

PUBLIC REPORT BY PROMTPRESS

Channel audit

Marketplace Kitchen



@vsedlyamp

All key marketplace news Ads — @retail_russ, @dadani13 Submit
news — @mpweek_bot RKN: <https://clck.ru/3Gu7Mj>

SUBSCRIBERS

58 671

-923 per month

ERR (% SEE POSTS)

8.0%

per day 4.9%

REACH/POST

4.6K

ad reach 2.9K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card – a separate channel health indicator. The subtitle below the number shows the period it covers.

 SUBSCRIBERS 58 671 —	 SUBSCRIBER REACH 7.8% avg % subs see post	 VIEWS/POST 4.6K median 4.6K · 29 days	 POSTS/WEEK 39.3 for the period
 7D TREND -8.6% vs previous week	 REACTIONS/POST 93.4 total 15,687 reactions, 5,260 reposts, 939 comments	 POST LENGTH 367 chars median 278 · 29 days	 POSTS ANALYZED 168 29 days
 AD REACH 2.9K 24h avg	 CHURN / MONTH -923 last month	 QUOTABILITY 1 282 citation index · 3,113 channels mentioned ever	 CHANNEL AGE 3 years 5 months created 04.01.2023

AI EDITOR SUMMARY

Channel «Marketplace Kitchen» – 58 671 subs. Each post averages 4.6K people (8% from subs), reach is low – consider expanding audience. Publishes 39 posts per week (~6/day) – active posting. For week of June 1–7, reach dropped -8.6% to week of May 25–31 – worth analyzing why.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement & underperformers – to see what to repeat and what to remove from rotation.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **168** posts over 29 days.
- 02 Dominant format – **Photo** (109/168 posts).
- 03 Avg post length – **367** characters (median 278).
- 04 Audience peak activity – **Sunday**, 15:00 MSK.
- 05 Top posts get **2x** more views than the weakest (6K avg for top vs 3.7K for worst) – across 168 posts in 29 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 24.05 · 12:03 VIDEO Woman ordered 12 tons of cement to a pickup point after being denied a job. Half already delivered. Now employees...	VIEWS 6 273 REP. 99	REACTIONS 171 ER 10.7%
Nº2 21.05 · 12:06 PHOTO A seller sold goods worth 33.8M rubles on marketplaces but ended up owing 680K After 4.5 months on Ozon...	VIEWS 6 098 REP. 82	REACTIONS 111 ER 10.4%
Nº3 23.05 · 12:01 VIDEO Man detained in Rostov region for robbing a marketplace pickup point dressed as a police officer To commit...	VIEWS 5 682 REP. 80	REACTIONS 137 ER 9.7%

Nº4 22.05 · 12:21 VIDEO A pickup point employee who argued with customers after being denied a break shared her story The girl...	VIEWS 5 617 REP. 30	REACTIONS 157 ER 9.6%
Nº5 17.05 · 18:35 PHOTO Not only small sellers but also big players are leaving marketplaces An entrepreneur with her own children's clothing production...	VIEWS 5 601 REP. 41	REACTIONS 143 ER 9.5%

