

PROMTPRESS PUBLIC REPORT

Channel audit

Retail chain "Seven Days"



@ts7dney

♦ Seven Days is a federal chain of cosmetics, perfume and household chemical stores. ♦ Over 200 stores! ts-7dney.ru
Registered in the RKN list:...

SUBSCRIBERS

99 359

-564 per month

ERR (% SEE POSTS)

13.0%

per day 5.2%

REACH/POST

11.9K

ad reach 5.2K/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 99 359 —	 SUBSCRIBER REACH 12.01% avg % subs see post	 VIEWS/POST 11.9K median 12.1K · 28 days	 POSTS/WK 8.0 over period
 7-DAY TREND -9.7% vs prev week	 REACTIONS/POST 67.2 only 2,216 reactions, 176 reposts, 0 comments	 POST LENGTH 396 chars median 290 · 28 days	 POSTS ANALYZED 33 28 days
 AD REACH 5.2K 24h avg	 CHURN / MONTH -564 over last month	 CITATION RATE 3 citation index · 15 channels mentioned ever	 CHANNEL AGE 4 years 3 months created 05.04.2022

AI EDITOR SUMMARY

Channel «Trade Network "Seven Days"» — 99 359 subs. Each post averages 11.9K people (12% from subs), reach is low — worth expanding audience. Publishes 8 posts/week (~1/day) — regular schedule. For week Jun 22–28, reach dropped by -9.7% by week 15–21 June — 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 TOP POSTS HAVE IN COMMON

- 01 Analysis based on **33** posts over 28 days.
- 02 Dominant format – **Photo** (30/33 posts).
- 03 Avg post length – **396** chars (median 290).
- 04 Peak audience activity – **Saturday**, 10:00 MSK.
- 05 Top posts gather **2x** more views than the weakest (15.7K avg for top vs 8.4K for worst) – among 33 posts in 28 days. Worth analyzing what top posts share – topic, format, timing.

TOP 5 POSTS

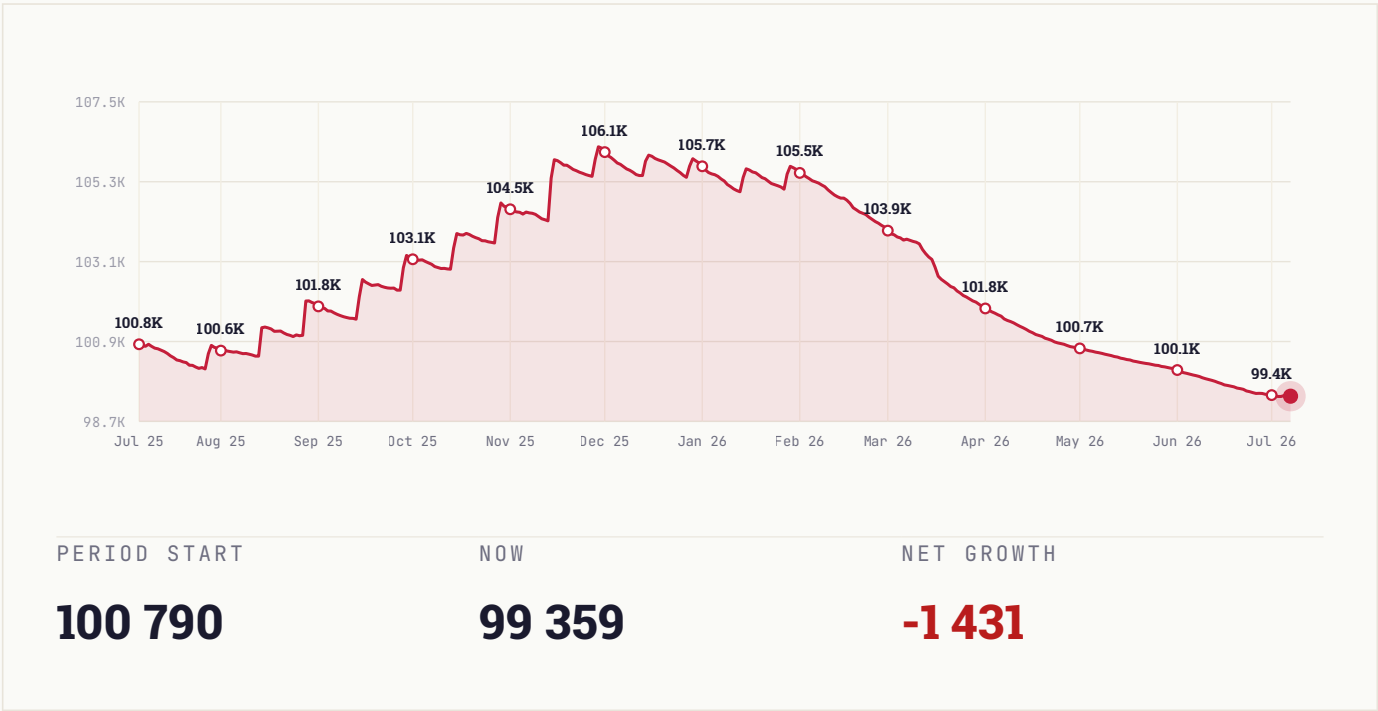
Nº1 13.06 · 07:02 PHOTO  SAS Scented Liquid Hand Soap – like a magical trip to tropical islands! Discover your slice of paradise for gentle and...	VIEWS 16 798 REPOSTS 2	REACTIONS 27 ER 16.9%
Nº2 16.06 · 04:59 PHOTO  DISCOUNT -40%  on DEONICA razors and cartridges with coupon!*  Coupon valid Jun 16 and 17 at Seven Days stores. Razors and cartridges included...	VIEWS 15 313 REPOSTS 3	REACTIONS 28 ER 15.4%
Nº3 08.06 · 05:04 PHOTO  DISCOUNT -40%  on MIXIT with coupon!*  Coupon valid Jun 8 and 9 at Seven Days stores. All MIXIT brand products included...	VIEWS 14 933 REPOSTS 18	REACTIONS 36 ER 15.0%

