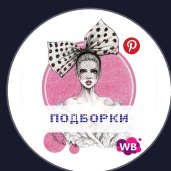


PUBLIC REPORT BY PROMTPRESS

Channel audit

WB/OZON picks



@podborkiwbozon

I pick budget goods on WB/OZON For collab @ProskuryakovaAnn
 @AnnaRekla #PI381 Buy ads: <https://telega.in/c/+CwW3YelQMzNkOWFi> Resource included in Roskomnadzor list

SUBS

16 745

-246 per month

ERR (% SEE POSTS)

4.0%

per day 1.4%

REACH/POST

512

ad reach 227/24h

— CONTENTS · 2026

What's inside the report

01 Channel snapshot

12 key metrics · AI summary

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Rank in «Fashion & Beauty»

08 Strategy

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBS 16 745 —	 REACH OF SUBS 3.06% avg % subs see post	 VIEWS/POST 512 median 529 · 29 days	 POSTS/WEEK 16.2 over period
 7-DAY TREND -13.8% vs previous week	 REACTS/POST 0.6 only 40 reactions, 80 reposts, 0 comments	 POST LENGTH 314 chars median 328 · 29 days	 POSTS ANALYZED 68 29 days
 AD REACH 227 24h avg	 CHURN / MONTH -246 last month	 CITATION RATE 567 citation index · 1,263 channels mentioned ever	 CHANNEL AGE 3 years 8 months created 14.10.2022

AI EDITOR SUMMARY

Channel «WB/OZON Picks» — 16 745 subs. Each post avg views 512 people (3% from subs), reach low — need to grow audience. Posts 16 posts per week (~2/day) — regular. Week 22–28 Jun reach dropped -13.8% by week 15–21 Jun — worth analyzing reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS SHARE

- 01 Analysis based on **68** posts over 29 days.
- 02 Dominant format – **Photo** (64/68 posts).
- 03 Avg post length – **314** chars (median 328).
- 04 Audience peak – **Monday**, 21:00 MSK.
- 05 Top posts get **2x** more views than the weakest (843 avg for top vs 408 for worst) – among 68 posts in 29 days. Analyze commonalities: topic, format, timing.

TOP 5 POSTS

Nº1 15.06 · 18:22 PHOTO Striped summer suit ▫ Cotton suit with pants and short tie-top. ▫ Wide trousers with soft elastic, ruffled...		VIEWS	REACTS
		870	1
		REPOSTS	ER
		4	5.2%
Nº2 10.06 · 12:28 PHOTO Suit with trousers ▫ Perfect blend of comfort and style for warm season. ▫ Trouser model fits well...		VIEWS	REACTS
		835	2
		REPOSTS	ER
		2	5.0%
Nº3 15.06 · 08:57 PHOTO Skort ▫ Skort made of lightweight, breathable viscose with added spandex for comfort and freedom of movement. ...		VIEWS	REACTS
		826	3
		REPOSTS	ER
		2	4.9%

Nº4 09.06 · 10:01 PHOTO Mini ruffled skirt Feminine mini skirt with a neat A-line cut that flatters your silhouette. Decorative ruffles along...	VIEWS 815 REPOSTS 1	REACTS — ER 4.9%
Nº5 11.06 · 13:29 PHOTO Lace top Light top with lace adds a touch of sexiness and playfulness. Made of breathable materials, ensuring...	VIEWS 788 REPOSTS 2	REACTS 2 ER 4.7%

