

PUBLIC PROMTPRESS REPORT

Channel audit

WB for men



@wbforyouman

• MEN'S STYLISH LOOKS 🧑 • Sharing finds from WB and OZON •
Collab @wbforyoumanPR

SUBSCRIBERS

125 069

-1005 per month

ERR (% SEE POSTS)

18.0%

per day 7.1%

REACH/POST

22.5K

ad reach 8.9K/24h

— CONTENTS · 2026

What's inside the report

01 Channel snapshot

12 key metrics · AI summary

02 Content analysis

Top 5 posts · worst 3 · insights

03 Citation rate

Who mentions the channel and how

04 Ad potential

How long a post brings reach

05 Competitors

Niche neighbors · your rank

06 Mention dynamics

6 months · monthly

07 Niche comparison

Rank in «Fashion & Beauty»

08 Strategy

5 priority actions

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 125 069 —	 SUBSCRIBER REACH 18.01% avg % subs see post	 VIEWS/POST 22.5K median 23.8K · 26 days	 POSTS/WEEK 2.3 for the period
 7D TREND — no data for period	 REACTIONS/POST 52.3 total 471 reactions, 713 reposts, 0 comments	 POST LENGTH 172 chars median 174 · 26 days	 POSTS ANALYZED 9 26 days
 AD REACH 8.9K 24h avg	 CHURN / MONTH -1005 last month	 CITATION RATE 0 citation index · 2 channels mentioned ever	 CHANNEL AGE 2 years 3 months created 12.04.2024

AI EDITOR SUMMARY

Channel «WB for Men» — 125 069 subs. Each post averages 22.5K people (18% of subs), average reach — room to grow. Publishes 2 posts per week (~0 per day) — rare posts.

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 SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 9 posts over 26 days.
- 02 Dominant format – Video (9/9 posts).
- 03 Avg post length – 172 chars (median 174).
- 04 Audience peak – Saturday, 19:00 MSK.
- 05 Top posts drive 1× more views than the weakest (25.5K avg for top vs 22.4K for worst) – among 9 posts in 26 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 18.06 · 17:28 VIDEO SKUs  T-shirt beige (L) T-shirt pink (L) T-shirt black (L) T-shirt gray (L) Shorts blue (32) Shorts light blue (32) Jeans blue (XL)	VIEWS 26 756 REPOSTS 43	REACTIONS 55 ER 21.4%
Nº2 20.06 · 16:58 VIDEO SKUs  Shirt black (L) Shirt brown (L) Shirt white (L) Shorts black (50) Shorts brown (50) Jeans beige (50)	VIEWS 25 024 REPOSTS 113	REACTIONS 55 ER 20.0%
Nº3 30.06 · 18:16 VIDEO SKUs  Height 186cm Weight 83kg Suit gray (50) Suit black (50) Suit white (50) Suit blue (50) Suit green (50) Cap...	VIEWS 24 751 REPOSTS 54	REACTIONS 52 ER 19.8%

Nº4 23.06 · 18:00 VIDEO SKUs ↻ Look 1: Shorts brown (L) Shirt white (L) Look 2: Suit black (L) Look 3: Suit beige (L) Look 4...	VIEWS 24 026 REPOSTS 111	REACTIONS 55 ER 19.2%
--	--	---

Nº5 22.06 · 17:12 VIDEO SKUs ↻ Suit black (3XL) Suit black2 (3XL) Suit beige (3XL) Suit beige2 (3XL) Suit gray (3XL) Slides black Loafers...	VIEWS 23 823 REPOSTS 73	REACTIONS 44 ER 19.0%
---	---	---