Nº4 20.06 • 07:04 PHOTO ✨VIVIENNE SABO Brand Days at Seven Days stores! 🍷 DISCOUNT -35% 🍷 on all brand cosmetics only from Jun 20 to 22. Details and availability...	VIEWS 14 811 REPOSTS 9 REACTIONS 148 ER 14.9%
Nº5 14.06 • 05:03 PHOTO 💖DISCOUNT -20% 💖 on ALL* assortment at Seven Days stores! 🍷Promotion valid Jun 14 and 15 on all white price tags. *Discount applies...	VIEWS 14 734 REPOSTS 14 REACTIONS 43 ER 14.8%
WORST 3	
↓ 02.07 • 08:00 PHOTO 🍷Your stylish accessory this summer – MIXIT 50 SPF sun stick + bag with goodies. With 💖DISCOUNT -40% 💖 at 719₽ instead of 1199₽! -...	VIEWS 8 771 REPOSTS 4 REACTIONS 32 ER 8.8%
↓ 01.07 • 05:05 PHOTO DISCOUNT catalog for July 🌴🌊 Ad. LLC "Kapitaltorg" erid: 2VtzqwME28Z	VIEWS 8 735 REPOSTS 22 REACTIONS 47 ER 8.8%
↓ 03.07 • 05:04 PHOTO 🍊DISCOUNTS -30% 🍊 on wet wipes, toilet paper, cotton products. 📄Promotion valid Jul 3 and 4 at all Seven Days stores...	VIEWS 7 744 REPOSTS 3 REACTIONS 12 ER 7.8%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

