

PUBLIC REPORT PROMTPRESS

Channel audit

SOKOLOV



@sokolov_rus

Most loved jewelry brand in Russia #5293792398 Our VK <https://vk.com/sokolov.russia>

SUBSCRIBERS

147 967

-3263 per month

ERR (% SEE POSTS)

4.0%

Daily 1.8%

REACH/POST

4.7K

Ad reach 2.7K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 147 967 —	 SUBSCRIBER REACH 3.16% Avg % subs see post	 VIEWS/POST 4.7K Median 4.7K · 29 days	 POSTS/WEEK 18.0 For period
 7D TREND -20.8% vs previous week	 REACTIONS/POST 68.8 Total 5,163 reactions, 470 reposts, 421 comments.	 POST LENGTH 246 chars Median 226 · 29 days	 POSTS ANALYZED 75 29 days
 AD REACH 2.7K Avg 24h	 CHURN / MONTH -3263 Last month	 CITE RATE 372 Citation index · 1,052 channels mentioned ever	 CHANNEL AGE 4 years 3 months Created 28.02.2022

AI EDITOR SUMMARY

Channel «SOKOLOV» — 147 967 subs. Each post avg views 4.7K people (3% from subs), low reach — need to grow audience. Publishes 18 posts/week (~3/day) — consistent. Week Jun 1–7 reach dropped -20.8% vs week May 25–31 — worth analyzing reasons.

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 **75** posts over 29 days.
- 02 Dominant format — **Photo** (38/75 posts).
- 03 Avg post length — **246** chars (median 226).
- 04 Audience peak — **Wed**, 11:00 MSK.
- 05 Top posts get **2x** More views than weakest (6.5K avg top vs 3.3K worst) — among 75 posts over 29 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 28.05 · 09:40 PHOTO Which love triangle would you choose? With SOKOLOV jewelry, everything is all about love ☹	VIEWS 6 689 REP. 7	REACTIONS 83 ER 4.5%
Nº2 27.05 · 08:55 PHOTO Once upon a time, pearls were not just an accessory — they were a privilege ☹ For rare natural pearls, divers retrieved thousands of shells and...	VIEWS 6 492 REP. 8	REACTIONS 81 ER 4.4%
Nº3 07.06 · 09:37 VIDEO SOUL by SOKOLOV — a collection where each symbol becomes a personal talisman. ☹ The eye symbol reminds you to trust intuition and see...	VIEWS 6 202 REP. 7	REACTIONS 67 ER 4.2%

Nº4 12.06 · 14:55 VIDEO When the Russian soul meets Russian jewelry art 🇷🇺 We were happy to welcome Tatyana Kurtukova at the SOKOLOV production facility. For...	VIEWS 6 178 REP. 13	REACTIONS 98 ER 4.2%
Nº5 19.05 · 15:15 VIDEO ✂️Breaking: a suspicious object resembling a SOKOLOV gift certificate spotted in the Moscow River 🇷🇺🇷🇺 Looks like the city is reminding again: the best...	VIEWS 6 105 REP. 3	REACTIONS 77 ER 4.1%

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WORST 3

↓ 06.06 · 12:40 TEXT And of course, the brightest activities for you on the 2nd floor🇷🇺	VIEWS 3 368 REP. —	REACTIONS 40 ER 2.3%
↓ 06.06 · 12:34 VIDEO (post without caption – video)	VIEWS 3 367 REP. 2	REACTIONS 36 ER 2.3%
↓ 06.06 · 12:34 TEXT The collection turned out incredibly inspiring🇷🇺	VIEWS 3 253 REP. —	REACTIONS 33 ER 2.2%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

