

PROMTPRESS PUBLIC REPORT

Channel audit

Ozon Marketplace



@ozonmarketplace

Channel for Ozon Marketplace sellers and all interested: platform news, educational content and partner bonuses. Comment moderation rules: s.ozon.ru/oR131d6 Registered in the Roskomnadzor register:...

SUBS

101 654

-531 per month

ERR (% SEE POSTS)

11.0%

in 24h 6.4%

REACH/POST

11K

ad reach 6.5K/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.

 SUBS 101 654 —	 SUB REACH 10.85% avg % subs see post	 VIEWS/POST 11K median 11.3K · 24 days	 POSTS/WEEK 7.9 for period
 7D TREND -6.0% vs previous week	 REACTS/POST 100.8 total 2,823 reactions, 1,077 reposts, 1,133 comments	 POST LENGTH 733 chars median 765 · 24 days	 POSTS ANALYZED 28 24 days
 AD REACH 6.5K 24h avg	 CHURN / MONTH -531 last month	 QUOTABILITY 114 citation index · 654 channels mentioned ever	 CHANNEL AGE 7 years 3 months created 20.03.2019

AI EDITOR SUMMARY

Channel «Ozon Marketplace» — 101 654 subs. Each post averages 11K people (11% of subs), reach is low — should expand audience. Publishes 8 posts/week (~1/day) — regular schedule. For week 22–28 Jun reach dropped -6.0% by week 15–21 Jun — worth analyzing causes.

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 SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **28** posts in 24 days.
- 02 Dominant format – **Photo** (15/28 posts).
- 03 Avg post length – **733** chars (median 765).
- 04 Peak audience activity – **Tue**, 19:00 MSK.
- 05 Top posts get **2x** more views than the weakest (13.9K avg for top vs 6.8K for worst) – among 28 posts over 24 days. Worth analyzing what the top has in common – topic, format, time.

TOP 5 POSTS

Nº1 09.06 · 16:22 PHOTO  Updated Metric Names in Promotion To make it easier to navigate your dashboard and analyze promotion results...	VIEWS 14 102 REPOSTS 45	REACTS 96 ER 13.9%
Nº2 12.06 · 14:00 TEXT Thanks to everyone who played with us! The riddles were tied to places that inspired our entrepreneurs to start their own business. Cosmetics on...	VIEWS 13 891 REPOSTS 9	REACTS 130 ER 13.7%
Nº3 12.06 · 09:08 POLL (post without caption – poll)	VIEWS 13 816 REPOSTS 8	REACTS 115 ER 13.6%

Nº4 12.06 · 06:30 VIDEO ❤️ Russia Day: take a festive trip across the country and its history Russia spans 11 time zones, thousands of cities, and millions...	VIEWS 13 524 REPOSTS 10	REACTS 95 ER 13.3%
Nº5 20.06 · 08:01 TEXT 🌸🌸🌸🌸 Everything You Might Have Missed 🚚 Logistics • FBO: extra packaging for items before delivery to customer At Ozon warehouses in Moscow...	VIEWS 13 293 REPOSTS 20	REACTS 64 ER 13.1%

