

— PUBLIC REPORT BY PROMTPRESS

Channel audit

Supermarketing



@supermarketng

Universe of marketing ideas For ad inquiries - @supermarketng_bot

Registered with Roskomnadzor: <https://clck.ru/3LRITYV>

SUBSCRIBERS

70 531

-975 per month

ERR (% WHO SEE
POSTS)

3.0%

per day 1.5%

REACH/POST

1.5K

ad reach 1K/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 70 531 —	 SUBS REACH 2.15% avg % of subs see post	 VIEWS/POST 1.5K median 1.6K · 29 days	 POSTS/WEEK 12.9 for the period
 7D TREND -9.0% vs previous week	 REACTIONS/POST 27.5 total 1,487 reactions, 427 reposts, 0 comments	 POST LENGTH 491 chars median 474 · 29 days	 POSTS ANALYZED 54 29 days
 AD REACH 1K 24h avg	 CHURN / MONTH -975 last month	 CITATION RATE 36 citation index · 139 channels mentioned all time	 CHANNEL AGE 3 years 5 months created 23.01.2023

AI EDITOR SUMMARY

Channel «Supermarketing» — 70 531 subs. Each post averages 1.5K people (2% from subs), reach is low — consider expanding audience. Publishes 13 posts per week (~2/day) — consistent schedule. For week 15–21 Jun, reach dropped -9.0% to week 8–14 Jun — 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 54 posts over 29 days.
- 02 Dominant format — Photo (33/54 posts).
- 03 Avg post length — 491 chars (median 474).
- 04 Peak audience activity — Sunday, 16:00 MSK.
- 05 Top posts get 2x more views than the weakest (2K avg for top vs 1K for worst) — among 54 posts over 29 days. Worth analyzing what top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 06.06 · 10:18 PHOTO Purina делает глоу-ап кошкам из приютов В Испании в приюты попадает более 30 000 кошек в год, но усыновляют только около 40–45%. Кошки...	VIEWS 2 021 REPOSTS 4	REACTIONS 39 ER 2.9%
Nº2 07.06 · 13:35 VIDEO Podcaster built a Moon for interview with Elon Musk Relentless host T Morse posted the location where he'll interview Elon...	VIEWS 1 974 REPOSTS 4	REACTIONS 30 ER 2.8%
Nº3 21.06 · 17:19 PHOTO GUESS выпустил комбенизон миньона К выходу «Миньонов и монстров» бренд выпустил коллекцию, в которой есть футболки с принтами, обвесы и...	VIEWS 1 971 REPOSTS 14	REACTIONS 28 ER 2.8%

Nº4 19.06 • 12:38 VIDEO Monster in the meat grinder: how Diesel broke fashion ads In the 90s the brand launched the «For Successful Living» campaign. Its goal was to push...	VIEWS 1 940 REPOSTS 7 REACTIONS 17 ER 2.8%
Nº5 04.06 • 11:39 PHOTO Padel became offline Tinder for the wealthy? Russia now hosts padel tournaments for singles seeking not a title but a partner...	VIEWS 1 939 REPOSTS 20 REACTIONS 33 ER 2.7%

WORST 3

↓ 24.06 • 16:03 VIDEO Follow ALPHA-FRIDAY – with CASHBACK UP TO 100% at Yandex Lavka ❤️💙 Friday is unimaginable without savings. And summer – without a plate of fresh...	VIEWS 1 068 REPOSTS 3 REACTIONS 36 ER 1.5%
↓ 17.06 • 14:08 PHOTO Escaping hunger at Alpha-Friday – with 100% CASHBACK at 'Vkusno – i Tochka' ❤️🍷 Worked up an appetite – and race faster than the wind to a tasty...	VIEWS 1 023 REPOSTS 1 REACTIONS 56 ER 1.5%
↓ 23.06 • 15:57 VIDEO This summer calls for new outfits. Buy them on Lamoda with CASHBACK UP TO 50% 🌟 At first, last year's summer clothes seem fine. Then...	VIEWS 936 REPOSTS 1 REACTIONS 54 ER 1.3%

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

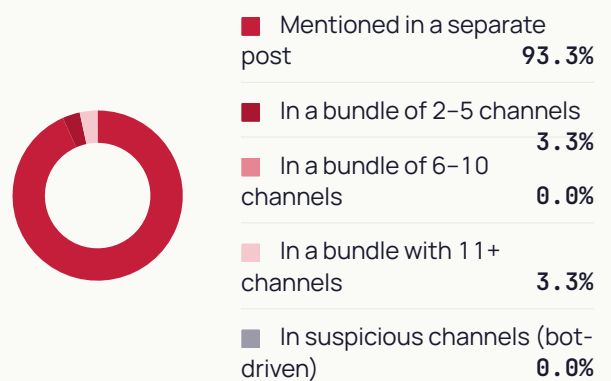
Who mentions the channel and how

Citation index **36** — channel popularity rating based on mentions. Considers not only quantity but also weight of mentioning channels: a post from a 100K subs channel 'weighs' more than from a 1K subs channel. All time channel was mentioned **139** different channels.

