

PUBLIC PROMTPRESS REPORT

# Channel audit

## Wildberries до 100 рублей | WB до 100



@wildberries\_do\_100

All items under 100 rubles! Subscribe! Contact @elenagoldi

| SUBSCRIBERS                  | ERR (% SEE POSTS) | REACH/POST      |
|------------------------------|-------------------|-----------------|
| <b>45 513</b>                | <b>20.0%</b>      | <b>8.8K</b>     |
| +960 per month<br>14.07.2026 | per day 17.3%     | ad reach 8K/24h |

[HTTPS://PROMTPRESS.COM/AUDIT/WILDBERRIES\\_DO\\_100](https://promptpress.com/audit/wildberries_do_100)

— 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 Subscriber dynamics

Yearly chart · growth

## 04 Citation rate

Who mentions the channel and how

## 05 Ad potential

How long a post generates reach

## 06 Competitors

Niche neighbors · your spot

## 07 Mention dynamics

6 months · monthly

## 08 Niche comparison

Position in «Sales» category

## 09 Strategy

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

# Key channel metrics

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

|                                                                                                                                                             |                                                                                                                                                                   |                                                                                                                                                                                           |                                                                                                                                                                              |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <div><div> SUBSCRIBERS</div><div>45 513</div><div>—</div></div>            | <div><div> SUBS REACH</div><div>19.24%</div><div>avg % subs see post</div></div> | <div><div> VIEWS/POST</div><div>8.8K</div><div>median 8.9K · 29 days</div></div>                         | <div><div> POSTS/WEEK</div><div>9.2</div><div>over period</div></div>                     |
| <div><div> 7D TREND</div><div>-2.7%</div><div>vs previous week</div></div> | <div><div> REACTIONS/POST</div><div>—</div><div>MTPROTO only</div></div>         | <div><div> POST LENGTH</div><div>73 chars</div><div>median 51 · 29 days</div></div>                      | <div><div> POSTS ANALYZED</div><div>38</div><div>29 days</div></div>                      |
| <div><div> AD REACH</div><div>8K</div><div>24h avg</div></div>             | <div><div> CHURN / MONTH</div><div>+960</div><div>over last month</div></div>    | <div><div> CITATION RATE</div><div>33</div><div>citation index · 537 channels mentioned ever</div></div> | <div><div> CHANNEL AGE</div><div>3 years 1 month</div><div>created 30.05.2023</div></div> |

AI EDITOR SUMMARY

Channel «Wildberries до 100 рублей | WB до 100» – 45 513 subs. Each post averages 8.8K people (19% of subs), average reach – room to grow. Publishes 9 posts/week (~1/day) – regular schedule. Week Jun 29 – Jul 5 reach stable (-2.7% vs week Jun 22–28).

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 SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **38** posts over 29 days.
- 02 Dominant format — **Photo** (38/38 posts).
- 03 Avg post length — **73** chars (median 51).
- 04 Peak audience activity — **Saturday**, 23:00 MSK.
- 05 Top posts get **1x** more views than the weakest (9.6K avg for top vs 8.4K for worst) — among 38 posts over 29 days. Worth analyzing what the top has in common: topic, format, publish time.

TOP 5 POSTS

|                                                                                                                                                                                                                                                                                          |                                                                     |                                                                  |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------|------------------------------------------------------------------|
| <div><div>Nº1</div><div>15.06 · 18:05</div><div>PHOTO</div></div> <div>Silicone cooking brush 16.5 cm 67 ₺ Link</div>                                                                                                                                                                    | <div>VIEWS</div> <div>10 085</div> <div>REPOSTS</div> <div>15</div> | <div>REACTIONS</div> <div>—</div> <div>ER</div> <div>22.2%</div> |
| <div><div>Nº2</div><div>11.07 · 20:37</div><div>PHOTO</div></div> <div>Gingerbread cookies 300 g 54 ₺ Link</div>                                                                                                                                                                         | <div>VIEWS</div> <div>9 402</div> <div>REPOSTS</div> <div>53</div>  | <div>REACTIONS</div> <div>—</div> <div>ER</div> <div>20.7%</div> |
| <div><div>Nº3</div><div>18.06 · 06:59</div><div>PHOTO</div></div> <div><div><div>NEW</div><div>NEW</div></div>Roborock F25 RT Gen2 <div>✓</div>Powerful suction 20000 Pa <div>✓</div>Optimized sliding wheels <div>✓</div>Hot air self-drying <div>✓</div>Edge-to-edge cleaning...</div> | <div>VIEWS</div> <div>9 371</div> <div>REPOSTS</div> <div>3</div>   | <div>REACTIONS</div> <div>—</div> <div>ER</div> <div>20.6%</div> |

