

PROMTPRESS PUBLIC REPORT

Channel audit sorokina



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SUBSCRIBERS

173 065

+36348 per month

ERR (% SEE POSTS)

68.0%

in 24 hours 46.0%

REACH/POST

119.2K

ad reach 78.6K/24h

— 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 mentions the channel and how

05 Ad potential

How long a post brings 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 – a separate channel health indicator. The subtitle below the number shows the period it covers.

 SUBSCRIBERS 173 065 —	 SUBS REACH 68.87% avg % subs see post	 VIEWS/POST 119.2K median 118.1K · 29 days	 POSTS/WK 16.4 for the period
 7D TREND +23.6% vs prev week	 REACTIONS/POST 5727.5 total 400,924 reactions, 3,061 rep., 5,617 comments	 POST LENGTH 88 chars median 55 · 29 days	 POSTS ANALYZED 70 29 days
 AD REACH 78.6K 24h avg	 CHURN / MONTH +36348 last month	 CITATION RATE 1 citation index · 13 channels mentioned all time	 CHANNEL AGE 10 months 25 days created 13.08.2025

AI EDITOR SUMMARY

Channel «sorokina» – 173 065 subs. Each post averages 119.2K people (69% from subs), wide reach for a channel this size. Publishes 16 posts per week (~2/day) – regular schedule. For week Jun 22–28 reach up +23.6% by week Jun 15–21 – positive trend.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on 70 posts in 29 days.
- 02 Dominant format – Video (46/70 posts).
- 03 Avg post length – 88 chars (median 55).
- 04 Peak audience activity – Friday, 11:00 MSK.
- 05 Top posts get 2x more views than the weakest (149.7K avg for top vs 99.6K for worst) – among 70 posts over 29 days. Worth analyzing what the top has in common – topic, format, timing.

TOP 5 POSTS

Nº1 26.06 · 09:39 VIDEO
(post without caption – video)

VIEWS	REACTIONS
149 802	7 603
REP.	ER
72	86.6%

Nº2 26.06 · 09:39 TEXT
I LOOOOOVE ITTTTTTTTTT

VIEWS	REACTIONS
149 629	7 409
REP.	ER
3	86.5%

Nº3 26.06 · 08:18 TEXT
guys, please tell me, do you like my prom makeup?

VIEWS	REACTIONS
149 606	6 744
REP.	ER
12	86.4%

Nº425.06 · 16:54 **TEXT**

this is my own brother, he's 13 he doesn't want to make
TikToks with me, only agrees for 500 rubles, what to do?

VIEWS
148 714

REACTIONS
6 139

REP.
5

ER
85.9%

Nº526.06 · 08:17 **VIDEO**

(post without caption – video)

VIEWS
148 513

REACTIONS
6 639

REP.
86

ER
85.8%

WORST 3

↓ 03.07 · 14:29 **VIDEO**

(post without caption – video)

VIEWS
100 592

REACTIONS
4 297

REP.
13

ER
58.1%

↓ 03.07 · 11:23 **VIDEO**

(post without caption – video)

