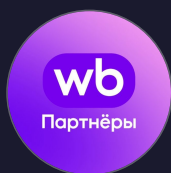


PUBLIC REPORT BY PROMTPRESS

Channel audit

WB Partners

**@wbsellerofficial**

Official Telegram channel of Wildberries for entrepreneurs We are on VK: <https://vk.ru/wbsellerofficial> Wildberries news on foreign markets — <https://t.me/globalwb> Community rules...

SUBSCRIBERS

183 524

-1816 per month

ERR (% SEE POSTS)

5.0%

per day 2.9%

REACH/POST

8.1K

ad reach 5.3K/24h

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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 183 524 —	 SUBSCRIBER REACH 4.44% avg % of subs see post	 VIEWS/POST 8.1K median 8.1K · 28 days	 POSTS/WEEK 25.4 for the period
 7D TREND -20.2% vs previous week	 REACTIONS/POST 17.6 total 1,853 reactions, 1,803 reposts, 814 comments	 POST LENGTH 524 chars median 513 · 28 days	 POSTS ANALYZED 105 28 days
 AD REACH 5.3K 24h avg	 CHURN / MONTH -1816 last month	 CITATION RATE 215 citation index · 1,258 channels mentioned all time	 CHANNEL AGE 4 years 2 months created 16.03.2022

AI EDITOR SUMMARY

Channel «WB Partners» — 183 524 subs. Each post averages 8.1K people (4% from subs), reach is low — consider expanding audience. Publishes 25 posts per week (~4/day) — active posting. For week 1–7 June, reach dropped -20.2% to week 25–31 May — worth analyzing why.

SECTION 02 · CONTENT ANALYSIS

Best-performing content

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

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on **105** posts in 28 days.
- 02 Dominant format – **Photo** (53/105 posts).
- 03 Avg post length – **524** characters (median 513).
- 04 Peak audience activity – **Friday, 17:00 MSK**.
- 05 Top posts get **3x** more views than the weakest (14.7K avg for top vs 5.8K for worst) – across 105 posts in 28 days. Worth analyzing what top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 26.05 · 12:40 PHOTO Congratulations to entrepreneurs ☑ And we give gifts! What's a holiday without presents? That's what we think. We decided to raffle among our subscribers...	VIEWS	REACTIONS
	17 496	79
Nº2 05.06 · 14:57 PHOTO A pickup point is not just a delivery spot, but a full-fledged business with math and risks! Olga Kozyrkina, owner of a pickup point network, shared her...	REPOSTS	ER
	51	9.5%
Nº3 26.05 · 13:02 VIDEO (video post without caption)	VIEWS	REACTIONS
	16 090	9
Nº3 26.05 · 13:02 VIDEO (video post without caption)	REPOSTS	ER
	18	8.8%
Nº3 26.05 · 13:02 VIDEO (video post without caption)	VIEWS	REACTIONS
	10 599	18
Nº3 26.05 · 13:02 VIDEO (video post without caption)	REPOSTS	ER
	12	5.8%

Nº4 27.05 · 09:02 PHOTO Sales Funnel Management: Online Meeting with Experts May 28 at 14:00 MSK – join our free session where we'll show how to...	VIEWS 10 272 REPOSTS 31	REACTIONS 13 ER 5.6%
Nº5 16.05 · 10:58 TEXT A notebook that accidentally sold 10,000 copies. How to repeat? Read the interview with our partners from Belarus.	VIEWS 10 162 REPOSTS 12	REACTIONS 20 ER 5.5%

