

PUBLIC REPORT BY PROMTPRESS

# Channel audit

## SUNLIGHT



@sunlight\_brilliant

#1 jewelry app in Russia ↓ <https://i.lvsl.ru/bfx1/tgmain> Contact:  
[https://t.me/SUNLIGHT\\_official\\_bot](https://t.me/SUNLIGHT_official_bot) Registered in RKN list:...

SUBSCRIBERS

**506 016**

-532 per month

ERR (% SEE POSTS)

**4.0%**

per day 1.7%

REACH/POST

**17.7K**

ad reach 8.9K/24h

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SECTION 01 · CHANNEL SNAPSHOT

# Key channel metrics

Each card is a separate channel health indicator. Subtitle shows the period.

|                                                                                                                                                     |                                                                                                                                                                                           |                                                                                                                                                                                 |                                                                                                                                                                       |
|-----------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <div> SUBSCRIBERS</div> <div>506 016</div> <div>—</div>            | <div> SUBSCRIBER REACH</div> <div>3.5%</div> <div>avg % subs see post</div>                              | <div> VIEWS/POST</div> <div>17.7K</div> <div>median 17.5K · 29 days</div>                      | <div> POSTS/WEEK</div> <div>33.0</div> <div>for period</div>                       |
| <div> 7D TREND</div> <div>-13.9%</div> <div>vs previous week</div> | <div> REACTIONS/POST</div> <div>118.0</div> <div>total 16,635 reactions, 925 reposts, 657 comments</div> | <div> POST LENGTH</div> <div>459 chars.</div> <div>median 456 · 29 days</div>                  | <div> POSTS ANALYZED</div> <div>141</div> <div>29 days</div>                       |
| <div> AD REACH</div> <div>8.9K</div> <div>24h avg</div>           | <div> CHURN / MONTH</div> <div>-532</div> <div>last month</div>                                         | <div> QUOTE RATE</div> <div>107</div> <div>citation index · 454 channels mentioned ever</div> | <div> CHANNEL AGE</div> <div>8 years 4 months</div> <div>created 31.01.2018</div> |

AI EDITOR SUMMARY

Channel «SUNLIGHT» — 506 016 subs. Each post avg views 17.7K people (4% from subs), reach is low — expand audience. Publishes 33 posts/week (~5/day) — active posting. For week Jun 1–7 reach dropped -13.9% vs week May 25–31 — analyze why.

SECTION 02 · CONTENT ANALYSIS

# What works best

Top posts by engagement & underperformers — to see what to repeat & what to drop.

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on 141 posts in 29 days.
- 02 Dominant format — Video (76/141 posts).
- 03 Avg post length — 459 chars (median 456).
- 04 Audience peak activity — Sunday, 14:00 MSK.
- 05 Strongest posts get 3x more views than the weakest (29.4K avg top vs 10K worst) — among 141 posts in 29 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

|                                                                                                                                                                                                                         |  |                 |                  |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|-----------------|------------------|
| <div><div>Nº1</div><div>19.05 · 15:00</div><div>VIDEO</div></div> <div>Found the perfect gift idea — treat yourself! ✨ Rose gold 585 bracelet from Moscow Chain Factory...</div>                                        |  | VIEWS<br>30 607 | REACTIONS<br>668 |
|                                                                                                                                                                                                                         |  | REP.<br>187     | ER<br>6.0%       |
| <div><div>Nº2</div><div>24.05 · 11:00</div><div>VIDEO</div></div> <div>Every piece of jewelry has its own story ✨ It can remind you of a special moment, a loved one, or a day you want to keep in your memory...</div> |  | VIEWS<br>29 571 | REACTIONS<br>198 |
|                                                                                                                                                                                                                         |  | REP.<br>8       | ER<br>5.8%       |
| <div><div>Nº3</div><div>20.05 · 13:38</div><div>VIDEO</div></div> <div>7 new pawnshops opened in April! 😊 ✨New addresses: Abinsk, Sovetov St., 45/2 Belaya Kalitva, Kalinina St., 3 etc.</div>                          |  | VIEWS<br>27 963 | REACTIONS<br>147 |
|                                                                                                                                                                                                                         |  | REP.<br>10      | ER<br>5.5%       |

