

PROMTPRESS PUBLIC REPORT

Channel audit

Ozon Bank



@ozon_bank_official

Настоящий банк для любителей выгоды ■ Мы в MAX → <https://max.ru/ozonbank> All news in one place ■ finance.ozon.ru Registered in Roskomnadzor list: <https://s.ozon.ru/97tP0Hy>

SUBSCRIBERS

405 954

-15701 per month

ERR (% SEE POSTS)

11.0%

per day 4.7%

REACH/POST

48.1K

ad reach 19K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 405 954 —	 SUBSCRIBER REACH 11.85% avg % of subs see post	 VIEWS/POST 48.1K median 44.4K · 26 days	 POSTS/WEEK 6.8 for the period
 7D TREND -7.5% vs previous week	 REACTIONS/POST 254.4 total 6,614 reactions, 742 reposts, 0 comments	 POST LENGTH 315 chars median 312 · 26 days	 POSTS ANALYZED 26 26 days
 AD REACH 19K 24h avg	 CHURN / MONTH -15701 last month	 CITATION RATE 148 citation index · 373 channels mentioned it ever	 CHANNEL AGE 2 years 6 months created 08.12.2023

AI EDITOR SUMMARY

Channel «Ozon Bank» — 405 954 subs. Each post averages 48.1K people (12% from subs), reach is low — need to grow audience. Publishes 7 posts per week (~1/day) — infrequent. For week 25–31 May reach dropped -7.5% to week 18–24 May — worth analyzing why.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS SHARE

- 01 Analysis based on 26 posts in 26 days.
- 02 Dominant format – Photo (12/26 posts).
- 03 Avg post length – 315 chars (median 312).
- 04 Audience peak activity – Monday, 17:00 MSK.
- 05 Top posts get 2x more views than the weakest (77.6K avg top vs 31.4K worst) – among 26 posts in 26 days. Worth analyzing what top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 25.05 · 14:11 VIDEO Introducing Ozon Bank— premium service More boosted cashback & savings income, purchase compensation on Ozon...	VIEWS 91 505 REPOSTS 105	REACTIONS 429 ER 22.5%
Nº2 13.05 · 11:34 PHOTO Chicken, monsters & Little Red Riding Hood – a safety digest We often write about fraud protection, and today we've collected...	VIEWS 71 865 REPOSTS 8	REACTIONS 180 ER 17.7%
Nº3 01.06 · 13:04 VIDEO Summer tasks for you ☑ ☑ One from Gosha: pay ☑, with smartphone or payment sticker to earn cashback or stars for purchases...	VIEWS 69 387 REPOSTS 35	REACTIONS 210 ER 17.1%

Nº4

18.05 · 16:18

VIDEO

Up to 80% off on Ozon

Buy summer stuff now, pay later. With Ozon Bank credit card:

VIEWS

65 845

REACTIONS

176

REPOSTS

7

ER

16.2%

Nº5

15.05 · 16:07

PHOTO

Rolling into summer at a bike festival with Ozon Bank and Ozon fresh 😊

May 24 in Moscow: a bike ride along the Garden Ring Join us...

VIEWS

65 354

REACTIONS

172

REPOSTS

76

ER

16.1%

WORST 3

↓

05.06 · 12:56

PHOTO

Hotel and flight prices jump, but you want a vacation

Plan your dream trip without waiting for payday. A credit card will help...

VIEWS

33 007

REACTIONS

148

REPOSTS

6

ER

8.1%

↓

01.06 · 09:00

VIDEO

(post without caption – video)

VIEWS

31 735

REACTIONS

217

REPOSTS

24

ER

7.8%

↓

07.06 · 08:29

PHOTO

Join Ozon Bank team & build fintech products used by millions

Experienced colleagues, open dialogue...

