

PUBLIC REPORT BY PROMTPRESS

Channel audit

THAT'S WHAT WE NEED



@takoenamnado

Greetings from sunny China 🇷🇺 I find and post mind-blowing products for you. Questions - @secrety_ads Buy ads via exchange: <https://telega.in/c/takoenamnado> Delete video -...

SUBS

194 813

-2369 per month

ERR (% WHO SEE POSTS)

3.0%

per day 1.8%

REACH/POST

5.2K

ad reach 3.5K/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

Year chart · growth

04 Citation rate

Who mentions the channel and how

05 Ad potential

How long a post generates reach

06 Competitors

Niche neighbors · your place

07 Niche comparison

Position in «Sales» category

08 Strategy

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBS 194 813 —	 SUBSCRIBER REACH 2.66% avg % subs see post	 VIEWS/POST 5.2K median 5.3K · 29 days	 POSTS/DAY 19.1 ~134 per week
 7D TREND -9.9% vs prev week	 REACTIONS/POST 11.2 total 6,424 reactions, 8,821 reposts, 0 comments	 POST LENGTH 112 chars median 98 · 29 days	 POSTS ANALYZED 572 29 days
 AD REACH 3.5K 24h avg	 CHURN / MONTH -2369 last month	 CITATION RATE 2 512 citation index · 2,543 channels mentioned ever	 CHANNEL AGE 2 years 2 months created 14.04.2024

AI EDITOR SUMMARY

Channel «WE NEED THIS» – 194 813 subs. Each post averages 5.2K people (3% from subs), reach is low – need to grow audience. Publishes 134 posts per week (~19/day) – very active. For week Jun 1–7, reach dropped -9.9% by week of May 25–31 – worth analyzing the reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement & outsiders – to see what to repeat and what to drop.

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on **572** posts over 29 days.
- 02 Dominant format – **Video** (560/572 posts).
- 03 Avg post length – **112** chars (median 98).
- 04 Peak audience activity – **Thursday**, 09:00 MSK.
- 05 Top posts get **2x** more views than the weakest (6.7K avg for top vs 4.4K for worst) – among 572 posts in 29 days. Analyze commonalities: topic, format, timing.

TOP 5 POSTS

Nº1 28.05 · 09:08 VIDEO Electric can opener 📺Order on Aliexpress - link THAT'S WHAT WE NEED. 📺SUBSCRIBE	VIEWS 6 992 REACTIONS 12 REPOSTS 17 ER 3.6%
Nº2 29.05 · 07:05 VIDEO Foaming drain cleaner 📺Order on Aliexpress - link WE NEED THIS. 📺SUBSCRIBE	VIEWS 6 693 REACTIONS 21 REPOSTS 18 ER 3.4%
Nº3 18.05 · 20:40 VIDEO 3D toothbrush 📺Order on Aliexpress - link WE NEED THIS. 📺SUBSCRIBE	VIEWS 6 383 REACTIONS 8 REPOSTS 28 ER 3.3%

