

— PROMTPRESS PUBLIC REPORT

Channel audit

Ivan Kurilenko (Sharks of Wildberries & Ozon)



@wbsharks

12 years in product business, 5 years on marketplaces 😊 solid here

📄 Ivan Kurilenko: @kurilenko_work Registered in RKN: <https://gosuslugi.ru/snet/689486b59c23955e958a9b0f>

SUBSCRIBERS

76 754

ERR (% SEE POSTS)

6.0%

REACH/POST

4.2K

-1204 per month

per day 2.6%

ad reach 2K/24h

— CONTENTS · 2026

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How long a post generates reach

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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 76 754 —	 SUBSCRIBER REACH 5.5% avg % subs see post	 VIEWS/POST 4.2K median 4.9K · 29 days	 POSTS/WEEK 5.8 for period
 7D TREND -14.9% vs previous week	 REACTIONS/POST 44.2 total 1,061 reactions, 625 reposts, 75 comments	 POST LENGTH 770 chars median 1,000 · 29 days	 POSTS ANALYZED 24 29 days
 AD REACH 2K 24h avg	 CHURN / MONTH -1204 last month	 CITATION RATE 75 citation index · 241 channels mentioned all time	 CHANNEL AGE 4 years 10 months created 28.07.2021

AI EDITOR SUMMARY

Channel «Ivan Kurilenko (Sharks of Wildberries & Ozon)» — 76 754 subs. Each post averages 4.2K people (6% of subs), low reach — need to grow audience. Publishes 6 posts per week (~1/day) — rare. For week of June 1–7, reach dropped -14.9% to week of May 25–31 — worth analyzing causes.

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 HAVE IN COMMON

- 01 Analysis based on 24 posts in 29 days.
- 02 Dominant format — Text (12/24 posts).
- 03 Avg post length — 770 chars (median 1,000).
- 04 Audience peak activity — Sat, 11:00 MSK.
- 05 Top posts get 1x more views than the weakest (5.7K avg for top vs 3.8K for bottom) — among 24 posts in 29 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

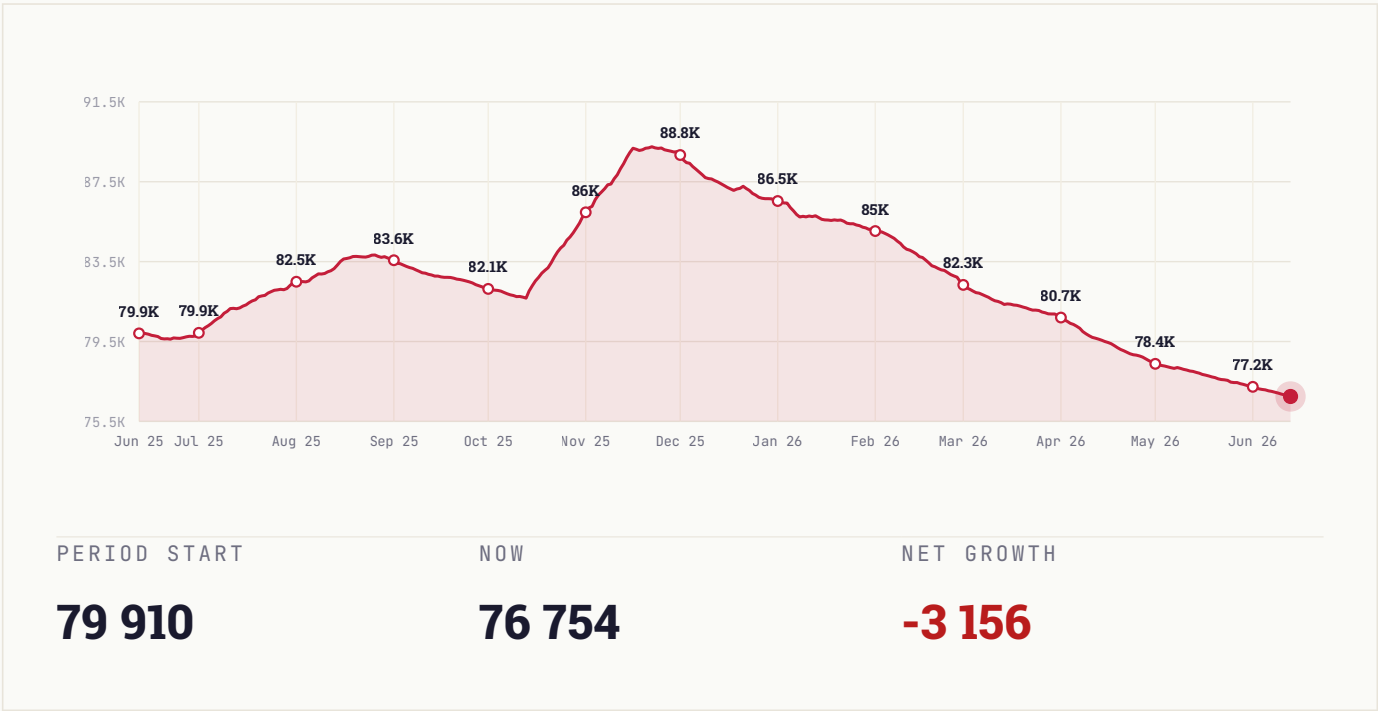
Nº1 30.05 · 08:56 PHOTO Hiring a strong sales manager is always a lottery with a very expensive ticket You can conduct a perfect interview, check experience, cases, references. But...	VIEWS 5 954 REPOSTS 79	REACTIONS 67 ER 7.8%
Nº2 21.05 · 13:38 PHOTO SHOWING MY SECOND BRAIN TO MASTER GROUP PARTICIPANTS In April I started building a 'second brain' with Claude. In short, it's a very smart...	VIEWS 5 747 REPOSTS 101	REACTIONS 54 ER 7.5%
Nº3 21.05 · 16:54 PHOTO WB hid SP data in personal account 'for technical reasons'. But API still gives everything in a convenient format...	VIEWS 5 526 REPOSTS 40	REACTIONS 19 ER 7.2%

