

PROMTPRESS PUBLIC REPORT

Channel audit

Avito for Business



@avito_b2b

Hi! This channel is for those running a business or solving professional tasks on Avito. We share tips on growing your business on our platform. Registration in the registry...

SUBSCRIBERS

98 802

+379 per month

ERR (% SEE POSTS)

3.0%

per day 2.0%

REACH/POST

3.1K

ad reach 2K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Channel KPIs

Each card is a separate channel health indicator. The subtitle under the number shows the period it covers.

 SUBSCRIBERS 98 802 —	 SUBS REACH 3.11% avg % of subs see a post	 VIEWS/POST 3.1K median 3.1K · 29 days	 POSTS/WEEK 28.4 for the period
 7D TREND -20.7% vs prev week	 REACTIONS/POST 562.0 total 66,321 reactions, 617 reposts, 0 comments	 POST LENGTH 640 chars median 601 · 29 days	 POSTS ANALYZED 118 29 days
 AD REACH 2K 24h avg	 CHURN / MONTH +379 last month	 CITATION RATE 167 citation index · 614 channels mentioned it ever	 CHANNEL AGE 4 years 3 months created 05.03.2022

AI EDITOR SUMMARY

Channel «Avito for Business» — 98 802 subs. Each post averages 3.1K people (3% from subs), reach is low — consider expanding audience. Publishes 28 posts per week (~4/day) — active publishing. For week 1–7 June reach dropped by -20.7% to week 25–31 May — worth analyzing why.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on 118 posts over 29 days.
- 02 Dominant format — Video (49/118 posts).
- 03 Avg post length — 640 chars (median 601).
- 04 Audience peak activity — Monday, 21:00 MSK.
- 05 Top posts get 4x more views than the weakest (6.5K avg for top vs 1.5K for worst) — among 118 posts over 29 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 01.06 · 18:30 PHOTO From sign-up to first leads — one marathon ↩ Avito Ads gives businesses an effective channel to attract clients...	VIEWS 10 300 REP. 19	REACTIONS 462 ER 10.4%
Nº2 19.05 · 12:05 PHOTO 🚗🚗🚗How AI Transformed Avito Auto For over 10 years, new tech has been changing auto business. For users, algorithms read license plates from...	VIEWS 4 826 REP. 4	REACTIONS 410 ER 4.9%
Nº3 20.05 · 06:40 VIDEO Get on the field and take the pass 🚏🚏🚏 In business, like in football, you can't miss a goal-scoring moment. You need good players — you...	VIEWS 4 463 REP. 7	REACTIONS 803 ER 4.5%

Nº4 20.05 · 12:02 PHOTO ☒ Gen Z sets demand vector Find out what they're looking for ☒ ☒☒ How to adapt to the new trend – in the Avito for Business channel in MAX. Broke down...	VIEWS 4 397 REP. 4	REACTIONS 796 ER 4.5%
Nº5 28.05 · 07:05 PHOTO Vacations change plans ☒☒ Schoolkids go on break, and parents get a new to-do list: pack the kid for camp, update the summer...	VIEWS 4 389 REP. 6	REACTIONS 409 ER 4.4%

|

WORST 3

↓ 06.06 · 13:19 PHOTO Shared the most valuable with young talents ☒ Yesterday Avito managing partners Sergey Piven and Ivan Guz met with residents...	VIEWS 1 700 REP. 2	REACTIONS 410 ER 1.7%
↓ 06.06 · 05:37 VIDEO (video post without caption)	VIEWS 1 495 REP. 3	REACTIONS 406 ER 1.5%
↓ 06.06 · 05:10 VIDEO ☒ WE FOUND A COZY SPOT AT SPIEF – AND IT'S OUR NEGOTIATION ROOM Vibe review for those following the forum through screens. Ksenia Sobchak...	VIEWS 1 400 REP. 1	REACTIONS 406 ER 1.4%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

