

PROMTPRESS PUBLIC REPORT

Channel audit

Vladlen Strokan |

Founder of

Wildbox



@vladlen_strokan

№ 5166675571 <https://clck.ru/3RntrT> ■ Основатель сервиса
аналитики Wildberries: Wildbox.ru ■ Автор: @wildbox_news ■ > 15
years in ecom DM: @vstrokan ■ Ads - @AsisKris #YXYGA

SUBSCRIBERS	ERR (% SEE POSTS)	REACH/POST
58 657	17.0%	9.3K
13.06.2026 ⁻⁵⁵² per month	per day ^{6.4%}	ad reach ^{3.8K} /24h
HTTPS: // PROMTPRESS.COM/AUDIT/VLADLEN-STROKAN		

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. Subtitle shows the period.

SUBSCRIBERS 58 657 —	SUBSCRIBER REACH 15.93% avg % of subs see post	VIEWS/POST 9.3K median 10.4K · 24 days	POSTS/WEEK 3.9 for the period
7D TREND -27.8% vs previous week	REACTIONS/POST 145.3 total 2,034 reactions, 1,135 reposts, 205 comments	POST LENGTH 378 chars. median 304 · 24 days	POSTS ANALYZED 14 24 days
AD REACH 3.8K 24h average	CHURN / MONTH -552 last month	CITATION RATE 45 citation index · 256 channels mentioned ever	CHANNEL AGE 3 years 4 months created 09.02.2023

AI EDITOR SUMMARY

Channel «Vladlen Strokan | Founder of Wildbox» — 58 657 subs. Each post averages 9.3K people (16% from subs), average reach — room to grow. Publishes 4 posts per week (~1/day) — infrequent. For week Jun 1–7, reach dropped -27.8% by week of May 25–31 — worth analyzing the reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 14 posts over 24 days.
- 02 Dominant format — Photo (9/14 posts).
- 03 Avg post length — 378 chars (median 304).
- 04 Peak audience activity — Tuesday, 12:00 MSK.
- 05 Top posts get 2x more views than the weakest (11.7K avg top vs 5.4K worst) — among 14 posts over 24 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 19.05 · 09:28 TEXT WB went the other way: now not only China → Russia, but also Russia → China. Launched export test: B2B, wholesale purchases via...	VIEWS 11 835 REP. 58	REACTIONS 68 ER 20.2%
Nº2 15.05 · 19:01 PHOTO WB decided to fix tariffs for reverse logistics from buyers: now the rate will hold for 60 or 90 days from the shipment date...	VIEWS 11 829 REP. 55	REACTIONS 56 ER 20.2%
Nº3 21.05 · 10:07 PHOTO WB temporarily hid SP display. Reminder: track SP by items in Wildbox (here).	VIEWS 11 465 REP. 92	REACTIONS 17 ER 19.5%

Nº4 19.05 · 07:18 PHOTO ✳️WB Travel launches its first five-star hotel. It will be called Miarosa Incekum and located in Alanya. Launch from July 15. On...	VIEWS 11 251 REP. 41	REACTIONS 74 ER 19.2%
Nº5 26.05 · 11:26 TEXT ➤VTB enters WB VTB and Wildberries have agreed on a strategic alliance, RBC sources report. The agreement will be the first step...	VIEWS 10 706 REP. 102	REACTIONS 75 ER 18.3%

|

WORST 3

↓ 05.06 · 20:37 PHOTO Will you refuse?	VIEWS 7 512 REP. 44	REACTIONS 433 ER 12.8%
↓ 07.06 · 16:57 VIDEO VTB + Wildberries = ❤️ Video (turn on sound) Tatyana Kim & Andrey Kostin (VTB head) smiling into the bright future.	VIEWS 5 579 REP. 69	REACTIONS 157 ER 9.5%
↓ 09.06 · 17:57 PHOTO On June 19 I'll speak at CPC.Forum – a performance marketing conference. Useful if you're looking for new promo tactics...	VIEWS 3 006 REP. 27	REACTIONS 38 ER 5.1%

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 grew & which lost subs.

