

— PUBLIC REPORT BY PROMTPRESS

Channel audit

Wildberries

Discount Hunter



@oxotnik_za_skidkami

SUBSCRIBERS

54 022

+15421 per month

ERR (% SEE POSTS)

14.0%

last day **13.5%**

REACH/POST

7.8K

ad reach **7.3K**/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 54 022 —	 SUBSCRIBER REACH 14.39% avg % subs see post	 VIEWS/POST 7.8K median 8.3K · 29 days	 POSTS/WEEK 47.4 for period
 7D TREND -4.2% vs previous week	 REACTIONS/POST — MTPROTO only	 POST LENGTH 431 chars median 433 · 29 days	 POSTS ANALYZED 199 29 days
 AD REACH 7.3K 24h avg	 CHURN / MONTH +15421 last month	 CITATION RATE 16 citation index · 18 channels mentioned all time	 CHANNEL AGE 4 years 8 months created 04.11.2021

AI EDITOR SUMMARY

Channel «Wildberries Discount Hunter» – 54 022 subs. Each post averages 7.8K people (14% of subs), reach is low – consider expanding audience. Publishes 47 posts per week (~7/day) – active posting. Week of Jul 6–12 reach stable (-4.2% vs week Jun 29 – Jul 5).

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 199 posts over 29 days.
- 02 Dominant format — Photo (191/199 posts).
- 03 Avg post length — 431 chars (median 433).
- 04 Peak audience activity — Saturday, 10:00 MSK.
- 05 Top posts get 3× more views than the weakest (1 1.2K avg for top vs 3.6K for worst) — among 199 posts over 29 days. Worth analyzing what top posts share — topic, format, timing.

TOP 5 POSTS

Nº1 18.07 · 07:00 PHOTO Summer evening party dress short #Clothing Price: 815₽ 8700₽ (91% off) A perfect addition to your summer wardrobe!...	VIEWS 12 027 REACTIONS — REP. 1 ER 22.3%
Nº2 18.07 · 11:00 PHOTO NMN Sirtumid NMN nicotinamide mononucleotide #Health Price: 1194₽ 3506₽ (66% off) Complex for energy & cell...	VIEWS 11 196 REACTIONS — REP. 1 ER 20.7%
Nº3 07.07 · 07:00 PHOTO Classic banana trousers with pleats, wide #Clothing Price: 3154₽ 9000₽ (66% off) Elegant and stylish addition to your wardrobe...	VIEWS 10 301 REACTIONS — REP. 1 ER 19.1%

Nº4 02.07 · 15:01 PHOTO Glassware set in branded packaging 4 pcs #Home_Goods Price: 3505₽ 10000₽ (67% off) Wine glass set 4 pcs clear...	VIEWS 10 080 REP. 1	REACTIONS — ER 18.7%
Nº5 07.07 · 11:00 PHOTO Magnetic building set for kids 72 pcs educational toy 3+ #Kids_Products Price: 1056₽ 2000₽ (47% off) Engaging play...	VIEWS 9 748 REP. 1	REACTIONS — ER 18.0%