Nº4

28.06 · 16:27

PHOTO

Plastiline Pointes 12 colors with stack, 180 g 78 ₺ [Link](#)

|         |           |
|---------|-----------|
| VIEWS   | REACTIONS |
| 9 317   | —         |
| REPOSTS | ER        |
| 13      | 20.5%     |

Nº5

18.06 · 16:35

PHOTO

Blue cream eyeshadow stick 62 ₺ [Link](#)

|         |           |
|---------|-----------|
| VIEWS   | REACTIONS |
| 9 283   | —         |
| REPOSTS | ER        |
| 16      | 20.4%     |

|

WORST 3

↓

10.07 · 19:27

PHOTO

Hair ties set 12 pcs 48 ₺ [Link](#)

|         |           |
|---------|-----------|
| VIEWS   | REACTIONS |
| 8 425   | —         |
| REPOSTS | ER        |
| 15      | 18.5%     |

↓

10.07 · 19:24

PHOTO

Cuticle oil pencil + 5 files 44 ₺ [Link](#)

|         |           |
|---------|-----------|
| VIEWS   | REACTIONS |
| 8 413   | —         |
| REPOSTS | ER        |
| 17      | 18.5%     |

↓

11.07 · 17:24

PHOTO

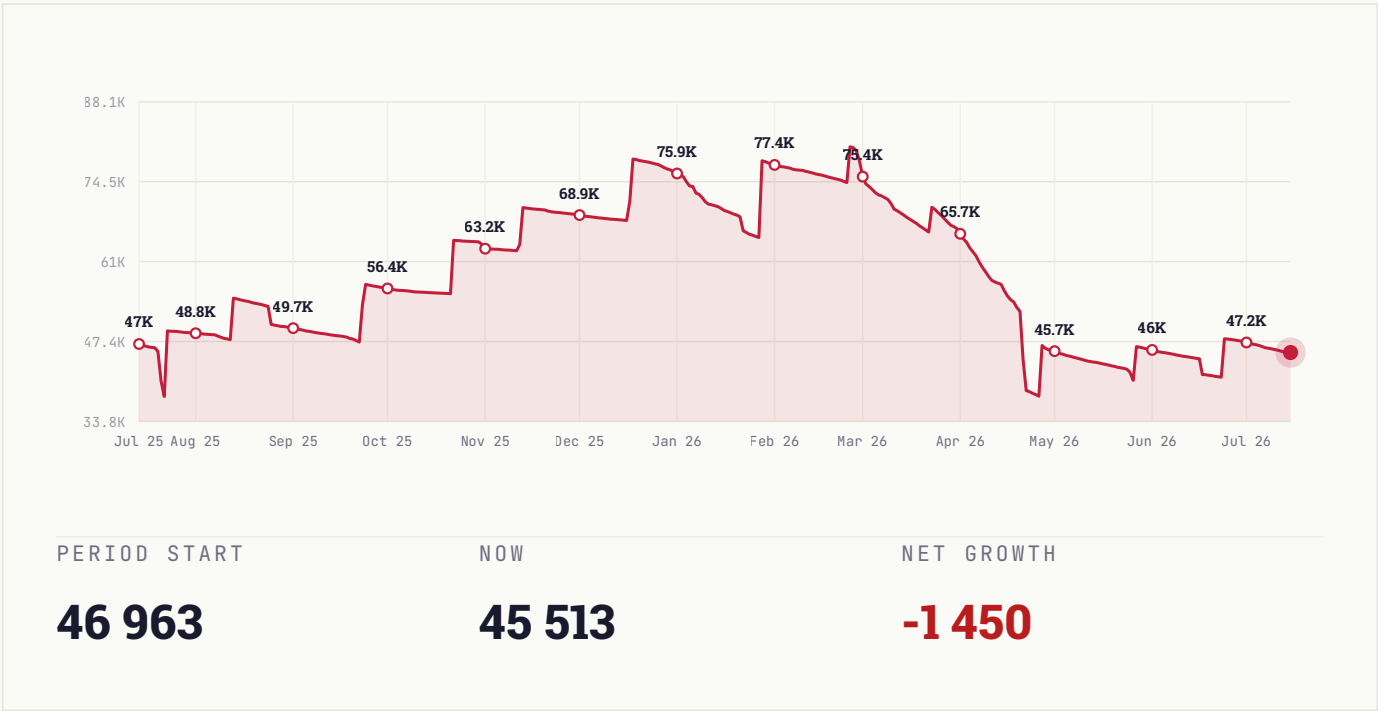
Mini massage hairbrush 96 ₺ [Link](#)

