
PROMTPRESS PUBLIC REPORT

Channel audit

Max EVIRMA / Продвижение на Wildberries / LET`S ROCK on WB



@maxprowb

Founder of the EVIRMA plugin Talking about promotion on Wildberries: internal and external advertising, SEO, marketing, analytics. In marketing since 2004. chrome.evirma.ru For ads...

SUBSCRIBERS

102 400

+790 per month

ERR (% SEE POSTS)

20.0%

per day 8.4%

REACH/POST

18.5K

ad reach 8.6K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 102 400 —	 SUBSCRIBER REACH 18.05% avg % of subs see post	 VIEWS/POST 18.5K median 16.7K · 29 days	 POSTS/WK 4.5 over period
 7D TREND -18.2% vs prev week	 REACTIONS/POST 228.2 total 4,336 reactions, 3,704 reposts, 609 comments	 POST LENGTH 791 chars median 943 · 29 days	 POSTS ANALYZED 19 29 days
 AD REACH 8.6K 24h avg	 CHURN / MONTH +790 last month	 CITATION RATE 13 citation index · 121 channels mentioned all time	 CHANNEL AGE 2 years 11 months created 19.07.2023

AI EDITOR SUMMARY

Channel «Max EVIRMA / Продвижение на Wildberries / LET’S ROCK on WB» – 102 400 subs. Each post averages 18.5K people (18% from subs), average reach – room to grow. Publishes 4 posts per week (~1/day) – rare posts. For the week of June 15–21, reach dropped by -18.2% to week 8–14 June – worth analyzing reasons.

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 SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 19 posts over 29 days.
- 02 Dominant format – Photo (14/19 posts).
- 03 Avg post length – 791 chars (median 943).
- 04 Peak audience activity – Tuesday, 15:00 MSK.
- 05 Top posts get 2x more views than the weakest (28.4K avg for top vs 14.4K for worst) – among 19 posts in 29 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 02.06 · 12:05 PHOTO WB mass-blocking seller cards Friends, lots of reports today about card blocks. Reason...	VIEWS 29 184 REPOSTS 363	REACTIONS 107 ER 28.5%
Nº2 04.06 · 10:58 PHOTO  Negative SPP from Wildberries! Isn't that why they hid it?)) Good day, we encountered such a joke from WB) negative SPP...	VIEWS 28 264 REPOSTS 615	REACTIONS 332 ER 27.6%
Nº3 28.05 · 08:31 PHOTO Owner expects sales growth. Market is falling. WB changed something again. And you have to explain it all. or WB manager pains that...	VIEWS 27 783 REPOSTS 61	REACTIONS 109 ER 27.1%

Nº4 06.06 • 14:14 TEXT Wildberries purchases VS AI purchases I think many have seen that major search and AI platforms are actively developing AI assistants for...	VIEWS 22 995 REPOSTS 67 REACTIONS 108 ER 22.5%
Nº5 28.05 • 07:12 PHOTO Wildberries в Ресейл made a feature — offer your price Now buyers can haggle a bit, once per item. How...	VIEWS 22 664 REPOSTS 82 REACTIONS 155 ER 22.1%
WORST 3	
↓ 17.06 • 06:40 PHOTO New EVIRMA feature Download all photos and videos from WB cards. In each card, above the photos, there is now a button: «Download photos and...	VIEWS 15 211 REPOSTS 218 REACTIONS 659 ER 14.9%
↓ 16.06 • 17:29 PHOTO Different prices for product sizes Long. Very long apparel sellers waited for this option 😊 Now on WB you can set your own price for each...	VIEWS 14 677 REPOSTS 136 REACTIONS 330 ER 14.3%
↓ 22.06 • 11:42 TEXT Friends, there are still occasional debates about reports: when do sales (refunds) belong — on the order day or on that day...	VIEWS 13 355 REPOSTS 125 REACTIONS 120 ER 13.0%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

