

PUBLIC REPORT BY PROMTPRESS

# Channel audit

## TRIADA-TKO



@triada\_tko

Developer and manufacturer of gear ensuring life and health safety in military and civilian fields. ■ Site: <https://triada-tko.ru/> ■ VK:...

SUBSCRIBERS

**15 782**

+66 per month

ERR (% SEE POSTS)

**58.0%**

last day **20.5%**

REACH/POST

**9.2K**

ad reach **3.2K/24h**

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# What's Inside the Report

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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.

|                                                                                                                                                           |                                                                                                                                                                                               |                                                                                                                                                                                                 |                                                                                                                                                                                 |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <div><div> SUBSCRIBERS</div><div>15 782</div><div>—</div></div>          | <div><div> SUBS REACH</div><div>58.03%</div><div>avg % subs see post</div></div>                             | <div><div> VIEWS/POST</div><div>9.2K</div><div>median 8.9K · 22 days</div></div>                               | <div><div> POSTS/WEEK</div><div>1.3</div><div>for period</div></div>                         |
| <div><div> 7D TREND</div><div>—</div><div>no data for period</div></div> | <div><div> REACTIONS/POST</div><div>121.2</div><div>total 485 reactions, 311 reposts, 0 comments</div></div> | <div><div> POST LENGTH</div><div>763 chars</div><div>median 854 · 22 days</div></div>                          | <div><div> POSTS ANALYZED</div><div>4</div><div>22 days</div></div>                          |
| <div><div> AD REACH</div><div>3.2K</div><div>24h avg</div></div>       | <div><div> CHURN / MONTH</div><div>+66</div><div>last month</div></div>                                    | <div><div> CITATION RATE</div><div>93</div><div>citation index · 213 channels mentioned all time</div></div> | <div><div> CHANNEL AGE</div><div>4 years 3 months</div><div>created 13.03.2022</div></div> |

AI EDITOR SUMMARY

Channel «TRIADA-TKO» – 15 782 subs. Each post averages 9.2K people (58% of subs), wide reach for a channel this size. Posts 1 posts per week (~0/day) – rare posts.

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 4 posts over 22 days.
- 02 Dominant format – Photo (4/4 posts).
- 03 Avg post length – 763 chars (median 854).
- 04 Peak audience activity – Tue, 15:00 MSK.
- 05 Top posts get 1x more views than the weakest (10.9K avg for top vs 7.3K for worst) – among 4 posts over 22 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 4 POSTS

|                                                                                                                                                                                                                                  |                                                                      |                                                                    |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------|--------------------------------------------------------------------|
| <div><div>Nº1</div><div>09.06 · 12:35</div><div>PHOTO</div></div> <div>Triada-TKO LLC (part of Kalashnikov Group) starts delivery of a large batch of upgraded Novator clothing kit for...</div>                                 | <div>VIEWS</div> <div>14 832</div> <div>REPOSTS</div> <div>216</div> | <div>REACTIONS</div> <div>245</div> <div>ER</div> <div>94.0%</div> |
| <div><div>Nº2</div><div>15.06 · 15:04</div><div>PHOTO</div></div> <div>We're excited to announce that products of Triada-TKO LLC (Kalashnikov Concern) are now available not only on OZON, but also on Wildberries. For...</div> | <div>VIEWS</div> <div>10 602</div> <div>REPOSTS</div> <div>43</div>  | <div>REACTIONS</div> <div>82</div> <div>ER</div> <div>67.2%</div>  |
| <div><div>Nº3</div><div>25.06 · 09:35</div><div>PHOTO</div></div> <div>Triada-TKO LLC (part of Kalashnikov Group) showcases products in India for the first time The company presented weather protection solutions...</div>     | <div>VIEWS</div> <div>7 217</div> <div>REPOSTS</div> <div>22</div>   | <div>REACTIONS</div> <div>90</div> <div>ER</div> <div>45.7%</div>  |

|                                                                                                                                                                                            |         |           |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|-----------|
| <div>Nº401.07 · 15:26</div> <div>PHOTO</div> <div> NEW IN LXB LINE: LXB LITE GLOVES AVAILABLE ONLY ON WB OOO «Triada-TKO», part of Kalashnikov Group, expands the flagship series...</div> | VIEWS   | REACTIONS |
|                                                                                                                                                                                            | 3 985   | 68        |
|                                                                                                                                                                                            | REPOSTS | ER        |
|                                                                                                                                                                                            | 30      | 25.3%     |

