

PUBLIC REPORT BY PROMTPRESS

Channel audit

Ovchinnikov |

WB by shelves



@wbpopolochcam

Channel for active WB sellers: how to build a business system that will make you grow My brand is in the top 150 by turnover on WB
For all questions:...

SUBSCRIBERS

58 801

-1013 per month

ERR (% SEE POSTS)

5.0%

per day 1.8%

REACH/POST

2.6K

ad reach 1.1K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 58 801 —	 SUBSCRIBER REACH 4.38% avg % of subs see post	 VIEWS/POST 2.6K median 2.5K · 29 days	 POSTS/WEEK 7.7 for the period
 7D TREND -36.5% vs previous week	 REACTIONS/POST 28.6 total 916 reactions, 503 reposts, 92 comments	 POST LENGTH 577 chars median 607 · 29 days	 POSTS ANALYZED 32 29 days
 AD REACH 1.1K 24h avg	 CHURN / MONTH -1013 last month	 CITATION RATE 4 citation index · 33 channels mentioned ever	 CHANNEL AGE 3 years 6 months created 26.11.2022

AI EDITOR SUMMARY

Channel «Ovchinnikov | WB by the book» — 58 801 subs. Each post averages 2.6K people (4% from subs), reach is low — need to grow audience. Publishes 8 posts per week (~1/day) — consistent schedule. For week June 1–7, reach dropped -36.5% by week May 25–31 — worth analyzing the 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 TOP POSTS SHARE

- 01 Analysis based on 32 posts over 29 days.
- 02 Dominant format — Photo (13/32 posts).
- 03 Avg post length — 577 characters (median 607).
- 04 Peak audience activity — Tuesday, 18:00 MSK.
- 05 Top posts get 2× more views than the weakest (3.9K avg for top vs 1.8K for worst) — among 32 posts over 29 days. Worth analyzing what the top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 26.05 · 15:36 TEXT Danya, thanks a lot for the cool and super relevant video	VIEWS 4 176 REP. —	REACTIONS 13 ER 7.1%
Nº2 26.05 · 15:34 PHOTO ☒Is cargo really worth it? I often hear: “Cargo is twice cheaper than white delivery!” But let's see if that's actually true. Here's what...	VIEWS 3 981 REP. 20	REACTIONS 24 ER 6.8%
Nº3 20.05 · 16:47 PHOTO I'm looking for an active marketplace manager who wants to become a sought-after specialist ☒ We're closing the program for managers...	VIEWS 3 676 REP. 14	REACTIONS 21 ER 6.3%

Nº4 15.05 • 13:54 PHOTO WB document request Who got the letter of happiness - drop  Provide what you have, don't panic, but understand you need to go official...	VIEWS 3 609 REACTIONS 29 REP. 40 ER 6.1%
Nº5 15.05 • 14:44 TEXT Why we never source from one supplier When a product passes the full funnel (analytics, buyer, shopping), we don't go...	VIEWS 3 569 REACTIONS 37 REP. 17 ER 6.1%

WORST 3

↓ 07.06 • 09:41 PHOTO Everyone's shocked  Not the first time I see such comments) That's our approach: always go all out) Participants confirm this too...	VIEWS 1 840 REACTIONS 9 REP. 4 ER 3.1%
↓ 09.06 • 18:20 TEXT Huge plan for 2027 — is it even realistic?  Inside the podcast: — how to work when the market drops — why...	VIEWS 1 802 REACTIONS 24 REP. 30 ER 3.1%
↓ 07.06 • 09:40 TEXT Danil, why so cheap?  You can join for free or a symbolic fee) Got VIP, already waiting for June 15 	VIEWS 1 740 REACTIONS — REP. 1 ER 3.0%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

