

PUBLIC REPORT PROMTPRESS

Channel audit

Ozon Универ ПВЗ



@apvzozonlearning

Channel of the Ozon Univer portal for Ozon partners and pickup point employees. For portal access: univer@ozon.ru Registered in the RKN list: <https://ozon.ru/t/a4omJqN>

SUBSCRIBERS

93 266

-735 per month

ERR (% SEE POSTS)

26.0%

per day **12.1%**

REACH/POST

23.2K

ad reach **11.3K**/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 was calculated for.

 SUBSCRIBERS 93 266 —	 SUBSCRIBER REACH 24.87% avg % subs see post	 VIEWS/POST 23.2K median 22.7K · 29 days	 POSTS/WEEK 8.4 for the period
 7D TREND -3.9% vs previous week	 REACTIONS/POST 501.4 total 17,549 reactions, 8,029 reposts, 4,309 comments	 POST LENGTH 853 chars median 1,000 · 29 days	 POSTS ANALYZED 35 29 days
 AD REACH 11.3K 24h avg	 CHURN / MONTH -735 last month	 QUOTABILITY 7 citation index · 25 channels mentioned it ever	 CHANNEL AGE 4 years 6 months created 28.12.2021

AI EDITOR SUMMARY

Channel «Ozon Univer PVZ» — 93 266 subs. Each post gets avg 23.2K people (25% of subs), this is average reach — room to grow. Posts 8 posts per week (~1/day) — consistent. For week Jun 22–28 reach stable (-3.9% vs week 15–21 Jun).

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 SHARE

- 01 Analysis based on 35 posts over 29 days.
- 02 Dominant format – Photo (32/35 posts).
- 03 Avg post length – 853 chars (median 1,000).
- 04 Audience peak activity – Thu, 15:00 MSK.
- 05 Strongest posts get 2x more views than the weakest (31.3K avg top vs 18.9K worst) – among 35 posts over 29 days. Worth analyzing what top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 18.06 · 12:55 PHOTO Updating the acceptance timer ⌚ We already wrote that after the courier leaves, you must start accepting the shipment within 15 minutes, if there is no...	VIEWS 34 265 REP. 971	REACTIONS 1 263 ER 36.7%
Nº2 20.06 · 08:45 PHOTO We've gathered useful cheat sheets for you 📄 We know you don't always have time to search for answers. So we prepared...	VIEWS 29 889 REP. 267	REACTIONS 276 ER 32.0%
Nº3 19.06 · 11:31 PHOTO Customer found a shortage – what to do? 📦 We collect all surveys from this week and figure out what to do if a customer finds a shortage at pickup...	VIEWS 29 759 REP. 313	REACTIONS 387 ER 31.9%

Nº4 30.06 • 12:56 PHOTO New sizes of safe-packs and other updates 🕒 We recently announced new safe-pack sizes for repackaging...	VIEWS 28 990 REACTIONS 1 692 REP. 1 647 ER 31.1%
Nº5 11.06 • 12:04 PHOTO Shortage or incomplete: how to tell and what to do ⬆️ Shortage and incomplete are two situations often confused. But from...	VIEWS 28 742 REACTIONS 248 REP. 174 ER 30.8%

WORST 3

↓ 02.07 • 11:24 PHOTO Important rules for preparing returns 🔍 When handling customer returns, you often have questions about assigning new barcodes and...	VIEWS 18 992 REACTIONS 399 REP. 287 ER 20.4%
↓ 01.07 • 09:04 PHOTO How the timer works for night delivery We see many questions, so we clarify. If the driver picks up the return flow 🚚 After that...	VIEWS 18 991 REACTIONS 522 REP. 153 ER 20.4%
↓ 03.07 • 14:21 PHOTO Answering questions about checking and repackaging goods We've compiled answers to the most popular questions about the updated process. What...	VIEWS 18 752 REACTIONS 881 REP. 571 ER 20.1%

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

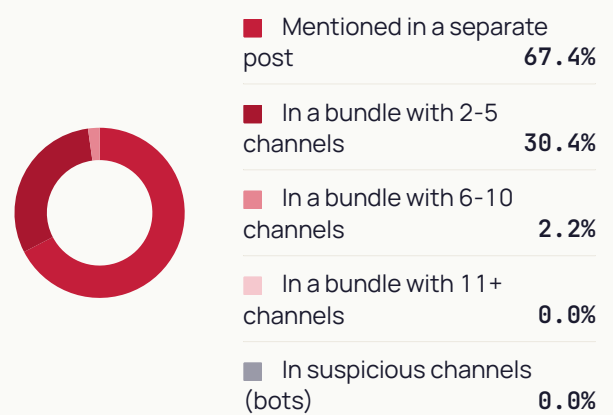
Who mentions the channel and how

Citation index **7** — channel popularity rating 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: **25** different channels.

