

PUBLIC REPORT PROMTPRESS

Channel audit

RuShipper



@rushipper

★ Here you can find and conveniently order merch, figurines, plushies and other goods from foreign sites in Russia! Reviews and other info: hipolink.net/rushipper Order/Questions: @RuShipperM

SUBSCRIBERS

12 507

-38 per month

ERR (% SEE POSTS)

75.0%

daily 23.8%

REACH/POST

9.1K

ad reach 3K/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 12 507 —	 SUBS REACH 72.39% avg % subs see post	 VIEWS/POST 9.1K median 9.2K · 24 days	 POSTS/WEEK 3.5 over period
 7D TREND -30.5% vs previous week	 REACTIONS/POST 327.1 only 3,925 reactions, 315 reposts, 747 comments	 POST LENGTH 354 chars median 194 · 24 days	 POSTS ANALYZED 12 24 days
 AD REACH 3K 24h avg	 CHURN / MONTH -38 last month	 CITATION RATE 18 citation index · 63 channels mentioned ever	 CHANNEL AGE 1 year 5 months created 07.02.2025

AI EDITOR SUMMARY

Channel «RuShipper» — 12 507 subs. Each post gets avg 9.1K people (72% of subs), wide reach for a channel this size. Publishes 4 posts per week (~0/day) — rare posts. Over week 22–28 Jun reach dropped -30.5% vs week 15–21 Jun — worth analyzing why.

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 12 posts over 24 days.
- 02 Dominant format — Text (8/12 posts).
- 03 Avg post length — 354 chars (median 194).
- 04 Peak audience activity — Tue, 19:00 MSK.
- 05 Strongest posts gather 2x more views than the weakest (11.9K avg for top vs 5.7K for worst) — among 12 posts over 24 days. Worth analyzing what the top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 09.06 · 16:24 TEXT Guys! For some reason all my messages from today and yesterday disappeared (Pavel Durov thanks, second time already 🙏), whoever wrote, and I read the me...	VIEWS 12 184 REPOSTS 12	REACTIONS 345 ER 97.4%
Nº2 14.06 · 20:22 PHOTO For context, here are a couple of orders and calculations. 10300 on glitch site, actually ~11100₽. I didn't go negative, but instead...	VIEWS 11 933 REPOSTS 13	REACTIONS 257 ER 95.4%
Nº3 07.06 · 14:48 PHOTO !! MICROSPOILERS FOR UCC !! Here's the full list of new UCC merch! (yes, I forgot to make a post) Most interesting: Set "The Last...	VIEWS 11 615 REPOSTS 81	REACTIONS 210 ER 92.9%

Nº4 07.06 • 14:54 TEXT By the way, 2k reactions on the reply post and a tasty giveaway awaits, and at 5k – one of (maybe the) biggest giveaways!	VIEWS 11 392 REPOSTS 1 REACTIONS 285 ER 91.1%
Nº5 19.06 • 23:23 PHOTO NEW MERCH + discounts on old!! will make a full post in the morning. I liked everything :)	VIEWS 10 225 REPOSTS 48 REACTIONS 432 ER 81.8%

WORST 3

↓ 26.06 • 06:31 TEXT Guys, a couple of news 1) No new orders this Saturday and Sunday, I'll clear the backlog, parcels from China, USA and...	VIEWS 6 778 REPOSTS 17 REACTIONS 323 ER 54.2%
↓ 26.06 • 17:21 TEXT We won't take orders for an indefinite time (NOT LONG!!). All previously placed orders will be fulfilled, sorry for...	VIEWS 6 694 REPOSTS 43 REACTIONS 406 ER 53.5%
↓ 01.07 • 16:41 TEXT A quick addition: it's NOT a vacation, but some problems beyond my control, so please don't write "I...	VIEWS 3 561 REPOSTS 31 REACTIONS 341 ER 28.5%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

