

— PUBLIC REPORT PROMTPRESS

Channel audit

ULTIMA:

Промокоды -

Скидки -

Акции



@skidki_promokody_akcii

Save & boost your budget with the best promo codes, deals, discounts and giveaways! RKN: <https://hlv.su/brceX> Channel link: https://t.me/+h5x_EPuegXQ5ZGYy Leave a review:...

SUBS

146 104

ERR (% SEE POSTS)

1.0%

REACH/POST

754

-1753 per month

per day 0.4%

ad reach 609/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBS 146 104 —	 SUBSCRIBER REACH 0.52% avg % of subs see post	 VIEWS/POST 754 median 739 · 27 days	 POSTS/DAY 8.8 ~62 per week
 7D TREND -13.6% vs previous week	 REACTIONS/POST — MTPROTO only	 POST LENGTH 612 chars median 606 · 27 days	 POSTS ANALYZED 240 27 days
 AD REACH 609 24h avg	 CHURN / MONTH -1753 last month	 CITATION RATE 215 citation index · 198 channels mentioned all time	 CHANNEL AGE 4 years 22 days created 26.05.2022

AI EDITOR SUMMARY

Channel «ULTIMA: Promocodes - Discounts - Promos» — 146 104 subs. Each post gets avg 754 people (1% from subs), reach is low — need to grow audience. Publishes 62 posts per week (~9/day) — active posting. Week of Jun 1–7 reach dropped -13.6% to week May 25–31 — analyze reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement & outsiders – to see what to repeat & what to drop.

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on **240** posts over 27 days.
- 02 Dominant format – **Photo** (198/240 posts).
- 03 Avg post length – **612** chars (median 606).
- 04 Peak audience activity – **Tuesday**, 21:00 MSK.
- 05 Top posts get **2x** more views than weakest (1.3K avg top vs 632 worst) – among 240 posts in 27 days. Analyze commonalities: topic, format, timing.

TOP 5 POSTS

Nº1 21.05 · 14:15 PHOTO COZY HOME brand sale – up to 90% off on Ozon Pick quality bedding sets, towels, tableware and home fragrances at...	VIEWS 1 377 REPOSTS 2	REACTIONS — ER 0.9%
Nº2 02.06 · 18:28 PHOTO Anyone who visited our site today already grabbed free buckwheat! News here...	VIEWS 1 244 REPOSTS 3	REACTIONS — ER 0.9%
Nº3 02.06 · 18:05 TEXT Evening picks of great deals Wildberries • Laptop Echips Hot 256 for 20663P. 15.6" IPS...	VIEWS 1 189 REPOSTS —	REACTIONS — ER 0.8%

Nº4 02.06 • 18:36 **TEXT**

Nice, thanks, ordered with spouse and mom a pack each)♥

VIEWS
1 151

REACTIONS
—

REPOSTS
—

ER
0.8%

Nº5 24.05 • 16:20 **PHOTO**

1000₽ cashback + certificate up to 1200₽ gift with FREE debit Alfa-Card Choose your certificate and apply...

VIEWS
1 111

REACTIONS
—

REPOSTS
2

ER
0.8%

WORST 3

↓ 12.06 • 07:01 **PHOTO**

Gift for ALL at L'ETOILE • Until June 14, install the app, show your loyalty card to the consultant, say the code word: CULT and together with...

VIEWS
635

REACTIONS
—

REPOSTS
1

ER
0.4%

↓ 13.06 • 09:54 **TEXT**

Saturday picks of great deals MTS • Speaker Anker Soundcore Glow mini for 1990₽. Elsewhere 3000₽...

VIEWS
633

REACTIONS
—

REPOSTS
1

ER
0.4%

↓ 05.06 • 11:58 **PHOTO**

Buckwheat at 57₽! No limit of 1 per person News here...