COUNTRIES MENTIONED FROM



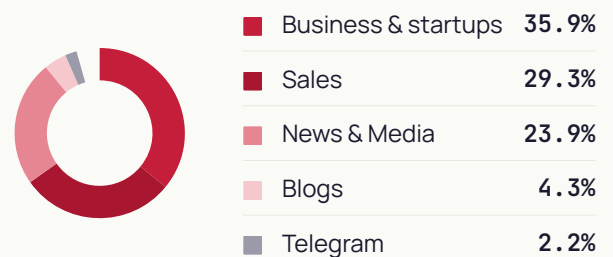
FORMAT MENTIONED IN



SIZE OF CHANNELS MENTIONING



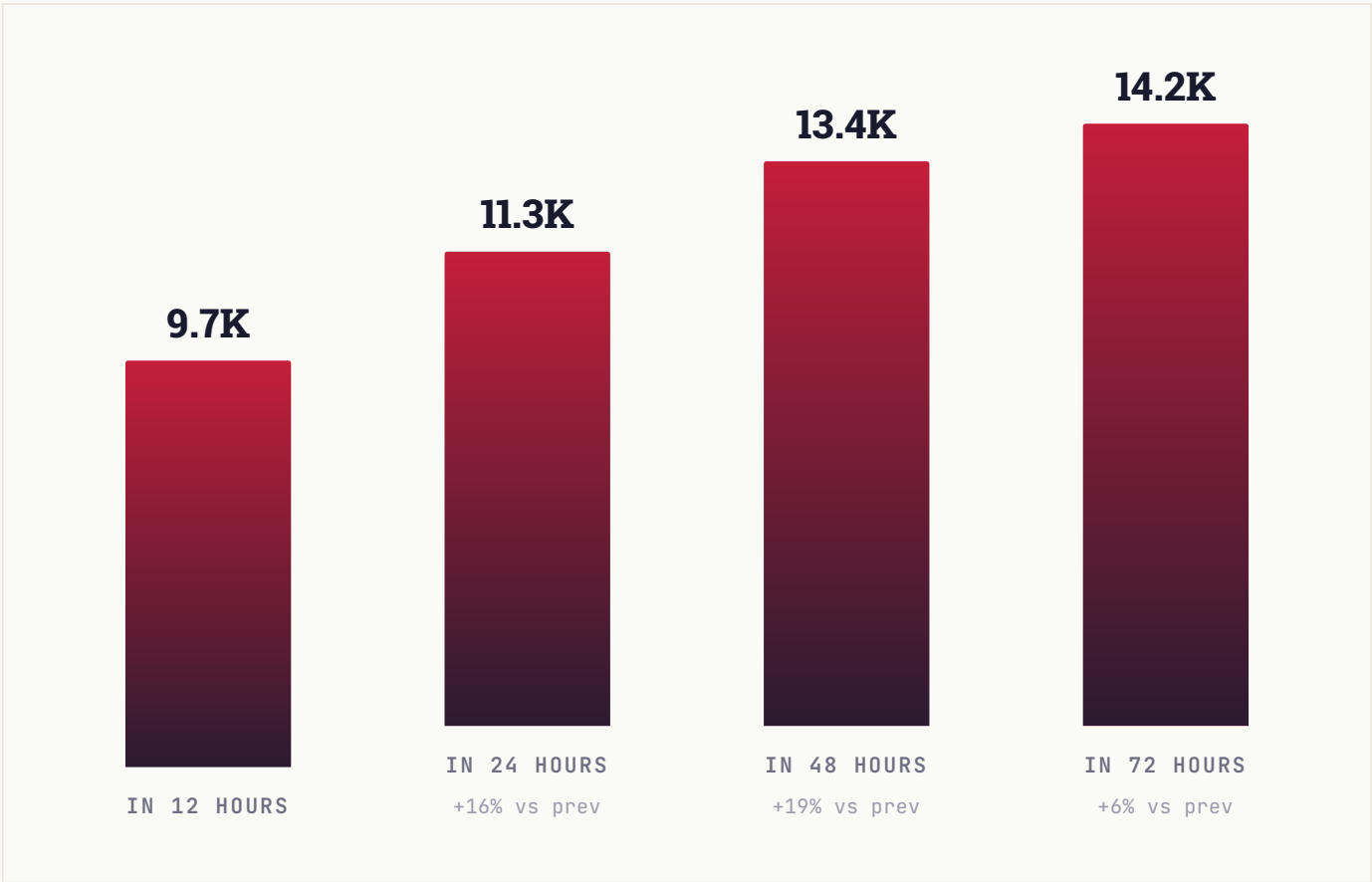
TOPICS MENTIONED IN



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
sn Market discounts	1M
ym Yandex Market	1M
x- Freeloaders - Lightning	997.5K
ws WB Sniper Finds from Wildberries Discounts Promos	922.2K
pb By Blat	876.1K
z Hare Promos Discounts	874.4K
w Wildberries finds	793.3K
vi ITEMS FROM VIDEO	703.1K
ал Альфа-Уюгодно	558.5K
оу Ozon Универ ПВЗ YOU	93.3K

COMPARATIVE INSIGHT

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

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we record posts in other channels that mention your channel. Over the last **6 months** such mentions were **1**, they brought **12 397** new subs.

