

PUBLIC REPORT BY PROMTPRESS

Channel audit

SberMobile



@sbermobile_official

Welcome to the official SberMobile channel! Stay connected — follow us on other socials. MAX: max.ru/sbermobile_official VK:...

SUBSCRIBERS

24 754

-354 per month

ERR (% SEE POSTS)

11.0%

per day 3.8%

REACH/POST

2.5K

ad reach 942/24h

— 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 and how

05 Ad potential

How long a post generates reach

06 Competitors

Niche neighbors · your place

07 Mention dynamics

6 months · monthly

08 Niche comparison

Rank in «Software & Apps» category

09 Strategy

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 24 754 —	 SUBSCRIBER REACH 10.25% avg % of subs see a post	 VIEWS/POST 2.5K median 2.6K · 27 days	 POSTS/WEEK 6.8 over period
 7D TREND -14.3% vs previous week	 REACTIONS/POST 32.7 only 882 reactions, 82 reposts, 0 comments	 POST LENGTH 625 chars median 742 · 27 days	 POSTS ANALYZED 27 27 days
 AD REACH 942 24h avg	 CHURN / MONTH -354 over last month	 CITATION RATE 37 citation index · 104 channels mentioned all time	 CHANNEL AGE 3 years 10 months created 18.08.2022

AI EDITOR SUMMARY

Channel «SberMobile» — 24 754 subs. Avg views per post: 2.5K people (10% of subs), reach is low — consider expanding audience. Publishes 7 posts per week (~1/day) — infrequent. For week Jul 6–12, reach dropped -14.3% by week of Jun 29 – Jul 5 — worth analyzing why.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS SHARE

- 01 Analysis based on 27 posts over 27 days.
- 02 Dominant format — Photo (17/27 posts).
- 03 Avg post length — 625 chars (median 742).
- 04 Peak audience activity — Tuesday, 18:00 MSK.
- 05 Top posts get 2x more views than the weakest (3.6K avg for top vs 2K for worst) — among 27 posts in 27 days. Worth analyzing what top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 24.06 · 10:00 VIDEO Let's face it, we've all been there 🐱	VIEWS 3 883 REPOSTS 8	REACTIONS 50 ER 15.7%
Nº2 23.06 · 15:00 VIDEO If your kid never puts down the phone, it's time to act 📱 Gaming on the device shouldn't be the only...	VIEWS 3 467 REPOSTS 3	REACTIONS 27 ER 14.0%
Nº3 25.06 · 10:00 TEXT Blocked phone scammers trying to call you.	VIEWS 3 457 REPOSTS —	REACTIONS 37 ER 14.0%

Nº4 25.06 · 10:04 **TEXT**
(post without caption – text)

VIEWS
3 261

REACTIONS
21

REPOSTS
—

ER
13.2%

Nº5 19.06 · 11:15 **PHOTO**
See you on June 20 at Kolomenskoye Park for Afisha Picnic x Sber! ❤️ An open-air funfair with glowing rides...

VIEWS
3 123

REACTIONS
42

REPOSTS
7

ER
12.6%

WORST 3

↓ 09.07 · 10:01 **PHOTO**
Phone almost charged. A bit more and you can go out, staying connected with family. Only the cords got tangled 😬 Help find...

VIEWS
2 118

REACTIONS
94

REPOSTS
5

ER
8.6%

↓ 10.07 · 10:07 **PHOTO**
💰 Pay with a Thank You? Sure! Spend the saved cash on shopping. We're launching a "Connection Calculator" contest on VK – in it you...

VIEWS
2 089

REACTIONS
31

REPOSTS
7

ER
8.4%

↓ 14.07 · 09:59 **PHOTO**
What is our life? A game 🎲 Spinning an imaginary top and picking family evening fun from our list. Sharing...

VIEWS
1 759

REACTIONS
27

REPOSTS
2

ER
7.1%

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 gained or lost subs.



