

PUBLIC REPORT PROMTPRESS

Channel audit

Halva Express



@ufc_fanat

First among the first 🏆 For cooperation: @seamediaa ✓ Price:
@SeamediaPrice_bot

SUBSCRIBERS

12 174

-101 per month

ERR (% SEE POSTS)

1.0%

per day 0.2%

REACH/POST

36

ad reach 29/24h

— CONTENTS · 2026

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.

 SUBSCRIBERS 12 174 —	 SUBSCRIBER REACH 0.3% avg % subs see a post	 VIEWS/POST 36 median 36 · 29 days	 POSTS/DAY 8.8 ~62 per week
 7D TREND +9.2% vs previous week	 REACTIONS/POST — MTPROTO only	 POST LENGTH 637 chars median 616 · 29 days	 POSTS ANALYZED 263 29 days
 AD REACH 29 24h avg	 CHURN / MONTH -101 in the last month	 MENTIONS 631 citation index · 818 channels mentioned all time	 CHANNEL AGE 7 years 9 months created 04.10.2018

AI EDITOR SUMMARY

Channel «Halva Express» — 12 174 subs. Each post averages 36 people (0% from subs), reach is low — need to grow audience. Publishes 62 posts per week (~9/day) — active posting. For the week Jun 29 – Jul 5, reach grew +9.2% by the week of Jun 22–28 — positive trend.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **263** posts in 29 days.
- 02 Dominant format – **Photo** (262/263 posts).
- 03 Avg post length – **637** chars (median 616).
- 04 Audience peak activity – **Thu, 22:00 MSK**.
- 05 Top posts get **2x** more views than the weakest (52 avg for top vs 23 for worst) – among 263 posts in 29 days. Worth analyzing what top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 12.07 · 19:34 PHOTO  Rostelecom: Home Internet 500 Mbps FREE for 30 days – 'Test Drive' promo 1. Go to promo page and click the button...	VIEWS 53 REP. — REACTIONS — ER 0.4%
Nº2 30.06 · 19:34 PHOTO  Flor2u: 25% off from 1,500₽ 1. Open Flor2u app. 2. Enter promo code WSV_90YJ8Z7 on orders from 1,500₽. 3. Get discount...	VIEWS 52 REP. — REACTIONS — ER 0.4%
Nº3 01.07 · 16:15 PHOTO  Ozon: up to 30% off & 25% cashback with card 1. Go to Ozon Bank page and fill out form. 2. Order card and activate...	VIEWS 51 REP. — REACTIONS — ER 0.4%

Nº4

30.06 · 13:05

PHOTO

 Youth SberCard: get it with free service + 500₽ certificate

Grab a bonus for ages 14–24...

VIEWS

50

REP.

—

REACTIONS

—

ER

0.4%

Nº5

30.06 · 12:15

PHOTO

 VTB: Credit card — 200 days no interest & up to 15% cashback in rubles 1. Go to promo page and fill out online form in 5 min. 2...

VIEWS

49

REP.

—

REACTIONS

—

ER

0.4%

WORST 3

↓

20.06 · 11:31

PHOTO

 Pick a card — get max benefits with T-Bank Black Want up to 100% cashback? Marketplaces — pay with card and get 50%...

VIEWS

24

REP.

—

REACTIONS

—

ER

0.2%

↓

21.06 · 06:05

PHOTO

Alfa Bank: Cashback up to 100% on taxes for freelancers — save up to 10,000₽ 1. Go to promo page and register as self-employed...

VIEWS

24

REP.

—

REACTIONS

—

ER

0.2%

↓

20.06 · 13:05

PHOTO

 Youth SberCard: get it with free service + 500₽ certificate

Grab a bonus for ages 14–24...

VIEWS

23

REP.