Nº4 20.05 · 14:31 TEXT We now have 2x more money 😊 Yesterday we signed a deal with a bank that our team had been working on for a long time. What we got...	<table><tr><td>VIEWS</td><td>REACTIONS</td></tr><tr><td>5 386</td><td>91</td></tr><tr><td>REPOSTS</td><td>ER</td></tr><tr><td>21</td><td>7.0%</td></tr></table>	VIEWS	REACTIONS	5 386	91	REPOSTS	ER	21	7.0%
VIEWS	REACTIONS								
5 386	91								
REPOSTS	ER								
21	7.0%								
Nº5 22.05 · 15:39 TEXT How do I level up my team? I firmly believe that a company where the owner puts out fires and answers all questions himself is bound to...	<table><tr><td>VIEWS</td><td>REACTIONS</td></tr><tr><td>5 227</td><td>27</td></tr><tr><td>REPOSTS</td><td>ER</td></tr><tr><td>8</td><td>6.8%</td></tr></table>	VIEWS	REACTIONS	5 227	27	REPOSTS	ER	8	6.8%
VIEWS	REACTIONS								
5 227	27								
REPOSTS	ER								
8	6.8%								
WORST 3									
↓ 03.06 · 13:34 TEXT 🔪 HR Sharks — 1 year! And we're giving away gifts 🔪 Exactly one year ago, Marina Shkurlova and I launched our recruiting agency...	<table><tr><td>VIEWS</td><td>REACTIONS</td></tr><tr><td>4 212</td><td>31</td></tr><tr><td>REPOSTS</td><td>ER</td></tr><tr><td>12</td><td>5.5%</td></tr></table>	VIEWS	REACTIONS	4 212	31	REPOSTS	ER	12	5.5%
VIEWS	REACTIONS								
4 212	31								
REPOSTS	ER								
12	5.5%								
↓ 03.06 · 13:38 TEXT UPD: fixed link, gifts are in this bot, grab them @sharkshr_bot For selection inquiries: Marina Shkurlova: @shkurlova_sharkshr	<table><tr><td>VIEWS</td><td>REACTIONS</td></tr><tr><td>3 895</td><td>11</td></tr><tr><td>REPOSTS</td><td>ER</td></tr><tr><td>5</td><td>5.1%</td></tr></table>	VIEWS	REACTIONS	3 895	11	REPOSTS	ER	5	5.1%
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3 895	11								
REPOSTS	ER								
5	5.1%								
↓ 09.06 · 06:48 PHOTO Spent over 200 hours in Claude in 2 months, today the weekly token limit ran out on the most expensive plan, and I decided it's a sign —...	<table><tr><td>VIEWS</td><td>REACTIONS</td></tr><tr><td>3 432</td><td>64</td></tr><tr><td>REPOSTS</td><td>ER</td></tr><tr><td>60</td><td>4.5%</td></tr></table>	VIEWS	REACTIONS	3 432	64	REPOSTS	ER	60	4.5%
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SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