VIEWS

29 356

REACTIONS

167

REPOSTS

29

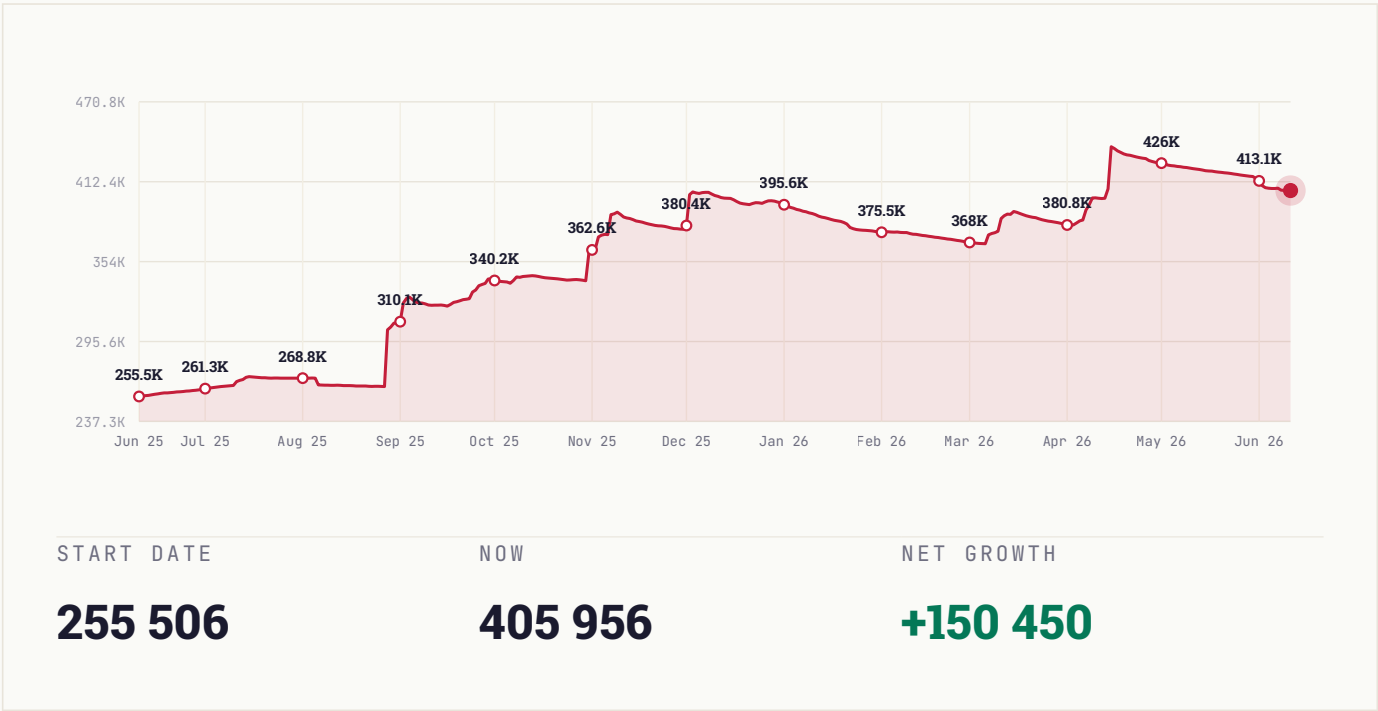
ER

7.2%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

