

PUBLIC REPORT PROMTPRESS

Channel audit

Sergo found, I bought



@sergonashe1

Application number for Roskomnadzor registration: № 5843166405

Making men's clothing search easier 🔥 Collaboration -

@Yulya_Suvor #QVVVV

SUBS

89 924

-1971 per month

ERR (% SEE POSTS)

14.0%

per day 5.8%

REACH/POST

12.7K

ad reach 5.2K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card — a separate channel health indicator. Subtitle under the number shows the period it covers.

 SUBS 89 924 —	 SUBS REACH 14.08% avg % of subs see post	 VIEWS/POST 12.7K median 12.1K · 25 days	 POSTS/WEEK 7.6 for the period
 7D TREND -9.6% vs previous week	 REACTIONS/POST 61.9 only 1,670 reactions, 949 reposts, 7 comments	 POST LENGTH 290 chars median 247 · 25 days	 POSTS ANALYZED 27 25 days
 AD REACH 5.2K 24h avg	 CHURN / MONTH -1971 last month	 CITATION RATE 6 citation index · 9 channels mentioned it ever	 CHANNEL AGE 2 years 3 months created 17.03.2024

AI EDITOR SUMMARY

Channel «Sergo found, I bought» — 89 924 subs. Each post averages 12.7K people (14% from subs), reach is low — consider expanding audience. Publishes 8 posts per week (~1/day) — regular schedule. For week 22–28 June, reach dropped by -9.6% by week 15–21 June — worth analyzing reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS SHARE

- 01 Analysis based on 27 posts over 25 days.
- 02 Dominant format — Photo (15/27 posts).
- 03 Avg post length — 290 chars (median 247).
- 04 Peak audience activity — Thu, 09:00 MSK.
- 05 Top posts get 2x more views than the weakest (17.1K avg for top vs 9.3K for worst) — among 27 posts over 25 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

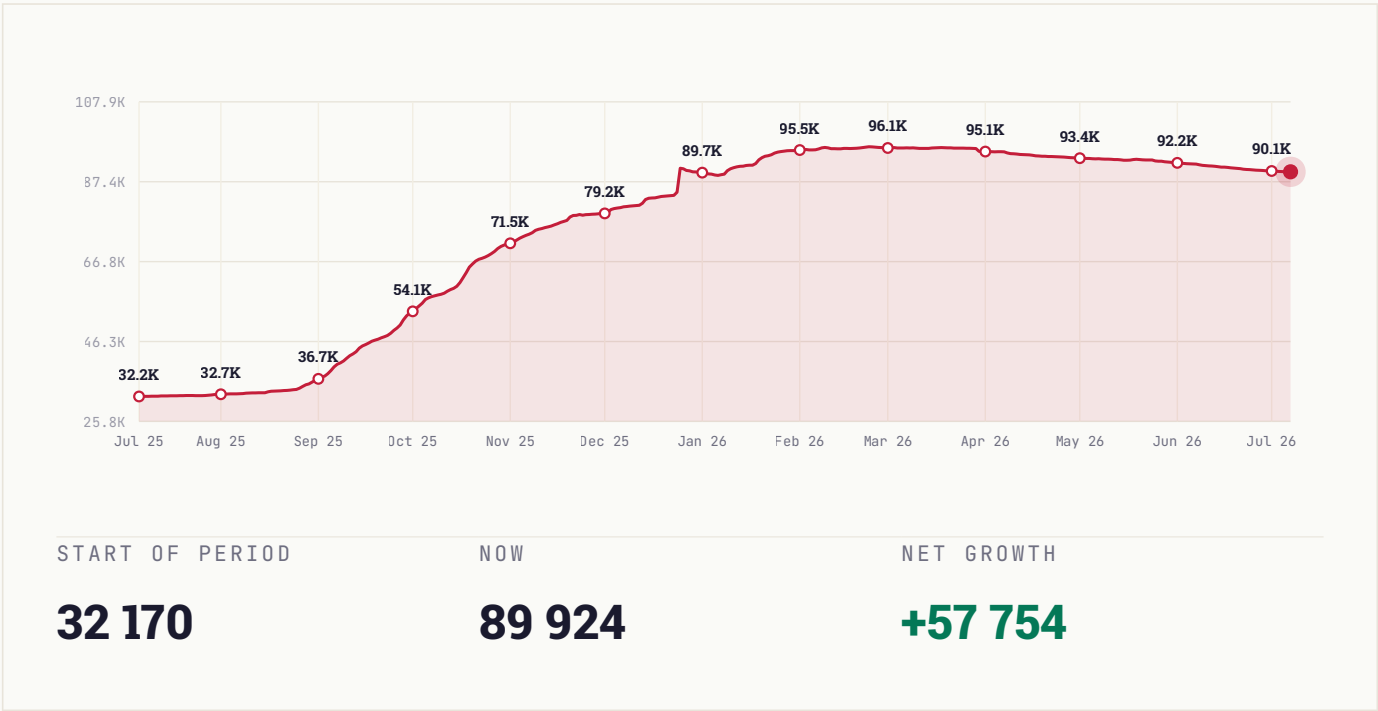
Nº1 11.06 · 06:47 VIDEO Morning bumjour 🕶️ On me Shirt 346137469 WB Trousers Sela Blazer & loafers Lime On Olya Blazer 480857588 WB Aladdins MP002XW1JXE1 (Lamoda)	VIEWS 19 202 REPOSTS 57	REACTIONS 67 ER 21.4%
Nº2 10.06 · 17:25 PHOTO Evening Nihao 🍷 On me Blazer, trousers and loafers Lime Tie Henderson Shirt Salvatore Brunacci On Olya Dress Lichi Shoes Lime	VIEWS 16 505 REPOSTS 36	REACTIONS 92 ER 18.4%
Nº3 15.06 · 14:51 VIDEO Bright polos are just 🔥 Look 1 Yellow polo shirt WB article: 614868339 Grey Bermuda shorts WB article: 320806839 2...	VIEWS 15 632 REPOSTS 60	REACTIONS 49 ER 17.4%

