

— PROMTPRESS PUBLIC REPORT

# Channel audit

## Coupons WB OZON



@yeueheessa

SUBS

**144 346**

-4809 per month

ERR (% SEE POSTS)

**1.0%**

per day 0.1%

REACH/POST

**240**

ad reach 128/24h

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# What's inside the report

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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.

|                                                                                                                                                           |                                                                                                                                                                        |                                                                                                                                                                         |                                                                                                                                                                               |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <div><div> SUBS</div><div>144 346</div><div>—</div></div>                | <div><div> SUBSCRIBER REACH</div><div>0.17%</div><div>avg % subs see post</div></div> | <div><div> VIEWS/POST</div><div>240</div><div>median 240 · —</div></div>               | <div><div> POSTS/WK</div><div>16.2</div><div>for the period</div></div>                    |
| <div><div> 7D TREND</div><div>—</div><div>no data for period</div></div> | <div><div> REACTIONS/POST</div><div>—</div><div>MTPROTO only</div></div>              | <div><div> POST LENGTH</div><div>32 chars.</div><div>median 32 · —</div></div>         | <div><div> POSTS ANALYZED</div><div>2</div><div>—</div></div>                              |
| <div><div> AD REACH</div><div>128</div><div>24h avg</div></div>          | <div><div> CHURN / MONTH</div><div>-4809</div><div>last month</div></div>             | <div><div> CITATION RATE</div><div>0</div><div>citation index (cumulative)</div></div> | <div><div> CHANNEL AGE</div><div>1 year 10 months</div><div>created 24.07.2024</div></div> |

AI EDITOR SUMMARY

Channel «Coupons WB OZON» – 144 346 subs. Each post averages 240 people (0% from subs), reach low – expand audience. Publishes 16 posts/week (~2/day) – regular pace.

SECTION 02 · CONTENT ANALYSIS

# What works best

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

WHAT TOP POSTS SHARE

- 01 Analysis based on 2 posts per —.
- 02 Dominant format — Text (2/2 posts).
- 03 Avg post length — 32 chars (median 32).
- 04 Peak audience activity — Tuesday, 00:00 MSK.
- 05 Top posts gather 1x more views than the weakest (160 avg for top vs 240 for worst) — among 2 posts for —. Analyze what top shares: topic, format, timing.

TOP 2 POSTS

|                                         |         |           |
|-----------------------------------------|---------|-----------|
| №116.06 · 21:10TEXT                     | VIEWS   | REACTIONS |
|                                         | 479     | —         |
| Everyone got it??? Deleting🔒🔒🔒🔒🔒        | REPOSTS | ER        |
|                                         | —       | 0.3%      |
| №217.06 · 17:53TEXT                     | VIEWS   | REACTIONS |
|                                         | 2       | —         |
| If you dream of money, this is for you! | REPOSTS | ER        |
|                                         | —       | 0.0%      |

WORST 2

|                                  |         |           |
|----------------------------------|---------|-----------|
| ↓16.06 · 21:10TEXT               | VIEWS   | REACTIONS |
|                                  | 479     | —         |
| Everyone got it??? Deleting🔒🔒🔒🔒🔒 | REPOSTS | ER        |
|                                  | —       | 0.3%      |

|                                                                                                                   |  |         |           |
|-------------------------------------------------------------------------------------------------------------------|--|---------|-----------|
| <div><div>↓</div><div>17.06 · 17:53</div><div>TEXT</div></div> <div>If you dream of money, this is for you!</div> |  | VIEWS   | REACTIONS |
|                                                                                                                   |  | 2       | —         |
|                                                                                                                   |  | REPOSTS | ER        |
|                                                                                                                   |  | —       | 0.0%      |