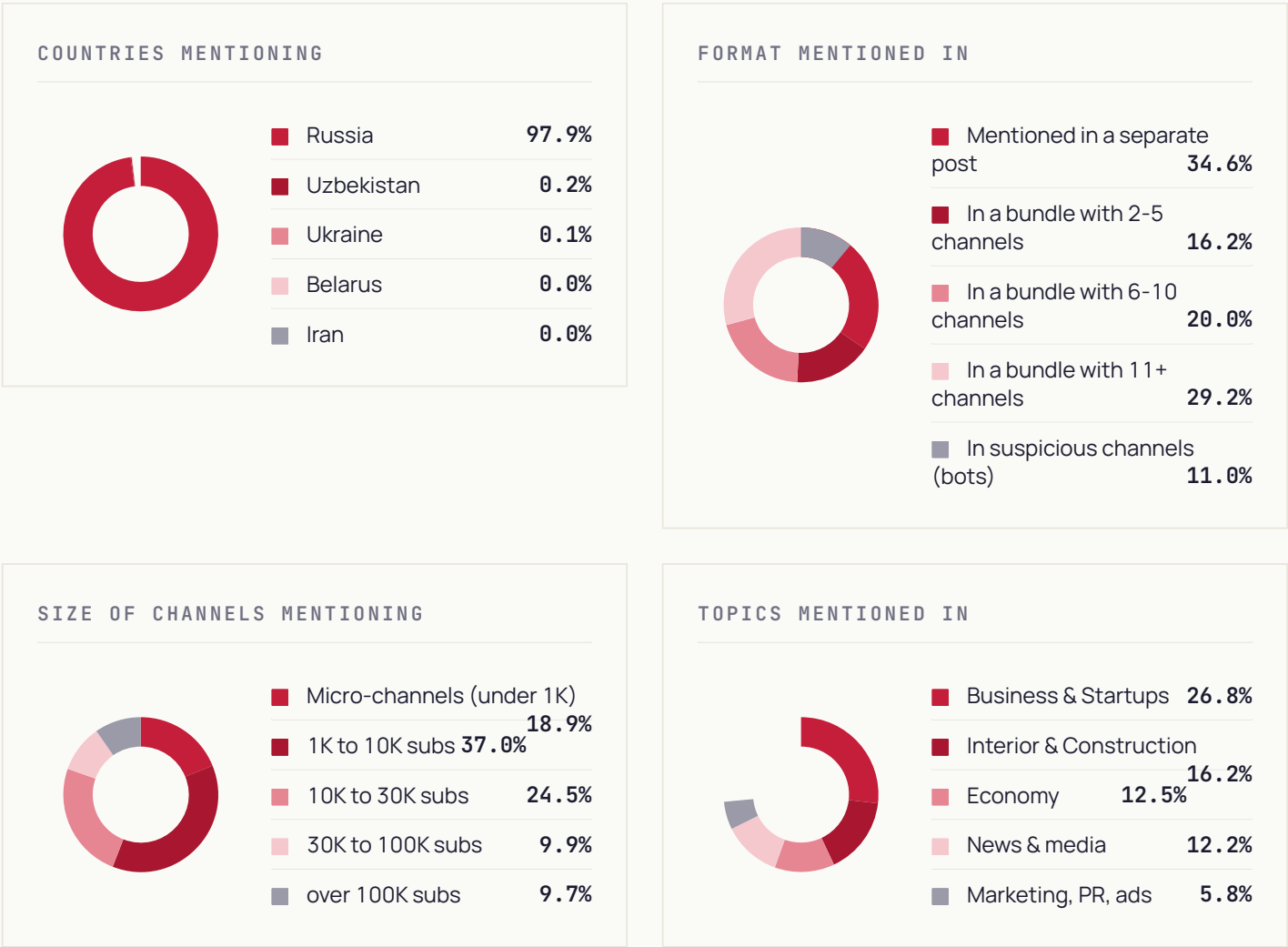
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel grew and which it lost subs.