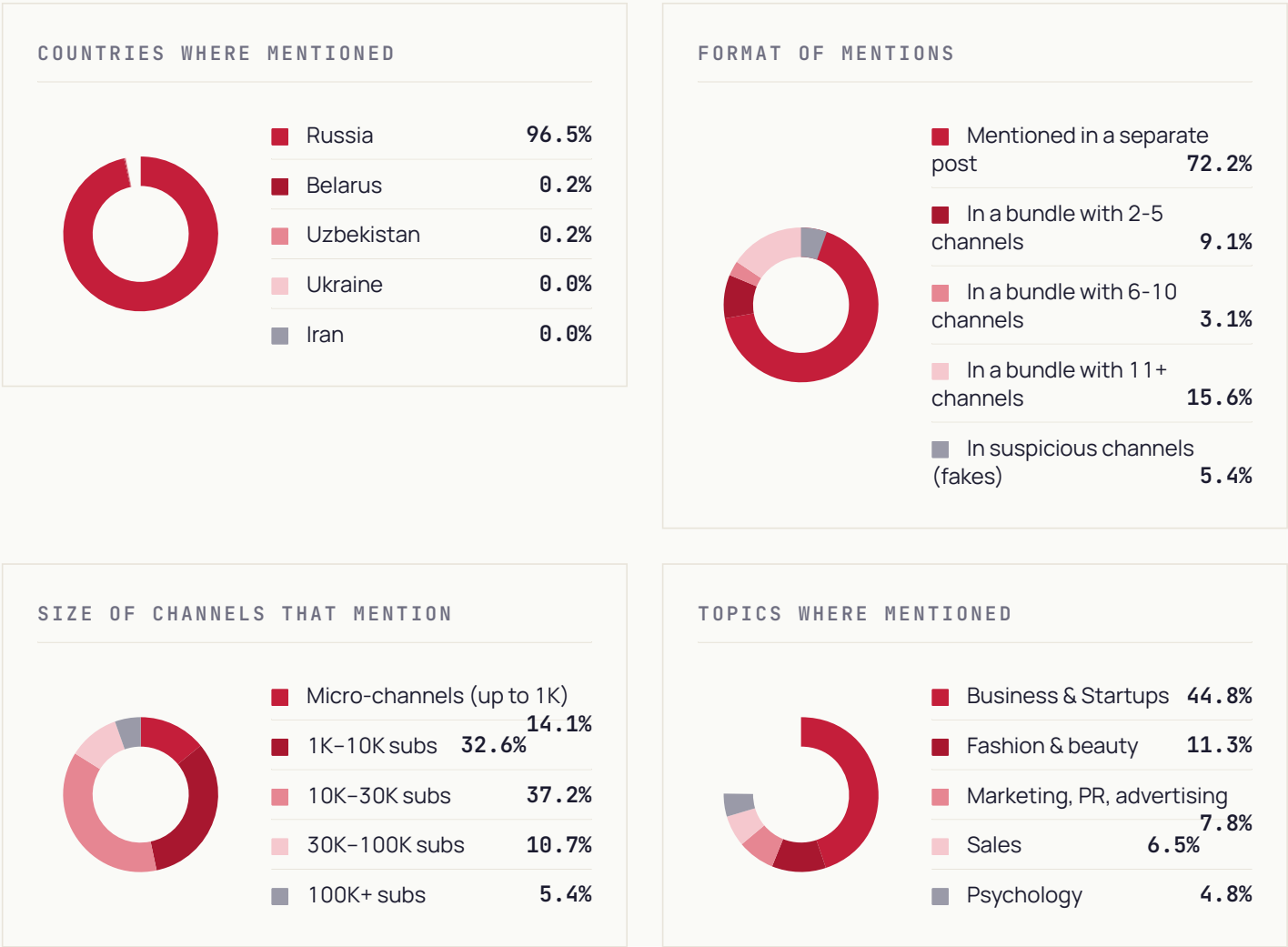
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