|         |           |
|---------|-----------|
| VIEWS   | REACTIONS |
| 8 321   | —         |
| REPOSTS | ER        |
| 23      | 18.3%     |

SECTION 03 · SUBSCRIBER DYNAMICS

# How the channel grew over the year

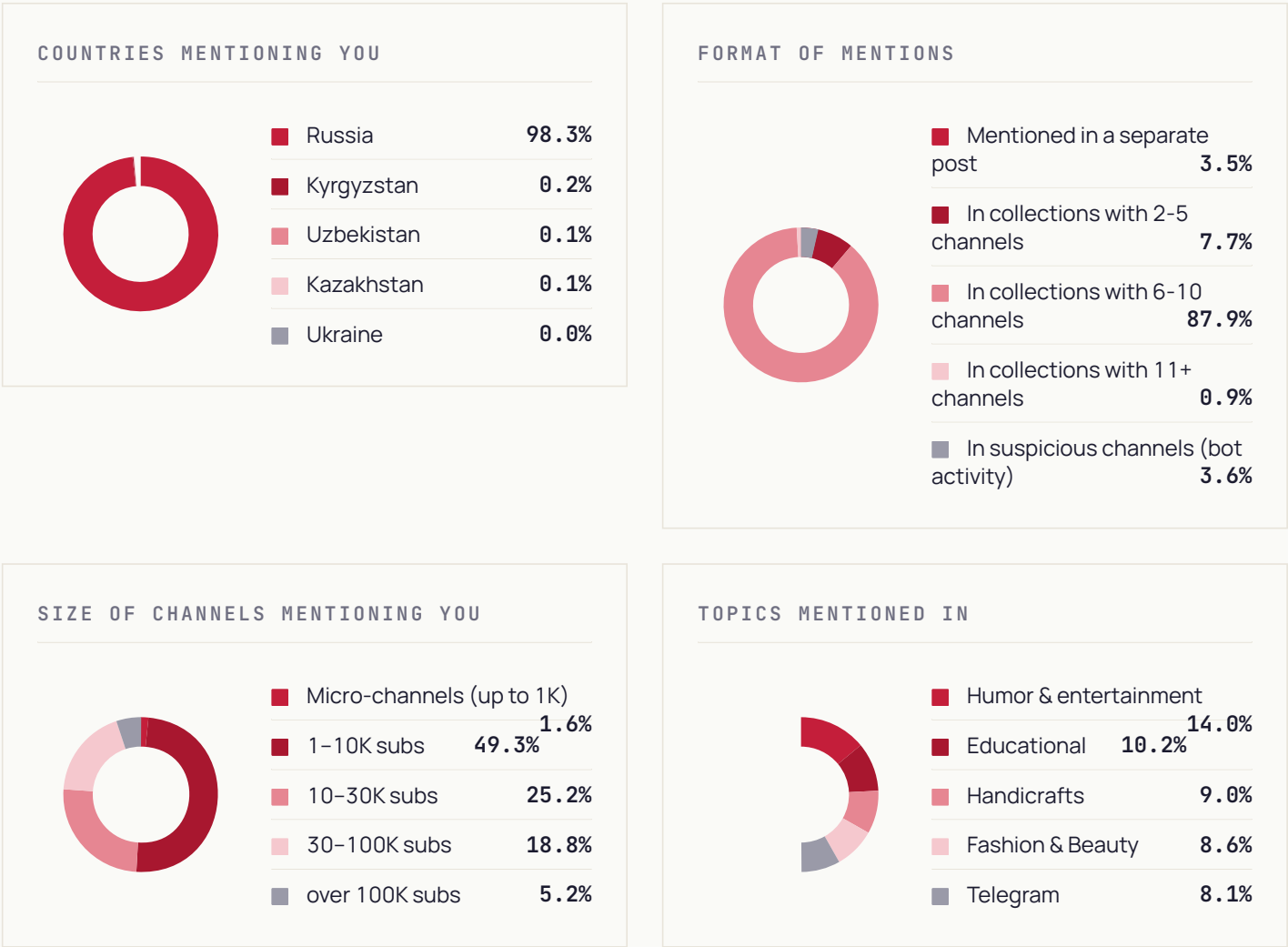
Subscriber growth chart for the year. Key months show exact subscriber count.  
Shows which months the channel gained or lost subs.



