

— PUBLIC REPORT BY PROMTPRESS

# Channel audit

## PromoCat — Freebies Promocodes Deals



@skidki

Best free GB channel Invite link: @skidki YMReferral Ads: @bill\_ben

App # <https://gosuslugi.ru/snet/67a9c58baef47b71f1df5436>

SUBSCRIBERS

**241 309**

ERR (% WHO SEE  
POSTS)

REACH/POST

**3.2K**

-1777 per month

2.0%  
per day 0.9%

ad reach 2.2K/24h

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SECTION 01 · CHANNEL SNAPSHOT

# Channel KPIs

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

|                                                                                        |                                                                                                |                                                                                                                      |                                                                                                        |
|----------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------|
| <div><div></div><div>SUBSCRIBERS</div></div> <div>241 309</div> <div>—</div>           | <div><div></div><div>SUBS REACH</div></div> <div>1.33%</div> <div>avg % of subs see post</div> | <div><div></div><div>VIEWS/POST</div></div> <div>3.2K</div> <div>median 3.3K · 29 days</div>                         | <div><div></div><div>POSTS/DAY</div></div> <div>7.5</div> <div>~52 per week</div>                      |
| <div><div></div><div>7D TREND</div></div> <div>+3.6%</div> <div>vs previous week</div> | <div><div></div><div>REACTIONS/POST</div></div> <div>—</div> <div>MTPROTO only</div>           | <div><div></div><div>POST LENGTH</div></div> <div>509 chars</div> <div>median 488 · 29 days</div>                    | <div><div></div><div>POSTS ANALYZED</div></div> <div>224</div> <div>29 days</div>                      |
| <div><div></div><div>AD REACH</div></div> <div>2.2K</div> <div>24h avg</div>           | <div><div></div><div>CHURN / MONTH</div></div> <div>-1777</div> <div>last month</div>          | <div><div></div><div>QUOTE RATE</div></div> <div>26</div> <div>citation index · 310 channels mentioned it ever</div> | <div><div></div><div>CHANNEL AGE</div></div> <div>5 years 8 months</div> <div>created 18.09.2020</div> |

AI EDITOR SUMMARY

Channel «PromoCat — Freebies Promocodes Deals» — 241 309 subs. Each post averages 3.2K people (1% from subs), reach is low — consider expanding audience. Publishes 52 posts per week (~8/day) — active posting mode. For week Jun 1–7 reach stable (+3.6% vs week of May 25–31).

SECTION 02 · CONTENT ANALYSIS

# What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **224** posts in 29 days.
- 02 Dominant format — **Photo** (218/224 posts).
- 03 Avg post length — **509** chars (median 488).
- 04 Peak audience activity — **Tue, 21:00 MSK**.
- 05 Top posts get **2x** more views than the weakest (4.4K avg top vs 2.4K worst) — among 224 posts in 29 days. Worth analyzing what top posts have in common: topic, format, timing.

TOP 5 POSTS

|                                                                                                                                                                                                         |                                                                 |                                                                 |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------|-----------------------------------------------------------------|
| <div><div>Nº1</div><div>23.05 · 16:04</div><div>PHOTO</div></div> <div>750₽ off Pyaterochka delivery! Get a discount on your order in the Pyaterochka Delivery app 3hfscxdtps - 750₽ off first...</div> | <div>VIEWS</div> <div>4 494</div> <div>REP.</div> <div>19</div> | <div>REACTIONS</div> <div>—</div> <div>ER</div> <div>1.9%</div> |
| <div><div>Nº2</div><div>24.05 · 16:18</div><div>PHOTO</div></div> <div>750₽ off Pyaterochka delivery! Get a discount on your order in the Pyaterochka Delivery app 3hfscxdtps - 750₽ off first...</div> | <div>VIEWS</div> <div>4 315</div> <div>REP.</div> <div>16</div> | <div>REACTIONS</div> <div>—</div> <div>ER</div> <div>1.8%</div> |
| <div><div>Nº3</div><div>26.05 · 15:59</div><div>PHOTO</div></div> <div>Coupon to Smile Rainbow ♥ 25% off any purchase at retail stores on white price tags! Show this at checkout...</div>              | <div>VIEWS</div> <div>4 287</div> <div>REP.</div> <div>9</div>  | <div>REACTIONS</div> <div>—</div> <div>ER</div> <div>1.8%</div> |