|

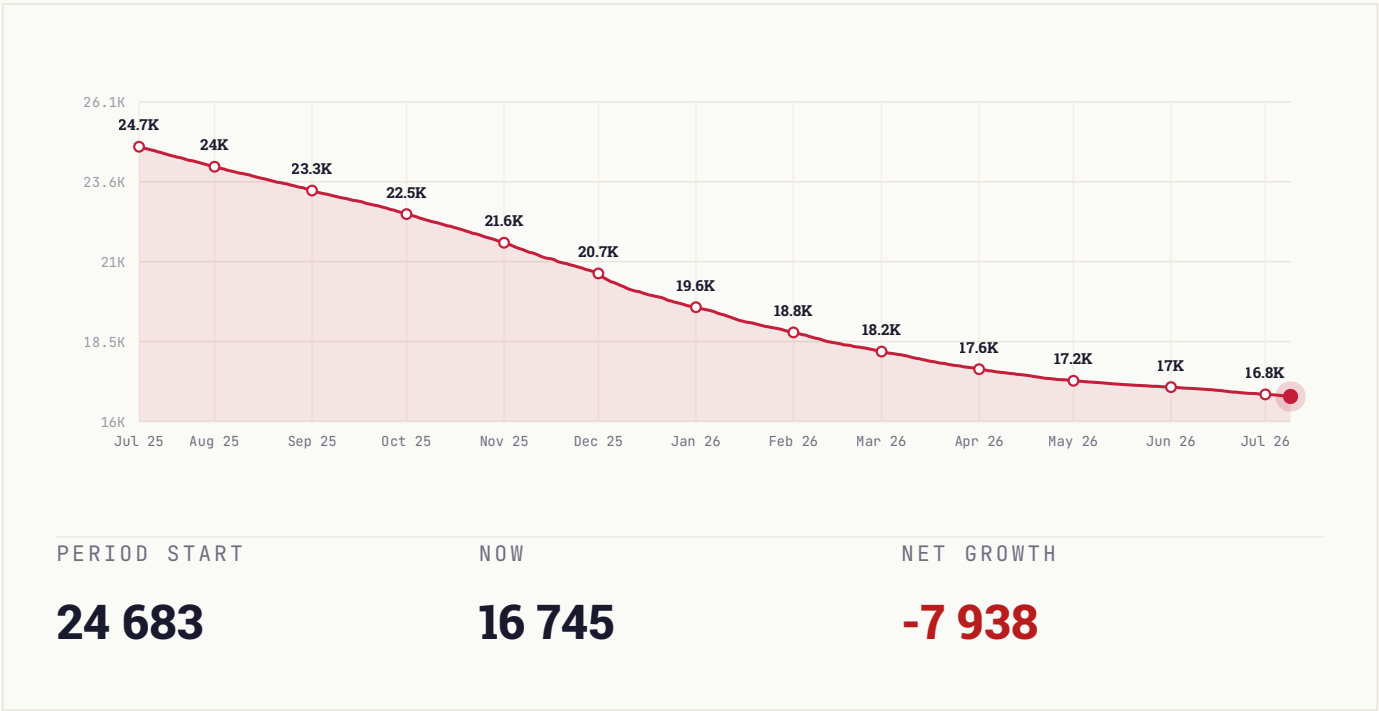
WORST 3

↓ 04.07 · 08:17 PHOTO Lace bodysuit Slimming, shaping bodysuit. Perfect for all sizes, including plus-size...	VIEWS 435 REPOSTS —	REACTS — ER 2.6%
↓ 05.07 · 06:26 PHOTO Ribbed tank top Perfect fit. Gently hugs your figure, stretches well, highlights slimness and appeal. Very...	VIEWS 418 REPOSTS —	REACTS — ER 2.5%
↓ 06.07 · 04:26 PHOTO Seamless underwear set Adjustable straps. Elastic bands. No wires or pads. Invisible under clothes...	VIEWS 372 REPOSTS —	REACTS — ER 2.2%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

