

PROMTPRESS PUBLIC REPORT

# Channel audit

## Great Deals



@vigodniy\_alik

Great Deals - a channel about real discounts. We find the best offers from marketplaces and deliver them instantly! Shop smart with us!

SUBSCRIBERS

**10 461**

-80 per month

ERR (% SEE POSTS)

**2.0%**

per day 1.2%

REACH/POST

**178**

ad reach 125/24h

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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 under the number shows the period it covers.

|                                                                                                                                                              |                                                                                                                                                                                          |                                                                                                                                                                                             |                                                                                                                                                                               |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <div><div> SUBSCRIBERS</div><div>10 461</div><div>—</div></div>             | <div><div> SUBS REACH</div><div>1.7%</div><div>avg % subs see post</div></div>                          | <div><div> VIEWS/POST</div><div>178</div><div>median 177 · 29 days</div></div>                             | <div><div> POSTS/DAY</div><div>23.9</div><div>~167 per week</div></div>                    |
| <div><div> 7D TREND</div><div>-12.1%</div><div>vs previous week</div></div> | <div><div> REACTIONS/POST</div><div>0.0</div><div>only 6 reactions, 254 reposts, 0 comments</div></div> | <div><div> POST LENGTH</div><div>58 chars</div><div>median 56 · 29 days</div></div>                        | <div><div> POSTS ANALYZED</div><div>716</div><div>29 days</div></div>                      |
| <div><div> AD REACH</div><div>125</div><div>24h avg</div></div>            | <div><div> CHURN / MONTH</div><div>-80</div><div>last month</div></div>                                | <div><div> CITATION RATE</div><div>555</div><div>citation index · 610 channels mentioned ever</div></div> | <div><div> CHANNEL AGE</div><div>5 years 1 month</div><div>created 01.06.2021</div></div> |

AI EDITOR SUMMARY

Channel «Great Deals» — 10 461 subs. Each post averages 178 people (2% from subs), reach low — need to grow audience. Publishes 167 posts per week (~24/day) — very active. Week Jun 29 – Jul 5 reach dropped -12.1% by week 22–28 Jun — worth analyzing.

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 TOP POSTS HAVE IN COMMON

- 01 Analysis based on **716** posts over 29 days.
- 02 Dominant format – **Video** (452/716 posts).
- 03 Avg post length – **58** chars (median 56).
- 04 Peak audience activity – **Thursday**, 22:00 MSK.
- 05 Top posts get **2×** more views than the weakest (251 avg for top vs 143 for worst) – among 716 posts in 29 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

|                                                                                                                                        |                                                                 |                                                                 |
|----------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------|-----------------------------------------------------------------|
| <div><div>Nº1</div><div>23.06 · 18:31</div><div>VIDEO</div></div> <div>Unusual ratchet with "empty" sockets 📱 Shop on AliExpress</div> | <div>VIEWS</div> <div>256</div> <div>REPOSTS</div> <div>—</div> | <div>REACTIONS</div> <div>—</div> <div>ER</div> <div>2.4%</div> |
| <div><div>Nº2</div><div>25.06 · 19:01</div><div>VIDEO</div></div> <div>Cordless electric shaver 📱 Go to AliExpress</div>               | <div>VIEWS</div> <div>251</div> <div>REPOSTS</div> <div>—</div> | <div>REACTIONS</div> <div>—</div> <div>ER</div> <div>2.4%</div> |
| <div><div>Nº3</div><div>21.06 · 19:01</div><div>VIDEO</div></div> <div>Roborock S8 Pro Plus robot vacuum 📱 Shop on AliExpress</div>    | <div>VIEWS</div> <div>247</div> <div>REPOSTS</div> <div>—</div> | <div>REACTIONS</div> <div>—</div> <div>ER</div> <div>2.4%</div> |