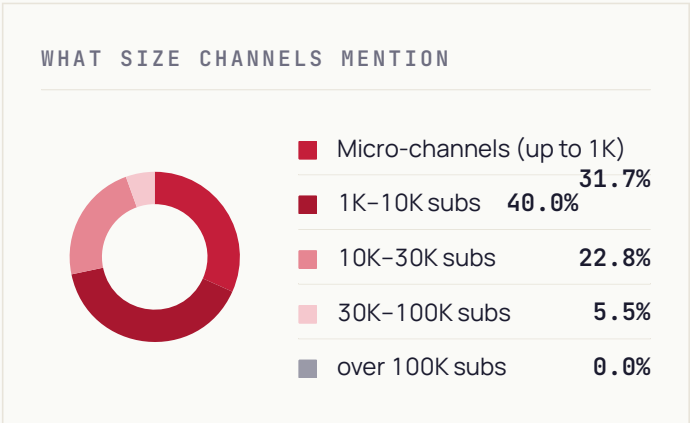
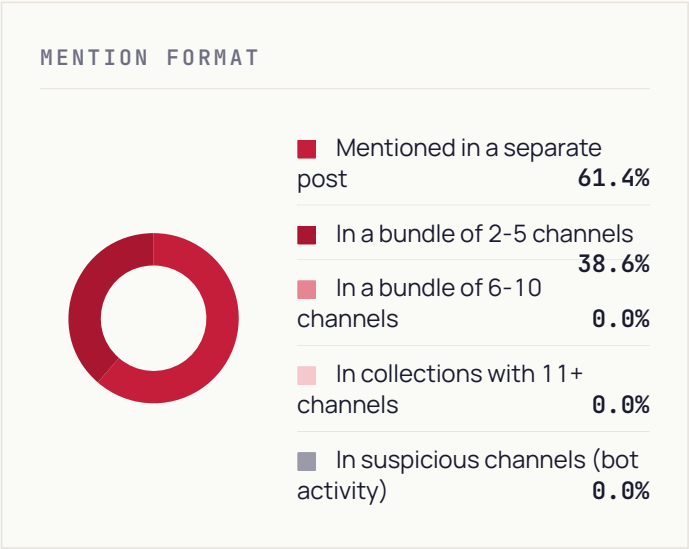
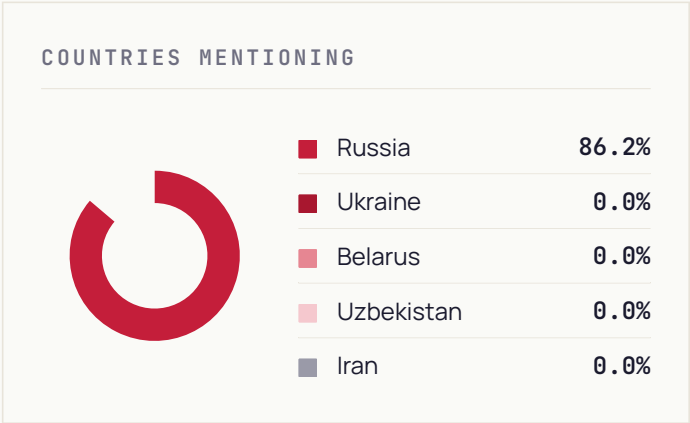
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · CITATIONS

