

PROMTPRESS PUBLIC REPORT

Channel audit

StRoGo Shop



@strogomagaz

Official StRoGo gaming mat store Comfort, style, quality at your skill level. Order - <http://strogo.shop>

SUBSCRIBERS

160 003

+43377 per month

ERR (% SEE POSTS)

60.0%

in 24 hrs 25.1%

REACH/POST

104.7K

ad reach 34.1K/24h

— CONTENTS · 2026

What's inside the report

01 Channel snapshot

12 key metrics · AI summary

02 Content analysis

Top 5 posts · worst 3 · insights

03 Subscriber dynamics

Yearly chart · growth

04 Quotability

Who and how mentions the channel

05 Ad potential

How long a post generates reach

06 Competitors

Niche neighbors · your spot

07 Mention dynamics

4 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. The subtitle below the number shows the period it covers.

 SUBSCRIBERS 160 003 —	 SUBS REACH 65.44% avg % subs see post	 VIEWS/POST 104.7K median 104.7K · 8 days	 POSTS/WEEK 1.6 over period
 7D TREND — no data for period	 REACTIONS/POST 764.0 total 1,528 reactions, 211 reposts, 169 comments	 POST LENGTH 171 chars median 171 · 8 days	 POSTS ANALYZED 2 8 days
 AD REACH 34.1K 24h avg	 CHURN / MONTH +43377 over last month	 QUOTABILITY 10 citation index · 10 channels mentioned ever	 CHANNEL AGE 9 months 13 days created 04.09.2025

AI EDITOR SUMMARY

Channel «StRoGo Shop» — 160 003 subs. Each post averages 104.7K people (65% from subs), wide reach for a channel this size. Publishes 2 posts/week (~0/day) — rare publications.

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 TOP POSTS HAVE IN COMMON

- 01 Analysis based on 2 posts in 8 days.
- 02 Dominant format – Text (1/2 posts).
- 03 Avg post length – 171 chars (median 171).
- 04 Peak audience activity – Monday, 00:00 MSK.
- 05 Top posts get 1x more views than the weakest (69.8K avg for top vs 104.7K for worst) – among 2 posts in 8 days. Analyze what the top has in common: topic, format, timing.

TOP 2 POSTS

Nº1 01.06 · 21:46 TEXT They showed me samples of new mats - just wow ☹️ Soon on Ozon and strogo.shop 5 new, more affordable rugs in...	VIEWS	REACTIONS
	120 864	717
Nº2 10.06 · 13:49 PHOTO 	REPOSTS	ER
	105	75.5%
Nº2 10.06 · 13:49 PHOTO 	VIEWS	REACTIONS
	88 546	811
Nº2 10.06 · 13:49 PHOTO 	REPOSTS	ER
	106	55.3%

