

PROMTPRESS PUBLIC REPORT

Channel audit

WILDBERRIES



@wildberriesru_official

■ Largest Russian marketplace ■ Fast delivery year-round on weekdays and weekends We are on VK: https://vk.com/wildberries_shop Registration in RKN: <https://clck.ru/3Supis>

SUBSCRIBERS

531 666

+13743 per month

ERR (% SEE POSTS)

5.0%

per day 2.8%

REACH/POST

26.9K

ad reach 14.9K/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 531 666 —	 SUBS REACH 5.05% avg % subs see post	 VIEWS/POST 26.9K median 25K · 29 days	 POSTS/WEEK 43.3 for the period
 7D TREND -8.3% vs previous week	 REACTIONS/POST 225.9 total 41,800 reactions, 5,129 reposts, 0 comments	 POST LENGTH 217 chars median 218 · 29 days	 POSTS ANALYZED 185 29 days
 AD REACH 14.9K 24h avg	 CHURN / MONTH +13743 last month	 CITATION RATE 339 citation index · 971 channels mentioned over all time	 CHANNEL AGE 4 years 3 months created 11.03.2022

AI EDITOR SUMMARY

Channel «WILDBERRIES» — 531 666 subs. Each post averages 26.9K people (5% from subs), reach is low — worth expanding audience. Publishes 43 posts per week (~6/day) — active posting. For week Jun 1–7, reach dropped -8.3% vs week May 25–31 — worth analyzing why.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **185** posts in 29 days.
- 02 Dominant format – **Text** (80/185 posts).
- 03 Avg post length – **217** characters (median 218).
- 04 Audience peak activity – **Thu, 13:00 MSK**.
- 05 Top posts get **4x** more views than the weakest (71K avg top vs 18.3K worst) – among 185 posts in 29 days. Worth analyzing what top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 21.05 · 08:00 PHOTO This giveaway will have music playing for a long time 🎵 Because we're looking for the future owner of purple AirPods Max! Enter...	VIEWS 85 943 REP. 1 308	REACTIONS 4 259 ER 16.2%
Nº2 21.05 · 10:02 TEXT Heat lovers – pass by 🌡️ This selection is only for true freshness connoisseurs ☹️ 🍷 Wildberries. Now in Max	VIEWS 64 400 REP. 9	REACTIONS 259 ER 12.1%
Nº3 19.05 · 16:10 PHOTO Go, giveaway – victory awaits! 🏆 Zenit takes the RPL championship cup, and you get gifts for this grand event! On the occasion...	VIEWS 62 751 REP. 599	REACTIONS 903 ER 11.8%

Nº4 21.05 · 05:30 TEXT Your forecast for today: partly cloudy, possible precipitation of playful mood ☺ 📧 Wildberries. Now in Max	VIEWS 56 647 REP. 4	REACTIONS 197 ER 10.7%
Nº5 21.05 · 12:02 PHOTO Today at our grooming salon – pure admiration 📧 Smooth-coated beauty or fluffy cloud – every pup needs their own approach...	VIEWS 54 662 REP. 16	REACTIONS 211 ER 10.3%