WORST 3

|                                                                                                                                                                                                            |         |           |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|-----------|
| <div>↓ 15.06 · 15:04</div> <div>PHOTO</div> <div>We're excited to announce that products of Triada-TKO LLC (Kalashnikov Concern) are now available not only on OZON, but also on Wildberries. For...</div> | VIEWS   | REACTIONS |
|                                                                                                                                                                                                            | 10 602  | 82        |
|                                                                                                                                                                                                            | REPOSTS | ER        |
|                                                                                                                                                                                                            | 43      | 67.2%     |
| <div>↓ 25.06 · 09:35</div> <div>PHOTO</div> <div>Triada-TKO LLC (part of Kalashnikov Group) showcases products in India for the first time The company presented weather protection solutions...</div>     | VIEWS   | REACTIONS |
|                                                                                                                                                                                                            | 7 217   | 90        |
|                                                                                                                                                                                                            | REPOSTS | ER        |
|                                                                                                                                                                                                            | 22      | 45.7%     |
| <div>↓ 01.07 · 15:26</div> <div>PHOTO</div> <div> NEW IN LXB LINE: LXB LITE GLOVES AVAILABLE ONLY ON WB OOO «Triada-TKO», part of Kalashnikov Group, expands the flagship series...</div>                  | VIEWS   | REACTIONS |
|                                                                                                                                                                                                            | 3 985   | 68        |
|                                                                                                                                                                                                            | REPOSTS | ER        |
|                                                                                                                                                                                                            | 30      | 25.3%     |

SECTION 03 · SUBSCRIBER DYNAMICS

# How the channel grew over the year

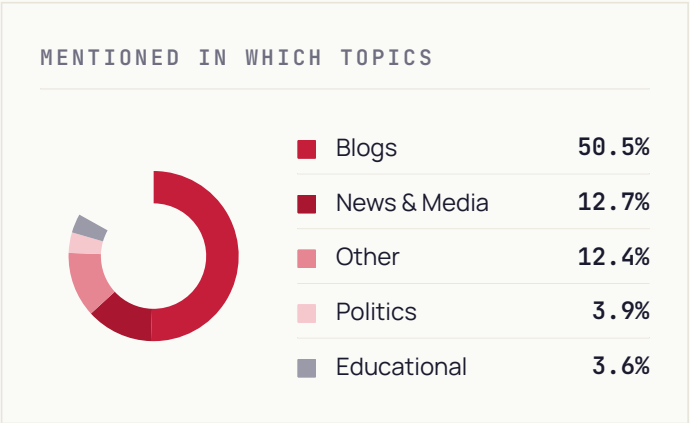
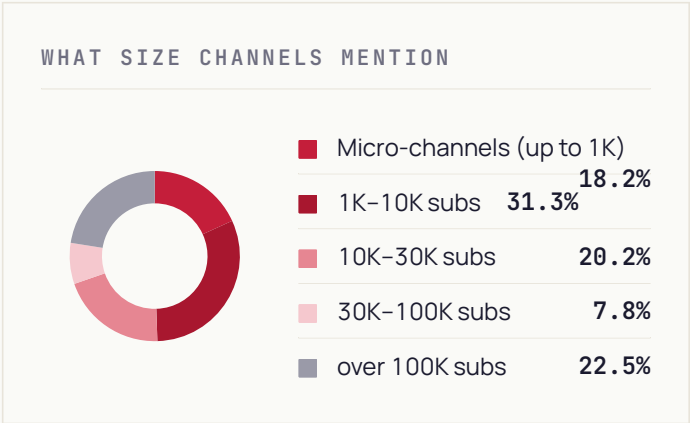
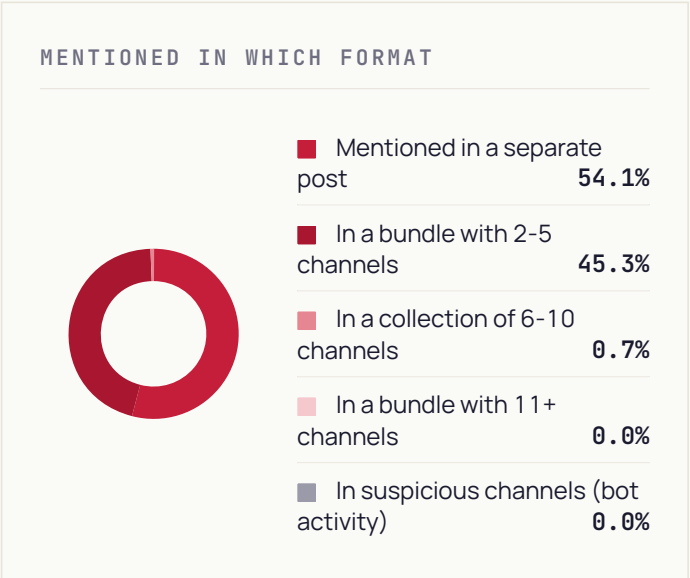
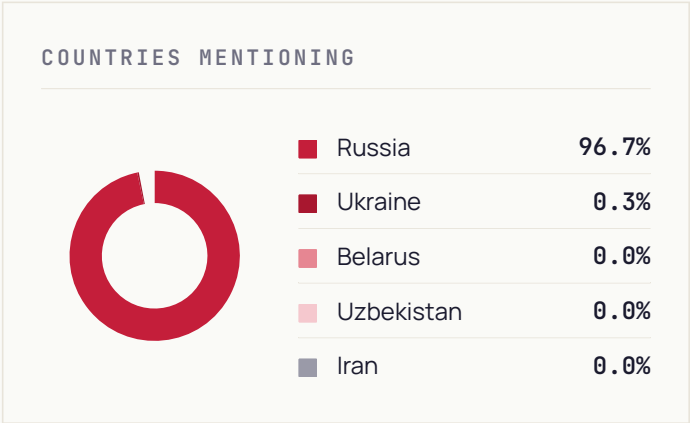
Subscriber growth chart for the year. Key months show exact subscriber count.  
Shows which months the channel grew and which it lost subs.