Who mentions the channel and how

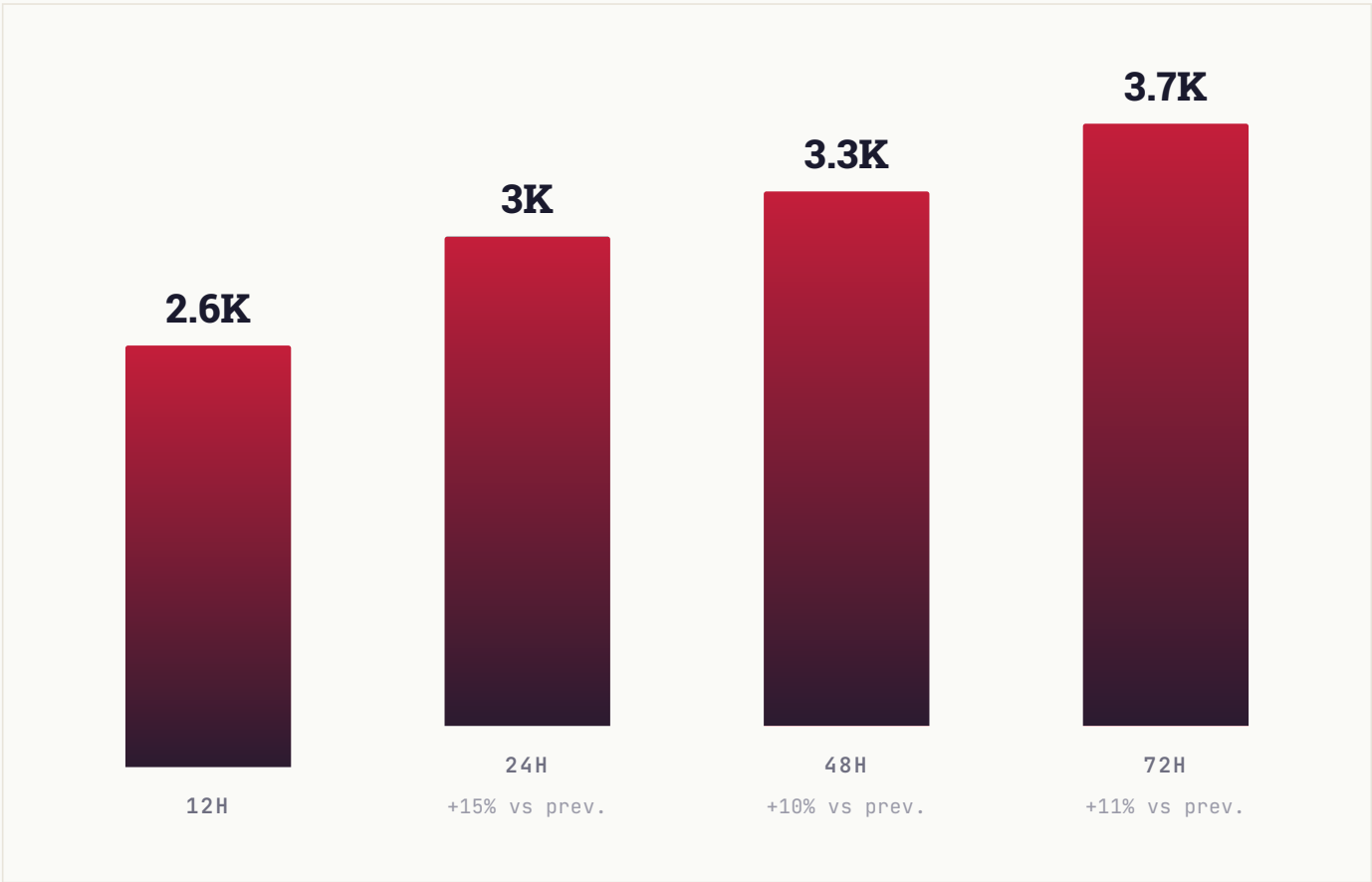
Citation index **18** — channel popularity rating based on mentions. Considers not only count but also mentioner weight: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time channel mentions **63** different channels.



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 stays effective.



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
OZ OZON	1.1M
SN Market discounts	1M
YM Yandex Market	1M
X- Freeloaders - Lightning	997.5K
WS WB Sniper Wildberries Finds Discounts Deals	922.2K
PB By Blat	876.1K
Z Hare Promos Discounts	874.4K
W Wildberries finds	793.3K
VI ITEMS FROM VIDEO	703.1K
AL Alpha-Vygodno	558.5K
RU RuShipper YOU	12.5K

COMPARATIVE CONCLUSION

Channel not yet outside top 94 of niche — early growth stage. Niche leader — OZON (1.1M), top-94 median: 204.2K. First goal — enter top-94 through systematic traffic and content work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Monthly we record posts in other channels that mention your channel. Over the last **6 months** such mentions were **47**, they brought **7 237** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
January 2026	2	2	1 157	
December 2025	9	8	1 942	
Nov 2025	12	8	1 194	
Oct 2025	11	10	632	
September 2025	1	1	226	
August 2025	12	7	2 086	

