

PUBLIC PROMTPRESS REPORT

Channel audit

I ordered something else



@russian_ecom

Honest & concise about retail, marketplaces, e-commerce.

Suggestions: @ecomrusbot Partnerships: @vodomars Channel

included in RKN list: <https://rkn.link/5mN>

SUBSCRIBERS

88 102

-1535 per month

ERR (% SEE POSTS)

10.0%

per day 6.1%

REACH/POST

8.5K

ad reach 5.4K/24h

— CONTENTS · 2026

What's inside the report

01 Channel snapshot

12 key metrics · AI summary

02 Content Analysis

Top 5 posts · worst 3 · takeaways

03 Subscriber dynamics

Yearly chart · growth

04 Citation rate

Who mentions the channel & how

05 Ad potential

How long a post brings reach

06 Competitors

Niche neighbors · your spot

07 Mention dynamics

6 months · monthly

08 Niche comparison

Rank in «Business & Startups» category

09 Strategy

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Channel KPIs

Each card — a separate channel health indicator. Subtitle below the number shows the period.

 SUBSCRIBERS 88 102 —	 SUBSCRIBER REACH 9.66% avg % of subs see a post	 VIEWS/POST 8.5K median 8.7K · 29 days	 POSTS/DAY 8.5 ~59 per week
 7D TREND -4.9% vs previous week	 REACTIONS/POST 111.2 total 27,907 reactions, 37,053 reposts, 0 comments	 POST LENGTH 175 chars. median 154 · 29 days	 POSTS ANALYZED 251 29 days
 AD REACH 5.4K 24h avg	 CHURN / MONTH -1535 last month	 CITATION RATE 797 citation index · 2,517 channels mentioned ever	 CHANNEL AGE 8 years 10 months created 06.08.2017

AI EDITOR SUMMARY

Channel «I ordered something else» — 88 102 subs. Each post gets on avg 8.5K people (10% of subs), reach is low — consider expanding audience. Publishes 59 posts per week (~8/day) — active publishing. For the week of June 1–7, reach stable (-4.9% vs week 25–31 May).

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 **251** posts over 29 days.
- 02 Dominant format — **Photo** (192/251 posts).
- 03 Avg post length — **175** characters (median 154).
- 04 Audience peak activity — **Sat, 16:00 MSK**.
- 05 Top posts get **2x** more views than the weakest (10.8K avg for top vs 6.8K for worst) — among 251 posts over 29 days. Worth analyzing what the top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 17.05 · 21:03 PHOTO ✂ Dodo gives 67% off on all orders to anyone who yells 'Six Seven' today! Shout at 16:07 at the register. Offer started at...	VIEWS 10 952 REP. 204	REACTIONS 115 ER 12.4%
Nº2 19.05 · 07:12 PHOTO Rear-wheel drive? Same. Two BMW fans met on Avito.	VIEWS 10 909 REP. 436	REACTIONS 266 ER 12.4%
Nº3 16.05 · 15:14 PHOTO Jack Daniels & Coke found in Lenta — new import from abroad. One can 5% ABV, costs 469...	VIEWS 10 632 REP. 262	REACTIONS 114 ER 12.1%

Nº4 17.05 • 13:49 PHOTO Sausages with cola (!) hit Pyaterochka – brand collabed with Vyazanka and dropped a flavor for true gourmets. Coke addicts, today is your...	VIEWS 10 625 REACTIONS 85 REP. 339 ER 12.1%
Nº5 17.05 • 07:13 PHOTO Sparkling wine brewed from pu'er – an unusual drink already sold on Ozon. Tasters say it really tastes like champagne, but has no...	VIEWS 10 593 REACTIONS 60 REP. 226 ER 12.0%

