

PROMTPRESS PUBLIC REPORT

Channel audit

Tovarka RF |

Wholesale |

Retail



@tovarka_v_rf

Tovarka RF | Wholesale | Retail — base of suppliers, manufacturers, wholesalers and chain stores. For all questions: @Alex_Double Our chats: @optoviki_rf @ozon_wb_postavka

SUBSCRIBERS	ERR (% SEE POSTS)	REACH/POST
76 597	25.0%	18.3K
35 posts 26 days 07.07.2026	per day 7.9% HTTPS://PROMTPRESS.COM/AUDIT/TOVARKA_V_RF	ad reach 6.1K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

SUBSCRIBERS 76 597 —	SUBSCRIBER REACH 23.92% avg % subs see post	VIEWS/POST 18.3K median 19K · 26 days	POSTS/WK 9.3 over period
7D TREND +11.4% vs previous week	REACTIONS/POST — MTPROTO only	POST LENGTH 658 chars median 610 · 26 days	POSTS ANALYZED 35 26 days
AD REACH 6.1K 24h avg	CITATION RATE 3 citation index · 1,630 channels mentioned all time	CHANNEL AGE 5 months 13 days created 24.01.2026	

AI EDITOR SUMMARY

Channel «Tovarka RF | Wholesale | Retail» — 76 597 subs. Avg views per post 18.3K people (24% from subs), average reach — room to grow. Publishes 9 posts/week (~1/day) — steady. Week Jun 22–28 reach grew +11.4% vs week Jun 15–21 — positive trend.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS SHARE

- 01 Analysis based on 35 posts over 26 days.
- 02 Dominant format — Photo (33/35 posts).
- 03 Avg post length — 658 chars (median 610).
- 04 Audience peak activity — Saturday, 18:00 MSK.
- 05 Top posts gather 8x more views than the weakest (52.6K avg for top vs 6.8K for worst) — among 35 posts over 26 days. Worth analyzing what the top has in common — topic, format, timing.

TOP 5 POSTS

Nº1 27.06 · 15:00 PHOTO  abc abc abc abc abc abc abc abc abc abc abc abc abc abc Hi all! Tovarka v RF & WIF Clan launch a giveaway wave! Prizes:  Telegram...	VIEWS 76 042 REPOSTS 36	REACTIONS — ER 99.3%
Nº2 24.06 · 09:45 PHOTO  Building the largest entrepreneur community in Russia Our channels & chats:  Product business in Russia  WB OZON suppliers  Tovarka RF...	VIEWS 42 406 REPOSTS 6	REACTIONS — ER 55.4%
Nº3 15.06 · 09:10 TEXT  Giveaway launched: Telegram gift Vice Cream #45443  To enter: follow @tovarka_v_rf, @optoviki_rf...	VIEWS 39 379 REPOSTS 7	REACTIONS — ER 51.4%

Nº4 10.06 · 08:57 PHOTO Auto parts from Europe and China to order! Can't find the part you need in stock? We'll help deliver original and aftermarket parts...	VIEWS 24 471 REACTIONS — REPOSTS 3 ER 31.9%
Nº5 11.06 · 09:58 PHOTO Premium wholesale bags — style that sells itself! 🛍️ Looking for trendy high-quality bags for your store, showroom or...	VIEWS 23 019 REACTIONS — REPOSTS 2 ER 30.1%

