

PROMTPRESS PUBLIC REPORT

Channel audit

TRANZHIRA



@tranzhiraru

Spending more than we earn Resource included in RKN list <https://gosuslugi.ru>

SUBSCRIBERS

71 019

-164 per month

ERR (% SEE POSTS)

13.0%

daily 11.8%

REACH/POST

9K

ad reach 8.4K/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 71 019 —	 SUBS REACH 12.71% avg % of subs see post	 VIEWS/POST 9K median 9K · 24 days	 POSTS/DAY 30.7 ~215 per week
 7D TREND -8.7% vs previous week	 REACTIONS/POST 16.1 total 11,936 reactions, 20,010 reposts, 2,252 comments	 POST LENGTH 171 chars median 133 · 24 days	 POSTS ANALYZED 741 24 days
 AD REACH 8.4K 24h avg	 CHURN / MONTH -164 last month	 CITATION RATE 31 citation index · 89 channels mentioned ever	 CHANNEL AGE 7 years 2 months created 18.04.2019

AI EDITOR SUMMARY

Channel «TRANJIPA» — 71 019 subs. Each post averages 9K people (13% from subs), reach is low — consider expanding audience. Publishes 215 posts per week (~31/day) — very active posting. For week Jun 22–28 reach dropped -8.7% by week Jun 15–21 — worth analyzing why.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 741 posts over 24 days.
- 02 Dominant format – Photo (668/741 posts).
- 03 Avg post length – 171 chars (median 133).
- 04 Peak audience activity – Wednesday, 23:00 MSK.
- 05 Top posts get 3x more views than the weakest (17.7K avg for top vs 5.9K for worst) – among 741 posts over 24 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº117.06 · 19:55PHOTO	VIEWS	REACTIONS
	19 345	23
Dust blaster is a beast, light, maneuverable – easily goes under beds, no streaks on tiles, self-cleaning/drying, almost. Easy and convenient...	REPOSTS	ER
	26	27.2%
Nº217.06 · 20:12TEXT	VIEWS	REACTIONS
	19 158	12
I'm also very happy, this is my 4th vacuum, it's right in the heart, when there's no time to turn on the robot, and actually the robot can't handle such...	REPOSTS	ER
	9	27.0%
Nº301.07 · 12:18TEXT	VIEWS	REACTIONS
	14 705	8
OMG, this is just a bomb, girls Grab it fast🧨 My skin evened out, all redness gone, and it got a bit lighter🌸	REPOSTS	ER
	7	20.7%

Nº4 26.06 • 13:31 PHOTO Hot discount from Avito Travel 🔥 ! Only until June 28 ✅ 2000₽ off from 15000₽ on accommodation booking for trips Book here...	VIEWS 12 179 REPOSTS 18 REACTIONS 7 ER 17.1%
Nº5 15.06 • 21:26 PHOTO Check out the pepper 🌶️ Luxurious pillow 😍 Reviews 🔥 Filling: artificial down FossFill 3000 Lux with added...	VIEWS 11 870 REPOSTS 20 REACTIONS 16 ER 16.7%