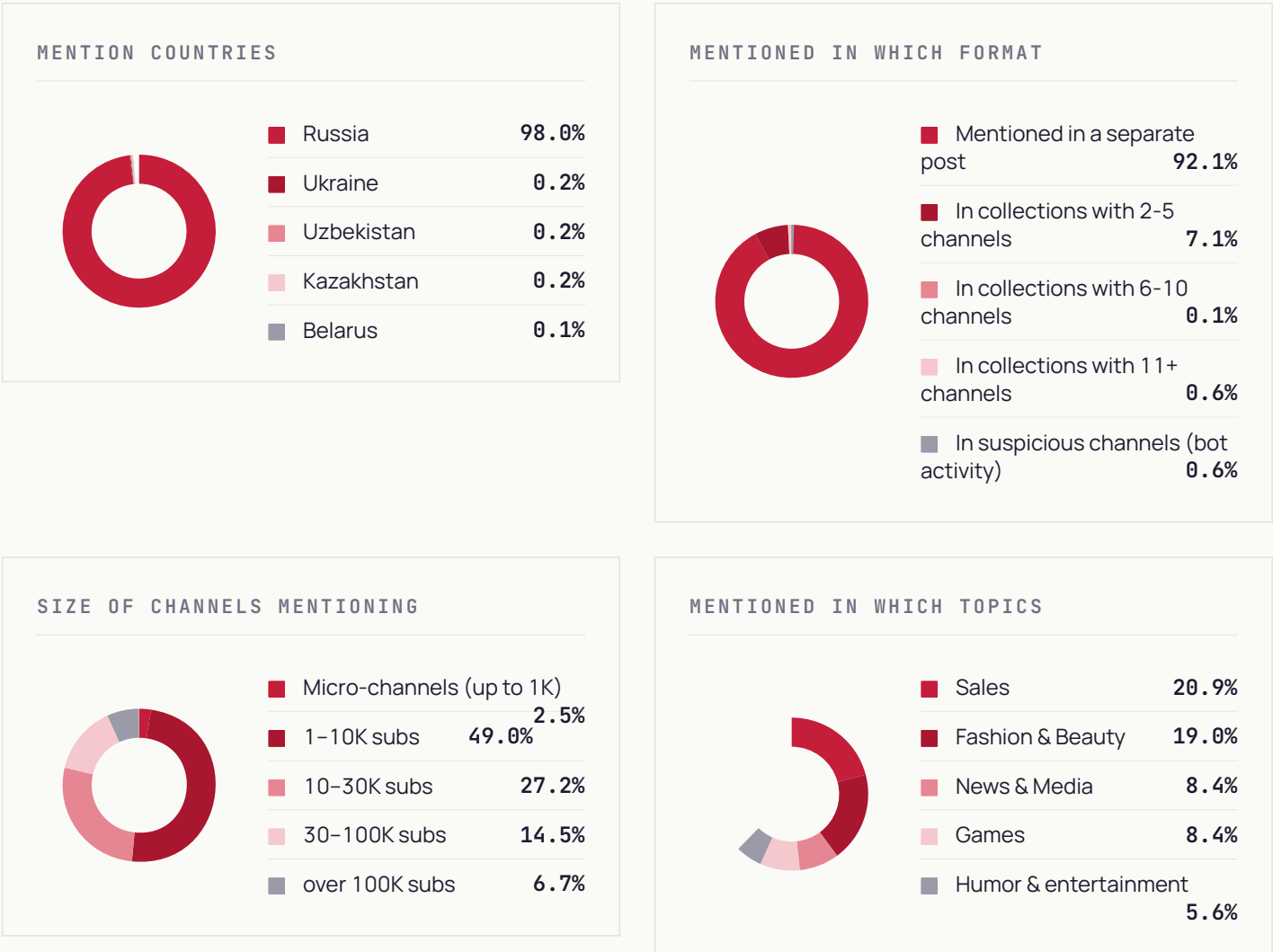
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

