

PROMTPRESS PUBLIC REPORT

Channel audit

Wildbox.News



@wildbox_news

№ 4840342657 ☒Новости маркетплейсов ☒Бесплатные боты и материалы ☒Сервис аналитики маркетплейсов Wildbox.ru, авторизованный партнер Wildberries = > https://t.me/wildboxreg_bot ☒For partnership:...

SUBS

88 619

-619 per month

ERR (% SEE POSTS)

12.0%

in 24h **5.9%**

REACH/POST

10.4K

ad reach **5.2K/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.

 SUBS 88 619 —	 SUB REACH 11.75% avg % of subs see post	 VIEWS/POST 10.4K median 10.8K · 28 days	 POSTS/WEEK 4.7 for the period
 7D TREND -22.4% vs previous week	 REACTIONS/POST 86.8 only 1,649 reactions, 2,137 reposts, 216 comments	 POST LENGTH 622 chars median 597 · 28 days	 POSTS ANALYZED 19 28 days
 AD REACH 5.2K 24h avg	 CHURN / MONTH -619 for the last month	 CITATION RATE 55 citation index · 414 channels mentioned all time	 CHANNEL AGE 5 years 12 days created 25.06.2021

AI EDITOR SUMMARY

Channel «Wildbox.News» — 88 619 subs. Avg views per post: 10.4K people (12% of subs), reach is low — consider expanding audience. Publishes 5 posts/week (~1/day) — rare. For week 22–28 Jun reach dropped -22.4% by week 15–21 Jun — worth analyzing reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 19 posts in 28 days.
- 02 Dominant format – Text (10/19 posts).
- 03 Avg post length – 622 chars (median 597).
- 04 Peak audience activity – Thu, 09:00 MSK.
- 05 Top posts get 2x more views than the weakest (13.9K avg for top vs 7.9K for worst) – among 19 posts in 28 days. Worth analyzing what the top has in common: topic, format, time.

TOP 5 POSTS

Nº1 18.06 · 06:57 PHOTO ⚡ Largest clothing market 'Sadovod' catches fire. Drivers capture footage of blaze.	VIEWS 14 490 REPOSTS 141	REACTIONS 59 ER 16.4%
Nº2 18.06 · 06:02 PHOTO 🔥 On June 25, Wildbox founder Vladlen Strokan to speak at ECOM Expo'26 on influencer marketing for sellers – big...	VIEWS 13 910 REPOSTS 22	REACTIONS 33 ER 15.7%
Nº3 16.06 · 07:14 TEXT ⚡ Marketplaces may start fining for pressuring sellers via discounts & prices Amendments to Administrative Code prepared for second reading...	VIEWS 13 327 REPOSTS 90	REACTIONS 121 ER 15.0%

Nº4 14.06 · 18:49 TEXT 📰 Weekly digest. Summary period 08.06.26–13.06.26 📌 ⚪ WB, Ozon, Avito sign updated Memorandum on fair...	VIEWS 13 237 REACTIONS 55 REPOSTS 60 ER 14.9%
Nº5 07.06 · 20:18 TEXT 📰 Weekly digest. Summary period 01.06.26–07.06.26 📌 🟡 Reports emerge that RWB may acquire stake in AliExpress...	VIEWS 13 229 REACTIONS 50 REPOSTS 51 ER 14.9%
WORST 3	
↓ 28.06 · 18:48 TEXT 🌞 Weekly digest. Summary period 22.06.26–28.06.26 📌 ⚪ State Duma passes law fixing revenue threshold for VAT under simplified tax system...	VIEWS 8 470 REACTIONS 42 REPOSTS 66 ER 9.6%
↓ 30.06 · 08:21 TEXT ⚡ Wildberries to notify sellers of offer changes 45 days in advance New rules introduced as part of preparation for...	VIEWS 8 101 REACTIONS 50 REPOSTS 49 ER 9.1%
↓ 03.07 · 07:59 PHOTO Wildbox now has two free unit-economy calculators – for Wildberries and Ozon. We made them so you can see...	VIEWS 7 130 REACTIONS 108 REPOSTS 254 ER 8.0%

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 grew and which lost subs.