SECTION 04 · CITATIONS

# Who mentions the channel and how

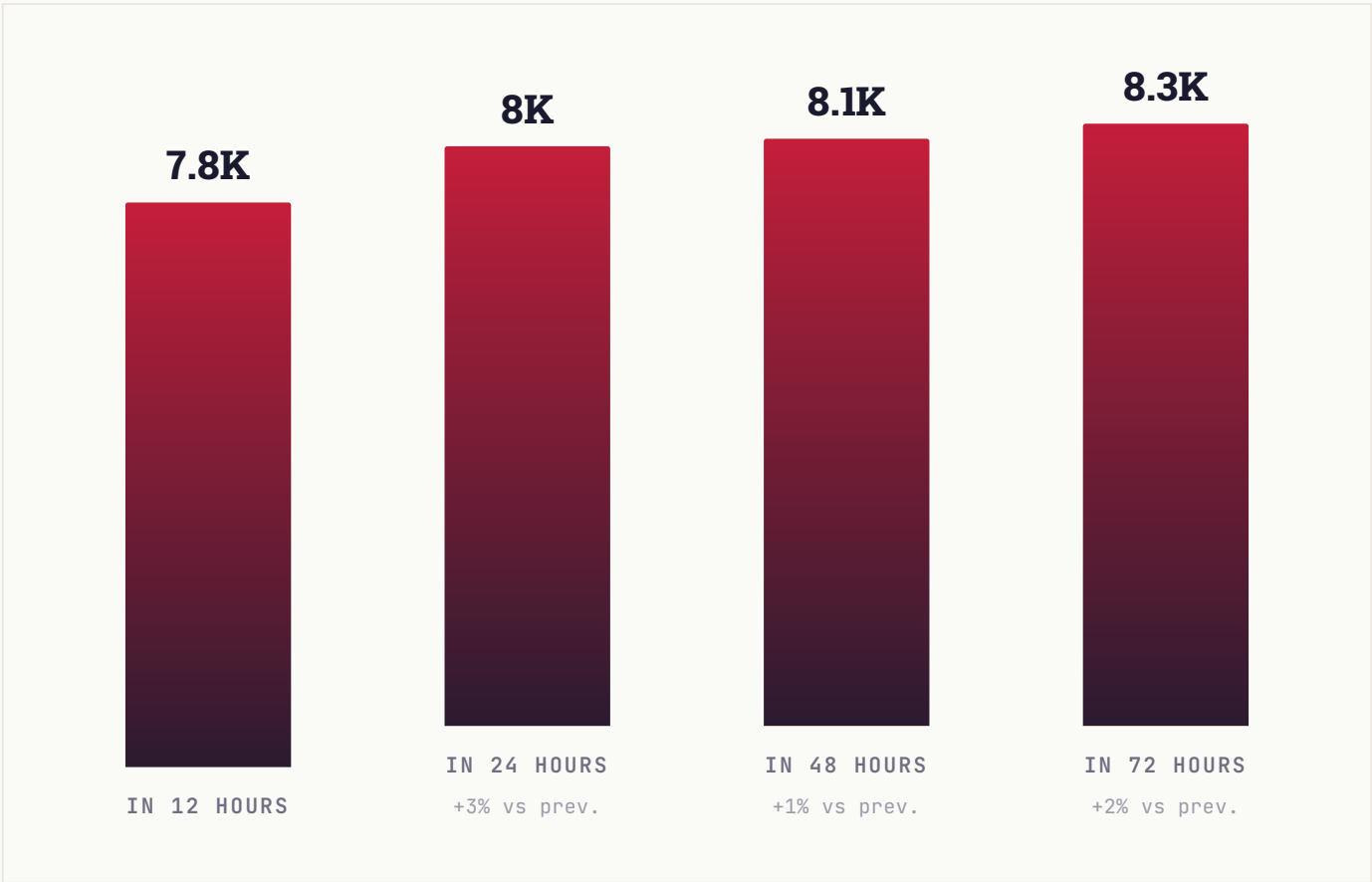
Citation index **33** – channel popularity rating based on mentions. Considers not only count but also mentioner weight: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time channel mentions: **537** different channels.