|

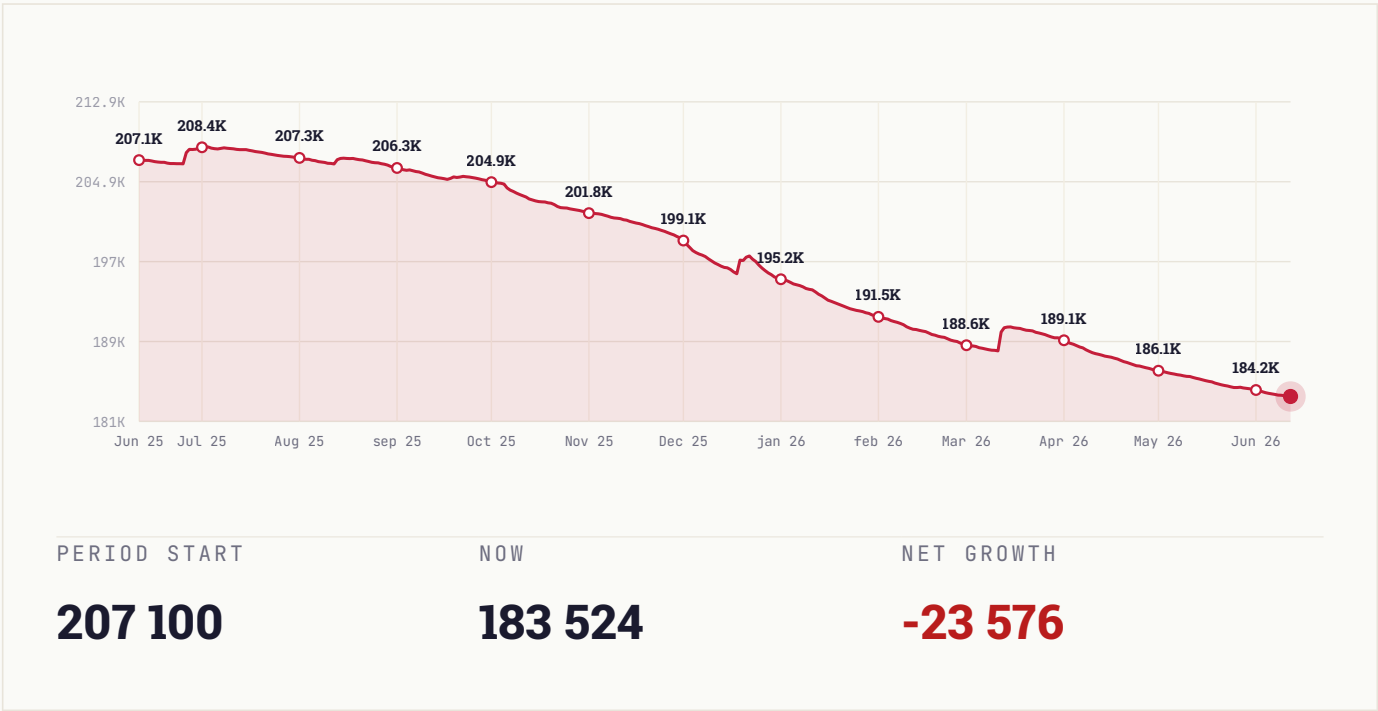
WORST 3

↓ 05.06 · 12:11 PHOTO News 📰📰📰📰: «Platform of Growth» launches in new regions The project started in December 2024, and by 2026 it had already attracted...	VIEWS 5 912 REPOSTS 16	REACTIONS 17 ER 3.2%
↓ 09.06 · 13:30 PHOTO Purchases at Rive Gauche stores can now be paid with WB Wallet Learn about the benefits of our service in the cards. 📄 Fun fact...	VIEWS 5 853 REPOSTS 5	REACTIONS 10 ER 3.2%
↓ 05.06 · 11:02 TEXT 📄We plan to expand WB Job platform capabilities and open the service for our sellers and pickup point owners Robert Mirzoyan, CEO...	VIEWS 5 756 REPOSTS 11	REACTIONS 19 ER 3.1%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

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

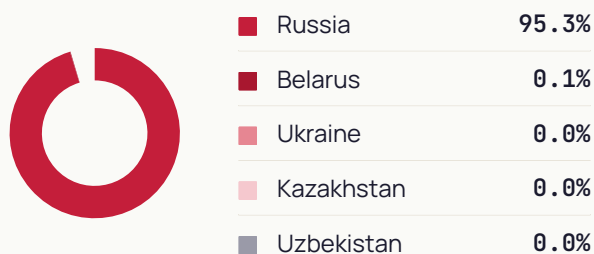


SECTION 04 · MENTIONS

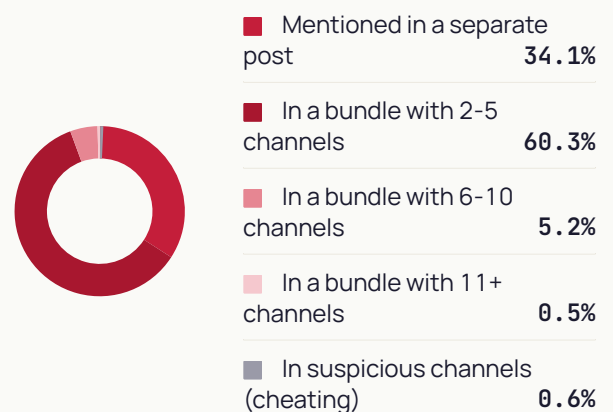
Who mentions the channel and how

Citation index **215** — 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 **1 258** different channels.