Nº4 25.05 · 04:07 VIDEO Curtain holder Order on Aliexpress - link WE NEED THIS. SUBSCRIBE	VIEWS 6 382 REPOSTS 18	REACTIONS 15 ER 3.3%
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Nº5 19.05 · 04:07 VIDEO Silicone storage lids Order on Aliexpress - link WE NEED THIS. SUBSCRIBE	VIEWS 6 366 REPOSTS 14	REACTIONS 12 ER 3.3%
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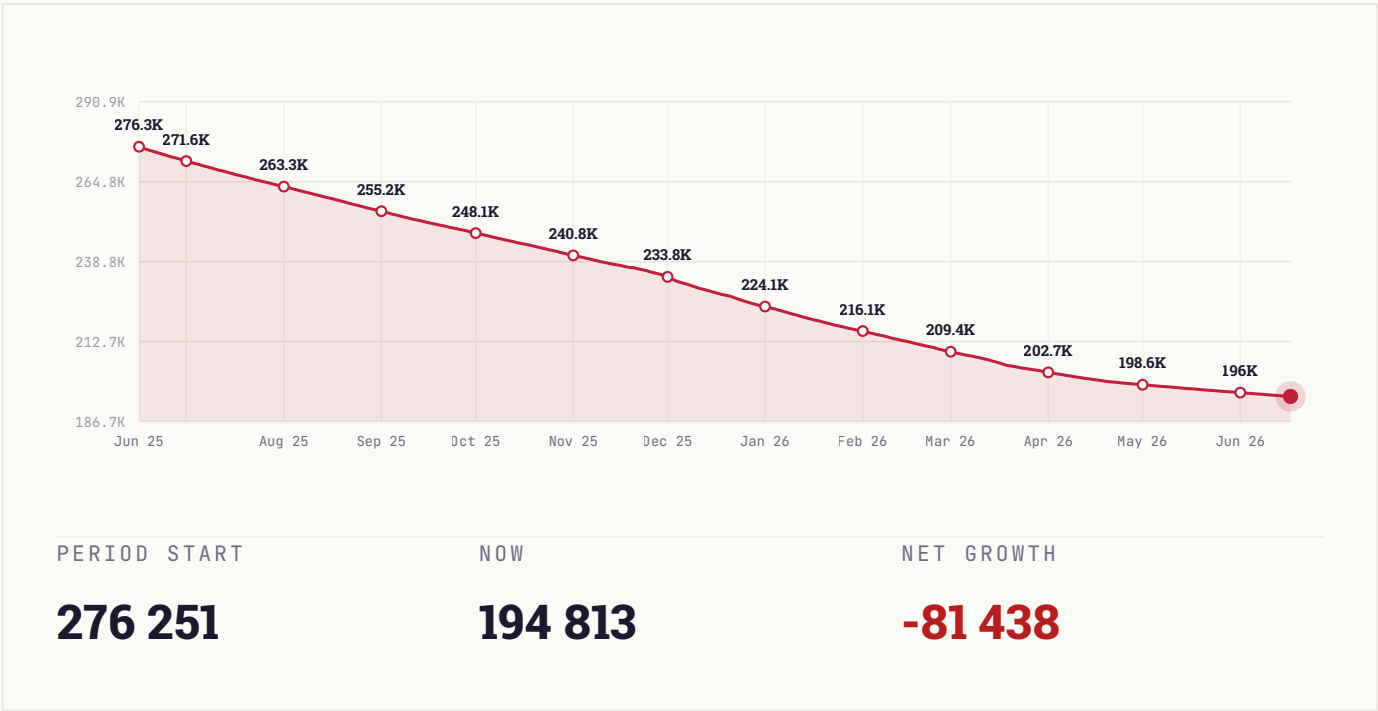
WORST 3

↓ 07.06 · 11:06 VIDEO Great deal on Vivo X300 FE smartphone now on sale Order on Aliexpress - link	VIEWS 4 422 REPOSTS 6	REACTIONS 5 ER 2.3%
↓ 14.06 · 13:10 VIDEO Waterproof ear protectors for kids Order on Aliexpress - link WE NEED THIS. SUBSCRIBE	VIEWS 4 330 REPOSTS 13	REACTIONS 14 ER 2.2%
↓ 14.06 · 14:11 VIDEO Moroccan metal candle holder Order on Aliexpress - link WE NEED THIS. SUBSCRIBE	VIEWS 4 306 REPOSTS 16	REACTIONS 15 ER 2.2%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