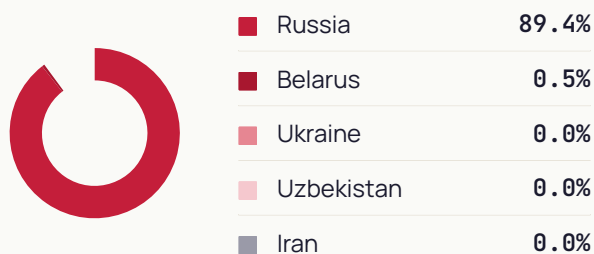


SECTION 04 • MENTIONS

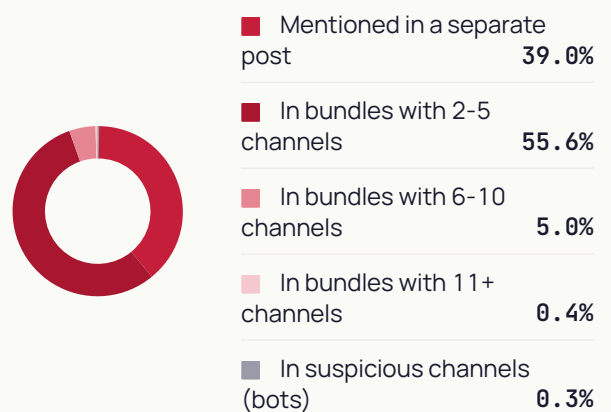
Who mentions the channel and how

Citation index **55** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time channel mentions: **414** different channels.