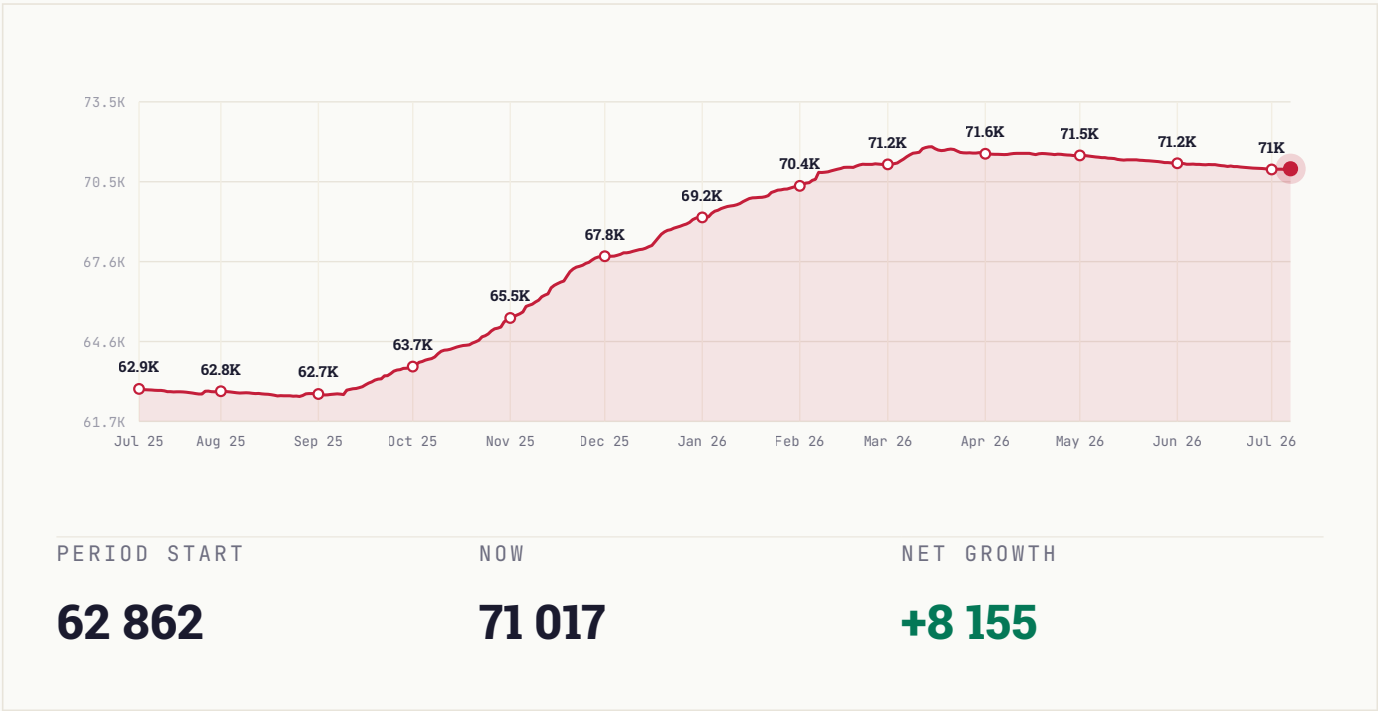
WORST 3

↓ 02.07 • 11:59 PHOTO Oh, what a beauty 🔥	VIEWS 7 324 REPOSTS 2 REACTIONS 19 ER 10.3%
↓ 01.07 • 10:29 TEXT This air purifier is a lifesaver for an allergy sufferer like me. I sneezed until noon before buying it 😊 Someone recommended... I got it and it got easier. Even if...	VIEWS 7 256 REPOSTS 18 REACTIONS 10 ER 10.2%
↓ 28.06 • 12:57 PHOTO Hot discount from Avito Travel 🔥 ! Only until June 28 ✅ 2000₽ off from 15000₽ on accommodation booking for trips Book here...	VIEWS 3 259 REPOSTS 7 REACTIONS 7 ER 4.6%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