COUNTRIES MENTIONED FROM



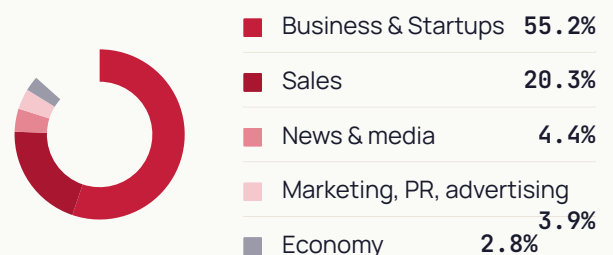
FORMAT MENTIONED IN



SIZE OF CHANNELS MENTIONING



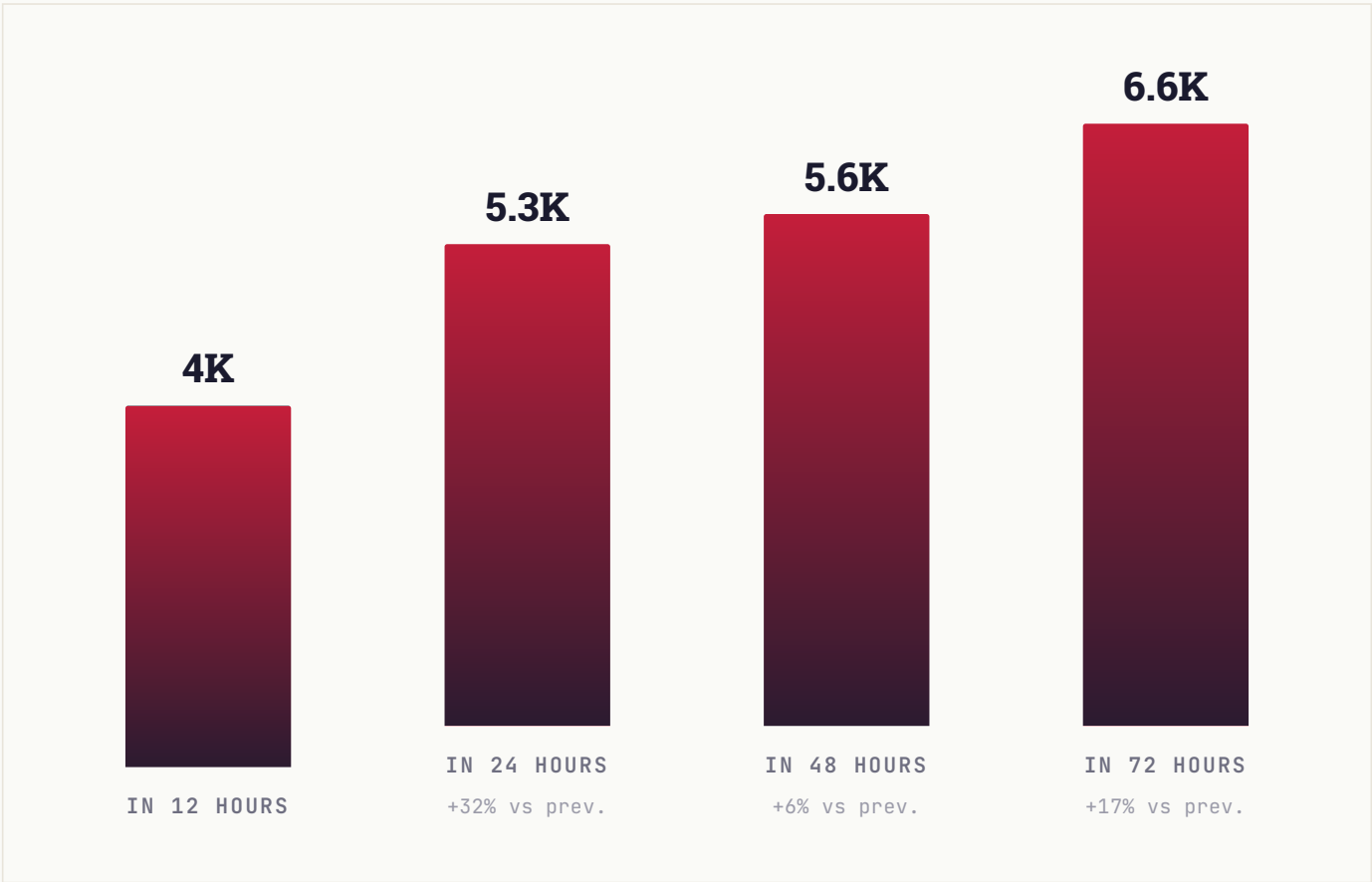
TOPICS MENTIONED IN



SECTION 05 · AD POTENTIAL

How long a post brings 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 closest channels by topic and audience. Your channel is highlighted — see its rank among niche peers.

CHANNEL	SUBSCRIBERS
MO Moscow business	966.6K
CN Million-dollar books business 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
WP WB Partners YOU	183.5K

COMPARATIVE INSIGHT

Channel in top quarter of niche (#20 of 100). Leader — Moscow business (966.6K). Goal for coming months: enter niche top-10 via systematic traffic work.

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 found **623**, they brought **3 028** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
December 2025	88	33	1 814	
November 2025	78	30	5	
October 2025	102	42	0	
September 2025	120	46	410	
August 2025	128	40	574	
July 2025	107	41	225	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
623	6	3 028

— 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.