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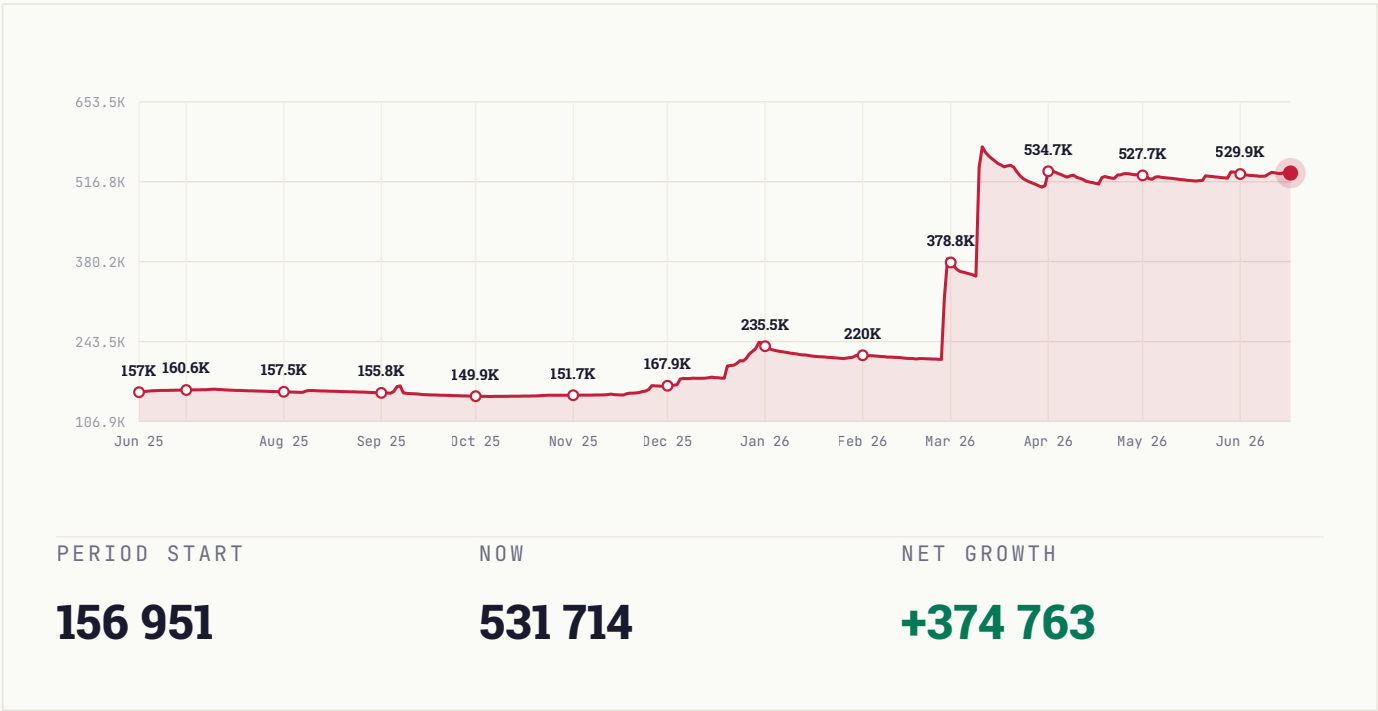
WORST 3

↓ 10.06 · 14:00 TEXT We're actively looking for fans 📧 1. Quick outfit changes 2. Great deals & WB gift cards Does this sound like you? Then...	VIEWS 18 933 REP. 14	REACTIONS 127 ER 3.6%
↓ 13.06 · 11:03 VIDEO (captionless post – video)	VIEWS 18 142 REP. 10	REACTIONS 94 ER 3.4%
↓ 13.06 · 11:05 TEXT Urgent inclusion from the wild 📧 Scientists spotted a rare chameleon. Trying to figure out its love for WB colors...	VIEWS 17 735 REP. 4	REACTIONS 130 ER 3.3%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