Nº4

27.06 · 19:01

VIDEO

Cordless paint sprayer

Go to AliExpress

VIEWS

247

REPOSTS

1

REACTIONS

—

ER

2.4%

Nº5

21.06 · 18:31

PHOTO

Trendy gent's pulls

Shop on AliExpress

VIEWS

239

REPOSTS

—

REACTIONS

—

ER

2.3%

WORST 3

↓

04.07 · 14:01

PHOTO

Baseus Enerfill FC41 100 external battery

Go to AliExpress

VIEWS

144

REPOSTS

—

REACTIONS

—

ER

1.4%

↓

12.07 · 14:31

VIDEO

Smart Car Aroma Diffuser

Go to AliExpress

VIEWS

143

REPOSTS

—

REACTIONS

—

ER

1.4%

↓

11.07 · 14:31

PHOTO

Baseus 65W GaN charger

Go to AliExpress

VIEWS

142

REPOSTS

1

REACTIONS

—

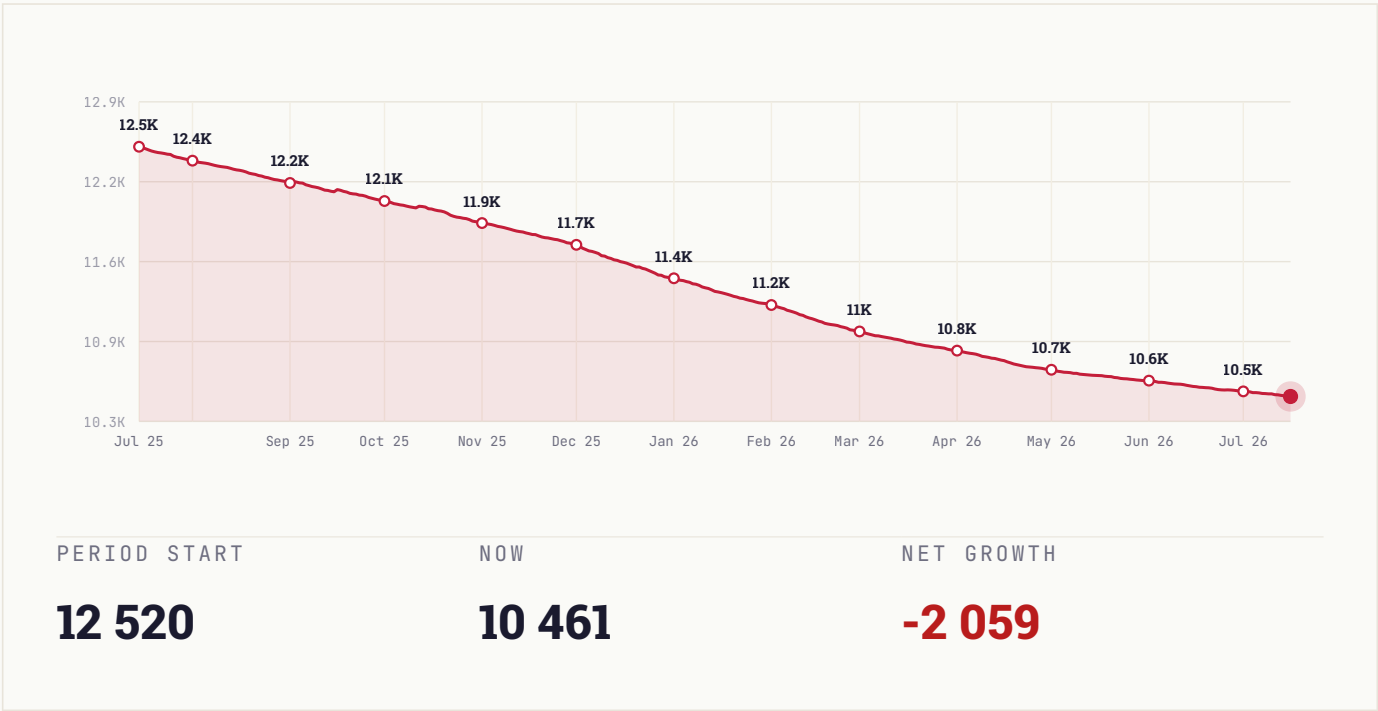
ER

1.4%

SECTION 03 · SUBSCRIBER DYNAMICS

# How the channel grew over the year

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

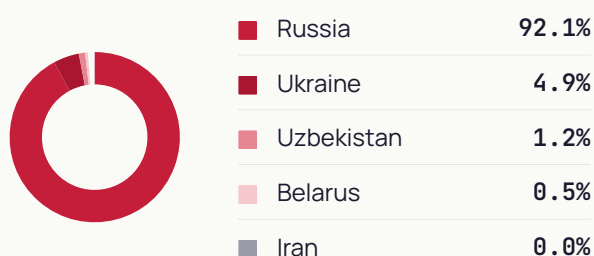


## SECTION 04 • CITATIONS

# Who mentions the channel and how

Citation index **555** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time channel mentions: **610** different channels.

