

PUBLIC REPORT BY PROMTPRESS

Channel audit

OZON



@ozonru

Official channel of Ozon marketplace for buyers. Support chatbot in Max: https://max.ru/ozon_support_bot Group rules: <https://ozon.ru/t/75Pn9dd> Registered in Roskomnadzor list:...

SUBSCRIBERS

1 085 800

-25925 per month

ERR (% WHO SEE
POSTS)

4.0%

in 24 hrs **2.4%**

REACH/POST

43.3K

ad reach **26.3K**/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 1 085 800 —	 SUBS REACH 3.99% avg % subs see post	 VIEWS/POST 43.3K median 44.2K · 29 days	 POSTS/WEEK 19.1 for the period
 7D TREND -7.7% vs previous week	 REACTIONS/POST 310.7 total 24,853 reactions, 2,813 reposts, 1,235 comments	 POST LENGTH 361 chars median 349 · 29 days	 POSTS ANALYZED 80 29 days
 AD REACH 26.3K 24h avg	 CHURN / MONTH -25925 last month	 CITATION RATE 4 078 citation index · 4 353 channels mentioned all time	 CHANNEL AGE 4 years 2 months created 15.04.2022

AI EDITOR SUMMARY

Channel «OZON» — 1 085 800 subs. Each post gets avg 43.3K people (4% of subs), reach is low — worth expanding audience. Publishes 19 posts per week (~3/day) — regular pace. For week 1–7 June reach dropped -7.7% to week 25–31 May — worth analyzing reasons.

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 **80** posts over 29 days.
- 02 Dominant format — **Photo** (54/80 posts).
- 03 Avg post length — **361** chars (median 349).
- 04 Audience peak — **Thursday**, 18:00 MSK.
- 05 Top posts get **2x** more views than the weakest (58K avg for top vs 36.2K for worst) — among 80 posts over 29 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 19.05 · 08:31 PHOTO ☒ Space for work and creativity Reduce screen time? Sure. Right after one more email, task, and a quick call. Meanwhile...	VIEWS 60 895 REPOSTS 101	REACTIONS 230 ER 5.6%
Nº2 23.05 · 12:02 PHOTO ☒ Mood: blooming garden First butterflies, green tree crowns, birdsong, and flowers everywhere! Late May is that time when...	VIEWS 57 214 REPOSTS 22	REACTIONS 219 ER 5.3%
Nº3 28.05 · 15:15 PHOTO ➔ Where to go this summer? Travel sometimes starts not with buying tickets, but with the first page read. Some books take you to...	VIEWS 55 787 REPOSTS 42	REACTIONS 196 ER 5.1%

Nº4 22.05 • 14:05 PHOTO ☒ If you're going on vacation, do it in style! It's so nice! Packing a suitcase, planning outfits in advance, and imagining what you'll wear...	VIEWS 54 634 REPOSTS 58 REACTIONS 255 ER 5.0%
Nº5 30.05 • 07:05 PHOTO ☒ We're giving away not just tickets – tickets with separate entry to the much-desired VK Fest in St. Pete (yes, no waiting, come and straight...	VIEWS 53 228 REPOSTS 15 REACTIONS 289 ER 4.9%

WORST 3

↓ 08.06 • 12:02 PHOTO ☒ How to solve this math problem?	VIEWS 36 703 REPOSTS 22 REACTIONS 315 ER 3.4%
↓ 04.06 • 08:45 VIDEO ☒ Healthy eating becomes a habit easier when it brings pleasure And it's not just about taste: bright presentation and a pleasant atmosphere over...	VIEWS 36 158 REPOSTS 76 REACTIONS 199 ER 3.3%
↓ 09.06 • 08:45 PHOTO ☕ Keeping balance so we don't spill coffee!	VIEWS 35 662 REPOSTS 26 REACTIONS 1 363 ER 3.3%

