

PUBLIC REPORT BY PROMTPRESS

Channel audit

Avito



@avito

Registered in RKN registry: <https://www.gosuslugi.ru/snet/67c58ff8d85d4c2b49eefdf> Our channels: ■ Avito for business @avito_b2b ■ AvitoLive @AvitoLive VK: <https://vk.com/avito> ♥ Give boost for our...

SUBSCRIBERS

252 750

-5016 per month

ERR (% SEE POSTS)

4.0%

daily 1.8%

REACH/POST

7.8K

ad reach 4.5K/24h

— CONTENTS · 2026

What's inside the report

01 Channel snapshot

12 key metrics · AI summary

02 Content analysis

Top 5 posts · worst 3 · insights

03 Subscriber dynamics

Yearly chart · growth

04 Citation rate

Who mentions the channel & how

05 Ad potential

How long a post generates reach

06 Competitors

Niche neighbors · your place

07 Mention dynamics

6 months · monthly

08 Niche comparison

Position 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 below the number shows the period it covers.

 SUBSCRIBERS 252 750 —	 SUBS REACH 3.1% avg % of subs see post	 VIEWS/POST 7.8K median 7.9K · 29 days	 POSTS/WEEK 20.5 for period
 7D TREND +0.9% vs previous week	 REACTIONS/POST 285.9 total 24,871 reactions, 721 reposts, 0 comments	 POST LENGTH 571 chars. median 505 · 29 days	 POSTS ANALYZED 87 29 days
 AD REACH 4.5K 24h avg	 CHURN / MONTH -5016 last month	 CITATION RATE 864 citation index · 1,945 channels mentioned all time	 CHANNEL AGE 7 years 8 months created 27.09.2018

AI EDITOR SUMMARY

Channel «Avito» – 252 750 subs. Each post averages 7.8K people (3% from subs), reach is low – consider expanding audience. Publishes 20 posts/week (~3/day) – regular schedule. For week Jun 1–7 reach stable (+0.9% vs week of May 25–31).

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement & outsiders – to see what to repeat & what to drop.

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on 87 posts over 29 days.
- 02 Dominant format – Video (49/87 posts).
- 03 Avg post length – 571 chars (median 505).
- 04 Audience peak – Tue, 17:00 MSK.
- 05 Strongest posts get 2x more views than the weakest (11.8K avg top vs 5.8K worst) – among 87 posts over 29 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 19.05 · 07:10 PHOTO ☒ Sell on Avito's tech platform profitably and safely!...	VIEWS 12 879 REP. 12	REACTIONS 245 ER 5.1%
Nº2 19.05 · 12:10 PHOTO ☒ How AI Helps Choose a Car Before, to pick a car you had to manually open dozens of listings, compare options and...	VIEWS 11 314 REP. 5	REACTIONS 253 ER 4.5%
Nº3 20.05 · 08:10 PHOTO Our favorite season of graduations, weddings and other celebrations is ahead! 🎓🎊🎉 We asked Albina from «Gednota na Avito» to carefully study what...	VIEWS 11 217 REP. 4	REACTIONS 434 ER 4.4%

Nº4 02.06 · 14:13 PHOTO 📸📸📸📸📸📸 ⚡ Tomorrow in St. Petersburg. Dozens of sessions with market insights. Avito and you – at the center of events June 3–6. Stay with us...	VIEWS 11 016 REP. 28	REACTIONS 483 ER 4.4%
Nº5 01.06 · 15:10 PHOTO 📺 How to Help a Child Facing Bullying? On Children's Day we want to talk about a problem many face...	VIEWS 10 800 REP. 10	REACTIONS 255 ER 4.3%

|

WORST 3

↓ 12.06 · 09:10 VIDEO (captionless post – video)	VIEWS 5 876 REP. 3	REACTIONS 14 ER 2.3%
↓ 30.05 · 11:10 VIDEO (captionless post – video)	VIEWS 5 843 REP. 5	REACTIONS 221 ER 2.3%
↓ 12.06 · 09:10 VIDEO (captionless post – video)	VIEWS 5 623 REP. 2	REACTIONS 4 ER 2.2%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