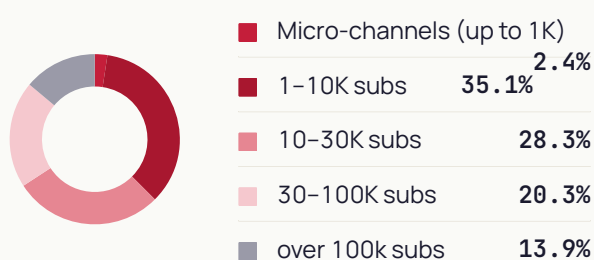
### COUNTRIES MENTIONING



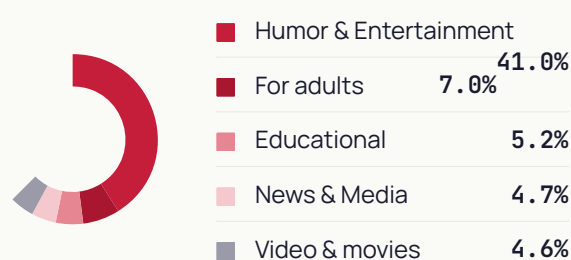
### FORMAT OF MENTIONS



### WHAT SIZE CHANNELS MENTION



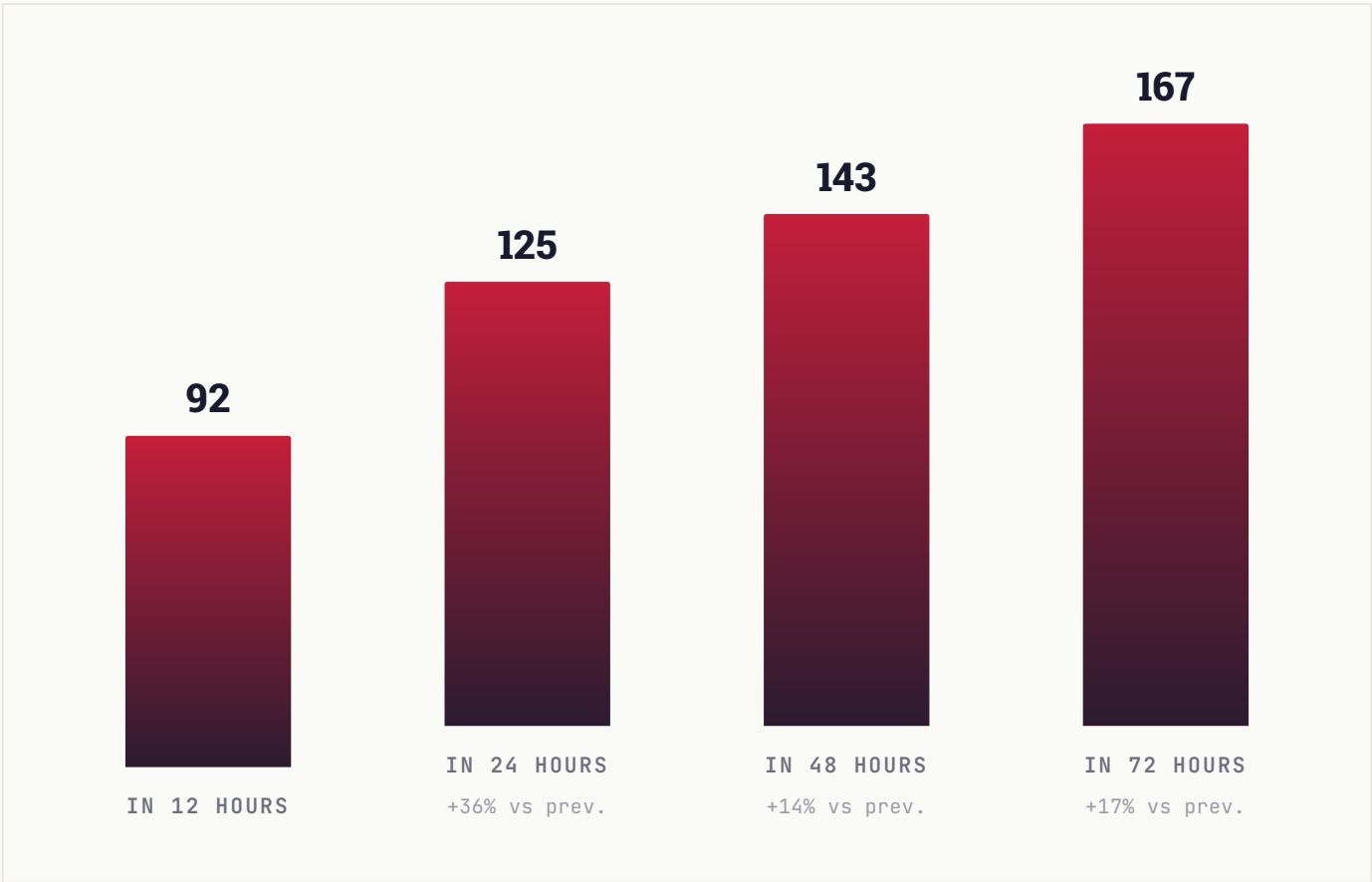
### TOPICS WHERE MENTIONED



SECTION 05 · AD POTENTIAL

# How long a post brings reach

Avg reach of ad post by time since publication. Helps estimate how long a placement stays relevant.



SECTION 06 · COMPETITORS

# Who you compete with

11 nearest channels by topic and audience. Your channel is highlighted — see its place among niche neighbors.

| CHANNEL                                | SUBSCRIBERS |
|----------------------------------------|-------------|
| 02 Offerzone 2.                        | 5.8M        |
| 0F Offerzone                           | 4.2M        |
| 0F Offerzone                           | 1.2M        |
| 03 Offerzone 3.                        | 3.5M        |
| DE Dealdost                            | 3.1M        |
| 04 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        |
| VP Great Deals YOU                     | 10.5K       |

COMPARATIVE INSIGHT

Channel is still outside top 95 of niche — early growth stage. Niche leader — Offerzone 2. (5.8M), top-95 median: 408K. First goal — enter top-95 through systematic work with traffic and content.

SECTION 07 · MENTION DYNAMICS

# How often the channel is mentioned

Each month we record posts in other channels that mention yours. Over the last **6 months** such mentions were **0**, they brought **44** new subs.

| PERIOD         | MENTIONS | CHANNELS       | BROUGHT SUBS |                |
|----------------|----------|----------------|--------------|----------------|
| January 2026   | 0        | 0              | 0            | <div></div>    |
| December 2025  | 0        | 0              | 0            | <div></div>    |
| Nov 2025       | 0        | 0              | 0            | <div></div>    |
| Oct 2025       | 0        | 0              | 14           | <div></div>    |
| Sep 2025       | 0        | 0              | 30           | <div></div>    |
| August 2025    | 0        | 0              | 0            | <div></div>    |