|                                                                                                                                                                                                                   |                                                                   |                                                                     |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------|---------------------------------------------------------------------|
| <div><div>Nº4</div><div>23.05 · 09:31</div><div>VIDEO</div></div> <div>🔖Jewelry that Taurus, Gemini, and Leo will definitely add to cart! (Part 1) When you feel "your" piece – you just can't walk past...</div> | <div>VIEWS</div> <div>27 658</div> <div>REP.</div> <div>12</div>  | <div>REACTIONS</div> <div>163</div> <div>ER</div> <div>5.5%</div>   |
| <div><div>Nº5</div><div>20.05 · 15:31</div><div>TEXT</div></div> <div>Giveaway: 4,000₽ certificate in 5 min! 📄 We wanted to get to know you better. So we made a short survey...</div>                            | <div>VIEWS</div> <div>27 441</div> <div>REP.</div> <div>104</div> | <div>REACTIONS</div> <div>1 501</div> <div>ER</div> <div>5.4%</div> |

|

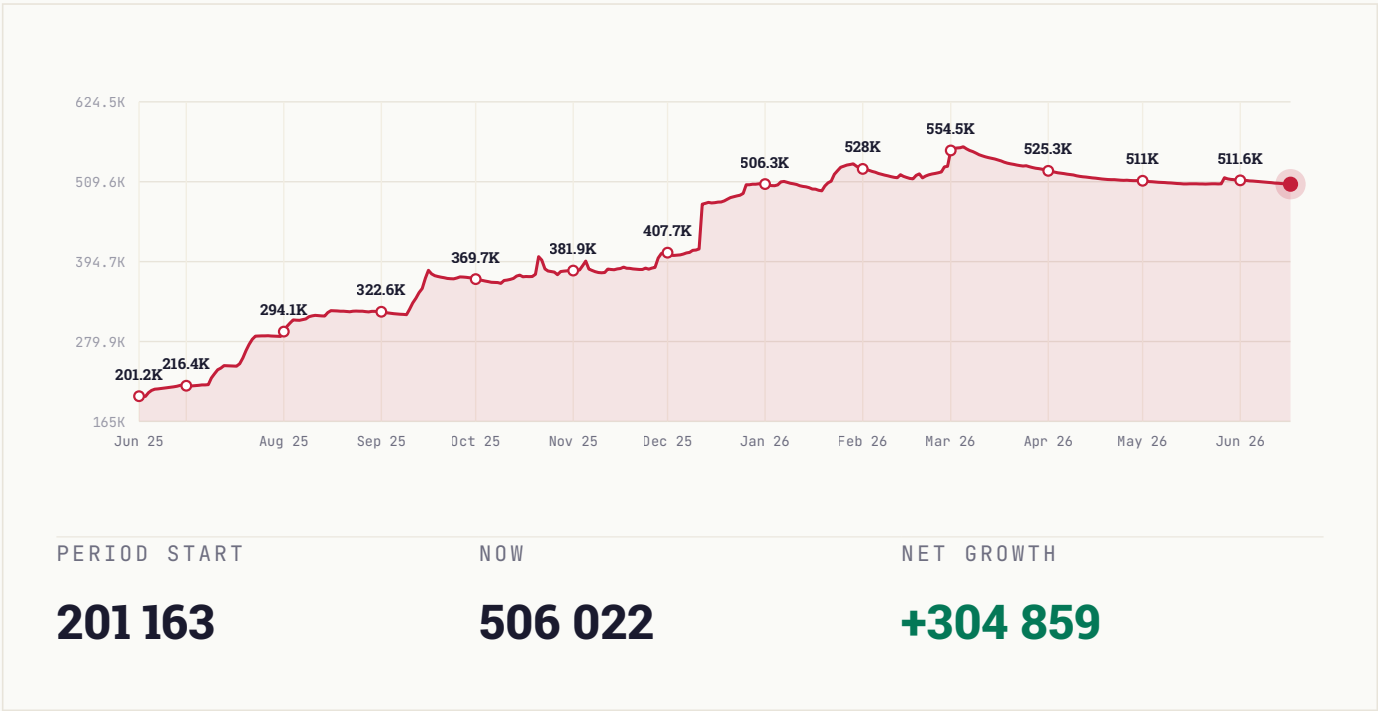
WORST 3

|                                                                                                                                                 |                                                                 |                                                                  |
