

PROMTPRESS PUBLIC REPORT

Channel audit zucchini caviar on sale



@sale_caviar

Finally a normal channel about marketing and media, not all that stuff. Author: @caviar2 Partnerships: @alex dali RKN: <https://rkn.link/jEA>

SUBSCRIBERS

193 097

+1390 per month

ERR (% SEE POSTS)

18.0%

per day 16.5%

REACH/POST

35.3K

ad reach 31.9K/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

Year chart · growth

04 Citation rate

Who and how mentions the channel

05 Ad potential

How long a post generates reach

06 Competitors

Niche neighbors · your spot

07 Mention dynamics

6 months · monthly

08 Niche comparison

Rank in «Marketing, PR, Advertising»

09 Strategy

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. Subtitle shows the period.

 SUBSCRIBERS 193 097 —	 SUBS REACH 18.26% avg % subs see post	 VIEWS/POST 35.3K median 35.4K · 28 days	 POSTS/DAY 8.5 ~60 per week
 7D TREND +16.8% vs previous week	 REACTIONS/POST 828.9 total 199,760 reactions, 110,374 reposts, 0 comments	 POST LENGTH 329 chars median 291 · 28 days	 POSTS ANALYZED 241 28 days
 AD REACH 31.9K 24h avg	 CHURN / MONTH +1390 last month	 CITATION RATE 1 539 citation index · 6,584 channels mentioned all time	 CHANNEL AGE 6 years 8 months created 23.10.2019

AI EDITOR SUMMARY

Channel «zucchini caviar on sale» — 193 097 subs. Each post averages 35.3K people (18% of subs), average reach — room to grow. Publishes 60 posts per week (~9/day) — active posting. Week 15–21 Jun reach up +16.8% to week 8–14 Jun — positive trend.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS SHARE

- 01 Analysis based on **241** posts in 28 days.
- 02 Dominant format — **Video** (118/241 posts).
- 03 Avg post length — **329** chars (median 291).
- 04 Peak audience activity — **thu**, 00:00 MSK.
- 05 Top posts drive **2x** more views than the weakest (60.4K avg for top vs 29K for bottom) — among 241 posts in 28 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 25.06 · 21:43 PHOTO FIFA President Gianni Infantino is currently sitting at two matches simultaneously. Camera caught him at Curaçao — Ivory Coast and Ecuador...	VIEWS 87 423 REPOSTS 2 727	REACTIONS 1 426 ER 45.3%
Nº2 02.06 · 16:13 VIDEO Men 30+ choose how to beat the crisis: marathon, mustache, garden, slide down at Paveletskaya mall 🙄	VIEWS 48 873 REPOSTS 194	REACTIONS 459 ER 25.3%
Nº3 05.06 · 21:43 PHOTO Max removed from App Store for review boosting or attempting to deceive Apple, says IT specialist. According to him, the sanctions version...	VIEWS 44 879 REPOSTS 1 245	REACTIONS 1 778 ER 23.2%

Nº4 20.06 • 10:32 VIDEO Fast-food chain "Dagestan Lavka" reviewed mall customers and blew up Reels. The main characters are aunties from the kitchen who moved...	<table> <tr> <td>VIEWS</td><td>REACTIONS</td></tr> <tr> <td>44 546</td><td>1 155</td></tr> <tr> <td>REPOSTS</td><td>ER</td></tr> <tr> <td>834</td><td>23.1%</td></tr> </table>	VIEWS	REACTIONS	44 546	1 155	REPOSTS	ER	834	23.1%
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44 546	1 155								
REPOSTS	ER								
834	23.1%								
Nº5 15.06 • 19:15 PHOTO Three hours ago, Cape Verde goalkeeper Vozinha had 50k subs. Now – 1.8 million. The guy played the game of his life and kept a clean sheet...	<table> <tr> <td>VIEWS</td><td>REACTIONS</td></tr> <tr> <td>44 019</td><td>1 979</td></tr> <tr> <td>REPOSTS</td><td>ER</td></tr> <tr> <td>972</td><td>22.8%</td></tr> </table>	VIEWS	REACTIONS	44 019	1 979	REPOSTS	ER	972	22.8%
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44 019	1 979								
REPOSTS	ER								
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WORST 3