—

REACTIONS

—

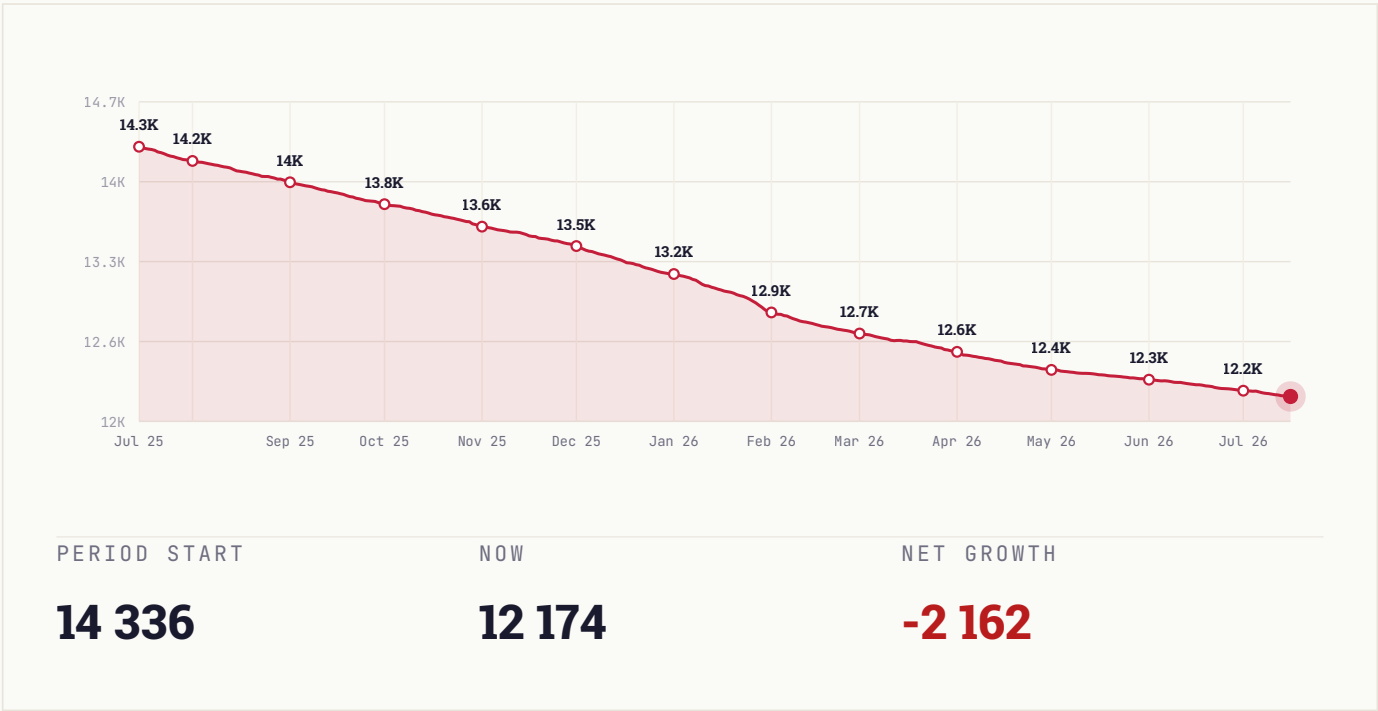
ER

0.2%

SECTION 03 • SUB DYNAMICS

How the channel grew over the year

Subscriber growth chart over the year. Key months show exact subscriber count.
See which months the channel gained or lost subs.

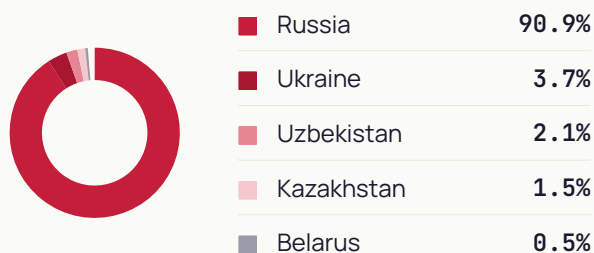


SECTION 04 • MENTIONS

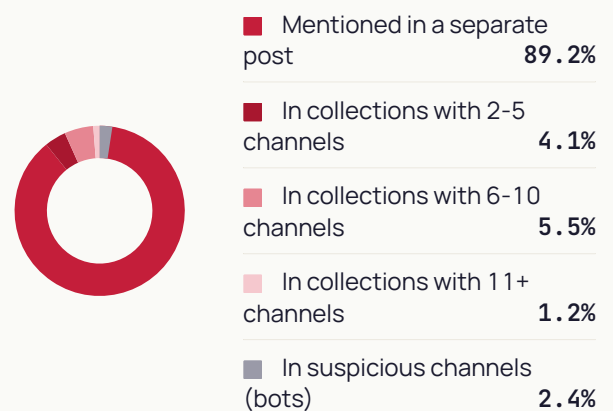
Who mentions the channel and how

Citation index **631** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from 1K subs. All-time mentions: **818** different channels.

