

PUBLIC REPORT BY PROMTPRESS

Channel Audit

585 Золотой



@zolotoy585club

✓ Largest jewelry chain in Russia ✓ In-house production Write us:
@zolotoy585private <https://www.585zolotoy.ru> We're on VK: <https://vk.com/my585zolotoy> We're on MAX:...

SUBSCRIBERS

205 531

-4367 per month

ERR (% SEE POSTS)

3.0%

daily 1.6%

REACH/POST

5.7K

ad reach 3.3K/24h

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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 205 531 —	 SUBSCRIBER REACH 2.76% avg % subs see post	 VIEWS/POST 5.7K median 5.7K · 29 days	 POSTS/WEEK 17.1 for period
 7D TREND -3.1% vs previous week	 REACTIONS/POST 129.3 total 9,442 reactions, 877 reposts, 6,303 comments	 POST LENGTH 246 chars median 225 · 29 days	 POSTS ANALYZED 73 29 days
 AD REACH 3.3K 24h avg	 CHURN / MONTH -4367 last month	 CITATION RATE 424 citation index · 738 channels mentioned all time	 CHANNEL AGE 8 years 3 months created 05.03.2018

AI EDITOR SUMMARY

Channel «585 Zolotoy» — 205 531 subs. Each post avg views 5.7K people (3% from subs), reach low — should expand audience. Publishes 17 posts/week (~2/day) — regular schedule. Week Jun 1–7 reach stable (-3.1% vs week of May 25–31).

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 TOP POSTS HAVE IN COMMON

- 01 Analysis based on **73** posts over 29 days.
- 02 Dominant format — **Photo** (39/73 posts).
- 03 Avg post length — **246** chars (median 225).
- 04 Audience peak activity — **Thursday**, 17:00 MSK.
- 05 Strongest posts get **3x** more views than the weakest (9.3K avg top vs 3.5K worst) — among 73 posts over 29 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 04.06 · 14:00 PHOTO 📌CONTEST📌 We're giving away 10,000 rubles for jewelry at 585 Zolotoy stores! Entering is easy: ✓ Make sure you're subscribed...	VIEWS 11 864 REP. 540	REACTIONS 1 969 ER 5.8%
Nº2 23.05 · 11:05 PHOTO Our athletes have already finished the race 📌 Thanks to everyone who came to support and cheer! ♥	VIEWS 7 984 REP. 11	REACTIONS 127 ER 3.9%
Nº3 04.06 · 11:05 PHOTO 📌 How not to ruin your prom look with jewelry? 585 Zolotoy stylist Ekaterina Fomina told Lenta.ru why large earrings with...	VIEWS 7 970 REP. 1	REACTIONS 153 ER 3.9%

Nº4 28.05 · 14:05 PHOTO When one small gesture says more than a thousand words. A diamond ring in white gold becomes that very symbol, in...	VIEWS 7 714 REP. —	REACTIONS 116 ER 3.8%
Nº5 18.05 · 17:44 VIDEO Perfect summer sets found 😊 Which one did you like best? Share in comments. ♥	VIEWS 7 710 REP. 3	REACTIONS 112 ER 3.8%

|

WORST 3

↓ 11.06 · 16:34 VIDEO (captionless post — video)	VIEWS 3 566 REP. 2	REACTIONS 68 ER 1.7%
↓ 11.06 · 15:20 VIDEO (captionless post — video)	VIEWS 3 528 REP. 2	REACTIONS 63 ER 1.7%
↓ 11.06 · 16:25 VIDEO (captionless post — video)	VIEWS 3 337 REP. 2	REACTIONS 72 ER 1.6%

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 grew and which it lost subs.



SECTION 04 • MENTIONS

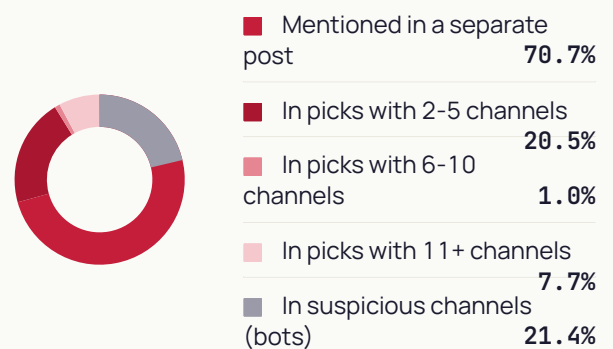
Who mentions the channel and how

Citation index **424** — channel popularity score based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from 1K. All-time mentions: **738** different channels.