|

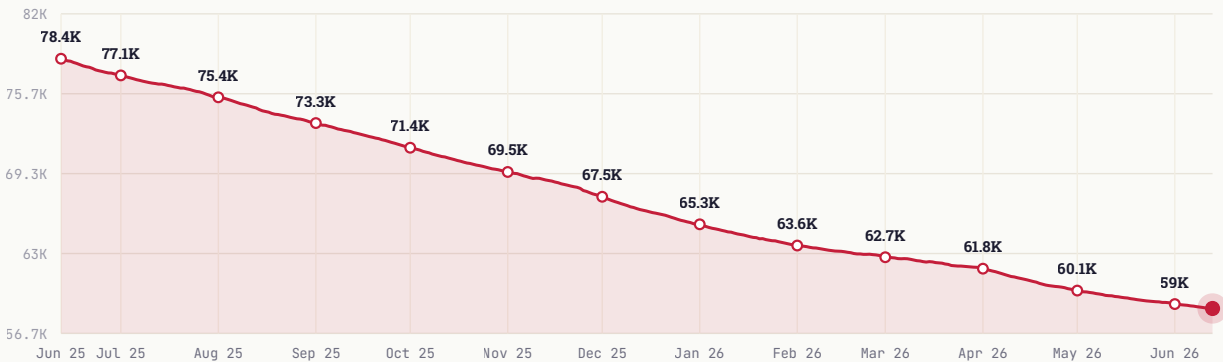
WORST 3

↓ 09.06 · 18:21 VIDEO Pickup points are now even placed in sheds According to the entrepreneur, such points are especially in demand in villages and dacha cooperatives – there...	VIEWS 3 748 REP. 15	REACTIONS 47 ER 6.4%
↓ 09.06 · 15:42 VIDEO This is roughly what a workday looks like at a pickup point	VIEWS 3 737 REP. 28	REACTIONS 74 ER 6.4%
↓ 09.06 · 09:10 VIDEO In 2026, the most profitable marketplace niche is suddenly manure	VIEWS 3 696 REP. 29	REACTIONS 38 ER 6.3%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth vs. loss.