↓ 09.06 • 14:33 VIDEO Andrew Tate visited the Church of the Savior on Spilled Blood and St. Isaac's Cathedral. He and his brother Tristan got an English tour. Atoned for sins...	<table> <tr> <td>VIEWS</td><td>REACTIONS</td></tr> <tr> <td>29 304</td><td>643</td></tr> <tr> <td>REPOSTS</td><td>ER</td></tr> <tr> <td>158</td><td>15.2%</td></tr> </table>	VIEWS	REACTIONS	29 304	643	REPOSTS	ER	158	15.2%
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29 304	643								
REPOSTS	ER								
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↓ 03.06 • 08:03 VIDEO See how brands surprise at the country's main economic forum. Alfa-Bank brought fintech to SPIEF. It built a giant ancient...	<table> <tr> <td>VIEWS</td><td>REACTIONS</td></tr> <tr> <td>29 278</td><td>385</td></tr> <tr> <td>REPOSTS</td><td>ER</td></tr> <tr> <td>111</td><td>15.2%</td></tr> </table>	VIEWS	REACTIONS	29 278	385	REPOSTS	ER	111	15.2%
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29 278	385								
REPOSTS	ER								
111	15.2%								
↓ 09.06 • 15:26 VIDEO "Business can survive anything except lack of customers." Tochka Bank team shared how they supported small businesses on Entrepreneur Day...	<table> <tr> <td>VIEWS</td><td>REACTIONS</td></tr> <tr> <td>28 278</td><td>118</td></tr> <tr> <td>REPOSTS</td><td>ER</td></tr> <tr> <td>26</td><td>14.6%</td></tr> </table>	VIEWS	REACTIONS	28 278	118	REPOSTS	ER	26	14.6%
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SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

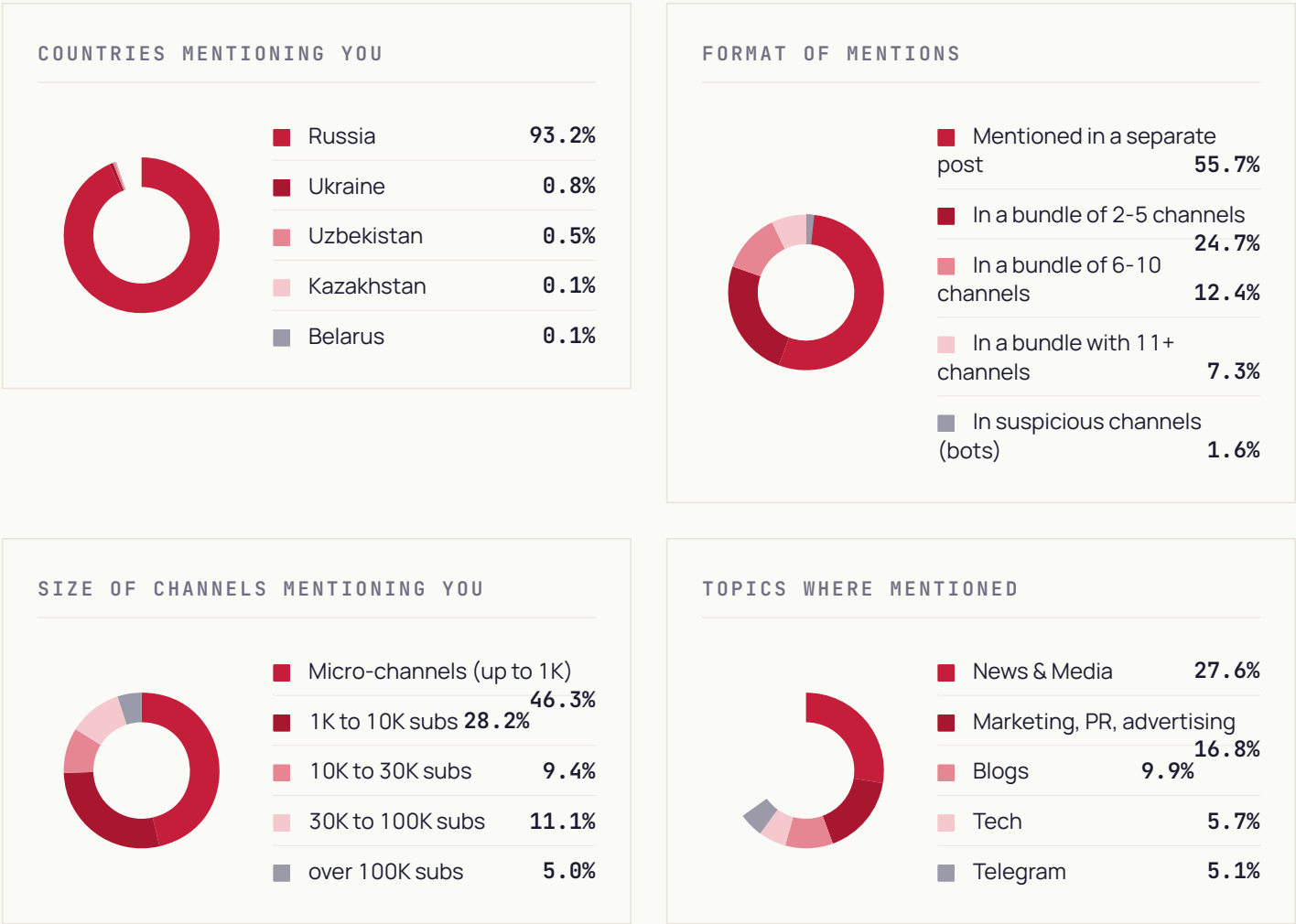
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth vs. loss.