SECTION 05 · AD POTENTIAL

# How long a post generates reach

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





SECTION 06 · COMPETITORS

# Who you compete with

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

| CHANNEL                                                            | SUBSCRIBERS |
|--------------------------------------------------------------------|-------------|
| <div>O2</div> Offerzone 2.                                         | 5.8M        |
| <div>OF</div> Offerzone                                            | 4.2M        |
| <div>OF</div> Offerzone                                            | 1.2M        |
| <div>O3</div> Offerzone 3.                                         | 3.5M        |
| <div>DE</div> Dealdost                                             | 3.1M        |
| <div>O4</div> Offerzone 4.                                         | 2.4M        |
| <div>G-</div> GrowDealz - Shopping Deals & Offers                  | 2.2M        |
| <div>AL</div> AliBaba Loot Deals                                   | 2.2M        |
| <div>PD</div> Premium Deals                                        | 1.5M        |
| <div>SQ</div> Shoppers Quest                                       | 1.3M        |
| <div>WD</div> Wildberries до 100 рублей   WB до 100 <div>YOU</div> | 45.5K       |

COMPARATIVE CONCLUSION

Channel is not yet outside niche top-95 — early growth stage. Niche leader — Offerzone 2. (5.8M), top-95 median: 408K. First goal — enter top-95 through systematic traffic and content work.

SECTION 07 · MENTION DYNAMICS

# How often the channel is mentioned

Each month we track posts in other channels that mention your channel. Over the last **6 months** such mentions were **160**, they brought **56 736** new subs.

| PERIOD         | MENTIONS | CHANNELS | BROUGHT SUBS |
|----------------|----------|----------|--------------|
| January 2026   | 26       | 26       | 13 044       |
| December 2025  | 18       | 18       | 10 418       |
| November 2025  | 18       | 18       | 7 324        |
| October 2025   | 23       | 23       | 9 083        |
| September 2025 | 54       | 54       | 9 798        |
| August 2025    | 21       | 21       | 7 069        |