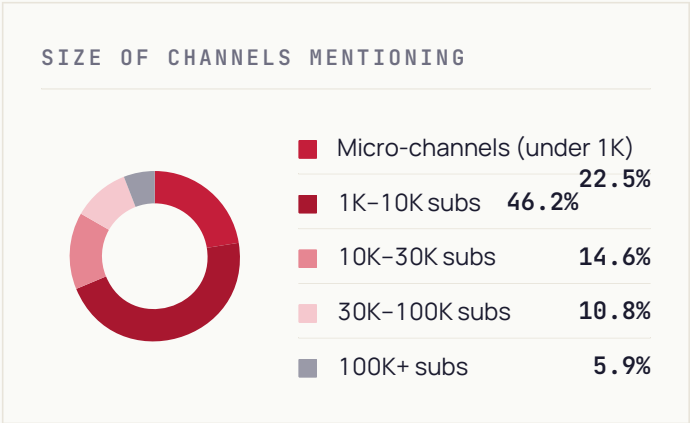
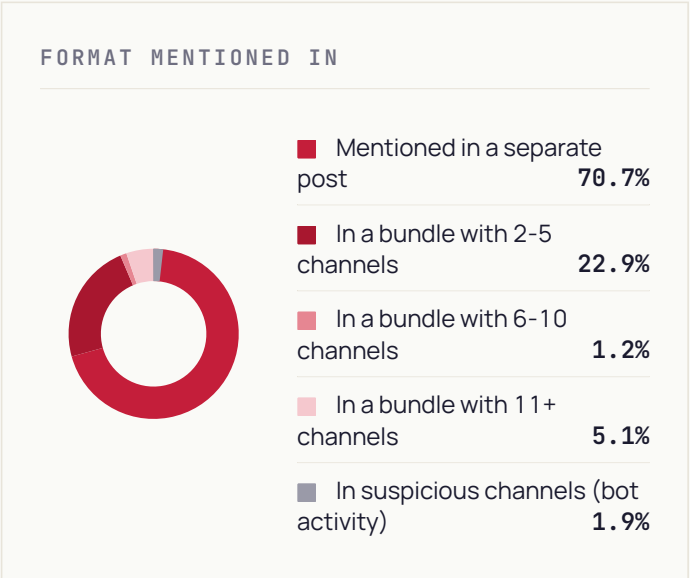
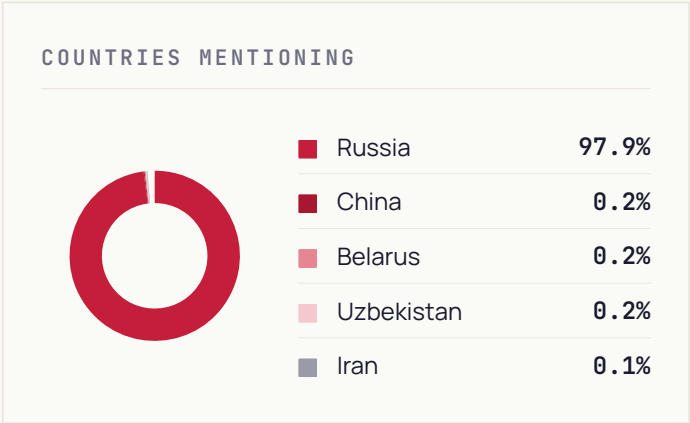
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth vs. loss.



SECTION 04 · MENTIONS

Who & how mentions the channel

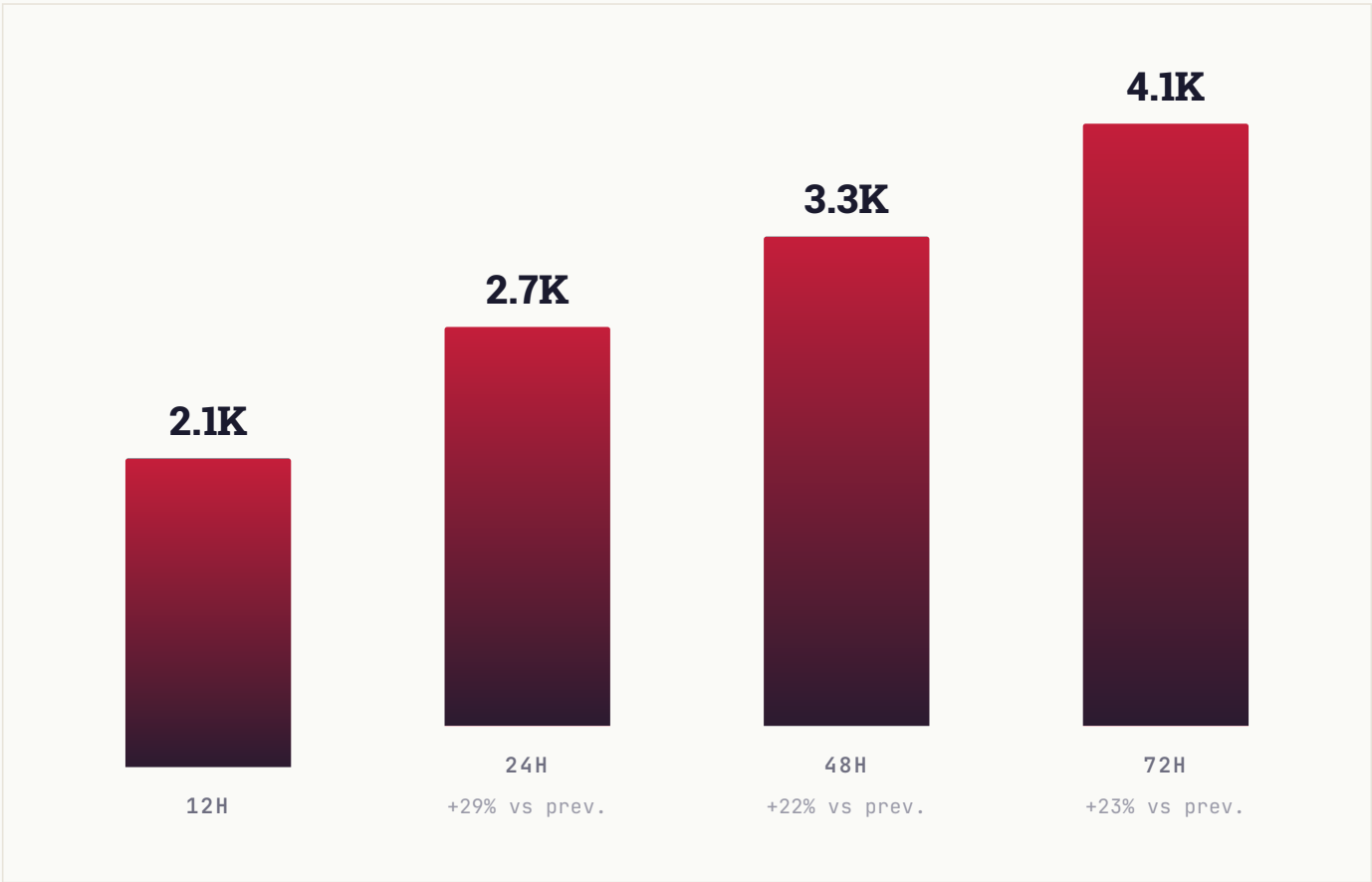
Citation index **372** – channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from 1K subs. All time channel was mentioned **1 052** different channels.