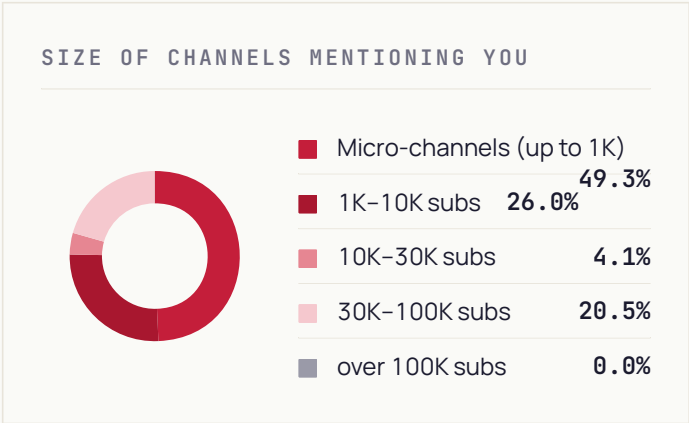
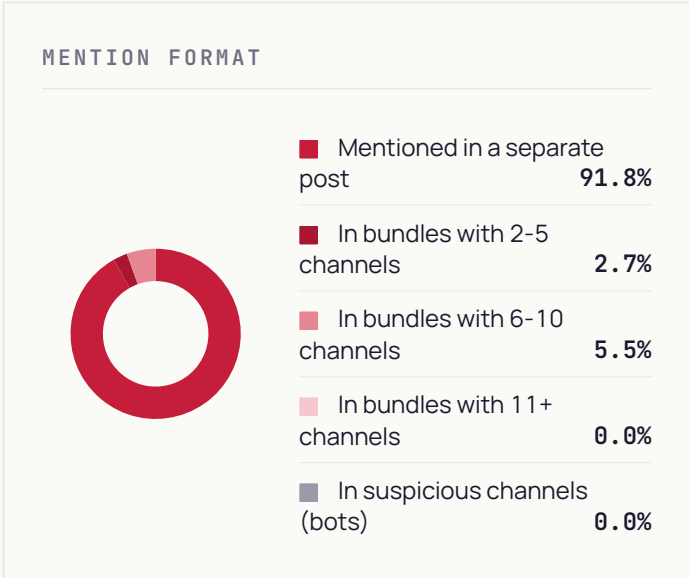
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel grew and which it lost subs.



SECTION 04 · MENTIONS

Who mentions the channel & how

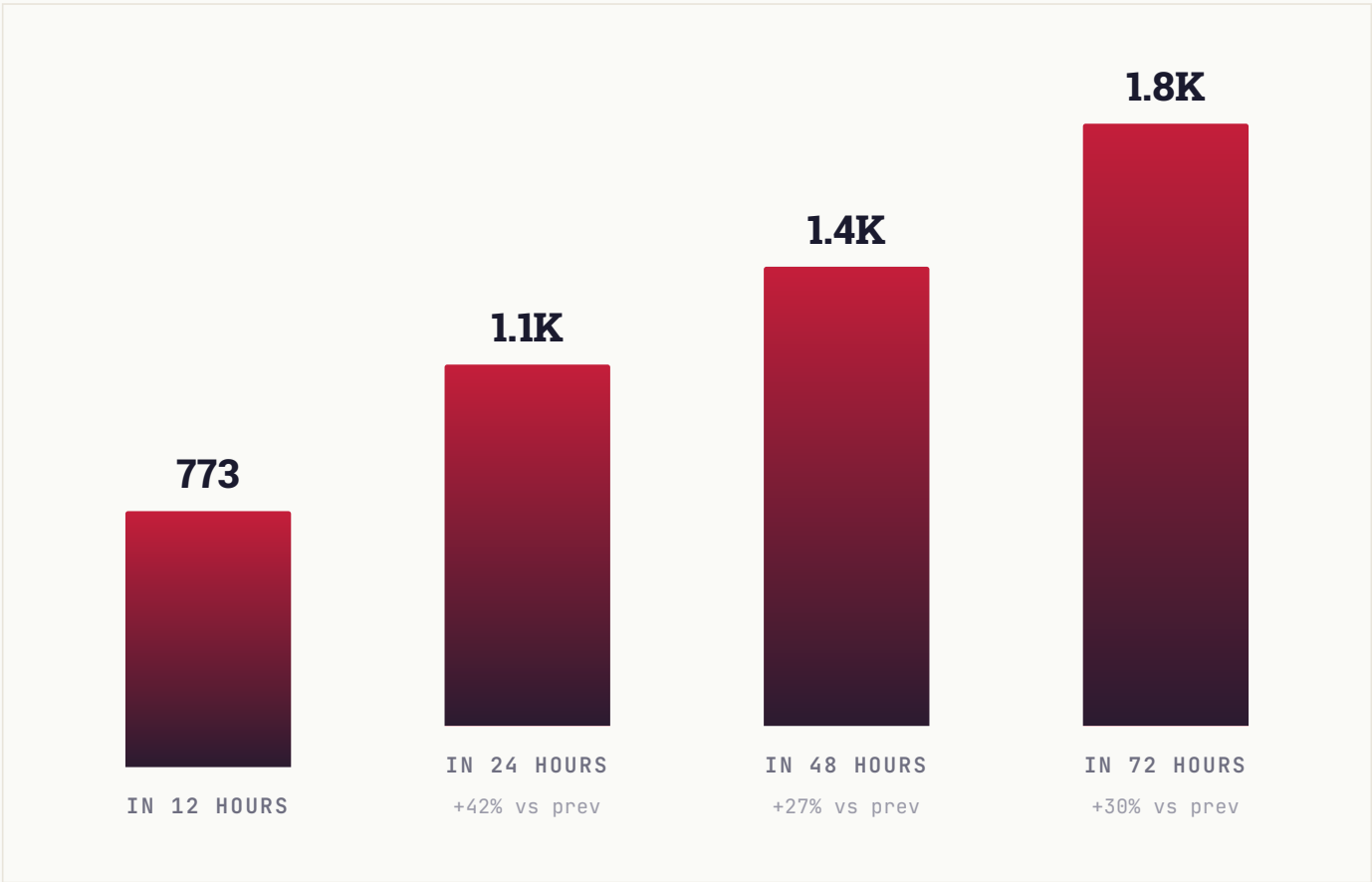
Citation index **4** – channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from 1K. All time channel was mentioned **33** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg ad post reach over 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 — you can see its rank among niche peers.