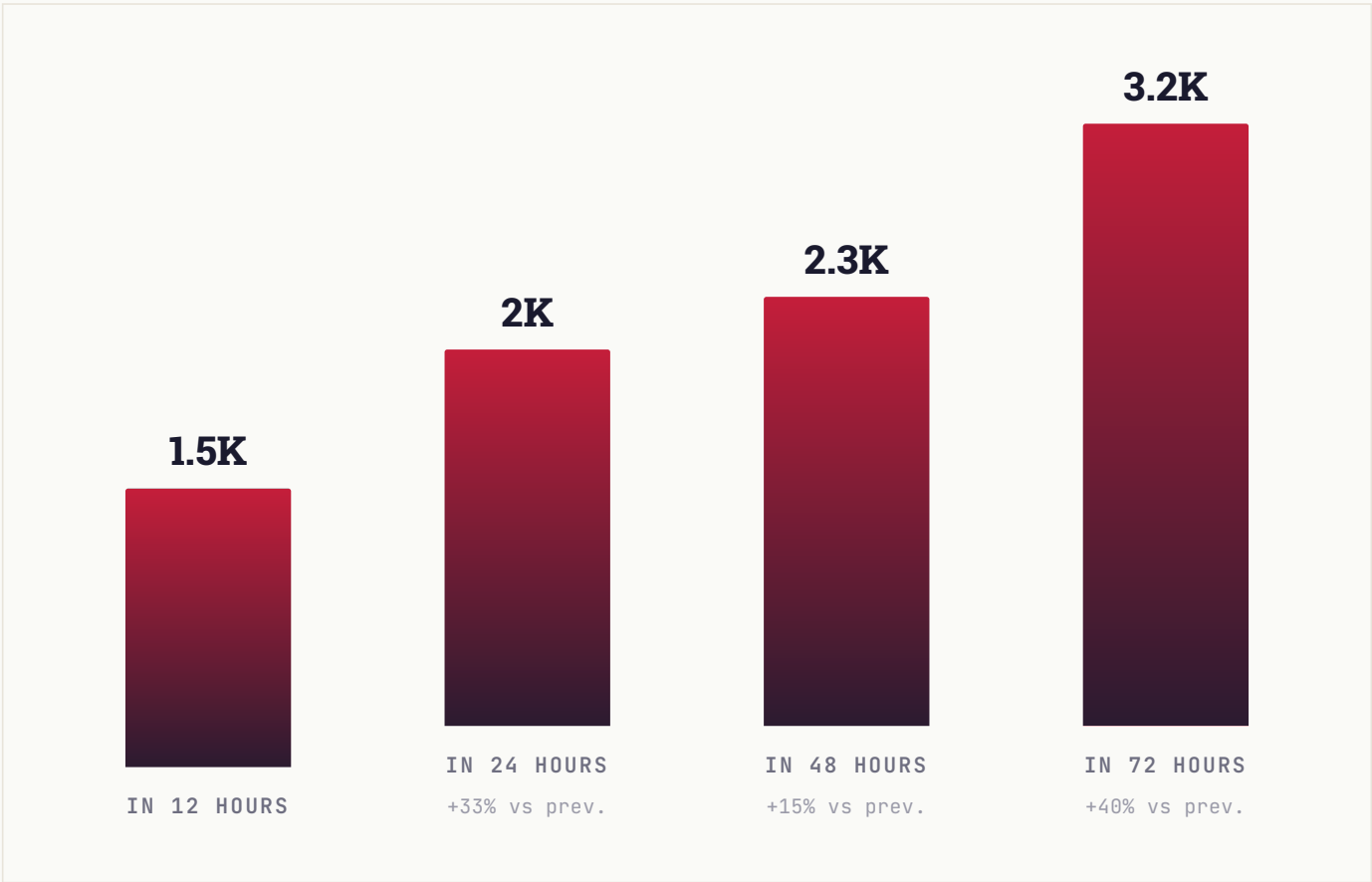
Citation index **75** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from 1K. All time channel was mentioned **241** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates 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 highlighted — see its rank among niche peers.