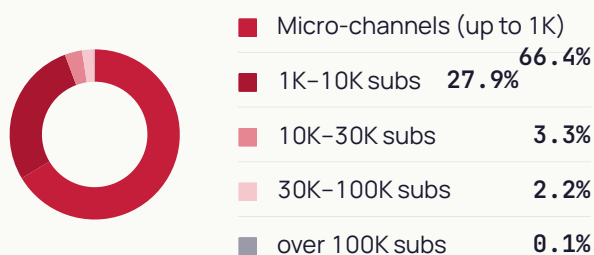
COUNTRIES MENTIONING



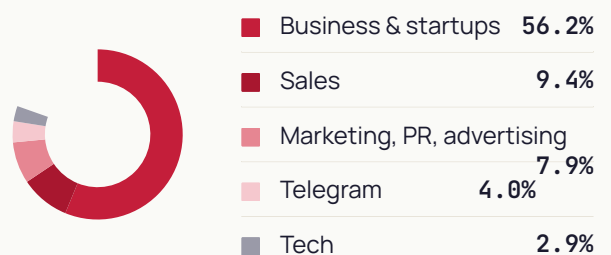
HOW THEY MENTION



SIZE OF CHANNELS MENTIONING



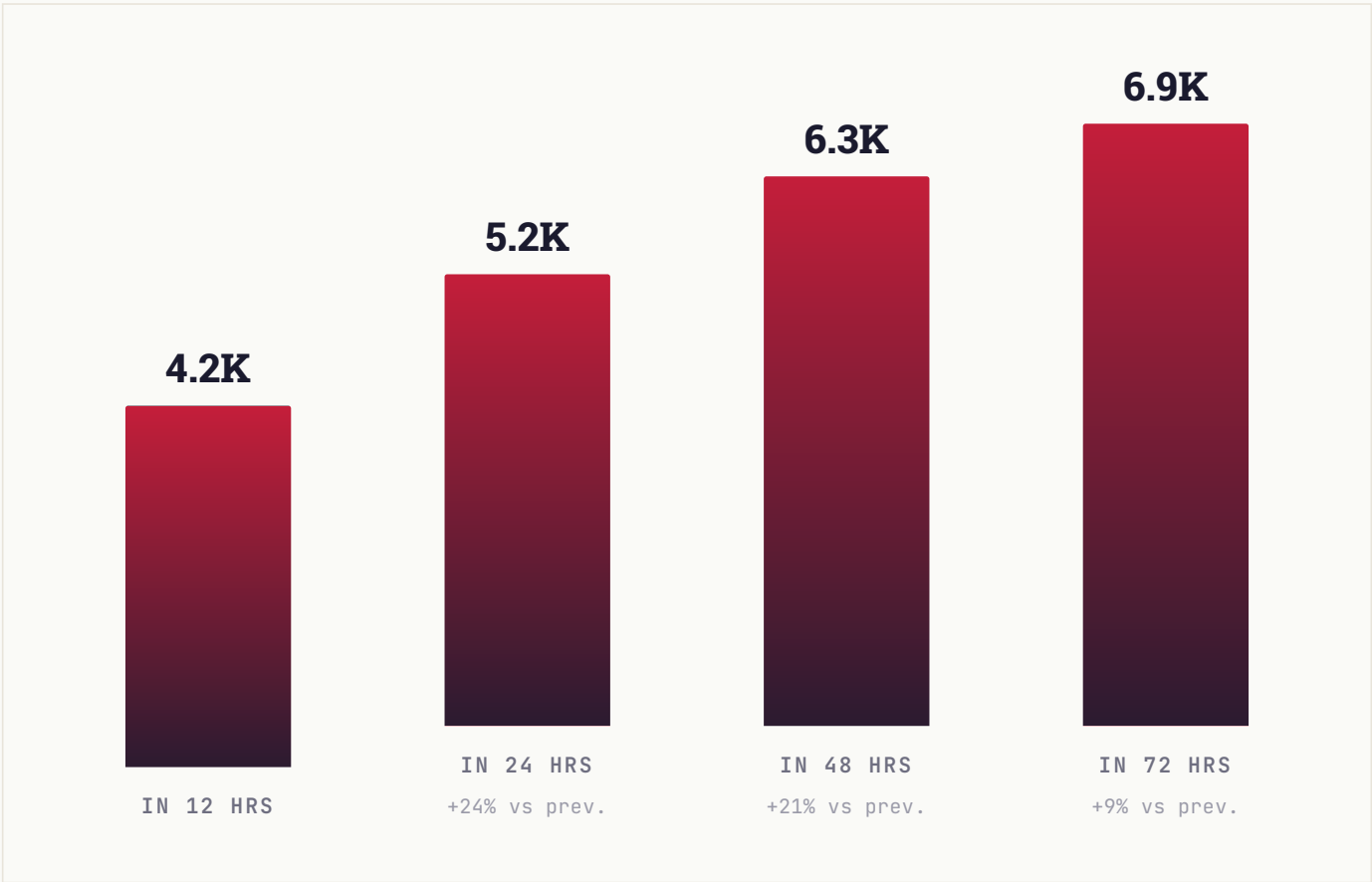
TOPICS WHERE MENTIONED



SECTION 05 · AD POTENTIAL

How long a post drives reach

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



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBS
OZ OZON	1.1M
SN Market discounts	1M
YM Yandex Market	1M
X- Freeloaders - Lightning	997.5K
WS WB Sniper Wildberries finds Discounts Promos	922.2K
PB Po Blatu	876.1K
Z Hare Promos Discounts	874.4K
W Wildberries finds	793.3K
VI ITEMS FROM VIDEO	703.1K
AL Alpha-Profitable	558.5K
WI Wildbox.News YOU	88.6K

COMPARATIVE CONCLUSION

Channel not yet outside top-94 of niche — early growth stage. Niche leader — OZON (1.1M), top-94 median: 204.2K. First goal: enter top-94 via systematic traffic & content work.

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Monthly we track posts in other channels that mention yours. Over the last **6 months** such mentions: **279**, they brought **4 122** new subs.