COUNTRIES MENTIONING



FORMAT OF MENTIONS



SIZE OF CHANNELS MENTIONING



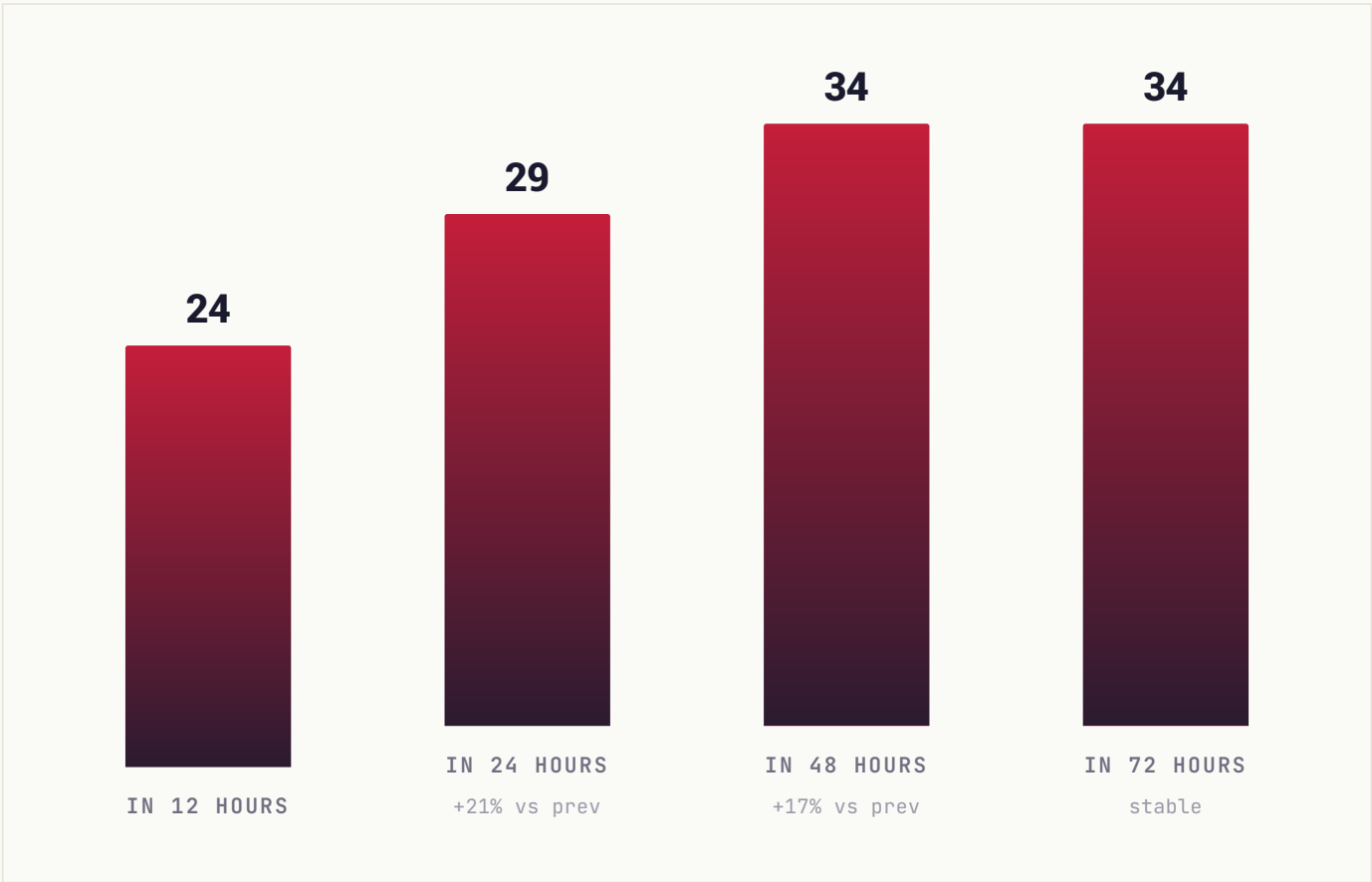
TOPICS OF MENTIONS



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of an 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 & audience. Your channel is highlighted — see its rank among niche peers.

