

PROMTPRESS PUBLIC REPORT

# Channel audit

## WB Рулетка Новости



@wbryletka

Official channel @wbryletkabot 💜 Support: @wbryletkasup

SUBS

**222 786**

-12307 per month

ERR (% SEE POSTS)

**18.0%**

per day 0.0%

REACH/POST

**40.6K**

ad reach 0/24h

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# What's inside the report

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SECTION 01 · CHANNEL SNAPSHOT

# Key channel metrics

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

|                                                                                                                                                           |                                                                                                                                                                                             |                                                                                                                                                                                         |                                                                                                                                                                              |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <div><div> SUBS</div><div>222 786</div><div>—</div></div>                | <div><div> SUBSCRIBER REACH</div><div>18.2%</div><div>avg % of subs who see post</div></div>               | <div><div> VIEWS/POST</div><div>40.6K</div><div>median 40.6K · —</div></div>                           | <div><div> POSTS/WK</div><div>1.0</div><div>for the period</div></div>                    |
| <div><div> 7D TREND</div><div>—</div><div>no data for period</div></div> | <div><div> REACTS/POST</div><div>2128.0</div><div>only 2,128 reactions, 39 reposts, 0 comments</div></div> | <div><div> POST LENGTH</div><div>216 chars</div><div>median 216 · —</div></div>                        | <div><div> POSTS ANALYZED</div><div>1</div><div>—</div></div>                             |
| <div><div> AD REACH</div><div>0</div><div>24h avg</div></div>           | <div><div> CHURN / MONTH</div><div>-12307</div><div>last month</div></div>                                | <div><div> CITATION RATE</div><div>0</div><div>citation index · 1 channels mentioned ever</div></div> | <div><div> CHANNEL AGE</div><div>1 year 22 days</div><div>created 30.06.2025</div></div> |

AI EDITOR SUMMARY

Channel «WB Roulette News» – 222 786 subs. Each post averages 40.6K people (18% subs), average reach – room to grow. Publishes 1 posts per week (~0/day) – infrequent posting.

SECTION 02 · CONTENT ANALYSIS

# What works best

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

WHAT TOP POSTS SHARE

- 01 Analysis based on 1 posts for —.
- 02 Dominant format — **Photo** (1/1 posts).
- 03 Avg post length — **216** chars (median 216).
- 04 Peak audience activity — **Monday**, 18:00 MSK.
- 05 Top posts get **0x** more views than the weakest (13.5K avg for top vs 40.6K for worst) — among 1 posts for —. Analyze what top posts have in common: topic, format, time.

TOP 1 POSTS

|                                                                                                                                                                         |         |        |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|--------|
| <b>Nº1</b> 20.07 · 15:20 <b>PHOTO</b><br>Release day! 🔥 Remember «ZY Roulette»? We're back with a new big project! @wbryletkabot — the best WB certificate roulette!... | VIEWS   | REACTS |
|                                                                                                                                                                         | 40 553  | 2 128  |
|                                                                                                                                                                         | REPOSTS | ER     |
|                                                                                                                                                                         | 39      | 18.2%  |