VIEWS
630

REACTIONS
—

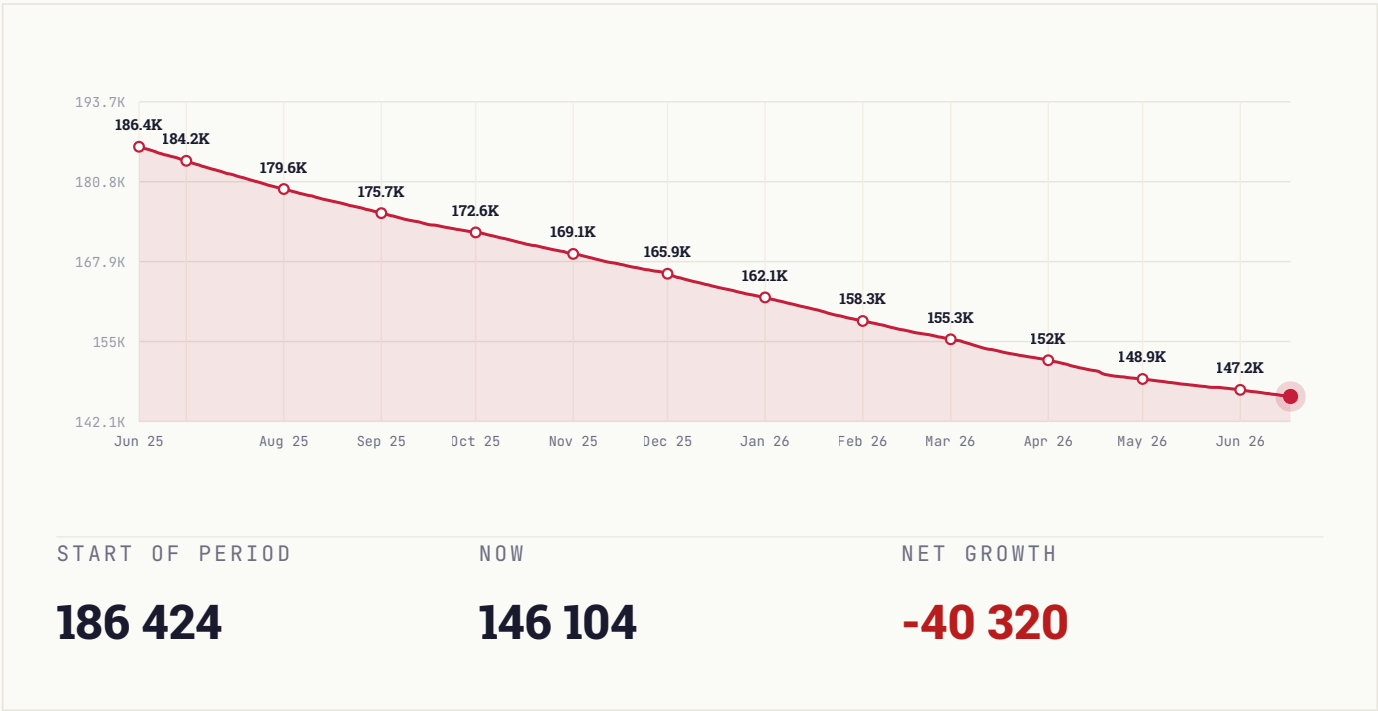
REPOSTS
1

ER
0.4%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

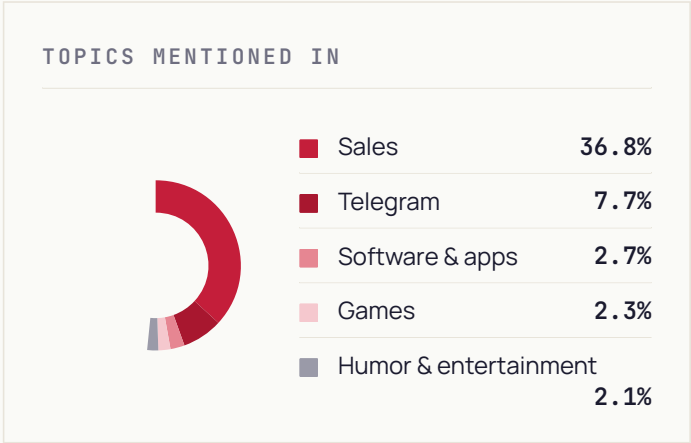