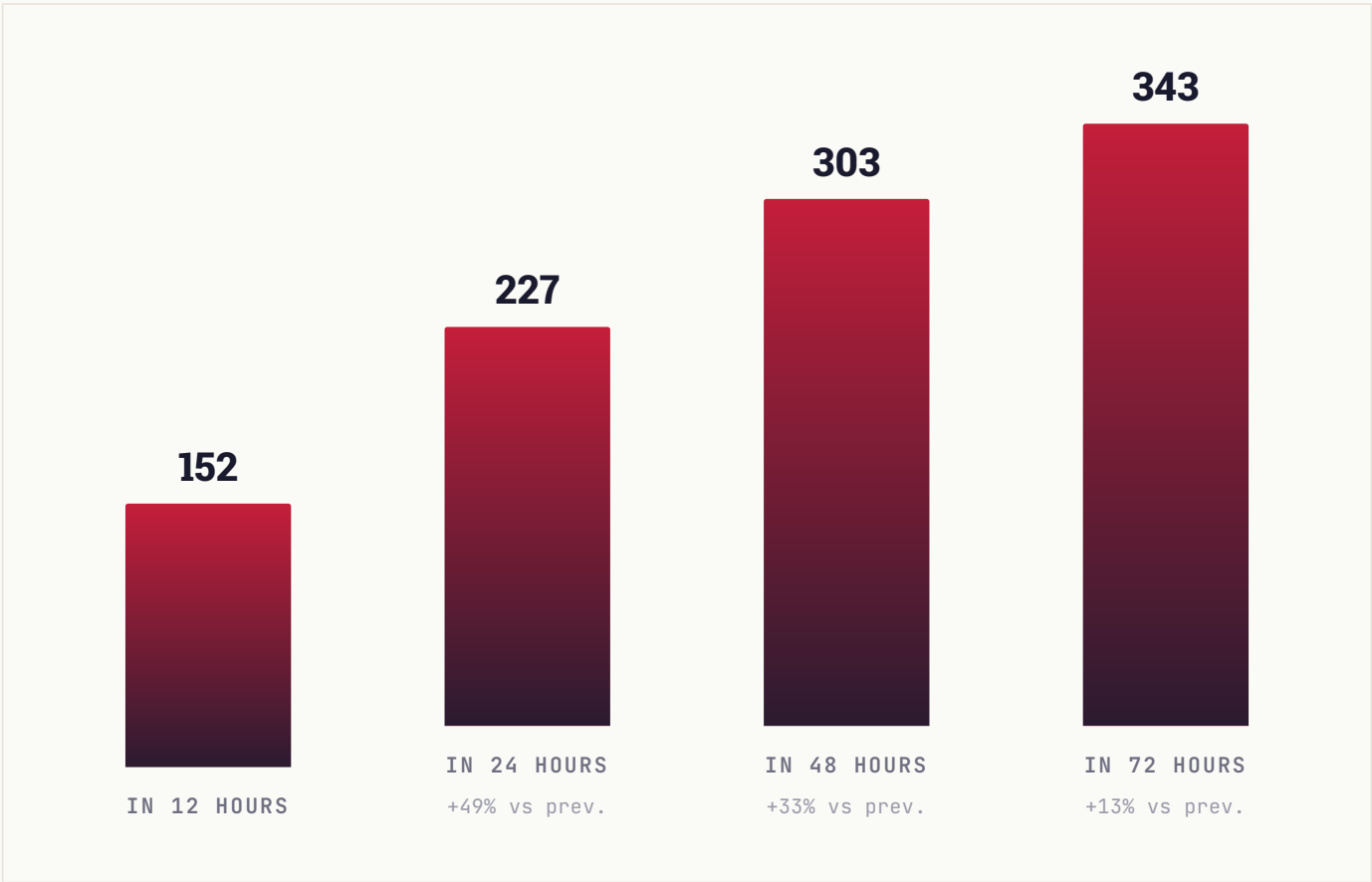
Citation index **567** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from 1K subs. All-time channel was mentioned **1 263** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post over time since publication. Helps estimate how long 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	SUBS
ZY Zolotoe Yabloko	1.1M
NN Found on Wildberries	635.3K
MI MIXIT.RU	614.6K
M Manicure Nails	573.8K
NN Wildberries / WB Finds	537.2K
EM Elena Mixit	521.6K
GD Face gymnastics	472.5K
PM Fashion Trends	437.6K
PR Primebery	398.9K
NW WB OZON Finds	393.5K
PW WB/OZON picks YOU	16.7K