Nº4 14.06 • 12:09 VIDEO Linen for summer is fire!🔥 FINE JOYCE pants WB: 393854142 100% linen, a bit long for me, will hem, fit 190 cm height easily. My height 186 cm, weight...	VIEWS 15 259 REACTIONS 57 REPOSTS 66 ER 17.0%
Nº5 08.06 • 19:48 VIDEO I decided to shoot a series of brand review videos.👏👏 This is part one of a series about brands you can find on...	VIEWS 14 504 REACTIONS 61 REPOSTS 18 ER 16.1%
WORST 3	
↓ 28.06 • 19:02 VIDEO Looks from streetwear brand BlackPires Gray half-zip XL: 548885780 Shorts XXL: 724968814 Blue half-zip XL: 724862361 Sweatpants...	VIEWS 10 190 REACTIONS 41 REPOSTS 42 ER 11.3%
↓ 28.06 • 16:04 VIDEO If Tony Soprano had this belt, the warranty would still be valid 🌀 Magnetic belt with 94-year warranty 🔄 Belt on...	VIEWS 9 964 REACTIONS 65 REPOSTS 49 ER 11.1%
↓ 03.07 • 17:50 VIDEO In ZARINA MAN SALE up to 50% Trendy combos every guy needs: - stripes, super relevant...	VIEWS 7 734 REACTIONS 37 REPOSTS 23 ER 8.6%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