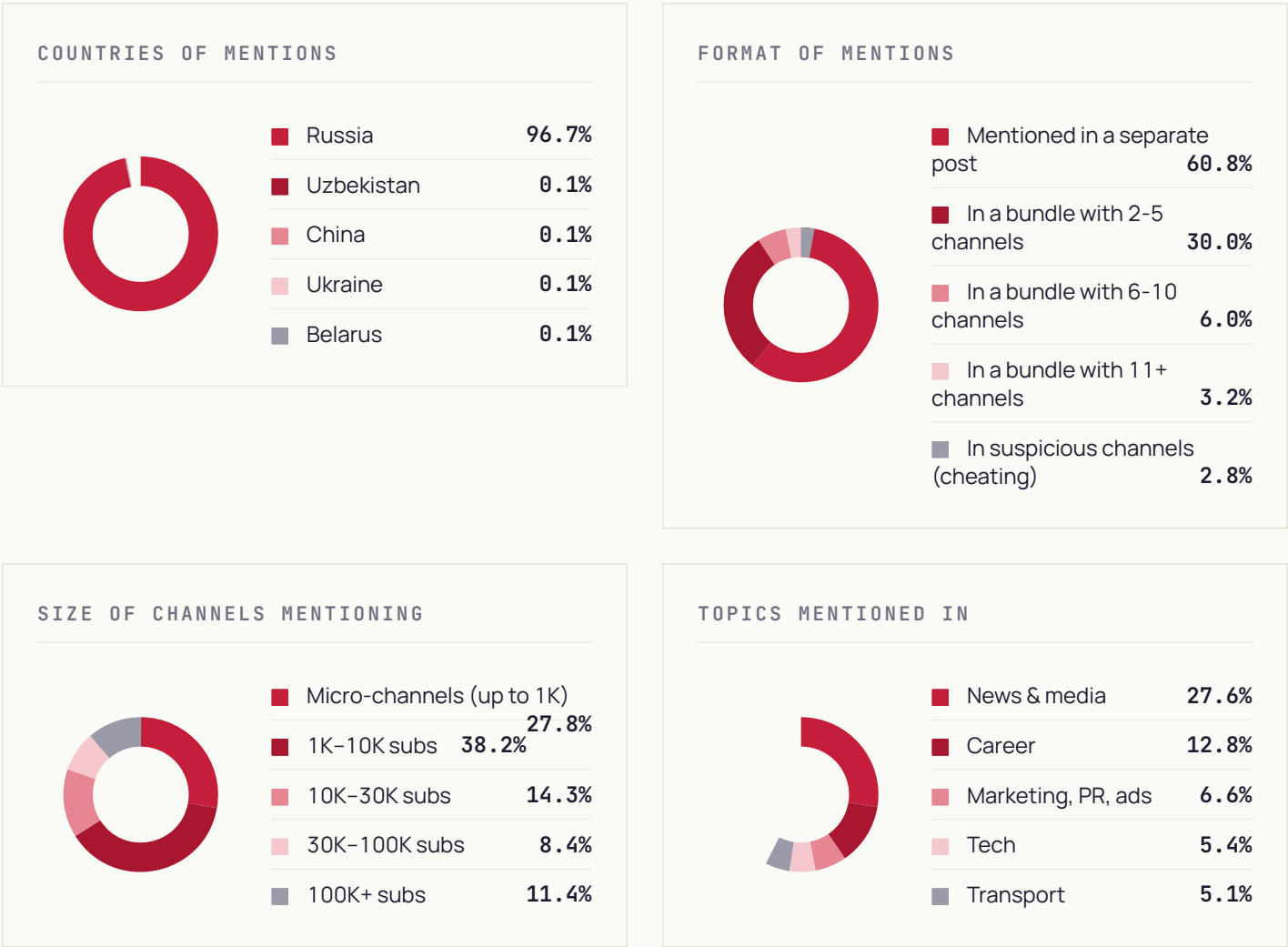
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained and lost subs.