|

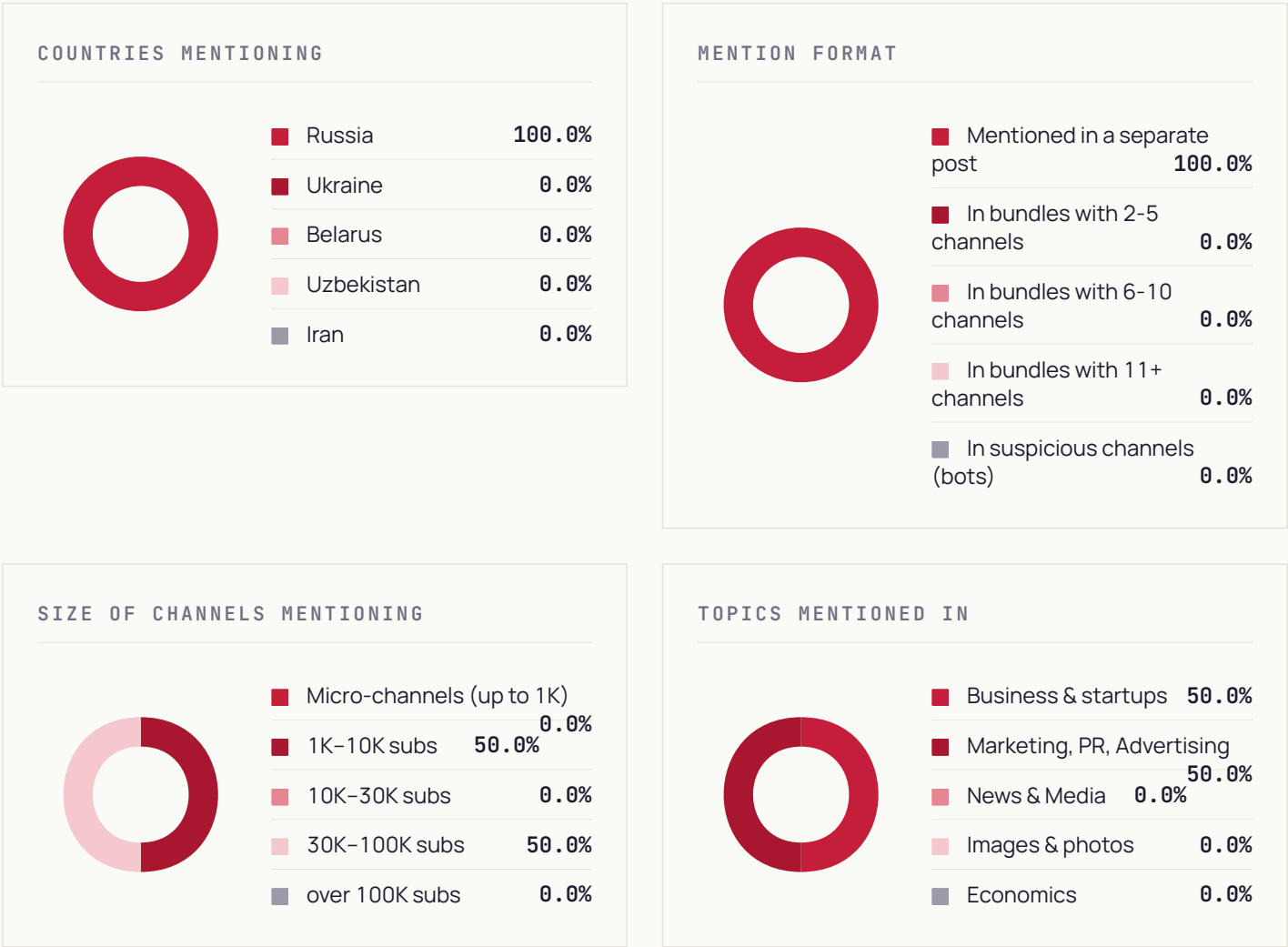
WORST 3

↓ 26.06 · 16:55 VIDEO SKUs ↻ Look 1: Shirt brown (L) Shorts beige (L) Look 2: Suit white (L) Look 3: T-shirt black (L) Shorts gray...	VIEWS 23 515 REPOSTS 83	REACTIONS 61 ER 18.8%
↓ 29.06 · 17:03 VIDEO SKUs ↻ Height 186cm Weight 83kg Polo black (L) Trousers black (L/185) Polo blue (L) Jeans white (33) Polo gray (L) Trousers gray (L/185) Polo...	VIEWS 22 463 REPOSTS 137	REACTIONS 56 ER 18.0%
↓ 25.06 · 17:20 VIDEO SKUs ↻ Height 186cm Weight 83kg On me: Look 1: Pants black (L) T-shirt black (L) Look 2: Pants gray (XL) T-shirt burgundy...	VIEWS 21 366 REPOSTS 79	REACTIONS 52 ER 17.1%