SECTION 04 · MENTIONS

# Who mentions the channel and how

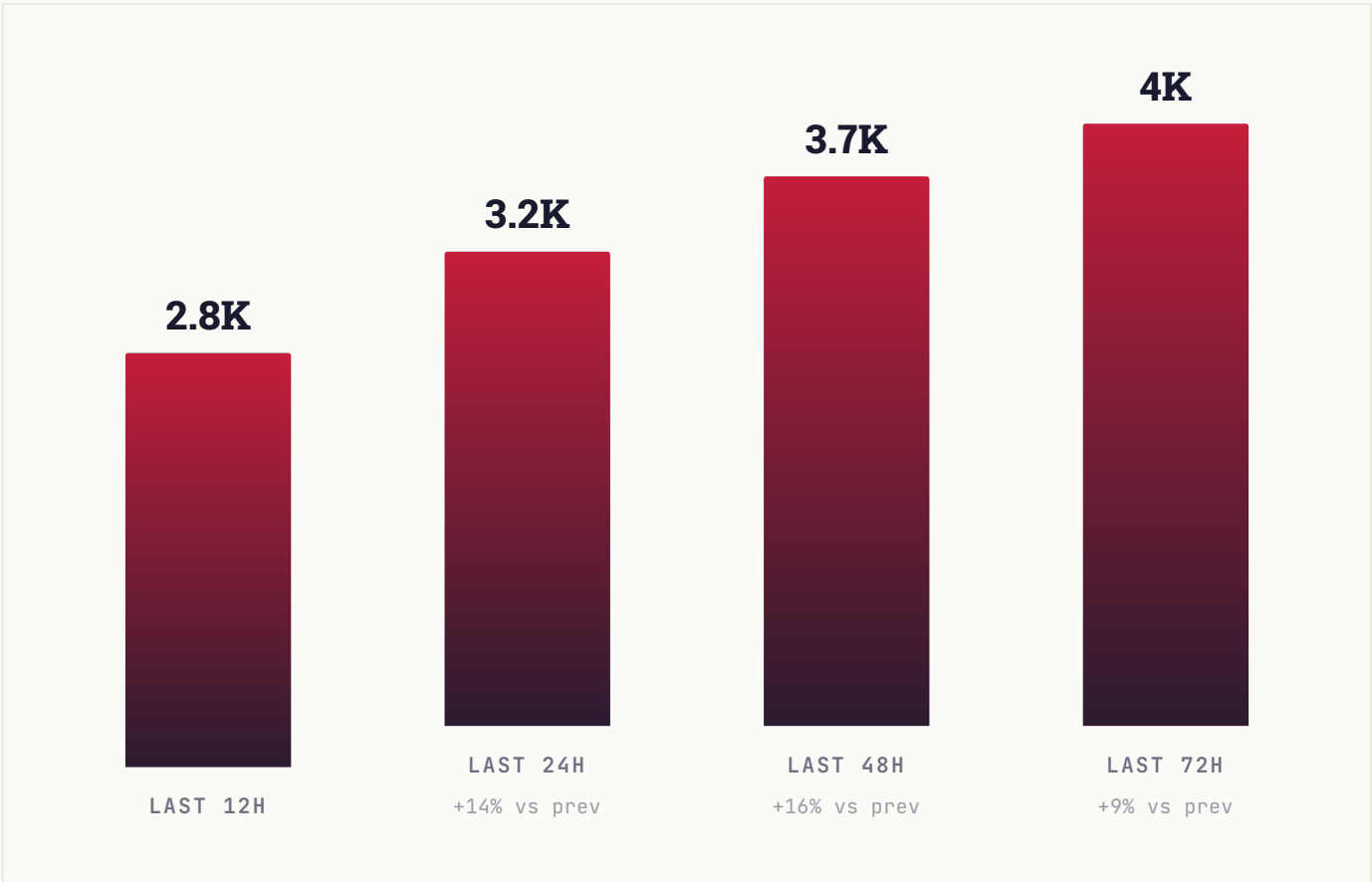
Citation index **93** – channel popularity score based on mentions. Considers not just count but mentioner weight: a post from a 100K subs channel weighs more than from 1K. All-time mentions: **213** different channels.