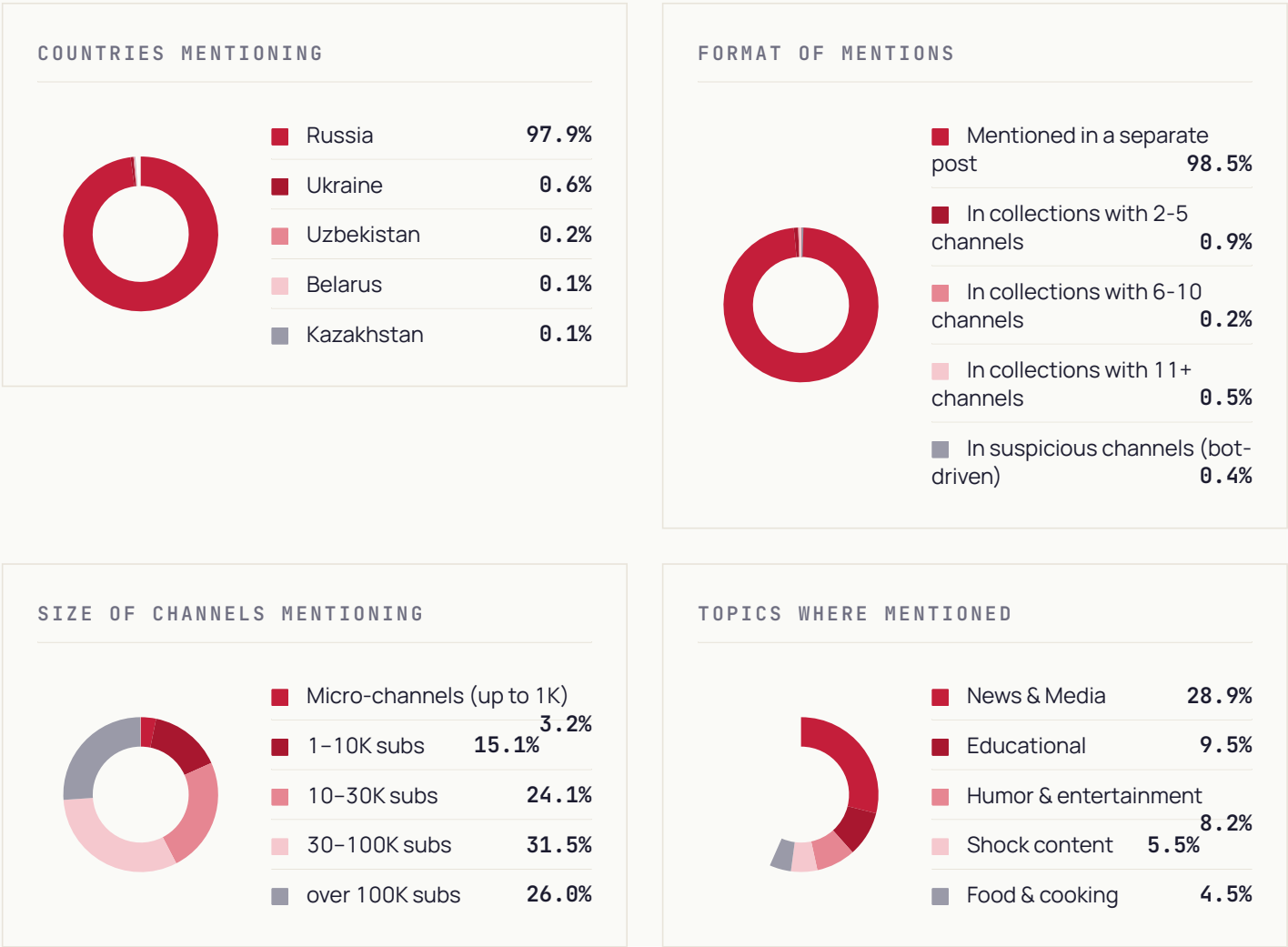
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained and which it lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

