

PUBLIC REPORT BY PROMTPRESS

Channel audit

Smart



@smart_discounter

Hi! Subscribe to Smart channel and be the first to know about the best deals☺ Included by Roskomnadzor in the list of personal pages: <https://www.gosuslugi.ru/snet/678e339fa0ce0051283348be#B4JQU>

SUBSCRIBERS

156 014

-2354 per month

ERR (% SEE POSTS)

7.0%

per day 3.1%

REACH/POST

10.2K

ad reach 4.8K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. The subtitle under the number shows the period it was calculated for.

 SUBSCRIBERS 156 014 —	 SUBS REACH 6.56% avg % of subs see post	 VIEWS/POST 10.2K median 10.6K · 28 days	 POSTS/WEEK 9.0 for the period
 7D TREND -5.3% vs previous week	 REACTIONS/POST 27.3 total 1,009 reactions, 279 reposts, 86 comments	 POST LENGTH 577 chars median 526 · 28 days	 POSTS ANALYZED 37 28 days
 AD REACH 4.8K 24h avg	 CHURN / MONTH -2354 for the last month	 QUOTE RATE 4 citation index · 49 channels mentioned it ever	 CHANNEL AGE 4 years 9 months created 29.08.2021

AI EDITOR SUMMARY

Channel «Smart» — 156 014 subs. Each post is viewed by an average of 10.2K people (7% from subs), reach is low — consider expanding audience. Publishes 9 posts per week (~1/day) — regular schedule. For the week of Jun 1–7, reach dropped by -5.3% vs week of May 25–31 — worth analyzing why.

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 37 posts over 28 days.
- 02 Dominant format – Photo (28/37 posts).
- 03 Avg post length – 577 characters (median 526).
- 04 Peak audience activity – Friday, 12:00 MSK.
- 05 Strongest posts get 2x more views than the weakest (14.7K avg for top vs 7.4K for worst) – among 37 posts in 28 days. Worth analyzing what the top ones have in common: topic, format, timing.

TOP 5 POSTS

Nº1 20.05 · 11:55 PHOTO Tomorrow is International Tea Day ☕ So it's time to choose that very flavor for cozy evenings, heartfelt conversations and little pauses...	VIEWS 15 306 REPOSTS 4	REACTIONS 31 ER 9.8%
Nº2 22.05 · 09:00 PHOTO TOP-5 OF THE WEEK 📌 Based on reviews in the Smart app, a top 5 favorites of the week has emerged 📌 Here are the top 5 items that received the most...	VIEWS 14 560 REPOSTS 2	REACTIONS 27 ER 9.3%
Nº3 25.05 · 09:10 PHOTO Even more benefits with Smart 📌 Don't miss this week's promotions in the Smart app! Show your virtual Smart Club card at checkout and buy...	VIEWS 14 211 REPOSTS 5	REACTIONS 33 ER 9.1%

Nº4

23.05 • 10:52

PHOTO

A curated selection of ice cream that fits your diet if you're counting calories ☒ Sometimes you crave sweets - that desire isn't necessarily...

VIEWS

13 582

REPOSTS

10

REACTIONS

46

ER

8.7%

Nº5

03.06 • 10:51

PHOTO

TOP-5 OF THE WEEK ☒ Based on reviews in the Smart app, we've compiled the top 5 products most chosen and positively reviewed this week...

VIEWS

13 435

REPOSTS

3

REACTIONS

30

ER

8.6%

WORST 3

↓ 14.06 • 07:23 POLL
(post without caption – poll)

VIEWS

7 498

REPOSTS

—

REACTIONS

18

ER

4.8%

↓ 14.06 • 07:20 PHOTO
Have you tried liver pâté «Sweet Life»? Delicate, aromatic and rich taste - ideal for a quick breakfast, snack or...

VIEWS

7 392

REPOSTS

3

REACTIONS

11

ER

4.7%

↓ 12.06 • 10:00 VIDEO
Getting ready for relaxation with Smart ✨ Everything for a tasty weekend is already waiting for you in our stores: drinks, BBQ, snacks and other items for...