START OF PERIOD

NOW

NET GROWTH

78 419

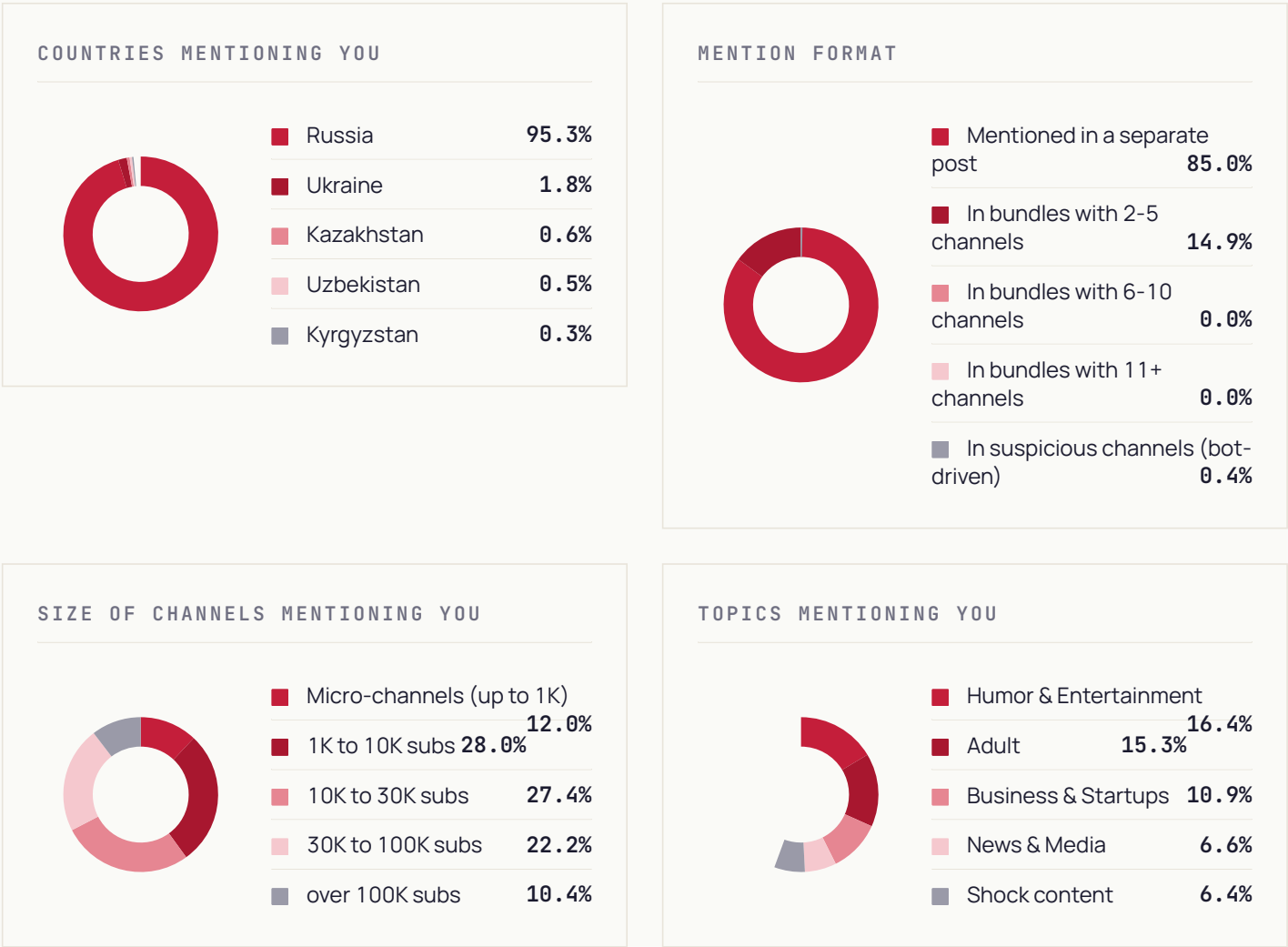
58 671

-19 748

SECTION 04 · MENTIONS

Who & how mentions the channel

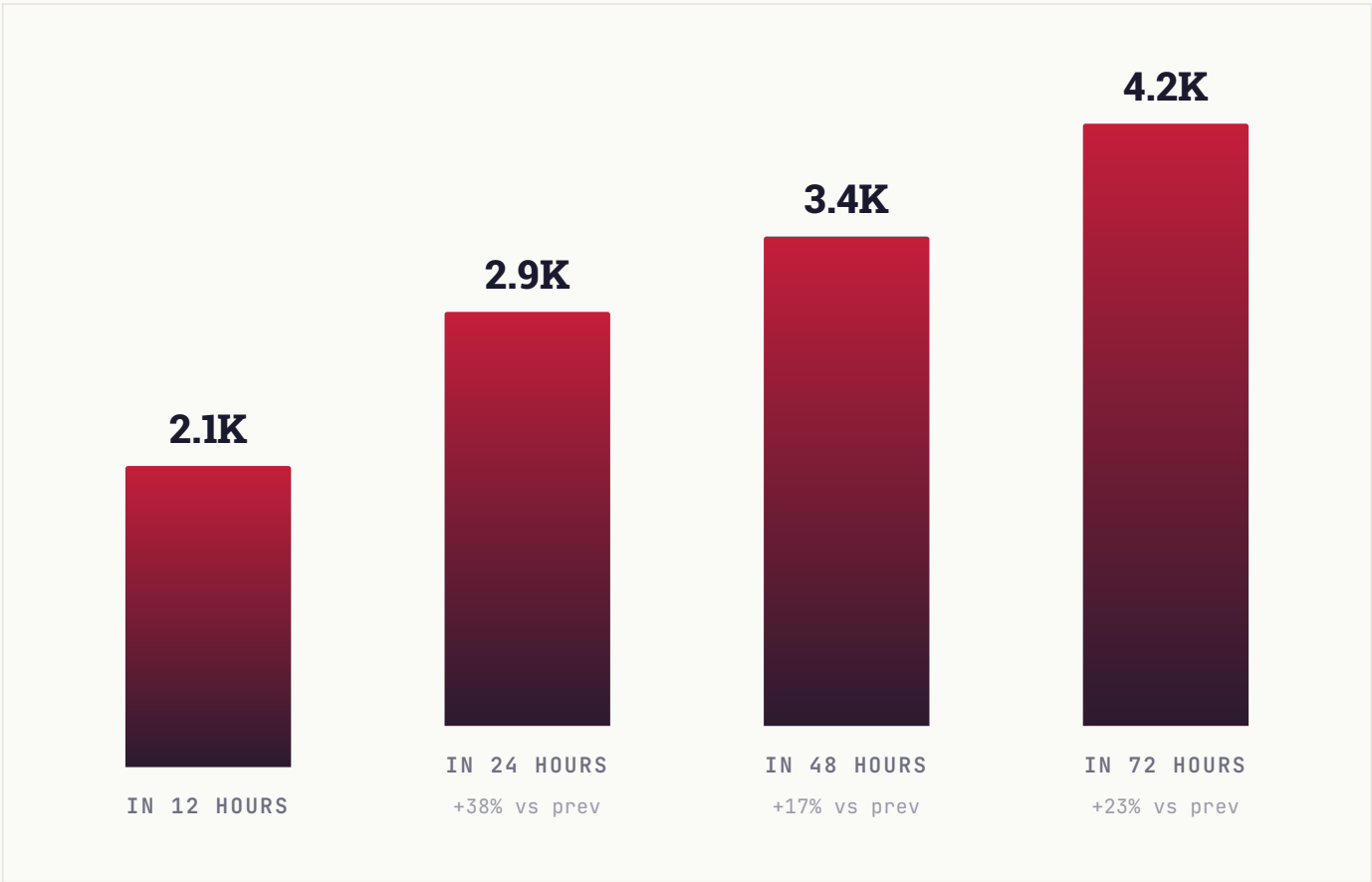
Citation index **1 282** — channel popularity rating based on mentions. Considers not only quantity but also weight of mentioners: a post from a channel with 100K subs weighs more than from 1K subs. All time channel was mentioned **3 113** different channels.