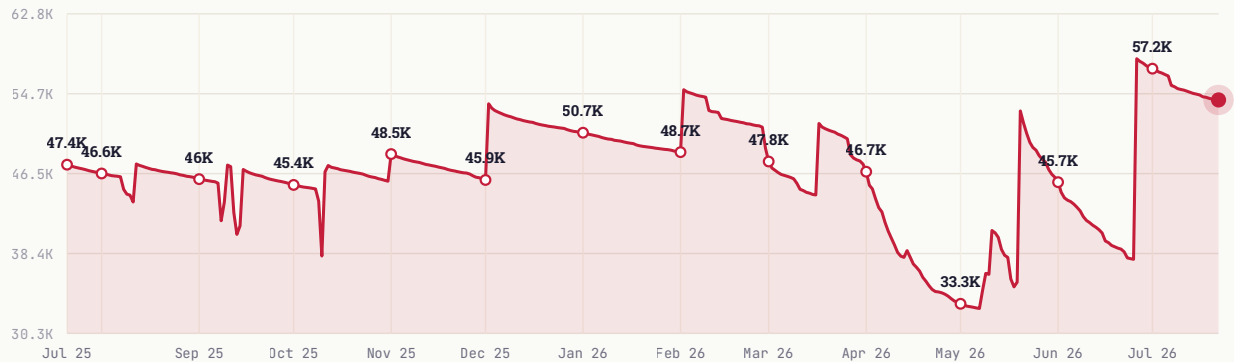
WORST 3

↓ 08.07 · 09:01 PHOTO Robot vacuum Wet & dry cleaning Russian voice #Tech Price: 7049₽ 31545₽ (78% off) Made for those who are tired...	VIEWS 3 714 REP. 1	REACTIONS — ER 6.9%
↓ 08.07 · 12:01 PHOTO ♥ Makeup Artist's Top Tip !! ✓ Always choose quality professional brushes for...	VIEWS 3 691 REP. 1	REACTIONS — ER 6.8%
