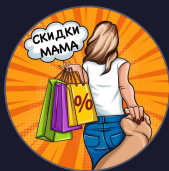


PUBLIC REPORT BY PROMTPRESS

Channel audit

DISCOUNTS_MOM



@skidkimamaa

Channel AD MANAGER: Telegram @hromchichka All inquiries:
@pr_manager_ksen Channel listed in RKN registry: <https://www.gosuslugi.ru/snet/676157454de6c36845c4f82c>

SUBSCRIBERS

294 250

-3603 per month

ERR (% SEE POSTS)

2.0%

in 24 hrs **1.9%**

REACH/POST

5.2K

ad reach **5.7K/24h**

— CONTENTS · 2026

What's inside the report

01 Channel snapshot

12 key metrics · AI summary

02 Content analysis

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07 Mention dynamics

6 months · monthly

08 Niche comparison

Rank in «Sales» 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 294 250 —	 SUBS REACH 1.78% avg % subs see post	 VIEWS/POST 5.2K median 5.2K · 15 days	 POSTS/DAY 38.8 ~271 per week
 7D TREND — no data for period	 REACTIONS/POST 5.8 total 3,411 reactions, 3,368 reposts, 49 comments	 POST LENGTH 173 chars median 128 · 15 days	 POSTS ANALYZED 586 15 days
 AD REACH 5.7K 24h avg	 CHURN / MONTH -3603 last month	 CITATION RATE 163 citation index · 328 channels mentioned all time	 CHANNEL AGE 6 years 5 months created 29.12.2019

AI EDITOR SUMMARY

Channel «DISCOUNTS_MOM» — 294 250 subs. Avg views per post: 5.2K people (2% of subs), reach is low — consider expanding audience. Publishes 271 posts/week (~39/day) — very active posting.

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 **586** posts in 15 days.
- 02 Dominant format: **Photo** (566/586 posts).
- 03 Avg post length — **173** chars (median 128).
- 04 Peak audience activity — **Sun**, 16:00 MSK.
- 05 Top posts get **2×** more views than the weakest (8.3K avg for top vs 3.9K for worst) — among 586 posts in 15 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 07.06 · 13:41 PHOTO Help your body with swelling, excess weight + get energy ☒ Promo code VITAMEAL20 ☒...	VIEWS	REACTIONS
	8 463	1
	REPOSTS	ER
	4	2.9%
Nº2 07.06 · 12:57 PHOTO More expensive on OZON !!	VIEWS	REACTIONS
	8 271	2
	REPOSTS	ER
	4	2.8%
Nº3 04.06 · 19:31 PHOTO ☒ URGENT: ASKONA PILLOW SALE ☒ ➔ ORDER LINK	VIEWS	REACTIONS
	8 253	10
	REPOSTS	ER
	13	2.8%

Nº4 13.06 · 17:49 PHOTO ☒ Drip Coffee Sibaristica Yellow Submarine, Brazil (Ground Coffee in Drip Bags) 24pcs*10g → ORDER LINK	VIEWS 8 242 REPOSTS 5	REACTIONS 11 ER 2.8%
Nº5 06.06 · 12:59 PHOTO ☒ Indesit Freezer SFR100.001, 118 L, drip system, white → ORDER LINK +500 BONUS POINTS FOR REVIEW ☒	VIEWS 8 194 REPOSTS 7	REACTIONS 6 ER 2.8%

|

WORST 3

↓ 09.06 · 11:00 PHOTO ☒ Biorepair Kids Strawberry Toothpaste, strawberry extract for ages 0-6, 50 ml → ORDER LINK ⚡ HOUR DEAL ⚡	VIEWS 3 891 REPOSTS 4	REACTIONS 4 ER 1.3%
↓ 09.06 · 21:21 PHOTO ☒ Dry Food "For the Most Loyal" for All Breeds, Veal/Rice 15kg → ORDER LINK Promo price: PETS10 ⚠Reminder...	VIEWS 3 879 REPOSTS 1	REACTIONS 5 ER 1.3%
↓ 09.06 · 21:19 PHOTO ☒ Cat Vitamins for Healthy Coat & Skin with Omega-3, 300 treats → ORDER LINK Promo price: PETS10 ⚠Reminder...	VIEWS 3 821 REPOSTS 5	REACTIONS 3 ER 1.3%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