SECTION 04 · MENTIONS

Who mentions the channel & how

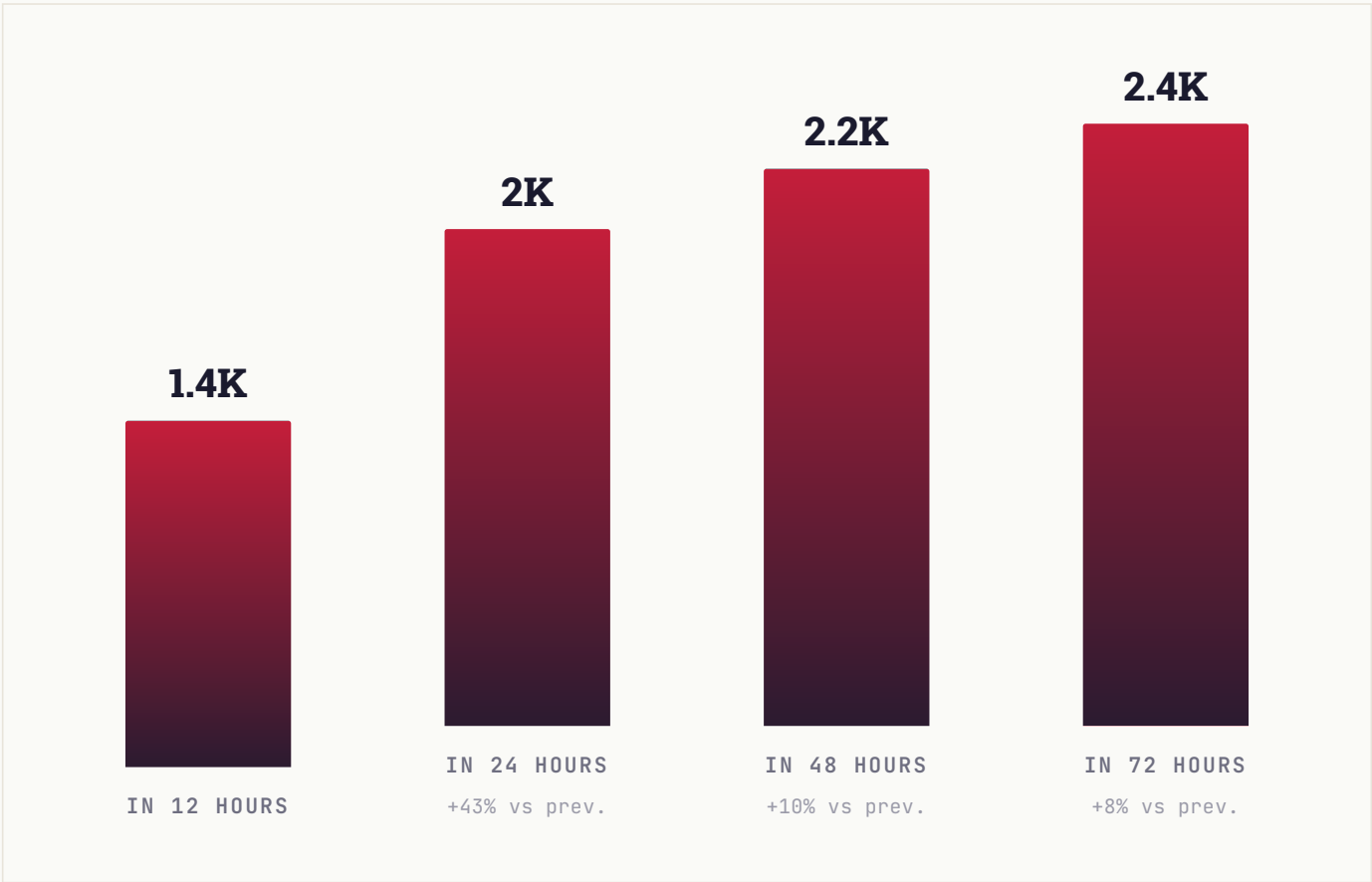
Citation index **167** — channel popularity rating based on mentions. Considers not only quantity but also weight of mentioning channels: a post from a 100K subs channel weighs more than from 1K subs. All time channel was mentioned **614** different channels.