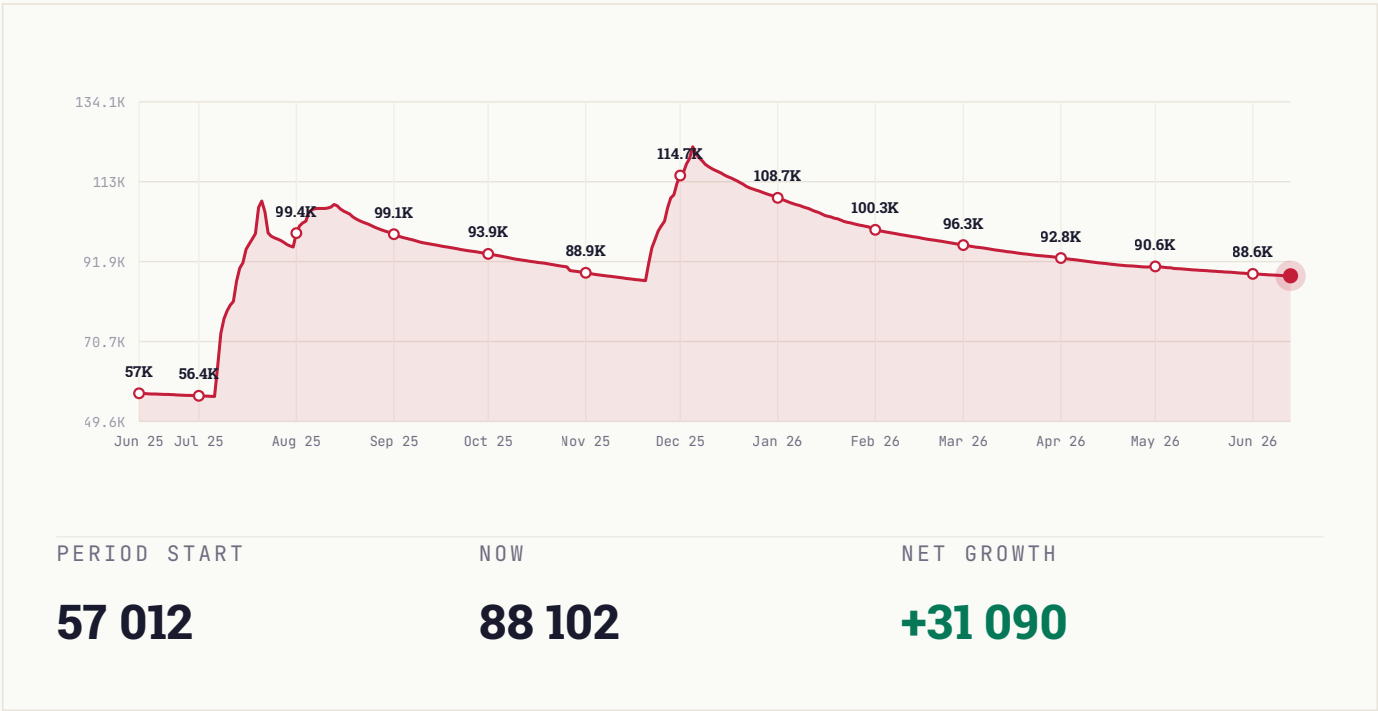
WORST 3

↓ 09.06 • 10:00 PHOTO Ёбидоёби showed a rollovoz – a cute red competitor to Moscow pukhosos will deliver rolls in big cities. Let it roll out, we...	VIEWS 6 770 REACTIONS 135 REP. 96 ER 7.7%
↓ 09.06 • 11:21 PHOTO Eskimo SIX SEVEN dropped by Chistaya Liniya – a dessert in raspberry glaze with puffed rice balls. Ice cream coming soon to...	VIEWS 6 759 REACTIONS 65 REP. 101 ER 7.7%
↓ 09.06 • 12:31 PHOTO Sber and music service Zvuk teamed up with SPbSU to teach students project management in creative economy. Students will master...	VIEWS 6 732 REACTIONS 22 REP. 10 ER 7.6%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