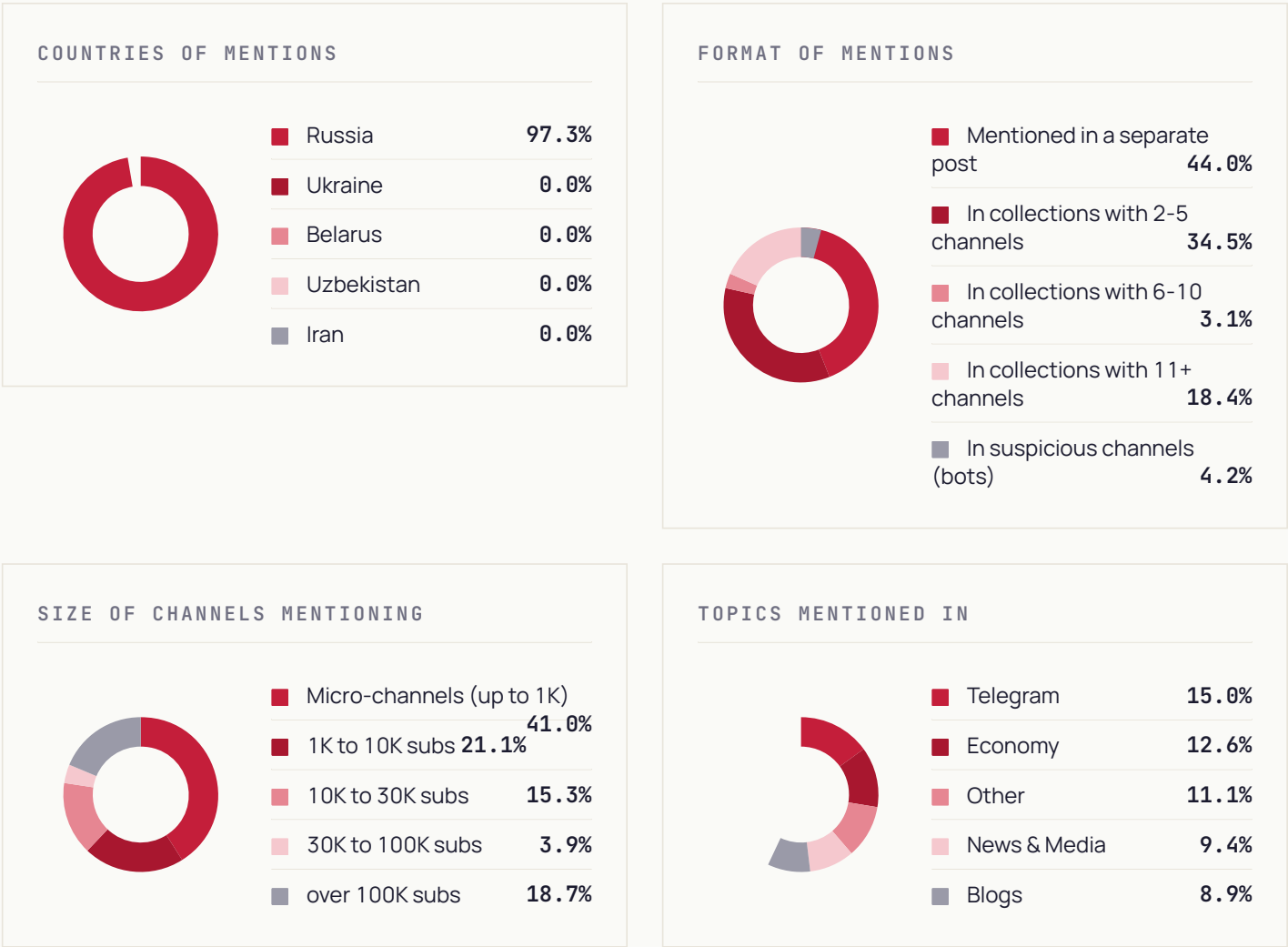
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth vs. loss.



