

PUBLIC REPORT BY PROMTPRESS

Channel audit

«Santa» store chain



@santaretail_by

Official Telegram of «Santa» store chain 🌐 First to know news, promos & tasty deals ❤️

SUBSCRIBERS

14 949

-122 per month

ERR (% SEE POSTS)

52.0%

per day 21.5%

REACH/POST

6.4K

ad reach 3.2K/24h

— CONTENT · 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 Quotability

Who mentions the channel and how

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 «Food & Cooking» category

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 14 949 —	 SUBS REACH 42.48% avg % subs see post	 VIEWS/POST 6.4K median 6.4K · —	 POSTS/WEEK 1.0 for the period
 7D TREND — no data for period	 REACTIONS/POST 20.0 total 20 reactions, 18 reposts, 4 comments	 POST LENGTH 27 chars median 27 · —	 POSTS ANALYZED 1 —
 AD REACH 3.2K 24h avg	 CHURN / MONTH -122 for the last month	 QUOTABILITY 17 citation index · 28 channels mentioned ever	 CHANNEL AGE 4 years 3 months created 12.03.2022

AI EDITOR SUMMARY

Channel «Santa store chain» — 14 949 subs. Each post averages 6.4K people (42% of subs), wide reach for a channel this size. Publishes 1 posts/week (~0/day) — rare posts.

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 SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 1 posts for —.
- 02 Dominant format — **Photo** (1/1 posts).
- 03 Avg post length — **27** chars (median 27).
- 04 Peak audience activity — **Friday**, 11:00 MSK.
- 05 Top posts get **by 0x** more views than the weakest (2.1K avg for top vs 6.4K for worst) — among 1 posts over —. Worth analyzing what top posts share: topic, format, time.

TOP 1 POSTS

Nº1

12.06 · 08:54

PHOTO

Read more on the website.

VIEWS	REACTIONS
6 351	20
REPOSTS	ER
18	42.5%

WORST 1

↓

12.06 · 08:54

PHOTO

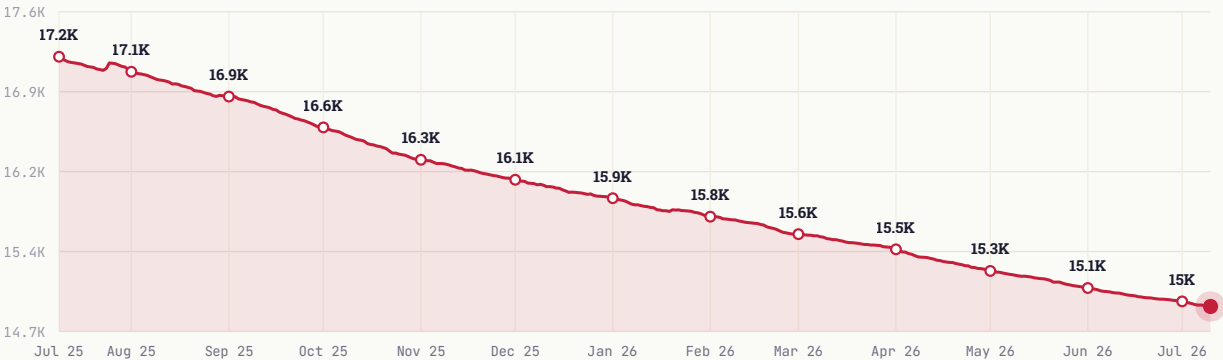
Read more on the website.

VIEWS	REACTIONS
6 351	20
REPOSTS	ER
18	42.5%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