|                                                                                                                                                                                                          |                                                                 |                                                                 |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------|-----------------------------------------------------------------|
| <div><div>Nº4</div><div>23.05 · 13:04</div><div>PHOTO</div></div> <div>Active promo code for restaurant orders in Yandex Food BRD7R7 – 520₽ off first order of 800₽+ (stacks with all promos) +...</div> | <div>VIEWS</div> <div>4 250</div> <div>REP.</div> <div>24</div> | <div>REACTIONS</div> <div>—</div> <div>ER</div> <div>1.8%</div> |
| <div><div>Nº5</div><div>31.05 · 16:59</div><div>PHOTO</div></div> <div>☒ 300₽ phone top-up from Yandex To get the bonus: ☒Follow the link ☒Change browser settings on your device...</div>               | <div>VIEWS</div> <div>4 186</div> <div>REP.</div> <div>8</div>  | <div>REACTIONS</div> <div>—</div> <div>ER</div> <div>1.7%</div> |

|

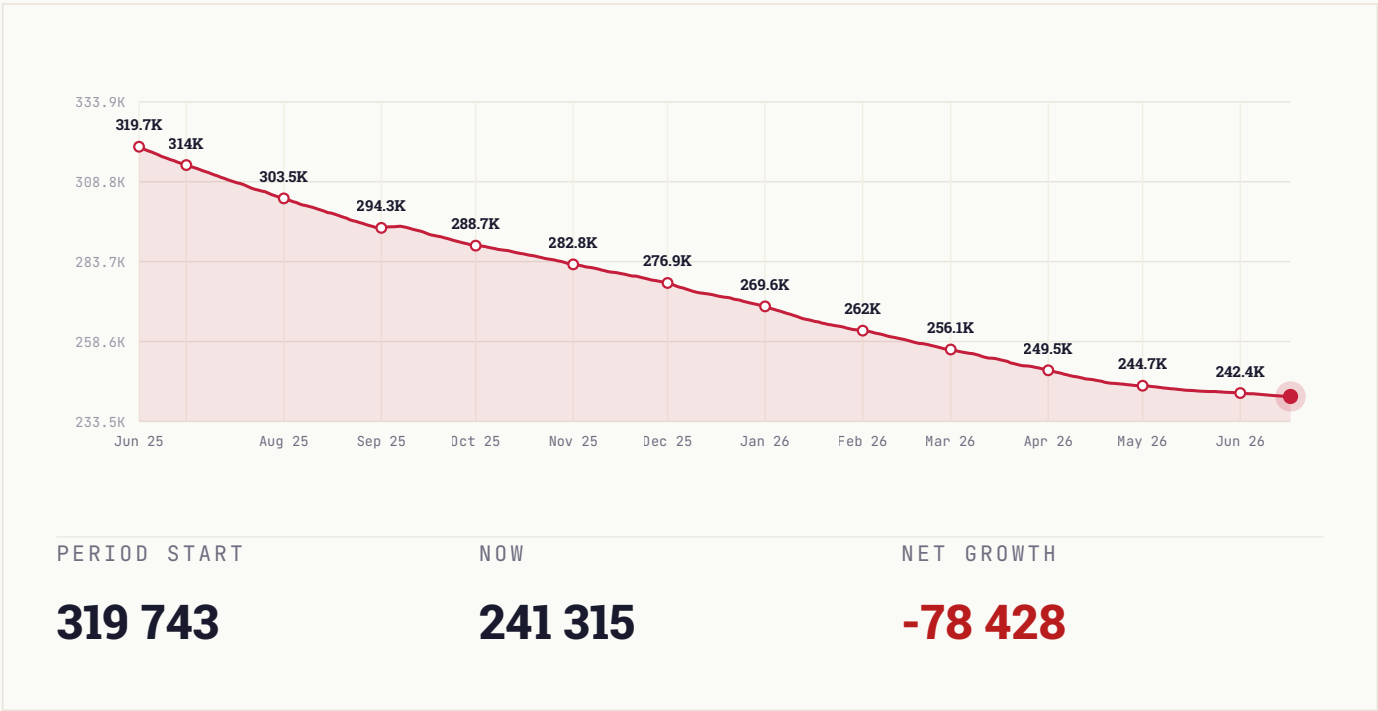
WORST 3

|                                                                                                                                                                                                              |                                                                |                                                                 |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------|-----------------------------------------------------------------|
