

PROMTPRESS PUBLIC REPORT

Channel audit

Wow Deals



@wowsale

№ 5401277641 Our second channel «Халява»: @wow_free Ads
@seamediaa ! Price: @SeamediaPrice_bot YMReferral

SUBSCRIBERS

68 652

-731 per month

ERR (% SEE POSTS)

2.0%

per day 0.8%

REACH/POST

766

ad reach 581/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. Subtitle below the number shows the period it covers.

 SUBSCRIBERS 68 652 —	 SUBSCRIBER REACH 1.12% avg % of subs who see a post	 VIEWS/POST 766 median 776 · 29 days	 POSTS/DAY 10.1 ~70 per week
 7D TREND +2.5% vs previous week	 REACTIONS/POST — MTPROTO only	 POST LENGTH 605 chars median 603 · 29 days	 POSTS ANALYZED 301 29 days
 AD REACH 581 24h avg	 CHURN / MONTH -731 last month	 MENTIONS 685 citation index · 838 channels mentioned it ever	 CHANNEL AGE 8 years 10 months created 13.09.2017

AI EDITOR SUMMARY

Channel «Wow Deals» — 68 652 subs. Each post averages 766 people (1% of subs), reach is low — need to grow audience. Publishes 70 posts per week (~10/day) — very active. For week Jun 29 – Jul 5, reach stable (+2.5% vs week Jun 22–28).

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and underperformers — to see what to repeat and what to drop.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **301** posts in 29 days.
- 02 Dominant format — **Photo** (300/301 posts).
- 03 Avg post length — **605** chars (median 603).
- 04 Peak audience activity — **Sunday**, 22:00 MSK.
- 05 Top posts get **2x** more views than the weakest (1K avg for top vs 604 for worst) — among 301 posts in 29 days. Worth analyzing what top posts have in common: topic, format, time.

TOP 5 POSTS

Nº1 24.06 · 09:05 PHOTO  BURGER KING: 6 Whoppers for 66₽ on June 26 1. Go to promo page. 2. Open BK app and pick coupon from...	VIEWS 1 021 REPOSTS 37	REACTIONS — ER 1.5%
Nº2 12.07 · 19:34 PHOTO  Rostelecom: Home Internet 500 Mbps FREE for 30 days — Test Drive promo 1. Go to promo page and click...	VIEWS 1 018 REPOSTS 5	REACTIONS — ER 1.5%
Nº3 05.07 · 19:30 PHOTO Befree — discounts on clothing & accessories 10% off selected items — VW9ATBGB — extra 10% off no minimum...	VIEWS 1 010 REPOSTS 4	REACTIONS — ER 1.5%

Nº4 02.07 • 19:32 PHOTO  Synergetic: extra 7% off brand items on Ozon 1. Go to promo page. 2. Enter X9802DCF3899 at checkout...	VIEWS 1 007 REACTIONS — REPOSTS 8 ER 1.5%
Nº5 06.07 • 19:31 PHOTO  Grass: extra 20% off items on Ozon 1. Go to brand page. 2. Enter promo code F963773FF5DF at checkout...	VIEWS 989 REACTIONS — REPOSTS 4 ER 1.4%