SECTION 03 · MENTIONS

Who mentions the channel and how

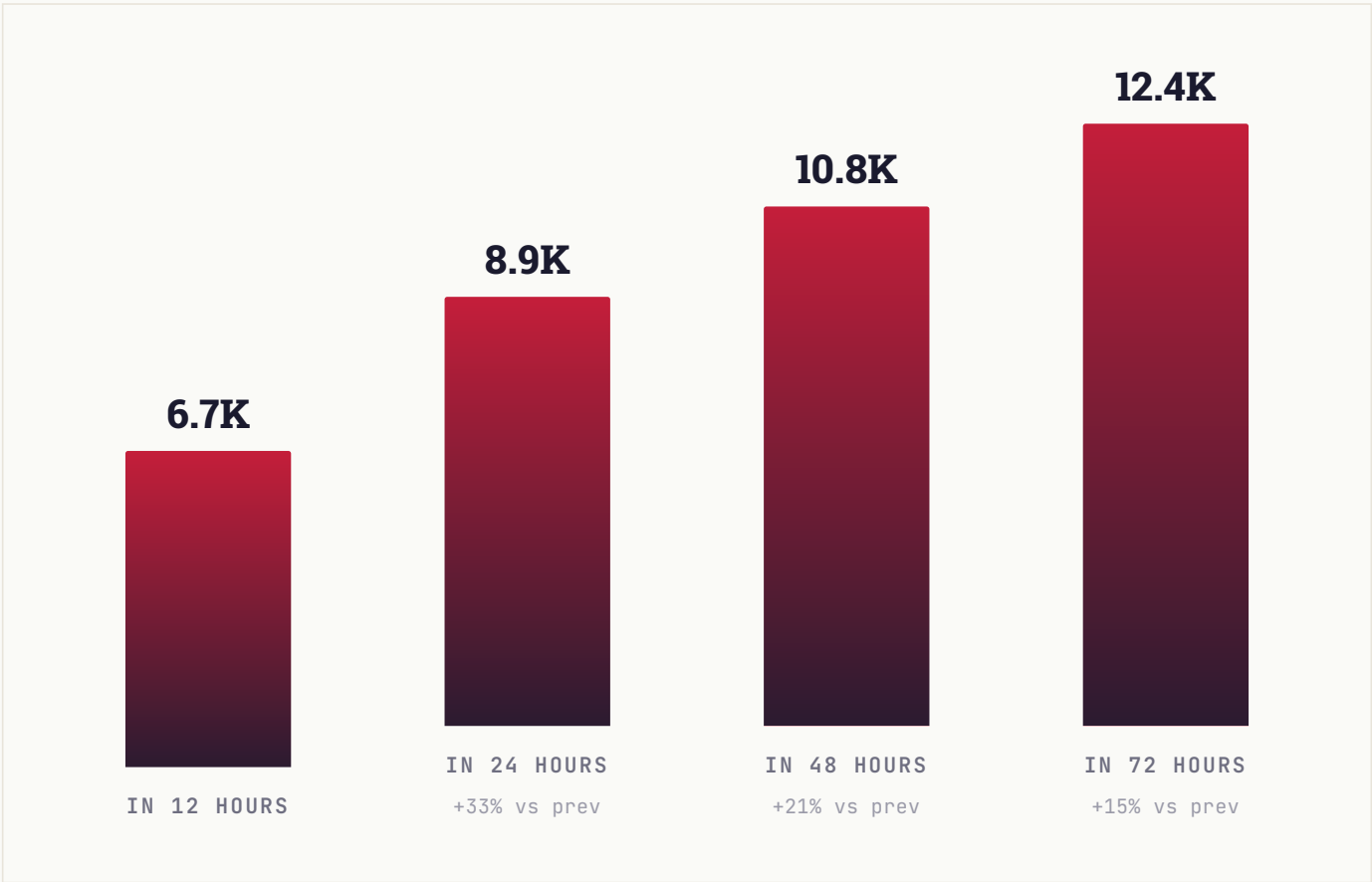
Citation index 0 – channel popularity rating based on mentions. Considers not only their count but also the weight of mentioners: a post from a channel with 100K subs weighs more than from one with 1K. All time channel was mentioned 2 different channels.



SECTION 04 · AD POTENTIAL

How long a post brings reach

Avg reach of ad post by time since publication. Helps estimate how long a placement stays relevant.