VIEWS

7 352

REPOSTS

1

REACTIONS

26

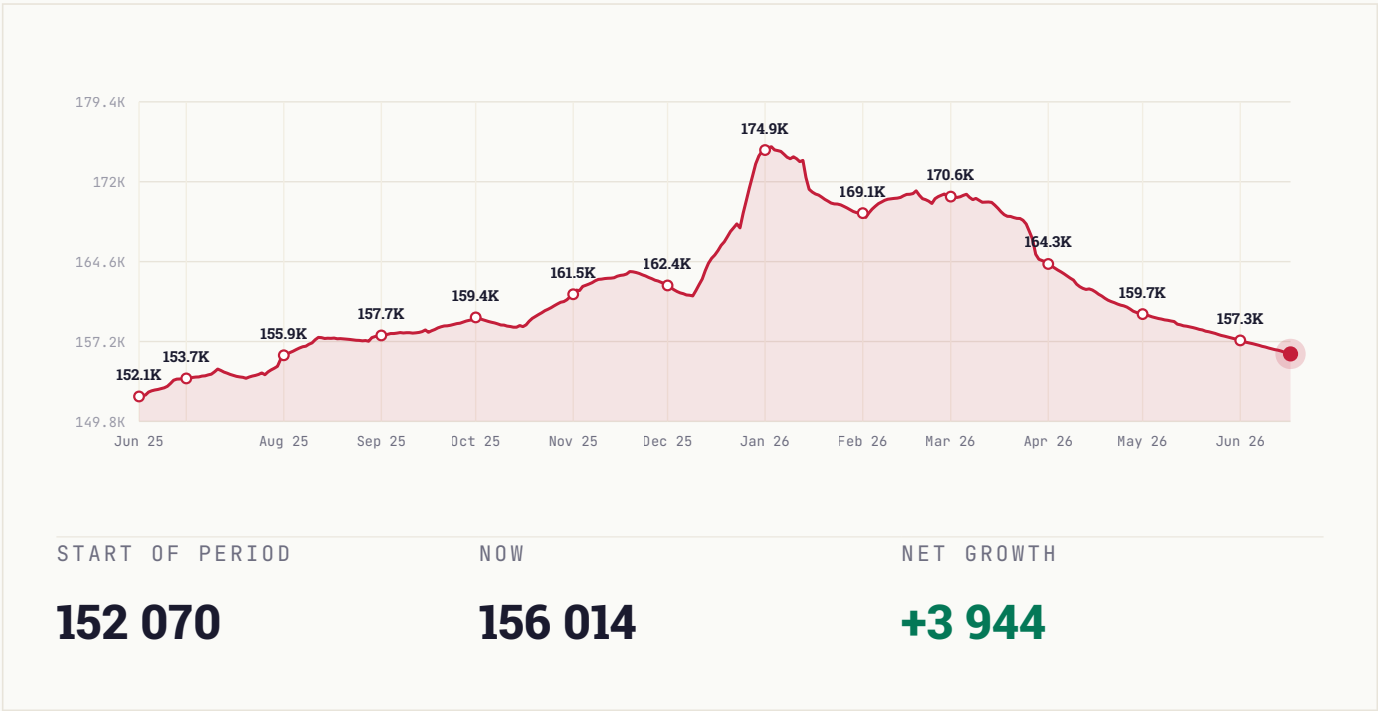
ER

4.7%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