| TOTAL MENTIONS | 0        | MONTHS OF DATA | 6            | ATTRACTED SUBS |
|                |          |                | 44           |                |

## Where the channel stands in its league

The figure consists of three horizontal bar charts, each representing a different performance metric. Each chart shows a range (light beige bar), a median value (dark beige box), and a specific channel's performance (red dot and vertical line). The channel's performance is consistently below the median in all three metrics.

| Metric           | Channel Value | Median | Comparison               |
|------------------|---------------|--------|--------------------------|
| SUBSCRIBERS      | 10 461        | 412.2K | 97% below median         |
| AVG REACH / POST | 178           | 10.3K  | 98% below median         |
| CITATION INDEX   | 555           | 50     | better than 58% of niche |

**SUBSCRIBERS** 97% below median

median 412.2K

123.3K 10 461 — your channel 1.6M

**AVG REACH / POST** 98% below median

median 10.3K

652 178 — your channel 74.9K

**CITATION INDEX** better than 58% of niche

median 50

0 555 — your channel 3.2K

— SECTION 09 · STRATEGY

# What to Do Right Now

5 priority actions sorted by expected impact. Check them off and revisit this report in a month.

01

## Main post of the week — on Thursday

On this day and at 22:00 MSK audience is most active.

EFFECT

**Best window  
for an  
important post**

02

## ER below niche benchmark — rethink formats

Current ER 1.7% vs norm 5.5%. Try polls and interactive formats.

EFFECT

**+3.8pp ER**

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 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 same-segment channels quarterly. 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 minutes using public data. To go further — run ads with us and hit your growth plan in a month.

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01

## Launch Telegram ads

<https://panel.promptpress.com/register>

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02

## Contact manager

[t.me/PromptPress\\_manager](https://t.me/PromptPress_manager)

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