| <div><div>↓</div><div>19.05 · 10:33</div><div>PHOTO</div></div> <div>ORCA OR-SVC 101 corded upright vacuum (white) Ad. Yandex Market LLC, INN 9704254424; erid...</div>                                      | <div>VIEWS</div> <div>2 446</div> <div>REP.</div> <div>3</div> | <div>REACTIONS</div> <div>—</div> <div>ER</div> <div>1.0%</div> |
| <div><div>↓</div><div>19.05 · 08:15</div><div>PHOTO</div></div> <div>Weissgauff WAF 515 GB Air Cook Master electric air fryer, 5.5L Ad. Yandex Market LLC, INN 9704254424; erid...</div>                     | <div>VIEWS</div> <div>2 381</div> <div>REP.</div> <div>5</div> | <div>REACTIONS</div> <div>—</div> <div>ER</div> <div>1.0%</div> |
| <div><div>↓</div><div>19.05 · 08:21</div><div>PHOTO</div></div> <div>Electric water heater with shower/display / hot water heater with shower head for home &amp; garden Ad. Yandex Market LLC, INN...</div> | <div>VIEWS</div> <div>2 357</div> <div>REP.</div> <div>3</div> | <div>REACTIONS</div> <div>—</div> <div>ER</div> <div>1.0%</div> |

SECTION 03 · SUBSCRIBER DYNAMICS

# How the channel grew over the year

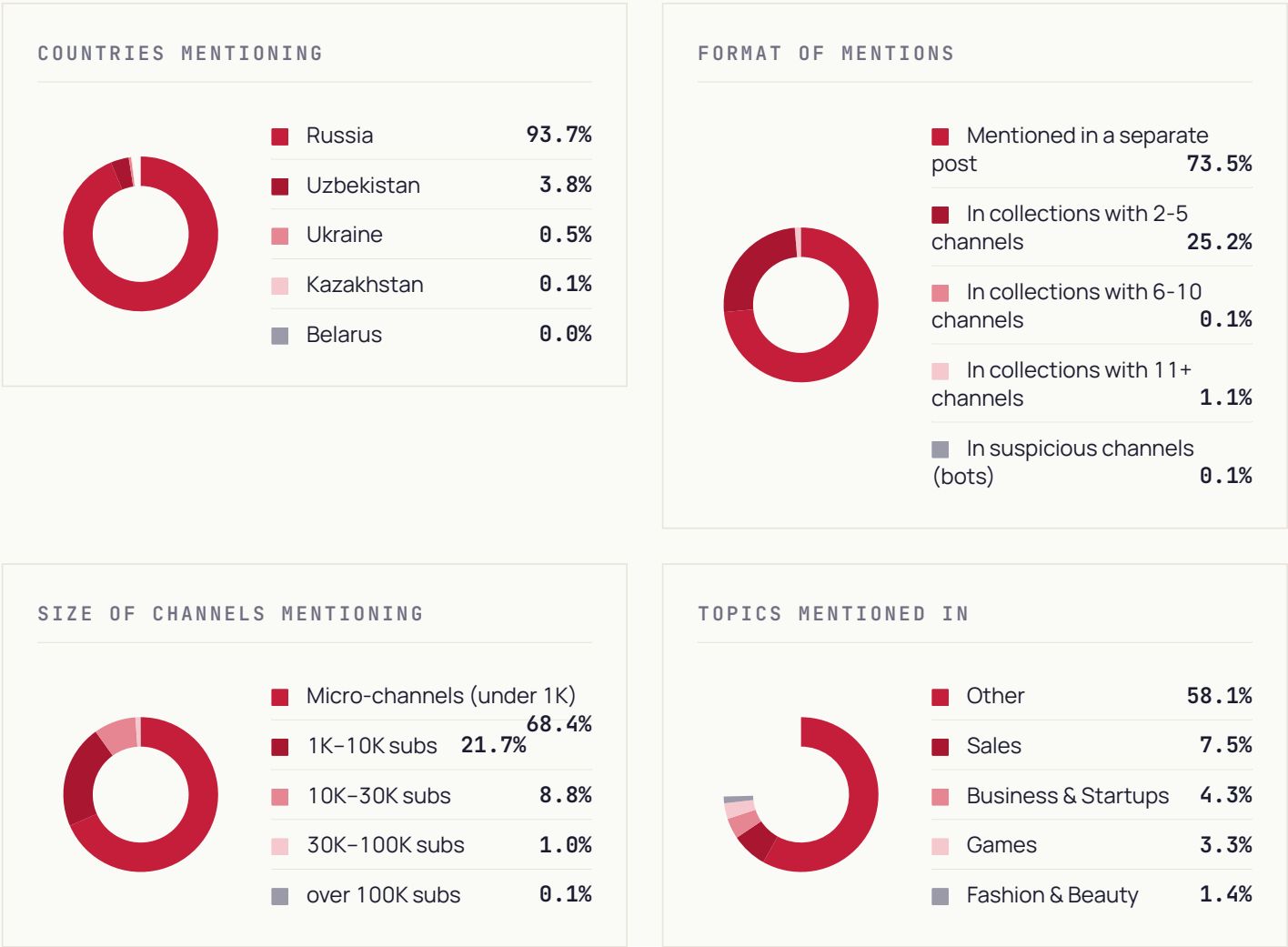
Subscriber growth graph for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · MENTIONS