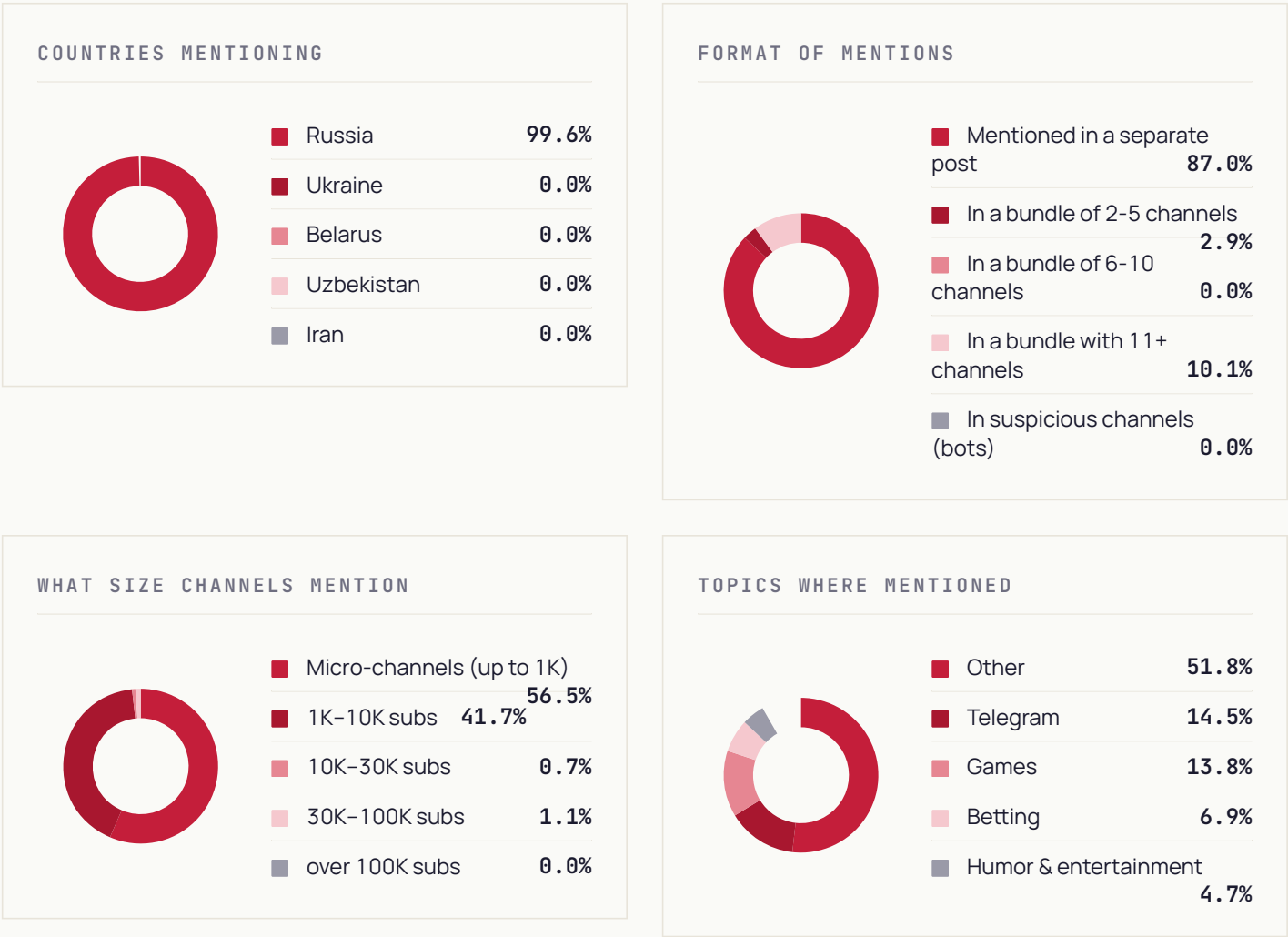
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