SECTION 04 · MENTIONS

Who mentions the channel & how

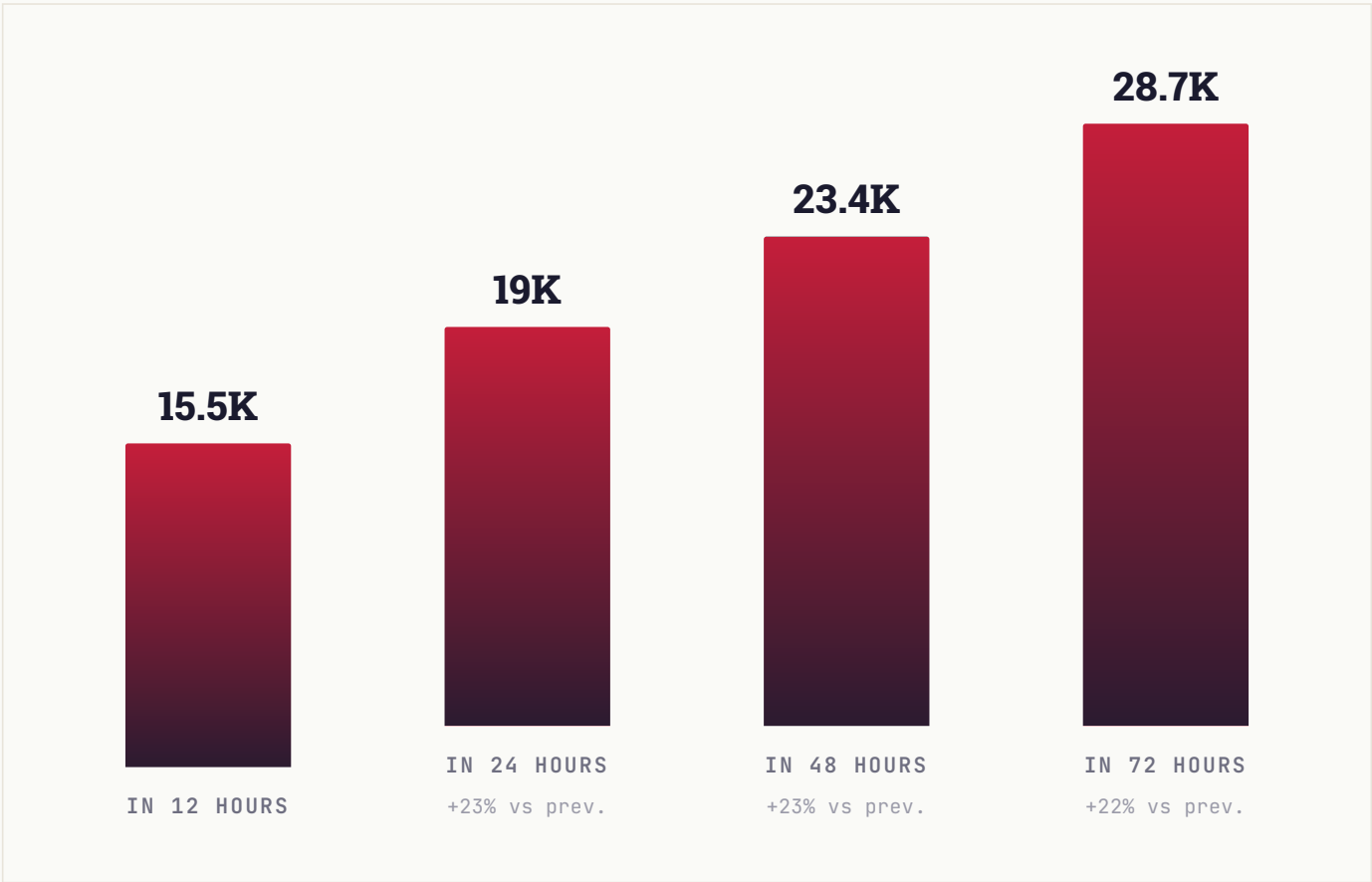
Citation index **148** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioners: a post from a channel with 100k subs weighs more than from 1k subs. All time channel was mentioned **373** different channels.



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 is highlighted — see its rank among niche peers.

CHANNEL	SUBSCRIBERS
TE The Economist	1.2M
TE Axe. Economy.	1.2M
BB Ruthless Bankster	1M
AL Alfa-Bank	1M
RE Russian economy	849.3K
AL Alfa-Investments	736.6K
MU Multiplier	734.3K
SB Sber	717K
OG Olga Gogaladze	590.2K
BC More than Economics	541.2K
OB Ozon Bank YOU	406K

COMPARATIVE INSIGHT

Channel in top quarter of niche (#18 of 99). Leader — The Economist (1.2M). Goal for the coming months: enter the niche top-10 through systematic traffic work.

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Monthly we track posts in other channels that mention yours. Over the last **6 months** mentions found **226**, they brought **182 967** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
December 2025	50	44	31 444	
Nov 2025	50	48	29 876	
Oct 2025	28	19	26 671	
September 2025	45	33	38 410	
August 2025	41	30	47 119	
July 2025	12	7	9 447	
TOTAL MENTIONS		MONTHS OF DATA	ACQUIRED SUBSCRIBERS	
226		6	182 967	