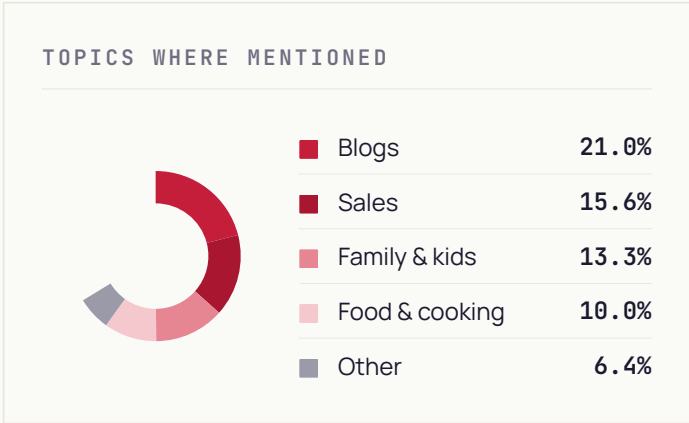
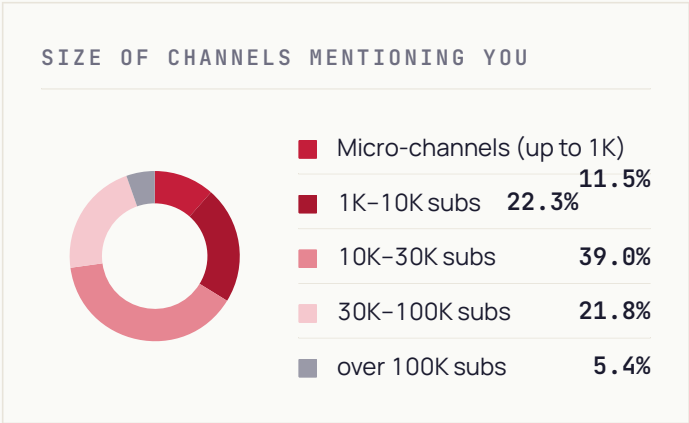
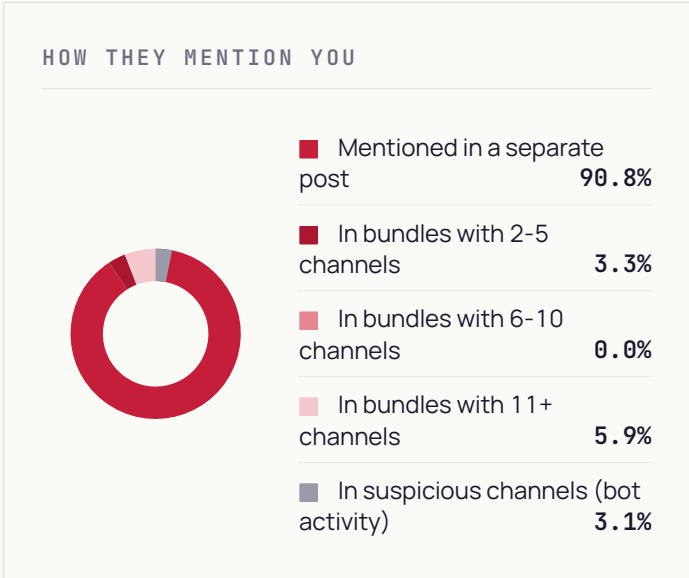
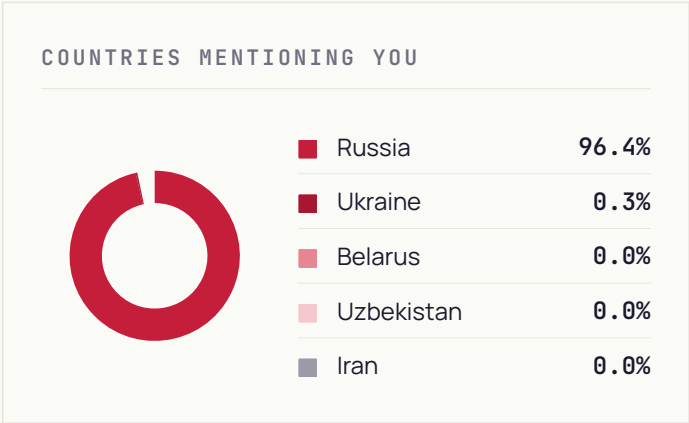
Subscriber growth chart for the year. Key months show exact subscriber count. See which months gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

