

PUBLIC REPORT BY PROMTPRESS

Channel audit

Sportmaster



@sportmasterofficial

Official Sportmaster account ■ RKN: <https://gosuslugi.ru/snet/675aa14a6>

SUBSCRIBERS

355 126

+7962 per month

ERR (% WHO SEE
POSTS)

4.0%

per day 2.4%

REACH/POST

14.4K

ad reach 8.4K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 355 126 —	 SUBS REACH 4.06% avg % of subs see post	 VIEWS/POST 14.4K median 13.5K · 28 days	 POSTS/WEEK 18.8 for the period
 7D TREND -33.0% vs previous week	 REACTIONS/POST 103.7 total 7,884 reactions, 1,685 reposts, 32 comments	 POST LENGTH 500 chars median 520 · 28 days	 POSTS ANALYZED 76 28 days
 AD REACH 8.4K 24h avg	 CHURN / MONTH +7962 last month	 QUOTABILITY 423 citation index · 948 channels mentioned all time	 CHANNEL AGE 4 years 3 months created 02.03.2022

AI EDITOR SUMMARY

Channel «Sportmaster» – 355 126 subs. Each post averages 14.4K people (4% from subs), reach is low – expand audience. Publishes 19 posts per week (~3/day) – consistent. Week Jun 1–7 reach dropped -33.0% to week May 25–31 – investigate 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 **76** posts in 28 days.
- 02 Dominant format — **Photo** (53/76 posts).
- 03 Avg post length — **500** chars (median 520).
- 04 Audience peak — **Tuesday**, 11:00 MSK.
- 05 Top posts get **3x** more views than the weakest (26.3K avg top vs 10.4K worst) — among 76 posts in 28 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº109.06 · 08:51 PHOTO We're squinting not only from the sun — the new CORDILLERO summer collection dazzles just as much ✨ A capsule inspired by...	VIEWS	REACTIONS
	27 641	72
	REPOSTS	ER
	11	7.8%
Nº228.05 · 08:06 TEXT Gifts from Tutu and Sportmaster! Packing for a dream trip ➡ Summer is around the corner — time to plan new experiences and grab prizes in...	VIEWS	REACTIONS
	27 502	1 519
	REPOSTS	ER
	450	7.7%
Nº327.05 · 08:12 VIDEO Zayush, what work? Hikes await us 🏞️ We support that 🏞️Come to us for comfortable and reliable outdoor gear! ...	VIEWS	REACTIONS
	23 765	97
	REPOSTS	ER
	8	6.7%

Nº4 24.05 · 14:03 PHOTO 3 skater style rules ☒ Dress how you like. ☒ Don't overload with brands. ☒ Add details to basics – with...	VIEWS 21 785 REPOSTS 9	REACTIONS 67 ER 6.1%
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Nº5 22.05 · 08:29 PHOTO ☒ Search – and find a sporty silhouette that subtly emphasizes femininity; ☒ Feel – The delicate, almost weightless fabric and...	VIEWS 20 815 REPOSTS 8	REACTIONS 53 ER 5.9%
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WORST 3

↓ 07.06 · 07:33 TEXT Okroshka with kvass or kefir? AMKAL or SINDEKAT? What to pick from this section instead of buying it all? There are questions that are simply impossible...	VIEWS 11 006 REPOSTS 22	REACTIONS 208 ER 3.1%
↓ 05.06 · 13:00 PHOTO What to wear to meet friends on the veranda or throw on when it gets cooler in the evening? So many questions – and one answer: the Sensana capsule...	VIEWS 10 845 REPOSTS 22	REACTIONS 75 ER 3.1%
↓ 05.06 · 14:50 PHOTO New FILA collection straight from sunny Portofino – with the laid-back aesthetics of the Italian coast and a light atmosphere...	VIEWS 9 392 REPOSTS 12	REACTIONS 64 ER 2.6%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