↓ 22.06 · 17:00 PHOTO Algae sheet face mask set 25 pcs #Beauty Price: 842₽ 4100₽ (82% off) Powerful natural skin care...	VIEWS 3 437 REP. 1	REACTIONS — ER 6.4%

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 or lost subs.



START OF PERIOD

47 449

NOW

54 022

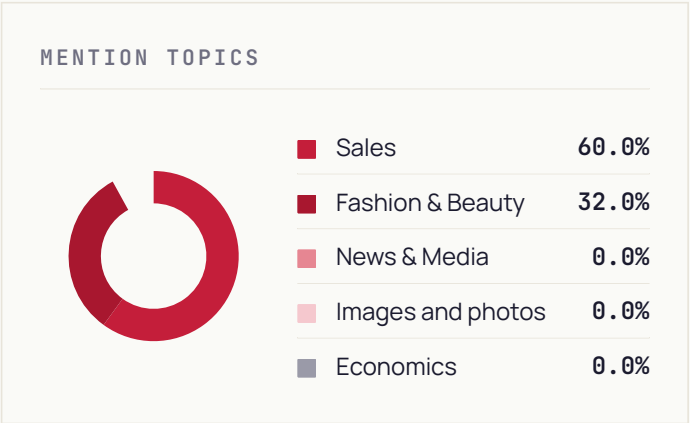
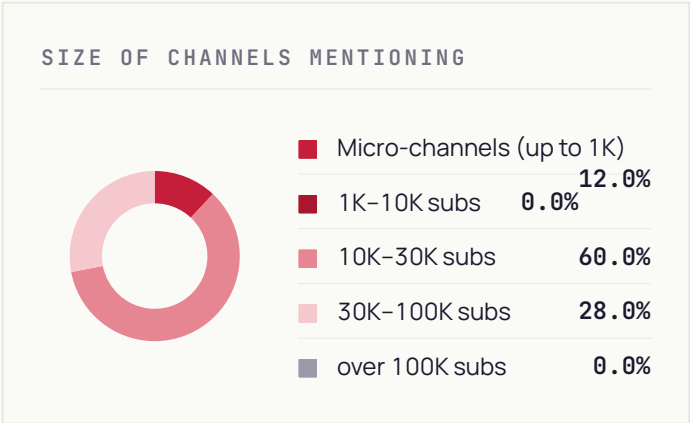
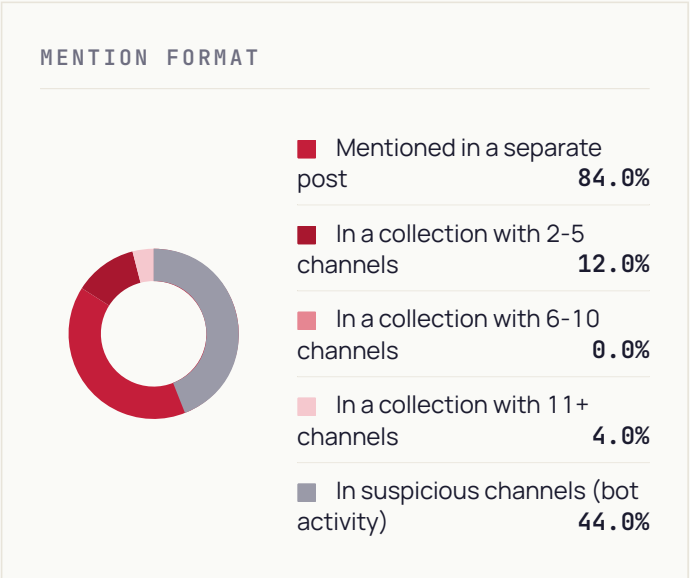
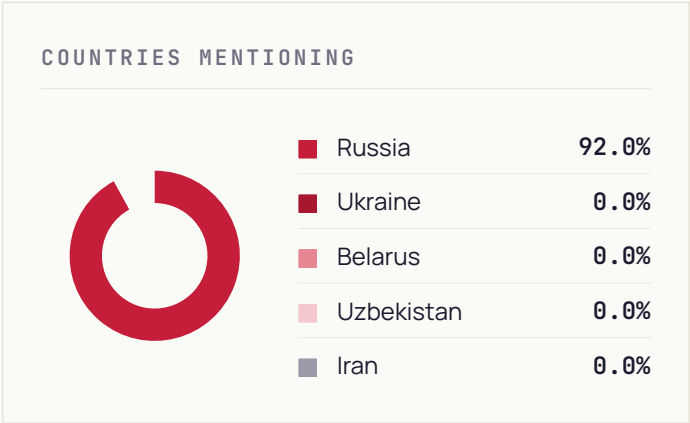
NET GROWTH