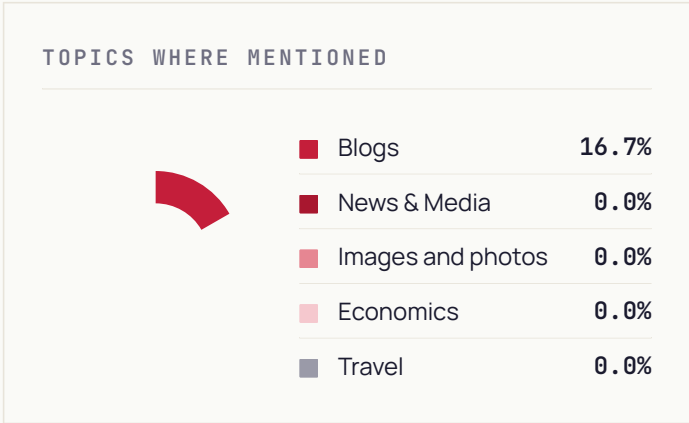
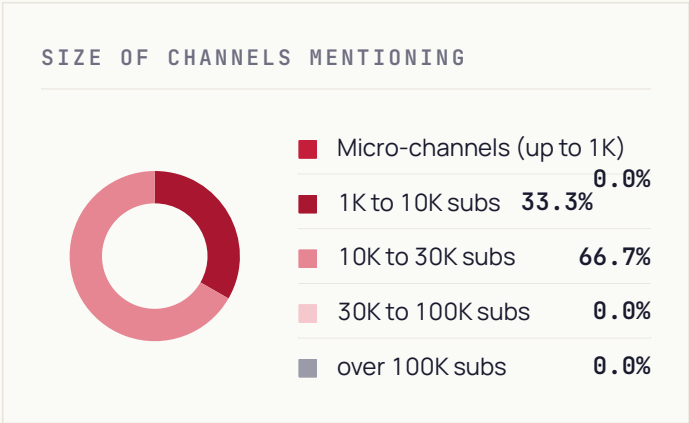
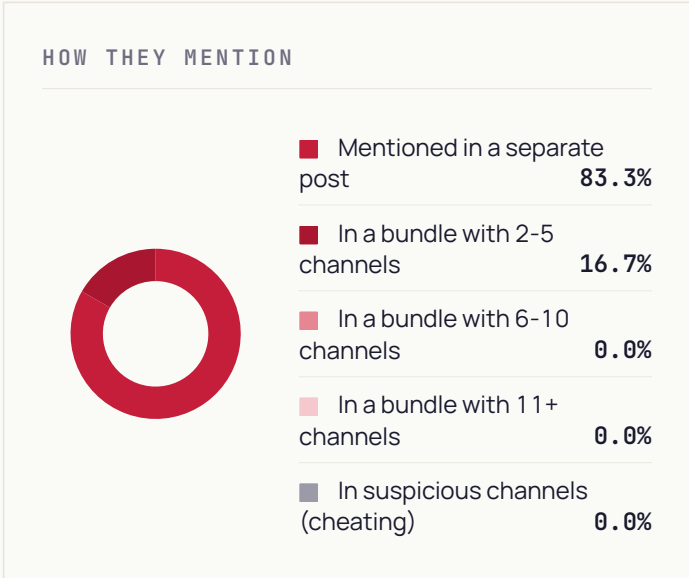
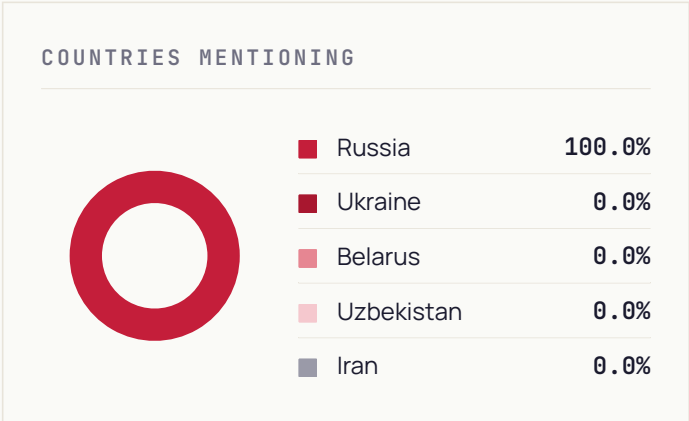
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel grew and which lost subs.