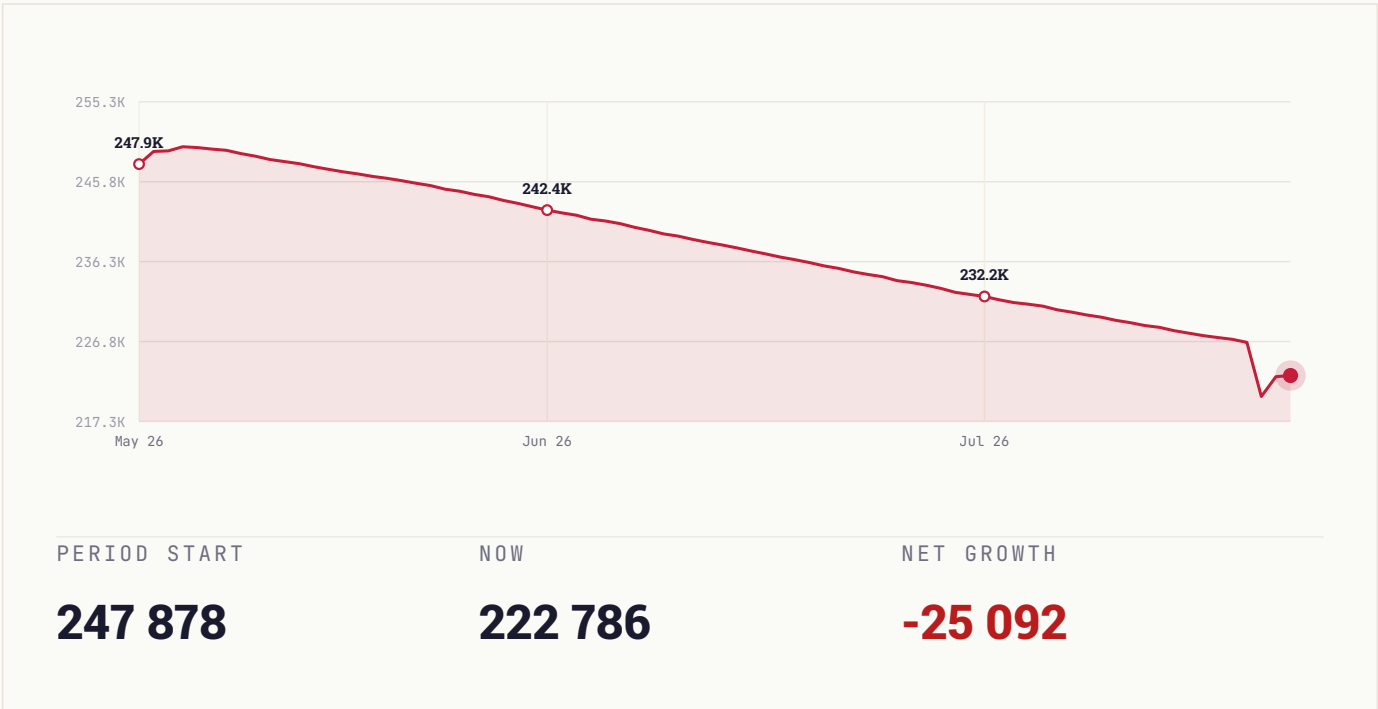
WORST 1

|                                                                                                                                                                |         |        |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|--------|
| ↓ 20.07 · 15:20 <b>PHOTO</b><br>Release day! 🔥 Remember «ZY Roulette»? We're back with a new big project! @wbryletkabot — the best WB certificate roulette!... | VIEWS   | REACTS |
|                                                                                                                                                                | 40 553  | 2 128  |
|                                                                                                                                                                | REPOSTS | ER     |
|                                                                                                                                                                | 39      | 18.2%  |