SECTION 04 · MENTIONS

Who mentions the channel & how

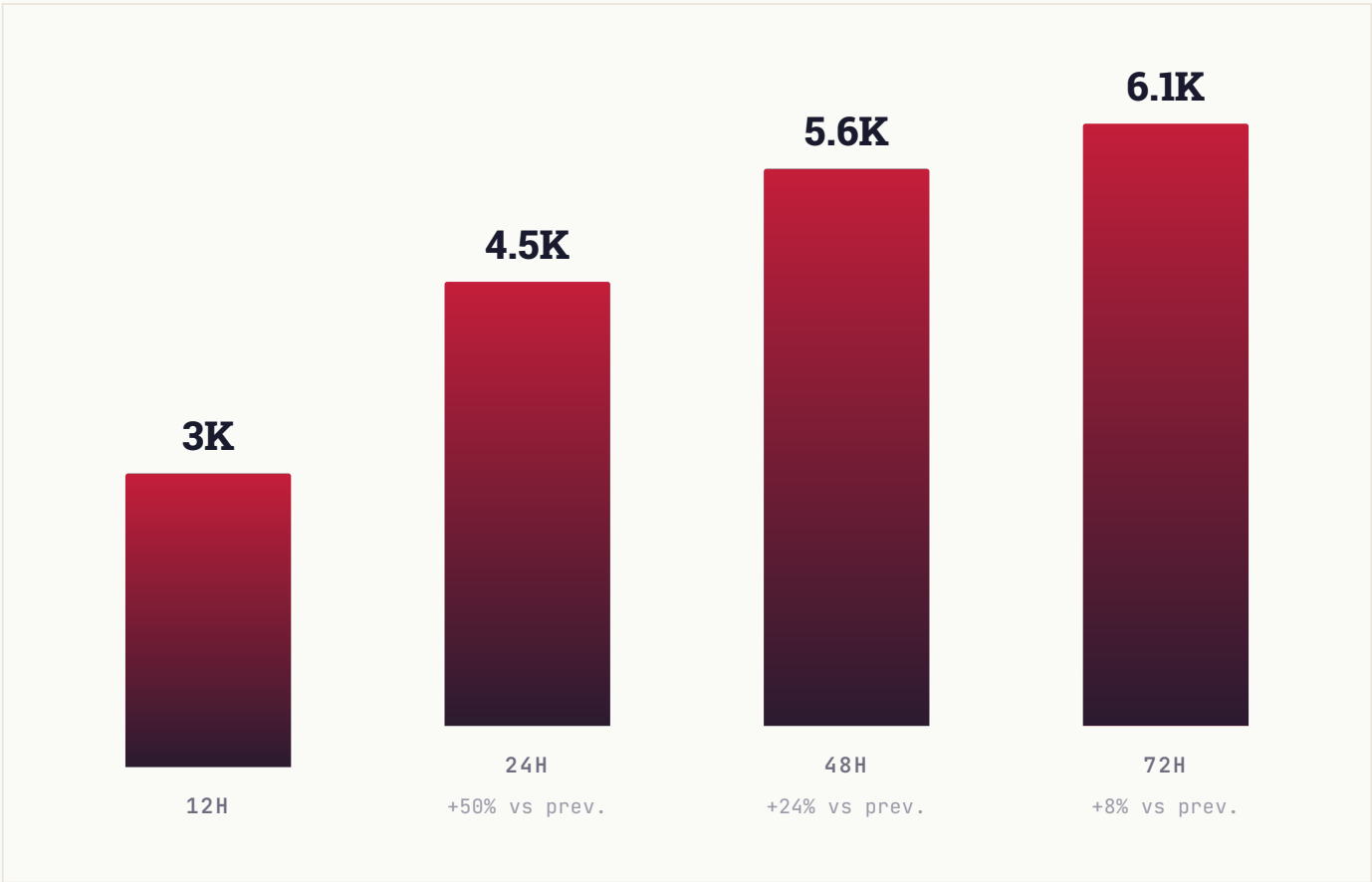
Citation index **864** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100K-sub channel weighs more than from a 1K-sub channel. All-time channel was mentioned **1 945** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post by time since publication. Helps estimate how long placement should 'live'.



SECTION 06 · COMPETITORS

Who you compete with

11 nearby channels by topic & audience. Your channel is highlighted — see its rank among niche neighbors.

CHANNEL	SUBSCRIBERS
OZ OZON	1.1M
YM Yandex Market	1M
X- Freeloaders - Lightning	1M
SN Market discounts	993.1K
WS WB Sniper Wildberries Finds 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
AL Alfa-Profitable	563K
AB Avito YOU	252.8K

COMPARATIVE INSIGHT

Channel in top half of niche (#35 of 94). Niche leader — OZON (1.1M), median subs 201.1K. Aim for the top quartile — a realistic 6-12 month horizon.

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 **903**, they brought **316 293** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
December 2025	48	38	52 024
Nov 2025	59	48	21 198
Oct 2025	75	53	87 762
Sep 2025	61	48	56 724
August 2025	527	440	42 937
July 2025	133	109	55 648
TOTAL MENTIONS			903
MONTHS OF DATA			6
ATTRACTED SUBS			316 293

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category «Sales» (Russia) and compared your channel against them. Gray band — range where 80% of niche channels fall (p10 to p90). Black vertical — median. Red dot — your channel.

#35/100

POSITION IN NICHE

Channel in the top 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

Main post of the week — on Tuesday

Audience is most active on this day at 5:00 PM MSK.

EFFECT

**Best window
for important
posts**

02

ER below niche benchmark — rethink formats

Current ER 3.1% vs norm 5.5%. Try polls & interactive formats.

EFFECT

+2.4pp 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 typically boost ER by +5-15%. One weekly poll on a hot topic is an easy win.

EFFECT

+5-15% ER

05

Cross-promo with nearby channels

Swap posts quarterly with same-segment channels. No need daily — 2-3 collabs give relevant growth.

EFFECT

**Growth from
relevant
audience**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in minutes from public data. Want to go further? Run ads with us & hit your growth plan in a month.

01

Launch Telegram ads

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

02

Contact manager

t.me/PromptPress_manager