SECTION 03 • SUBSCRIBER DYNAMICS

How the channel grew over the year

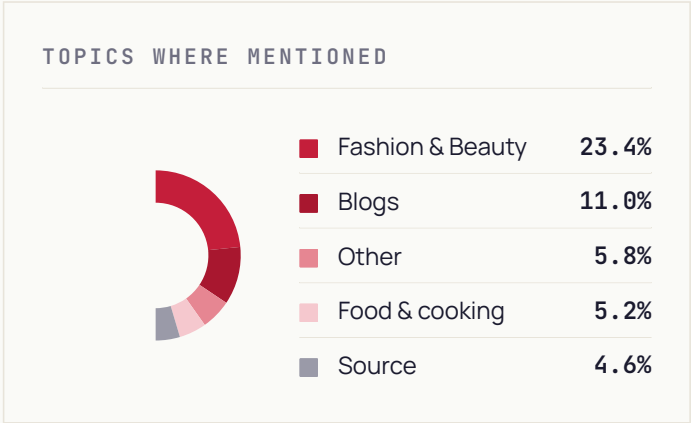
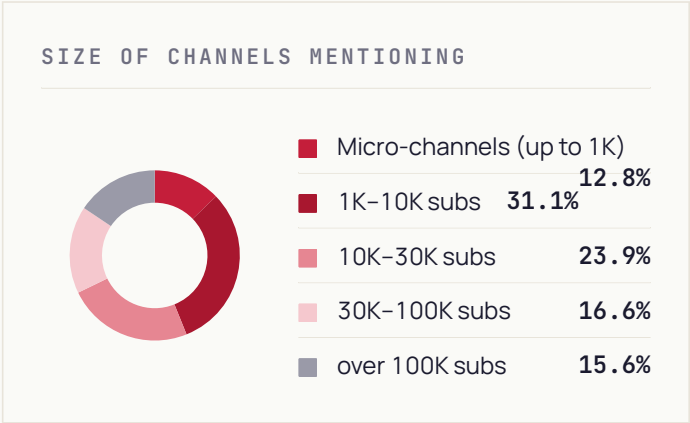
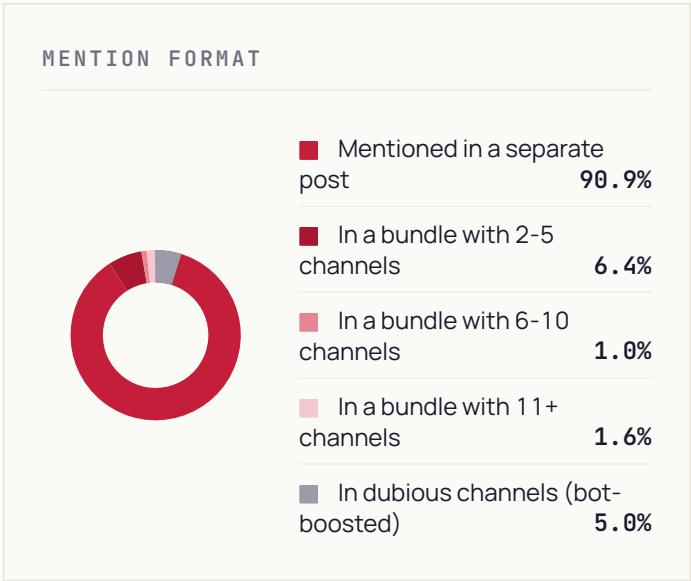
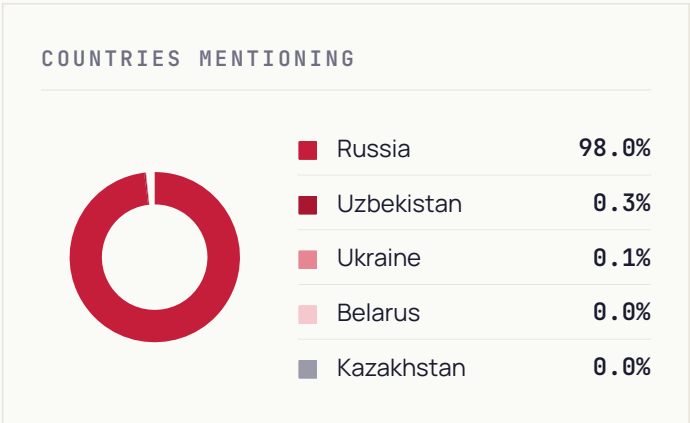
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained subs and which months subs left.