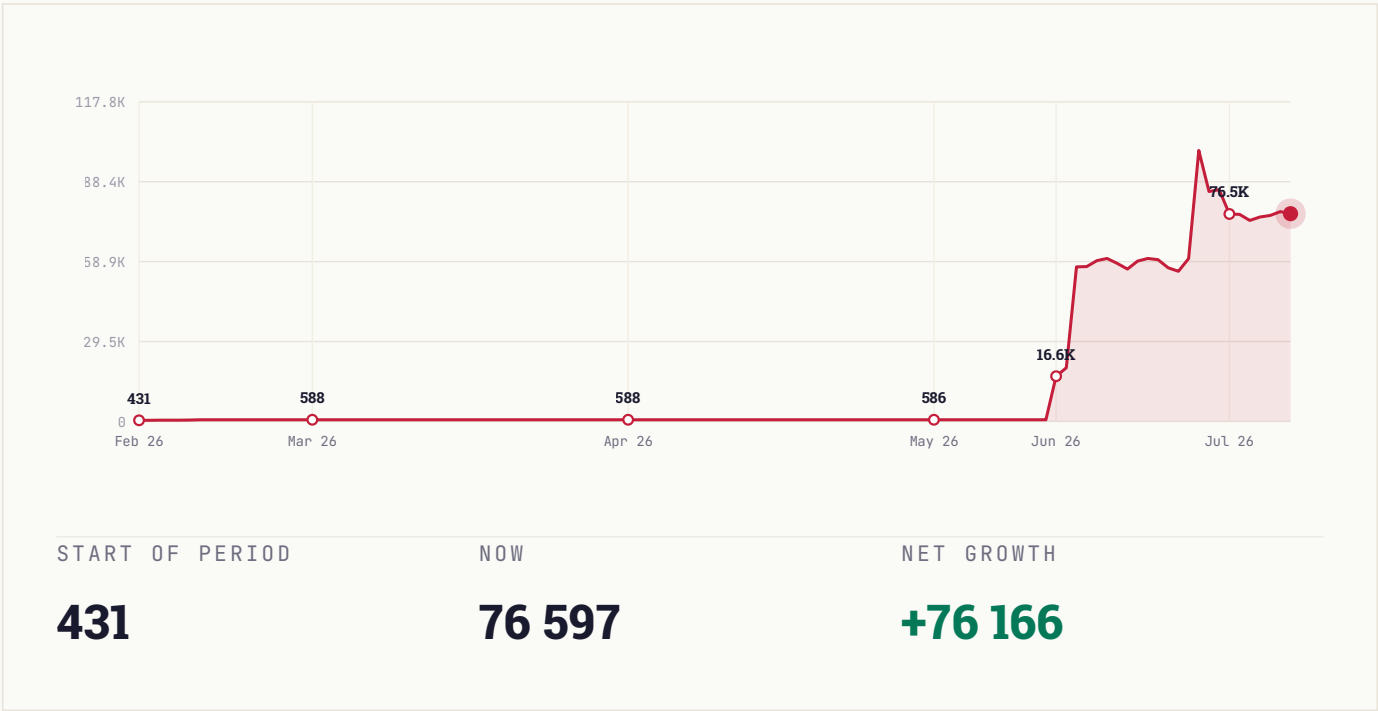
WORST 3

↓ 30.06 · 08:10 PHOTO 🚗 Auto parts for Russian cars from scrapyard! 🚗 Looking for quality parts at fair prices? Large selection of used...	VIEWS 6 798 REACTIONS — REPOSTS 1 ER 8.9%
↓ 02.07 · 09:38 PHOTO 🇨🇳 Premium clothing from China 🇨🇳 I'm Anton, 8+ years importing from China to Russia. Best deals for...	VIEWS 6 796 REACTIONS — REPOSTS 2 ER 8.9%
↓ 01.07 · 09:35 PHOTO Smart watch 🔥 8-in-1 kit for iPhone & Android Features: Blood pressure analysis; Motion analysis Breath analysis ...	VIEWS 6 735 REACTIONS — REPOSTS 1 ER 8.8%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