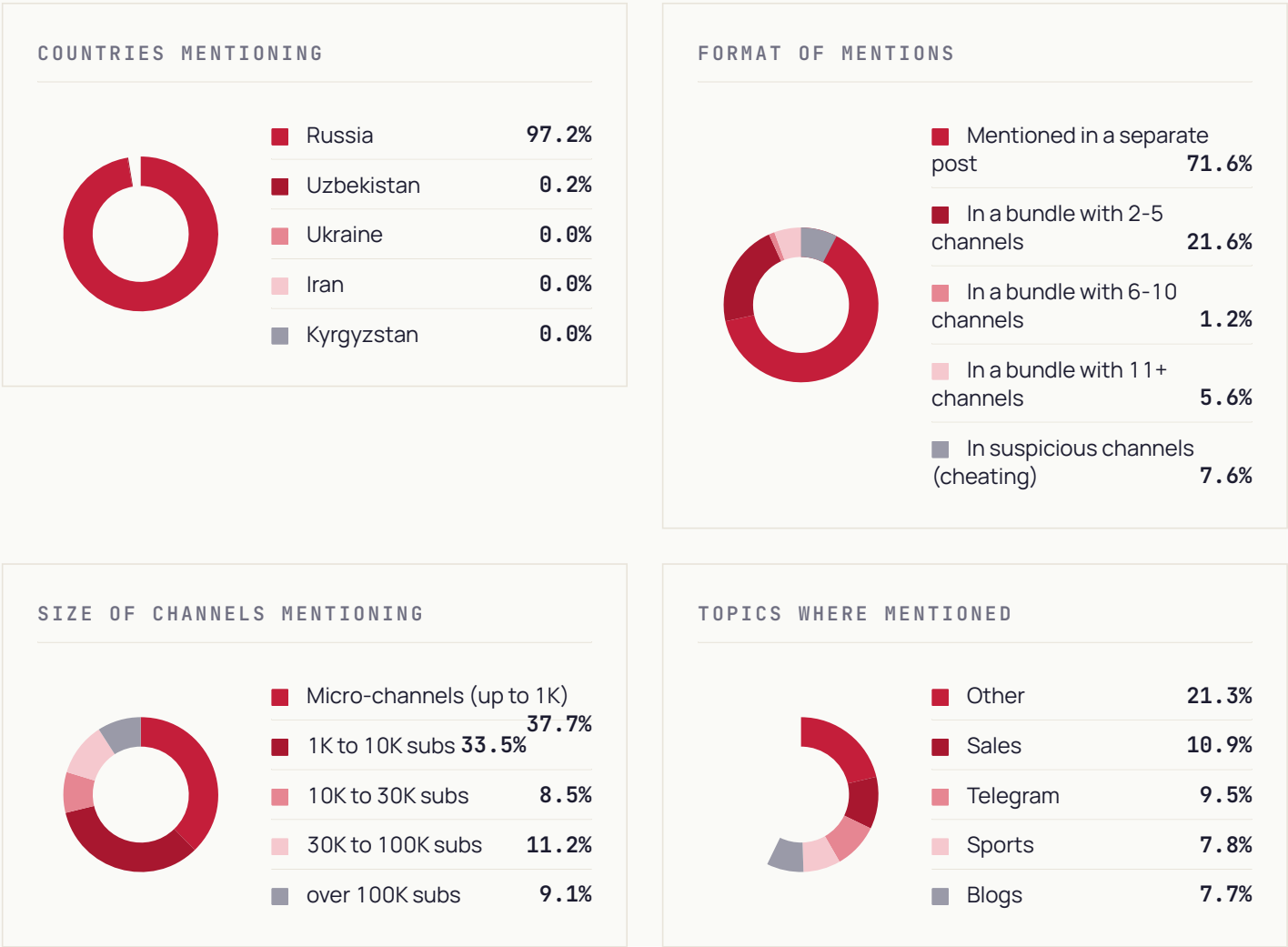
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained and which months subscribers left.



