

PUBLIC REPORT BY PROMTPRESS

Channel audit

Wildberries Finds



@wildcha

ads - @reklamasif manager - @anya_srd exchange telega.in:
<https://telega.in/c/+curTcCOXAN00ZWMy>

SUBSCRIBERS

124 743

-3922 per month

ERR (% WHO SEE
POSTS)

2.0%

daily 0.9%

REACH/POST

2.6K

ad reach 1.1K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 124 743 —	 SUBSCRIBER REACH 2.07% avg % subs see post	 VIEWS/POST 2.6K median 2.7K · 27 days	 POSTS/WEEK 6.3 over period
 7D TREND -18.3% vs previous week	 REACTIONS/POST 9.0 225 reactions, 237 reposts, 0 comments	 POST LENGTH 162 chars median 85 · 27 days	 POSTS ANALYZED 25 27 days
 AD REACH 1.1K 24h avg	 CHURN / MONTH -3922 last month	 QUOTE RATE 749 citation index · 584 channels mentioned ever	 CHANNEL AGE 3 years 5 months created 25.01.2023

AI EDITOR SUMMARY

Channel «Wildberries Finds» – 124 743 subs. Avg views per post: 2.6K people (2% from subs), reach low – expand audience. Publishes 6 posts/week (~1/day) – infrequent. Week Jun 22–28 reach dropped -18.3% vs week Jun 15–21 – analyze reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 25 posts in 27 days.
- 02 Dominant format – Photo (25/25 posts).
- 03 Avg post length – 162 chars (median 85).
- 04 Peak audience activity – Thu, 11:00 MSK.
- 05 Top posts get 2x more views than weakest (top avg 3.4K vs worst 1.9K) – among 25 posts in 27 days. Analyze commonalities: topic, format, timing.

TOP 5 POSTS

Nº1 18.06 · 08:47 PHOTO Bombers from WB 🍷	VIEWS 3 580 REPOSTS 27	REACTIONS 16 ER 2.9%
Nº2 16.06 · 15:51 PHOTO Gift ideas 🎁 1 Satin pajamas 2 LED face mask 3 Artificial vine for decor 12 pcs 4 Large summer bag 5 Blanket...	VIEWS 3 408 REPOSTS 3	REACTIONS 2 ER 2.7%
Nº3 12.06 · 04:21 PHOTO 🍈 c WB	VIEWS 3 276 REPOSTS 17	REACTIONS 17 ER 2.6%

Nº4

28.06 · 04:51

PHOTO

Pink picks from WB💕💕

VIEWS

3 098

REACTIONS

17

REPOSTS

10

ER

2.5%

Nº5

11.06 · 10:45

PHOTO

Sport suits from wb💔

VIEWS

2 995

REACTIONS

18

REPOSTS

18

ER

2.4%

|

WORST 3

↓

25.06 · 09:41

PHOTO

Your perfect jeans for summer💙 Order on WB

VIEWS

2 209

REACTIONS

8

REPOSTS

5

ER

1.8%

↓

05.07 · 12:52

PHOTO

Still thinking what to wear in this heat? Of course, the white Yoxa Vibe T-shirt👉 link The white T-shirt is a summer classic. In it...

VIEWS

1 768

REACTIONS

4

REPOSTS

2

ER

1.4%

↓

05.07 · 15:37

PHOTO

Graphite from WB💔

VIEWS

1 696

REACTIONS

14

REPOSTS

9

ER

1.4%

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.

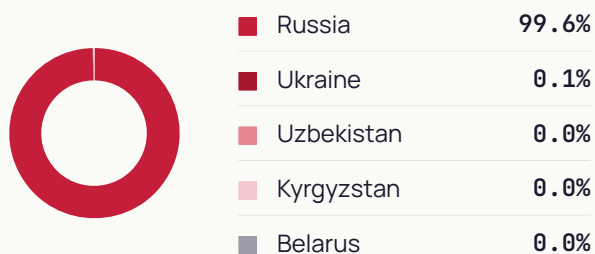


— SECTION 04 • MENTIONS

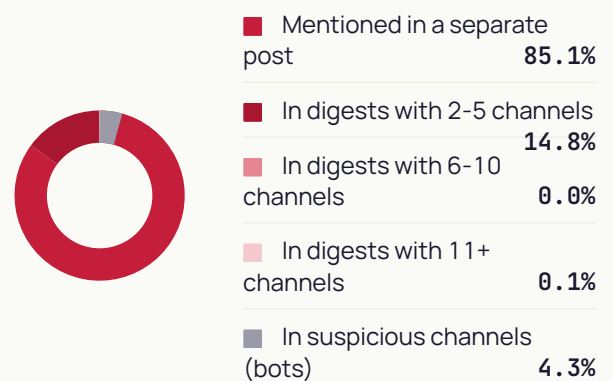
Who and how mentions the channel

Citation index **749** — 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 subs. All time channel was mentioned **584** different channels.