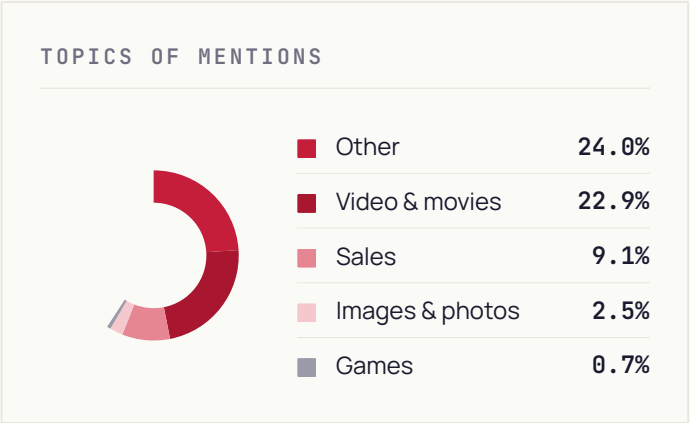
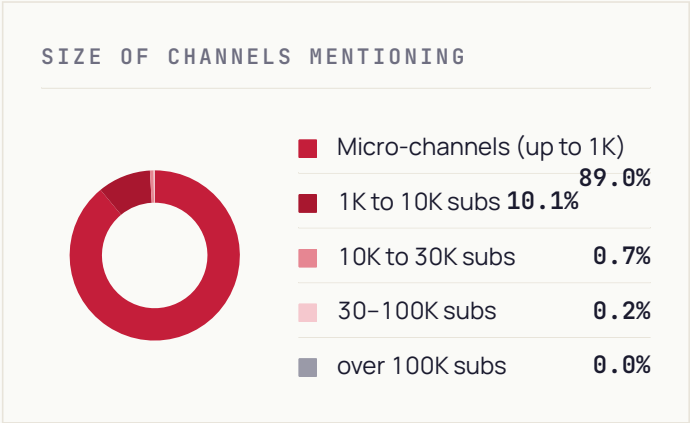
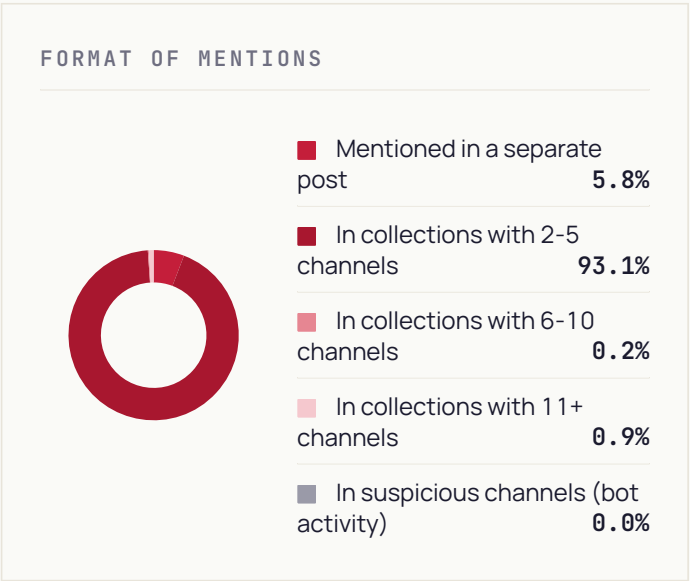
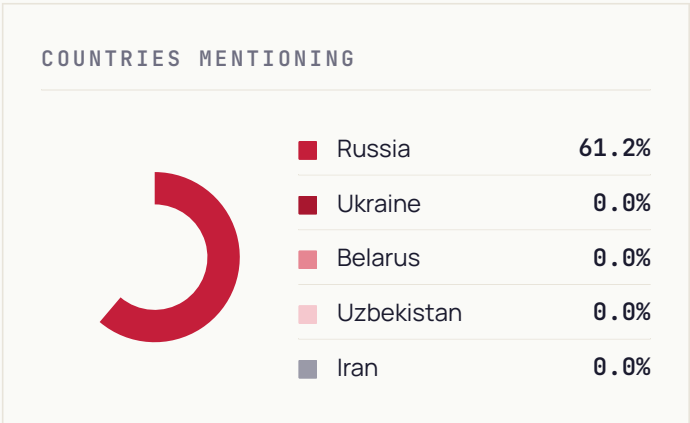
Subscriber growth chart for the year. Key months show exact subs. See which months grew or lost subs.