VIEWS
99 361

REACTIONS
5 475

REP.
31

ER
57.4%

↓ 04.07 · 09:42 **VIDEO**

good morning from field girls🌞🌿🍷

VIEWS
98 972

REACTIONS
6 481

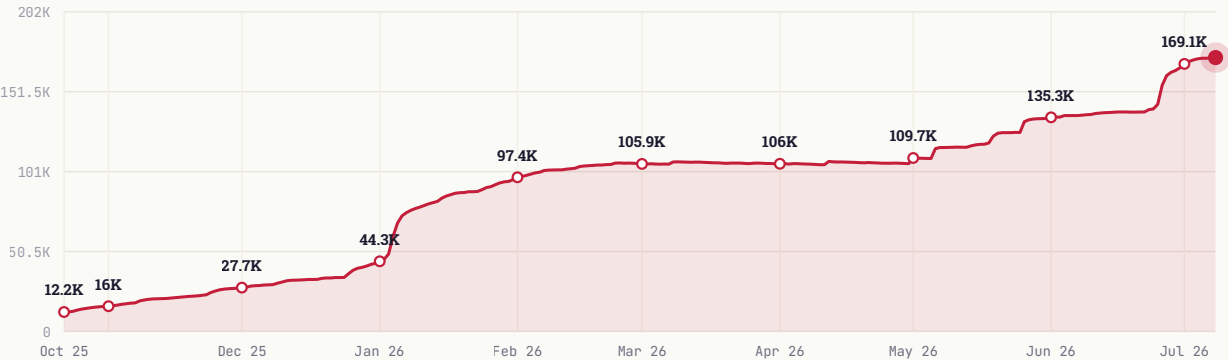
REP.
30

ER
57.2%

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 or lost subs.

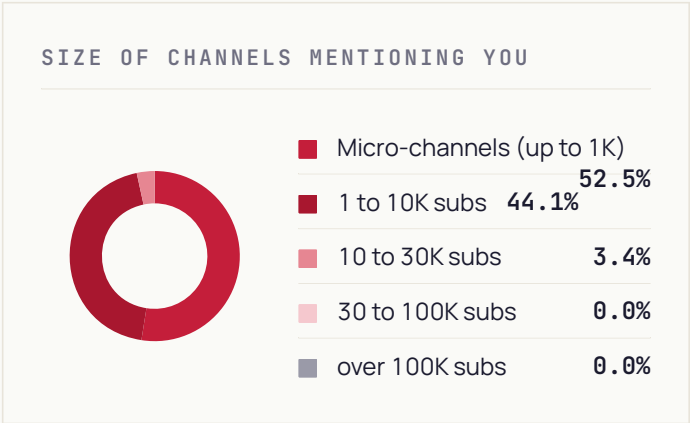
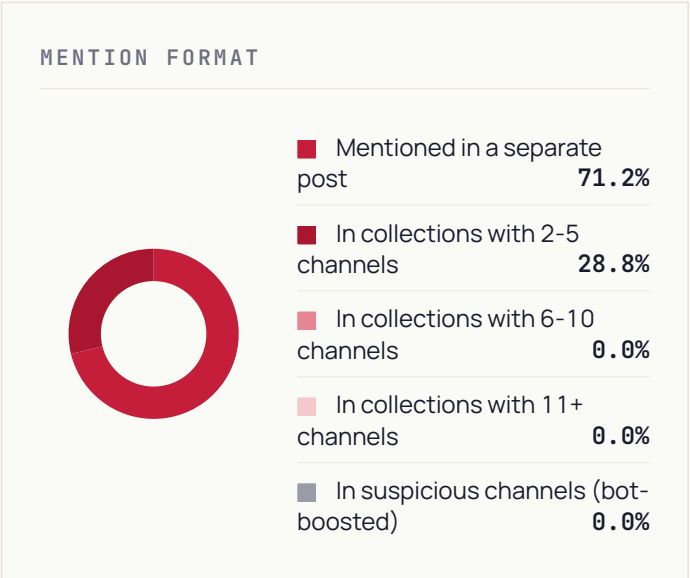
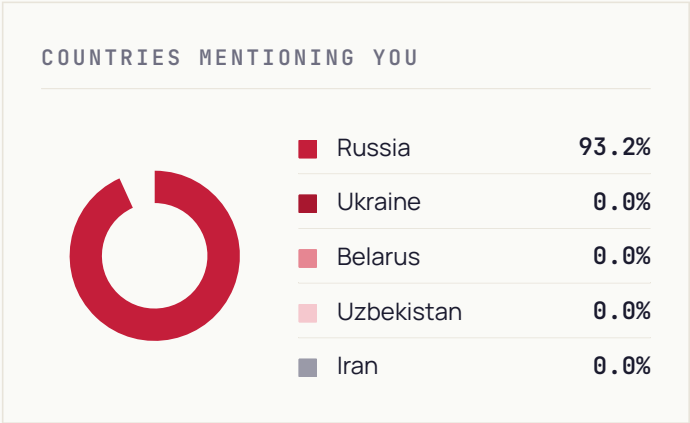