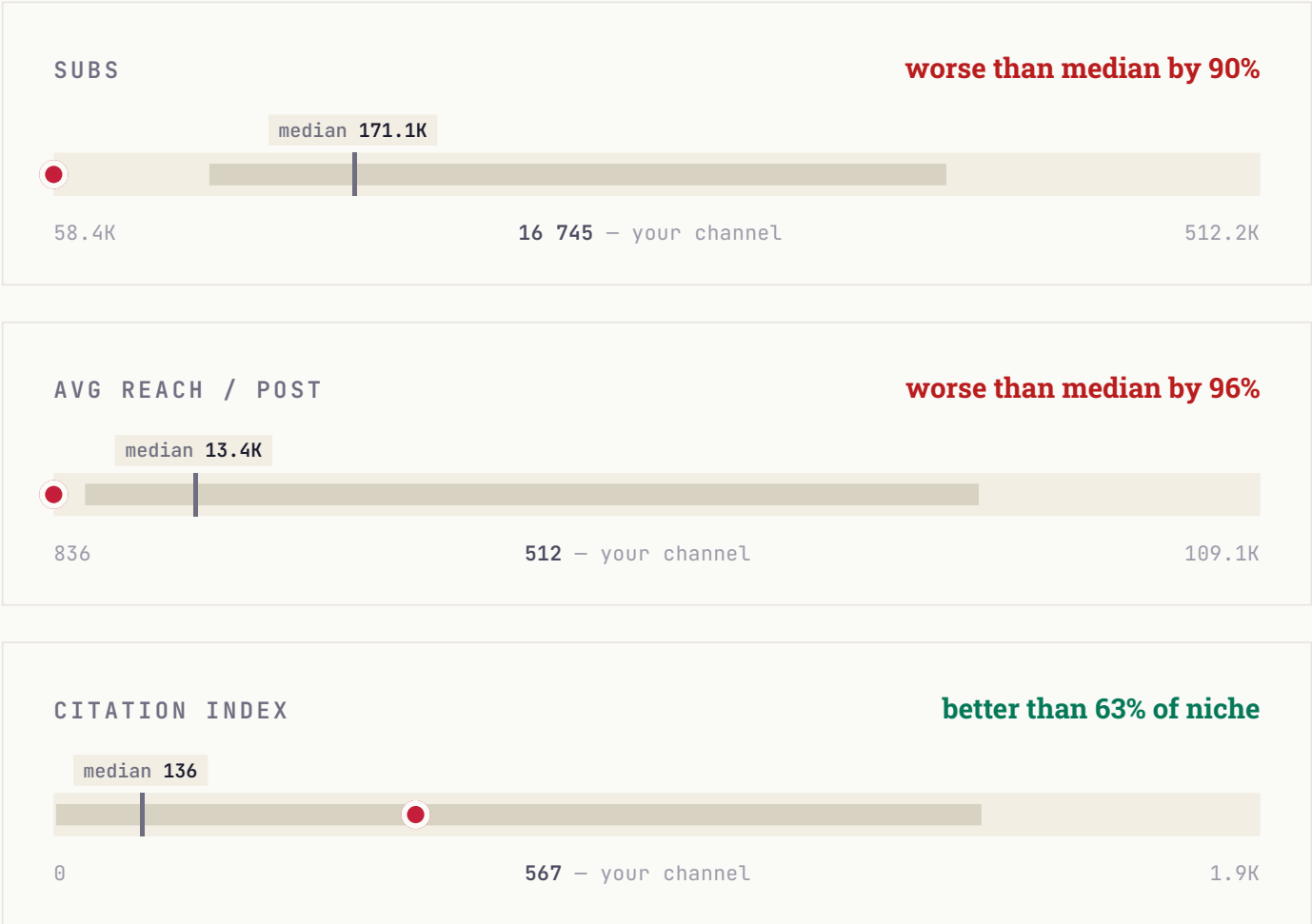
COMPARATIVE INSIGHT

Channel yet outside top 96 niche — early growth stage. Niche leader — Zolotoe Yabloko (1.1M), top-96 median: 171K. First goal — enter top-96 via systematic traffic & content work.

SECTION 07 · NICHE COMPARISON

Where channel stands in its league

Took top-100 channels in category «Fashion & Beauty» (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 08 · 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 Monday

Audience most active on this day at 21:00 MSK.

EFFECT

**Best window
for an
important post**

02

Increase video posts share

Video in Telegram retains audience longer and is algorithm-friendly. Recommend increasing share to 15-25%.

EFFECT

**Video retains
audience
better**

03

ER below niche benchmark — rethink formats

Current ER 3.06% vs norm 5.5%. Try polls & interactive formats.

EFFECT

+2.4pp ER

04

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**

05

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

★ WHAT'S NEXT

Want us to do it PromptPress?

This audit is what we can do in minutes using public data. Want to go further? Run ads with us and hit your growth plan in a month.

01 **Launch ads in Telegram** <https://panel.promptpress.com/register>

02 **Contact manager** t.me/PromptPress_manager