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 stays effective.



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 |
|-----------------------------------------------------------------|-------------|
| <div>OZ</div> OZON                                              | 1.1M        |
| <div>SN</div> Market Discounts                                  | 1M          |
| <div>YM</div> Yandex Market                                     | 1M          |
| <div>X-</div> Freeloaders - Lightning                           | 997.5K      |
| <div>WS</div> WB Sniper   Wildberries Finds   Discounts   Deals | 922.2K      |
| <div>PB</div> Po Blatu                                          | 876.1K      |
| <div>Z </div> Hare   Promos   Discounts                         | 874.4K      |
| <div>W </div> Wildberries   finds                               | 793.3K      |
| <div>VI</div> ITEMS FROM VIDEO                                  | 703.1K      |
| <div>AL</div> Alpha-Profitable                                  | 558.5K      |
| <div>TR</div> TRIADA-TKO <div>YOU</div>                         | 15.8K       |

COMPARATIVE CONCLUSION

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

SECTION 07 · MENTION DYNAMICS

# How often the channel is mentioned

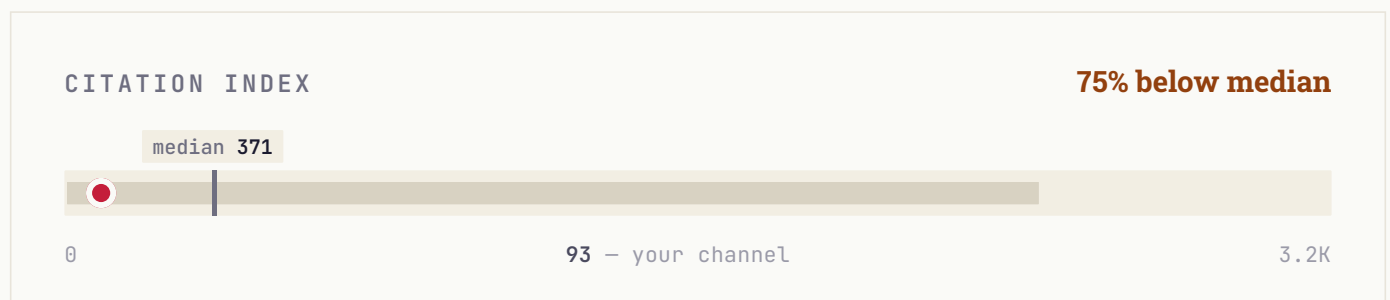
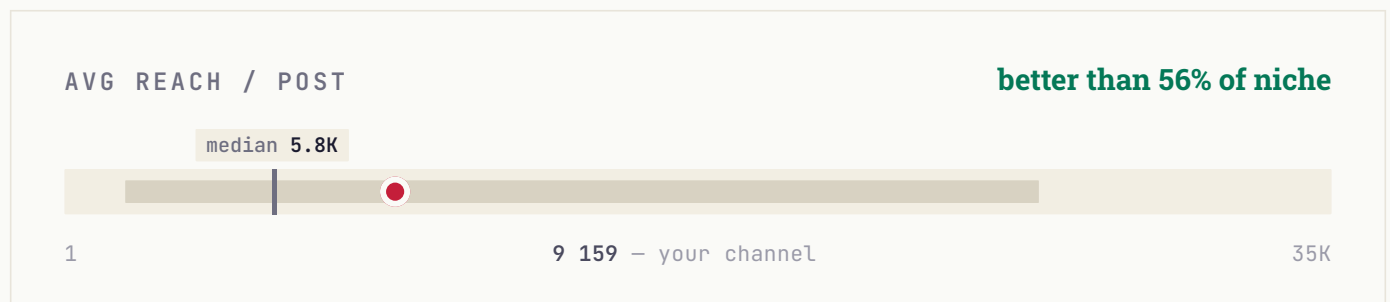
Every month we record posts in other channels that mention your channel. Over the last **6 months** such mentions were **38**, they brought **1 699** new subs.