SECTION 05 · AD POTENTIAL

How long a post drives 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 closest channels by topic and audience. Your channel is highlighted — see its rank among niche peers.

CHANNEL	SUBSCRIBERS
MO Moscow Business	966.6K
KN Million-dollar books business blog	872.2K
SS Merger & acquisition	495.2K
AB Business Shark	494.1K
BI Business Ideas Startups	449.2K
RB Russian Business	377.2K
BD Business DNA Russia	297.3K
RR Russian retail & business	289.2K
2H 25th hour • Business & Finance	288.4K
BB Business Unfiltered	256.5K
KM Marketplace Kitchen YOU	58.7K

COMPARATIVE INSIGHT

Channel in bottom half of top-100 niche (#98 of 100). Niche median — 102.7K subs. First growth KPI — reach median. Leader: Moscow Business (966.6K).

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we record posts in other channels that mention yours. Over the last **6 months** such mentions were **0**, they brought **32** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
December 2025	0	0	0	
November 2025	0	0	24	
October 2025	0	0	0	
September 2025	0	0	0	
August 2025	0	0	0	
July 2025	0	0	8	
TOTAL MENTIONS		MONTHS OF DATA		ATTRACTED SUBSCRIBERS
0		6		32

— SECTION 08 • NICHE COMPARISON

Where the channel stands in its league

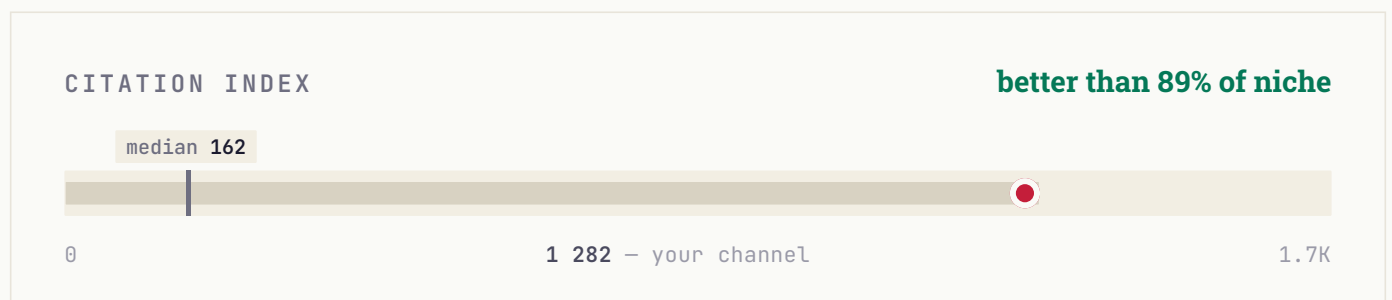
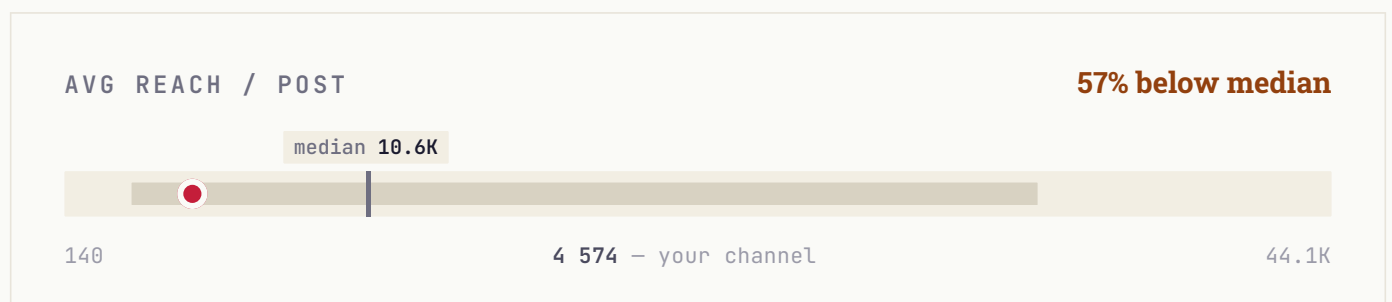
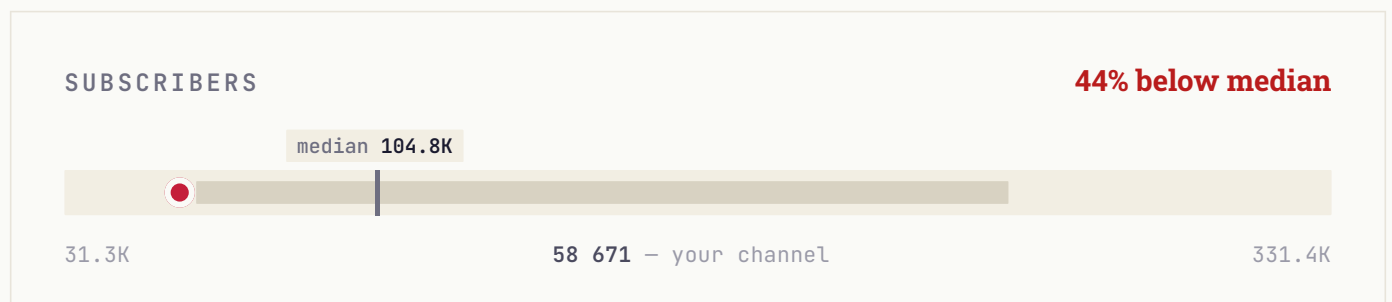
Top-100 channels in category "Business & Startups» (Russia) and saw how your channel compares. Gray band — range for 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

#98

/100

POSITION IN NICHE

Channel in the bottom half of the ranking



— 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

Top post of the week — on Sunday

Audience is most active on this day at 15:00 MSK.

EFFECT

Best time for an important post
- 02

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
- 03

Test polls & interactive formats

Posts with polls/reactions usually give +5-15% ER. One poll per week on a hot topic — easy growth point.

EFFECT

+5-15% ER
- 04

Cross-promo with adjacent channels

Exchange posts with channels in the same segment once a quarter. No need to do it daily — 2-3 collabs give relevant growth.

EFFECT

Growth from relevant audience
- 05

Update channel description for Telegram search

Telegram search scans descriptions. Add 3-5 niche keywords — organic traffic source.

EFFECT

Organic traffic source

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in minutes from public data. Want more? Run ads with us and hit your growth plan in a month.

01

Launch Telegram ads

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

02

Contact manager

t.me/PromptPress_manager