

PROMTPRESS PUBLIC REPORT

# Channel audit

## Hu\*y Donetsk



@xydonetsk

Suggest news – @Kadaysuka\_bot Advertise – @Reklamushka\_bot  
 MAX - [https://max.ru/join/](https://max.ru/join/a3nS5m8MZr5PP1lqT33LoYvnEfA0ielYFfn1q_32mv8RKN)  
 a3nS5m8MZr5PP1lqT33LoYvnEfA0ielYFfn1q\_32mv8 RKN  
 registration app #: 5678885794

SUBSCRIBERS

**89 189**

+507 per month

ERR (% SEE POSTS)

**15.0%**

daily 13.7%

REACH/POST

**14K**

ad reach 12.2K/24h

---

**— CONTENTS · 2026**

# What's inside the report

---

**01 Channel snapshot**

12 key metrics · AI summary

**02 Content analysis**

Top 5 posts · worst 3 · takeaways

**03 Subscriber dynamics**

Year chart · growth

**04 Citation rate**

Who mentions the channel and how

**05 Ad potential**

How long a post generates reach

**06 Competitors**

Niche neighbors · your spot

**07 Mention dynamics**

6 months · monthly

**08 Niche comparison**

Rank in «Sales» category

**09 Strategy**

5 priority actions

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> SUBSCRIBERS</div> <div>89 189</div> <div>—</div>          | <div> SUBS REACH</div> <div>15.66%</div> <div>avg % subs see post</div>                                      | <div> VIEWS/POST</div> <div>14K</div> <div>median 13.9K · 20 days</div>                                | <div> POSTS/DAY</div> <div>31.6</div> <div>~222 per week</div>                     |
| <div> 7D TREND</div> <div>—</div> <div>no data for period</div> | <div> REACTIONS/POST</div> <div>62.5</div> <div>total 40,689 reactions, 42,780 reposts, 6,654 comments</div> | <div> POST LENGTH</div> <div>210 chars</div> <div>median 53 · 20 days</div>                            | <div> POSTS ANALYZED</div> <div>651</div> <div>20 days</div>                       |
| <div> AD REACH</div> <div>12.2K</div> <div>24h avg</div>      | <div> CHURN / MONTH</div> <div>+507</div> <div>last month</div>                                            | <div> CITATION RATE</div> <div>121</div> <div>citation index · 338 channels mentioned all time</div> | <div> CHANNEL AGE</div> <div>6 years 1 month</div> <div>created 27.05.2020</div> |

AI EDITOR SUMMARY

Channel «Hu\*y Donetsk» — 89 189 subs. Each post averages 14K people (16% of subs), average reach — room to grow. Publishes 222 posts per week (~32/day) — very active posting.

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 SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **651** posts over 20 days.
- 02 Dominant format — **Photo** (420/651 posts).
- 03 Avg post length — **210** chars (median 53).
- 04 Peak audience activity — **Wednesday**, 01:00 MSK.
- 05 Top posts get **3x** more views than the weakest (21.4K avg for top vs 6.6K for worst) — among 651 posts over 20 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

|                                                                                                                                                                                                     |         |           |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|-----------|
| <div><div>Nº1</div><div>17.06 · 20:30</div><div>VIDEO</div><div>Coming soon in Donetsk uyovy Donetsk</div></div> | VIEWS   | REACTIONS |
|                                                                                                                                                                                                     | 21 701  | 126       |
|                                                                                                                                                                                                     | REPOSTS | ER        |
|                                                                                                                                                                                                     | 142     | 24.3%     |
| <div><div>Nº2</div><div>29.06 · 19:14</div><div>VIDEO</div><div>MOGs work uyovy Donetsk</div></div>              | VIEWS   | REACTIONS |
|                                                                                                                                                                                                     | 21 516  | 155       |
|                                                                                                                                                                                                     | REPOSTS | ER        |
|                                                                                                                                                                                                     | 143     | 24.1%     |
| <div><div>Nº3</div><div>21.06 · 16:49</div><div>VIDEO</div><div>Today on Mayak uyovy Donetsk</div></div>         | VIEWS   | REACTIONS |
|                                                                                                                                                                                                     | 21 094  | 75        |
|                                                                                                                                                                                                     | REPOSTS | ER        |
|                                                                                                                                                                                                     | 201     | 23.7%     |