COUNTRIES MENTIONING



FORMAT OF MENTIONS



SIZE OF CHANNELS MENTIONING



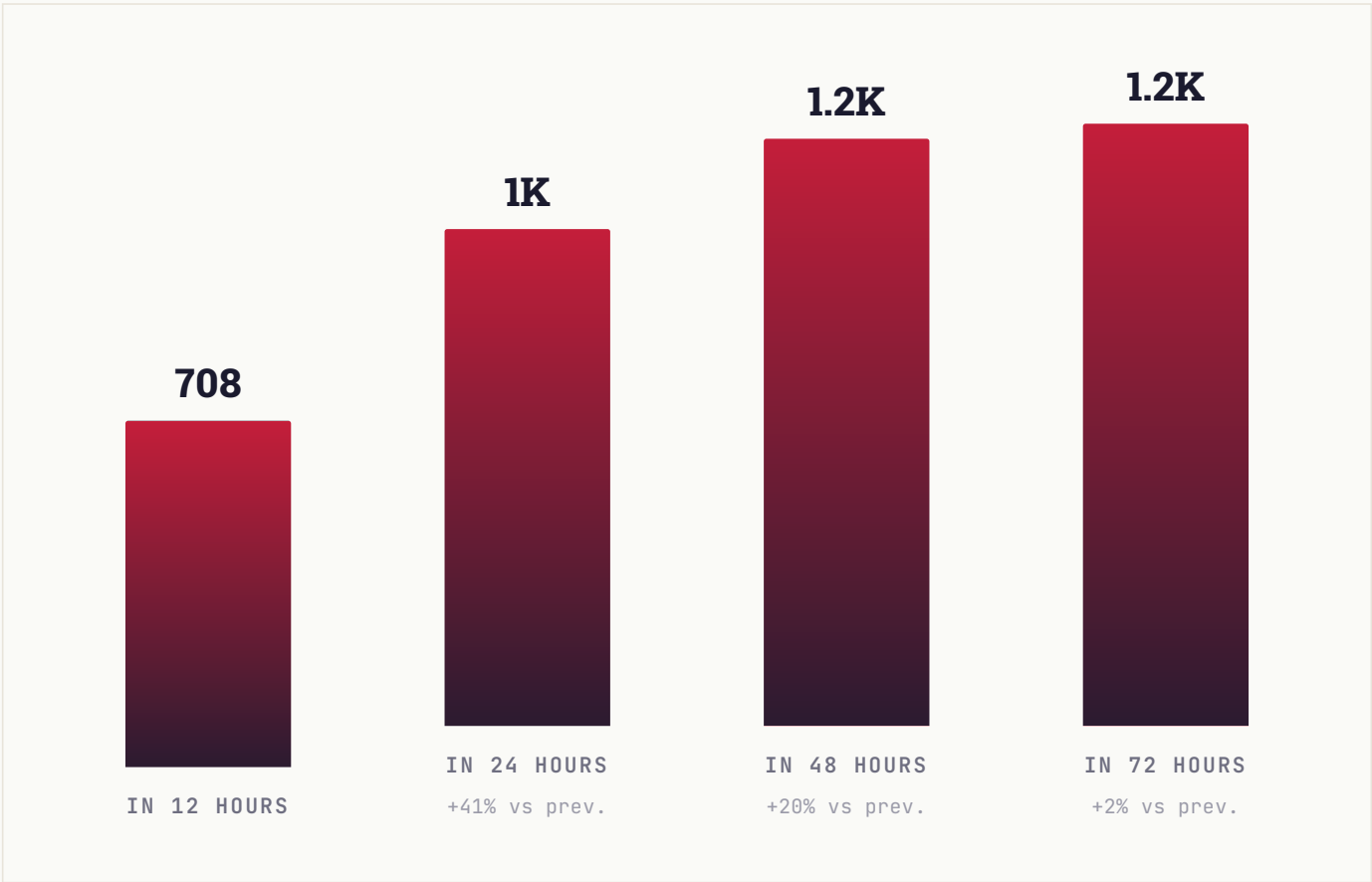
TOPICS OF MENTIONS



SECTION 05 · AD POTENTIAL

How long a post generates 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
TM My feed trends	2.5M
MO Ice cream	1.8M
OK Okak	1.6M
SE Search	1.4M
TR Trending	1.2M
KV Customer is always right	1.1M
TB Trends by Russia	1.1M
SW Trending today	1M
TV Trend or leave	927.6K
TZ Set trends	922.6K
SU Supermarketing YOU	70.5K

COMPARATIVE INSIGHT

Channel not yet outside top 99 of niche — early growth stage. Niche leader — My feed trends (2.5M), top-99 median: 145.6K. First goal — enter top-99 through systematic work with traffic and content.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Each month we record posts in other channels that mention your channel. Over the last **6 months** such mentions were **2**, they brought **3 930** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
Jan 2026	0	0	0	
December 2025	0	0	0	
Nov 2025	0	0	3 930	
Oct 2025	0	0	0	
Sep 2025	2	2	0	
August 2025	0	0	0	
TOTAL MENTIONS	2	MONTHS OF DATA	6	ACQUIRED SUBS
			3 930	

SECTION 08 • NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category «Marketing, PR, advertising» (Russia) and compared your channel against them. Gray band — range for 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.



— 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 Sunday**

On this day at 16:00 MSK the audience is most active.

EFFECT

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

Current ER 2.15% vs norm 3.0%. Try polls and interactive formats.

EFFECT

+0.9pp 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 and interactive formats**

Posts with polls/reactions usually give +5-15% ER. One poll per week on a 'hot' topic — easy growth point.

EFFECT

+5-15% ER**05****Cross-promo with neighboring channels**

Swap posts quarterly with channels in the same niche. 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 based on public data. To go further — run ads through us and close your growth plan in a month.

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

02 Contact manager t.me/PromptPress_manager