START OF PERIOD

NOW

NET GROWTH

22 841

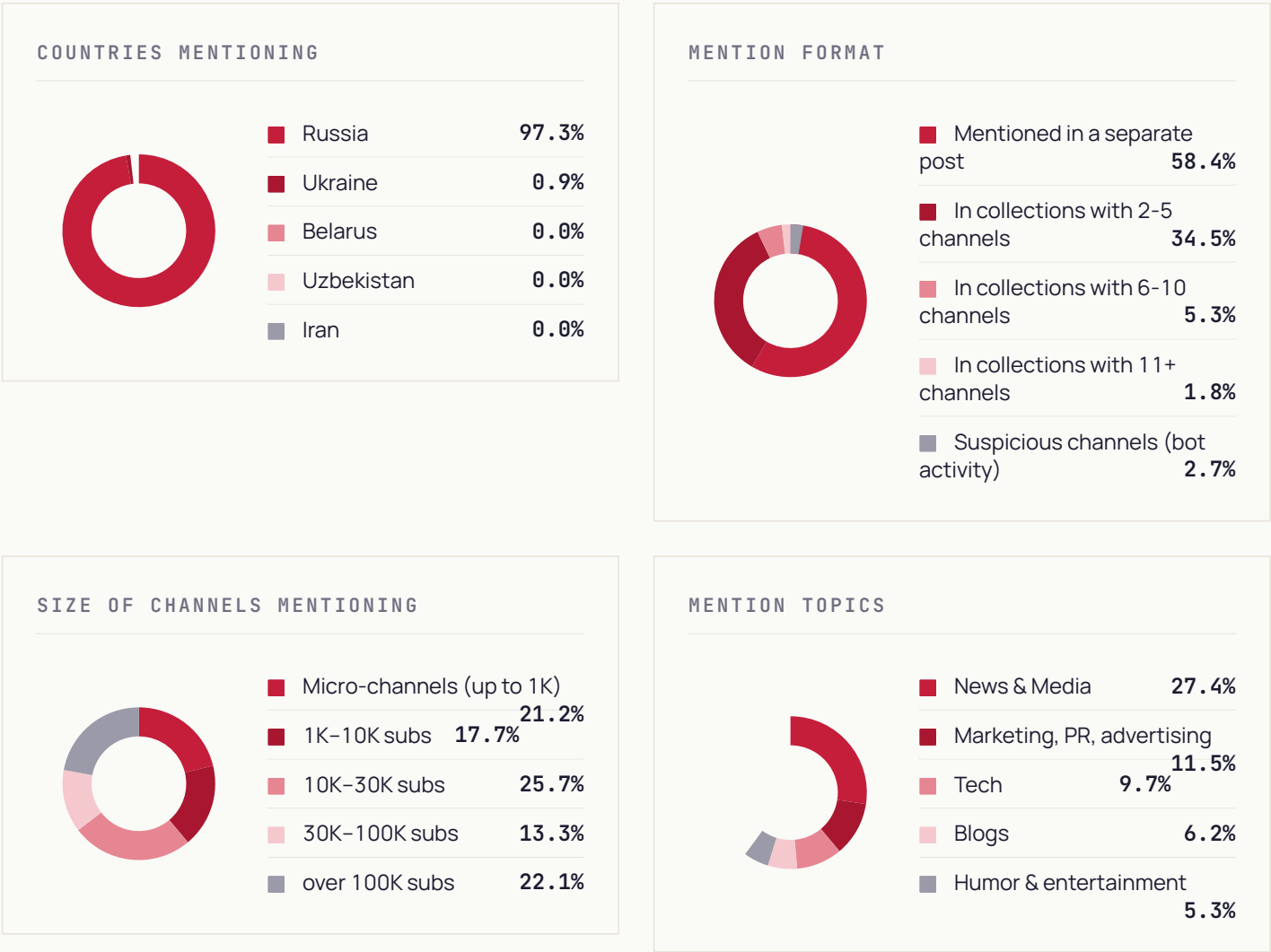
24 754

+1 913

SECTION 04 · MENTIONS

Who mentions the channel and how

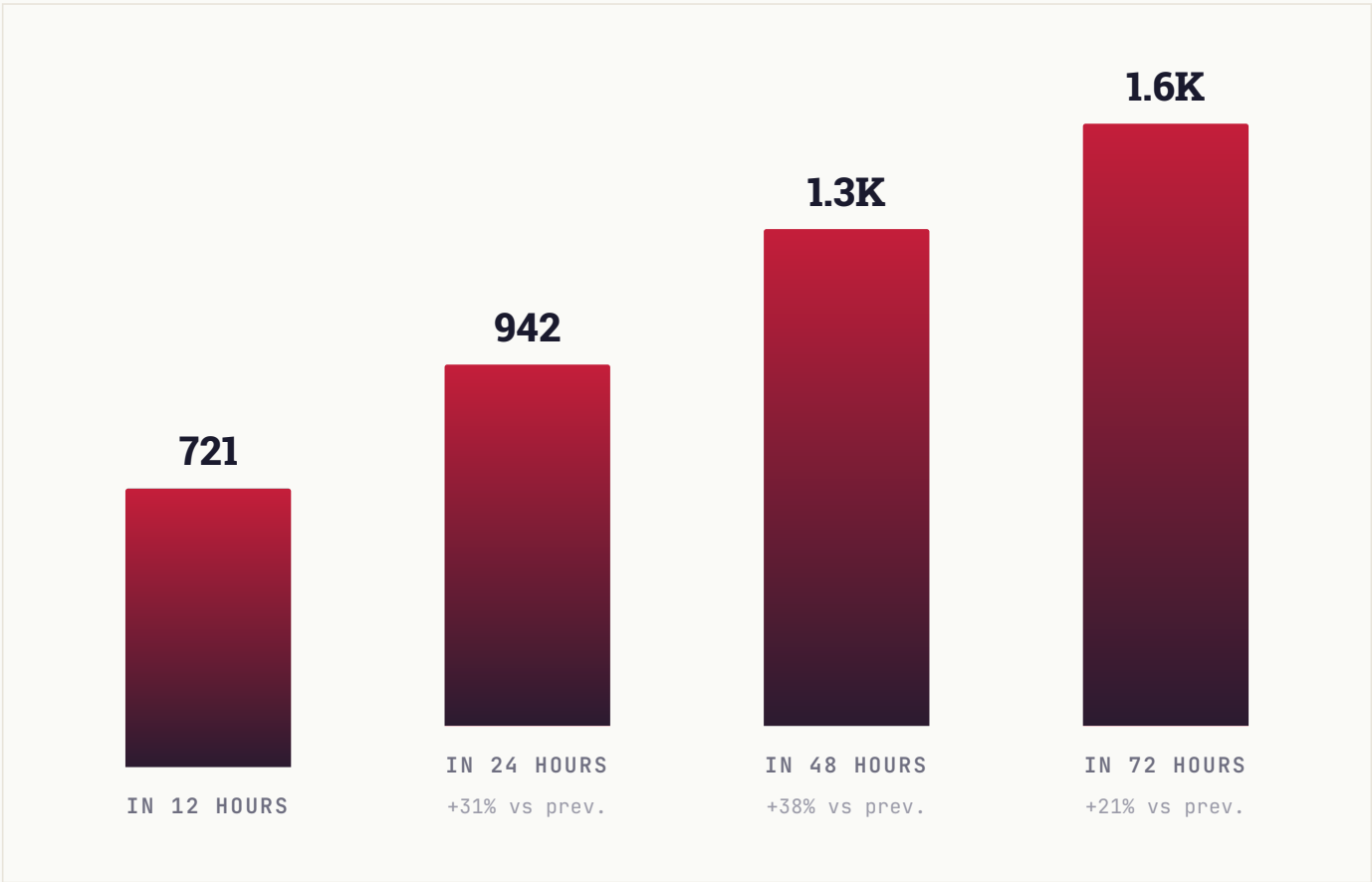
Citation index **37** — channel popularity rating based on mentions. Considers not only quantity but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **104** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

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



SECTION 06 · COMPETITORS

Who you compete with

11 closest channels by topic & audience. Your channel is highlighted — see its rank among niche peers.

CHANNEL	SUBSCRIBERS
IP iRo Proxy پروکسی	7.6M
GE GETMODPC	4.4M
TP TikTok Prime 🏆	3.5M
T🌩 TikTokModCloud 🌩	3M
TU TikTok Updates 🔥	2.2M
CT Central TikTok ⚡	1.8M
اپ Fast Proxy پروکسی	1.7M
اف اخبار فوری مملکت نیوزبین	1.5M
پم خبرجنگ VPN پروکسی ملی	1.3M
→E → Easy APK	1.2M
Sat SberMobile YOU	24.8K

COMPARATIVE INSIGHT

Channel not yet outside niche top 100 — early growth stage. Niche leader — iRo Proxy | پروکسی (7.6M), top-100 median: 396.1K. First goal: enter top-100 through systematic work on traffic and content.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we track posts in other channels that mention yours. Over the last **6 months** such mentions were **12**, they brought **4 810** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	0	0	830
December 2025	3	3	871
November 2025	2	2	625
October 2025	2	2	371
September 2025	1	1	1 150
August 2025	4	3	963

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS
12	6	4 810

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category "Software & Apps» (Russia) and compared your channel. Gray band = range where 80% of niche channels fall (p10 to p90). Black vertical = median. Red dot = your channel.



— SECTION 09 · STRATEGY

What to do right now

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

01

Best post day — Tuesday

Audience is most active on this day at 18:00 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 is an easy growth lever.

EFFECT

+5-15% ER

04

Cross-promo with neighboring channels

Cross-post 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 — it's a source of organic traffic.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want this done by **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 Telegram ads

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

02

Contact manager

t.me/PromptPress_manager