SECTION 04 · MENTIONS

Who and how mentions the channel

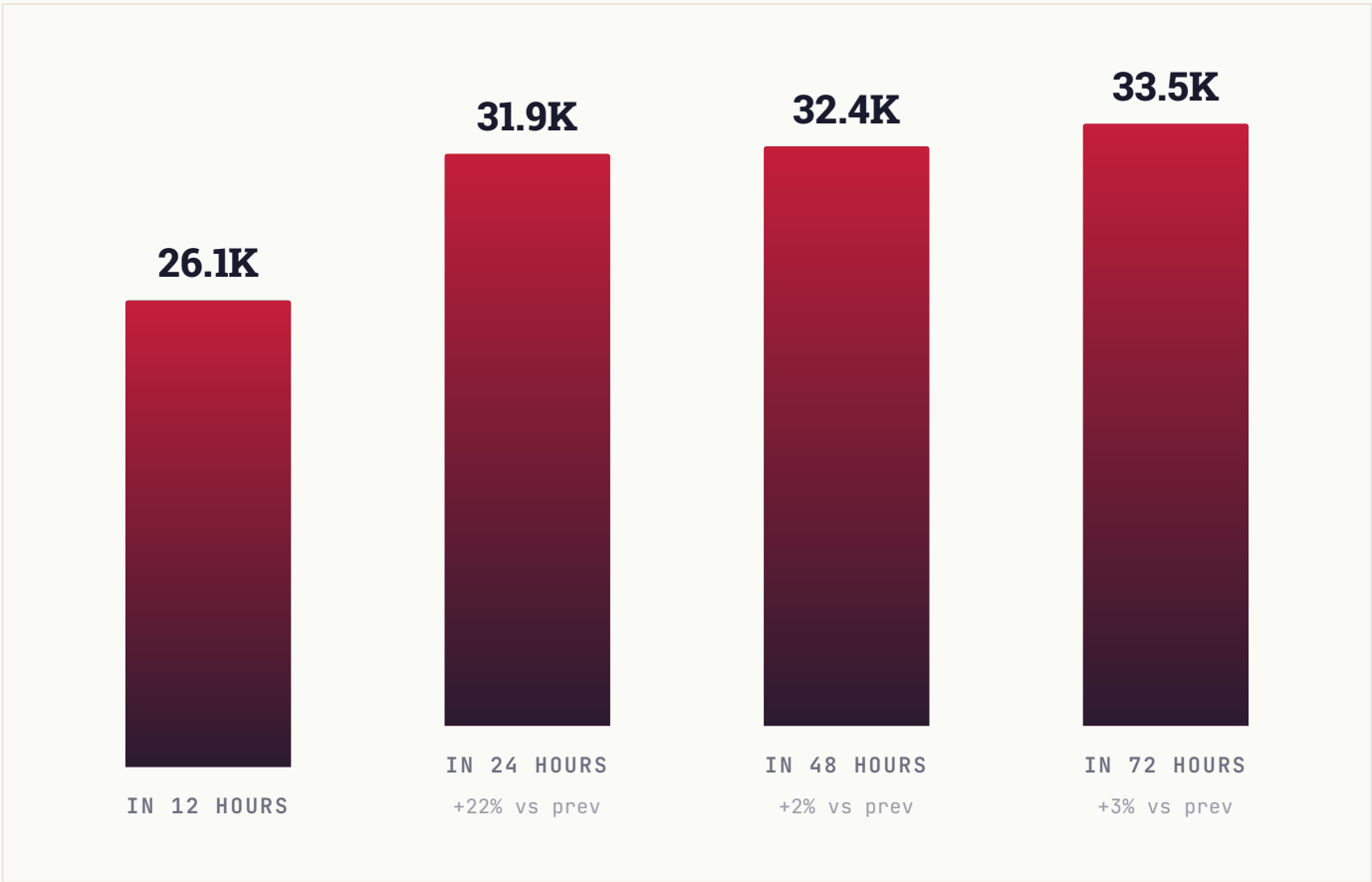
Citation index **1 539** — channel popularity rating based on mentions. Considers not only quantity but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **6 584** different channels.