SECTION 04 · MENTIONS

Who and how mentions the channel

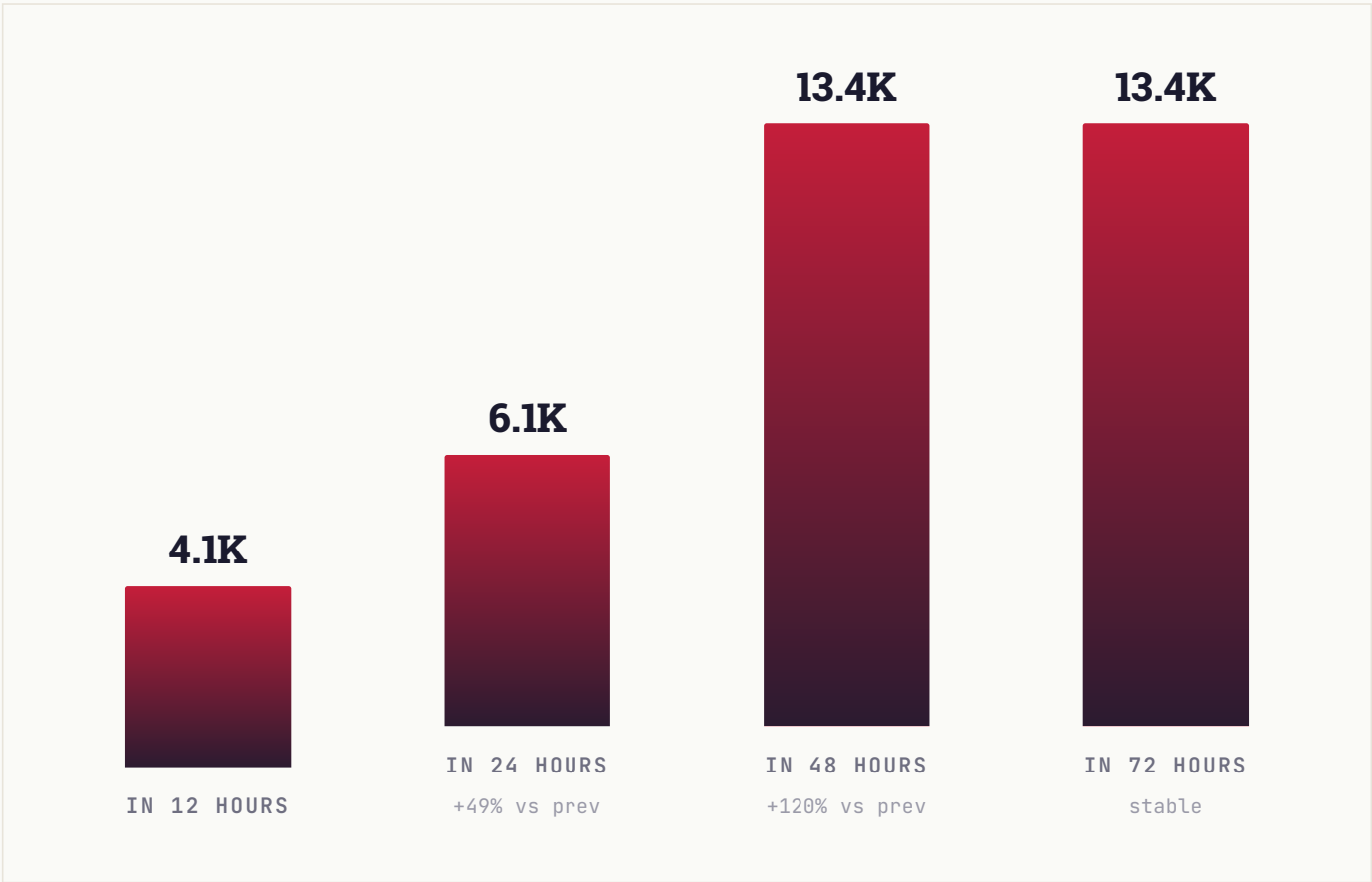
Citation index **3** – channel popularity rating based on mentions. Considers not only their count but also the weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time channel mentions: **1 630** different channels.



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
SN Market discounts	1M
YaM Yandex Market	1M
X- Freebie hunters - Lightning	997.5K
WS WB Sniper Finds from Wildberries Discounts Promos	922.2K
PB By Blat	876.1K
Z Hare Promos Discounts	874.4K
W Wildberries finds	793.3K
VI ITEMS FROM VIDEO	703.1K
AL Alpha-Profitable	558.5K
TR Tovarka RF Wholesale Retail YOU	76.6K

COMPARATIVE INSIGHT

Channel not yet outside top-94 niche — early growth stage. Niche leader — OZON (1.1M), median of top 94: 204.2K. First goal: enter top 94 through systematic traffic and content work.

Where the channel stands in its league

The figure consists of three horizontal bar charts, each representing a different performance metric. Each chart has a light beige background bar representing the range of values, a darker beige bar representing the median, and a red dot representing the channel's performance. The channel's performance is consistently below the median in all three metrics.

Metric	Channel Value	Median	Comparison
SUBSCRIBERS	76,597	193.6K	60% below median
AVG REACH / POST	18,320	5.8K	better than 73% of niche
CITATION INDEX	3	371	99% below median

SUBSCRIBERS 60% below median

median 193.6K

66.3K 76 597 – your channel 714.1K

AVG REACH / POST better than 73% of niche

median 5.8K

1 18 320 – your channel 35K

CITATION INDEX 99% below median

median 371

0 3 – 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 Saturday

Audience most active on this day at 18:00 MSK.

EFFECT

Best window for important post
- 02

Increase video posts share

Video in Telegram holds audience longer and is favored by the algorithm. Recommend share 15-25%.

EFFECT

Video retains audience better
- 03

Systematic traffic buying

3 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 boost ER by +5-15%. One poll per week on a hot topic is an easy growth point.

EFFECT

+5-15% ER
- 05

Cross-promo with neighboring channels

Exchange posts with channels in the same segment once a quarter. No need daily — 2-3 collabs give relevant growth.

EFFECT

Growth from relevant audience

★ NEXT STEPS

Want this done by **PromptPress?**

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

01	Launch Telegram ads	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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