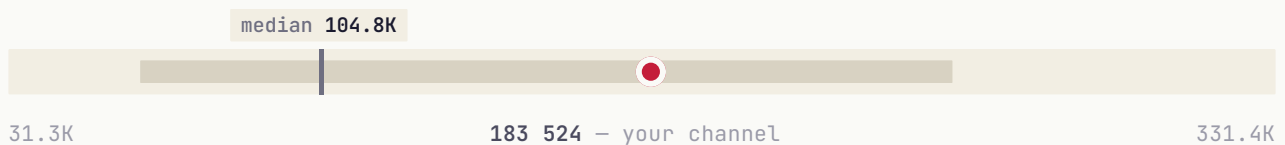
#20

/100

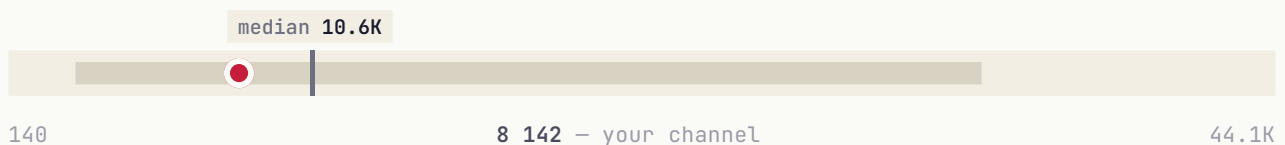
RANK IN NICHE

Channel in top 20% — strong position

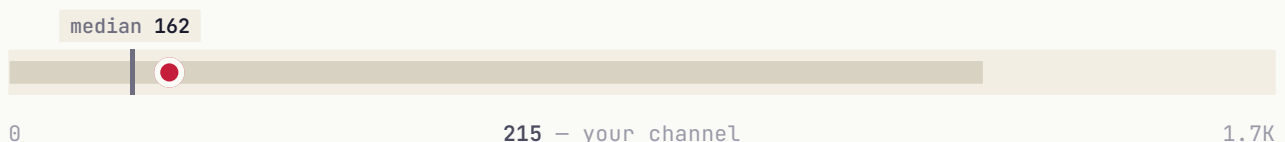
SUBSCRIBERS

better than 70% of niche

AVG REACH / POST

23% below median

CITATION INDEX

better than 51% of niche

— 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

Main post of the week — on Friday

Audience is most active on this day at 17:00 MSK.

IMPACT

**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 picks sources for your niche.

IMPACT

**+1000-3000
subs**

03

Test polls & interactive formats

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

IMPACT

+5-15% ER

04

Cross-promo with adjacent channels

Exchange posts with channels in the same segment once a quarter. No need to do it daily — 2-3 collabs give relevant growth.

IMPACT

**Growth from
relevant
audience**

05

Update channel description for Telegram search

Telegram search scans descriptions. Add 3-5 niche keywords — organic traffic source.

IMPACT

**Source of
organic traffic**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — 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
