

PROMTPRESS PUBLIC REPORT

Channel audit

ANDREY SHILKOV BEAUTY PAGES



@andreyshilkovbeautypages

• beautiful pages of makeup artist Andrey Shilkov • inspiration, fashion, beauty, perfume, music, cinema.. contact, ads: ashilkov.agent@gmail.com Registered in RKN registry:...

SUBSCRIBERS	ERR (% SEE POSTS)	REACH/POST
167 353	9.0%	43.4K
08.07.2026 +2218 per month	per day 8.5%	ad reach 15K /24h
HTTPS://PROMTPRESS.COM/AUDIT/ANDREYSHILKOVBEAUTYPAGES		

— 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 and how mentions the channel

05 Ad potential

How long a post generates reach

06 Competitors

Niche neighbors · your spot

07 Mention dynamics

6 months · monthly

08 Niche comparison

Rank in «Fashion & Beauty»

09 Strategy

5 priority actions

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.

 SUBSCRIBERS 167 353 —	 SUBS REACH 25.93% avg % subs see post	 VIEWS/POST 43.4K median 46K · 15 days	 POSTS/WEEK 1.9 over period
 7D TREND — no data for period	 REACTIONS/POST 630.5 total 2,522 reactions, 29 reposts, 0 comments	 POST LENGTH 488 chars median 420 · 15 days	 POSTS ANALYZED 4 15 days
 AD REACH 15K 24h avg	 CHURN / MONTH +2218 last month	 CITATION RATE 45 citation index · 82 channels mentioned all time	 CHANNEL AGE 4 years 4 months created 25.02.2022

AI EDITOR SUMMARY

Channel «ANDREY SHILKOV BEAUTY PAGES» – 167 353 subs. Each post gets avg 43.4K people (26% from subs), good reach. Publishes 2 posts per week (~0 per day) – rare posts.

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 4 posts in 15 days.
- 02 Dominant format – Photo (3/4 posts).
- 03 Avg post length – 488 chars (median 420).
- 04 Peak audience activity – Wed, 17:00 MSK.
- 05 Top posts get 1× more views than the weakest (47.1K avg for top vs 41.5K for worst) – among 4 posts in 15 days. Analyze commonalities: topic, format, timing.

TOP 4 POSTS

Nº101.07 · 14:05VIDEO Fashion and dance have much in common - a passion for movement, as Vogue and Madonna always did on the dance floor: a space that, surpassing...	VIEWS49 174 REPOSTS9	REACTIONS619 ER29.4%
Nº221.06 · 18:16PHOTO And here are purchases of new fragrances / and updates to favorites / over the last three months. Who doubted my obsession? 😂	VIEWS48 899 REPOSTS7	REACTIONS621 ER29.2%
Nº330.06 · 18:17PHOTO Cover heroine of the 20th issue of "The Voice" magazine is Olga Buzova. I'm glad to be part of this revile with a cool team: photographer...	VIEWS43 088 REPOSTS11	REACTIONS718 ER25.7%

Nº406.07 · 18:24 PHOTO "The most cherry cherry" Let's play a game. Close your eyes and imagine you're at a cocktail tasting with good company. First...	VIEWS	REACTIONS
	32 403	564
	REPOSTS	ER
	2	19.4%

WORST 3

↓ 21.06 · 18:16 PHOTO And here are purchases of new fragrances / and updates to favorites / over the last three months. Who doubted my obsession? 😊	VIEWS	REACTIONS
	48 899	621
	REPOSTS	ER
	7	29.2%
↓ 30.06 · 18:17 PHOTO Cover heroine of the 20th issue of "The Voice" magazine is Olga Buzova. I'm glad to be part of this revile with a cool team: photographer...	VIEWS	REACTIONS
	43 088	718
	REPOSTS	ER
	11	25.7%
↓ 06.07 · 18:24 PHOTO "The most cherry cherry" Let's play a game. Close your eyes and imagine you're at a cocktail tasting with good company. First...	VIEWS	REACTIONS
	32 403	564
	REPOSTS	ER
	2	19.4%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