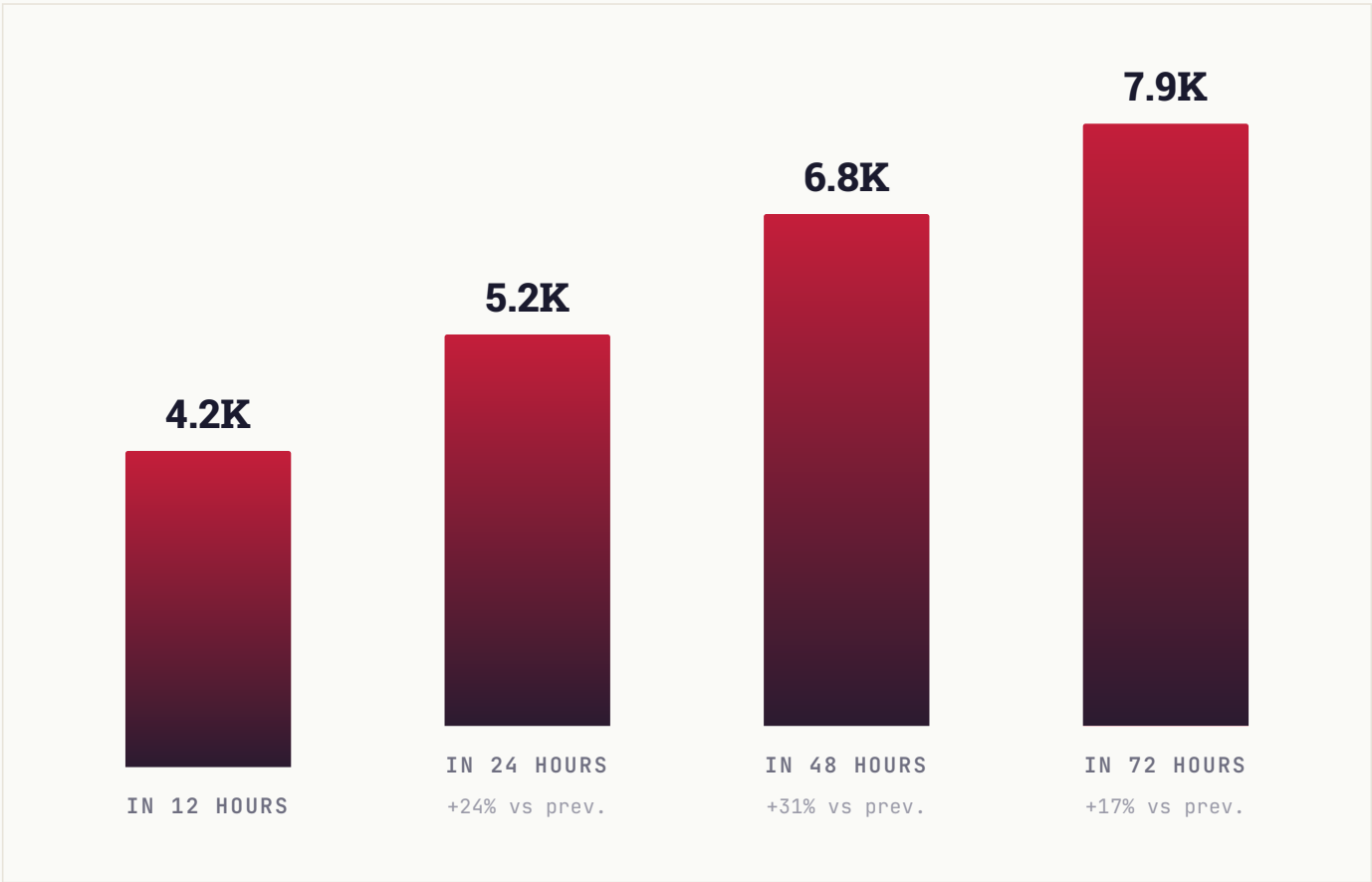
Yearly subscriber growth chart. Key months show exact subscriber count. See which months gained or lost subs.



SECTION 04 · AD POTENTIAL

How long a post generates reach

Avg reach of an ad post by time since publication. Helps estimate how long a placement should 'live'.



SECTION 05 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Highlighted your channel — shows its rank among niche peers.

CHANNEL	SUBSCRIBERS
OZ OZON	1.1M
SN Market discounts	1M
YAM Yandex Market	1M
X- Freeloaders - Lightning	997.5K
WS WB Sniper Wildberries finds Discounts Sales	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
TS Retail chain "Seven Days" YOU	99.4K

COMPARATIVE INSIGHT

Channel is still outside top-94 niche — early growth stage. Niche leader — OZON (1.1M), top-94 median: 204.2K. First goal — enter top-94 via systematic traffic & content work.

SECTION 06 · MENTION DYNAMICS

How often the channel is mentioned

Monthly we track posts in other channels that mention yours. Over the last **6 months** such mentions were **0**, they brought **10 958** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
January 2026	0	0	1 261
December 2025	0	0	1 069
November 2025	0	0	2 551
October 2025	0	0	2 161
September 2025	0	0	2 073
August 2025	0	0	1 843

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
0	6	10 958

SECTION 07 · NICHE COMPARISON

Where channel stands in its league

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



— SECTION 08 · STRATEGY

What to do right now

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

01

Top post of the week — on Saturday

Audience most active on this day at 10:00 MSK.

EFFECT

**Best window
for an
important post**

02

Increase video post share

Video in Telegram retains audience longer and is algorithm-friendly. Recommend increasing share to 15-25%.

EFFECT

**Video holds
audience
better**

03

Systematic traffic buying

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 typically 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

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**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in minutes using public data. Want to go further? Run ads through us and hit your growth plan in a month.

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

02 Contact manager t.me/PromptPress_manager
