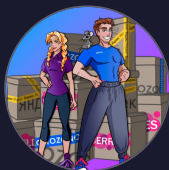


PROMTPRESS PUBLIC REPORT

Channel audit

Будни Маркетплейсов



@mp_week

All about the inner workings of Wildberries, Ozon, and Yandex Market. For all questions: @dadani13 Channel on exchange — https://telega.in/c/mp_week RKN: <https://clck.ru/3Fz3dG>

SUBS

21 533

-317 per month

ERR (% SEE POSTS)

8.0%

per day 4.7%

REACH/POST

1.5K

ad reach 1K/24h

— CONTENTS · 2026

What's inside the report

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBS 21 533 —	 SUBSCRIBER REACH 7.04% avg % subs see post	 VIEWS/POST 1.5K median 1.6K · 29 days	 POSTS/WK 30.0 for the period
 7D TREND -8.4% vs previous week	 REACTIONS/POST 26.9 total 3,440 reactions, 1,039 reposts, 92 comments	 POST LENGTH 332 chars. median 206 · 29 days	 POSTS ANALYZED 128 29 days
 AD REACH 1K 24h avg	 CHURN / MONTH -317 over the last month	 CITATION RATE 618 citation index · 2,537 channels mentioned it all time	 CHANNEL AGE 2 years 8 months created 08.11.2023

AI EDITOR SUMMARY

Channel «Будни Маркетплейсов» — 21 533 subs. Each post gets avg 1.5K people (7% from subs), reach is low — need to grow audience. Publishes 30 posts/week (~4/day) — active posting mode. For the week of Jun 29 – Jul 5, reach dropped by -8.4% to the week of June 22–28 — worth analyzing the reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **128** posts over 29 days.
- 02 Dominant format – **Photo** (86/128 posts).
- 03 Avg post length – **332** characters (median 206).
- 04 Audience peak activity – **Friday, 18:00 MSK**.
- 05 Top posts get **1x** more views than the weakest (1.9K avg for top vs 1.3K for worst) – among 128 posts over 29 days. Worth analyzing what the top posts have in common – topic, format, timing.

TOP 5 POSTS

Nº1 19.06 · 18:26 VIDEO – My workday is over. Don't you understand? – No, I don't. Make an exception! A woman walked into the pickup point...	VIEWS 1 886 REPOSTS 23	REACTIONS 55 ER 8.8%
Nº2 24.06 · 06:28 PHOTO Muscovite sued WB for 120K rubles over a pickup point employee demanding she buy defective shoes, RIA Novosti reports The woman ordered shoes...	VIEWS 1 853 REPOSTS 22	REACTIONS 52 ER 8.6%
Nº3 20.06 · 12:51 VIDEO A visual of what PVP employees see on the break sign vs what some customers see	VIEWS 1 833 REPOSTS 14	REACTIONS 43 ER 8.5%

Nº4

03.07 · 18:35

VIDEO

The situation at some pickup points is shocking – someone ordered over 30 bikes and never picked them up

VIEWS

1 820

REPOSTS

8

REACTIONS

33

ER

8.5%

Nº5

24.06 · 18:22

VIDEO

– Didn't work? – Didn't work! – Because you're stupid. Get the hell out! The pickup point owner was just trying to hand out orders to customers, but they...