SECTION 08 · NICHE COMPARISON

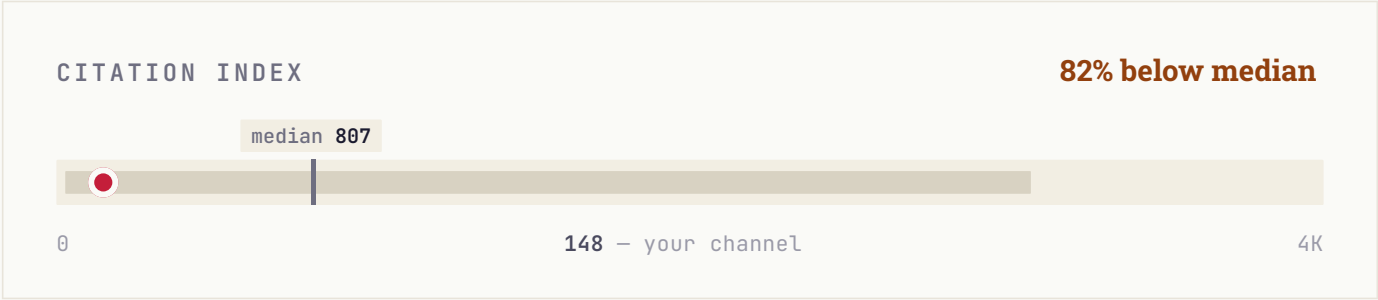
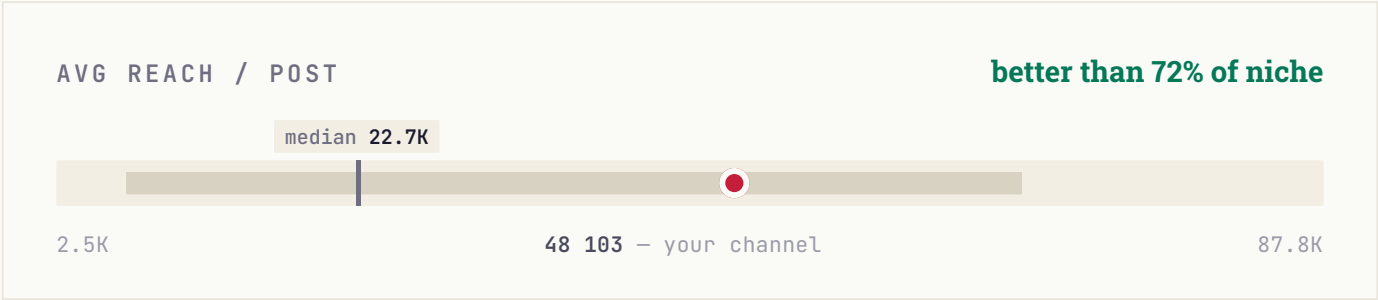
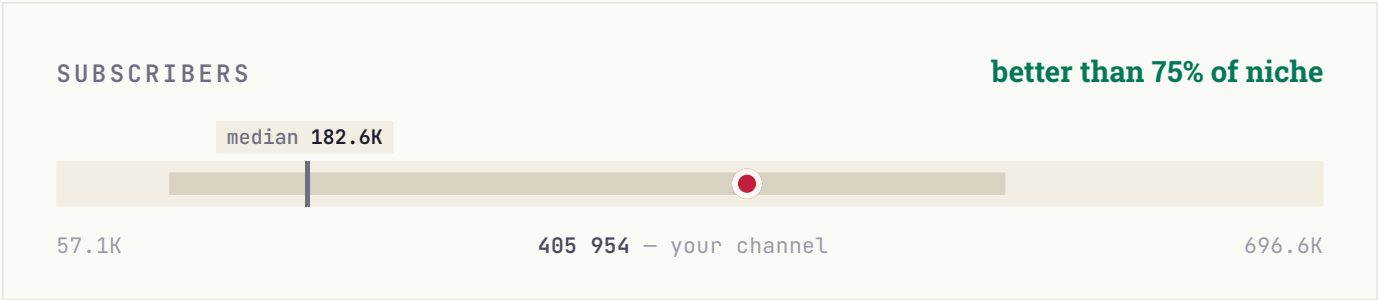
Where the channel stands in its league

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

#18/100

RANK IN NICHE

Channel in top 18% – strong position



— 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

Main post of the week — on Monday

Audience is most active on this day at 17:00 MSK.

EFFECT

**Best time for
important
posts**

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 give +5-15% to ER. One poll per week on a hot topic — an easy growth point.

EFFECT

+5-15% ER

04

Cross-promo with similar channels

Swap posts with same-segment channels once a quarter. No need daily — 2-3 collabs bring 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 — what we can do in a few minutes based on public data. If you want to go further — run ads through us and close your growth plan in a month.

01 Launch Telegram ad <https://panel.promptpress.com/register>

02 Contact manager t.me/PromptPress_manager