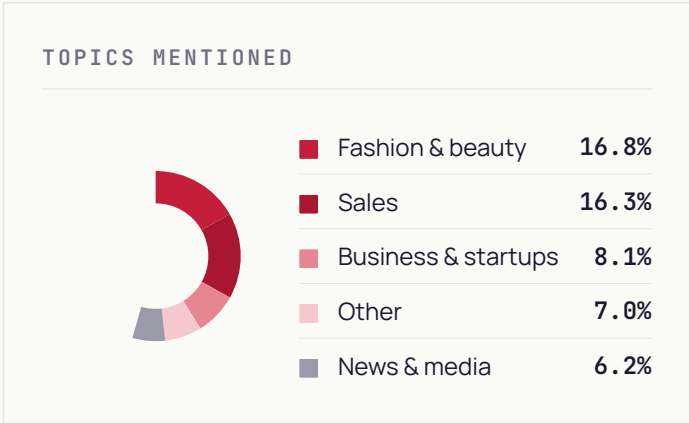
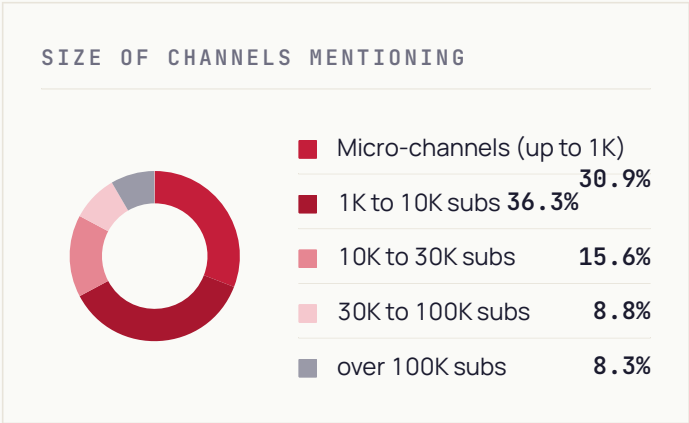
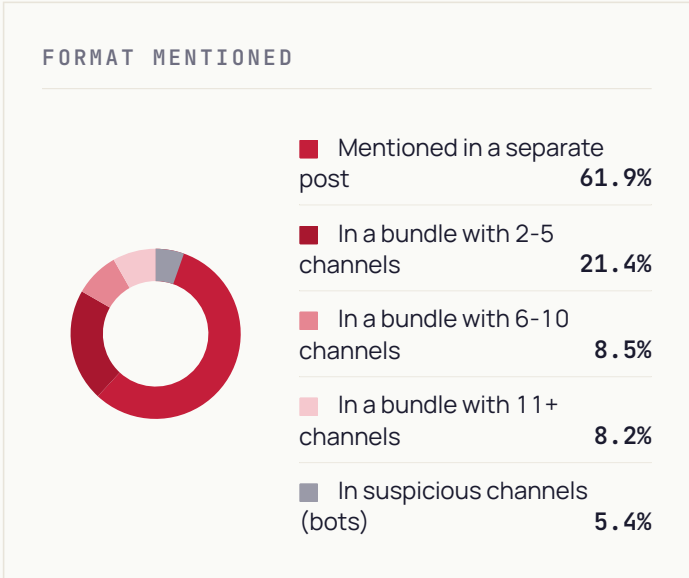
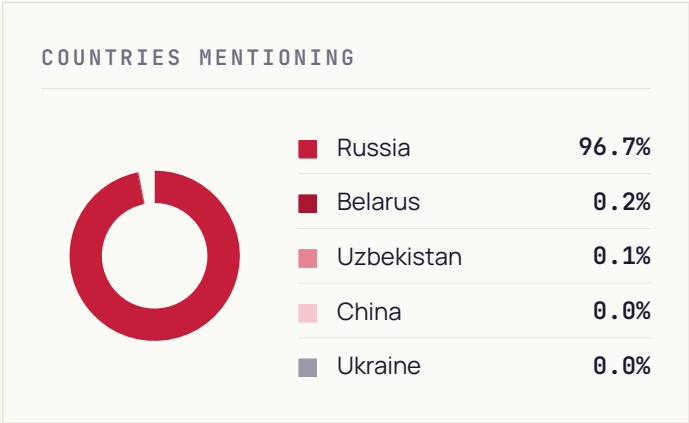
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained and lost subs.