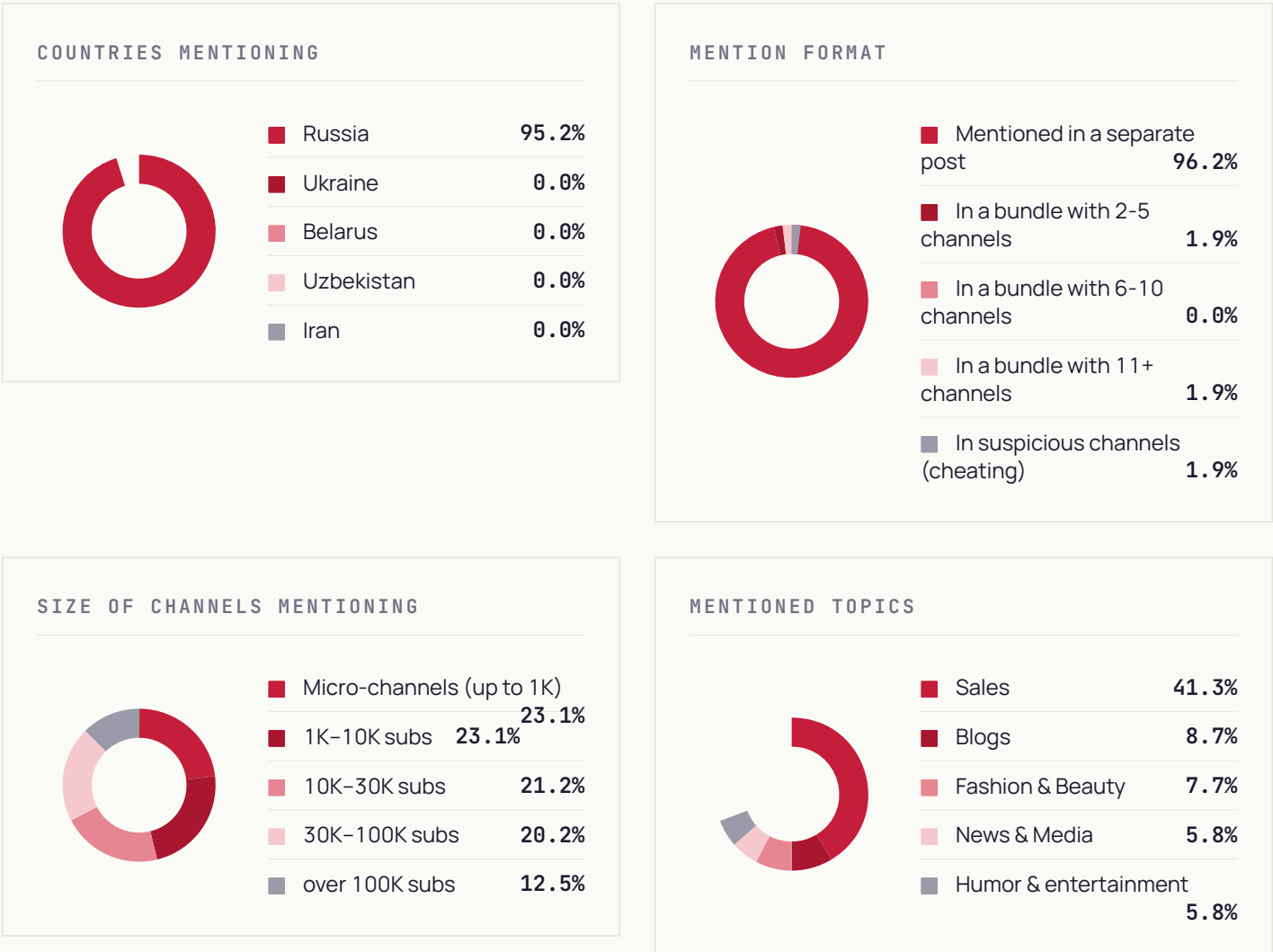
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained and which it lost subs.