# Who mentions the channel & how

Citation index **26** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100K-sub channel weighs more than from a 1K-sub channel. All-time mentions: **310** different channels.

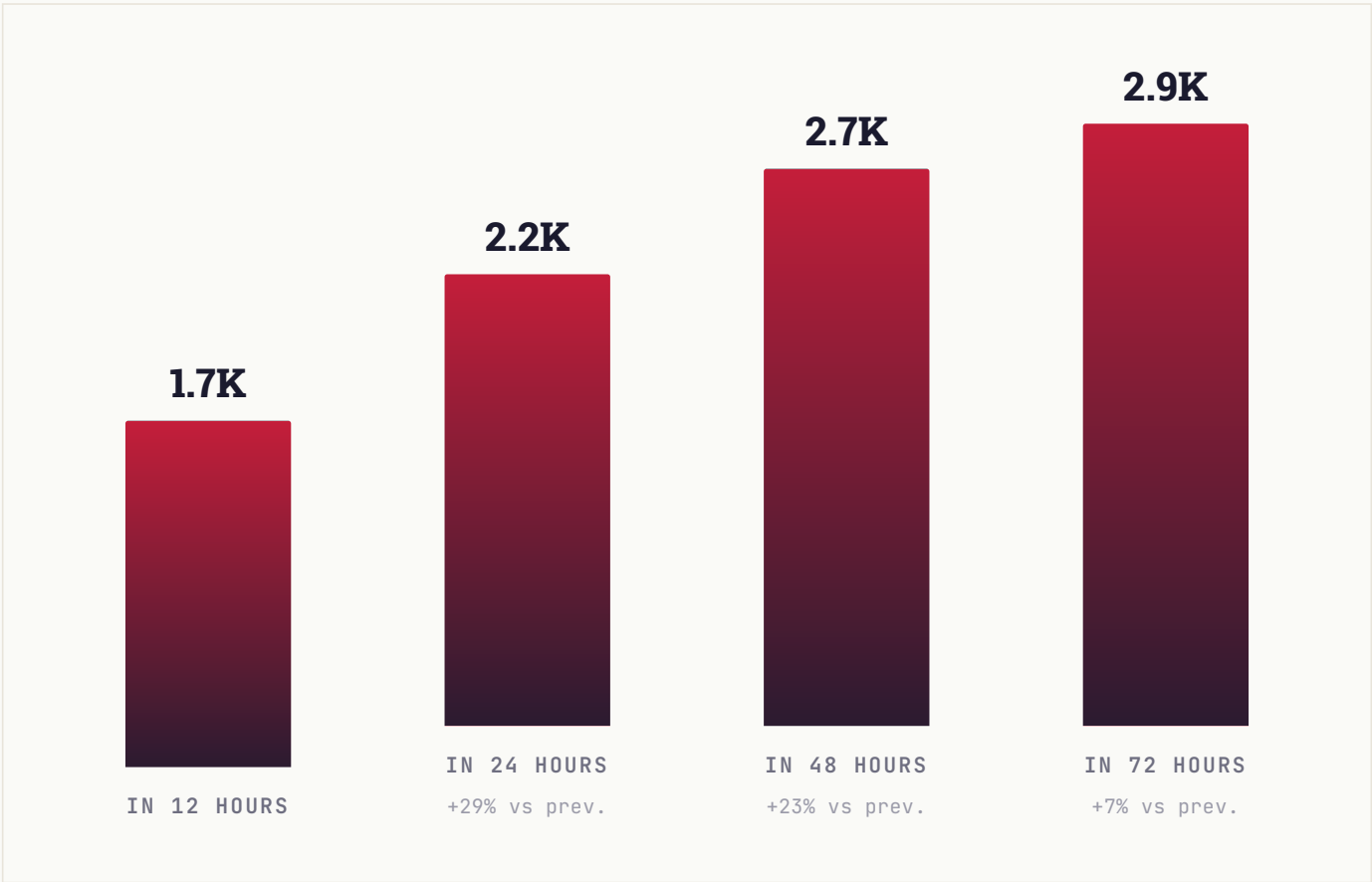




SECTION 05 · AD POTENTIAL

# How long a post generates reach

Avg ad post reach over time since publication. Helps gauge how long a 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 rank among niche neighbors.

| CHANNEL                                                           | SUBSCRIBERS |
|-------------------------------------------------------------------|-------------|
| <div>OZ</div> OZON                                                | 1.1M        |
| <div>YM</div> Yandex Market                                       | 1M          |
| <div>X-</div> Freeloaders - Lightning                             | 1M          |
| <div>SN</div> Market discounts                                    | 993.1K      |
| <div>WS</div> WB Sniper   Wildberries Finds   Discounts   Promos  | 932.9K      |
| <div>PB</div> By Blat                                             | 888K        |
| <div>Z </div> Hare   Deals   Discounts                            | 877.5K      |
| <div>W </div> Wildberries   finds                                 | 799.3K      |
| <div>VI</div> ITEMS FROM VIDEO                                    | 711.7K      |