START DATE	NOW	NET GROWTH
12 245	173 084	+160 839

SECTION 04 · CITATIONS

Who mentions the channel and how

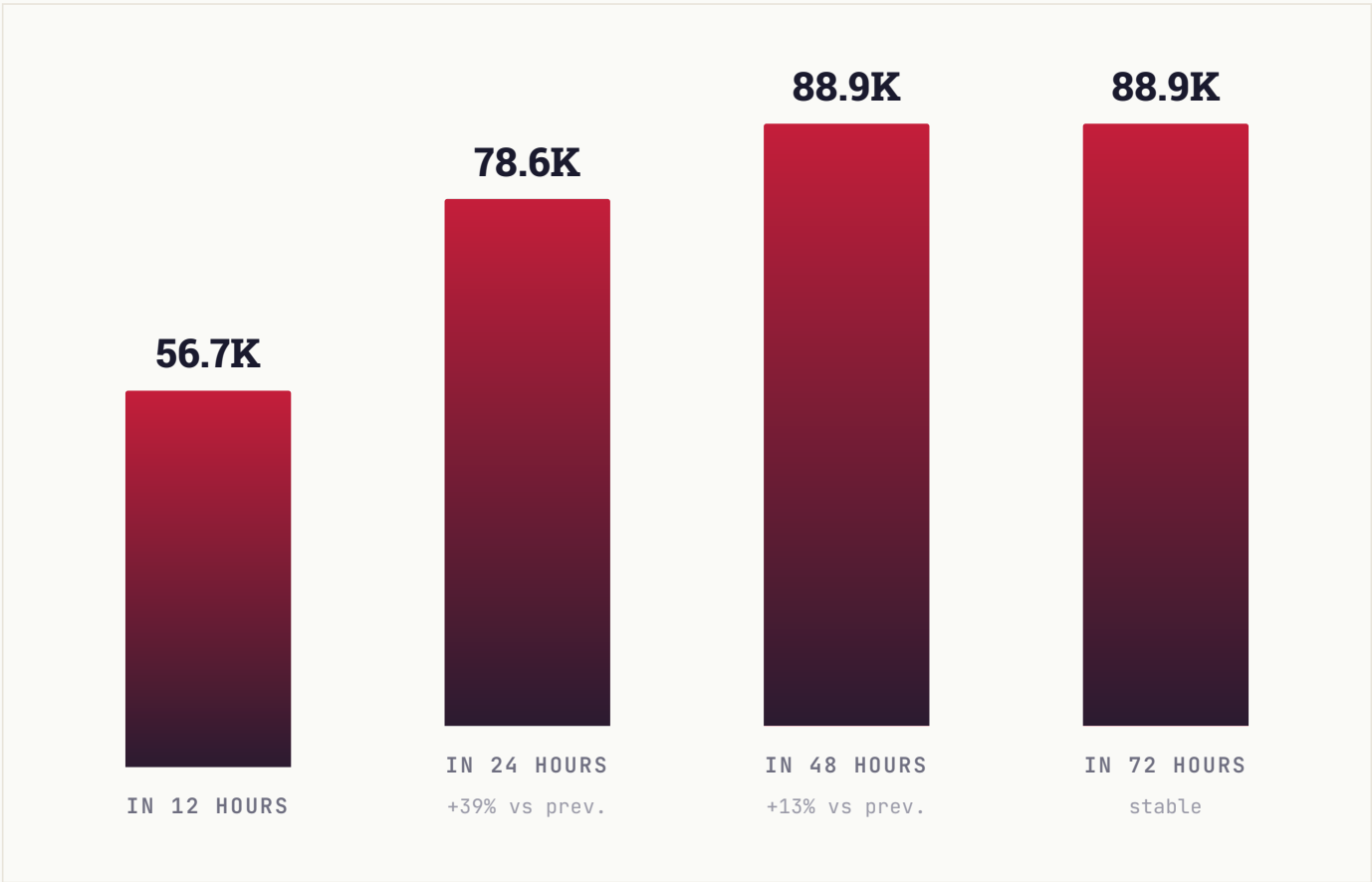
Citation index 1 – channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from 1K. All time channel was mentioned **13** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings 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 and 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 / WB finds	537.2K
EM Elena Mixit	521.6K
GD Face gymnastics	472.5K
PM Fashion Trends	437.6K
PR Primebery	398.9K
HW WB OZON finds	393.5K
SO sorokina YOU	173.1K