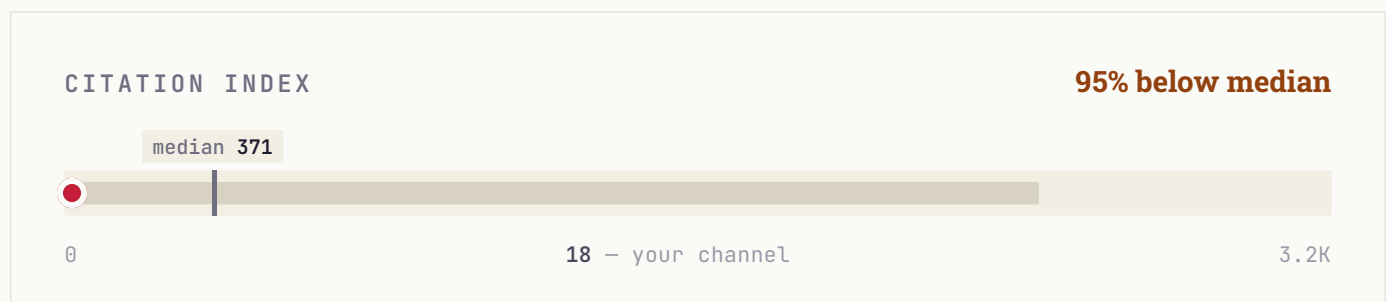
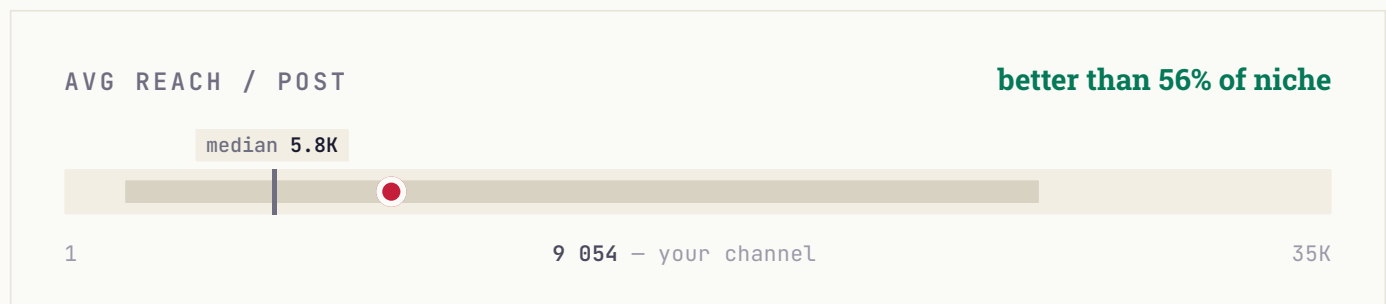
TOTAL MENTIONS	MONTHS IN DATA	ACQUIRED SUBSCRIBERS
47	6	7 237

Where the channel stands in its league

SUBSCRIBERS 94% below median

A horizontal bar chart comparing a channel's subscriber count to a median. The chart has a light beige background. A dark beige bar represents the channel's performance, starting from a red dot on the left. A vertical line marks the median at 193.6K. The channel's count is 12,507, which is 94% below the median. The range from 66.3K to 714.1K is shown as a light beige bar.

Metric	Value
Channel Subscribers	12 507
Median	193.6K
Lower Bound	66.3K
Upper Bound	714.1K



— 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 3.5 posts/wk. Active channels avg 7-10.
Consistency is key to retention. | EFFECT
Regularity > volume |
| 02 | Main post of the week — on Tuesday
On this day at 19:00 MSK audience is most active. | EFFECT
Best window for an important post |
| 03 | Increase video posts share
Video in Telegram retains audience longer and is better perceived by the algorithm. We recommend increasing share to 15-25%. | EFFECT
Video retains audience better |
| 04 | 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 |
| 05 | Test polls & interactive formats
Posts with polls/reactions usually boost ER by +5-15%.
One weekly poll on a hot topic — easy growth lever. | EFFECT
+5-15% ER |

★ WHAT'S NEXT

Want this done by **PromptPress?**

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