Nº4

01.07 · 20:29

VIDEO

Kyiv now

🔨uyovy Donetsk

VIEWS

20 165

REACTIONS

172

REPOSTS

78

ER

22.6%

Nº5

23.06 · 16:43

PHOTO

OSCE back in Donetsk

🔨lousy Donetsk

VIEWS

20 068

REACTIONS

333

REPOSTS

137

ER

22.5%

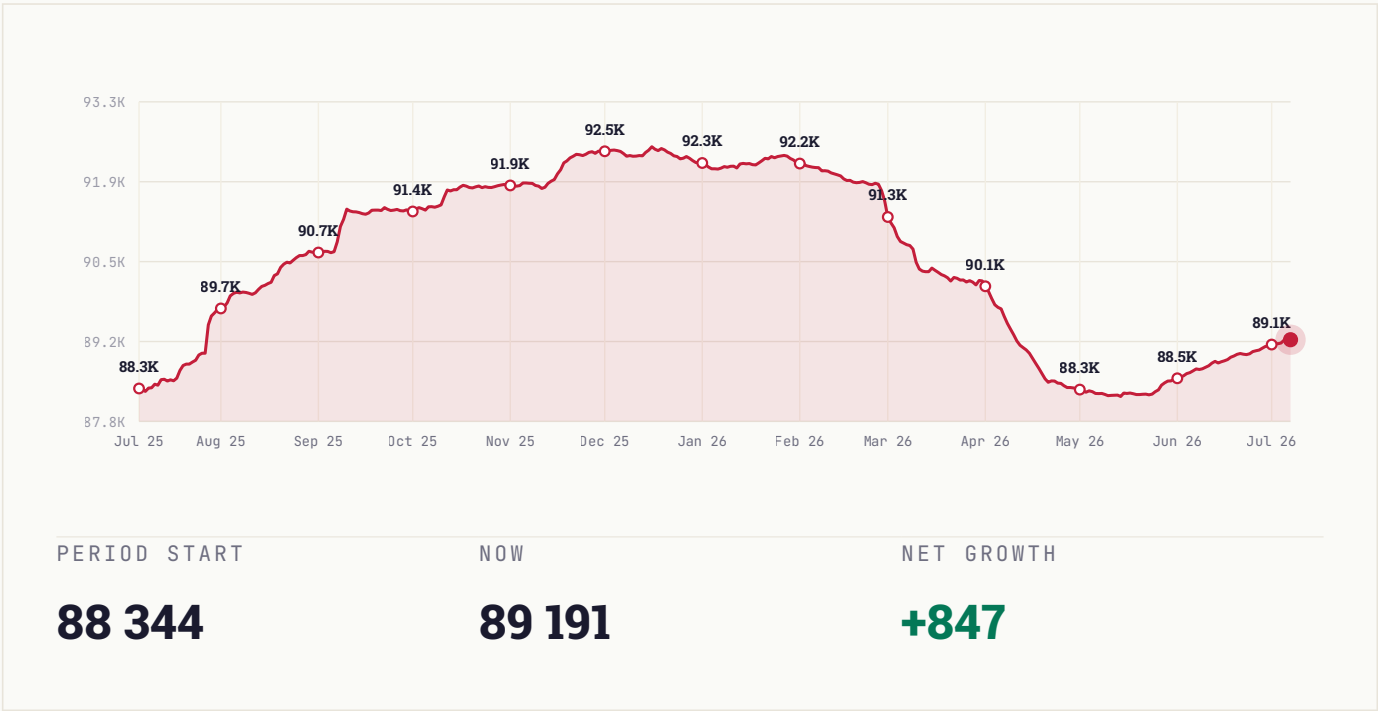
WORST 3

|                                                                                                                                                                                                                                 |                                                                                                                                    |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------|
| <div>↓</div> <div>19.06 · 06:05</div> <div>PHOTO</div> <div><div>🔥🔥🔥🔥🔥🔥🔥🔥</div><div>📌 Upgrade your iPhone at a great price</div><div>📌 Trade in your old one and get a discount on a new one already...</div></div>             | <div>VIEWS</div> <div>7 098</div> <div>REACTIONS</div> <div>8</div> <div>REPOSTS</div> <div>—</div> <div>ER</div> <div>8.0%</div>  |