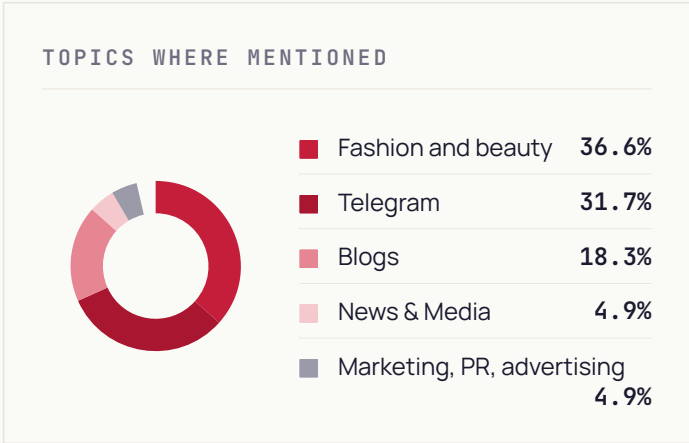
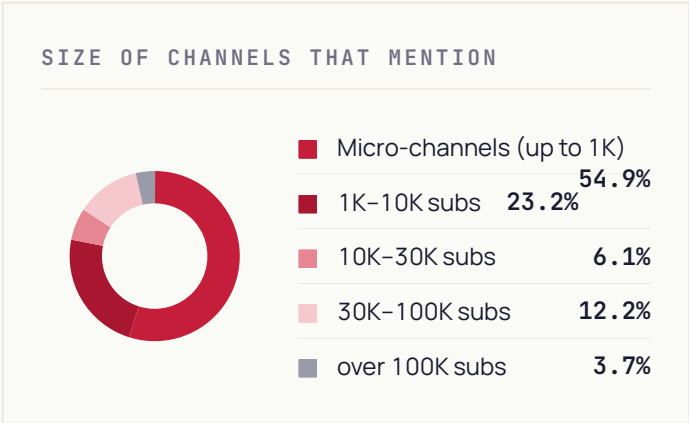
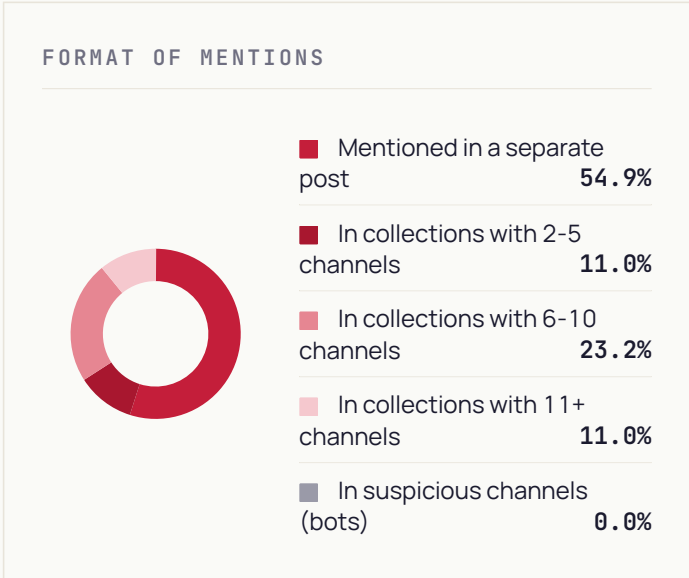
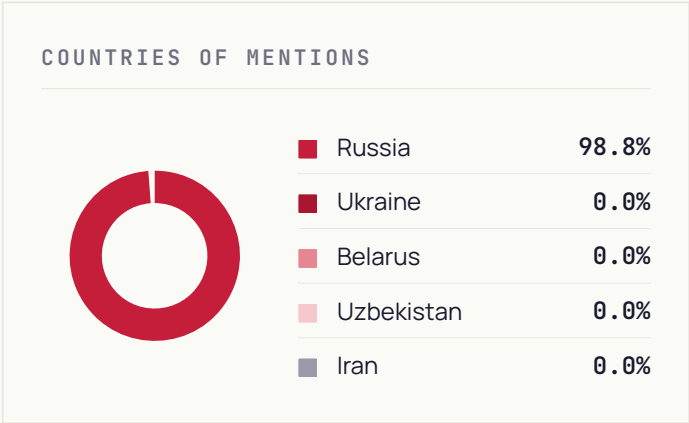
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who and how mentions the channel