SECTION 03 · SUBSCRIBER DYNAMICS

# How the channel grew over the year

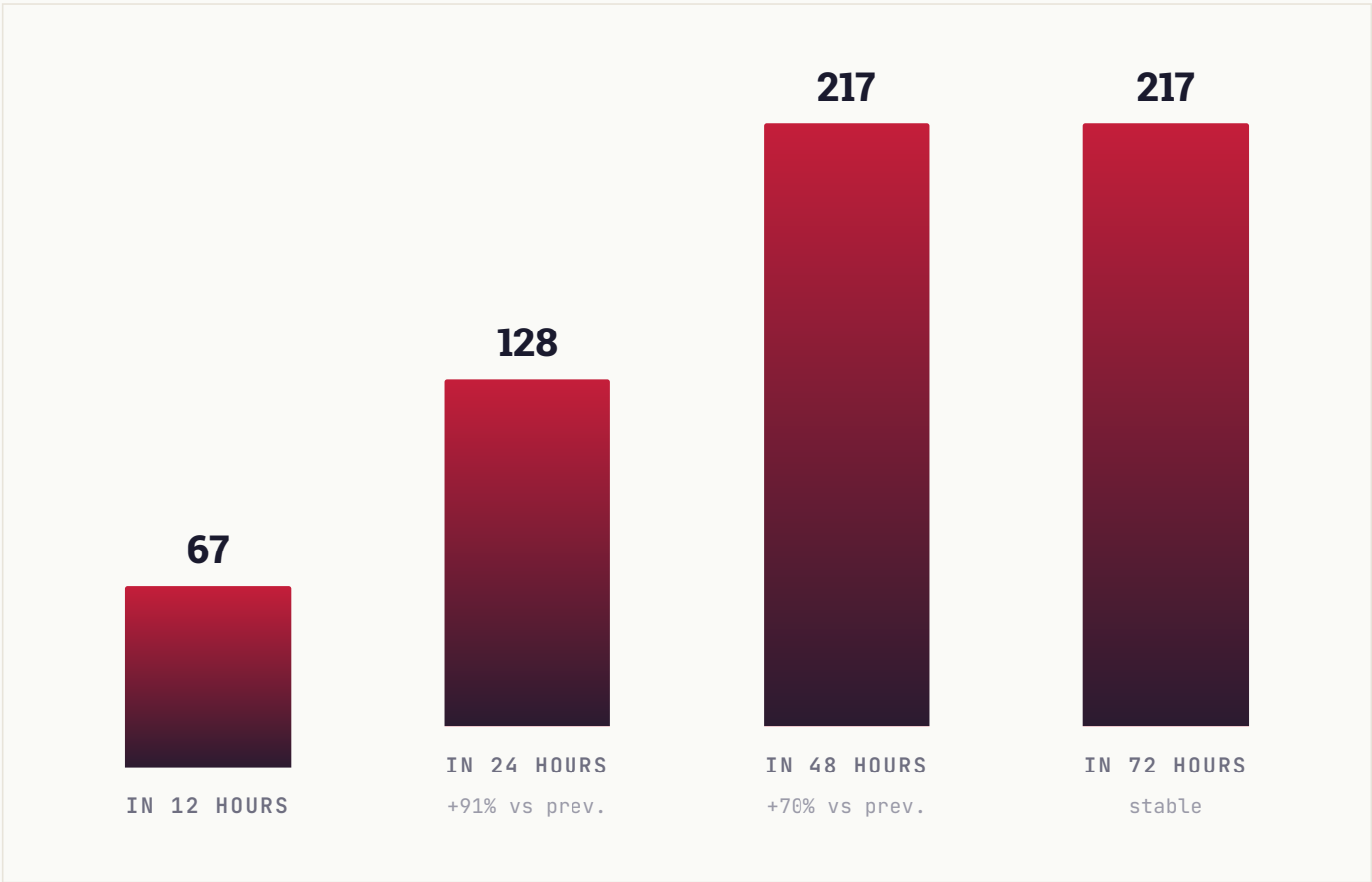
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · AD POTENTIAL

# How long a post generates reach

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



SECTION 05 · COMPETITORS

# Who you compete with

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

| CHANNEL                                                          | SUBS   |
|------------------------------------------------------------------|--------|
| <div>OZ</div> OZON                                               | 1.1M   |
| <div>YAM</div> Yandex Market                                     | 1M     |
| <div>X-</div> Freeloaders - Lightning                            | 1M     |
| <div>SN</div> Market discounts                                   | 993.1K |
| <div>WS</div> WB Sniper   Wildberries Finds   Discounts   Promos | 932.9K |
| <div>PB</div> By Blat                                            | 888K   |
| <div>Z </div> Hare   Deals   Discounts                           | 877.5K |
| <div>W </div> Wildberries   finds                                | 799.3K |
| <div>VI</div> ITEMS FROM VIDEO                                   | 711.7K |
| <div>AL</div> Alpha-Уоугодно                                     | 563K   |
| <div>KW</div> Coupons WB OZON <div>YOU</div>                     | 144.3K |

COMPARATIVE INSIGHT

Channel inbottom half of top-100 niche (#81 of 94). Niche median — 201.1K subs. First growth KPI — reach median. Leader: OZON (1.1M).