| <div>↓</div> <div>03.07 · 06:20</div> <div>PHOTO</div> <div><div>🔥🔥🔥🔥🔥🔥🔥🔥</div><div>📌 Upgrade your iPhone at a great price</div><div>📌 Trade in your old one and get a discount on a new one already...</div></div>             | <div>VIEWS</div> <div>6 744</div> <div>REACTIONS</div> <div>10</div> <div>REPOSTS</div> <div>1</div> <div>ER</div> <div>7.6%</div> |
| <div>↓</div> <div>21.06 · 18:00</div> <div>PHOTO</div> <div><div>🏠 Furniture Factory "Belman" 🚚 Free delivery. ✓ Sale and cutting of laminated chipboard - more than 30 colors in stock, 100+ colors to order; ✓...</div></div> | <div>VIEWS</div> <div>5 987</div> <div>REACTIONS</div> <div>8</div> <div>REPOSTS</div> <div>8</div> <div>ER</div> <div>6.7%</div>  |

SECTION 03 · SUBSCRIBER DYNAMICS

# How the channel grew over the year

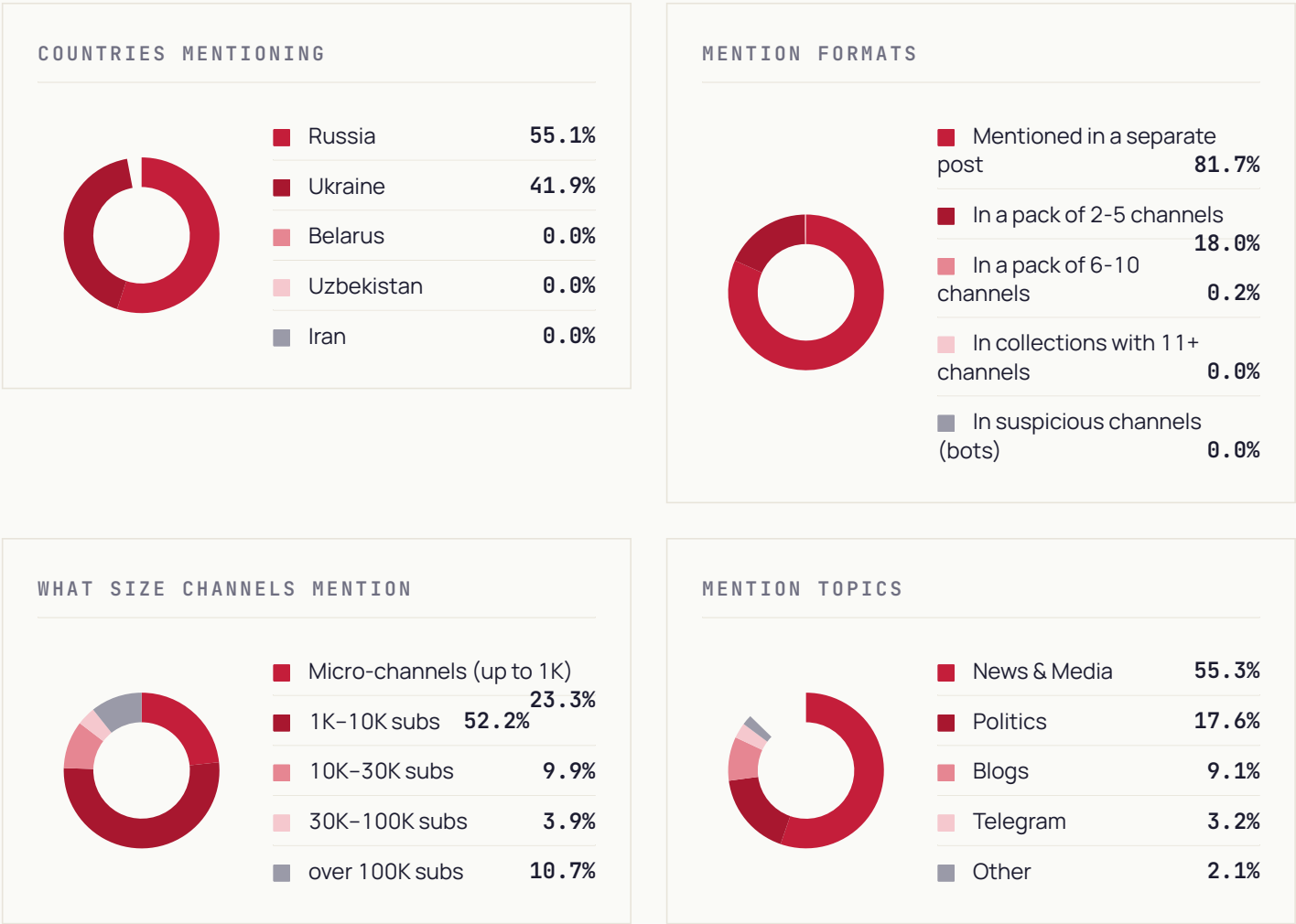
Subscriber growth chart for the year. Key months show exact subscriber count.  
Shows which months the channel gained or lost subs.