VIEWS

1 803

REPOSTS

36

REACTIONS

44

ER

8.4%

|

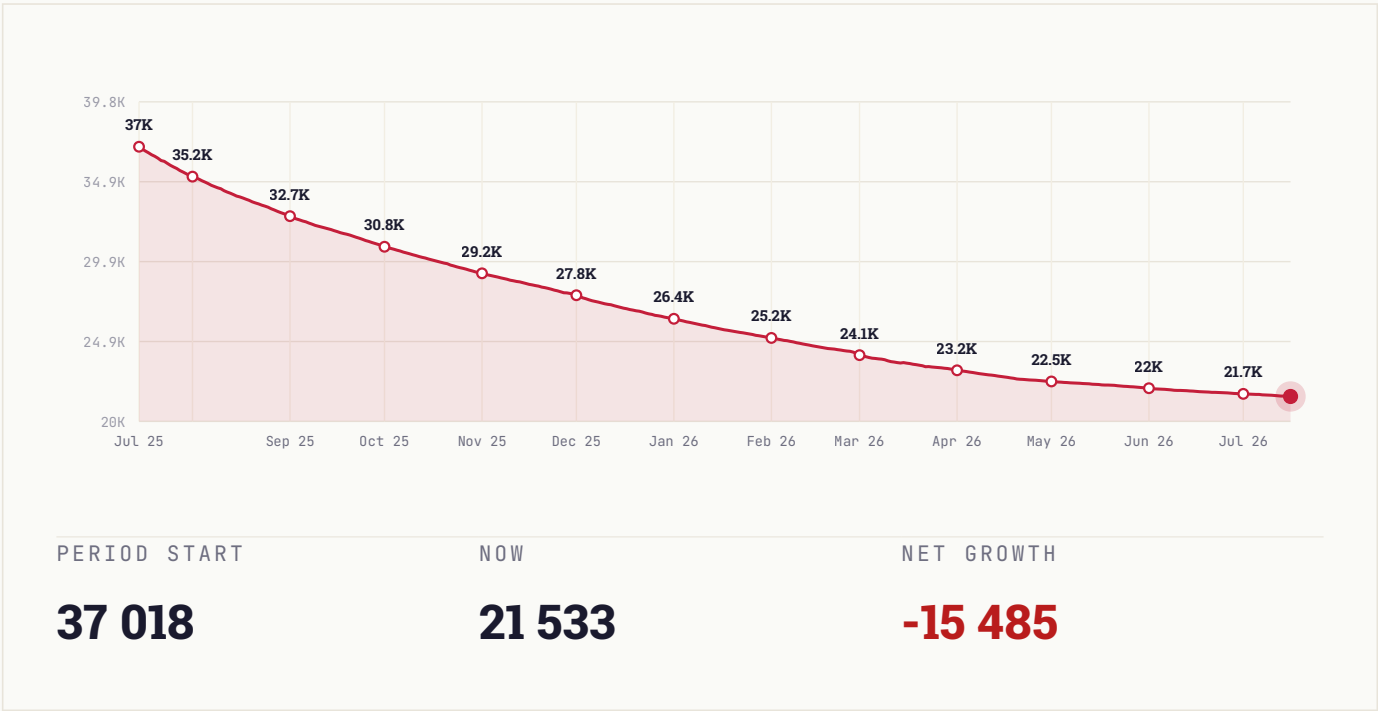
WORST 3

↓ 30.06 · 15:12 VIDEO M.Video talked about developing its own marketplace at "Russian Retail Week" 2026 On the final day of the forum, the company held...	VIEWS 1 339 REPOSTS 6	REACTIONS 5 ER 6.2%
↓ 30.06 · 18:41 VIDEO To cheer up tired staff at the pickup point, just surprise them with a beautiful bouquet of flowers	VIEWS 1 313 REPOSTS 2	REACTIONS 30 ER 6.1%
↓ 13.07 · 14:20 VIDEO In one of the pickup points, an employee was so tired she fell fast asleep in the middle of the workday	VIEWS 1 302 REPOSTS 5	REACTIONS 15 ER 6.0%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