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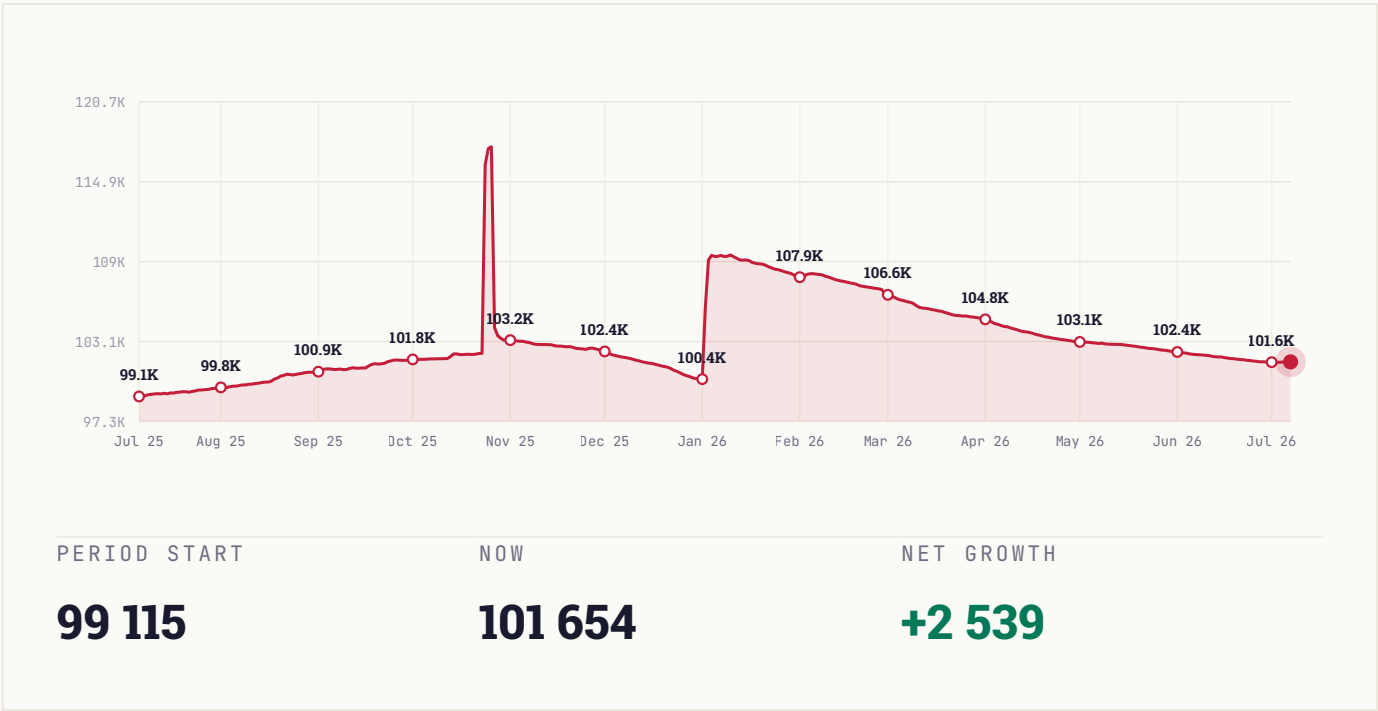
WORST 3

↓ 03.07 · 08:00 PHOTO 🔊 Ad Platform: What's New Summer season is in full swing – here's what changed in promotion tools in June. Read in...	VIEWS 7 498 REPOSTS 14	REACTS 43 ER 7.4%
↓ 03.07 · 14:04 PHOTO One of these items is fake, the other is actually sold on Ozon Can you guess which is real? 🔥 – egg peeler ❤️ – hook...	VIEWS 6 985 REPOSTS 15	REACTS 375 ER 6.9%
↓ 04.07 · 08:07 TEXT 🌸🌸🌸🌸 Everything You Might Have Missed ⚡ Highlights About notification deadlines for new terms Starting July 1, 2026, you must notify about price increases...	VIEWS 6 069 REPOSTS 22	REACTS 45 ER 6.0%

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.



SECTION 04 • MENTIONS

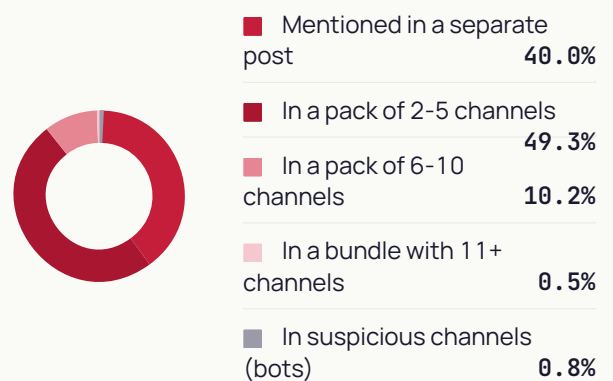
Who and how mentions the channel

Citation index **114** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All time the channel was mentioned **654** different channels.