SECTION 03 · SUBSCRIBER DYNAMICS

# Channel growth over the year

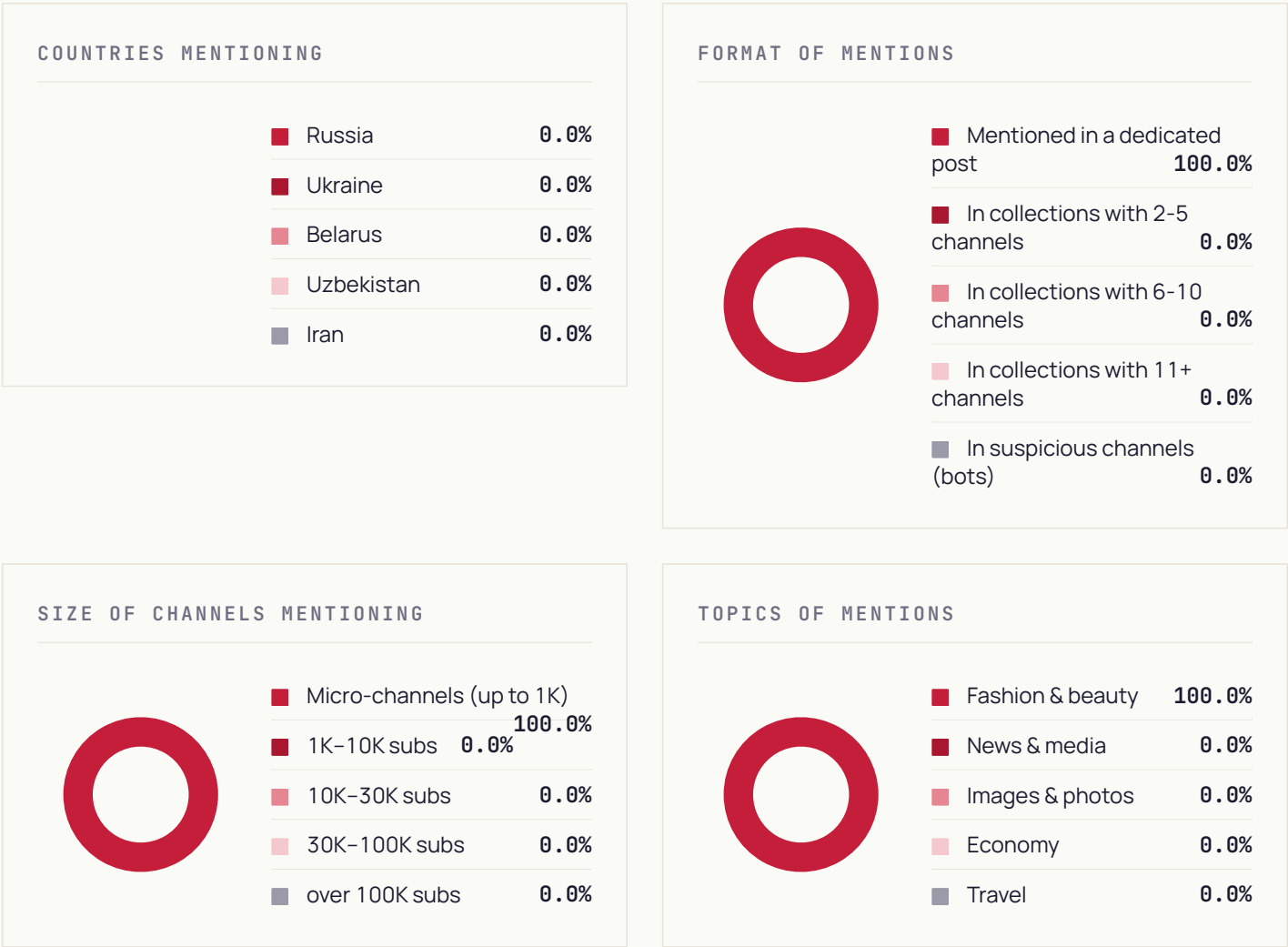
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained and lost subs.