COMPARATIVE CONCLUSION

Channel in top half of niche (#48 of 96). Niche leader — Golden Apple (1.1M), median subs 171K. Aim for top quartile — realistic 6-12 month horizon.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we record posts in other channels that mention yours. Over the last **6 months** such mentions were **39**, they brought **83 751** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	35	4	52 988
December 2025	3	2	15 645
Nov 2025	1	1	11 621
Oct 2025	0	0	3 497
Sep 2025	0	0	0
August 2025	0	0	0
TOTAL MENTIONS			39
MONTHS IN DATA			6
ACQUIRED SUBS			83 751

SECTION 08 · NICHE COMPARISON

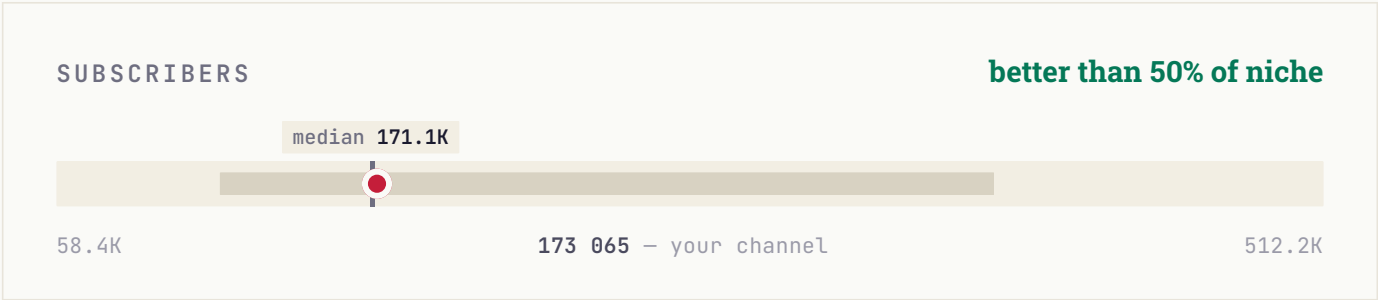
Where the channel stands in its league

Took top-100 channels in category «Fashion & Beauty» (Russia) and compared your channel. Gray band – range for 80% of niche channels (p10 to p90). Black vertical – median. Red dot – your channel.

#48/100

RANK IN NICHE

Channel in the top half of the ranking



— 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

Top post of the week — on Friday

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

EFFECT

**Best window
for an
important post**

02

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**

03

Test polls & interactive formats

Posts with polls/reactions usually boost ER by 5-15%.
One weekly poll on a hot topic — easy growth point.

EFFECT

+5-15% ER

04

Cross-promo with neighboring channels

Cross-post with similar channels once a quarter. No need daily — 2-3 collabs give relevant growth.

EFFECT

**Growth from
relevant
audience**

05

Update channel description for Telegram search

Telegram search scans descriptions. Add 3-5 niche keywords — organic traffic source.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want us to do this **PromptPress?**

This audit — what we can do in a few minutes based on public data. If you 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
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02	Contact manager	t.me/PromptPress_manager
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