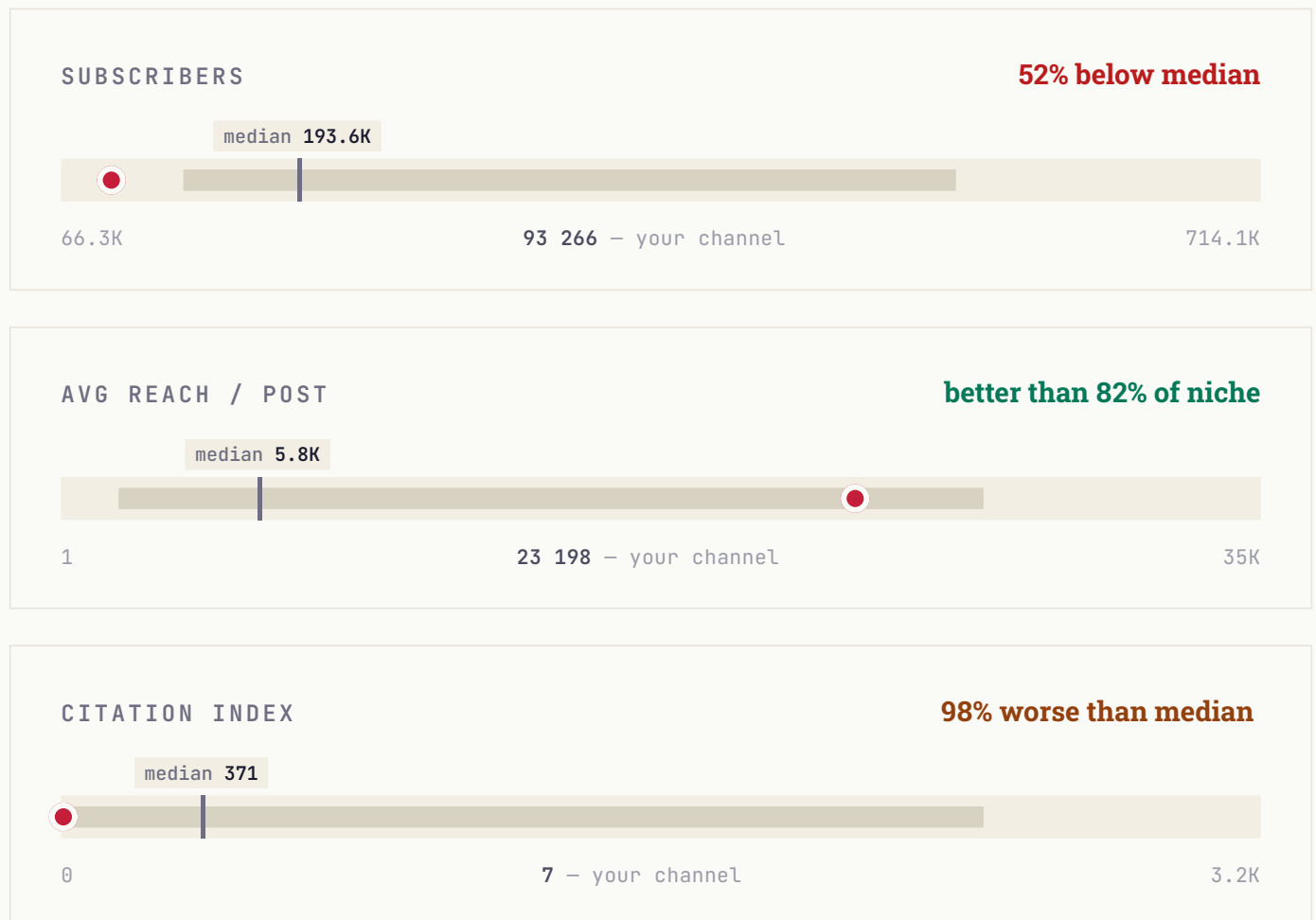
PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	0	0	2 086
December 2025	1	1	2 049
Nov 2025	0	0	2 551
Oct 2025	0	0	1 769
Sep 2025	0	0	1 125
August 2025	0	0	2 817

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
1	6	12 397

SECTION 08 • NICHE COMPARISON

Where the channel stands 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

Main post of the week — on Thursday

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

EFFECT

**Best window
for an
important post**

02

Increase share of video posts

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

EFFECT

**Video retains
audience
better**

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 & interactive formats

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

EFFECT

+5-15% ER

05

Cross-promo with nearby 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 us to do this **PromptPress?**

This audit is 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 ads in
Telegram**

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

02

Contact manager

t.me/PromptPress_manager