CHANNEL	SUBSCRIBERS
MO Moscow business	966.6K
CN Books on a Million business blog	872.2K
USSR 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
ER Russian retail & business	289.2K
2H 25th Hour • Business & Finance	288.4K
BB Business Unfiltered	256.5K
CI Ivan Kurilenko (Sharks of Wildberries & Ozon) YOU	76.8K

COMPARATIVE INSIGHT

Channel in bottom half of top-100 niche (#74 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 track posts in other channels that mention yours. Over the last **6 months** such mentions were **20**, they brought **12 126** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	2	2	212
November 2025	7	6	3 642
October 2025	6	5	4 093
September 2025	3	3	0
August 2025	0	0	1 473
July 2025	2	1	2 706

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
20	6	12 126

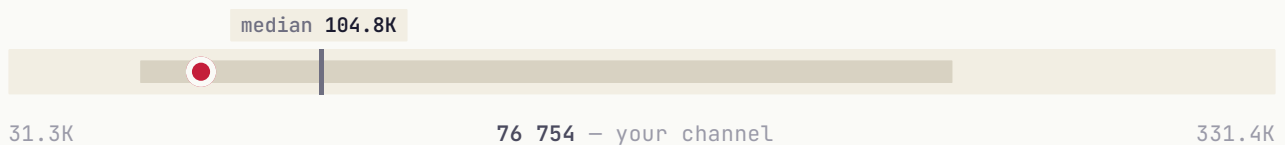
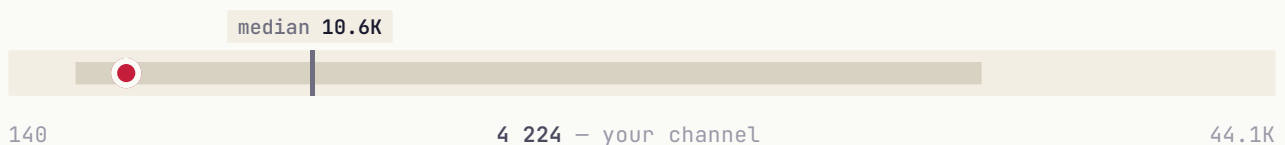
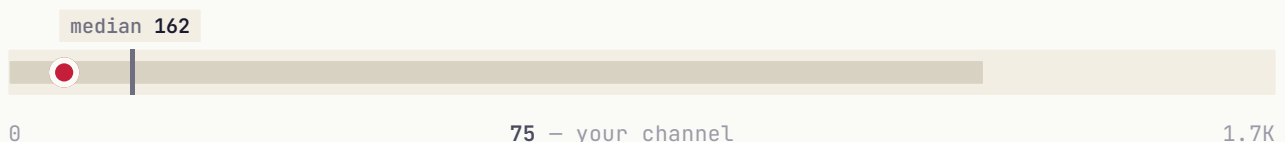
— SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

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

#74 /100

RANK IN NICHE

Channel in the bottom half of the ranking**SUBSCRIBERS****worse than median by 27%****AVG REACH / POST****worse than median by 60%****CITATION INDEX****worse than median by 54%**

— 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 Saturday

Audience is most active on this day at 11:00 MSK.

EFFECT

Best window for an important post
- 02

Increase share of video posts

Video in Telegram holds audience longer and is favored by the algorithm. Aim for 15-25%.

EFFECT

Video retains audience better
- 03

Systematic traffic buying

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

EFFECT

+1000-3000 subs
- 04

Test polls & interactive formats

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

EFFECT

+5-15% ER
- 05

Cross-promo with adjacent channels

Swap posts with same-segment channels once a quarter. No need daily — 2-3 collabs give relevant growth.

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 more? 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