WORST 2

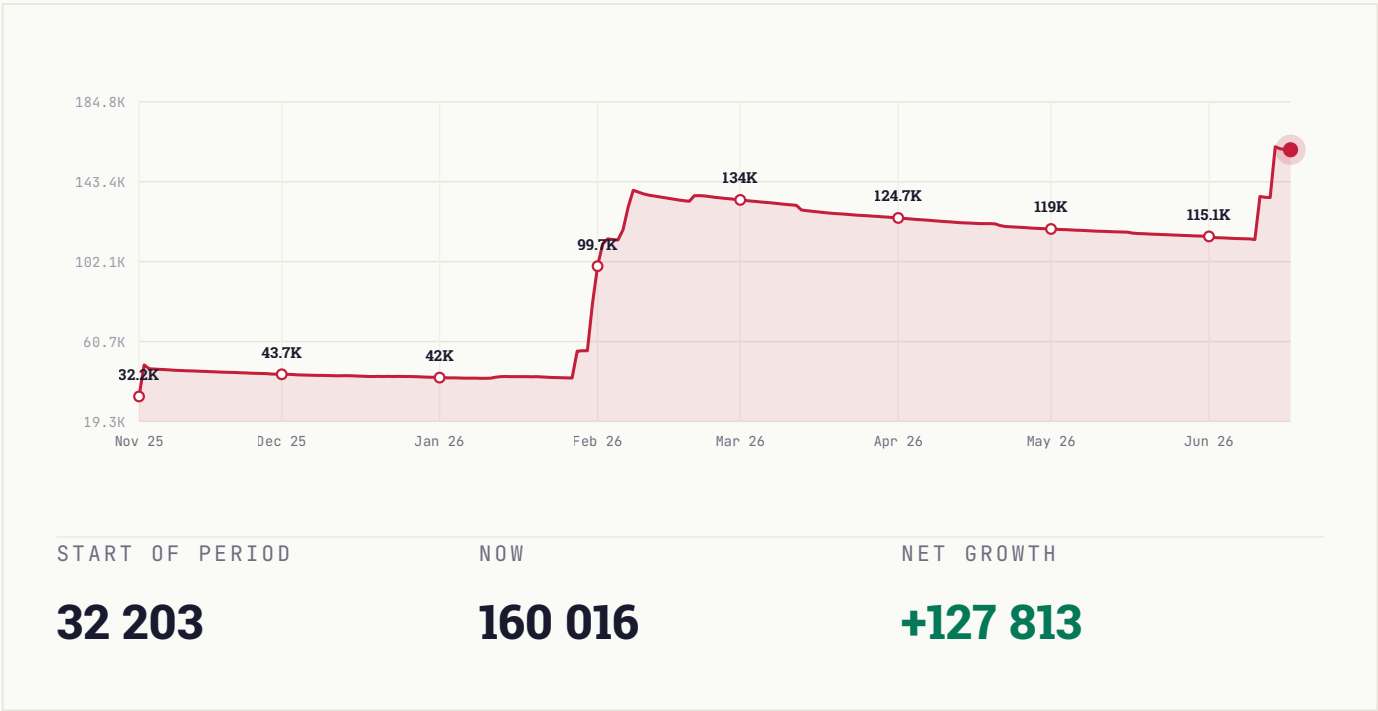
↓ 01.06 · 21:46 TEXT They showed me samples of new mats - just wow ☹️ Soon on Ozon and strogo.shop 5 new, more affordable rugs in...	VIEWS	REACTIONS
	120 864	717
↓ 01.06 · 21:46 TEXT They showed me samples of new mats - just wow ☹️ Soon on Ozon and strogo.shop 5 new, more affordable rugs in...	REPOSTS	ER
	105	75.5%

↓ 10.06 · 13:49 PHOTO 			VIEWS	REACTIONS
			88 546	811
			REPOSTS	ER
			106	55.3%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