SECTION 04 · MENTIONS

Who and how mentions the channel

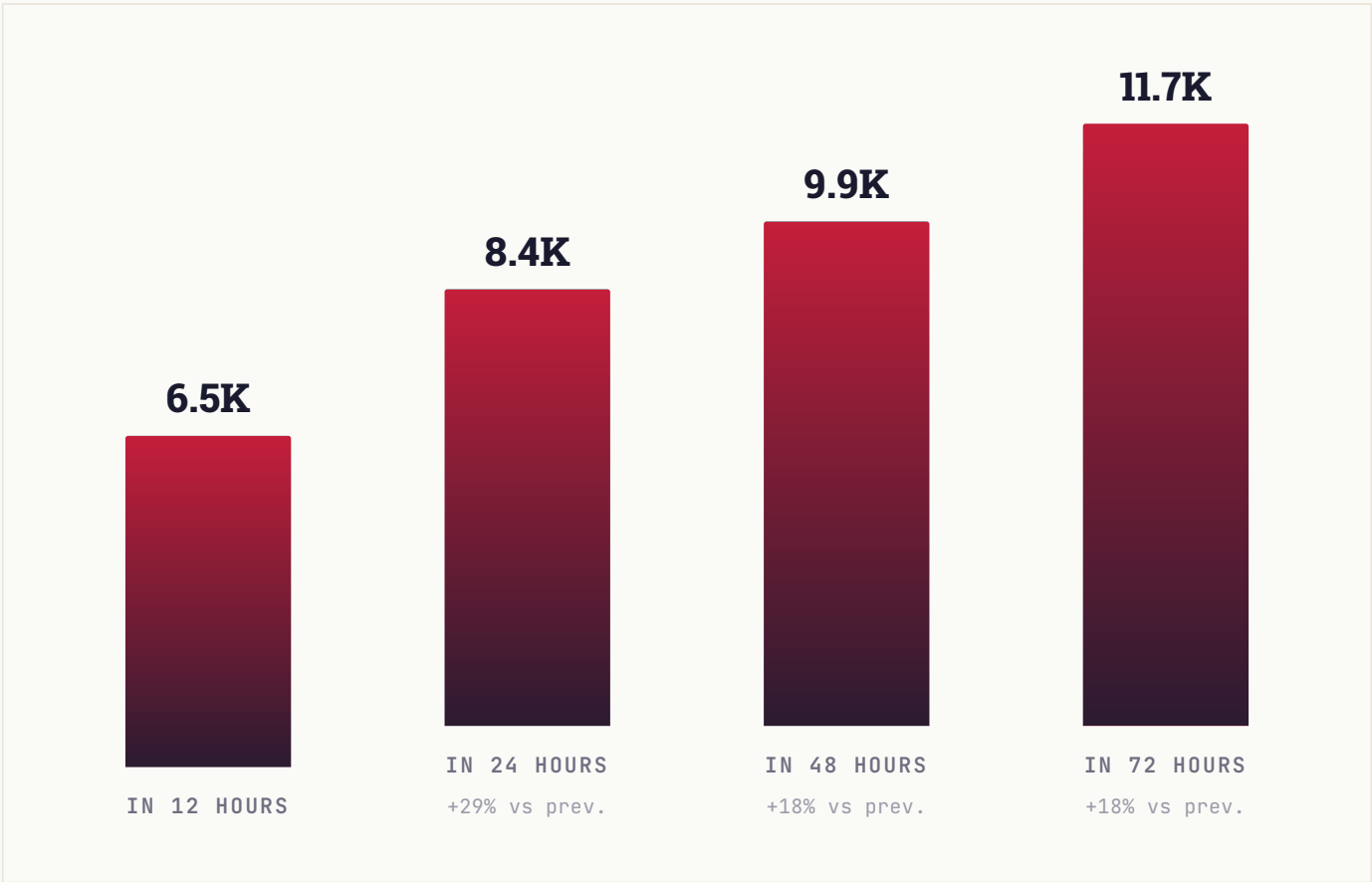
Citation index **423** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100k subs channel weighs more than from 1k subs. All time channel was mentioned **948** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of 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 and audience. Your channel is highlighted — see its rank among niche peers.

CHANNEL	SUBSCRIBERS
OZ OZON	1.1M
YaM Yandex Market	1M
X- Freeloaders - Lightning	1M
SN Market discounts	993.1K
WS WB Sniper Finds from Wildberries Discounts Promos	932.9K
PB By Blat	888K
Z Zayats Promos Discounts	877.5K
W Wildberries finds	799.3K
VI ITEMS FROM VIDEO	711.7K
AL Alfa-Profitable	563K
SP Sportmaster YOU	355.1K

COMPARATIVE CONCLUSION

Channel in top quartile of niche (#21 of 94). Leader — OZON (1.1M). Goal for coming months: enter niche top-10 through systematic traffic work.

SECTION 07 · MENTION DYNAMICS

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 were **453**, they brought **103 931** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
December 2025	66	34	16 673	
November 2025	111	73	34 375	
October 2025	67	28	21 658	
Sep 2025	38	23	9 152	
August 2025	130	114	10 255	
July 2025	41	28	11 818	
TOTAL MENTIONS		MONTHS OF DATA	GAINED SUBS	
453		6	103 931	

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.

#21/100

RANK IN NICHE

Channel in top 21% – strong position



— 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

Main post of the week — on Tuesday
 Audience is most active on this day at 11:00 MSK.

EFFECT

Best window for a key post
- 02

ER below niche benchmark — rethink formats
 Current ER 4.06% vs norm 5.5%. Try polls & interactive formats.

EFFECT

+1.4pp ER
- 03

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
- 04

Test polls & interactive formats
 Posts with polls/reactions usually boost ER by 5-15%.
 One poll per week on a hot topic — easy win.

EFFECT

+5-15% ER
- 05

Cross-promo with neighboring channels
 Swap posts quarterly with channels in the same segment. No need daily — 2-3 collabs give relevant growth.

EFFECT

Growth from relevant audience

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in a few minutes from public data.
Want to go further — run ads with us and hit your growth plan
in a month.

01 Launch Telegram ad <https://panel.promptpress.com/register>

02 Contact manager t.me/PromptPress_manager