— 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 should «live».



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
MO Moscowbusiness	966.6K
KN Books on a Million business blog	872.2K
SS M&A	495.2K
AB Business Shark	494.1K
BI Business Ideas Startups	449.2K
RB Russian Business	377.2K
BD Business DNA of Russia	297.3K
RR Russian retail & business	289.2K
2H 25th hour • Business & Finance	288.4K
BB Business Without Gloss	256.5K
AD Avito for Business YOU	98.8K

COMPARATIVE INSIGHT

Channel in bottom half of top-100 niche (#52 of 100). Niche median — 102.7K subs. First KPI — reach median. Leader: Moscowbusiness (966.6K).

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 **67**, they brought **46 178** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
December 2025	23	18	43 743	
November 2025	14	13	343	
October 2025	4	3	211	
September 2025	17	15	487	
August 2025	4	4	718	
July 2025	5	4	676	

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS
67	6	46 178

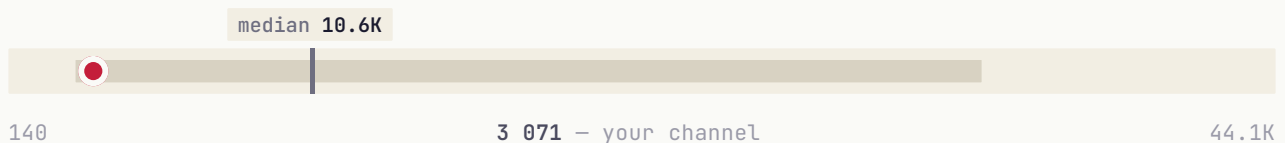
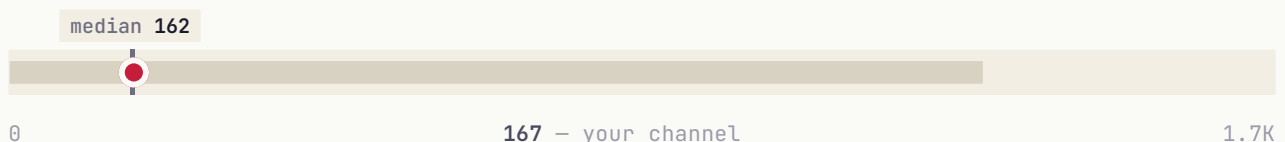
— SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category «Business & Startups» (Russia) and saw how your channel compares. Gray band — range of 80% of niche channels (p10 to p90). Black line — median. Red dot — your channel.

#52 /100

RANK IN NICHE

Channel in the lower half of the ranking**SUBSCRIBERS****worse than median by 6%****AVG REACH / POST****worse than median by 71%****CITATION INDEX****better than 50% of niche**

— SECTION 09 · STRATEGY

What to do right now

5 priority actions sorted by expected impact. Check off and revisit in a month.

01**Main post of the week — on Monday**

Audience is most active on this day at 21:00 MSK.

EFFECT

**Best time for
an important
post****02****ER below niche benchmark — rethink formats**

Current ER 3.11% vs norm 3.5%. Try polls & interactive formats.

EFFECT

+0.4pp ER**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 weekly poll on a hot topic is an easy win.

EFFECT

+5-15% ER**05****Cross-promo with similar channels**

Swap posts with similar channels 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 a few minutes based on public data. To go further — run ads through us and close your growth plan in a month.

01 **Launch ads in
Telegram**

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

02 **Contact manager**

t.me/PromptPress_manager