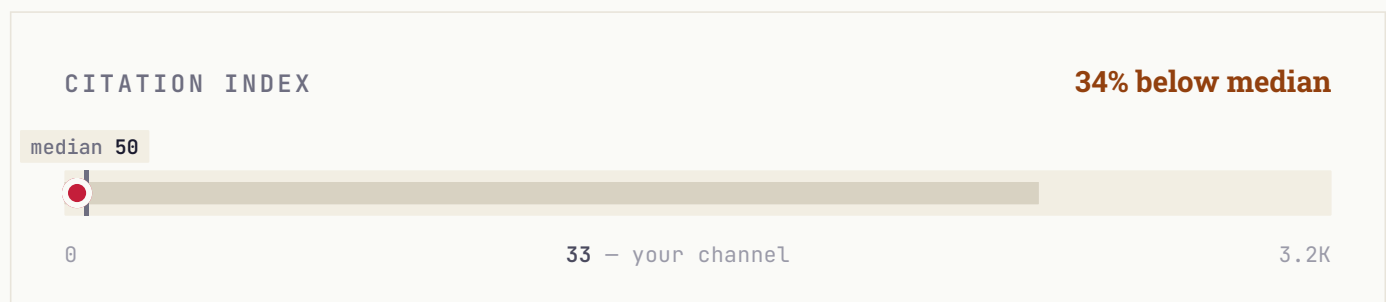
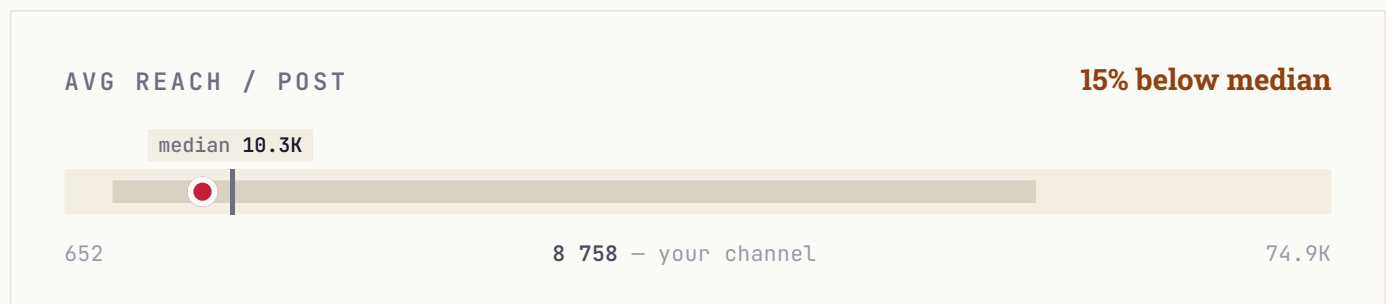
|                |                |                |
|----------------|----------------|----------------|
| TOTAL MENTIONS | MONTHS OF DATA | ATTRACTED SUBS |
| 160            | 6              | 56 736         |

## Where the channel stands in its league

**SUBSCRIBERS** 89% below median

A horizontal bar chart comparing a channel's subscriber count to a median. The x-axis represents the number of subscribers, with labels at 123.3K, 45 513, and 1.6M. A light beige bar represents the range from 123.3K to 1.6M. A darker beige bar represents the channel's current subscriber count, extending from 123.3K to 45,513. A vertical line marks the median at 412.2K. A red dot is positioned at the start of the chart (123.3K). The text '89% below median' is displayed in red at the top right.

| Metric              | Value  |
|---------------------|--------|
| Channel Subscribers | 45 513 |
| Median              | 412.2K |
| Start of Range      | 123.3K |
| End of Range        | 1.6M   |



— 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 Saturday**

Audience is most active on this day at 23:00 MSK.

EFFECT

**Best window for an important post**
- 02

**Increase share of video posts**

Video in Telegram retains audience longer and is better perceived by the algorithm. We recommend increasing share to 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 boost ER by +5-15%.  
One weekly poll on a hot topic is an easy growth point.

EFFECT

**+5-15% ER**
- 05

**Cross-promo with neighboring channels**

Exchange posts with same-segment channels quarterly. 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 using public data. Want to go further? Run ads with us and hit your growth plan in a month.

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|    |                            |                                                                                             |
|----|----------------------------|---------------------------------------------------------------------------------------------|
| 01 | <b>Launch Telegram ads</b> | <a href="https://panel.promptpress.com/register">https://panel.promptpress.com/register</a> |
|----|----------------------------|---------------------------------------------------------------------------------------------|

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|    |                        |                                                                         |
|----|------------------------|-------------------------------------------------------------------------|
| 02 | <b>Contact manager</b> | <a href="https://t.me/PromptPress_manager">t.me/PromptPress_manager</a> |
|----|------------------------|-------------------------------------------------------------------------|

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