SECTION 04 · MENTIONS

# Who mentions the channel and how

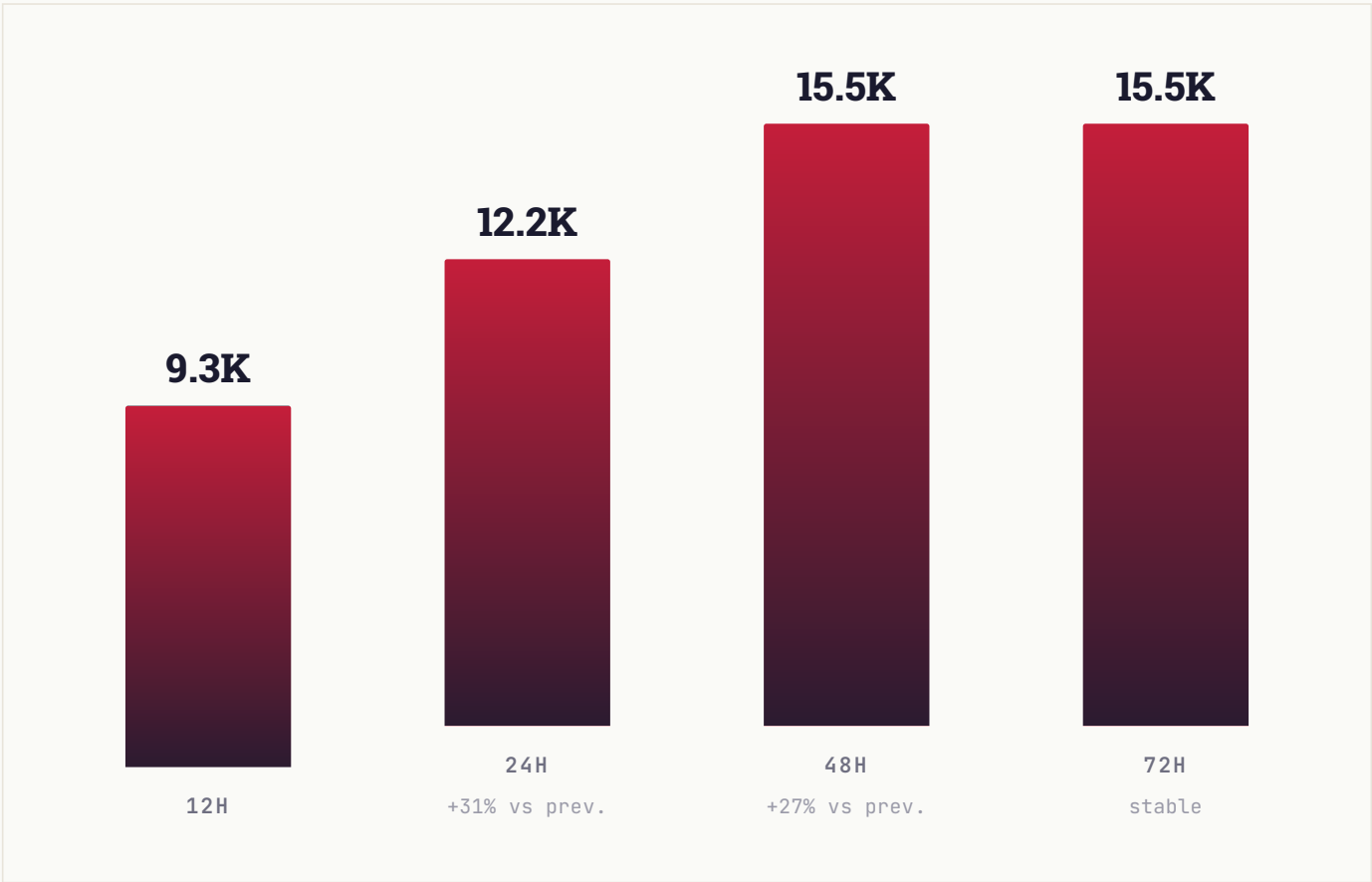
Citation index **121** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **338** different channels.