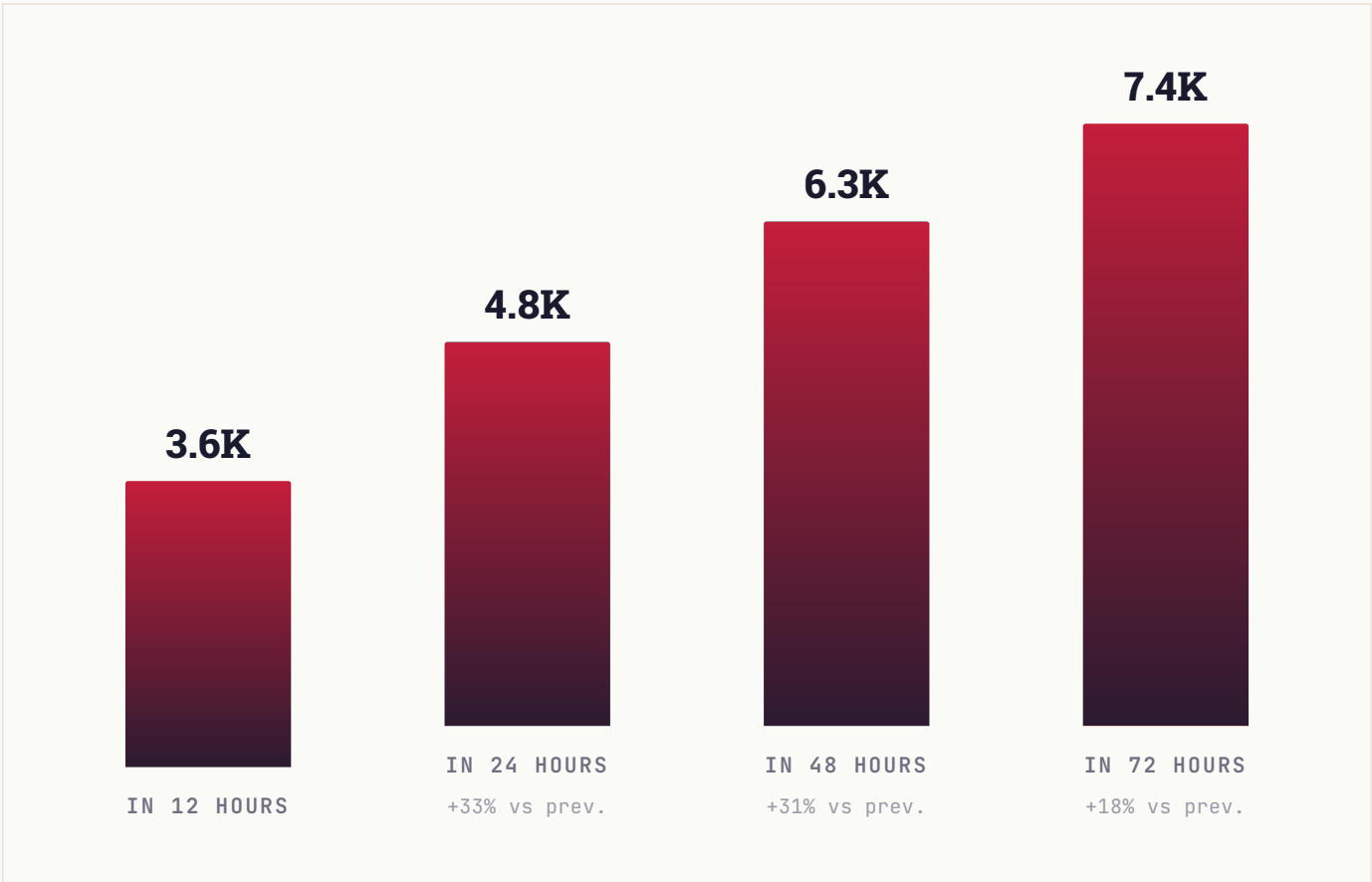
Citation index **4** – channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned **49** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

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

CHANNEL	SUBSCRIBERS
oz OZON	1.1M
YaM Yandex Market	1M
X- Freeloaders - Lightning	1M
SN Market discounts	993.1K
WS WB Sniper Wildberries finds Discounts Promos	932.9K
PB By Blat	888K
Z Hare Promos Discounts	877.5K
W Wildberries finds	799.3K
VI ITEMS FROM VIDEO	711.7K
AL Alpha-Profitable	563K
SM Smart YOU	156K

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#69 of 94). Niche median — 201.1K subs. First growth KPI — reach the median. Leader: OZON (1.1M).