| <div>AL</div> Alfa-Profitable                                     | 563K        |
| <div>P-</div> PromoCat — Freebies Promocodes Deals <div>YOU</div> | 241.3K      |

COMPARATIVE CONCLUSION

Channel in top half of niche (#40 of 94). Niche leader: OZON (1.1M), median subs 201.1K. Aim for the top quartile — a realistic 6-12 month horizon.

SECTION 07 · MENTION TRENDS

# How often the channel is mentioned

Every month we record posts in other channels that mention your channel. Over the last **6 months** such mentions were **42**, they brought **602** new subs.

| PERIOD         | MENTIONS | CHANNELS | BROUGHT SUBS |             |
|----------------|----------|----------|--------------|-------------|
| December 2025  | 13       | 3        | 0            | <div></div> |
| Nov 2025       | 19       | 17       | 0            | <div></div> |
| Oct 2025       | 6        | 1        | 0            | <div></div> |
| September 2025 | 2        | 2        | 602          | <div></div> |
| August 2025    | 1        | 1        | 0            | <div></div> |
| July 2025      | 1        | 1        | 0            | <div></div> |

|                |                |               |
|----------------|----------------|---------------|
| TOTAL MENTIONS | MONTHS OF DATA | ACQUIRED SUBS |
| 42             | 6              | 602           |