|-------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------|------------------------------------------------------------------|
| <div><div>↓</div><div>11.06 · 11:54</div><div>POLL</div></div> <div>(captionless post – poll)</div>                                             | <div>VIEWS</div> <div>10 470</div> <div>REP.</div> <div>—</div> | <div>REACTIONS</div> <div>71</div> <div>ER</div> <div>2.1%</div> |
| <div><div>↓</div><div>09.06 · 07:03</div><div>VIDEO</div></div> <div>(captionless post – video)</div>                                           | <div>VIEWS</div> <div>9 811</div> <div>REP.</div> <div>2</div>  | <div>REACTIONS</div> <div>69</div> <div>ER</div> <div>1.9%</div> |
| <div><div>↓</div><div>09.06 · 07:03</div><div>TEXT</div></div> <div>Anchor – a classic and one of the strongest weaves, fits any pendant.</div> | <div>VIEWS</div> <div>9 593</div> <div>REP.</div> <div>3</div>  | <div>REACTIONS</div> <div>93</div> <div>ER</div> <div>1.9%</div> |

SECTION 03 · SUBSCRIBER DYNAMICS

# How the channel grew over the year

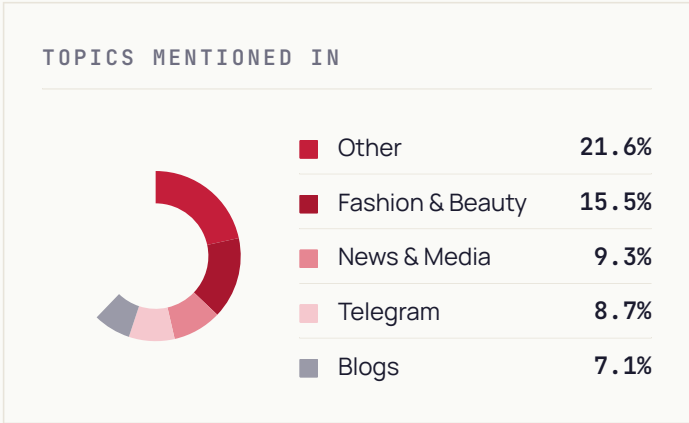
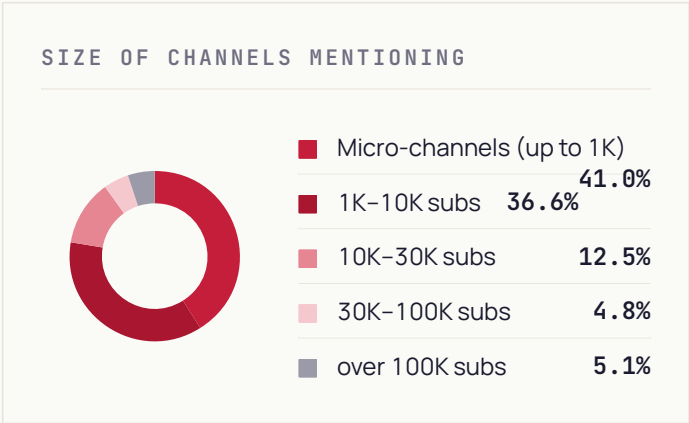
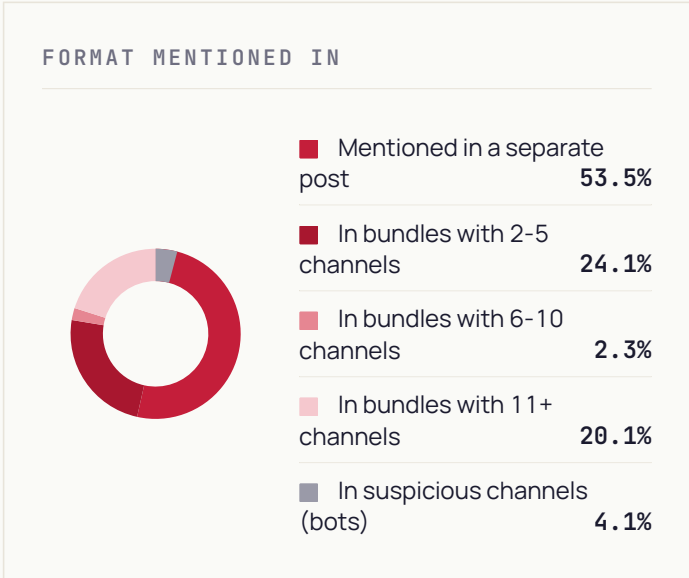
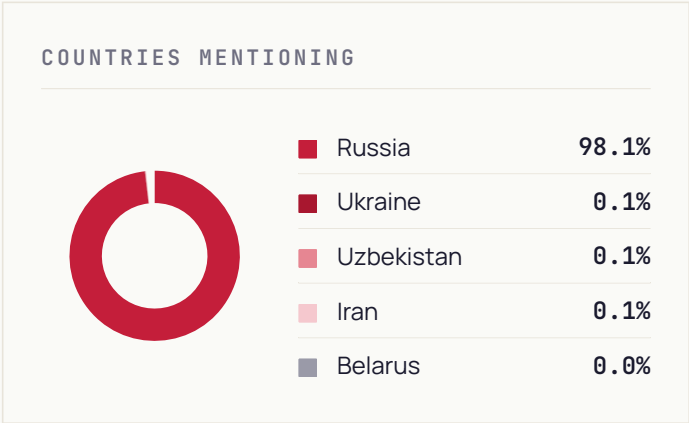
Subscriber growth chart for the year. Key months show exact subscriber count.  
Shows months of growth vs. loss.