CHANNEL	SUBSCRIBERS
MO Moscow Business	966.6K
CN Million-dollar books business blog	872.2K
SS Merger & Acquisition	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
RR Russian Retail & Business	289.2K
2H 25th hour • Business & Finance	288.4K
BB Business Unfiltered	256.5K
OI Ovchinnikov WB by shelves YOU	58.8K

COMPARATIVE INSIGHT

Channel in bottom half of top-100 niche (#97 of 100). Niche median — 102.7K subs. First growth KPI — reach median. Leader: Moscow Business (966.6K).

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 **8**, they brought **15 008** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	0	0	596
Nov 2025	0	0	343
Oct 2025	2	2	1 536
September 2025	2	2	4 360
August 2025	2	2	4 052
July 2025	2	2	4 121

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS
8	6	15 008

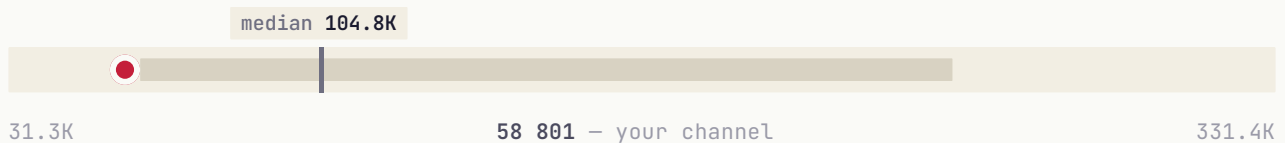
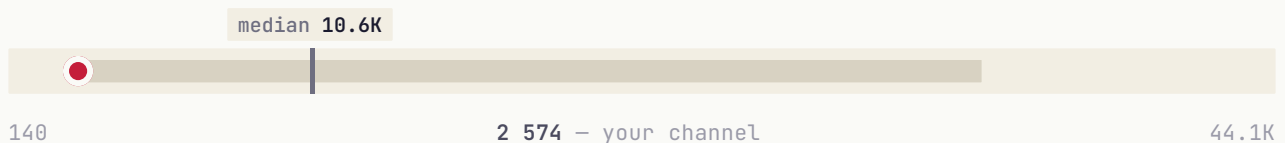
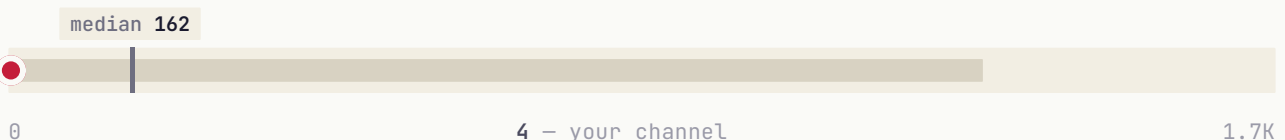
— SECTION 08 • NICHE COMPARISON

Where the channel stands in its league

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

#97 /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 76%****CITATION INDEX****worse than median by 98%**

— 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

Top post of the week — on Tuesday
 Audience is most active on this day at 18:00 MSK.

EFFECT
Best time for an important post

02

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

03

Test polls & interactive formats
 Posts with polls/reactions usually boost ER by +5-15%. One poll per week on a hot topic is an easy growth point.

EFFECT
+5-15% ER

04

Cross-promo with nearby 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

05

Update channel description for Telegram search
 Telegram search scans descriptions. Add 3-5 niche keywords — it's a source of organic traffic.

EFFECT
Organic traffic source

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in a few minutes based on public data. To go further — run ads with us and close your growth plan in a month.

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

02 Contact manager t.me/PromptPress_manager