COUNTRIES MENTIONING



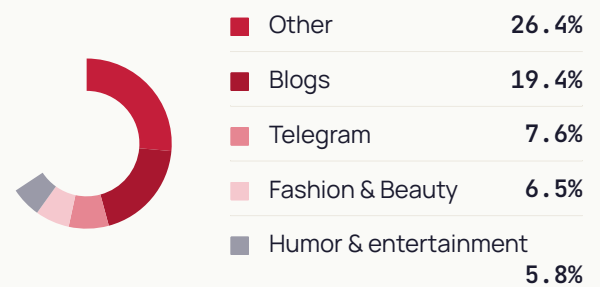
FORMAT MENTIONED IN



SIZE OF CHANNELS MENTIONING



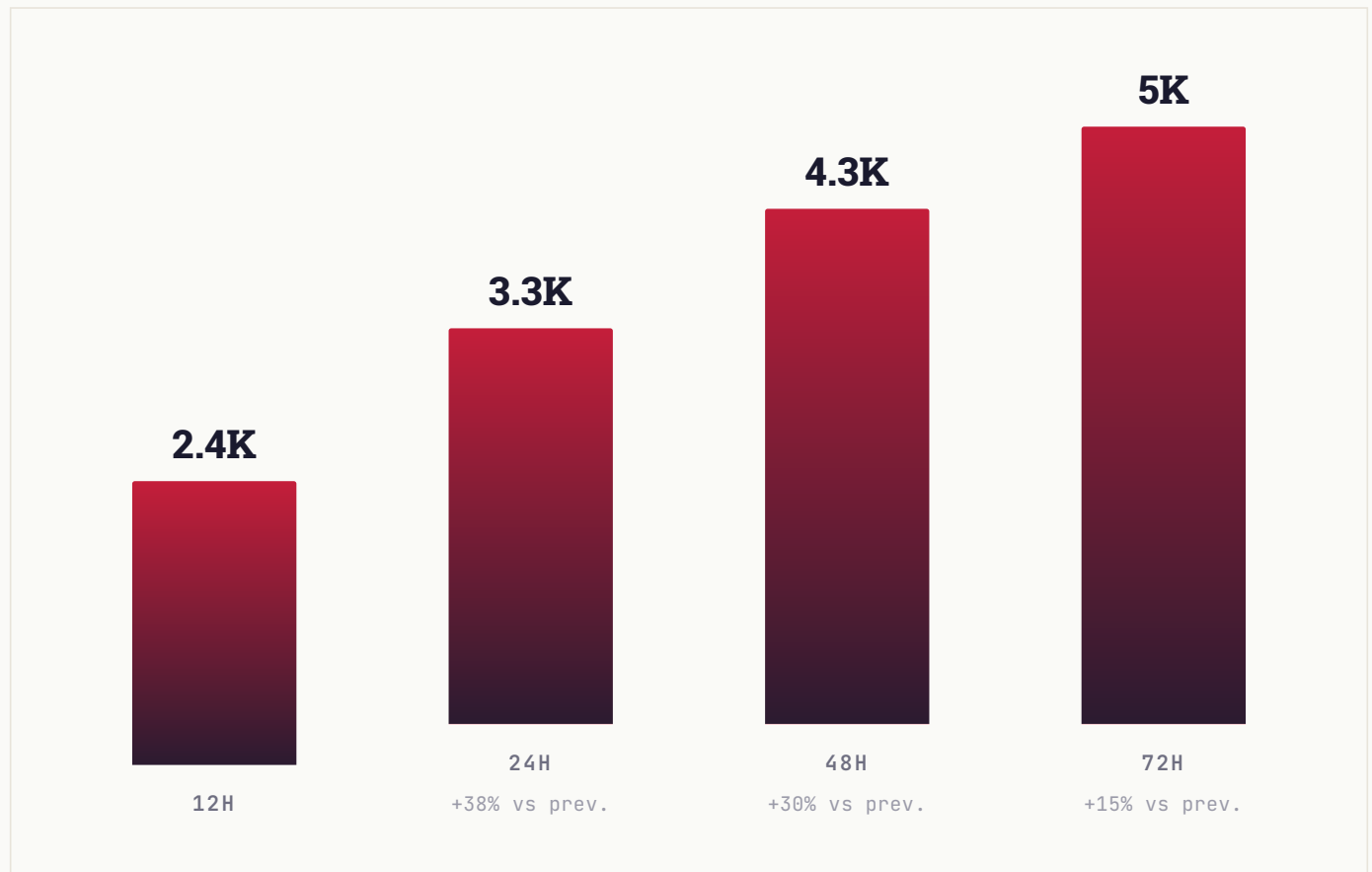
TOPICS MENTIONED IN



— 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 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
oz OZON	1.1M
ym Yandex Market	1M
x- Freeloaders - Lightning	1M
sn Market discounts	993.1K
ws WB Sniper Finds from Wildberries Discounts Promos	932.9K
pb By Blat	888K
z Hare Promos Discounts	877.5K
w Wildberries finds	799.3K
vi ITEMS FROM VIDEO	711.7K
ал Альфа-Уюгодно	563K
53 585 Золотой YOU	205.5K