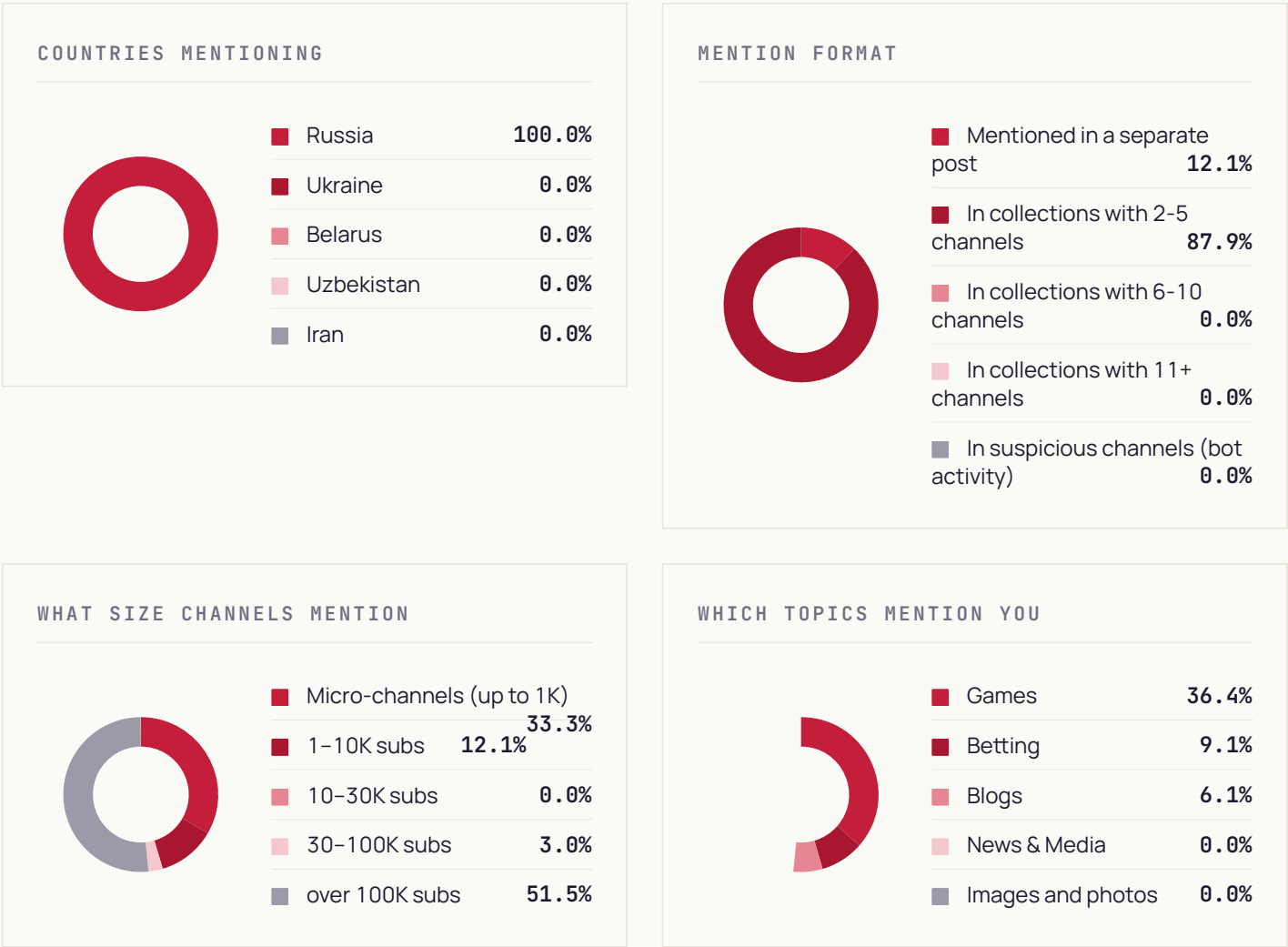
Subscriber growth chart for the year. Key months show exact subscriber count. It's clear which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who and how mentions the channel