SECTION 04 · MENTIONS

# Who mentions the channel and how

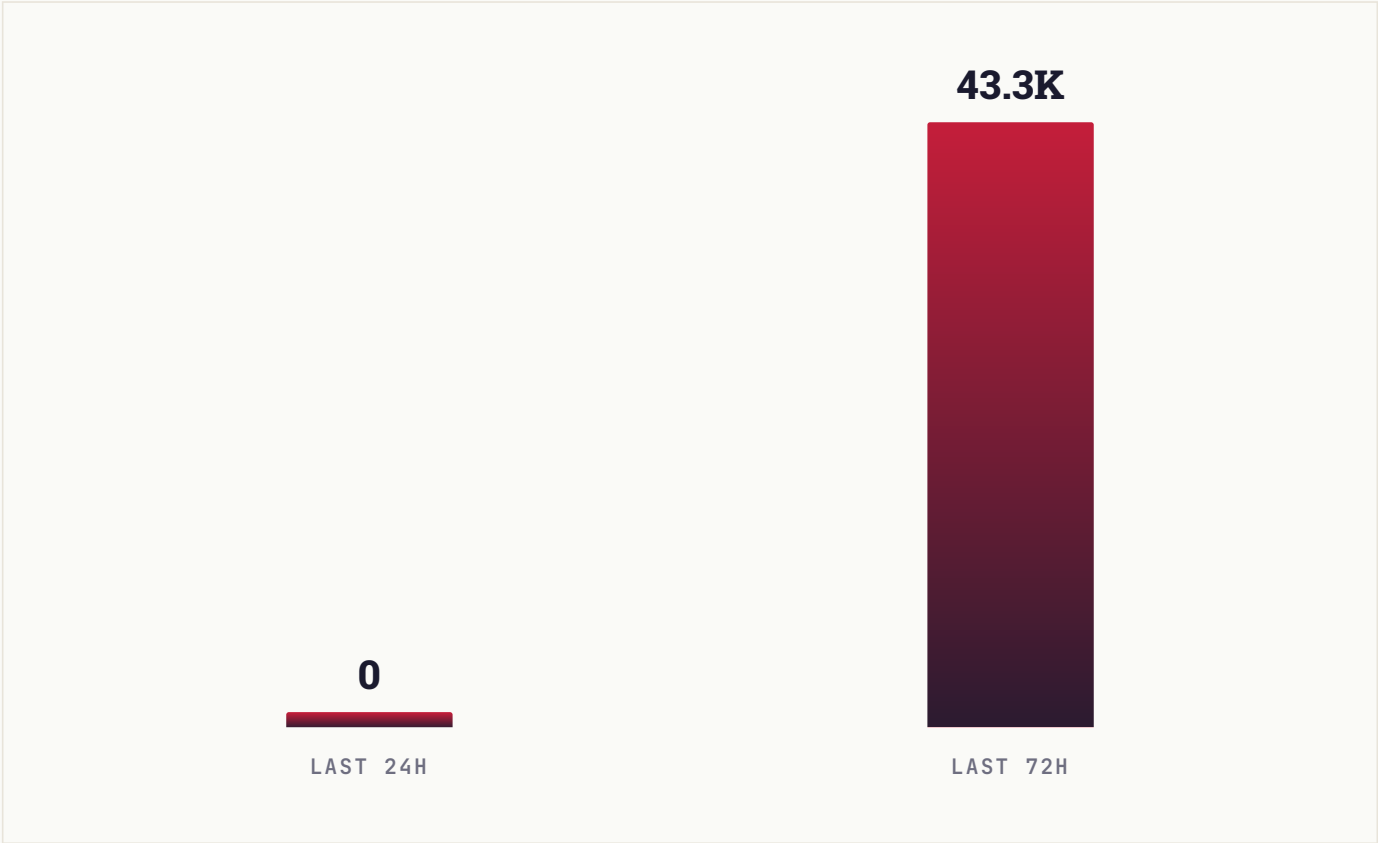
Citation index 0 – channel popularity rating based on mentions. Considers not only their count but also the weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time channel was mentioned 1 different channels.



SECTION 05 · AD POTENTIAL

# How long a post generates reach

Avg reach of an ad post over time since publication. Helps estimate how long a placement should 'live'.



SECTION 06 · COMPETITORS

# Who you compete with

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

| CHANNEL                                                  | SUBS   |
|----------------------------------------------------------|--------|
| <div>ZY</div> Golden Apple                               | 1M     |
| <div>NW</div> WB Finds   Wildberries   VB   Ozon         | 813.5K |
| <div>PC</div> Pandabuy CnFans MuleBuy ACBuy Hacco Find🔍🐼 | 790K   |
| <div>NN</div> Found on Wildberries                       | 631.4K |
| <div>MI</div> MIXIT.RU                                   | 625.7K |
| <div>M </div> Manicure   Nails                           | 571.5K |
| <div>NN</div> Finds on Wildberries / WB                  | 532.1K |
| <div>EM</div> Elena Mixit                                | 523.1K |
| <div>GD</div> Face gymnastics                            | 472.2K |
| <div>PM</div> By Format   Trends                         | 435.5K |
| <div>WP</div> WB Рулетка Новости <div>YOU</div>          | 222.8K |

COMPARATIVE INSIGHT

Channel yet outside top 97 of niche – early growth stage. Niche leader – Golden Apple (1M), median top-97: 189.9K. First goal – enter top-97 through systematic work with traffic and content.

## 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 covering 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****Post more often**

Now 1.0 posts/wk. Active channels average 7-10.  
Consistency is key to audience retention.

EFFECT

**Consistency  
beats volume****02****Main post of the week — on Monday**

On this day at 18:00 MSK audience is most active.

EFFECT

**Best window  
for an  
important post****03****Increase share of video posts**

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

EFFECT

**Video retains  
audience  
better****04****Systematic traffic buying**

Three formats for your media: **Inhouse** (premium  
channels), **Native** (native integrations), **Premium**  
(target audience). PromptPress selects sources for your  
niche.

EFFECT

**+1000-3000  
subs****05****Test polls and interactive formats**

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

EFFECT

**+5-15% ER**

★ WHAT'S NEXT

# Want this done by **PromptPress?**

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

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

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**02 Contact manager** [t.me/PromptPress\\_manager](https://t.me/PromptPress_manager)

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