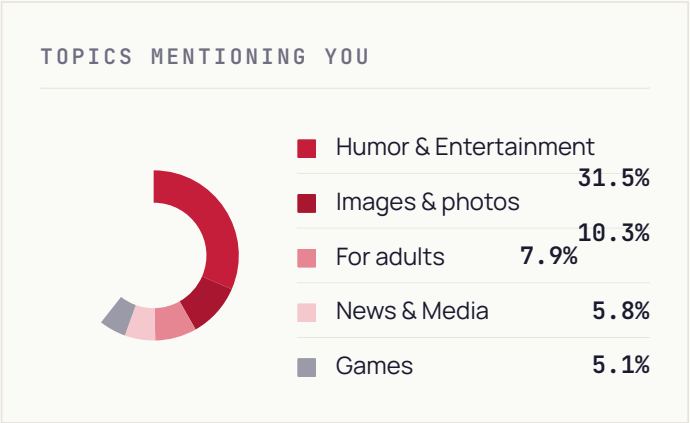
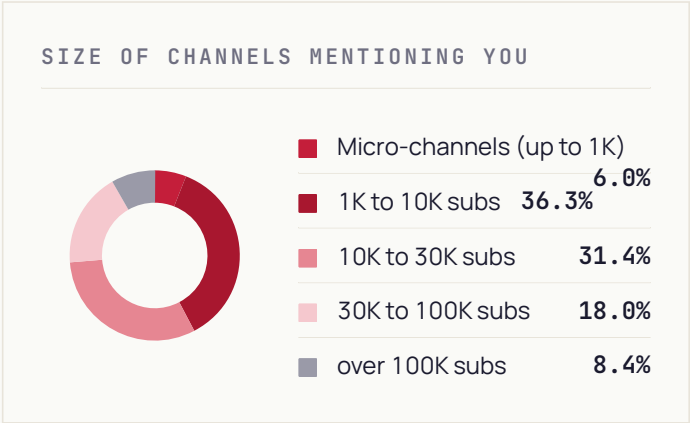
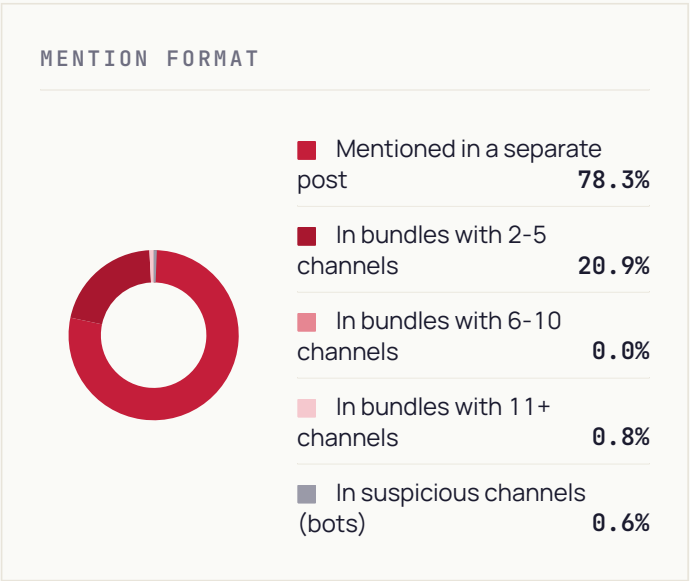
Subscriber growth chart over the year. Key months show exact subscriber count.
Shows months of growth vs. loss.