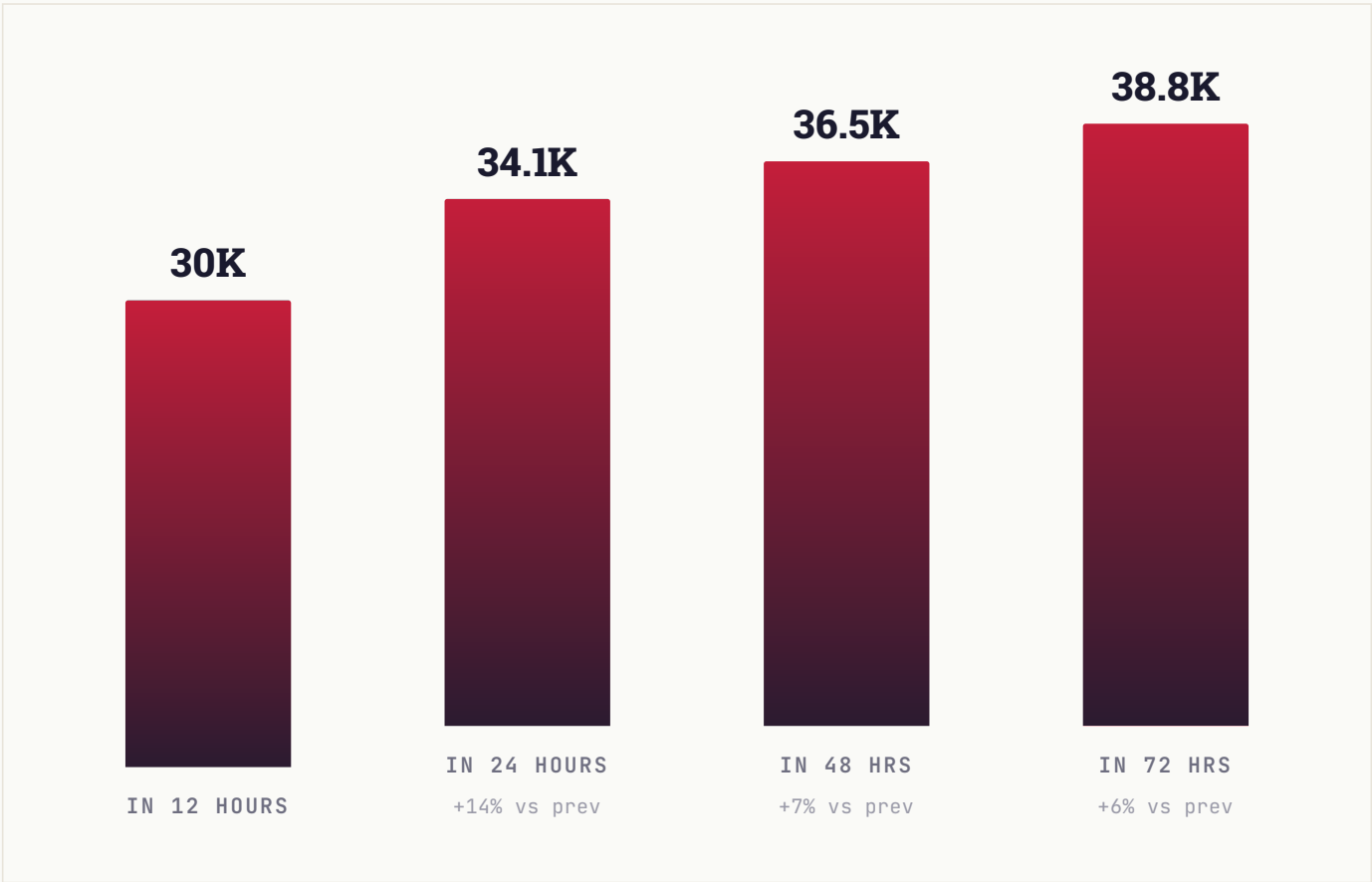
Citation index **10** – channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from 1K. All time channel was mentioned **10** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg ad post reach over time since publication. Helps estimate how long a placement stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
OZ OZON	1.1M
YM Yandex Market	1M
X- Freebie hunters - Lightning	1M
SN Market discounts	993.1K
WS WB Sniper Wildberries Finds 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 Alpha-Profitable	563K
SS StRoGo Shop YOU	160K

COMPARATIVE INSIGHT

Channel in bottom half of top-100 niche (#65 of 94). Niche median — 201.1K subs. First growth KPI — 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 **4 months** such mentions were **6**, they brought **16 521** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
December 2025	2	2	228
Nov 2025	4	1	16 293
Oct 2025	0	0	0
Sep 2025	0	0	0
TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS	
6	4	16 521	