SECTION 04 · MENTIONS

# Who mentions the channel and how

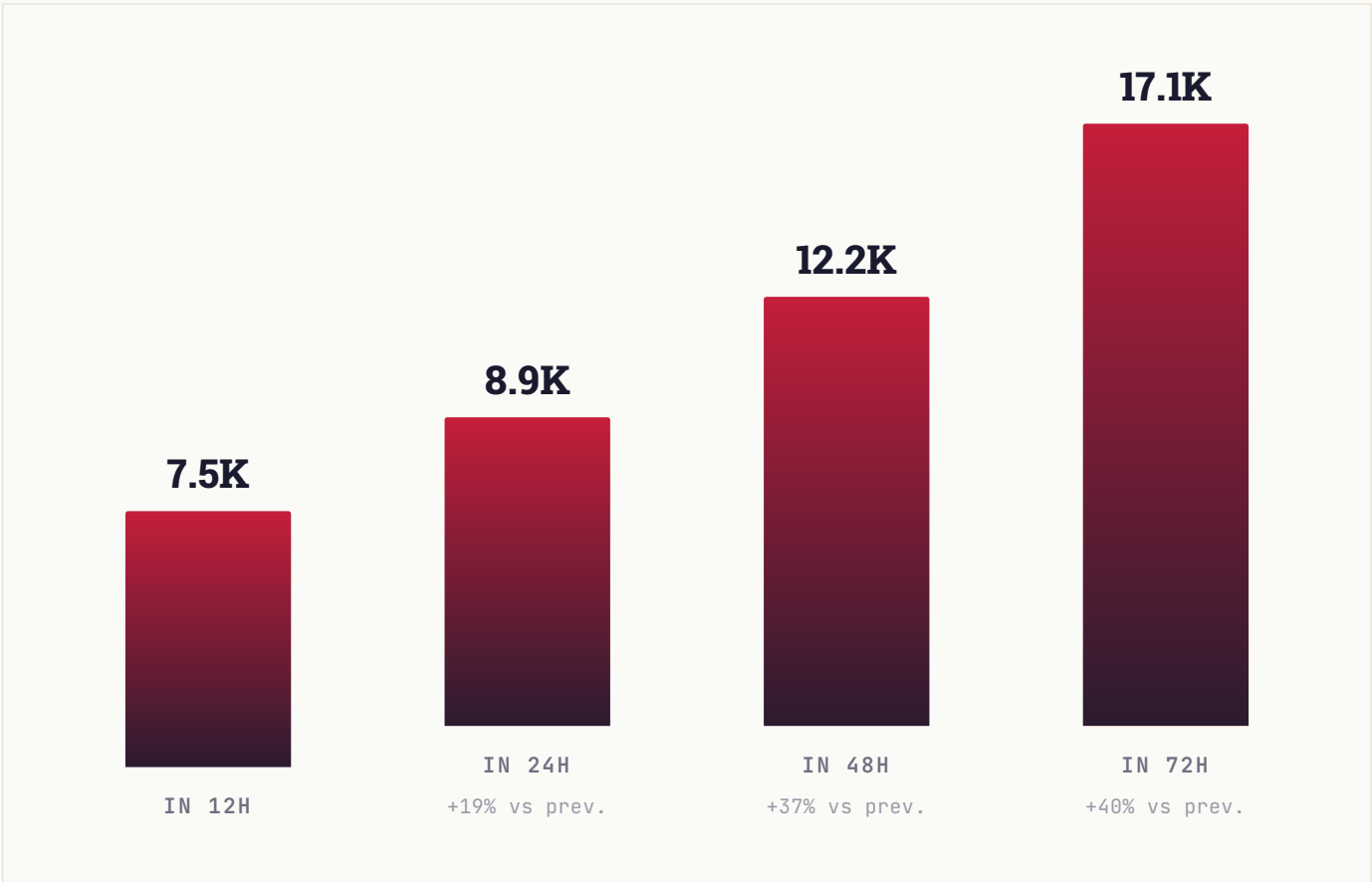
Citation index **107** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from 1K. All time channel was mentioned **454** different channels.