+6 573

SECTION 04 · MENTIONS

Who mentions the channel and how

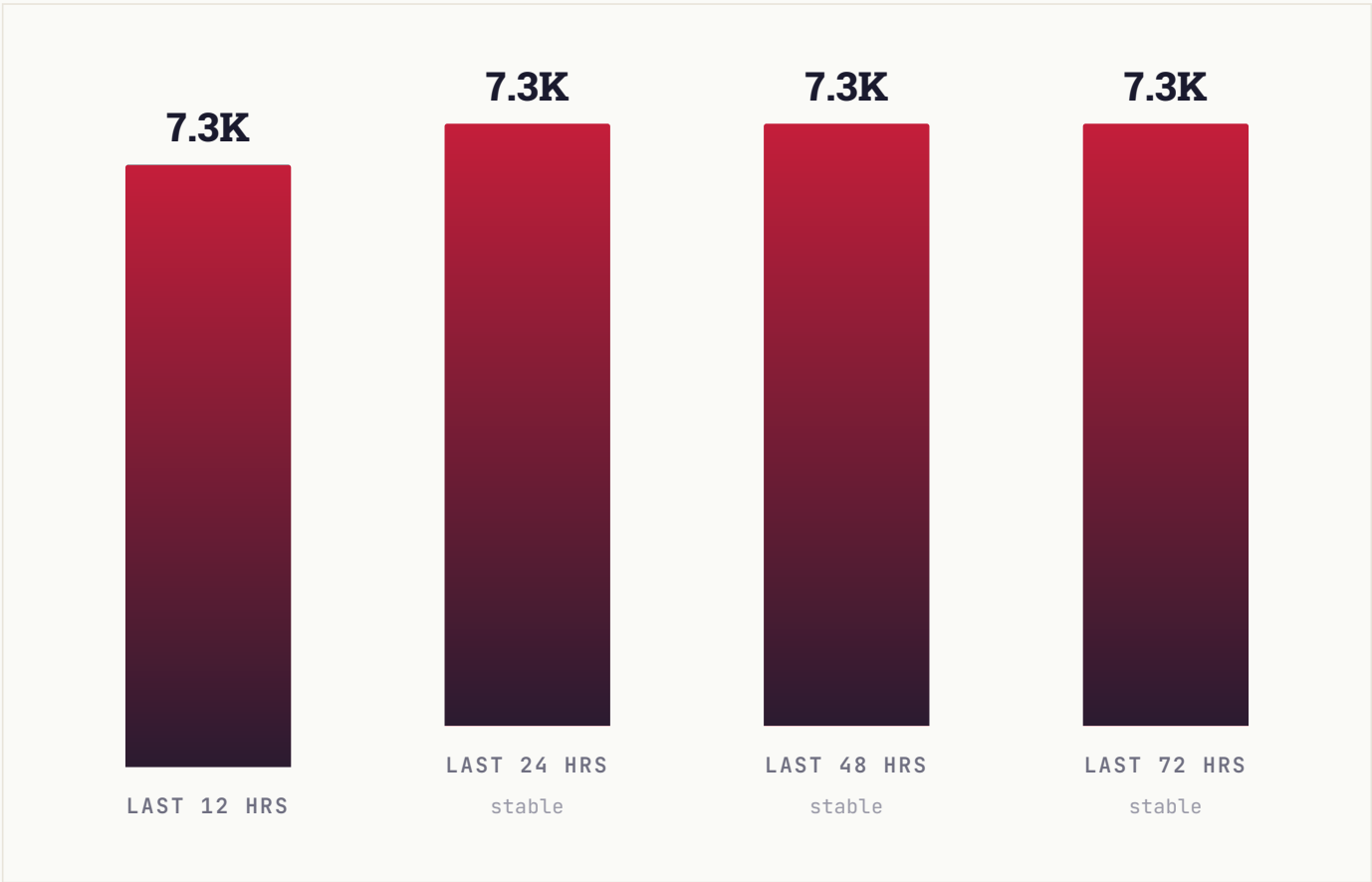
Citation index **16** – channel popularity score based on mentions. Considers not just count but also mentioner weight: a post from a 100K subs channel weighs more than from 1K. All-time mentions: **18** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post over time since publication. Helps estimate how long a placement stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
DM Dima Maslennikov	2.2M
RR Ranbir Roy (VSG)	2.1M
LI LITVIN	1.6M
EX Exile	1.4M
AZ Alexander Zubarev	1.3M
B🍄 Booster 🍄	1.2M
KB Bloody Lady	1.2M
E1 EVELONE 192	1.1M
AB Anastasia Bragina	1.1M
ZJ brown lives here	1.1M
OZ Wildberries Discount Hunter YOU	54K

COMPARATIVE CONCLUSION

Channel not yet outside niche top 100 — early growth stage. Niche leader — Dima Maslennikov (2.2M), top-100 median: 495.5K. First goal: enter top-100 via systematic traffic & content work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

We track posts in other channels that mention yours monthly. Over the last **6 months** such mentions were **0**, they brought **35 784** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
January 2026	0	0	0	
December 2025	0	0	7 734	
November 2025	0	0	2 751	
October 2025	0	0	9 185	
September 2025	0	0	12 253	
August 2025	0	0	3 861	

TOTAL MENTIONS	MONTHS IN DATA	ACQUIRED SUBSCRIBERS
0	6	35 784

SECTION 08 • NICHE COMPARISON

Where the channel stands in its league

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



— 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

Top post of the week — on Saturday
Audience is most active on this day at 10:00 MSK.

EFFECT
Best window for an important post
- 02

Increase video post share
Video in Telegram retains audience longer and is favored by the algorithm. Aim for 15-25% share.

EFFECT
Video retains audience better
- 03

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
- 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 growth lever.

EFFECT
+5-15% ER
- 05

Cross-promo with neighboring channels
Swap posts quarterly with channels in the same niche.
No need daily — 2-3 collabs bring relevant growth.

EFFECT
Growth from relevant audience

★ WHAT'S NEXT

Want us to do this **PromptPress?**

This audit is what we can do in minutes using public data. To go further — run ads with us and hit your growth plan in a month.

01

Launch Telegram ads

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

02

Contact manager

t.me/PromptPress_manager