

— PUBLIC REPORT BY PROMTPRESS

Channel audit

On marketplaces with Leo Shevchenko



@namarketplacewithleo

Leo Shevchenko. CEO of Mercatus platform. Entrepreneur. Seller. Marketplace expert. Gold partner WB, ambassador Ozon & YM. Here about marketplaces. Care contacts: ➔...

SUBSCRIBERS	ERR (% SEE POSTS)	REACH/POST
89 877	6.0%	5.3K
13.06.2026 ⁻¹¹⁹¹ per month	per day ^{3.4%}	ad reach ^{3K} /24h
HTTPS://PROMTPRESS.COM/AUDIT/NAMARKETPLACEWITHLEO		

— 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 Quotability

Who mentions the channel and how

05 Ad potential

How long a post brings reach

06 Competitors

Niche neighbors · your spot

07 Mention dynamics

6 months · monthly

08 Niche comparison

Position in category «Business & startups»

09 Strategy

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 89 877 —	 SUBSCRIBER REACH 5.86% avg % subs see post	 VIEWS/POST 5.3K median 5.4K · 29 days	 POSTS/WEEK 24.8 over period
 7D TREND -10.4% vs prev week	 REACTIONS/POST 63.4 total 6,593 reactions, 2,283 reposts, 1,179 comments	 POST LENGTH 548 chars median 544 · 29 days	 POSTS ANALYZED 104 29 days
 AD REACH 3K 24h avg	 CHURN / MONTH -1191 last month	 QUOTABILITY 90 citation index · 232 channels mentioned ever	 CHANNEL AGE 5 years 5 months created 17.12.2020

AI EDITOR SUMMARY

Channel «On marketplaces with Leo Shevchenko » — 89 877 subs. Each post avg views 5.3K people (6% from subs), reach is low — need to grow audience. Publishes 25 posts/week (~4/day) — active posting. For week Jun 1–7 reach dropped -10.4% to week 25–31 May — worth analyzing reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and laggards – to see what to repeat and what to drop from rotation.

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on **104** posts over 29 days.
- 02 Dominant format – **Text** (41/104 posts).
- 03 Avg post length – **548** chars (median 544).
- 04 Peak audience activity – **Sunday**, 11:00 MSK.
- 05 Top posts get **2x** more views than the weakest (6.9K avg top vs 4.1K worst) – among 104 posts over 29 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 16.05 · 11:23 TEXT ♥ Analysts estimate marketplaces lost ~7 bln rubles in April due to site & app loading failures...	VIEWS 6 989 REP. 57	REACTIONS 67 ER 7.8%
Nº2 15.05 · 07:00 PHOTO ♥ State Duma wants to introduce self-ban on large purchases. Balance is key: self-ban must remain...	VIEWS 6 907 REP. 7	REACTIONS 41 ER 7.7%
Nº3 15.05 · 16:24 PHOTO ♥ Trending infographics now	VIEWS 6 687 REP. 65	REACTIONS 204 ER 7.4%

Nº4 15.05 · 19:19 PHOTO ♥ Hmm, something new. WB now charges for return logistics. Like we're great, we improved???	VIEWS 6 632 REP. 21	REACTIONS 44 ER 7.4%
Nº5 17.05 · 08:38 VIDEO ♥ Robot beat top runners! Not surprised. Beijing hosted a half-marathon for humanoid robots. And humans...	VIEWS 6 591 REP. 34	REACTIONS 42 ER 7.3%

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WORST 3

↓ 08.06 · 07:09 PHOTO ♥ Weekly marketplace news digest ☒ RVB eyes messenger market. Company testing its own...	VIEWS 4 185 REP. 9	REACTIONS 37 ER 4.7%
↓ 07.06 · 16:22 VIDEO ♥ Released a big podcast on Ozon logistics in 2026, many of you have been waiting) • How to control inventory; •...	VIEWS 4 182 REP. 20	REACTIONS 27 ER 4.7%
↓ 09.06 · 11:01 TEXT ♥ Anyone tested order insurance on WB? Checked terms, for some high-return categories it...	VIEWS 3 796 REP. 10	REACTIONS 50 ER 4.2%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