SECTION 05 · AD POTENTIAL

# How long a post generates reach

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



SECTION 06 · COMPETITORS

# Who you compete with

11 nearest channels by topic & audience. Your channel is highlighted — see its rank among niche peers.

| CHANNEL                                                          | SUBSCRIBERS |
|------------------------------------------------------------------|-------------|
| <div>oz</div> OZON                                               | 1.1M        |
| <div>ym</div> Yandex Market                                      | 1M          |
| <div>x-</div> Freebie seekers - Lightning                        | 1M          |
| <div>sn</div> Market discounts                                   | 993.1K      |
| <div>ws</div> WB Sniper   Wildberries finds   Discounts   Promos | 932.9K      |
| <div>pb</div> By Blat                                            | 888K        |
| <div>z </div> Hare   Promos   Discounts                          | 877.5K      |
| <div>w </div> Wildberries   finds                                | 799.3K      |
| <div>vi</div> ITEMS FROM VIDEO                                   | 711.7K      |
| <div>al</div> Alpha-Profitable                                   | 563K        |
| <div>su</div> SUNLIGHT <div>you</div>                            | 506K        |

COMPARATIVE CONCLUSION

Channel in top quartile of niche (#14 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

Monthly we track posts in other channels that mention yours. Over the last **6 months** such mentions were **133**, they brought **379 989** new subs.

| PERIOD               | MENTIONS | CHANNELS | BROUGHT SUBSCRIBERS |
|----------------------|----------|----------|---------------------|
| Dec 2025             | 23       | 15       | 104 298             |
| November 2025        | 52       | 43       | 48 657              |
| October 2025         | 30       | 18       | 46 683              |
| Sep 2025             | 16       | 12       | 66 568              |
| August 2025          | 3        | 2        | 40 569              |
| Jul 2025             | 9        | 7        | 73 214              |
| TOTAL MENTIONS       |          |          | 133                 |
| MONTHS OF DATA       |          |          | 6                   |
| ACQUIRED SUBSCRIBERS |          |          | 379 989             |