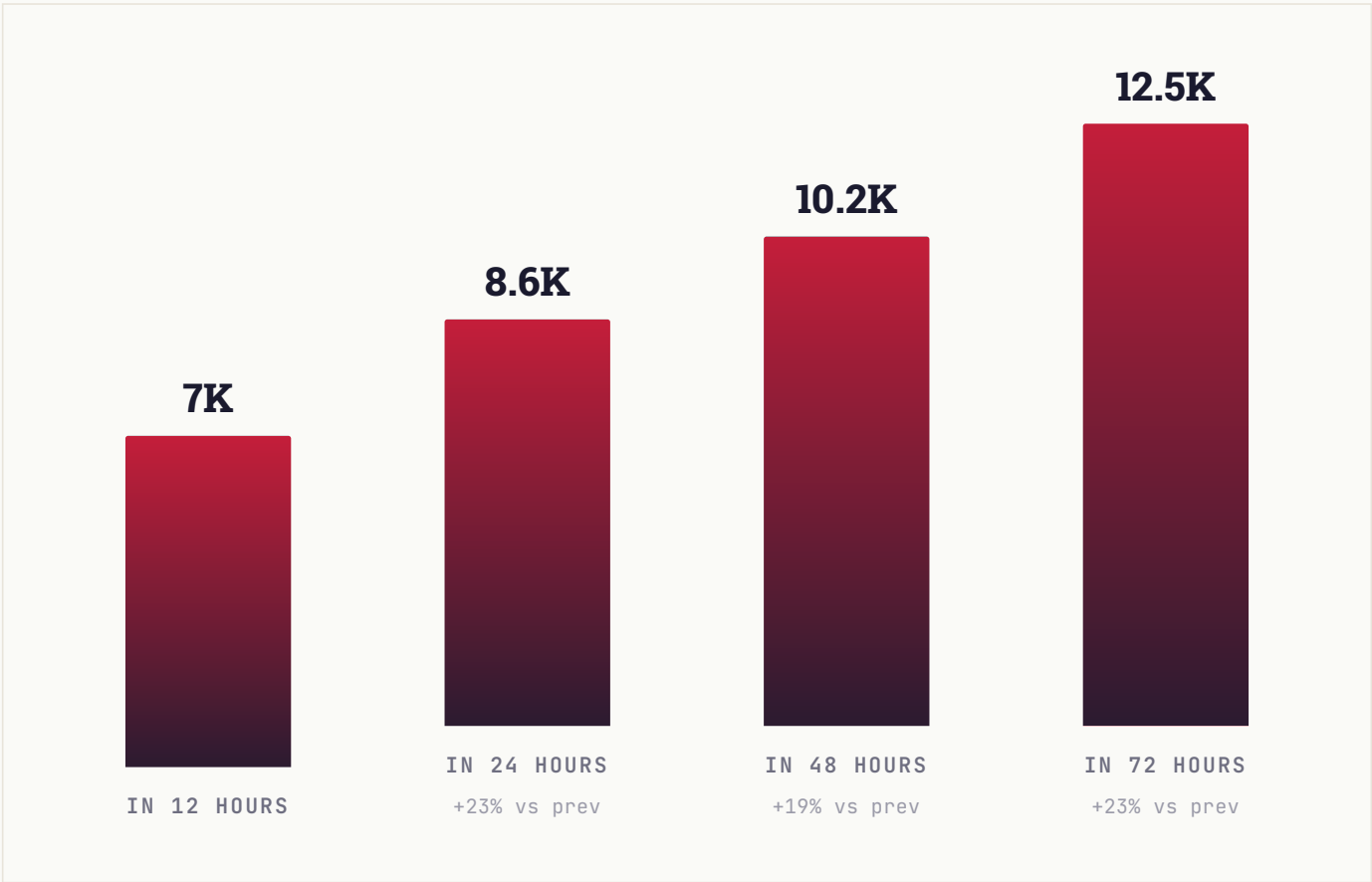
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · AD POTENTIAL

How long a post generates reach

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



SECTION 05 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Highlighted your channel — see its rank among niche peers.

CHANNEL	SUBSCRIBERS
TM My feed trends	2.5M
MO Ice cream	1.8M
OK Oka	1.6M
ER Search	1.3M
TR Trendly	1.2M
ER Customer is always right	1.1M
AVG Trending today	1M
TB Trends by Russia	1M
TV Trend or leave	935.3K
TR Trend watch	909.3K
ME YOU Max EVIRMA / Продвижение на Wildberries / LET`S ROCK on WB	102.4K

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#58 of 99). Niche median — 125.2K subs. First growth KPI — reach median. Leader: My feed trends (2.5M).

SECTION 06 · 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 **55**, they brought **19 769** new subs.

PERIOD	MENTIONS	CHANNELS	SUBS ACQUIRED
Dec 2025	8	4	1 662
Nov 2025	7	5	2 651
Oct 2025	7	5	4 185
September 2025	12	6	4 351
August 2025	11	3	3 494
Jul 2025	10	5	3 426

TOTAL MENTIONS	MONTHS OF DATA	SUBS ATTRACTED
55	6	19 769

— SECTION 07 • NICHE COMPARISON

Where channel stands in its league

Took top-100 channels in category «Marketing, PR, advertising» (Russia) and compared your channel. Gray band — range for 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

#58 /100

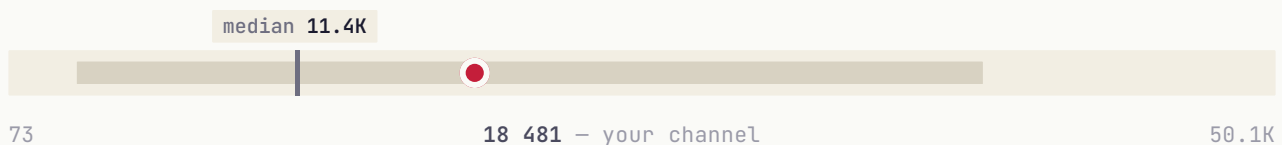
RANK IN NICHE

Channel in the bottom half of the ranking

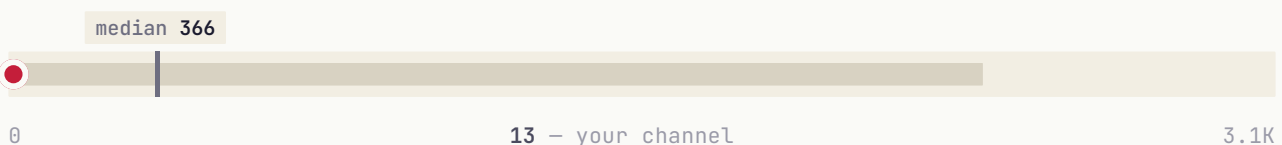
SUBSCRIBERS

17% below median

AVG REACH / POST

better than 60% of niche

CITATION INDEX

96% below median

— SECTION 08 · STRATEGY

What to do right now

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

- | | | |
|-----------|---|--|
| 01 | Post more often
Now 4.5 posts/wk. Active channels average 7-10.
Consistency is key to audience retention. | EFFECT
Consistency beats volume |
| 02 | Top post of the week — Tuesday
Audience most active on this day at 15:00 MSK. | EFFECT
Best window for an important post |
| 03 | Increase video post share
Video in Telegram holds audience longer and is algorithm-friendly. Aim for 15-25% share. | EFFECT
Video better retains audience |
| 04 | 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 |
| 05 | 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 |

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in minutes using public data. Want to go further — run ads with us and hit your growth target 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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