SECTION 06 · MENTION DYNAMICS

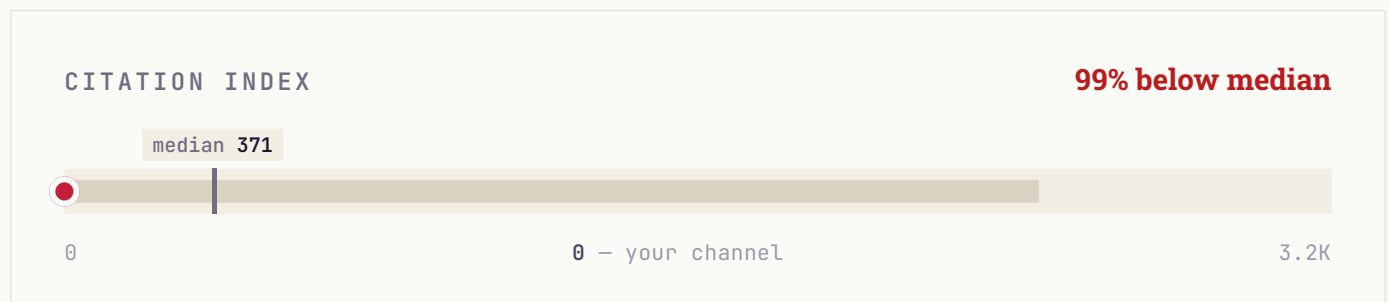
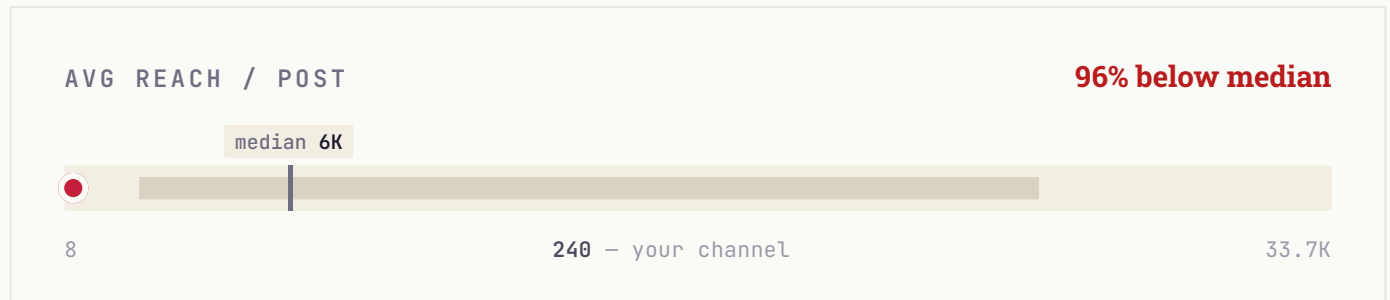
# How often the channel is mentioned

Every month we track posts in other channels that mention yours. Over the last **6 months** such mentions occurred **0**, they brought **76 324** new subs.

| PERIOD         | MENTIONS | CHANNELS | GAINED SUBS |
|----------------|----------|----------|-------------|
| Dec 2025       | 0        | 0        | 13 126      |
| Nov 2025       | 0        | 0        | 9 249       |
| Oct 2025       | 0        | 0        | 22 552      |
| September 2025 | 0        | 0        | 1 078       |
| August 2025    | 0        | 0        | 13 297      |
| Jul 2025       | 0        | 0        | 17 022      |
| TOTAL MENTIONS |          |          | 0           |
| MONTHS OF DATA |          |          | 6           |
| ATTRACTED SUBS |          |          | 76 324      |

## Where channel stands in its league

**#81** /100 NICHE RANK  
**Channel in bottom half of ranking**



— SECTION 08 · STRATEGY

# What to do right now

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

- 01

**Top post of the week — Tuesday**

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

EFFECT

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

**Increase video post share**

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

EFFECT

**Video retains audience better**
- 03

**ER below niche benchmark — rethink formats**

Current ER 0.17% vs norm 5.5%. Try polls & interactive formats.

EFFECT

**+5.3pp ER**
- 04

**Systematic traffic buying**

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

EFFECT

**+5-15% ER**

★ WHAT'S NEXT

# Want this done by **PromptPress?**

This audit — what we can do in minutes using public data. Want more? Run ads through us and hit your growth plan in a month.

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01

## Launch ads in Telegram

<https://panel.promptpress.com/register>

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02

## Contact manager

[t.me/PromptPress\\_manager](https://t.me/PromptPress_manager)

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