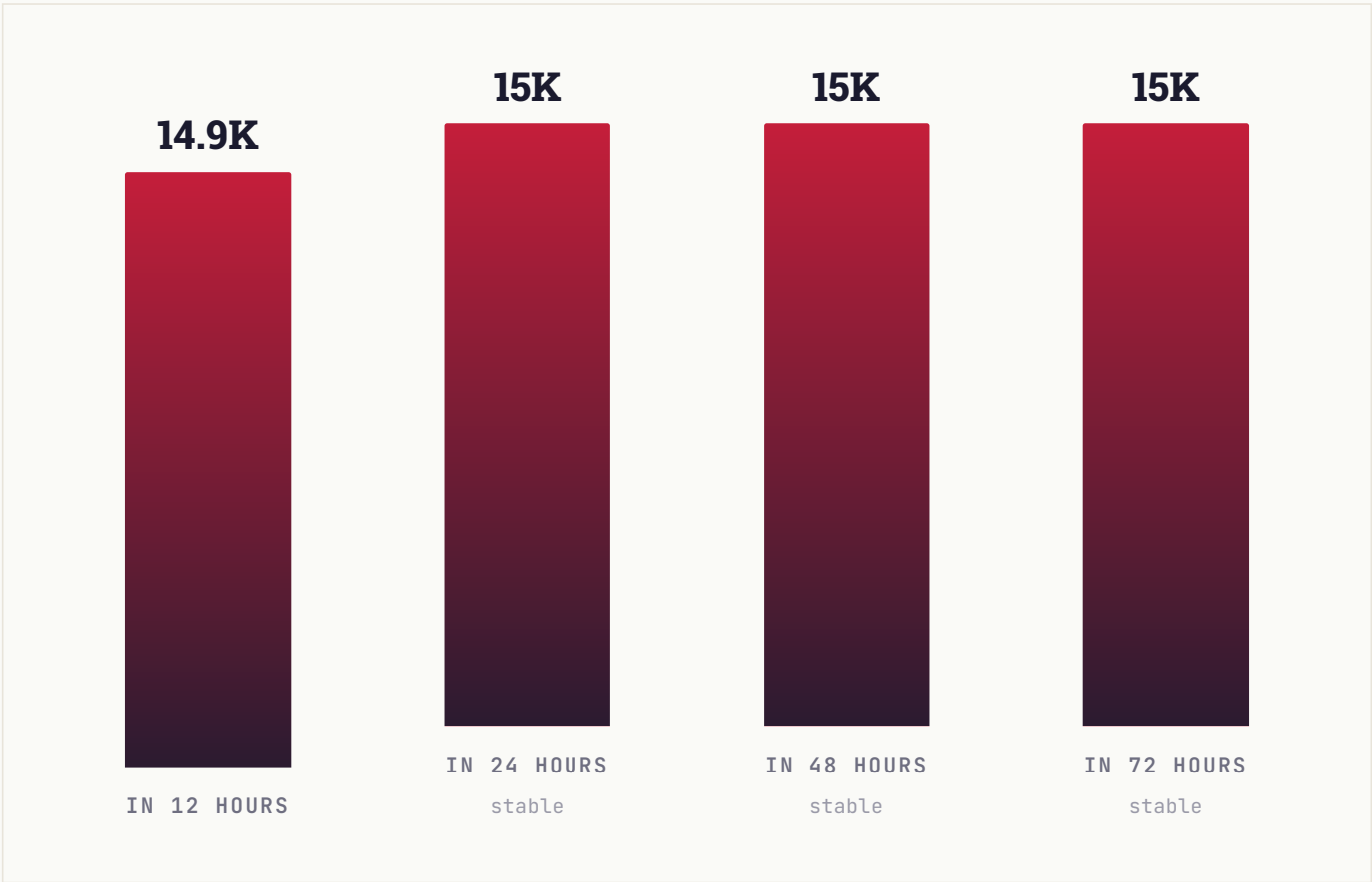
Citation index **45** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from 1K. All-time mentions: **82** different channels.