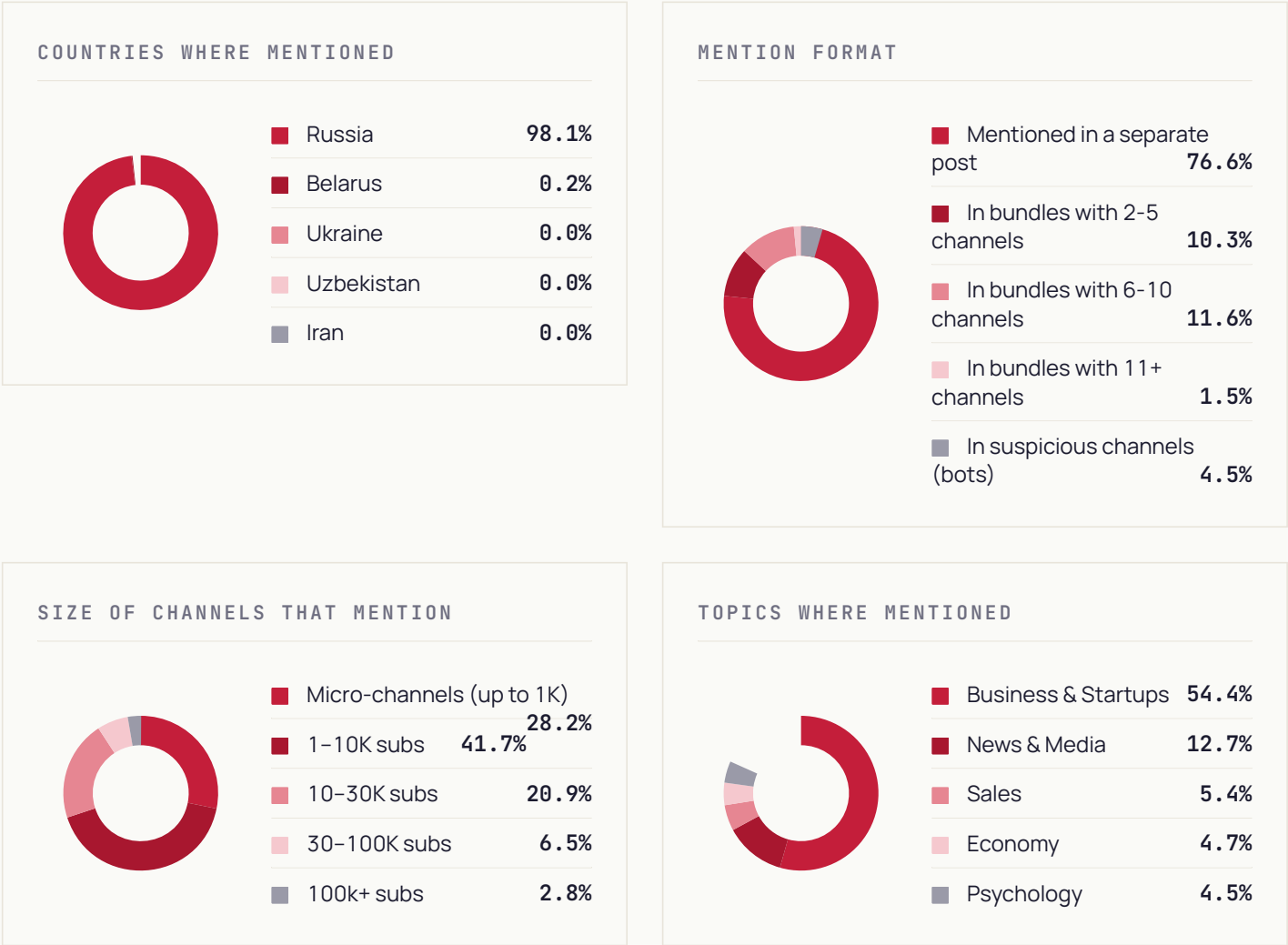
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · CITATIONS