SECTION 04 · MENTIONS

Who and how mentions the channel

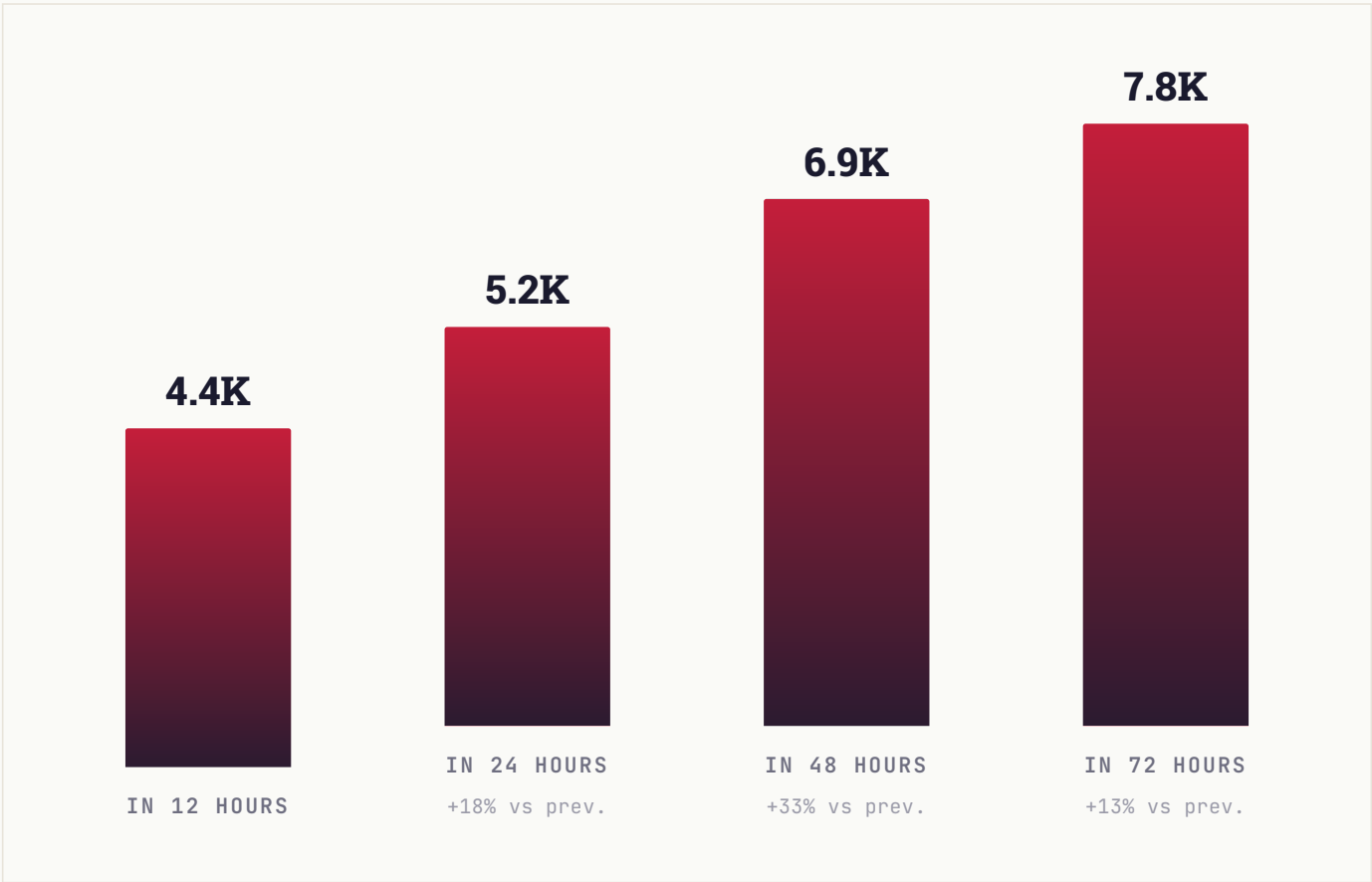
Citation index 6 – channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: 9 different channels.



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 Nearest channels by topic and audience. Your channel is highlighted — see its rank among niche neighbors.