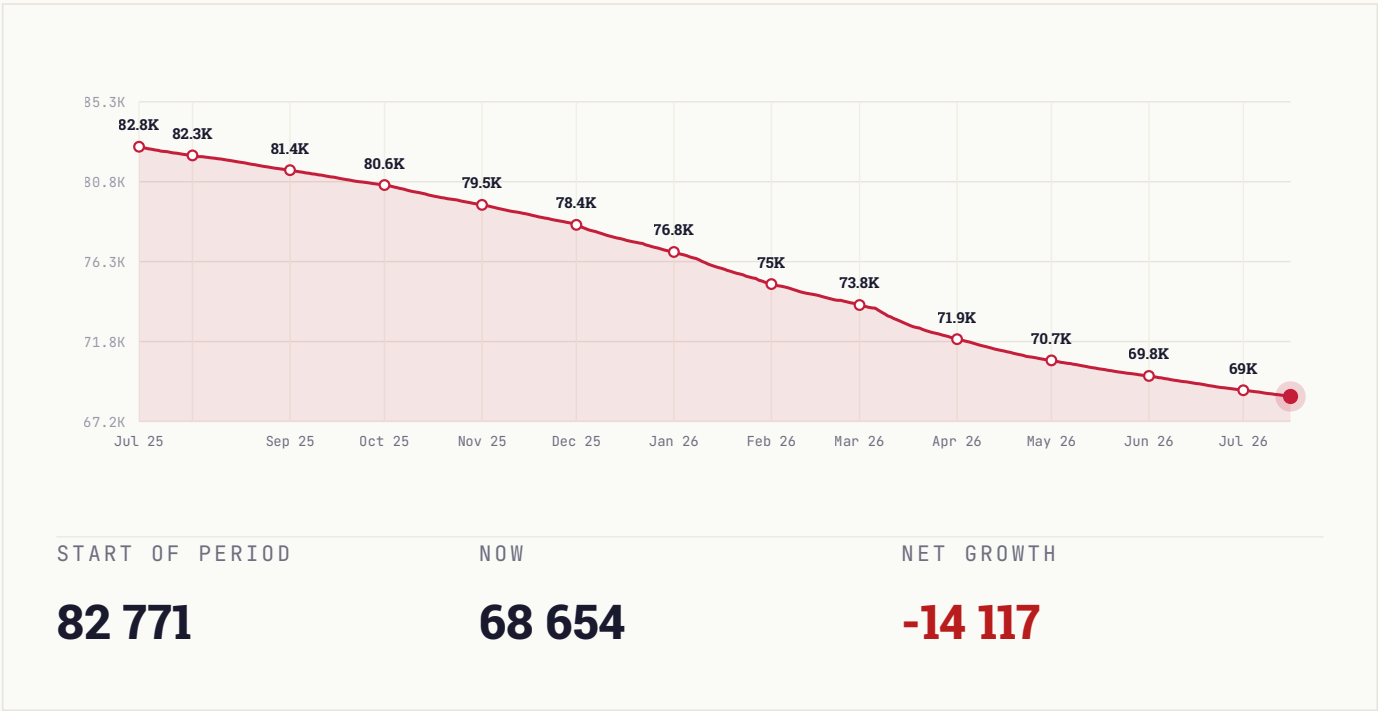
WORST 3

↓ 20.06 • 13:05 PHOTO  Youth SberCard: free service + 500₽ certificate Grab a bonus for ages 14–24...	VIEWS 618 REACTIONS — REPOSTS — ER 0.9%
↓ 11.07 • 12:15 PHOTO  Ak Bars Bank: up to 30% cashback on everything & 115 days 0% on credit card 1. Go to promo page and apply online...	VIEWS 608 REACTIONS — REPOSTS 1 ER 0.9%
↓ 20.06 • 12:15 PHOTO  VTB: Credit Card — 200 days 0% & up to 15% cashback in rubles 1. Go to promo page and fill out the form in 5 min. 2...	VIEWS 588 REACTIONS — REPOSTS 2 ER 0.9%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