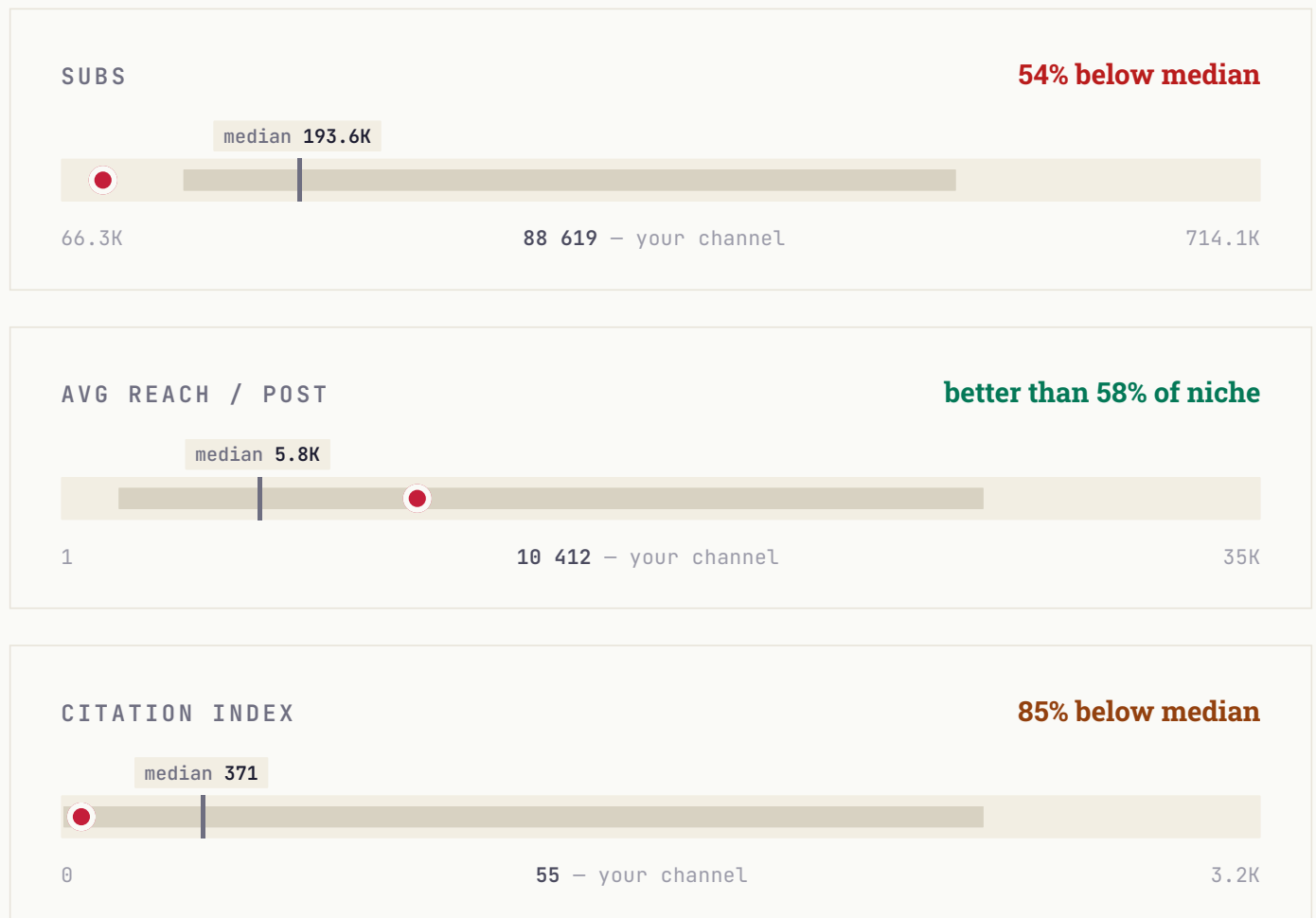
PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBS
Jan 2026	22	9	96	
December 2025	45	19	0	
Nov 2025	32	16	430	
Oct 2025	60	24	1 415	
Sep 2025	66	22	1 270	
August 2025	54	21	911	

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS
279	6	4 122

SECTION 08 · NICHE COMPARISON

Where the channel ranks in its league

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



— SECTION 09 · STRATEGY

What to do right now

5 priority actions sorted by expected impact. Check off and revisit next month.

- | | | |
|----|---|--|
| 01 | Increase posting frequency
Now 4.7 posts/week. Active channels average 7-10.
Consistency is key to retention. | EFFECT
Consistency
beats volume |
| 02 | Best post day — Thursday
Audience is most active on this day at 09:00 MSK. | EFFECT
Best window
for important
posts |
| 03 | Increase share of video posts
Video in Telegram retains audience longer and is favored by the algorithm. Recommend reaching 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 picks sources for your niche. | EFFECT
+1000-3000
subs |
| 05 | 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 lever. | EFFECT
+5-15% ER |

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in a few minutes based on public data. If you want to go further — run ads through us and close your growth plan in a month.

01	Launch Telegram ads	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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