COUNTRIES MENTIONING



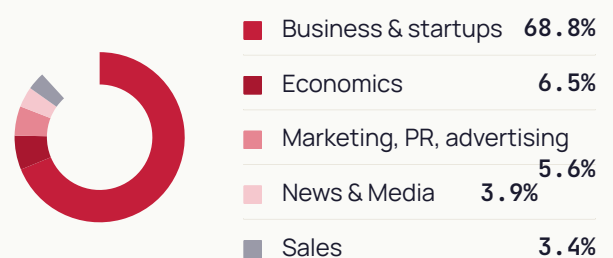
FORMAT OF MENTIONS



WHAT SIZE CHANNELS MENTION



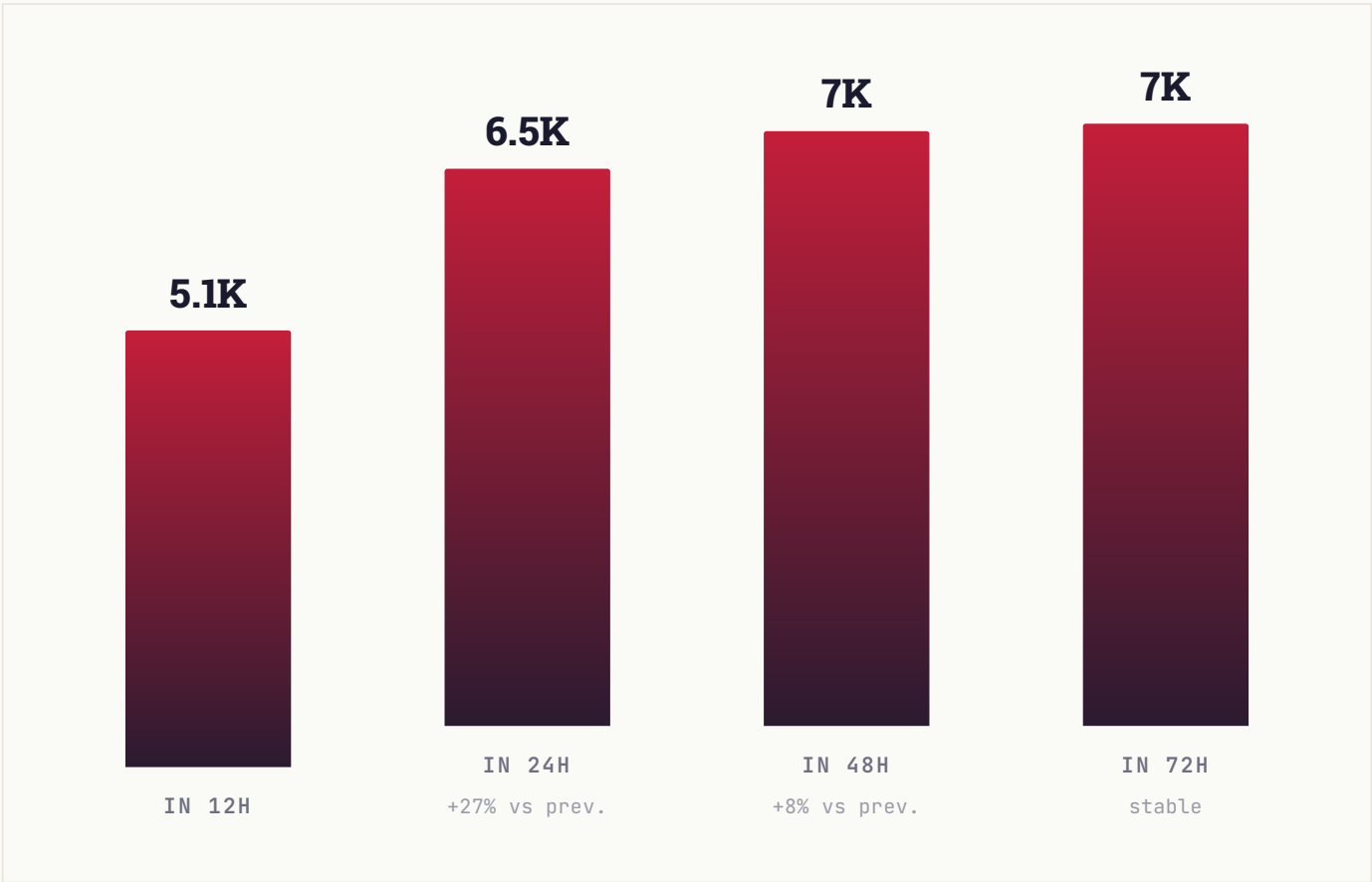
TOPICS OF MENTIONS



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of ad post by time since publication. Helps estimate how long a placement makes sense to 'live'.



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Highlighted your channel — you can see its place among niche neighbors.

CHANNEL	SUBS
OZ OZON	1.1M
SN Market discounts	1M
YM Yandex Market	1M
X- Freeloaders - Lightning	997.5K
WS WB Sniper Finds from Wildberries Discounts Promos	922.2K
PB By Blat	876.1K
Z Hare Promos Discounts	874.4K
W Wildberries finds	793.3K
VI ITEMS FROM VIDEO	703.1K
AL Alpha-Profitable	558.5K
OM Ozon Marketplace YOU	101.7K

COMPARATIVE CONCLUSION

Channel not yet outside top 94 of niche — early growth stage. Niche leader — OZON (1.1M), top-94 median: 204.2K. First goal — enter top-94 through systematic work with traffic and content.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Monthly we record posts in other channels that mention your channel. Over the last **6 months** such mentions were **352**, they brought **27 550** new subs.

