

PROMTPRESS PUBLIC REPORT

Channel Audit

MT.today | Скидки и Акции



@skidkimt

Discounts at Max: <https://max.ru/skidkimt> For ads write @darkenedeye Deals & purchase issues in chat: @promokodmt
NEWS & REVIEWS:...

SUBS	ERR (% SEE POSTS)	REACH/POST
103 835	10.0%	9.8K
07.07.2026 ⁺⁷³²¹ this month	daily ^{8.8%}	ad reach ^{9.1K} /24h
HTTPS://PROMTPRESS.COM/AUDIT/SKIDKIMT		

— 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 & how

05 Ad potential

How long a post generates reach

06 Competitors

Niche neighbors · your spot

07 Mention dynamics

6 months · monthly

08 Niche comparison

Rank in «Sales» category

09 Strategy

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Channel KPIs

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

 SUBS 103 835 —	 SUBS REACH 9.43% avg % subs see post	 VIEWS/POST 9.8K median 8.1K · 29 days	 POSTS/DAY 12.2 ~85 per week
 7D TREND +80.3% vs prev week	 REACTS/POST 22.7 only 8,220 reactions, 3,992 reposts, 1,450 comments	 POST LENGTH 689 chars median 673 · 29 days	 POSTS ANALYZED 362 29 days
 AD REACH 9.1K 24h avg	 CHURN/MONTH +7321 last month	 CITATION RATE 26 citation index · 119 channels mentioned ever	 CHANNEL AGE 7 years 3 months created 30.03.2019

AI EDITOR SUMMARY

Channel «MT.today | Discounts & Deals» – 103 835 subs. Each post avg views 9.8K people (9% from subs), low reach – need to grow audience. Publishes 85 posts/week (~12/day) – very active. Week Jun 22–28 reach grew +80.3% vs week Jun 15–21 – positive trend.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement & underperformers – to see what to repeat and what to drop from rotation.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **362** posts over 29 days.
- 02 Dominant format – **Photo** (353/362 posts).
- 03 Avg post length – **689** chars (median 673).
- 04 Peak audience activity – **Wednesday**, 14:00 MSK.
- 05 Top posts get **11x** more views than the weakest (54.1K avg top vs 4.8K worst) – among 362 posts over 29 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 17.06 · 19:05 PHOTO #AliExpress  It's here, back in stock! Many asked for it. From Russia, no duties, fast delivery – top camera beast...	VIEWS	REACTS
	55 786	50
	REPOSTS	ER
	60	53.7%
Nº2 17.06 · 07:11 PHOTO #AliExpress  Xiaomi 17 Ultra camera beast with variable zoom and Leica. Under the hood: Snapdragon 8 Elite Gen 5, 16GB RAM + 512...	VIEWS	REACTS
	54 463	18
	REPOSTS	ER
	38	52.5%
Nº3 18.06 · 07:01 PHOTO #AliExpress  OnePlus 15 (Chinese version flashed to global) on sale for budget-savvy. Top flagship on the latest...	VIEWS	REACTS
	52 201	27
	REPOSTS	ER
	72	50.3%

Nº4 17.06 • 07:26 PHOTO #AliExpress  OnePlus Pad 4 13.2" (Global) on sale. Top tablet with Snapdragon 8 Elite Gen 5 and huge 13.2" screen...	VIEWS 52 075 REPOSTS 36 REACTS 12 ER 50.2%
Nº5 20.06 • 07:07 PHOTO #AliExpress  Discount on new Xiaomi 17T on sale. This gen got a serious camera upgrade – now with a full telephoto...	VIEWS 51 070 REPOSTS 19 REACTS 13 ER 49.2%

WORST 3

↓ 10.06 • 07:10 PHOTO #AliExpress  Gray color is back! From Russia, no duties – top foldable OPPO Find N6 16/512GB (global version). Ultimate...	VIEWS 4 848 REPOSTS 3 REACTS 13 ER 4.7%
↓ 10.06 • 07:10 PHOTO #AliExpress  Great price on Honor Magic 7 Pro 12/512GB with delivery from Russia (no duties). Top value with fast shipping  ...	VIEWS 4 786 REPOSTS 5 REACTS 13 ER 4.6%
↓ 10.06 • 07:11 PHOTO #AliExpress  Top exotic ZTE Nubia Z80 Ultra from Russia, no duties, on sale (Global version). Awesome with invisible...	VIEWS 4 740 REPOSTS 6 REACTS 15 ER 4.6%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