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

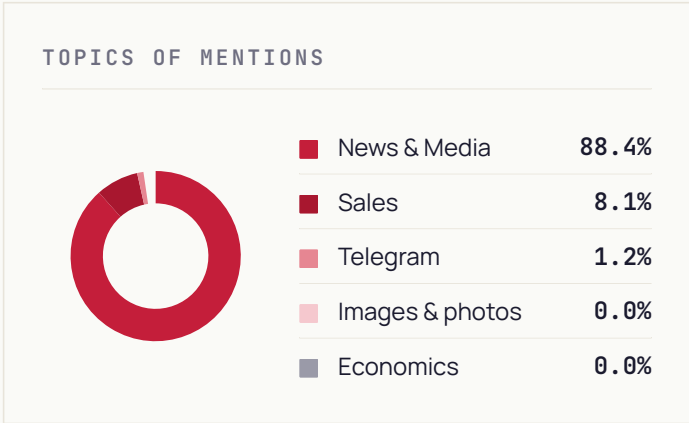
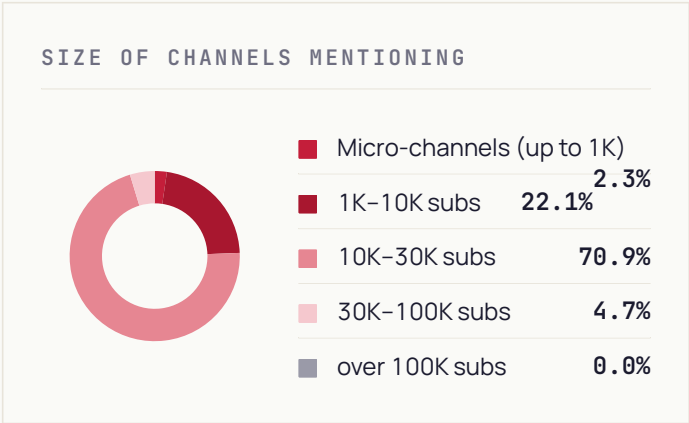
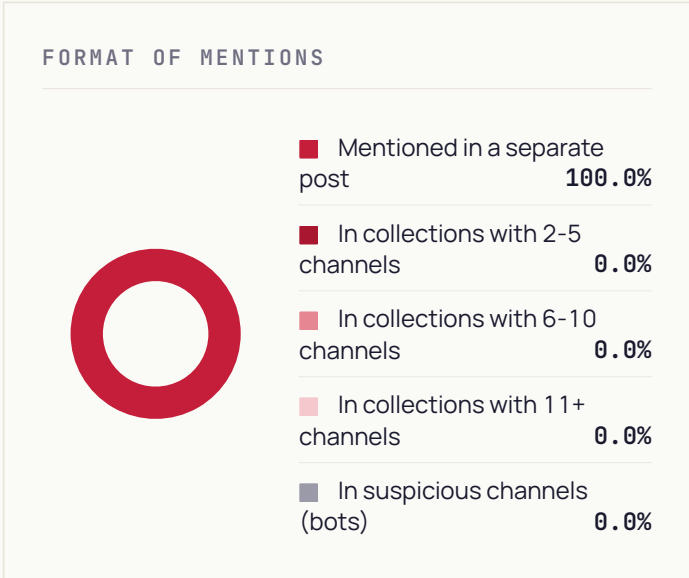
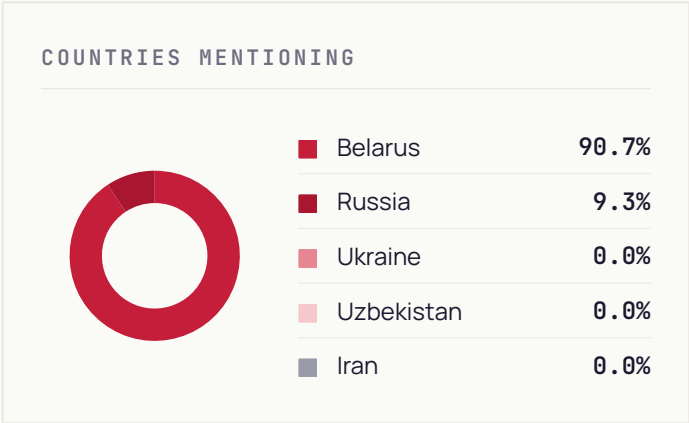