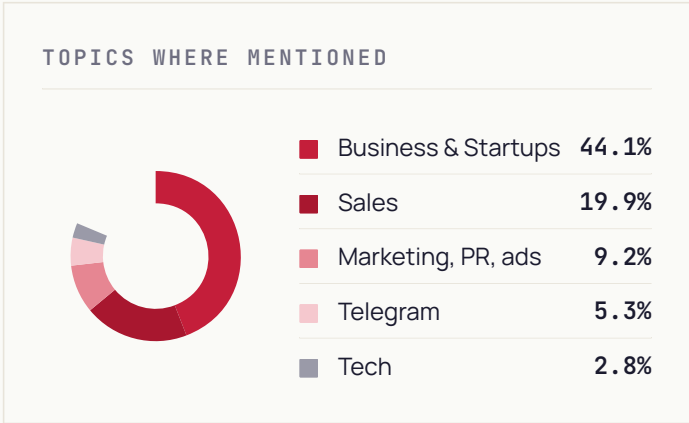
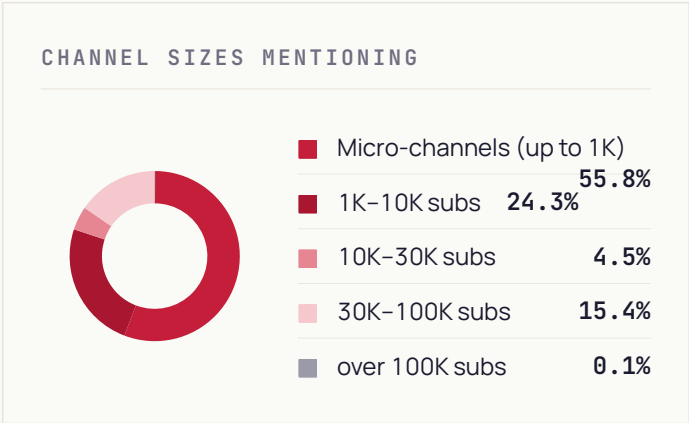
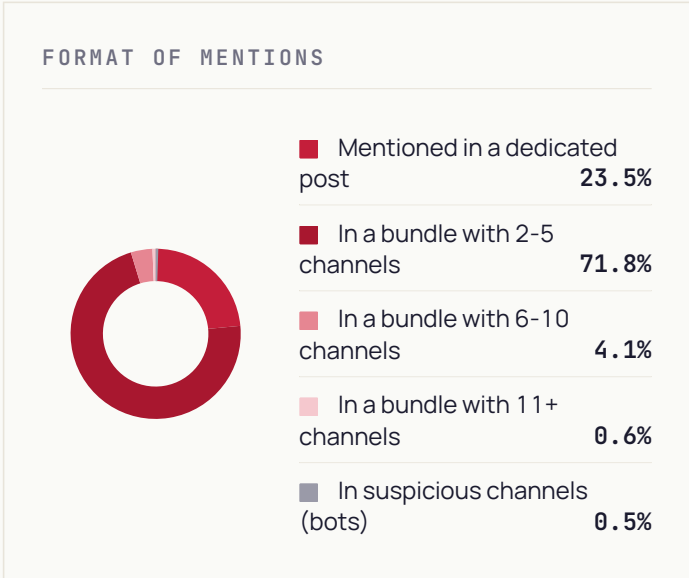
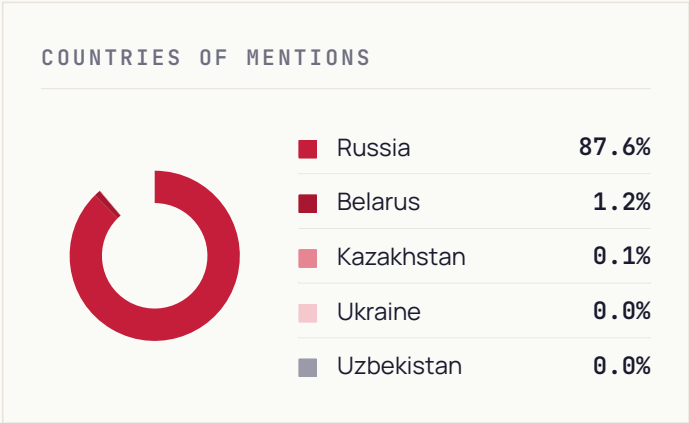