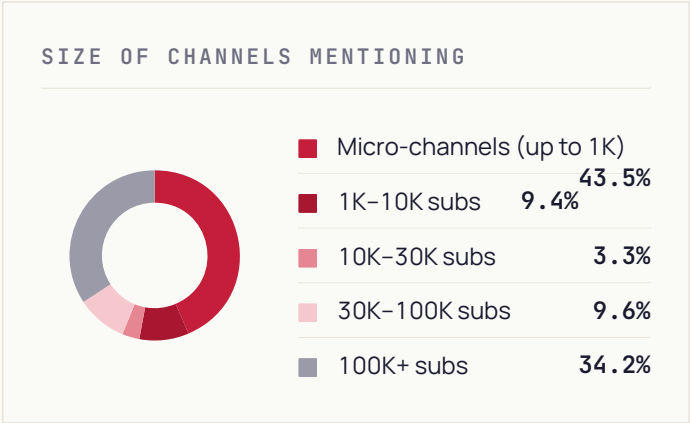
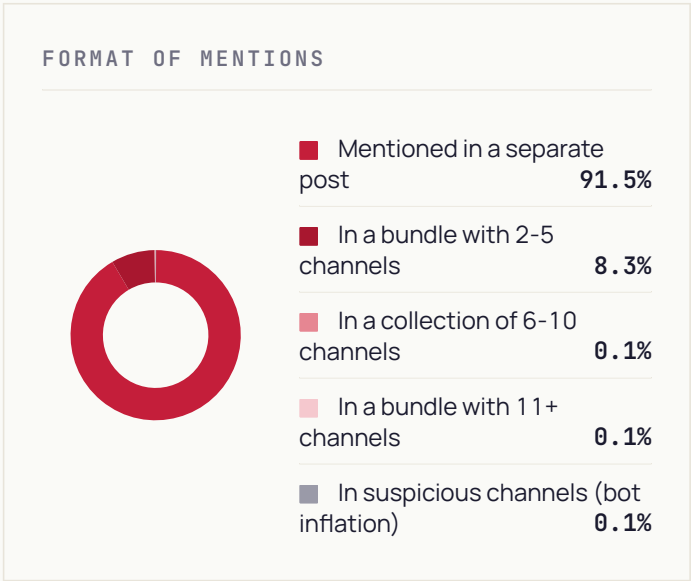
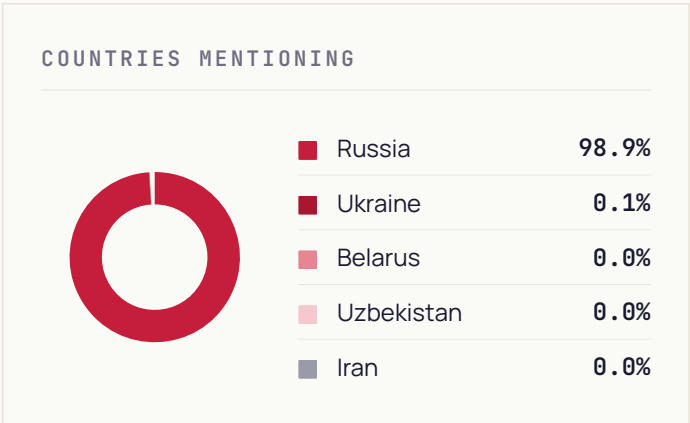
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth and decline.