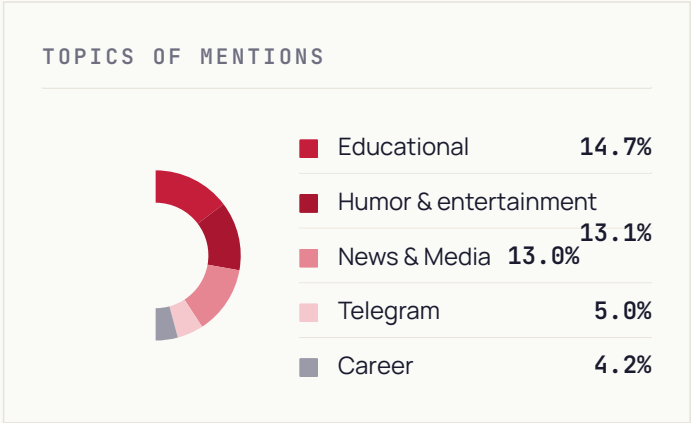
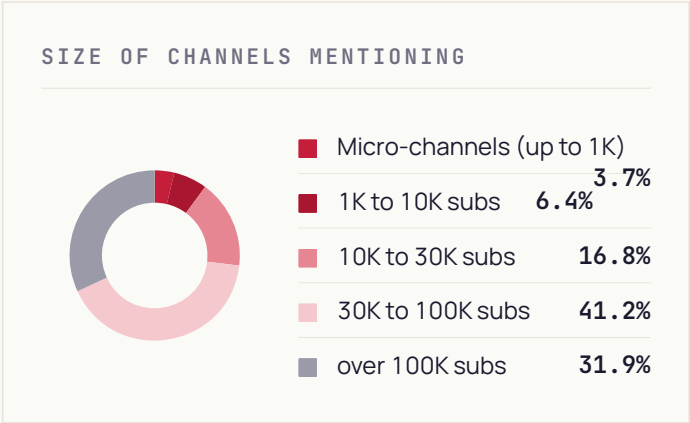
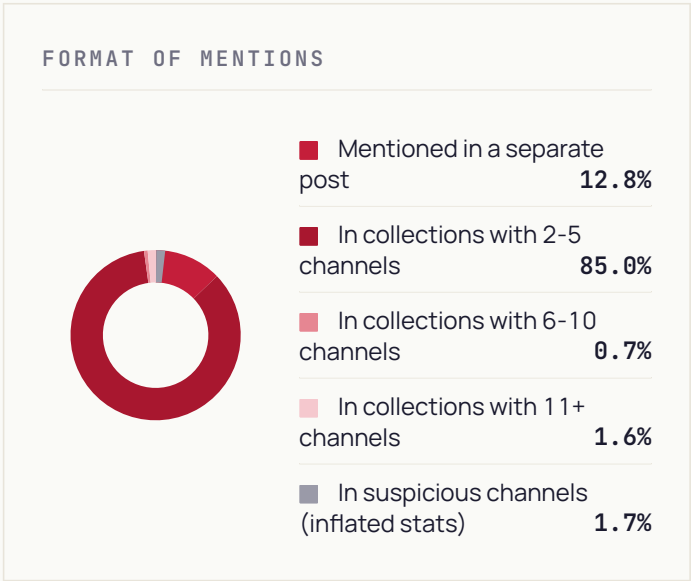
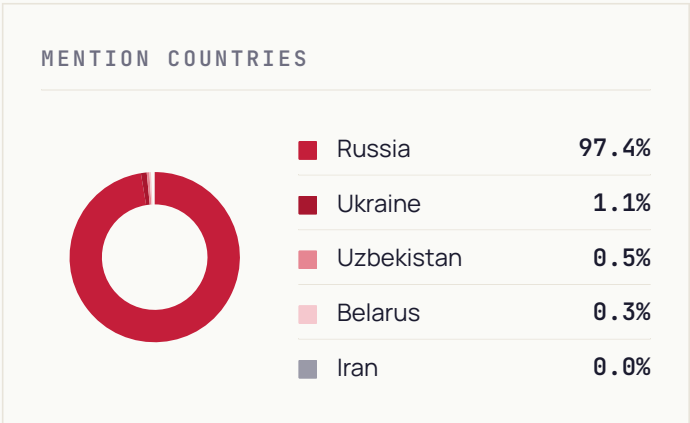
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth vs. churn.