SECTION 05 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
ZY Golden Apple	1M
PC Pandabuy CnFans MuleBuy ACBuy Hacco Find🔍🐼	790.3K
NN Found on Wildberries	633.3K
MI MIXIT.RU	624.7K
MJ Manicure Nails	572K
NN Wildberries / WB Finds	533.2K
EM Elena Mixit	518K
GD Face gymnastics	472.4K
PM Fashion Trends	436K
PS Prime Savers	428.8K
WD WB for men YOU	125.1K

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#97 of 97). Niche median — 189.3K subs. First growth KPI — reach the median. Leader: Golden Apple (1M).

SECTION 06 · MENTION DYNAMICS

How often the channel is mentioned

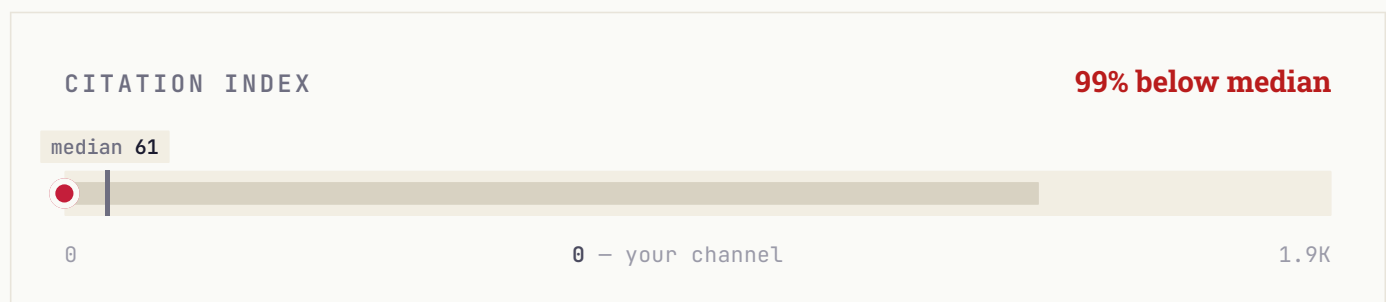
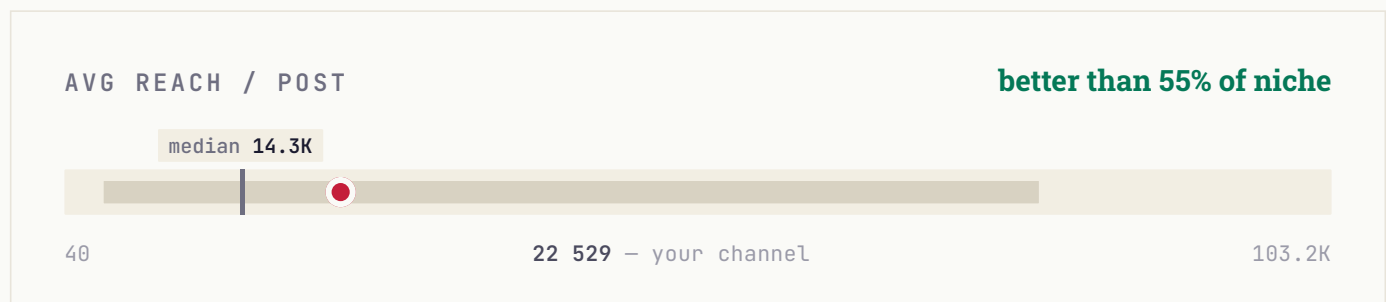
We track posts in other channels that mention yours monthly. Over the last **6 months** such mentions were **0**, they brought **39 712** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
January 2026	0	0	1 843
December 2025	0	0	2 523
November 2025	0	0	7 066
October 2025	0	0	14 921
September 2025	0	0	10 976
August 2025	0	0	2 383

TOTAL MENTIONS	MONTHS IN DATA	ATTRACTED SUBSCRIBERS
0	6	39 712

Where channel stands in its league

#97 /100 **RANK IN NICHE**
Channel in bottom half of ranking



— 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**Increase posting frequency**

Now 2.3 posts/wk. Active channels do 7-10.
Consistency is key to retention.

EFFECT

Consistency > volume**02****Top post of the week — on Saturday**

Audience most active on this day at 19:00 MSK.

EFFECT

Best window for an important post**03****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**04****Test polls & interactive formats**

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

EFFECT

+5-15% ER**05****Cross-promo with neighboring channels**

Cross-post with same-segment channels quarterly. 2-3 collabs give relevant growth — no need daily.

EFFECT

Growth from relevant audience

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in minutes from public data. Want to go further? Run ads through 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
----	------------------------	---