— 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 closest channels by topic and 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 Oka	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
CI zucchini caviar on sale YOU	193.1K

COMPARATIVE INSIGHT

Channel in top half of niche (#30 of 99). Niche leader — My feed trends (2.5M), median subs 145.4K. Aim for the top quartile — a realistic 6-12 month horizon.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Monthly we track posts in other channels that mention yours. Over the last **6 months** mentions like this **601**, they brought **14 426** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
December 2025	94	50	305
Nov 2025	89	63	38
Oct 2025	85	53	193
Sep 2025	93	60	152
August 2025	98	70	36
July 2025	142	98	13 702

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS
601	6	14 426

SECTION 08 · NICHE COMPARISON

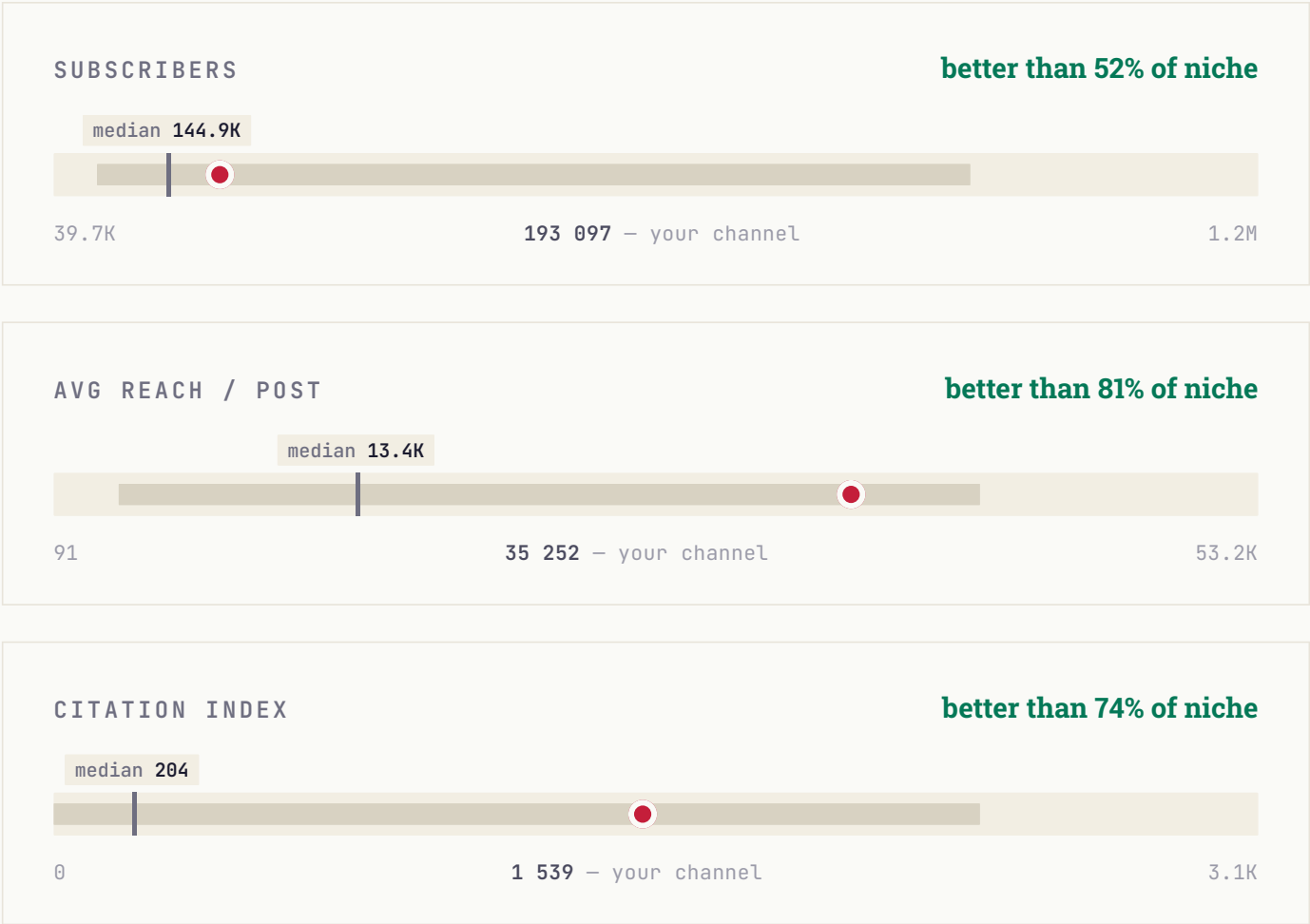
Where channel ranks in its league

Took top-100 channels in category «Marketing, PR, advertising» (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.

#30/100

RANK IN NICHE

Channel in top half of ranking



— SECTION 09 · STRATEGY

What to do right now

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

01

Best post day — Thursday

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

EFFECT

**Best window
for important
post**

02

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**

03

Test polls & interactive formats

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

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 — a source of organic traffic.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want this done by **PromptPress?**

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

01

Launch Telegram ad

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

02

Contact manager

t.me/PromptPress_manager