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 stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Your channel 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 / WB finds	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
AS ANDREY SHILKOV BEAUTY PAGES YOU	167.4K

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#54 of 96). Niche median — 171K subs.
First growth KPI — reach median. Leader: Golden Apple (1.1M).

SECTION 07 · MENTION DYNAMICS

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 were **16**, they brought **177 282** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
January 2026	0	0	38 275
December 2025	0	0	37 868
Nov 2025	1	1	25 530
Oct 2025	3	3	12 092
September 2025	8	6	17 196
August 2025	4	4	46 321
TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS	
16	6	177 282	

SECTION 08 · NICHE COMPARISON

Where the channel ranks in its league

Took top-100 channels in category «Fashion and beauty» (Russia) and saw how your channel compares. Gray band shows the range for 80% of niche channels (p10 to p90). Black vertical line is the median. Red dot is your channel.

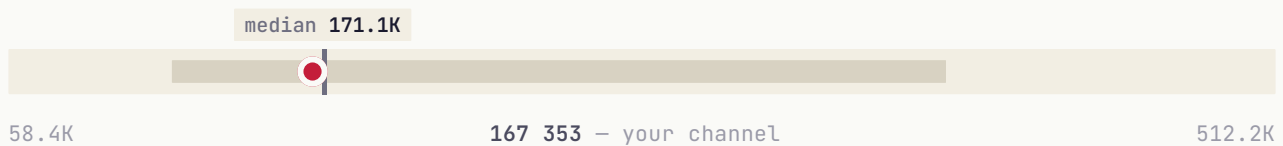
#54 /100

RANK IN NICHE

Channel in the bottom half of the ranking

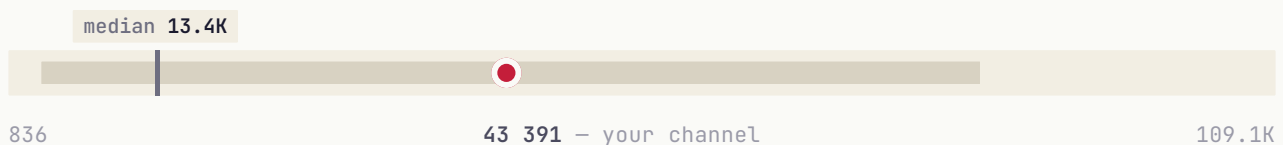
SUBSCRIBERS

2% below median



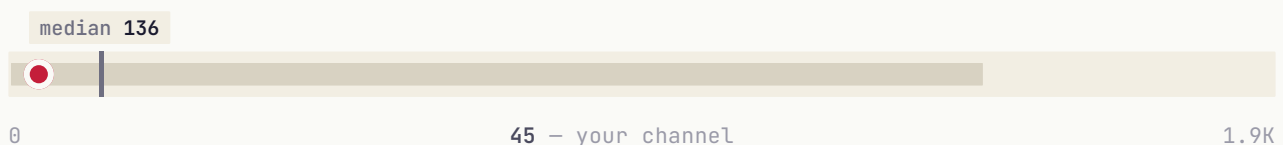
AVG REACH / POST

better than 66% of niche



CITATION INDEX

67% below median



— SECTION 09 · STRATEGY

What to do right now

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

01

Increase posting frequency

Now 1.9 posts/week. Active channels do 7-10.
Consistency is key to retention.

EFFECT

**Consistency
beats volume**

02

Main post of the week — on Wednesday

Audience is most active on this day at 17:00 MSK.

EFFECT

**Best window
for an
important post**

03

System traffic purchase

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

EFFECT

**+1000-3000
subs**

04

Test polls & interactive formats

Posts with polls/reactions usually 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 neighboring channels

Cross-post with same-niche channels quarterly. 2-3 collabs give relevant growth — no need daily.

EFFECT

**Growth from
relevant
audience**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in minutes from 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