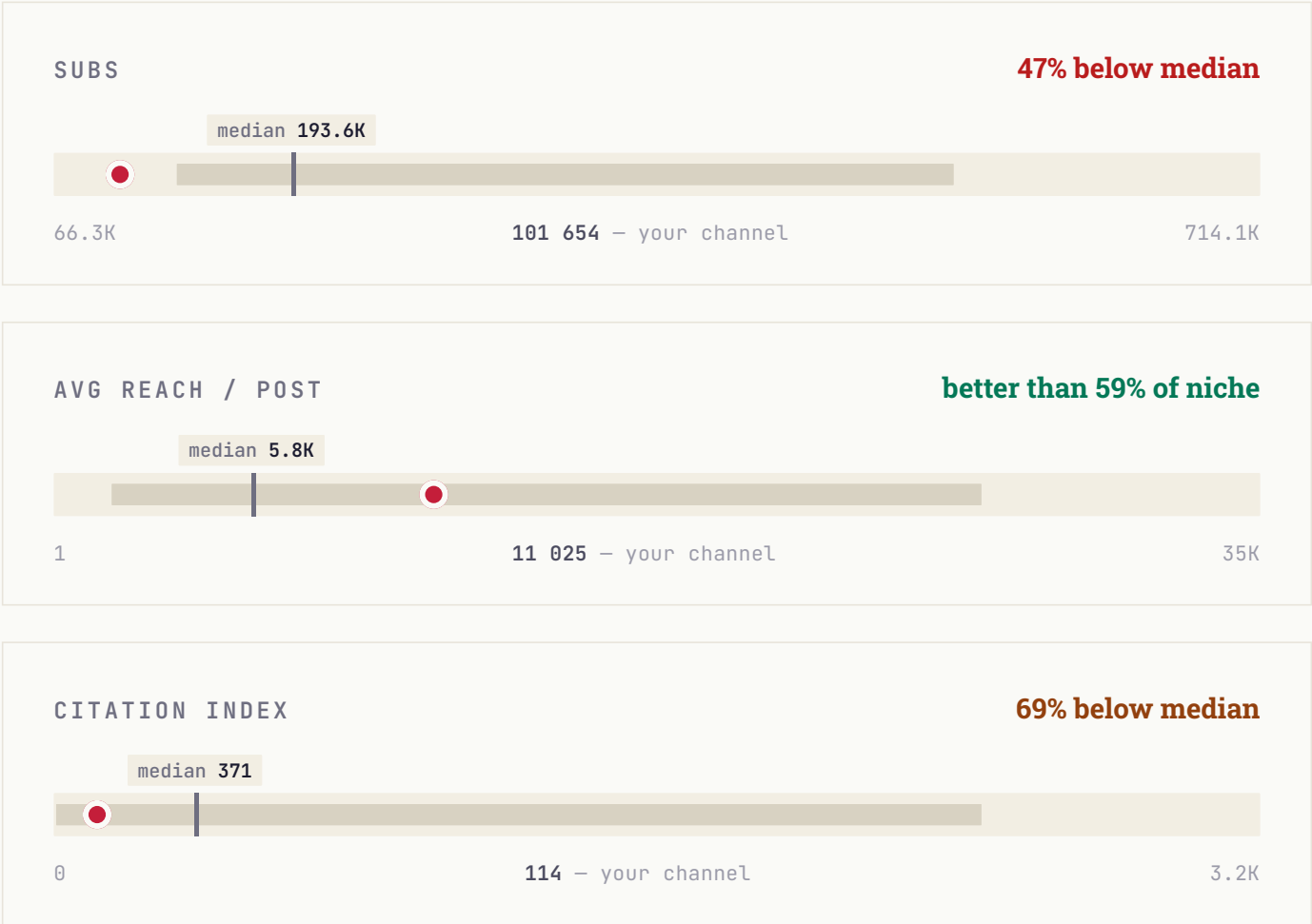
PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
January 2026	27	18	9 311
December 2025	42	23	0
Nov 2025	48	26	132
Oct 2025	75	33	15 741
Sep 2025	87	47	1 105
August 2025	73	36	1 261

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS
352	6	27 550

SECTION 08 · 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 for 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.



— SECTION 09 • STRATEGY

What to do right now

5 priority actions sorted by expected impact. Can be checked off and revisited next month.

01

Main post of the week — on Tuesday

On this day at 19:00 MSK audience is most active.

EFFECT

**Best window
for an
important post**

02

Increase share of video posts

Video in Telegram retains audience longer and is better perceived by the algorithm. We recommend increasing share to 15-25%.

EFFECT

**Video retains
audience
better**

03

System 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 and interactive formats

Posts with polls/reactions usually give +5-15% to ER.
One poll per week on a hot topic — easy growth point.

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

Exchange posts with channels in the same segment once a quarter. No need daily — 2-3 collabs give relevant growth.

EFFECT

**Growth from
relevant
audience**

★ 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 close your growth plan in a month.

01	Launch ads in Telegram	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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