SECTION 08 · NICHE COMPARISON

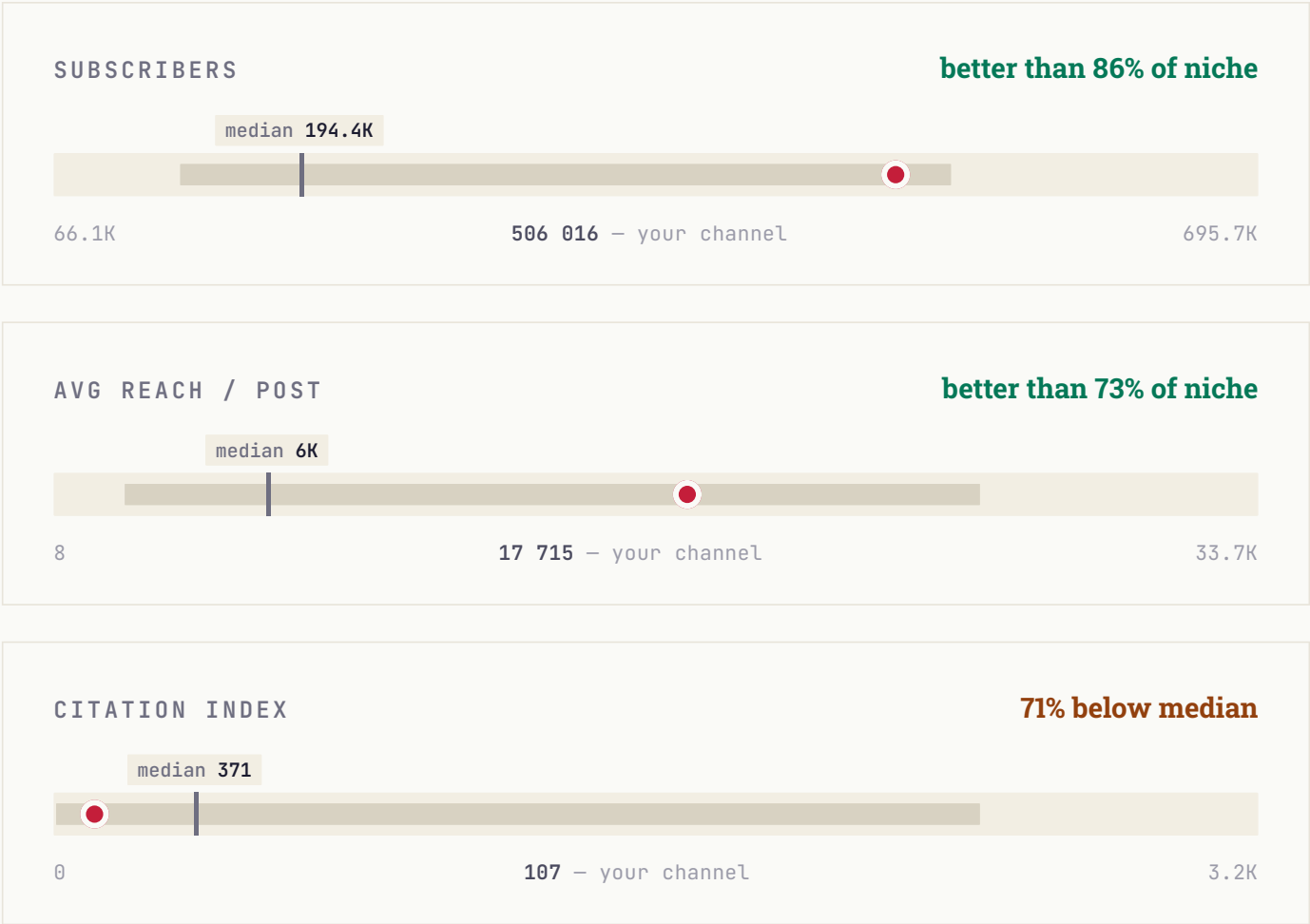
# Where channel ranks in its league

Top-100 channels in category "Sales» (Russia) and saw how your channel compares. Gray band: range covering 80% of niche channels (p10 to p90). Black vertical: median. Red dot: your channel.

#14/100

POSITION IN NICHE

Channel in top 14% – 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****Post of the week – Sunday**

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

EFFECT

**Best time for  
an important  
post****02****ER below niche benchmark – rethink formats**

Current ER 3.5% vs norm 5.5%. Try polls & interactive formats.

EFFECT

**+2.0pp ER****03****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****04****Test polls & interactive formats**

Posts with polls/reactions typically 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 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 us to do this **PromptPress?**

This audit is what we can do in minutes from public data. Want to go further? Run ads with us & hit your growth plan in a month.

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01

## Launch Telegram ad

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

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02

## Contact manager

[t.me/PromptPress\\_manager](https://t.me/PromptPress_manager)

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