PERIOD	START	NOW	NET GROWTH
	53 619	58 657	+5 038

SECTION 04 · MENTIONS

Who mentions the channel & how

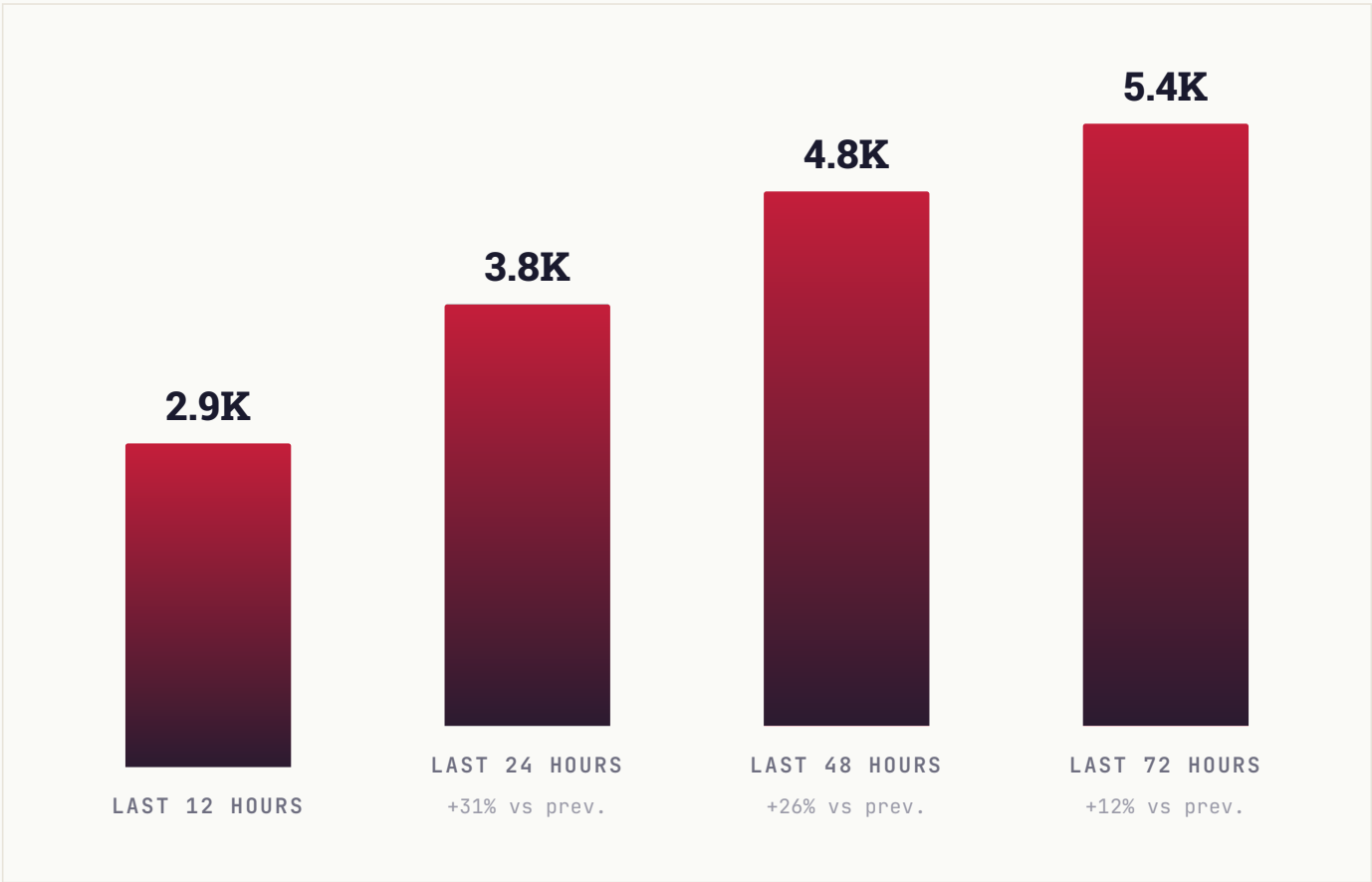
Citation index **45** — channel popularity score based on mentions. Considers both count and weight of mentioners: a post from a 100K subs channel weighs more than from 1K subs. All time channel was mentioned **256** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