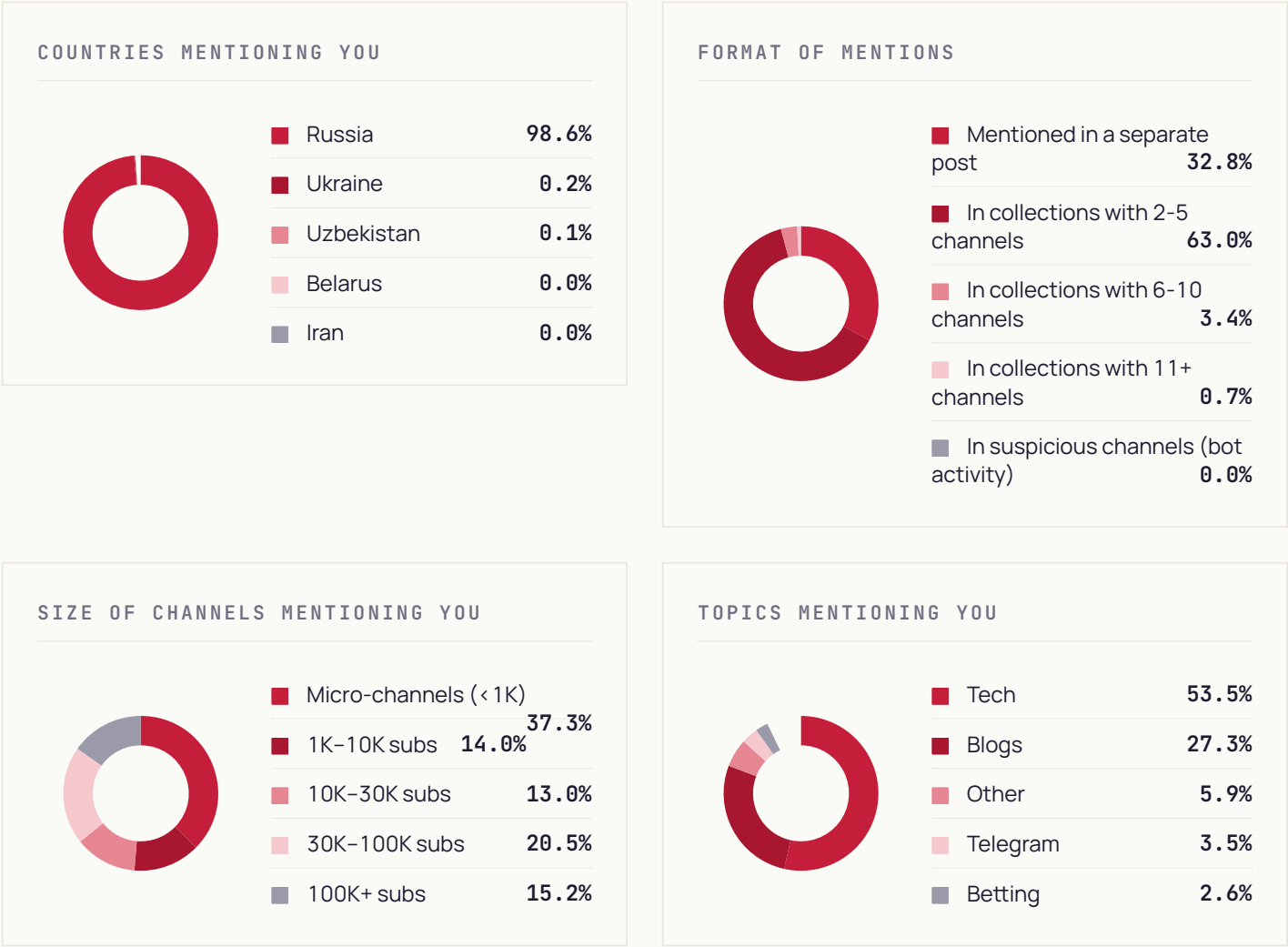
Subscriber growth chart for the year. Key months show exact subscriber count. See which months gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel & how