SECTION 04 · MENTIONS

Who mentions the channel & how

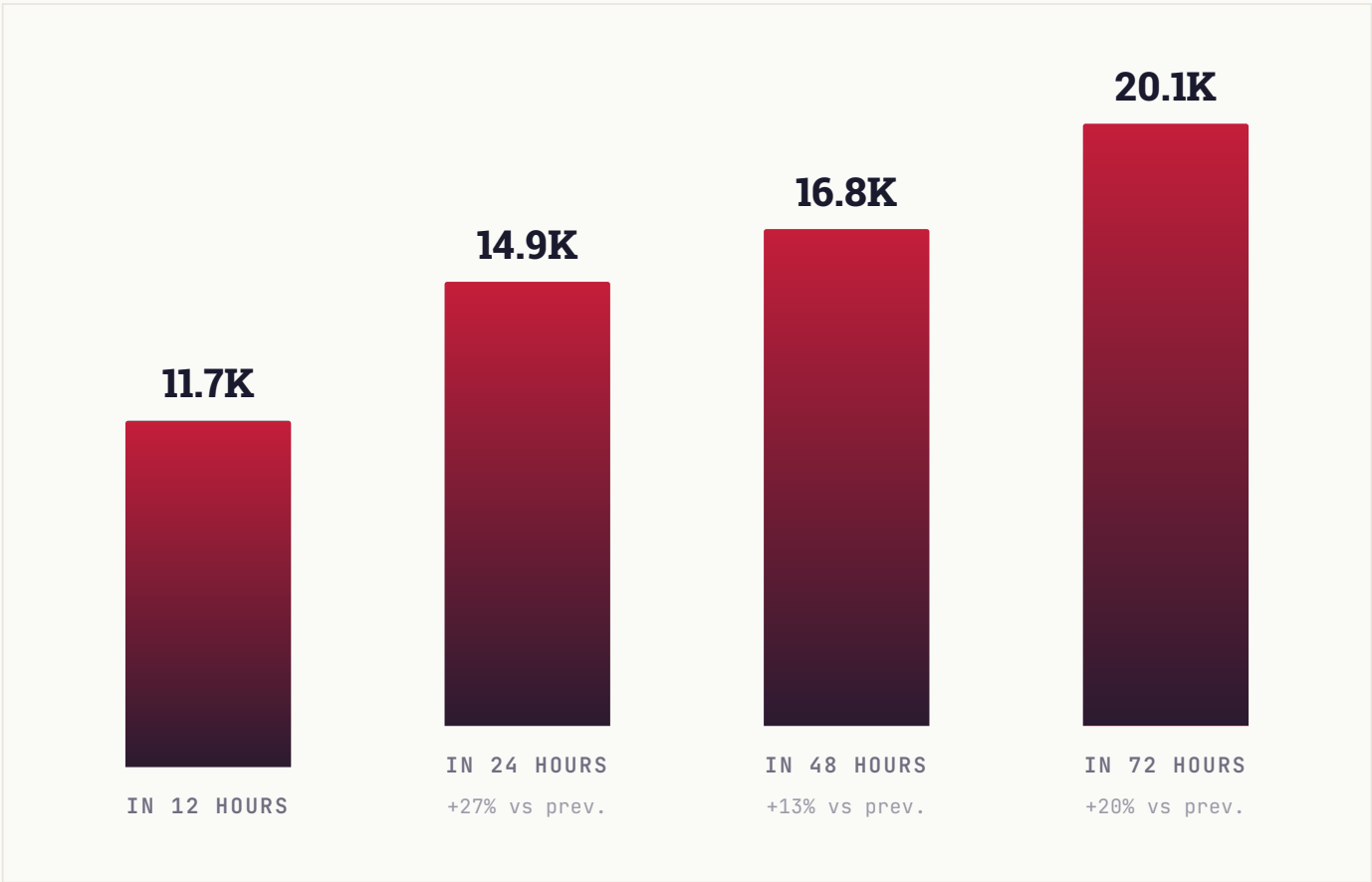
Citation index **339** — channel popularity score based on mentions. Considers not just count but also weight of mentioners: a post from a 100k subs channel weighs more than from 1k. All-time mentions: **971** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

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



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic & audience. Your channel is highlighted — see its rank among niche peers.