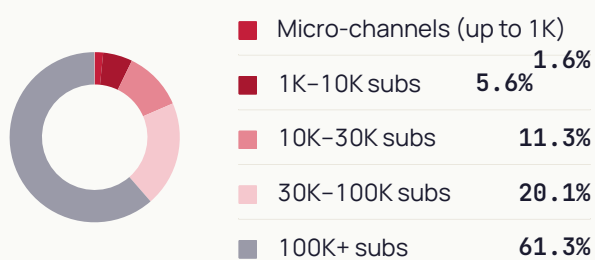
MENTIONING COUNTRIES



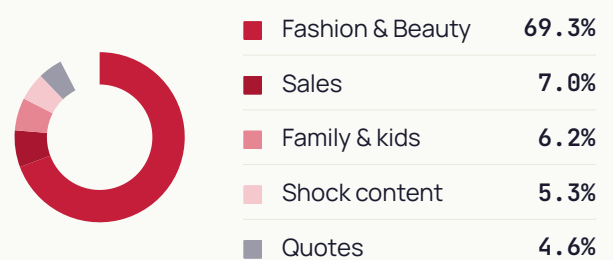
FORMAT OF MENTIONS



SIZE OF MENTIONING CHANNELS



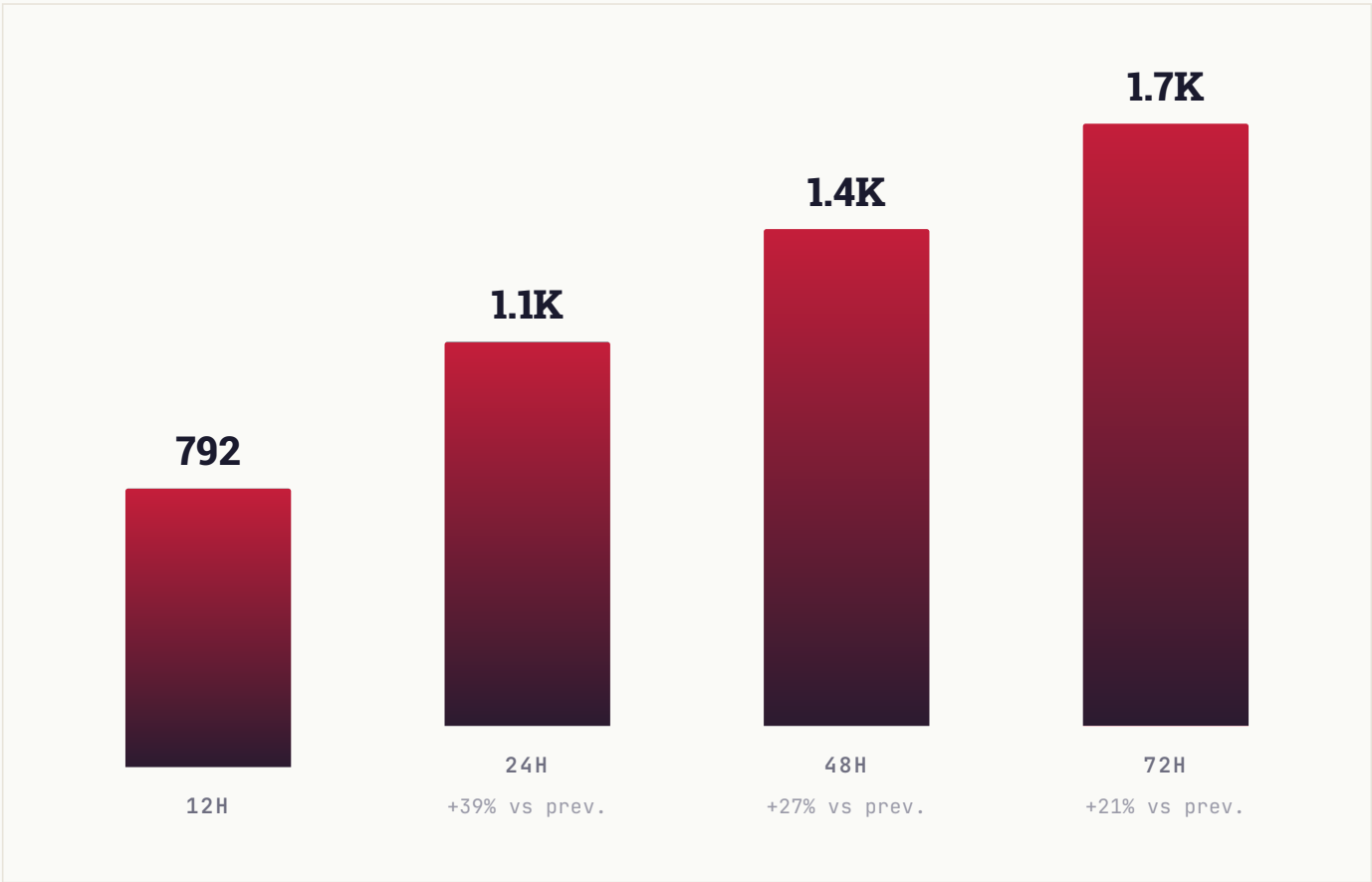
TOPICS WHERE MENTIONED



SECTION 05 · AD POTENTIAL

How long a post generates reach

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



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
ZY Golden Apple	1.1M
NN Found on Wildberries	635.3K
MI MIXIT.RU	614.6K
M Manicure Nails	573.8K
NN Wildberries Finds / WB	537.2K
EM Elena Mixit	521.6K
GD Facial exercises	472.5K
PM Fashion Trends	437.6K
PR Primebery	398.9K
NW WB OZON Finds	393.5K
NC Wildberries Finds YOU	124.7K

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#84 of 96). Niche median — 171K subs. First KPI goal — reach median. Leader: Golden Apple (1.1M).

SECTION 07 · MENTION TRENDS

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: **7**, they brought **162 187** new subs.

PERIOD	MENTIONS	CHANNELS	GAINED SUBSCRIBERS
Jan 2026	2	2	0
December 2025	0	0	19 285
Nov 2025	0	0	0
Oct 2025	0	0	57 575
Sep 2025	5	3	62 139
August 2025	0	0	23 188
TOTAL MENTIONS			7
MONTHS OF DATA			6
ACQUIRED SUBSCRIBERS			162 187

— SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category "Fashion & Beauty» (Russia) and saw how your channel compares. Gray band — range where 80% of niche channels fall (p10 to p90). Black vertical — median. Red dot — your channel.

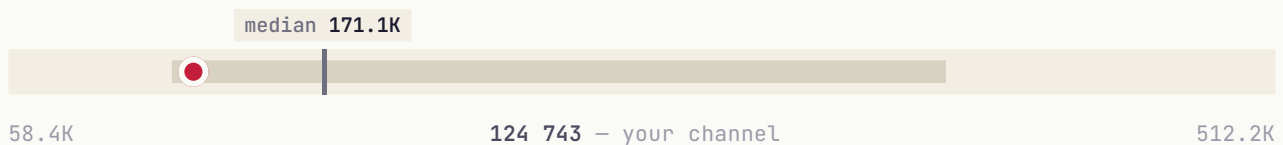
#84 /100

RANK IN NICHE

Channel in bottom half of ranking

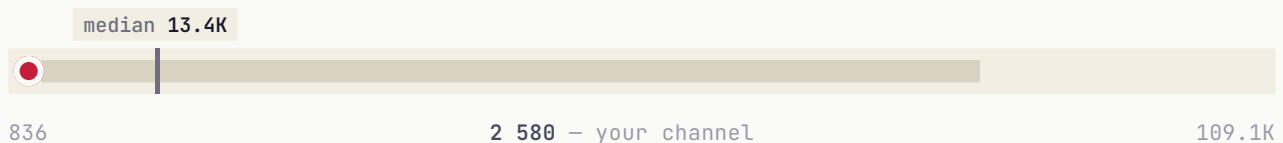
SUBSCRIBERS

27% below median



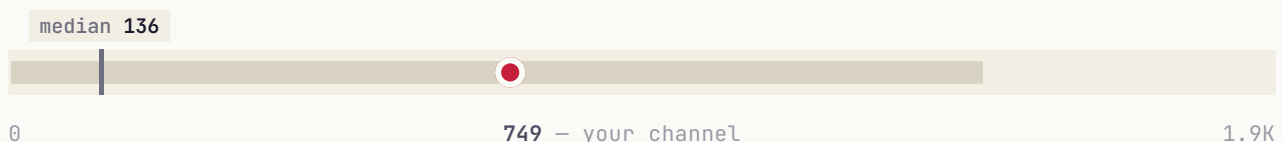
AVG REACH / POST

worse than median by 81%



CITATION INDEX

better than 68% 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 Thursday**

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

EFFECT

**Best window
for an
important post****02****Increase video posts share**

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****ER below niche benchmark — rethink formats**

Current ER 2.07% vs norm 5.5%. Try polls & interactive formats.

EFFECT

+3.4pp ER**04****System 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 poll per week on a hot topic — easy growth lever.

EFFECT

+5-15% ER

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in minutes from 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