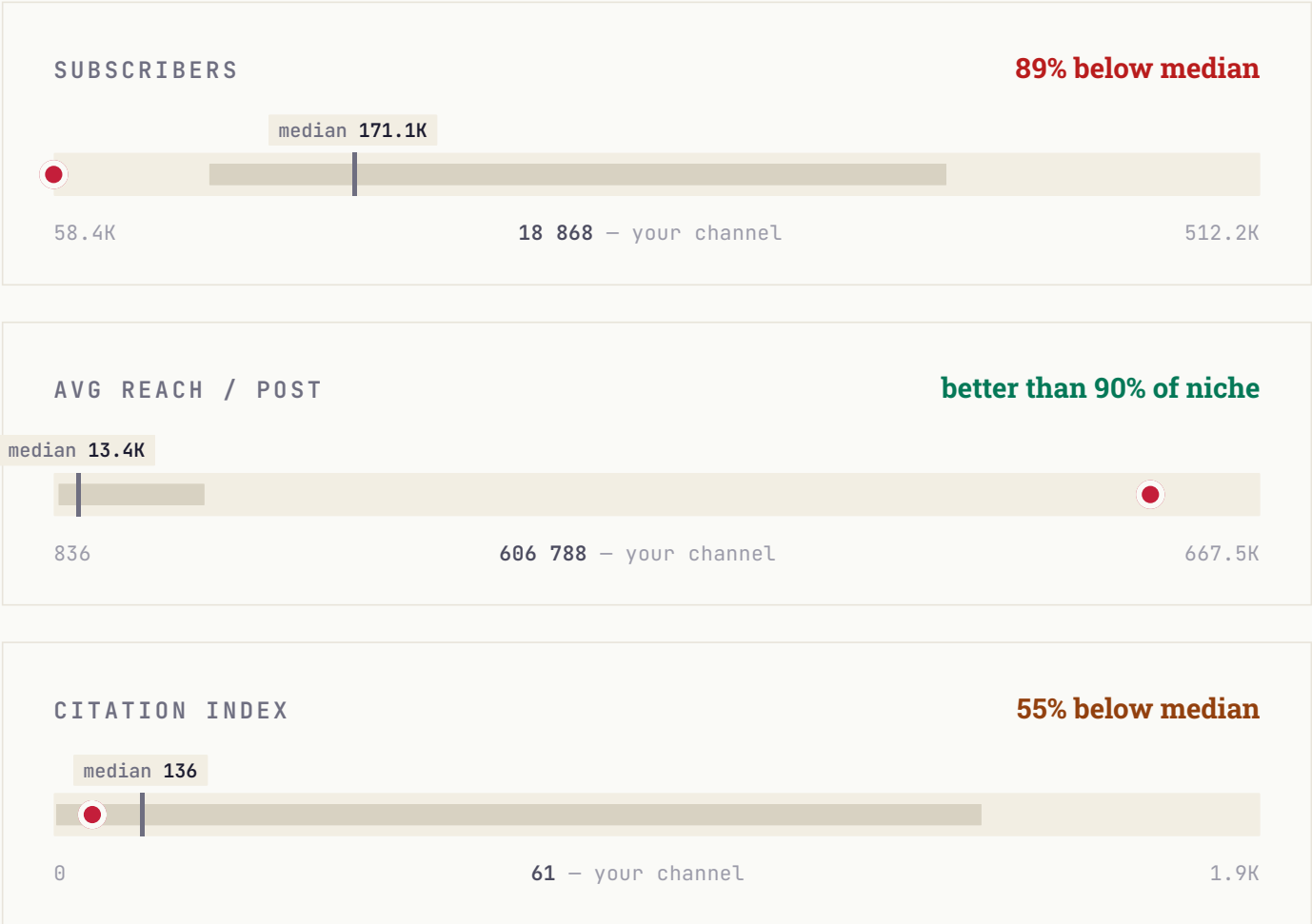
PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
January 2026	0	0	523
December 2025	3	1	350
Nov 2025	26	17	5 884
Oct 2025	0	0	0
September 2025	26	18	136
August 2025	0	0	0

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
55	6	6 893

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category «Fashion & Beauty» (Russia) and saw how your channel compares. Gray band: range where 80% of niche channels fall (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 | Increase posting frequency
Now 1.0 posts/wk. Active channels do 7-10.
Consistency is key to retention. | EFFECT
Consistency
beats volume |
| 02 | Top post of the week — on Wednesday
On this day at 11:00 MSK audience is most active. | EFFECT
Best window
for an
important post |
| 03 | Increase video post share
Video in Telegram holds audience longer and is favored
by the algorithm. Aim for 15-25%. | EFFECT
Video holds
audience
better |
| 04 | 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. |
| 05 | Test polls & interactive formats
Posts with polls/reactions usually give +5-15% ER. One
poll per week on a hot topic — easy growth point. | EFFECT
+5-15% ER |

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in minutes from public data. Want to go further? Run ads with us and hit your growth plan in a month.

01

**Launch ads in
Telegram**

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

02

Contact manager

t.me/PromptPress_manager