Who mentions the channel and how

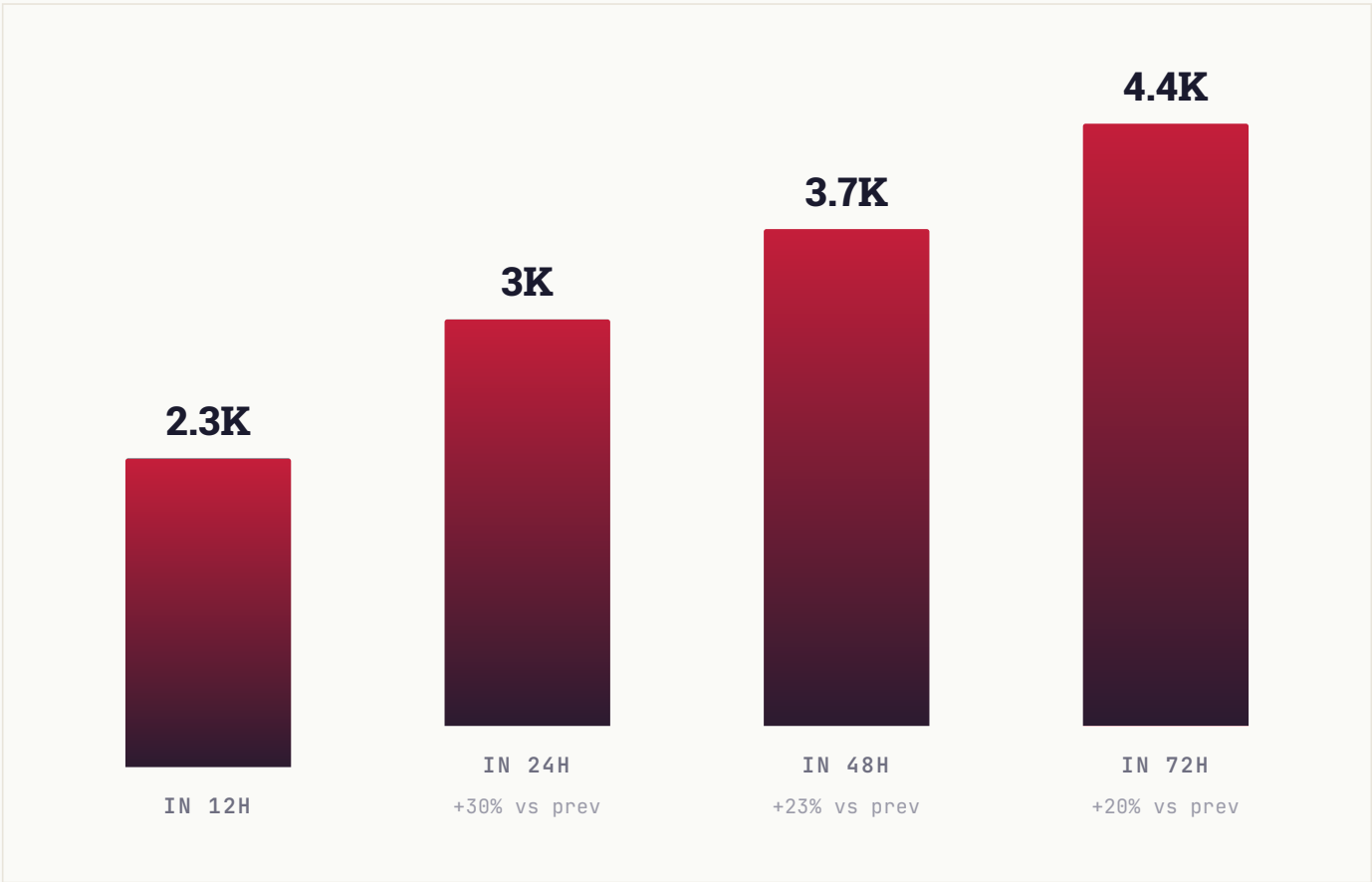
Citation index **90** – channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from 1K. All time channel mentioned **232** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

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



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
MO Moscowbusiness	966.6K
CN Million-Dollar Books business blog	872.2K
SS M&A	495.2K
AB Акула Бизнеса	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 Unfiltered	256.5K
NM On marketplaces with Leo Shevchenko YOU	89.9K

COMPARATIVE INSIGHT

Channel in bottom half of top-100 niche (#61 of 100). Niche median — 102.7K subs. First growth KPI — reach median. Leader: Moscowbusiness (966.6K).

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we track posts in other channels that mention your channel. Over the last **6 months** such mentions were **23**, they brought **3 478** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
December 2025	7	1	0	
Nov 2025	3	3	117	
Oct 2025	5	4	493	
Sep 2025	0	0	1 687	
August 2025	7	5	841	
July 2025	1	1	340	

TOTAL MENTIONS	MONTHS IN DATA	ACQUIRED SUBSCRIBERS
23	6	3 478

— SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

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

#61/100

POSITION IN NICHE

Channel in the bottom half of the ranking

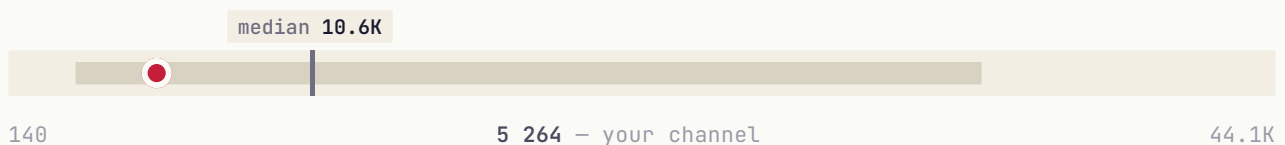
SUBSCRIBERS

14% below median



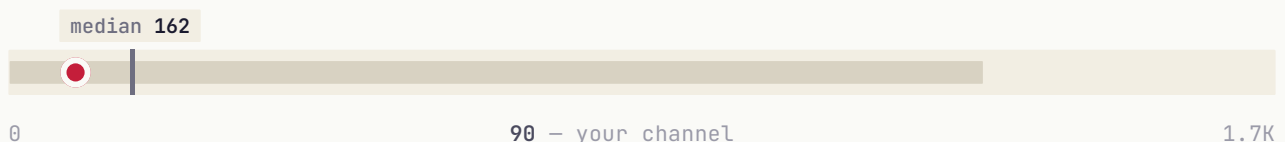
AVG REACH / POST

50% below median



CITATION INDEX

45% below median



— SECTION 09 • STRATEGY

What to do right now

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

- 01

Top post of the week — Sunday
Audience is most active on this day at 11:00 MSK.

EFFECT
Best window for important post
- 02

Systematic traffic buying
Three formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromtPress 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 — easy growth lever.

EFFECT
+5-15% ER
- 04

Cross-promo with neighboring channels
Exchange posts with same-segment channels once a quarter. No need daily — 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 — organic traffic source.

EFFECT
Organic traffic source

★ WHAT'S NEXT

Want this done by **PromptPress?**

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