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. Yours is highlighted — see its rank among niche peers.

CHANNEL	SUBSCRIBERS
oz OZON	1.1M
ym Yandex Market	1M
x- Freeloaders - Lightning	1M
sn Market discounts	993.1K
ws WB Sniper Finds on Wildberries 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 Alfa-Vygodno	563K
so SOKOLOV you	148K

COMPARATIVE CONCLUSION

Channel in Bottom half of niche top-100 (#76 of 94). Niche median — 201.1K subs. First KPI growth — reach median. Leader: OZON (1.1M).

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: **883**, they brought **93 639** New subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
December 2025	44	36	30 227	
Nov 2025	45	40	7 641	
Oct 2025	205	184	21 654	
Sep 2025	48	38	0	
August 2025	123	114	16 338	
July 2025	418	386	17 779	
TOTAL MENTIONS	MONTHS IN DATA		ATTRACTED SUBSCRIBERS	
883	6		93 639	

— 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.

#76

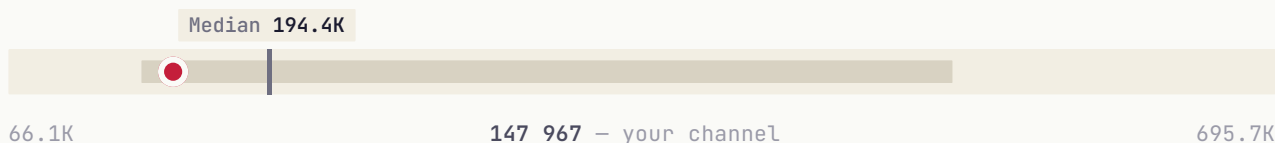
/100

POSITION IN NICHE

Channel in the bottom half of the ranking

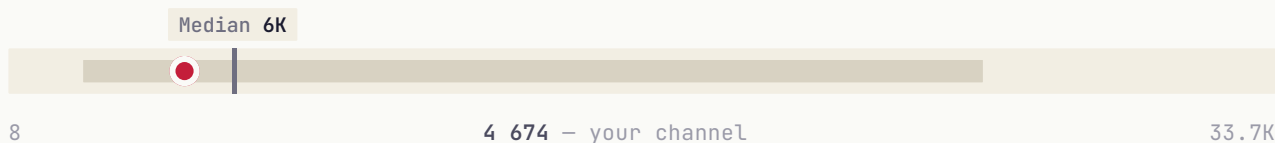
SUBSCRIBERS

worse than median by 24%



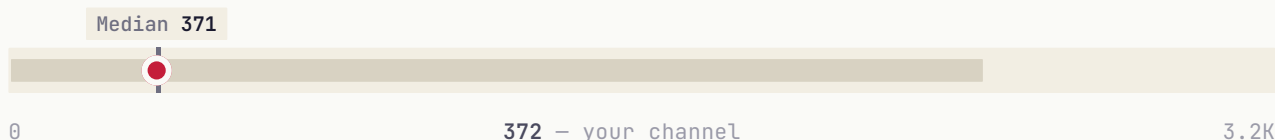
AVG REACH / POST

worse than median by 21%



CITATION INDEX

Top 50% of niche



— 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 11:00 MSK.

EFFECT

**Best window
for important
post****02****ER below niche benchmark — rethink formats**

Current ER 3.16% vs norm 5.5%. Try polls & interactive formats.

EFFECT

+2.3pp ER**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 boost ER by +5-15%.
One poll per week on a hot topic is an easy win.

EFFECT

+5-15% ER**05****Cross-promo with neighbor 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 this **PromptPress?**

This audit — what we can do in a few minutes based on public data. If you 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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