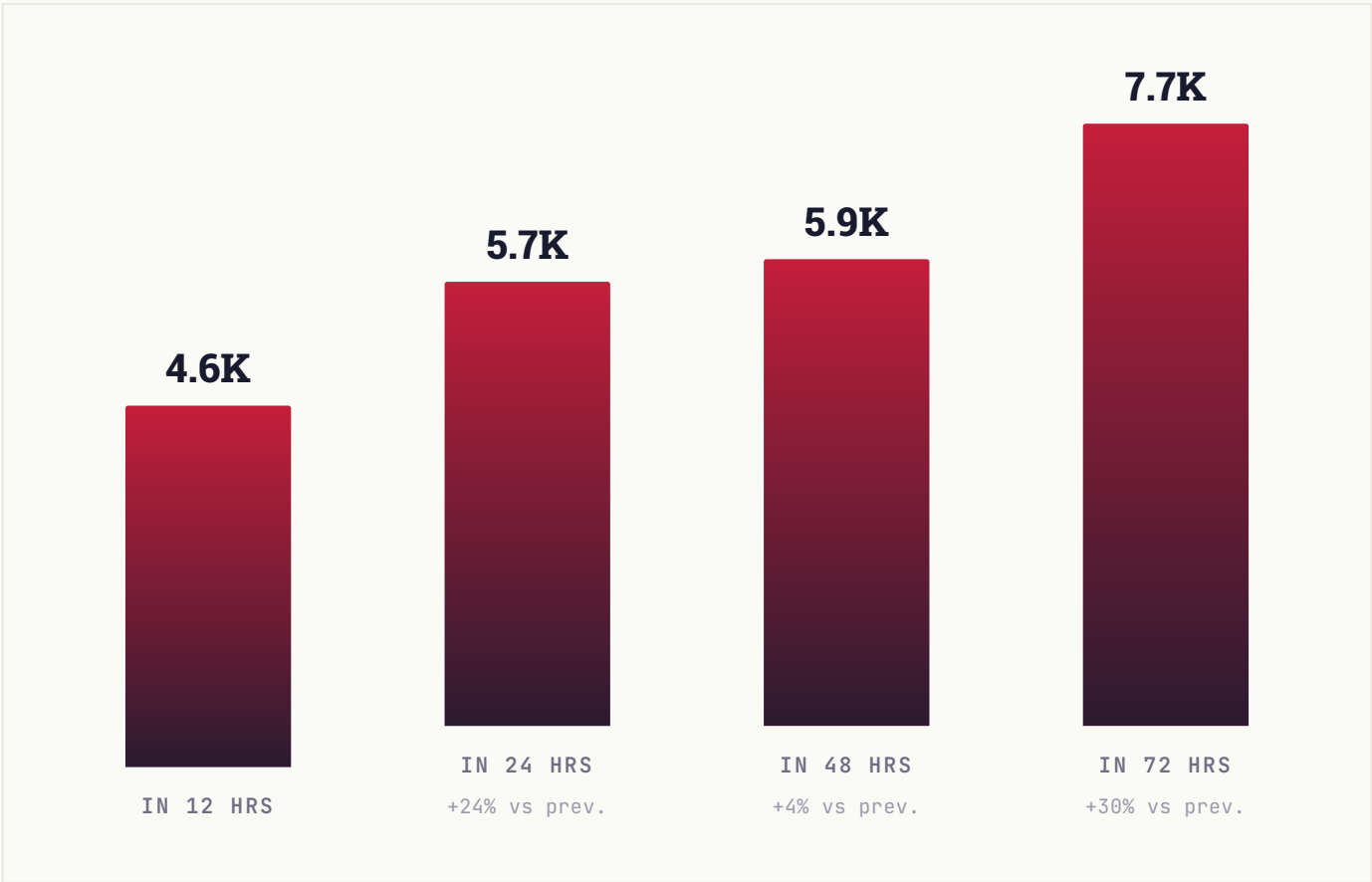
Citation index **163** – channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from 1K. All-time mentions: **328** different channels.