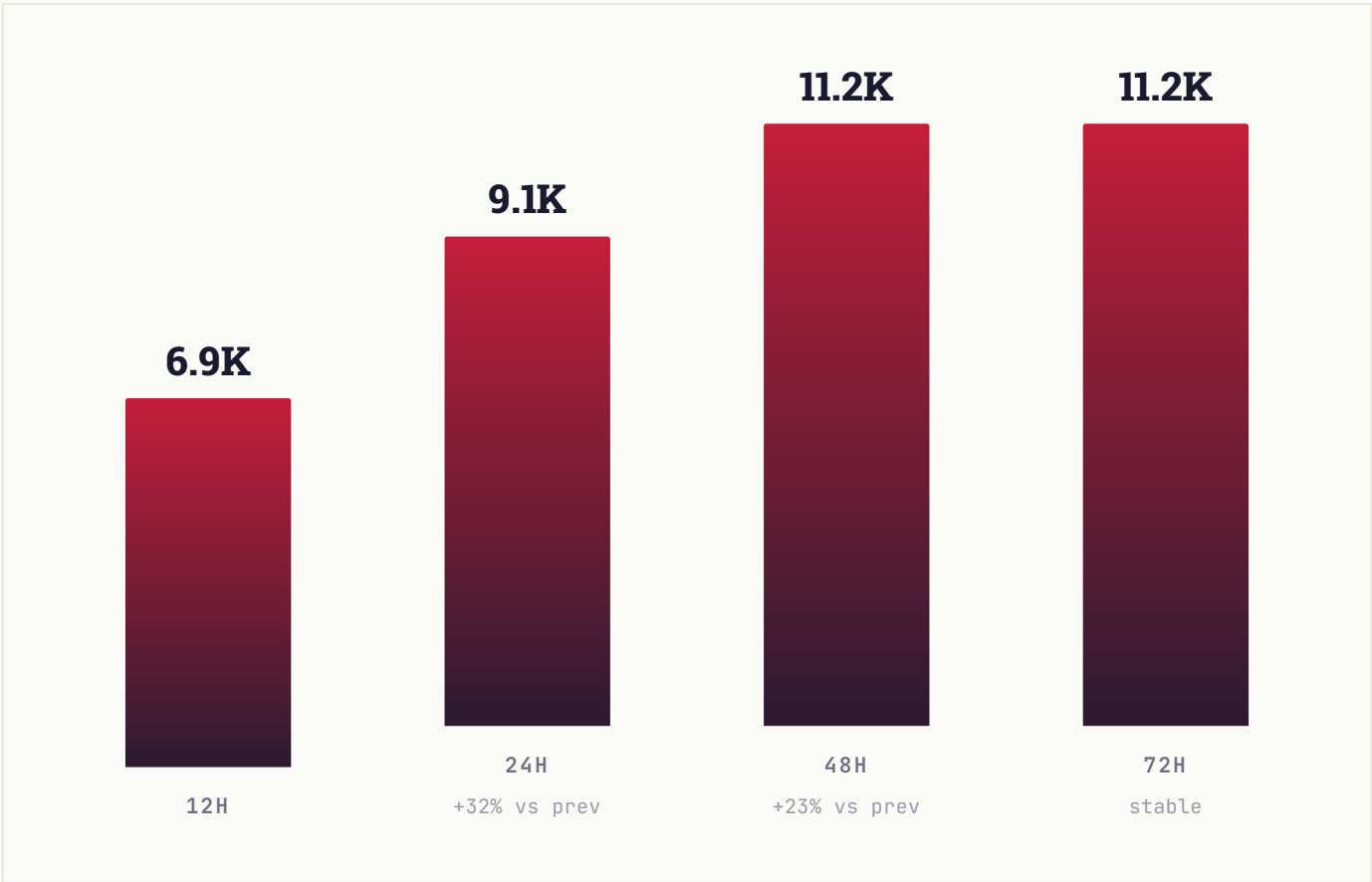
Citation index **26** — channel popularity rating based on mentions. Considers both count and weight of mentioners: a post from a 100K subs channel weighs more than from 1K. All-time channel mentions **119** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of an ad post over 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 is highlighted — see its rank among niche neighbors.

CHANNEL	SUBS
OZ OZON	1.1M
SN Market discounts	1M
YM Yandex Market	1M
X- Freeloaders - Lightning	997.5K
WS WB Sniper Finds from Wildberries Discounts Promos	922.2K
PB By Blat	876.1K
Z Hare Deals Discounts	874.4K
W Wildberries finds	793.3K
VI ITEMS FROM VIDEO	703.1K
AL Alpha-Profitable	558.5K
M MT.today Скидки и Акции YOU	103.8K

COMPARATIVE CONCLUSION

Channel not yet outside niche top 94 — 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 TRENDS

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 **81**, they brought **12 175** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
Jan 2026	7	3	443
December 2025	27	10	1 826
Nov 2025	32	19	7 472
Oct 2025	7	4	1 376
Sep 2025	4	3	697
August 2025	4	2	361

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS
81	6	12 175

SECTION 08 · NICHE COMPARISON

Where the channel stands 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.



— SECTION 09 · STRATEGY

What to do right now

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

01

Top post of the week — on Wednesday

Audience is most active on this day at 14:00 MSK.

EFFECT

**Best time for
important
posts**

02

Increase share of video posts

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

EFFECT

**Video retains
audience
better**

03

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**

04

Test polls & interactive formats

Posts with polls/reactions usually give +5-15% ER. One poll per week on a hot topic — easy growth lever.

EFFECT

+5-15% ER

05

Cross-promo with similar channels

Swap posts quarterly with same-segment channels. 2-3 collabs give relevant growth — no need daily.

EFFECT

**Growth from
relevant
audience**

★ 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.

01	Launch Telegram ads	https://panel.promptpress.com/register
----	----------------------------	---

02	Contact manager	t.me/PromptPress_manager
----	------------------------	---