SECTION 04 · MENTIONS

Who mentions the channel & how

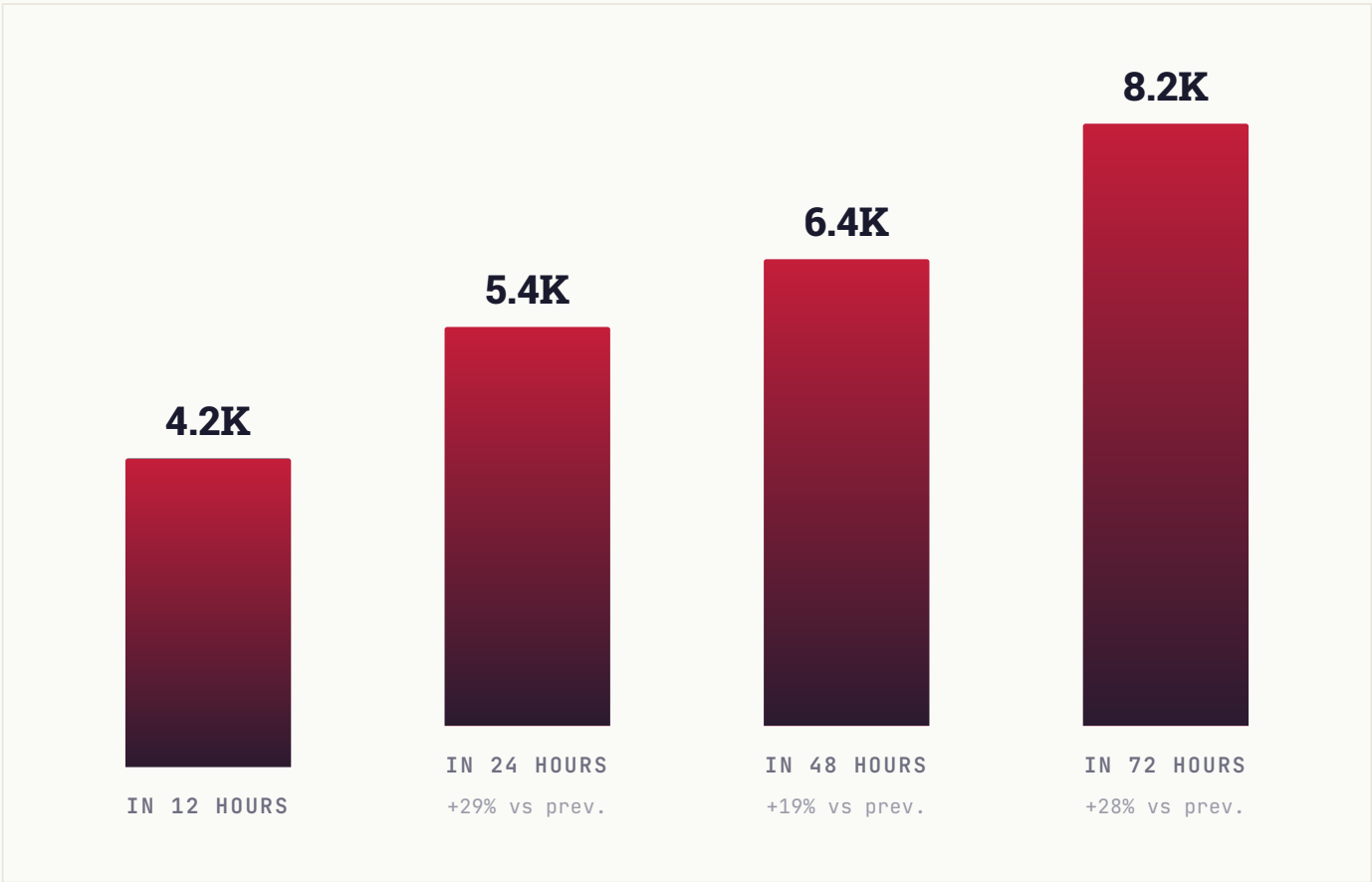
Citation index **797** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioners: a post from a channel with 100K subs weighs more than from 1K subs. All time channel was mentioned **2 517** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg ad post reach over time since publication. Helps gauge how long placement stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
MO Moscow Business	966.6K
KZ Books on a Million business blog	872.2K
SS Merger & acquisition	495.2K
AB Shark of Business	494.1K
BI Business Ideas Startups	449.2K
RB Russian Business	377.2K
BD Business DNA of Russia	297.3K
RR Russian retail & business	289.2K
2H 25th Hour • Business & Finance	288.4K
BB Business Unfiltered	256.5K
IOSE I ordered something else YOU	88.1K

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#62 of 100). Niche median — 102.7K subs. First growth KPI — reach the median. Leader: Moscow Business (966.6K).

SECTION 07 · MENTION DYNAMICS

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 **29**, they brought **98 406** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Dec 2025	0	0	9 615
November 2025	0	0	25 805
October 2025	0	0	0
September 2025	0	0	0
August 2025	15	14	11 280
Jul 2025	14	10	51 706
TOTAL MENTIONS			
29			
MONTHS IN DATA			
6			
ATTRACTED SUBSCRIBERS			
98 406			