| PERIOD         | MENTIONS | CHANNELS | BROUGHT SUBS |
|----------------|----------|----------|--------------|
| January 2026   | 4        | 4        | 57           |
| December 2025  | 2        | 2        | 28           |
| November 2025  | 4        | 4        | 86           |
| October 2025   | 3        | 2        | 162          |
| September 2025 | 5        | 4        | 344          |
| August 2025    | 20       | 16       | 1 022        |

|                |                |                |
|----------------|----------------|----------------|
| TOTAL MENTIONS | MONTHS OF DATA | ATTRACTED SUBS |
| 38             | 6              | 1 699          |

## Where the channel stands in its league

Took top-**100** channels in category «**Sales**» (Russia) and compared your channel.  
Gray band = range for 80% of niche channels (p10-p90). Black vertical = median.  
Red dot = your channel.



— SECTION 09 · STRATEGY

# What to Do Right Now

5 priority actions ranked by expected impact. Check off and revisit next month.

- |           |                                                                                                                                                                                                                         |                                                  |
|-----------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------|
| <b>01</b> | <b>Increase posting frequency</b><br>Currently 1.3 posts/week. Active channels average 7-10. Consistency is key to audience retention.                                                                                  | EFFECT<br><b>Consistency beats volume</b>        |
| <b>02</b> | <b>Top post of the week — on Tuesday</b><br>Audience is most active on this day at 15:00 MSK.                                                                                                                           | EFFECT<br><b>Best window for important posts</b> |
| <b>03</b> | <b>Increase video post share</b><br>Video in Telegram holds audience longer and is better perceived by the algorithm. We recommend increasing share to 15-25%.                                                          | EFFECT<br><b>Video retains audience better</b>   |
| <b>04</b> | <b>Systematic traffic purchase</b><br>Three formats for your media: <b>Inhouse</b> (premium channels), <b>Native</b> (native integrations), <b>Premium</b> (target audience). PromptPress picks sources for your niche. | EFFECT<br><b>+1000-3000 subs</b>                 |
| <b>05</b> | <b>Test polls &amp; interactive formats</b><br>Posts with polls/reactions usually boost ER by +5-15%. One poll per week on a hot topic — easy growth lever.                                                             | EFFECT<br><b>+5-15% ER</b>                       |

★ WHAT'S NEXT

# Want this done by **PromptPress?**

This audit is what we can do in minutes based on public data. To go further — run ads through us and close your growth plan in a month.

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|    |                            |                                                                                             |
|----|----------------------------|---------------------------------------------------------------------------------------------|
| 01 | <b>Launch Telegram ads</b> | <a href="https://panel.promptpress.com/register">https://panel.promptpress.com/register</a> |
|----|----------------------------|---------------------------------------------------------------------------------------------|

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|    |                        |                                                                         |
|----|------------------------|-------------------------------------------------------------------------|
| 02 | <b>Contact manager</b> | <a href="https://t.me/PromptPress_manager">t.me/PromptPress_manager</a> |
|----|------------------------|-------------------------------------------------------------------------|

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