CHANNEL	SUBSCRIBERS
OZ OZON	1.1M
YM Yandex Market	1M
X- Freeloaders - Lightning	1M
SN Market discounts	993.1K
WS WB Sniper Wildberries Finds Discounts Promos	932.9K
PB By Blat	888K
Z Hare Promos Discounts	877.5K
W Wildberries finds	799.3K
VI ITEMS FROM VIDEO	711.7K
AL Alpha-Profitable	563K
WI WILDBERRIES YOU	531.7K

COMPARATIVE CONCLUSION

Channel in top quartile of niche (#11 of 94). Leader — OZON (1.1M). 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 track posts in other channels that mention your channel. Over the last **6 months** such mentions were **506**, they brought **116 129** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
December 2025	220	122	78 460	
Nov 2025	133	77	18 143	
Oct 2025	58	23	2 331	
Sep 2025	21	15	12 571	
August 2025	30	25	3 187	
July 2025	44	39	1 437	
TOTAL MENTIONS		MONTHS OF DATA	ACQUIRED SUBSCRIBERS	
506		6	116 129	

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

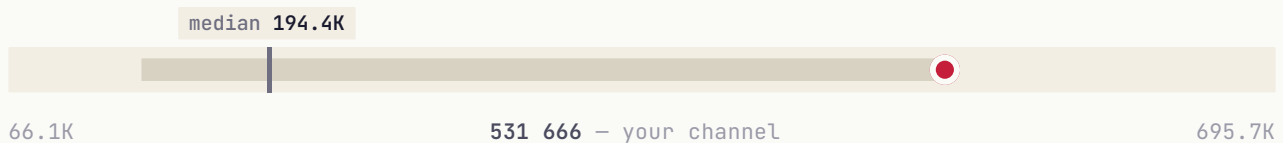
Took top-**100** channels in category "**Sales**" (Russia) and compared your channel.
 Gray band = range for 80% of niche channels (p10 to p90). Black vertical = median.
 Red dot = your channel.

#11/100

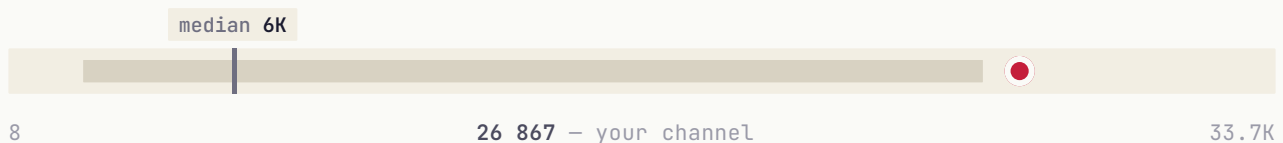
RANK IN NICHE

Channel in top 11% – strong position

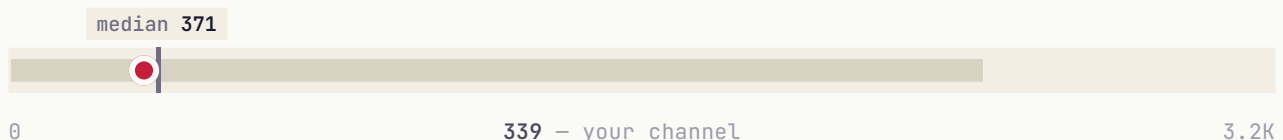
SUBSCRIBERS

better than 89% of niche


AVG REACH / POST

better than 90% of niche


CITATION INDEX

worse than median by 9%


— 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 Thursday

On this day at 13:00 MSK the audience is most active.

EFFECT

**Best time for
an important
post**

02

ER below niche benchmark — rethink formats

Current ER 5.05% vs norm 5.5%. Try polls and interactive formats.

EFFECT

+0.5pp ER

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 and interactive formats

Posts with polls/reactions typically boost ER by 5-15%.
One poll per week on a hot topic is an easy win.

EFFECT

+5-15% ER

05

Cross-promo with nearby 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 is what we can do in minutes using public data. Want to go further? Run ads through 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