— SECTION 08 • NICHE COMPARISON

Where the channel stands in its league

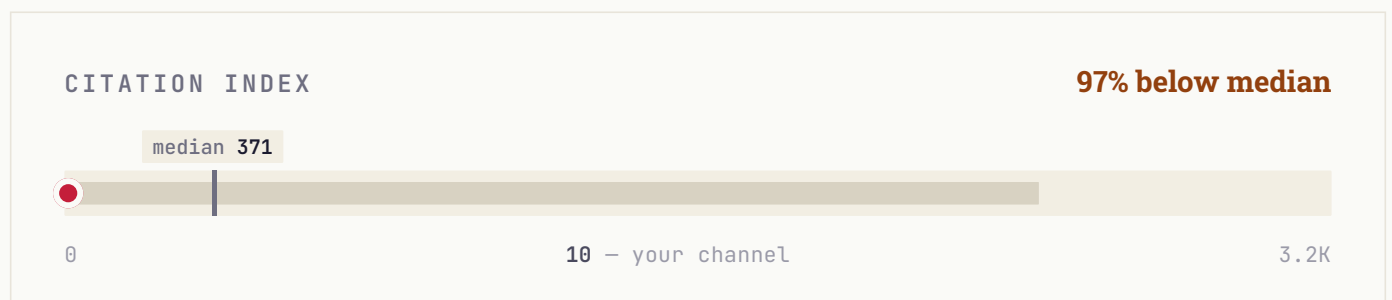
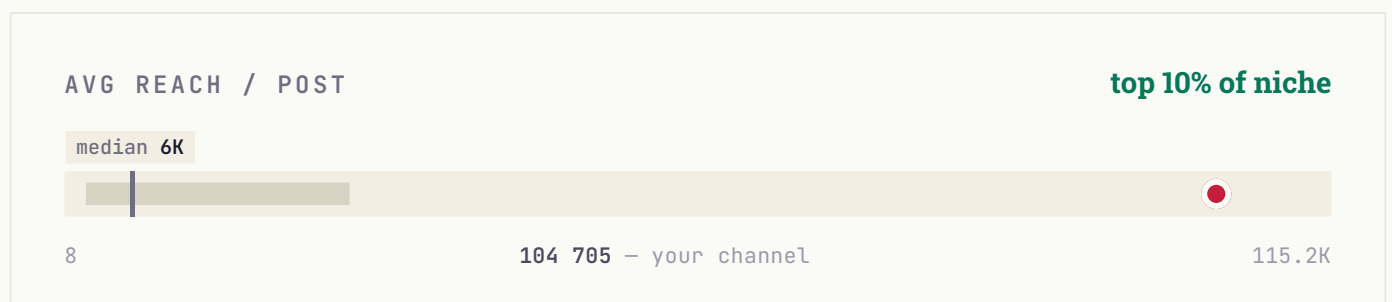
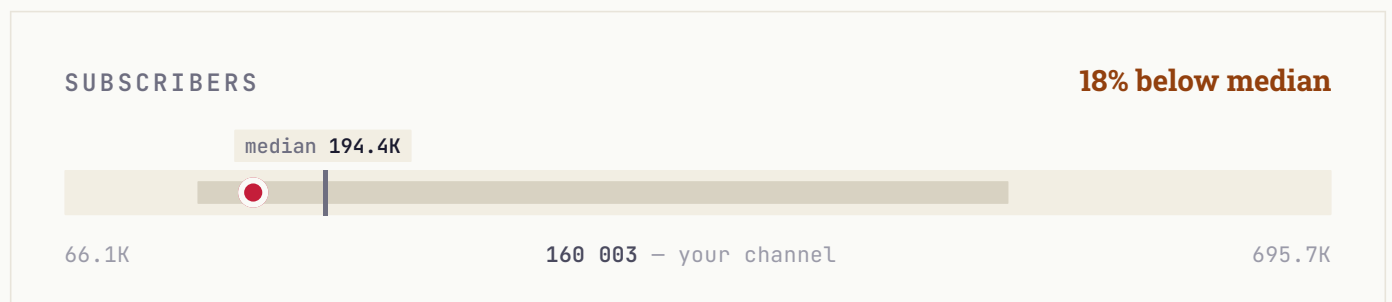
Took top-100 channels in «Sales» (Russia) and saw how your channel compares.
 Gray band — range for 80% of niche channels (p10 to p90). Black vertical — median.
 Red dot — your channel.

#65

/100

RANK 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 off and revisit this report in a month.

01

Increase posting frequency

Now 1.6 posts/week. Active channels average 7-10.
Consistency is key to retention.

EFFECT

**Consistency
beats volume**

02

Main post of the week — on Monday

On this day at 00:00 MSK the audience is most active.

EFFECT

**Best window
for an
important post**

03

Increase video post share

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

EFFECT

**Video retains
audience
better**

04

Systematic traffic buying

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

EFFECT

**+1000-3000
subs**

05

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

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — 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 ads in
Telegram**

<https://panel.promptpress.com/register>

02 **Contact manager**

t.me/PromptPress_manager