CHANNEL	SUBS
OZ OZON	1.1M
CH Market discounts	1M
YM Yandex Market	1M
X- Freeloaders - Lightning	997.5K
WS WB Sniper Wildberries Finds Discounts Promos	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-Profitable	558.5K
CH Sergo found, I bought YOU	89.9K

COMPARATIVE INSIGHT

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

Every month we record posts in other channels that mention yours. Over the last **6 months** such mentions were **3**, they brought **64 806** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
Jan 2026	1	1	6 371
December 2025	1	1	11 639
November 2025	1	1	8 087
October 2025	0	0	17 805
Sep 2025	0	0	17 284
August 2025	0	0	3 620
TOTAL MENTIONS	MONTHS IN DATA	ATTRACTED SUBS	
3	6	64 806	

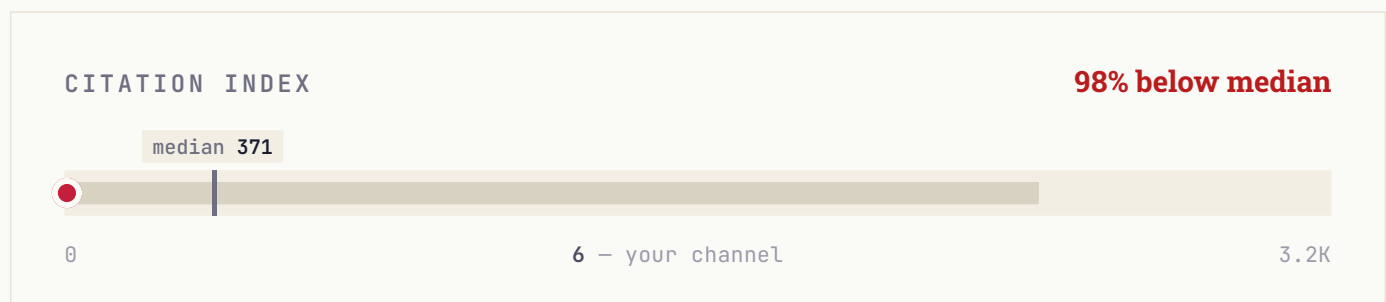
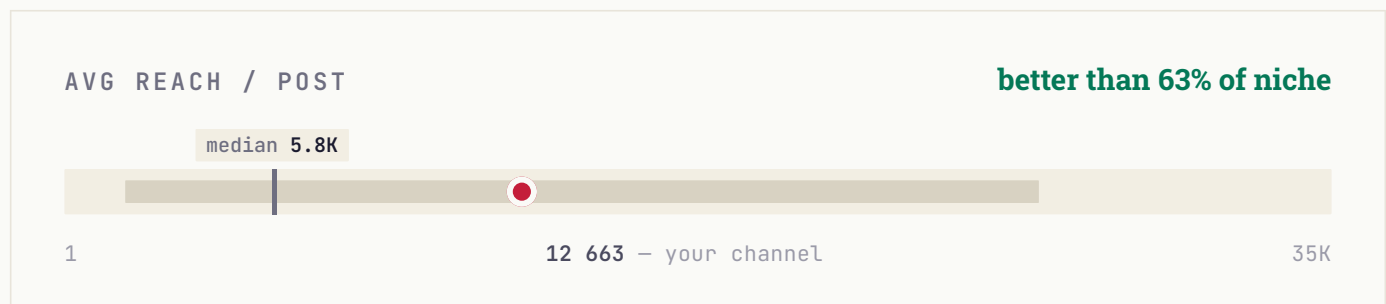
Where the channel stands in its league

SUBS

54% 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 the left axis at 66.3K and ending at 89,924. A vertical line marks the median at 193.6K. A red dot is placed on the dark beige bar at the 66.3K mark. The text '54% below median' is displayed in red at the top right. The text 'median 193.6K' is displayed in black above the vertical line. The left axis is labeled '66.3K' and the right axis is labeled '714.1K'. The channel's name '89 924 - your channel' is centered below the bar.

Metric	Value
Channel Subscribers	89,924
Median	193.6K
Start of Range	66.3K
End of Range	714.1K



— 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

Main post of the week — on Thursday

Audience is most active on this day at 09:00 MSK.

EFFECT

**Best window
for an
important post**

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 channels in the same segment. 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 — organic traffic source.

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