SECTION 04 · MENTIONS

Who mentions the channel and how

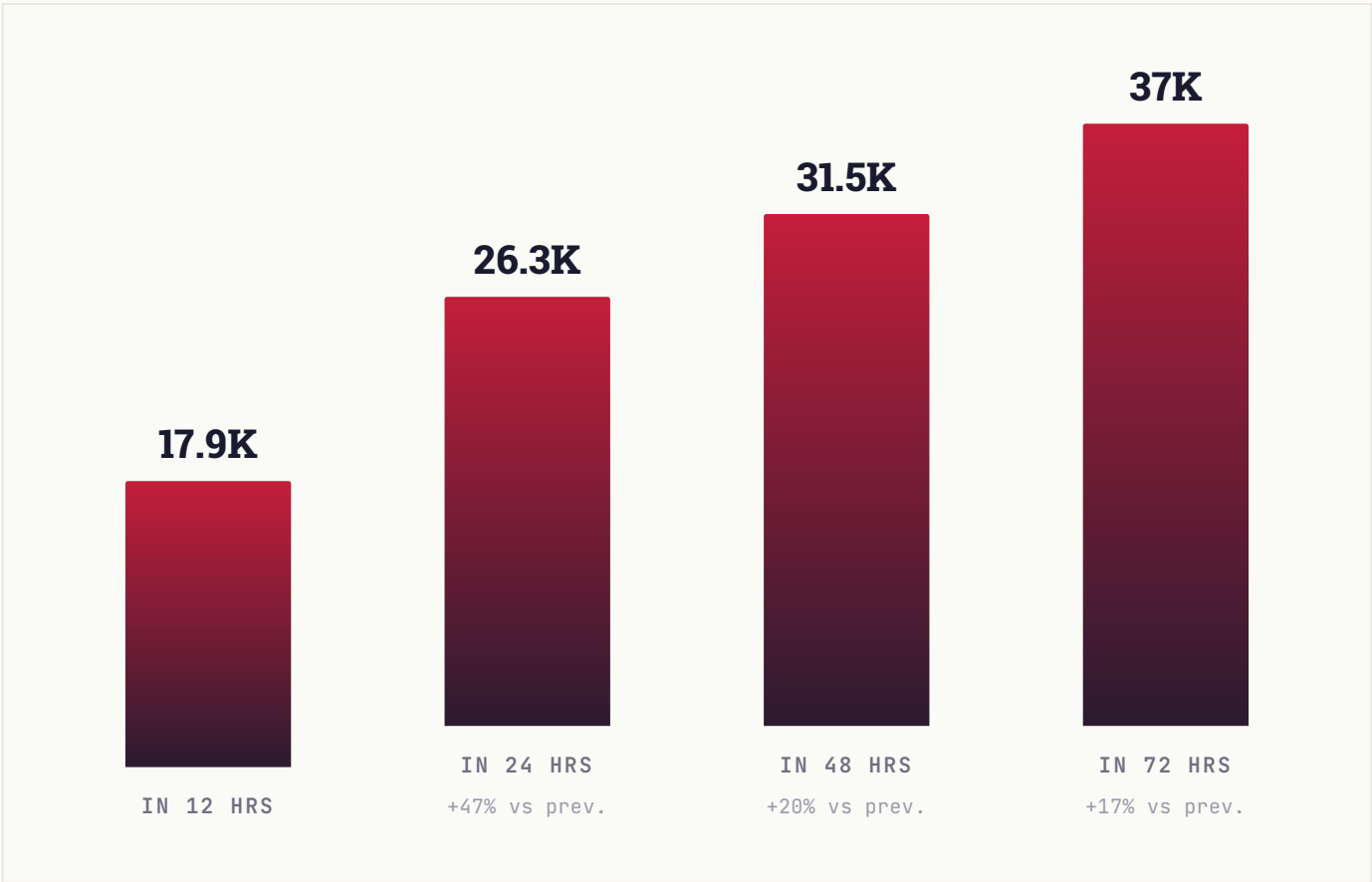
Citation index **4 078** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioners: a post from a 100k subs channel weighs more than from a 1k subs channel. All-time channel mentions: **4 353** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post by 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 — see its rank among niche neighbors.

CHANNEL	SUBSCRIBERS
OZ OZON YOU	1.1M
YM Yandex Market	1M
X- Freeloaders - Lightning	1M
SN Market discounts	993.1K
WS WB Sniper Wildberries Finds Discounts Promos	932.9K
PB Po Blatu	888K
Z Hare Promos Discounts	877.5K
W Wildberries finds	799.3K
VI ITEMS FROM VIDEO	711.7K
AL Alpha-Profitable	563K
WI WILDBERRIES	532.1K

COMPARATIVE CONCLUSION

Channel in top-1 niche (#1 of 94 channels in category). One of the leaders — client partners can go for cross-promo with equals; for PR/reach you're a valuable media partner.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we record posts in other channels that mention your channel. Over the last **6 months** such mentions were **1 382**, they brought **209 296** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
December 2025	270	186	18 222	
November 2025	273	218	51 298	
October 2025	109	62	39 627	
Sep 2025	323	214	50 256	
August 2025	197	132	29 096	
July 2025	210	140	20 797	