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 stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Your channel is highlighted — see where it stands among niche neighbors.

CHANNEL	SUBSCRIBERS
OZ OZON	1.1M
YM Yandex Market	1M
X- Freeloaders - Lightning	1M
SN Market discounts	993.1K
WS WB Sniper Wildberries Finds Discounts Deals	932.9K
PB By Blat	888K
Z Hare Deals Discounts	877.5K
W Wildberries finds	799.3K
VI ITEMS FROM VIDEO	711.7K
AL Alpha-Profitable	563K
SK DISCOUNTS_MOM YOU	294.2K

COMPARATIVE SUMMARY

Channel intop half of niche (#28 of 94). Niche leader — OZON (1.1M), median subs 201.1K. Aim for top quartile — realistic 6-12 month horizon.

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: **112**, they brought **10 075** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	44	40	885
Nov 2025	36	35	0
Oct 2025	8	6	0
Sep 2025	18	12	142
August 2025	1	1	4 298
July 2025	5	1	4 750

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS
112	6	10 075

— 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.

#28 /100

RANK IN NICHE

Channel in top half of ranking

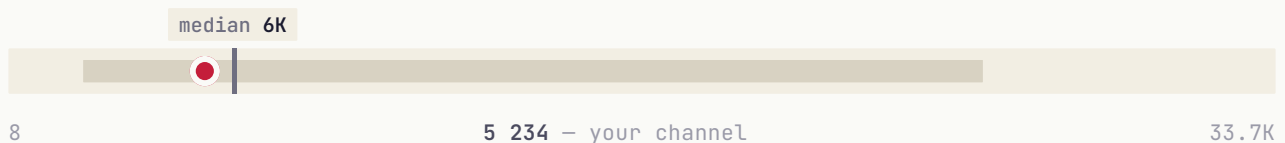
SUBSCRIBERS

better than 61% of niche



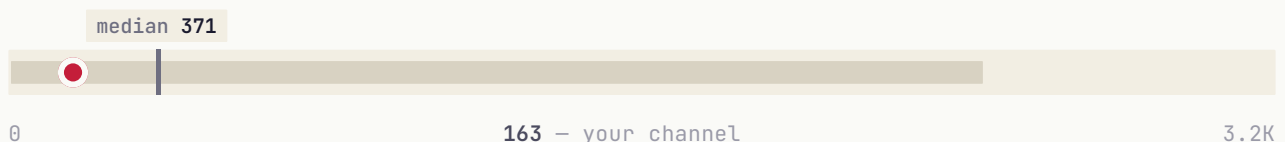
AVG REACH / POST

12% below median



CITATION INDEX

56% below median



— SECTION 09 · STRATEGY

What to do right now

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

- 01

Best post day: Sunday

Audience is most active on this day at 16:00 MSK.

EFFECT

Best window for important posts
- 02

Increase video post share

Video in Telegram holds audience longer and is favored by the algorithm. Aim for 15-25%.

EFFECT

Video retains audience better
- 03

ER below niche benchmark — rethink formats

Current ER 1.78% vs norm 5.5%. Try polls & interactive formats.

EFFECT

+3.7pp ER
- 04

System traffic buy

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 weekly poll on a hot topic — easy win.

EFFECT

+5-15% ER

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in minutes from public data. Want to go further? Run ads through us and hit your growth plan in a month.

01	Launch Telegram ads	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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