START OF PERIOD	NOW	NET GROWTH
17 220	14 949	-2 271

SECTION 04 · MENTIONS

Who mentions the channel and how

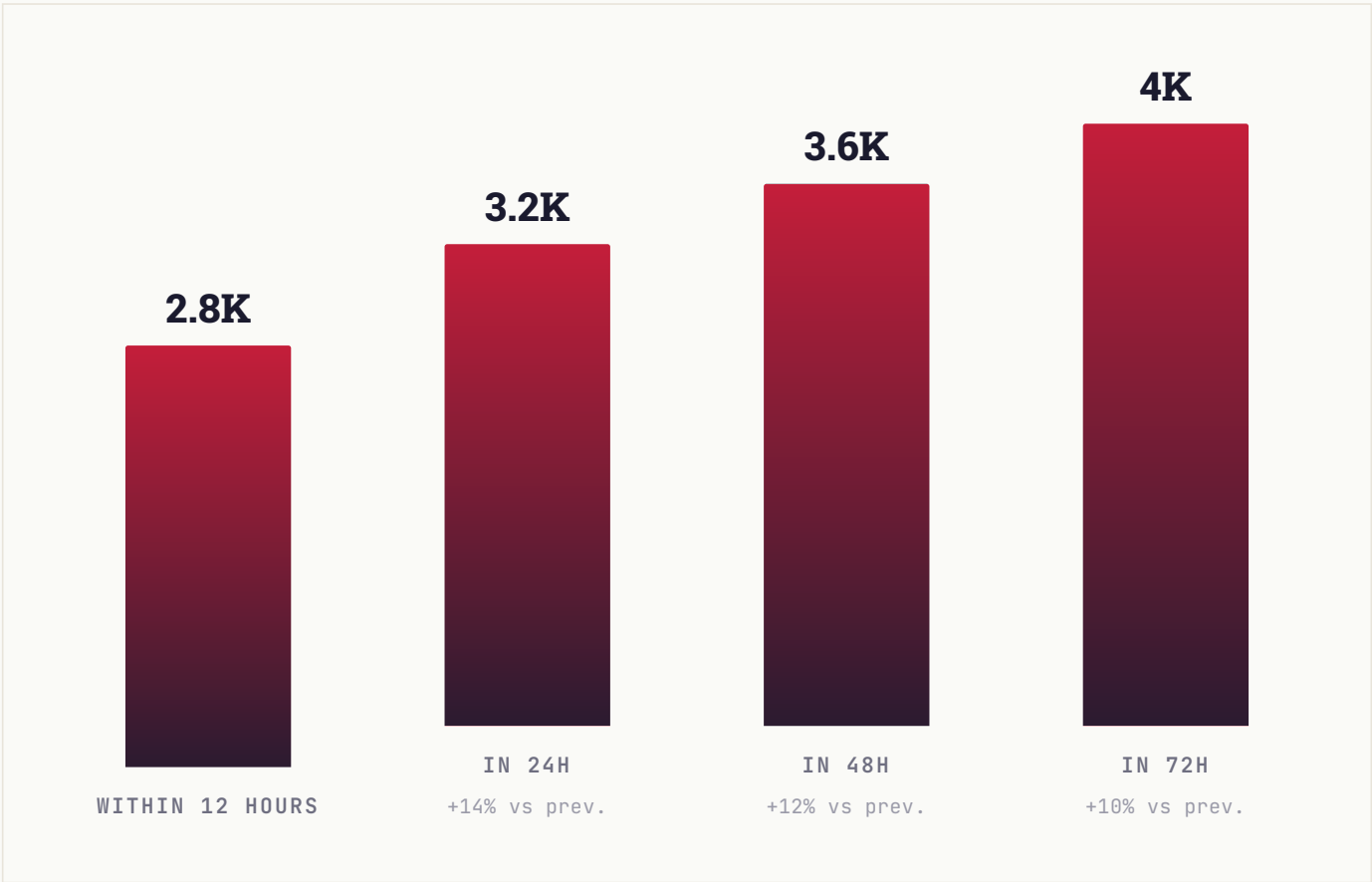
Citation index **17** – channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from 1K. All time channel was mentioned **28** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post by time since publication. Helps gauge how long a placement stays effective.



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Your channel is highlighted — shows its rank among niche neighbors.

CHANNEL	SUBSCRIBERS
K COUPONS 🍔 DEALS in Belarus	29.8K
G Groszyk Deals Finds Gifts	25.2K
P- Neighbors – store chain	17.1K
SM «Santa» store chain YOU	14.9K
O- OBZOR.BY – FOOD, CITY, SHOPPING	13.4K
M mrgrittaa recipes 🍳	13.3K
V VARKA coffee chain in Belarus	12.5K
GV Go to BK: Burger King channel in Belarus	10.8K
R Chico Minsk	7K
VI VINO&VINO	6.8K
CB COFIX Belarus	6.4K

COMPARATIVE CONCLUSION

Channel in top-10 niche (#4 of 50). Strong position. Niche leader — COUPONS | 🍔 | DEALS in Belarus (29.8K), room to grow to #1. With other top-10 channels — mutual exchanges as equals.