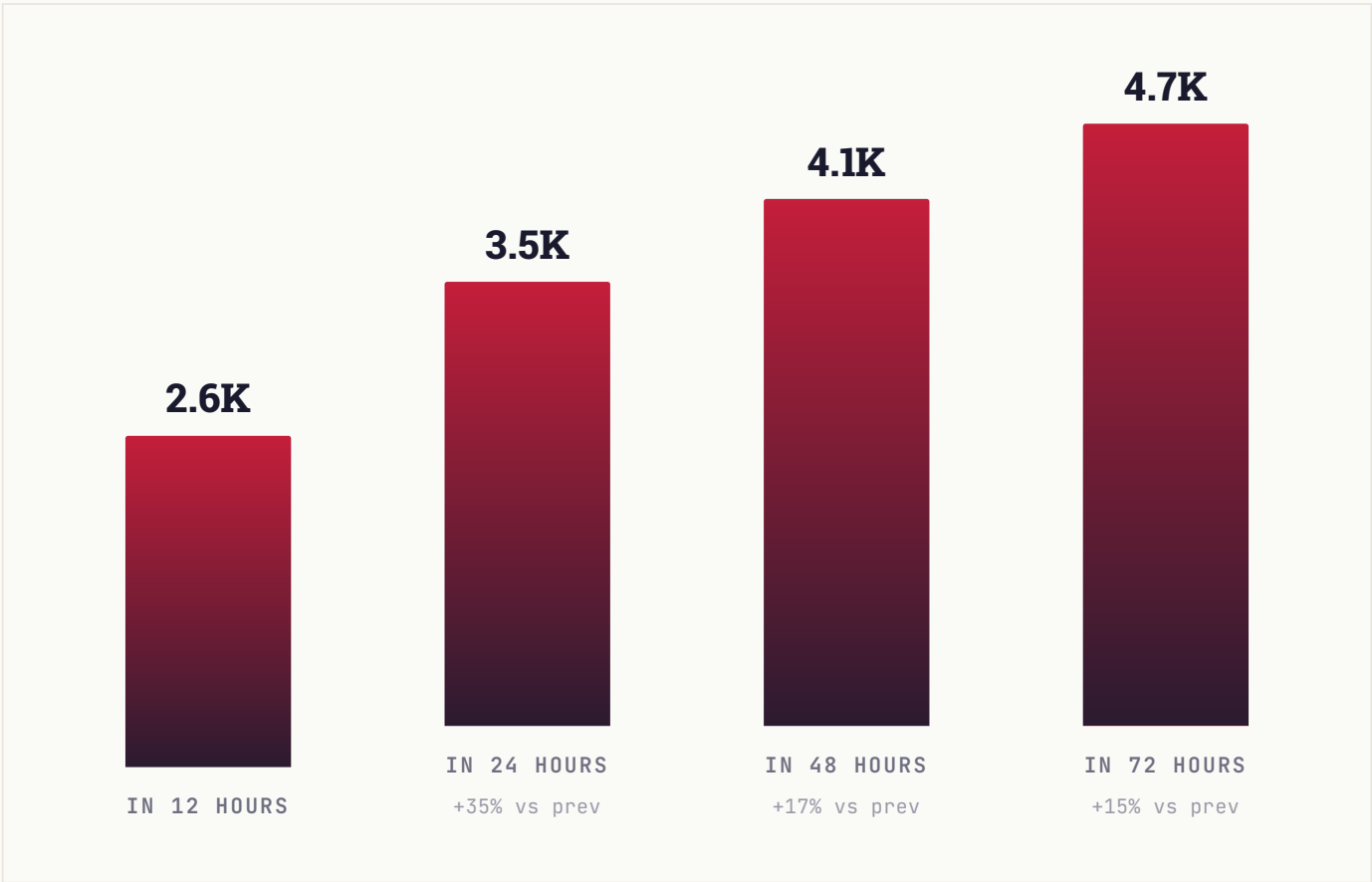
Citation index **2 512** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned **2 543** different channels.



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

CHANNEL	SUBS
OZ OZON	1.1M
YM Yandex Market	1M
X- Freeloaders - Lightning	1M
SN Market discounts	993.1K
WS WB Sniper Wildberries finds Discounts Promos	932.9K
PB By Pull	888K
Z Hare Deals Discounts	877.5K
W Wildberries finds	799.3K
VI ITEMS FROM VIDEO	711.7K
AL Alpha-Profitable	563K
TN THAT'S WHAT WE NEED YOU	194.8K

COMPARATIVE INSIGHT

Channel in bottom half of top-100 niche (#50 of 94). Niche median — 201.1K subs. First growth KPI — reach median. Leader: OZON (1.1M).

— SECTION 07 • 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 covering 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

#50

/100

POSITION IN NICHE

Channel in the top half of the ranking

SUBS

better than 50% of niche

median 194.4K

66.1K

194 813 — your channel

695.7K

AVG REACH / POST

13% below median

median 6K

8

5 183 — your channel

33.7K

CITATION INDEX

better than 90% of niche

median 371

0

2 512 — your channel

3.2K

— SECTION 08 · 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 Thursday**

Audience is most active on this day at 09:00 MSK.

EFFECT

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

Current ER 2.66% vs norm 5.5%. Try polls and interactive formats.

EFFECT

+2.8pp 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 and 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**05****Cross-promo with neighboring channels**

Swap posts with same-segment channels once a quarter. No need daily — 2-3 collabs bring relevant growth.

EFFECT

**Growth from
relevant
audience**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in minutes from public data. Want to go further? Run ads with 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