SECTION 04 · MENTIONS

Who mentions the channel and how

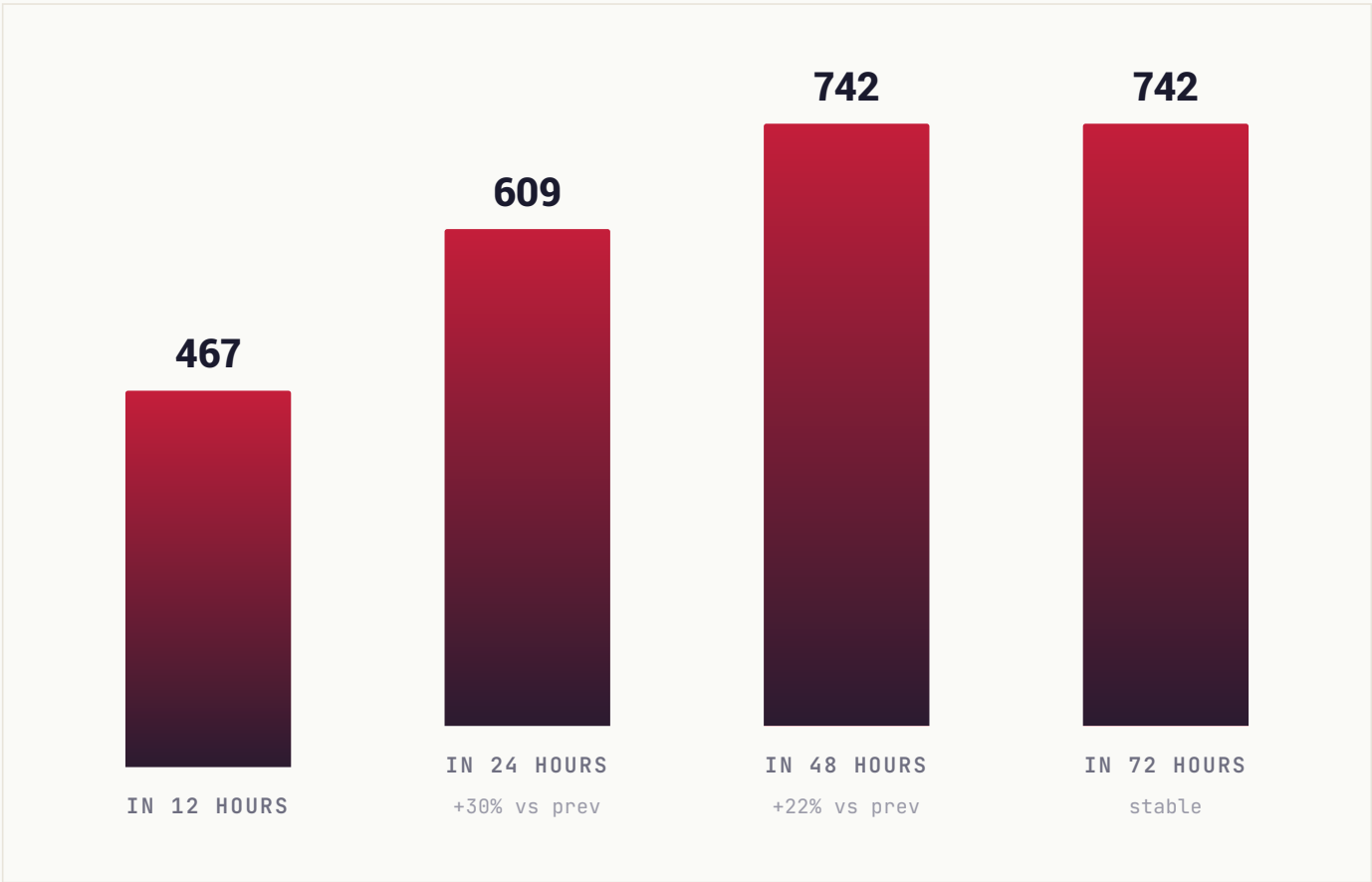
Citation index **215** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a channel with 100K subs weighs more than from one with 1K. All time channel mentioned **198** different channels.



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 & audience. Your channel highlighted — see its rank among niche peers.