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** such mentions were **1**, they brought **40** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
January 2026	0	0	17	
December 2025	1	1	10	
November 2025	0	0	1	
October 2025	0	0	1	
September 2025	0	0	1	
August 2025	0	0	10	

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS
1	6	40

SECTION 08 · NICHE COMPARISON

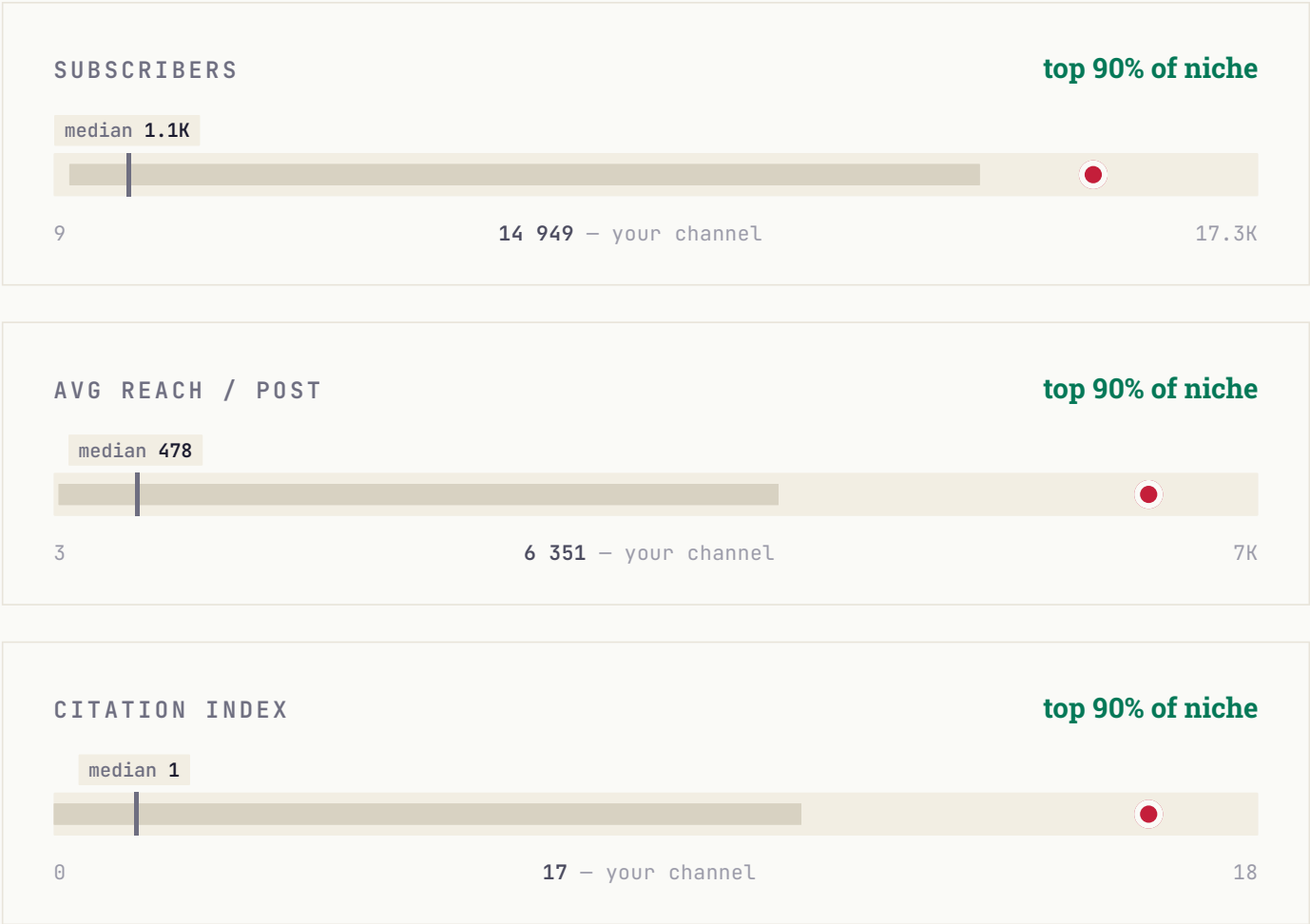
Where the channel stands in its league

Top-50 channels in category «Food & cooking» (Belarus) and compared your channel to them. Gray band – range of 80% of niche channels (p10 to p90). Black vertical – median. Red dot – your channel.

#4/50

RANK IN NICHE

Channel in top 8% Food & Cooking Belarus



— SECTION 09 · STRATEGY

What to do right now

5 priority actions sorted by expected impact. Check off and revisit in a month.

- | | | |
|-----------|--|--|
| 01 | Increase posting frequency
Now 1.0 posts/week. Active channels do 7-10.
Consistency is key to retention. | EFFECT
Consistency
beats volume |
| 02 | Main post of the week — on Friday
Audience most active on this day at 11:00 MSK. | EFFECT
Best window
for important
posts |
| 03 | Increase share of video posts
Video in Telegram holds audience longer and is favored
by the algorithm. 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 poll per week on a hot topic — easy win. | 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 with us and hit your growth plan in a month.

01

Launch Telegram ads

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

02

Contact manager

t.me/PromptPress_manager