CHANNEL	SUBSCRIBERS
O2 Offerzone 2.	5.8M
OF Offerzone	4.2M
OF Offerzone	1.2M
O3 Offerzone 3.	3.5M
DE Dealdost	3.1M
O4 Offerzone 4.	2.4M
G- GrowDealz - Shopping Deals & Offers	2.2M
AL AliBaba Loot Deals	2.2M
PD Premium Deals	1.5M
SQ Shoppers Quest	1.3M
HE Halva Express YOU	12.2K

COMPARATIVE CONCLUSION

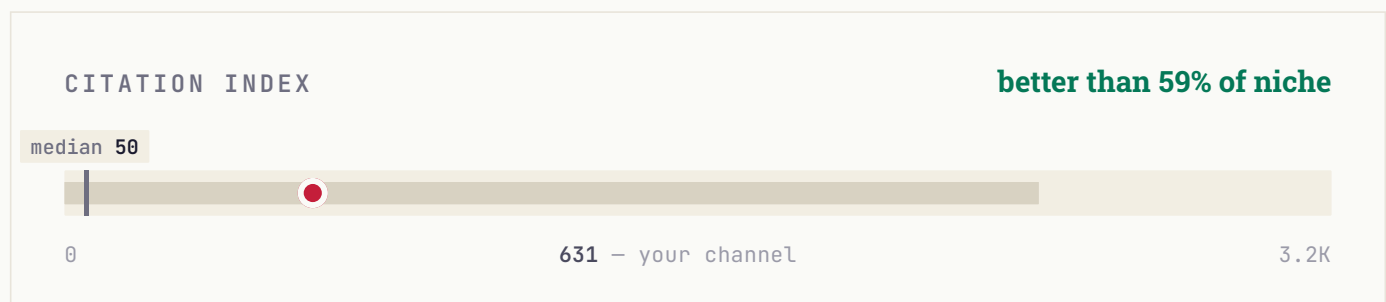
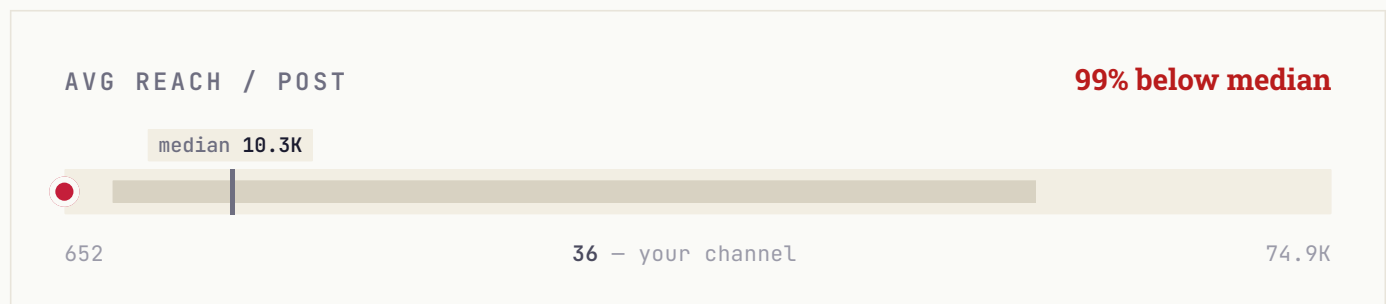
Channel yet outside niche top 95 — early growth stage. Niche leader — Offerzone 2. (5.8M), top-95 median: 408K. First goal — enter top-95 via systematic traffic & content work.

Where channel stands in its league

SUBSCRIBERS 97% below median

A horizontal bar chart comparing a channel's subscriber count to a median. The x-axis represents the number of subscribers, with labels at 123.3K, 12 174 – your channel, and 1.6M. A light beige bar represents the range from 123.3K to 1.6M. A darker beige bar within it represents the range from 12 174 to 1.6M. A vertical line marks the median at 412.2K. A red dot is positioned at the 12 174 mark. The text '97% below median' is displayed in red at the top right.

Value	Percentage Below Median
123.3K	-
12 174 – your channel	97% below median
412.2K (median)	-
1.6M	-



— 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 Thursday

Audience most active on this day at 22:00 MSK.

EFFECT

Best window for important post
- 02

Increase video posts share

Video in Telegram retains audience longer and is algorithm-friendly. Aim for 15-25% share.

EFFECT

Video retains audience better
- 03

ER below niche benchmark — rethink formats

Current ER 0.3% vs norm 5.5%. Try polls & interactive formats.

EFFECT

+5.2pp ER
- 04

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
- 05

Test polls & 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

★ WHAT'S NEXT

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 plan in a month.

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

02 Contact manager t.me/PromptPress_manager