CHANNEL	SUBS
OZ OZON	1.1M
YM Yandex Market	1M
X- Freeloaders - Lightning	1M
SN Market discounts	993.1K
WS WB Sniper Finds from Wildberries Discounts Promos	932.9K
PB Po Blatu	888K
Z Hare Promos Discounts	877.5K
W Wildberries finds	799.3K
VI ITEMS FROM VIDEO	711.7K
AL Alfa-Profitable	563K
UP ULTIMA: Промокоды - Скидки - Акции YOU	146.1K

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#80 of 94). Niche median — 201.1K subs. First growth KPI — reach the median. Leader: OZON (1.1M).

SECTION 07 · NICHE COMPARISON

Where the channel stands in its league

Took top-**100** channels in category «Sales» (Russia) and compared your channel against them. Gray band — range covering 80% of niche channels (p10 to p90). Black vertical line — median. Red dot — your channel.

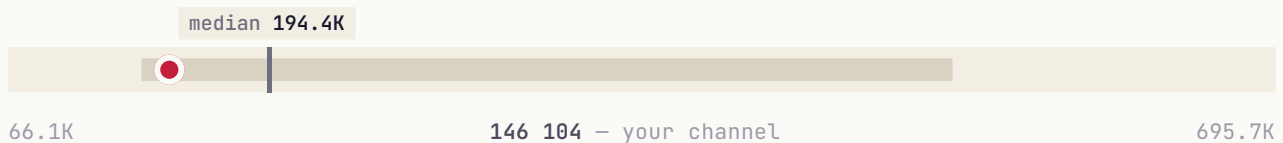
#80 /100

POSITION IN NICHE

Channel in the lower half of the ranking

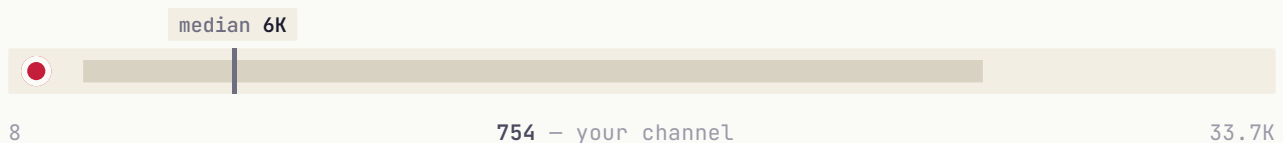
SUBS

25% below median



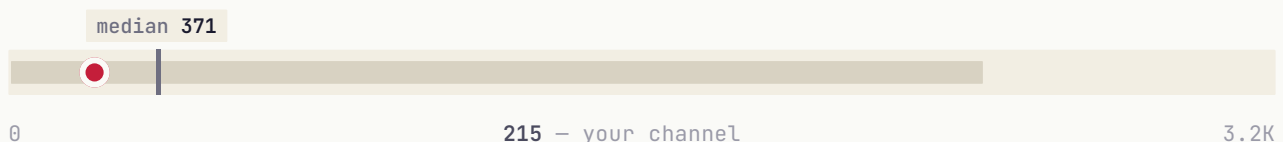
AVG REACH / POST

87% below median



CITATION INDEX

42% below median



— SECTION 08 · 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 Tuesday

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

EFFECT

**Best window
for an
important post**

02

Increase video posts share

Video in Telegram retains audience longer and is better perceived by the algorithm. We recommend increasing share to 15-25%.

EFFECT

**Video retains
audience
better**

03

ER below niche benchmark — rethink formats

Current ER 0.52% vs norm 5.5%. Try polls & interactive formats.

EFFECT

+5.0pp ER

04

Systematic traffic buying

3 formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromptPress finds sources for your niche.

EFFECT

**+1000-3000
subs**

05

Test polls & interactive formats

Posts with polls/reactions usually boost ER by 5-15%.
One weekly poll on a hot topic is an easy growth lever.

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 more? Run ads with us & hit your growth plan in a month.

01

**Launch ads in
Telegram**

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

02

Contact manager

t.me/PromptPress_manager