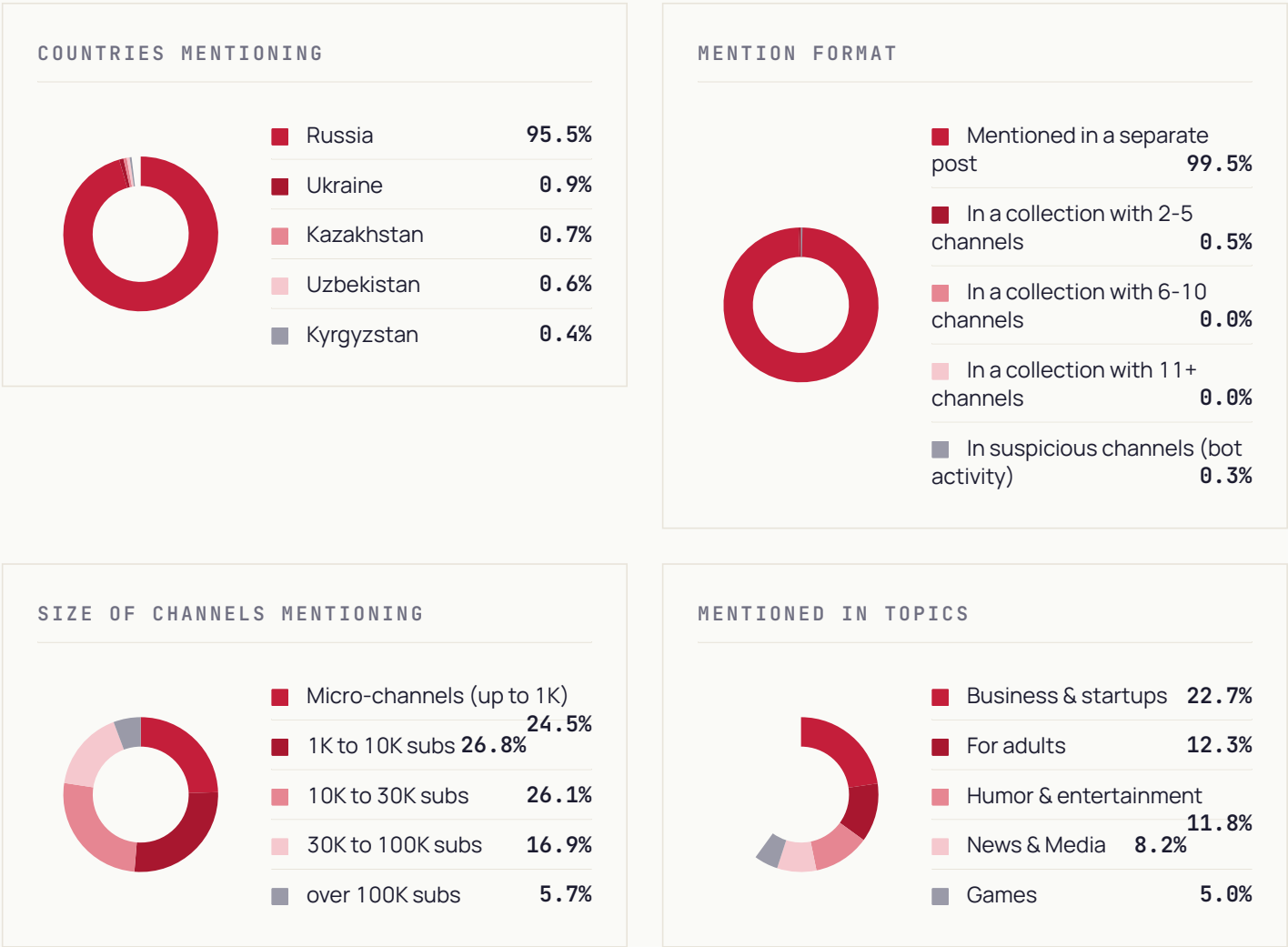
Yearly subscriber growth chart. Key months show exact subscriber count. Shows which months the channel grew and which it lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