SECTION 08 • NICHE COMPARISON

Where the channel stands in its league

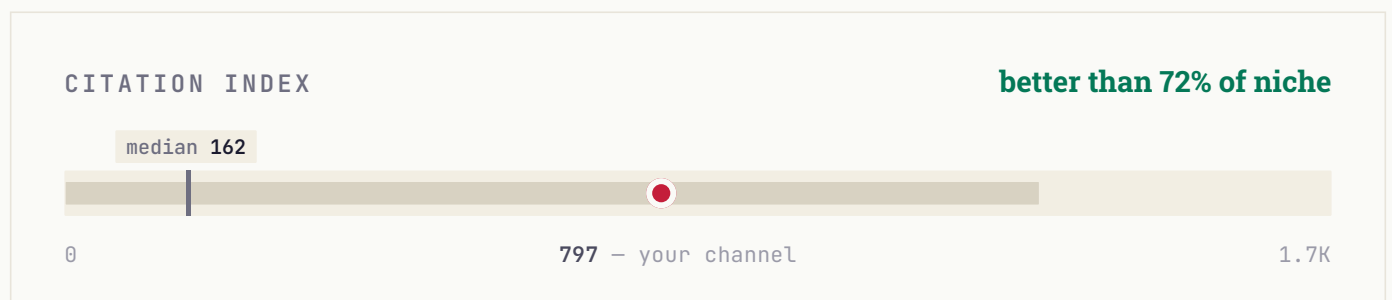
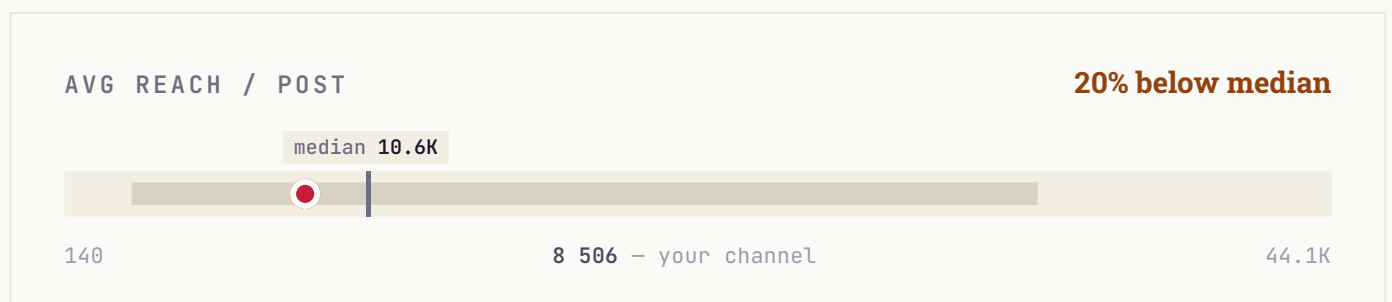
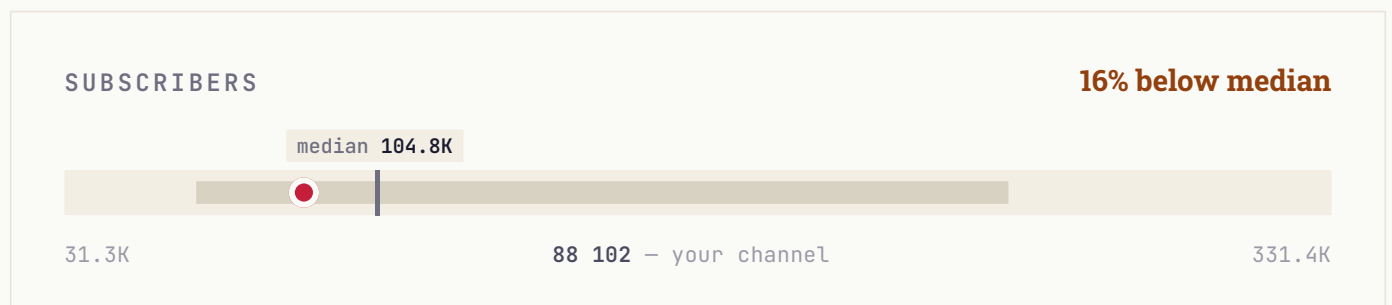
Top-100 channels in category «Business & Startups» (Russia) and saw how your channel compares. Gray band — range where 80% of niche channels fall (p10 to p90). Black vertical — median. Red dot — your channel.

#62

/100

RANK IN NICHE

Channel in the bottom half of the ranking



— SECTION 09 · STRATEGY

What to do right now

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

- 01

Top post of the week — on Saturday

Audience is most active on this day at 16:00 MSK.

EFFECT

Best window for important posts
- 02

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
- 03

Test polls & interactive formats

Posts with polls/reactions usually boost ER by +5-15%.
One poll per week on a hot topic — easy growth lever.

EFFECT

+5-15% ER
- 04

Cross-promo with neighboring channels

Swap posts quarterly with same-segment channels. 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 us to do it PromptPress?

This audit is 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 on
Telegram**

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

02

Contact manager

t.me/PromptPress_manager