SECTION 05 · AD POTENTIAL

# How long a post generates reach

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



SECTION 06 · COMPETITORS

# Who you compete with

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

| CHANNEL                                                         | SUBSCRIBERS |
|-----------------------------------------------------------------|-------------|
| <div>OZ</div> OZON                                              | 1.1M        |
| <div>SN</div> Market discounts                                  | 1M          |
| <div>YaM</div> Yandex Market                                    | 1M          |
| <div>X-</div> Freeloaders - Lightning                           | 997.5K      |
| <div>WS</div> WB Sniper   Wildberries Finds   Discounts   Deals | 922.2K      |
| <div>PB</div> By Blat                                           | 876.1K      |
| <div>Z </div> Hare   Promos   Discounts                         | 874.4K      |
| <div>W </div> Wildberries   finds                               | 793.3K      |
| <div>VI</div> ITEMS FROM VIDEO                                  | 703.1K      |
| <div>AL</div> Alpha-Vygodno                                     | 558.5K      |
| <div>HD</div> Hu*y Donetsk <div>YOU</div>                       | 89.2K       |

COMPARATIVE CONCLUSION

Channel not yet outside top-94 niche — early growth stage. Niche leader — OZON (1.1M), top-94 median: 204.2K. First goal — enter top-94 through systematic traffic and content work.

SECTION 07 · MENTION TRENDS

# 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 **227**, they brought **4 015** new subs.

| PERIOD        | MENTIONS | CHANNELS | BROUGHT SUBS |
|---------------|----------|----------|--------------|
| Jan 2026      | 33       | 16       | 343          |
| December 2025 | 36       | 18       | 279          |
| Nov 2025      | 26       | 16       | 750          |
| Oct 2025      | 42       | 15       | 629          |
| Sep 2025      | 45       | 23       | 939          |
| August 2025   | 45       | 18       | 1 075        |

|                |                |               |
|----------------|----------------|---------------|
| TOTAL MENTIONS | MONTHS OF DATA | ACQUIRED SUBS |
| 227            | 6              | 4 015         |