SECTION 04 · MENTIONS

Who mentions the channel and how

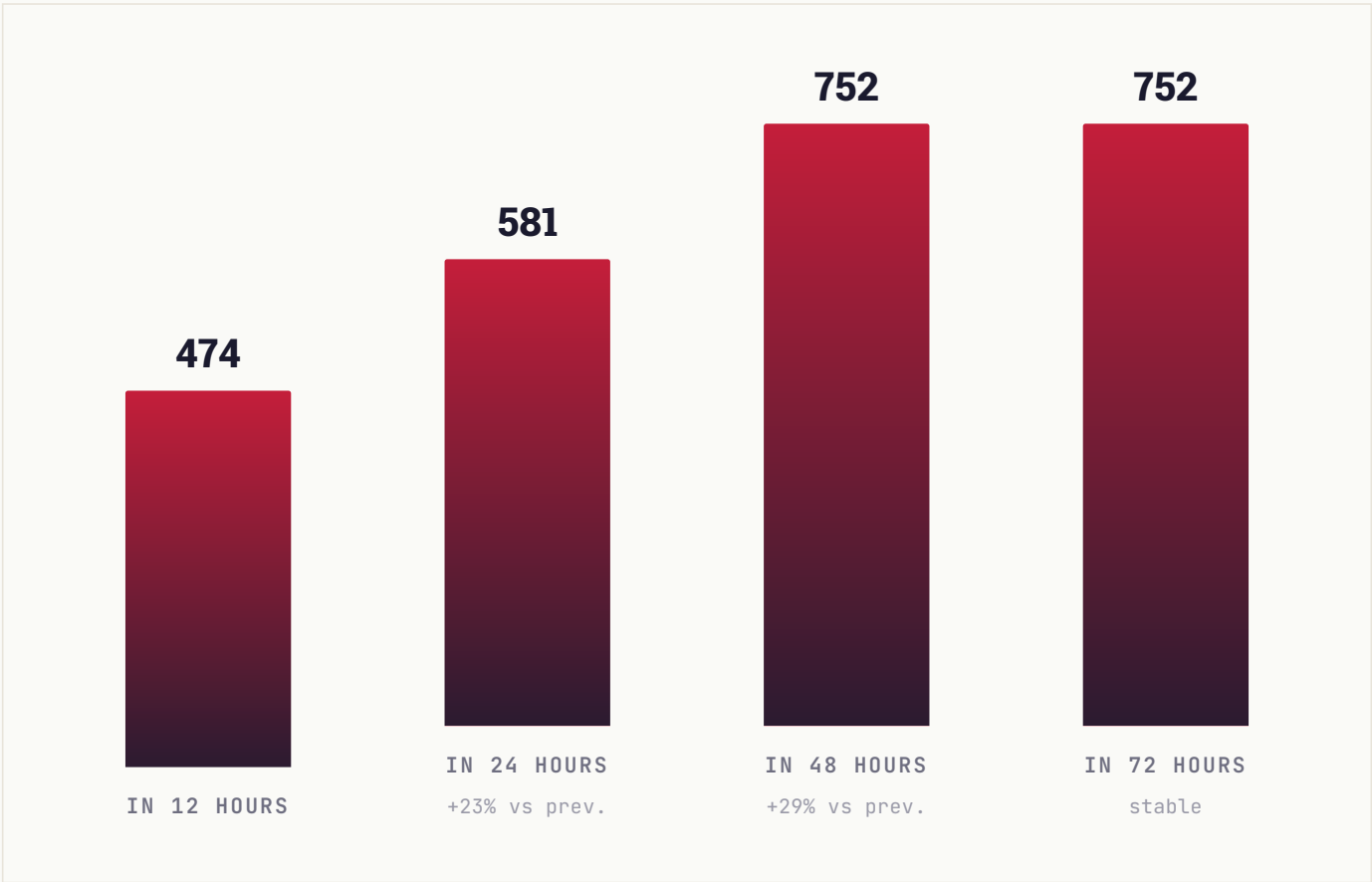
Citation index **685** — channel popularity rating based on mentions. Considers not only quantity but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **838** different channels.



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 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
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
Sun Wow Deals YOU	68.7K

COMPARATIVE CONCLUSION

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 on traffic and content.

SECTION 07 · NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category "Sales» (Russia) and compared your channel.
Gray band – range of 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 this report in a month.

01

Main post of the week — on Sunday

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

EFFECT

**Best window
for an
important post**

02

Increase share of video posts

Video in Telegram retains audience longer and is better perceived by the algorithm. We recommend increasing share to 15-25%.

EFFECT

**Video retains
audience
better**

03

ER below niche benchmark — rethink formats

Current ER 1.12% vs norm 5.5%. Try polls and interactive formats.

EFFECT

+4.4pp ER

04

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**

05

Test polls and interactive formats

Posts with polls/reactions usually boost ER by +5-15%.
One poll per week on a hot topic — easy win.

EFFECT

+5-15% ER

★ WHAT'S NEXT

Want this done by **PromptPress?**

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

01

**Launch ads in
Telegram**

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

02

Contact manager

t.me/PromptPress_manager