SECTION 04 · MENTIONS

Who and how mentions the channel

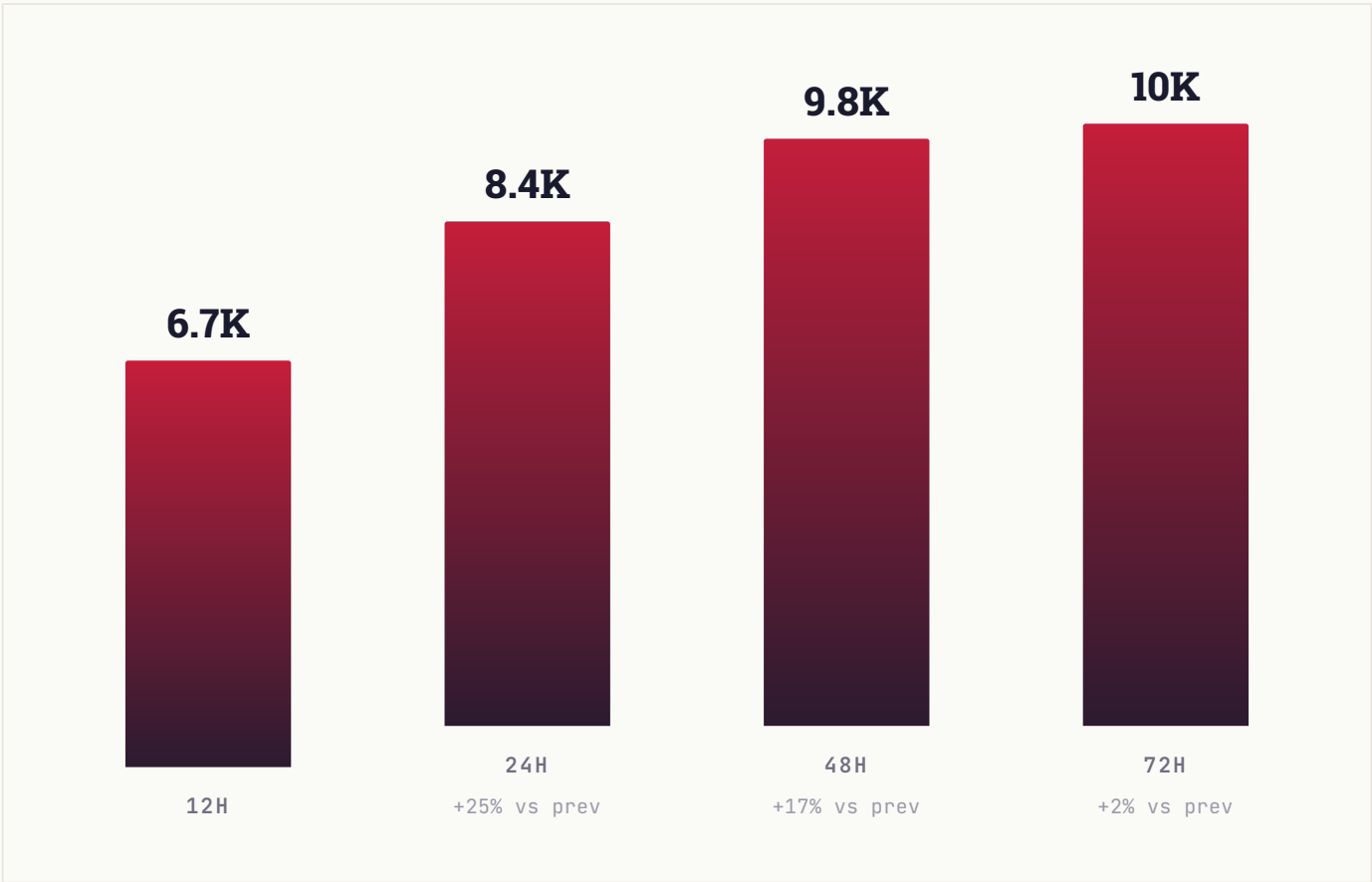
Citation index **31** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **89** different channels.



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 neighbors.

CHANNEL	SUBSCRIBERS
OZ OZON	1.1M
SN Market discounts	1M
YM Yandex Market	1M
X- Freeloaders - Lightning	997.5K
WS WB Sniper Wildberries Finds Discounts Deals	922.2K
PB Po Blatu	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 TRANJIPA YOU	71K

COMPARATIVE CONCLUSION

Channel yet outside top-94 of niche — early growth stage. Niche leader — OZON (1.1M), top-94 median: 204.2K. First goal — enter top-94 through systematic traffic and content work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we record posts in other channels that mention your channel. Over the last **6 months** such mentions were **32**, they brought **7 899** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	1	1	1 146
December 2025	5	3	1 471
Nov 2025	12	5	2 322
Oct 2025	8	5	1 775
Sep 2025	6	3	1 042
August 2025	0	0	143

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
32	6	7 899

Where the channel stands in its league

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 Wednesday

On this day at 23:00 MSK audience is most active.

EFFECT

**Best window
for an
important post**

02

Increase video post share

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

EFFECT

**Video retains
audience
better**

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 & interactive formats

Posts with polls/reactions usually boost ER by 5-15%.
One weekly poll on a hot topic is an easy growth lever.

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

Exchange 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 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 ads	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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