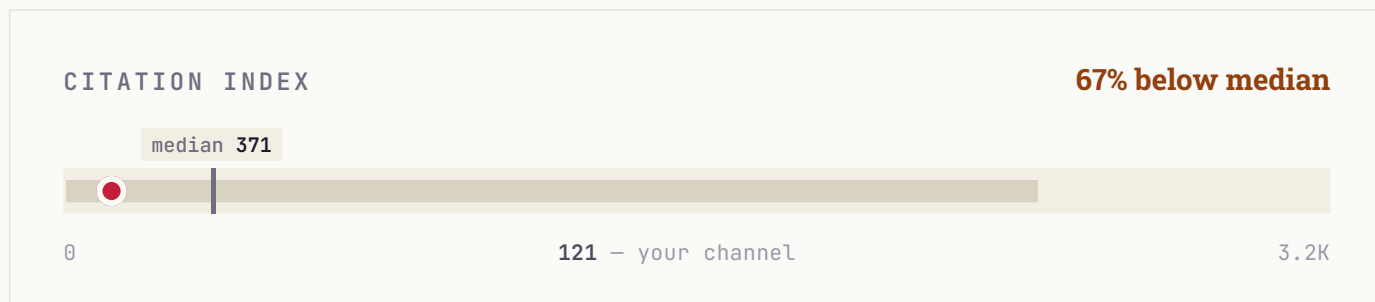
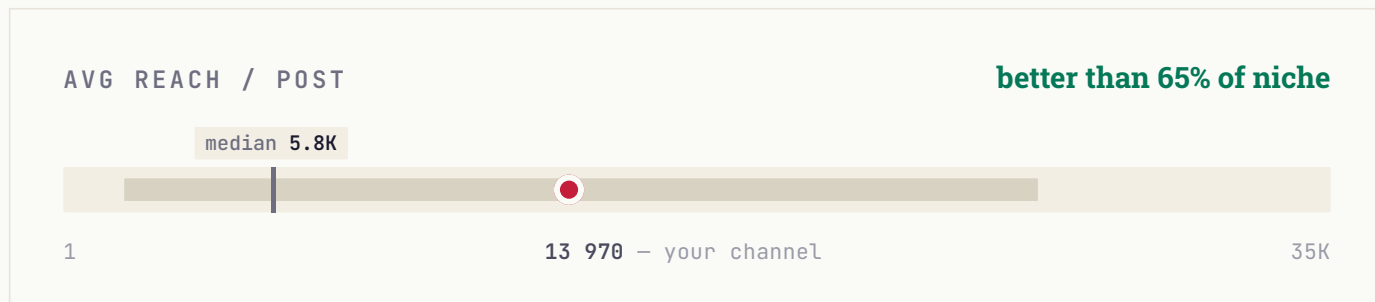
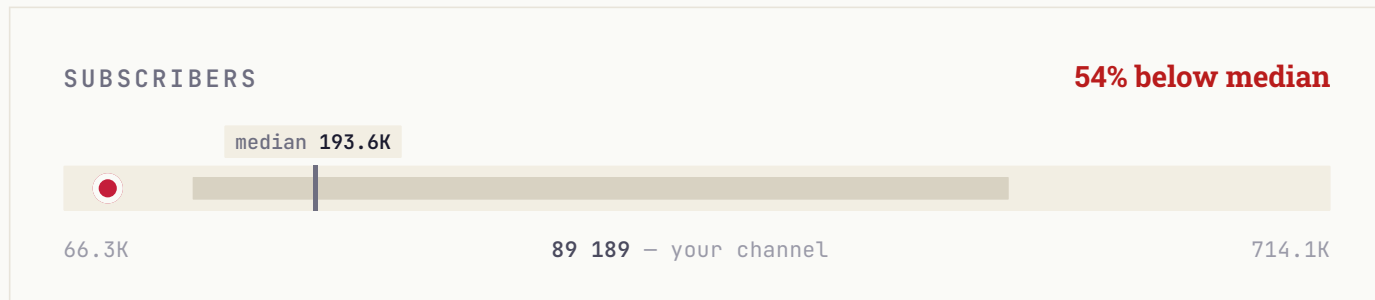
## — SECTION 08 • NICHE COMPARISON

## Where channel ranks in its league

Took top-**100** channels in category «**Sales**» (Russia) and compared your channel.

Gray band – range for 80% of niche channels (p10 to p90). Black vertical – median.

Red dot – your channel.



## — 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 Wednesday

Audience is most active on this day at 01:00 MSK.

EFFECT

**Best window  
for an  
important post**

02

## System traffic buy

Three formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromptPress picks sources for your niche.

EFFECT

**+1000-3000  
subs**

03

## Test polls & interactive formats

Posts with polls/reactions usually boost ER by 5-15%.  
One weekly poll on a hot topic is an easy growth lever.

EFFECT

**+5-15% ER**

04

## Cross-promo with neighboring channels

Swap posts quarterly with channels in the same niche.  
No need 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 — it's a source of organic traffic.

EFFECT

**Organic traffic  
source**

★ WHAT'S NEXT

# Want this done by **PromptPress?**

This audit is what we can do in a few minutes from public data. If you 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](https://t.me/PromptPress_manager)

---