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS
1 382	6	209 296

SECTION 08 · NICHE COMPARISON

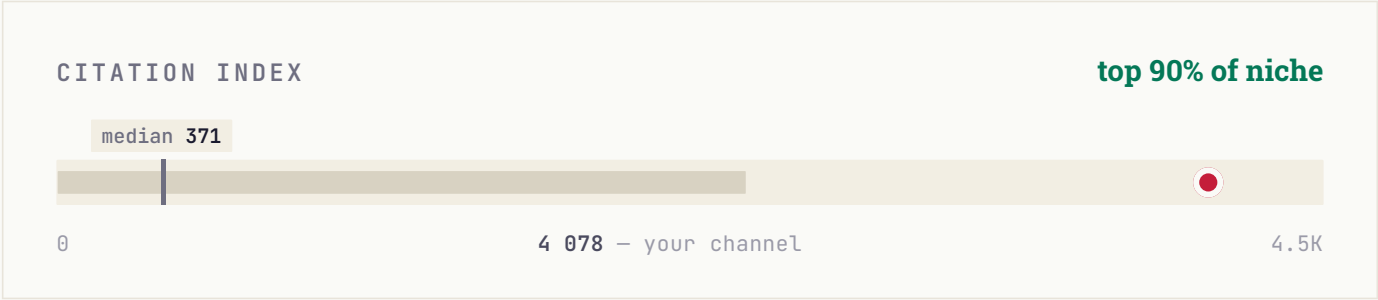
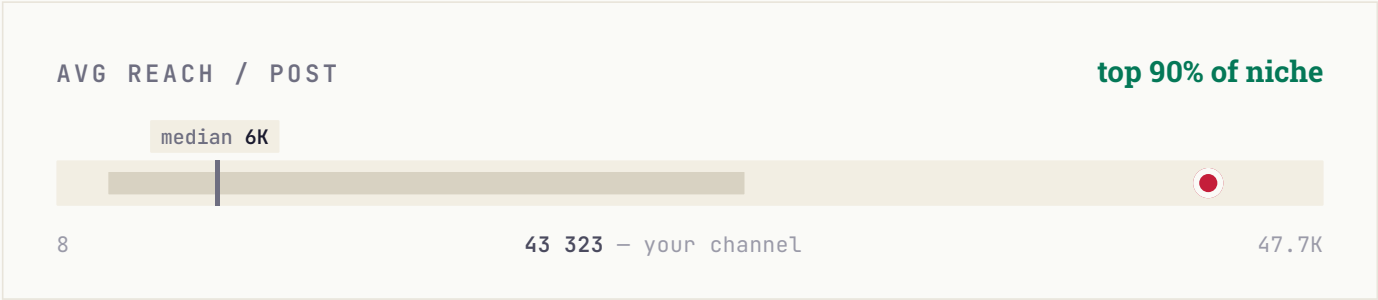
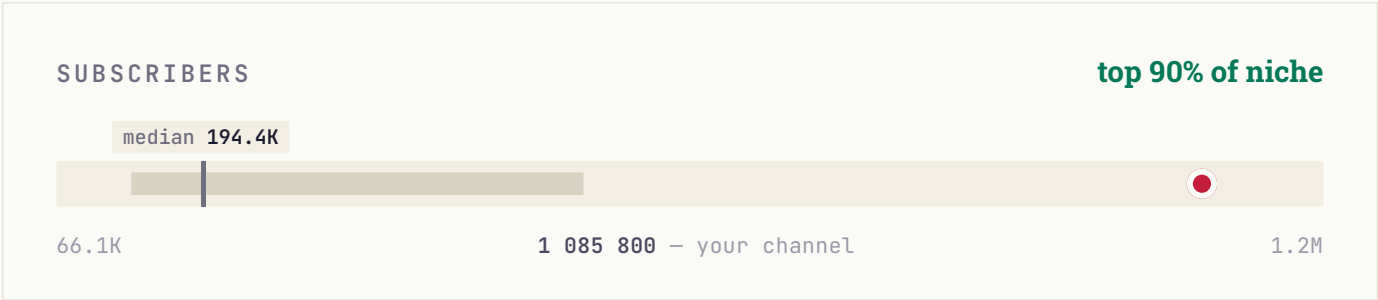
Where the channel stands in its league

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.

#1/100

POSITION IN NICHE

Channel in top 1% sales Russia



— 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 Thursday

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

EFFECT

**Best window
for an
important post**

02

ER below niche benchmark — rethink formats

Current ER 3.99% vs norm 5.5%. Try polls & interactive formats.

EFFECT

+1.5pp ER

03

System traffic buy

Three formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromptPress 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 poll per week on a hot topic — an easy growth lever.

EFFECT

+5-15% ER

05

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**

★ 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 through us and hit your growth plan in a month.

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

02 Contact manager t.me/PromptPress_manager
