

PUBLIC REPORT PROMTPRESS

Channel audit

Avon Russia



@avonrussia_official

Official Telegram channel Avon Russia 💕 <https://avon.ru> <https://vk.com/avon> <https://max.ru/avon> https://t.me/Cosmeteacher_bot
Registered in Roskomnadzor list: <https://goo.su/6twXu> Download...

SUBSCRIBERS

58 664

-10256 per month

ERR (% SEE POSTS)

13.0%

daily 7.4%

REACH/POST

8.3K

ad reach 4.3K/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.

 SUBSCRIBERS 58 664 —	 SUBS REACH 14.2% avg % subs see post	 VIEWS/POST 8.3K median 7.9K · 28 days	 POSTS/WEEK 2.2 for period
 7D TREND -31.8% vs previous week	 REACTIONS/POST 22.8 205 reactions, 200 reposts, 42 comments	 POST LENGTH 805 chars median 820 · 28 days	 POSTS ANALYZED 9 28 days
 AD REACH 4.3K 24h avg	 CHURN / MONTH -10256 last month	 QUOTE RATE 540 citation index · 1,159 channels mentioned ever	 CHANNEL AGE 4 years 3 months created 11.03.2022

AI EDITOR SUMMARY

Channel «Avon Russia» — 58 664 subs. Each post avg views 8.3K people (14% from subs), reach low — need to grow audience. Publishes 2 posts/week (~0/day) — rare posts. Week Jun 22–28 reach dropped -31.8% to week Jun 15–21 — worth analyzing 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 9 posts in 28 days.
- 02 Dominant format — Photo (9/9 posts).
- 03 Avg post length — 805 chars (median 820).
- 04 Peak audience activity — Thu, 16:00 MSK.
- 05 Strongest posts get 2x more views than weakest (10.5K avg top vs 6.4K worst) — among 9 posts in 28 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 19.06 · 13:04 PHOTO
Want firmer skin? ✨ Then you'll love the new Anew Collagen Boost collection 💜 This is the care that helps...

VIEWS	REACTIONS
10 625	28
REPOSTS	ER
22	18.1%

Nº2 11.06 · 13:04 PHOTO
What's trending this summer? ☀️💛 SPF every day Beautiful skin starts with care. So sun protection is the main summer companion...

VIEWS	REACTIONS
10 479	30
REPOSTS	ER
34	17.9%

Nº3 16.06 · 13:02 PHOTO
Which summer will you choose? ☀️ Juicy fruity or bright floral? Be irresistible today, tomorrow, and always with the scent Today Tomorrow...

VIEWS	REACTIONS
10 475	24
REPOSTS	ER
31	17.9%

Nº4 09.06 • 13:00 PHOTO Hyaluronic acid – the key ingredient for hydrated skin 💧 It helps skin stay fresh, smooth, and full of moisture...	VIEWS 10 244 REPOSTS 18 REACTIONS 20 ER 17.5%
Nº5 23.06 • 13:00 PHOTO Want skin with a visible lifting effect? Choose the new ANEW LIFTING BOOST cream collection Formulas for day and night care...	VIEWS 7 916 REPOSTS 19 REACTIONS 19 ER 13.5%
WORST 3	
↓ 30.06 • 13:04 PHOTO Want renewed skin with a smooth, even texture? Easy! ✨ Anew Power Boost cream is for those dreaming of a visible transformation...	VIEWS 6 487 REPOSTS 14 REACTIONS 16 ER 11.1%
↓ 26.06 • 13:00 PHOTO Perfumed body mists - perfect for summer! ☀️✨ They envelop skin in a light fragrant veil, so pleasant to refresh in...	VIEWS 6 480 REPOSTS 29 REACTIONS 26 ER 11.0%
↓ 03.07 • 13:02 PHOTO This summer, all eyes on the look ✨ Expressive lashes remain the top beauty trend of the season, so you definitely need a good mascara...	VIEWS 6 187 REPOSTS 14 REACTIONS 23 ER 10.5%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