COMPARATIVE INSIGHT

Channel in top half of niche (#47 of 94). Niche leader: OZON (1.1M), median subs 201.1K. Aim for top quartile — realistic 6-12 month horizon.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we track posts in other channels that mention your channel. Over the last **6 months** such mentions: **354**, they brought **188 117** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	126	102	31 682
Nov 2025	39	30	10 289
Oct 2025	38	32	95 373
Sep 2025	62	55	30 058
August 2025	68	35	14 782
July 2025	21	18	5 933
TOTAL MENTIONS	MONTHS OF DATA		ATTRACTED SUBSCRIBERS
354	6		188 117

SECTION 08 · NICHE COMPARISON

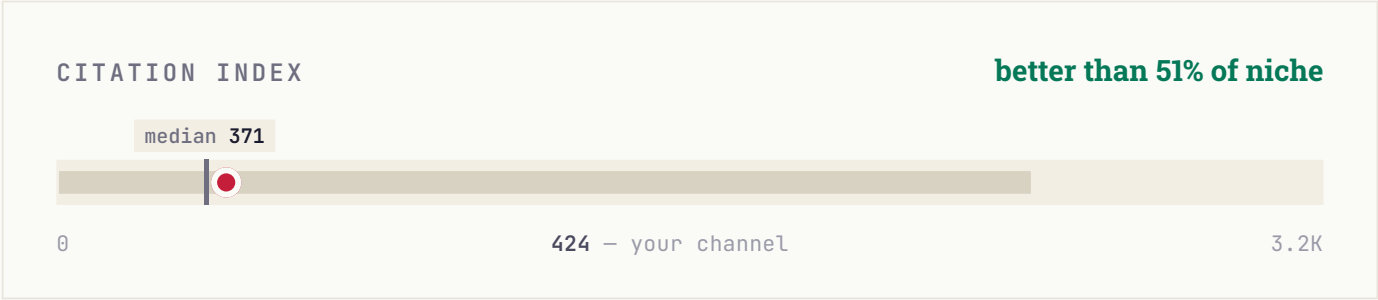
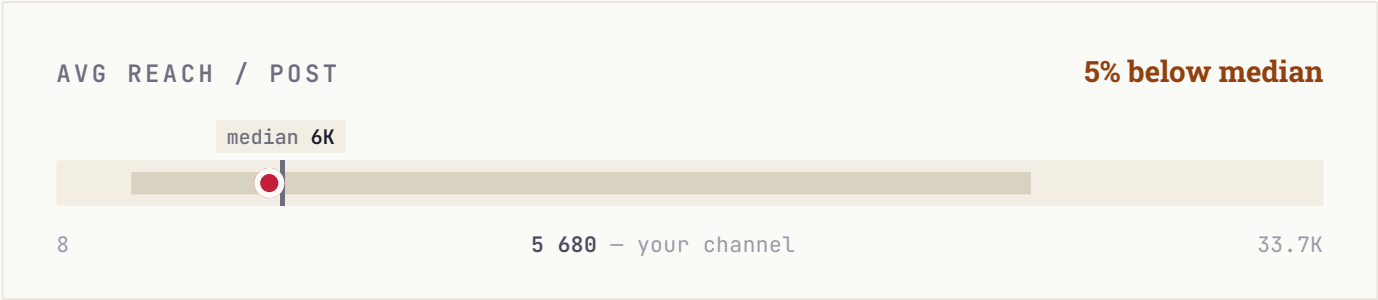
Where the channel ranks in its league

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.

#47/100

POSITION IN NICHE

Channel in top half of ranking



— SECTION 09 · STRATEGY

What to do right now

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

- 01

Best post day — Thursday
Audience most active on this day at 17:00 MSK.

EFFECT
Best window for an important post
- 02

ER below niche benchmark — rethink formats
Current ER 2.76% vs norm 5.5%. Try polls & interactive formats.

EFFECT
+2.7pp ER
- 03

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
- 04

Test polls & interactive formats
Posts with polls/reactions usually boost ER by +5-15%.
One weekly poll on a hot topic — easy win.

EFFECT
+5-15% ER
- 05

Cross-promo with adjacent channels
Exchange posts with channels in the same segment once a quarter. No need daily — 2-3 collabs give relevant growth.

EFFECT
Growth from relevant audience

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in minutes using public data. To go further — run ads through us and hit your growth plan in a month.

01	Launch Telegram Ads	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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