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



SECTION 06 · COMPETITORS

Who you compete with

11 Nearest channels by topic & audience. Your channel is highlighted — see its rank among niche peers.

CHANNEL	SUBSCRIBERS
MO Moscowbusiness	966.6K
Mon Books on a Million biz blog	872.2K
SS M&A	495.2K
AB Business Shark	494.1K
BI Business Ideas Startups	449.2K
RB Russian Business	377.2K
BD Business DNA of Russia	297.3K
PR Russian retail & business	289.2K
2H 25th hour • Business & Finance	288.4K
BB Business Without Gloss	256.5K
Sun Vladlen Strokan Founder of Wildbox YOU	58.7K

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#99 of 100). Niche median — 102.7K subs. First growth KPI — reach median. Leader: Moscowbusiness (966.6K).

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Monthly we track posts in other channels mentioning yours. Over the last **6 months** such mentions were **236**, they brought **6 618** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Dec 2025	35	13	204
November 2025	48	20	1 164
October 2025	63	28	1 650
Sep 2025	37	14	1 316
August 2025	12	8	1 059
Jul 2025	41	20	1 225
TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS	
236	6	6 618	

— SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

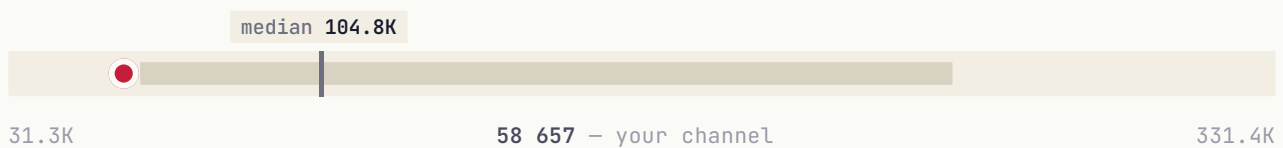
Took top-100 channels in category "Business & Startups» (Russia) and compared your channel. Gray band — range for 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

#99 /100

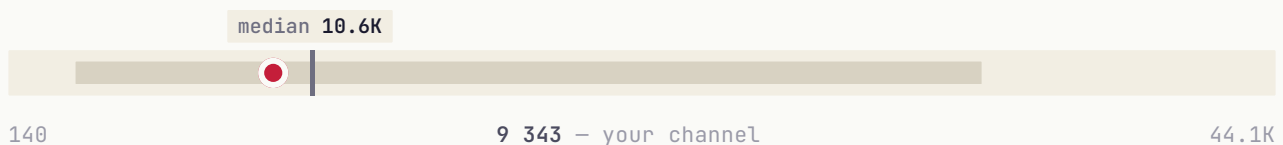
RANK IN NICHE

Channel in the bottom half of the ranking

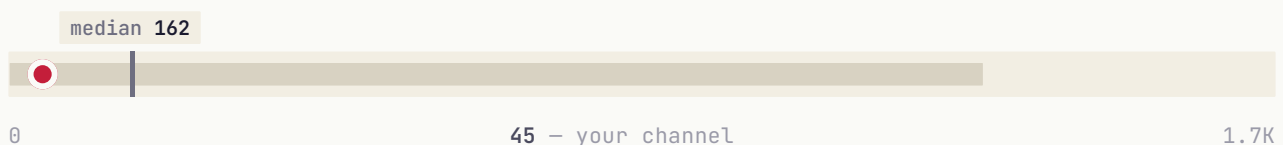
SUBSCRIBERS

worse than median by 44%

AVG REACH / POST

worse than median by 12%

CITATION INDEX

worse than median by 72%

— 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 | Increase posting frequency
Now 3.9 posts/wk. Active channels avg 7-10.
Consistency is key to retention. | EFFECT
Consistency beats volume |
| 02 | Top post of the week — on Tuesday
On this day at 12:00 MSK audience is most active. | EFFECT
Best window for important post |
| 03 | Increase video posts share
Video in Telegram holds audience longer & is algorithm-friendly. Aim for 15-25% share. | EFFECT
Video retains audience better |
| 04 | Systematic traffic buying
Three formats for your media: Inhouse (premium channels), Native (native integrations), Premium (target audience). PromptPress finds 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 this **PromptPress?**

This audit is what we can do in minutes from public data. Want 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