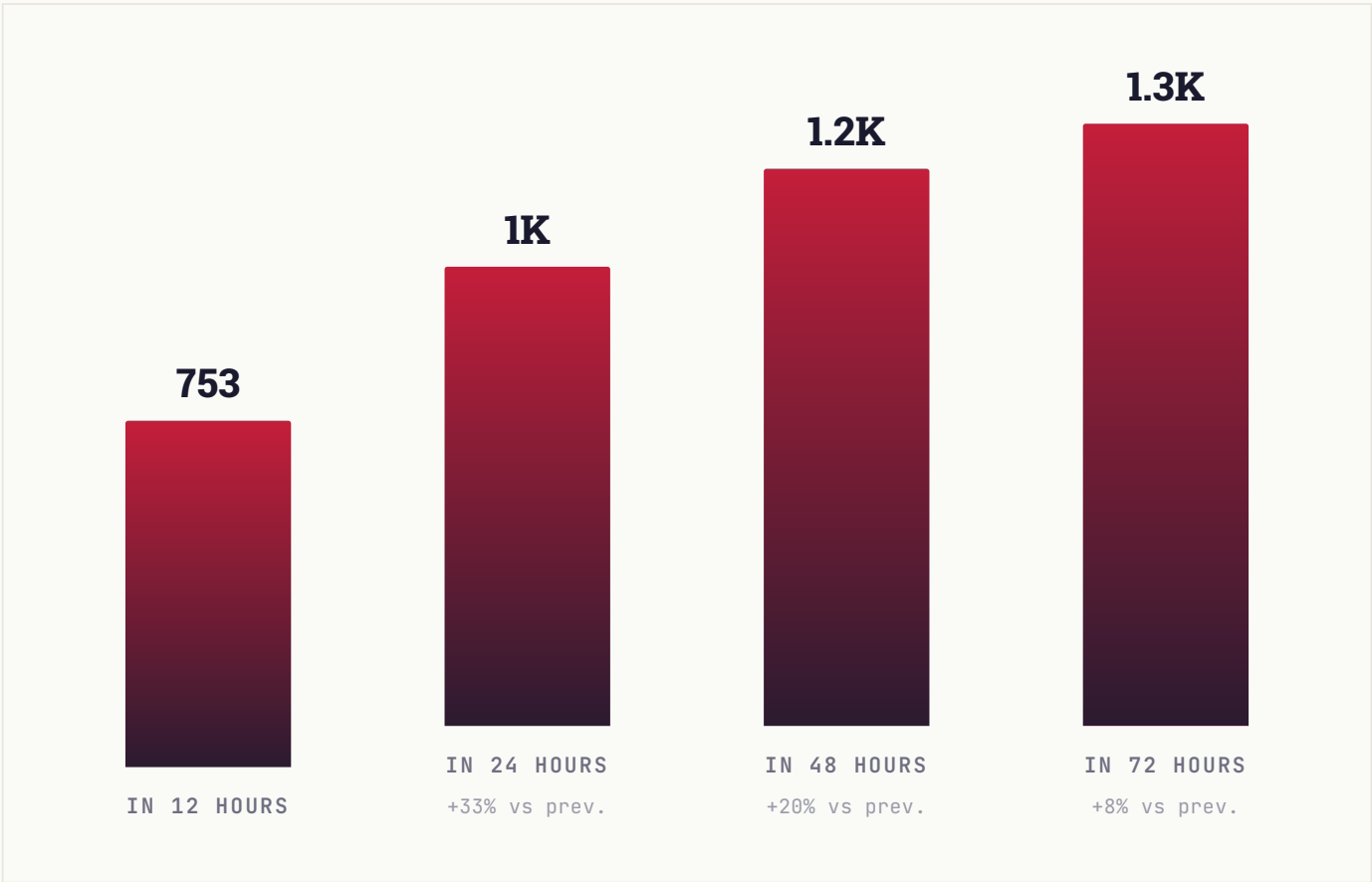
Citation index **618** — channel popularity rating based on mentions. Considers not only quantity but also weight of mentioners: a post from a 100K subs channel 'weighs' more than from a 1K subs channel. All-time channel mentions: **2 537** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg ad post reach over 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 — you can see its rank among niche peers.

CHANNEL	SUBS
O2 Offerzone 2.	5.8M
OF Offerzone	4.2M
OF Offerzone	1.2M
O3 Offerzone 3.	3.5M
DE Dealdost	3.1M
O4 Offerzone 4.	2.4M
G- GrowDealz - Shopping Deals & Offers	2.2M
AL AliBaba Loot Deals	2.2M
PD Premium Deals	1.5M
SQ Shoppers Quest	1.3M
БМ Будни Маркетплейсов YOU	21.5K

COMPARATIVE CONCLUSION

Channel not yet outside top 95 of niche — early growth stage. Niche leader — Offerzone 2. (5.8M), top-95 median: 408K. First goal — enter top-95 through systematic work with traffic and content.

SECTION 07 · NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category "Sales» (Russia) and saw how your channel compares. Gray band — range covering 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.



— SECTION 08 · 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 Friday

Audience is most active on this day at 18:00 MSK.

EFFECT

**Best window
for an
important post**

02

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**

03

Test polls & interactive formats

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

EFFECT

+5-15% ER

04

Cross-promo with neighboring channels

Swap posts with same-segment channels quarterly.
2-3 collabs give relevant growth.

EFFECT

**Growth from
relevant
audience**

05

Update channel description for Telegram search

Telegram search scans descriptions. Add 3-5 niche keywords — it's a source of organic traffic.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — is what we can do in a few minutes based on public data. If you want to go further — run ads through us and hit your growth target in a month.

01 **Launch ads on Telegram** <https://panel.promptpress.com/register>

02 **Contact manager** t.me/PromptPress_manager