— SECTION 08 • NICHE COMPARISON

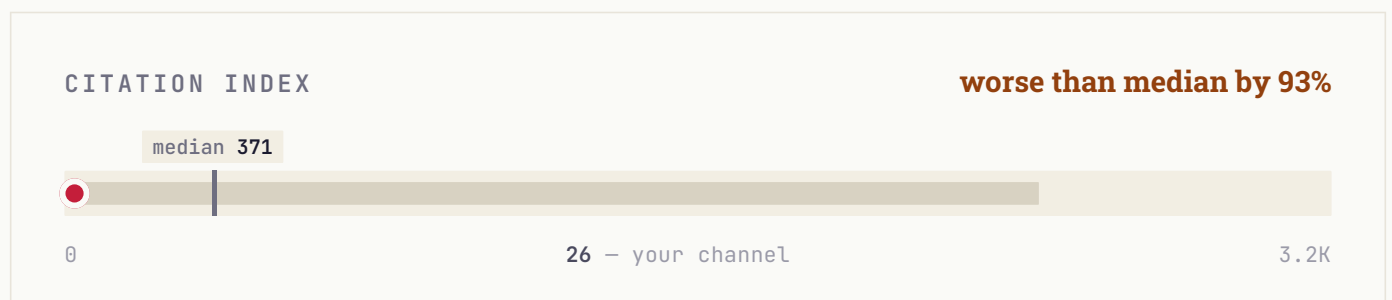
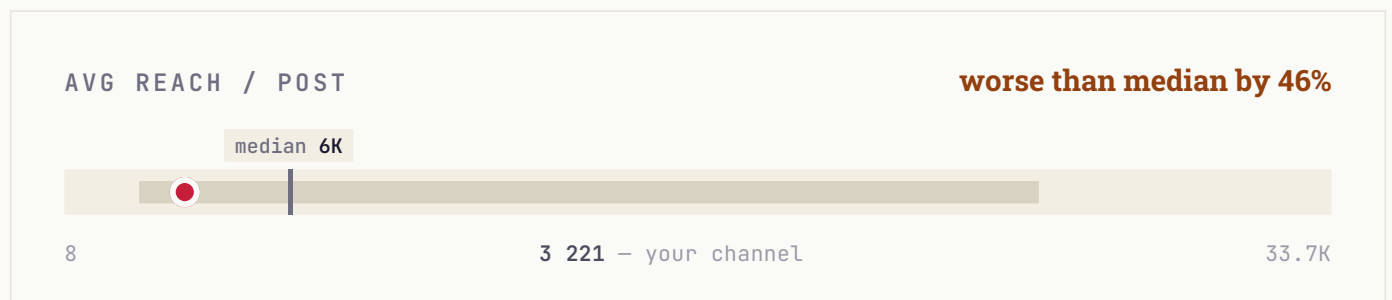
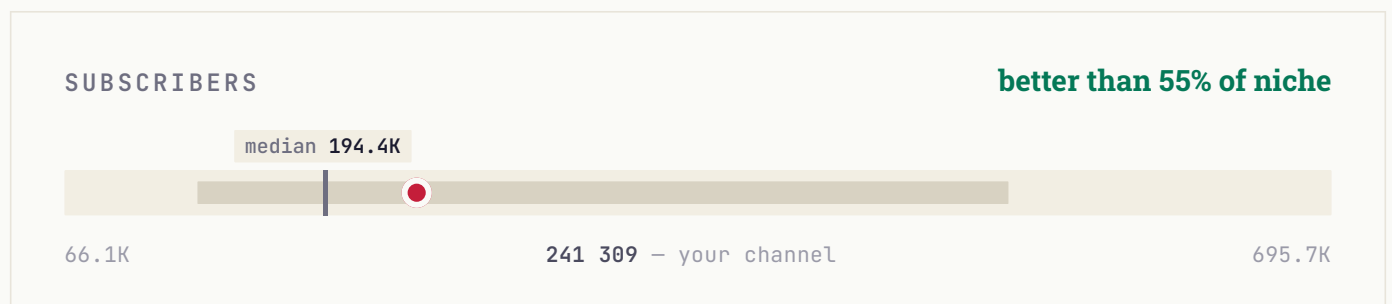
# Where the channel ranks in its league

Took top-100 channels in category «Sales» (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.

#40 /100

RANK IN NICHE

Channel in the top half of the ranking



## — SECTION 09 · STRATEGY

# What to do right now

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

01

## Top post of the week — Tuesday

Audience is most active on this day at 21:00 MSK.

EFFECT

**Best time for  
key posts**

02

## Increase video posts share

Video in Telegram retains audience longer and is favored by the algorithm. Recommend increasing share to 15-25%.

EFFECT

**Video retains  
audience  
better**

03

## ER below niche benchmark — rethink formats

Current ER 1.33% vs norm 5.5%. Try polls and interactive formats.

EFFECT

**+4.2pp ER**

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 and interactive formats

Posts with polls/reactions typically boost ER by +5-15%. One weekly poll on a hot topic is an 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. Want to go further — run ads through us and hit your growth plan in a month.

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|    |                            |                                                                                             |
|----|----------------------------|---------------------------------------------------------------------------------------------|
| 01 | <b>Launch Telegram ads</b> | <a href="https://panel.promptpress.com/register">https://panel.promptpress.com/register</a> |
|----|----------------------------|---------------------------------------------------------------------------------------------|

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|    |                        |                                                                         |
|----|------------------------|-------------------------------------------------------------------------|
| 02 | <b>Contact manager</b> | <a href="https://t.me/PromptPress_manager">t.me/PromptPress_manager</a> |
|----|------------------------|-------------------------------------------------------------------------|

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