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Monthly we record posts in other channels that mention your channel. Over the last **6 months** such mentions were **76**, they brought **26 519** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	7	7	13 776
November 2025	16	10	2 373
October 2025	15	9	3 127
Sep 2025	8	8	1 800
August 2025	12	6	2 603
July 2025	18	8	2 840

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS
76	6	26 519

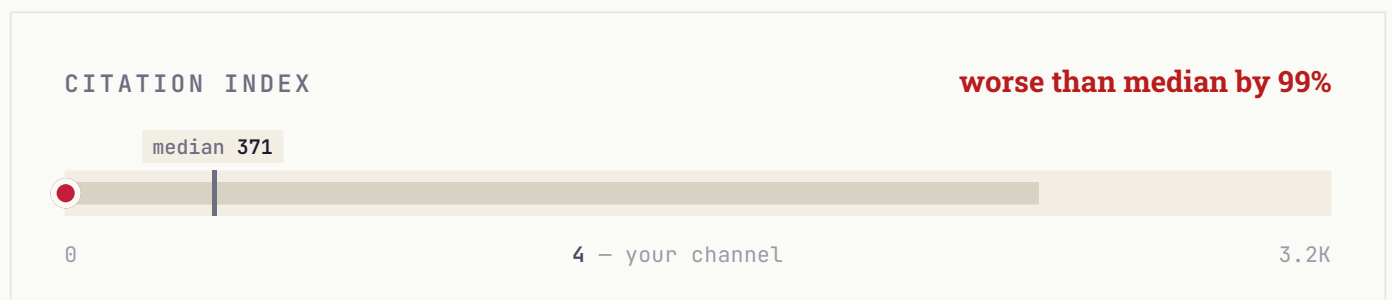
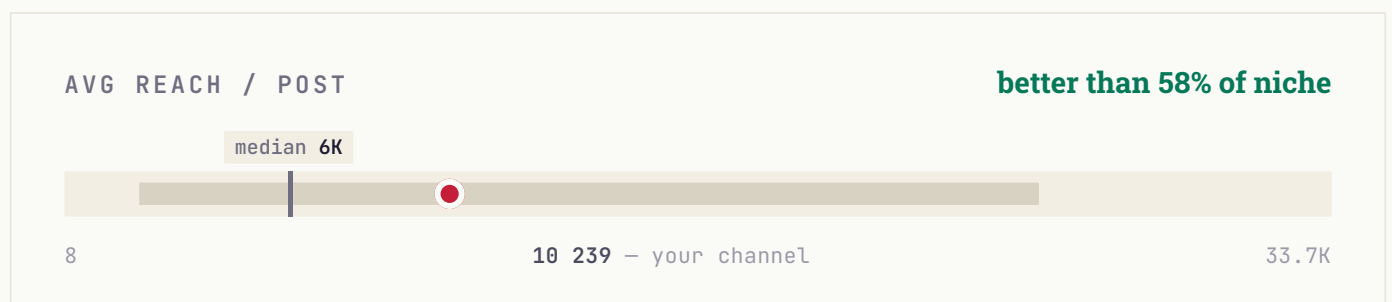
SECTION 08 • NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category "Sales» (Russia) and saw how your channel stacks up. Gray band — range for 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

#69 /100

POSITION IN NICHE
Channel in the bottom half of the ranking



— 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 Friday

Audience most active on this day at 12:00 MSK.

EFFECT

**Best time for
an important
post**

02

Increase share of video posts

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

Systematic traffic buying

Three formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromtPress picks sources for your niche.

EFFECT

**+1000-3000
subs**

04

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

05

Cross-promo with neighboring channels

Swap posts with same-segment channels once a quarter. No need daily — 2-3 collabs give relevant growth.

EFFECT

**Growth from
relevant
audience**

★ WHAT'S NEXT

Want us to do it PromptPress?

This audit is what we can do in minutes based on public data. If you want to go further — run ads through us and close your growth plan in a month.

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