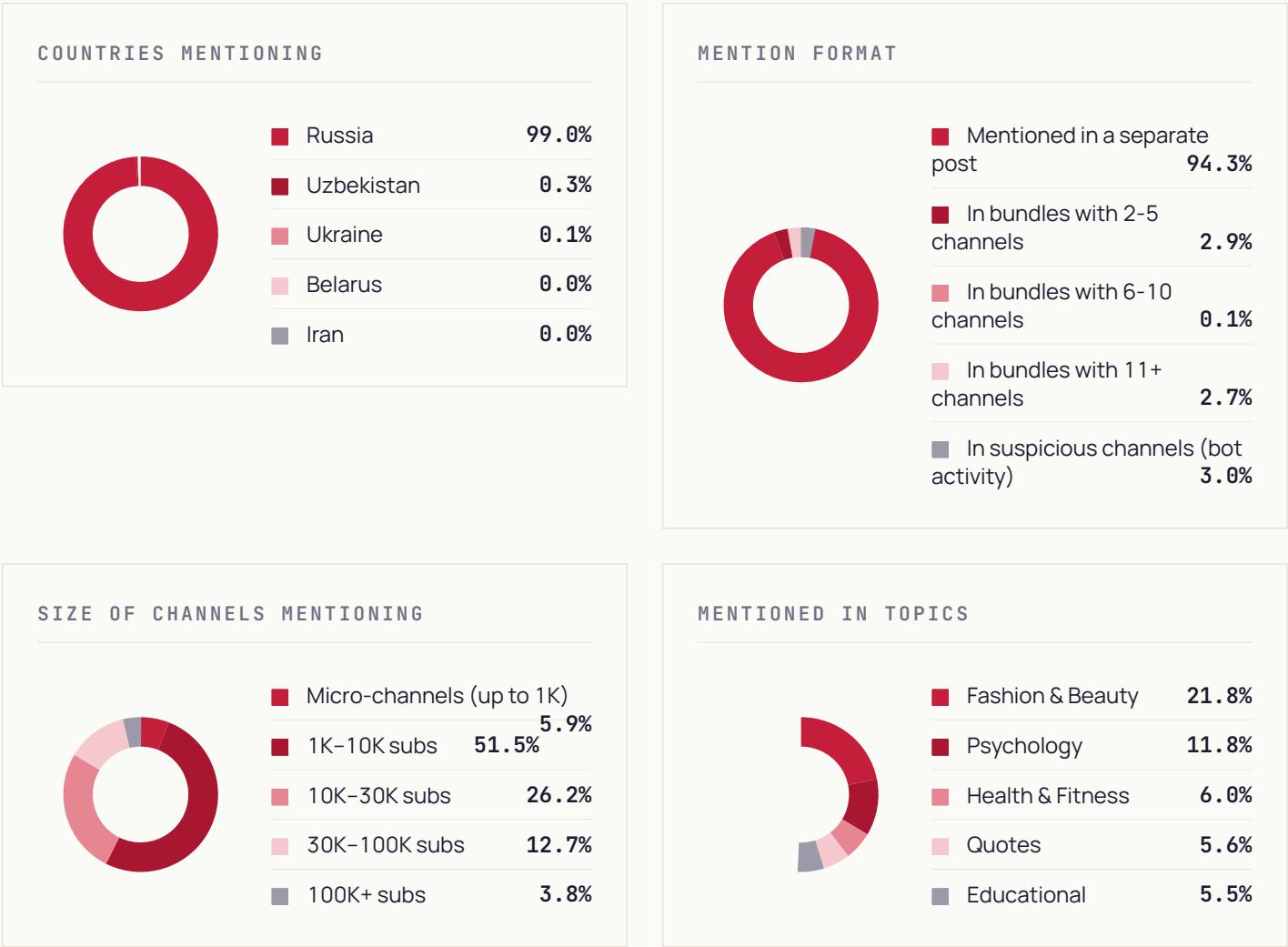
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · CITATIONS

Who mentions the channel and how

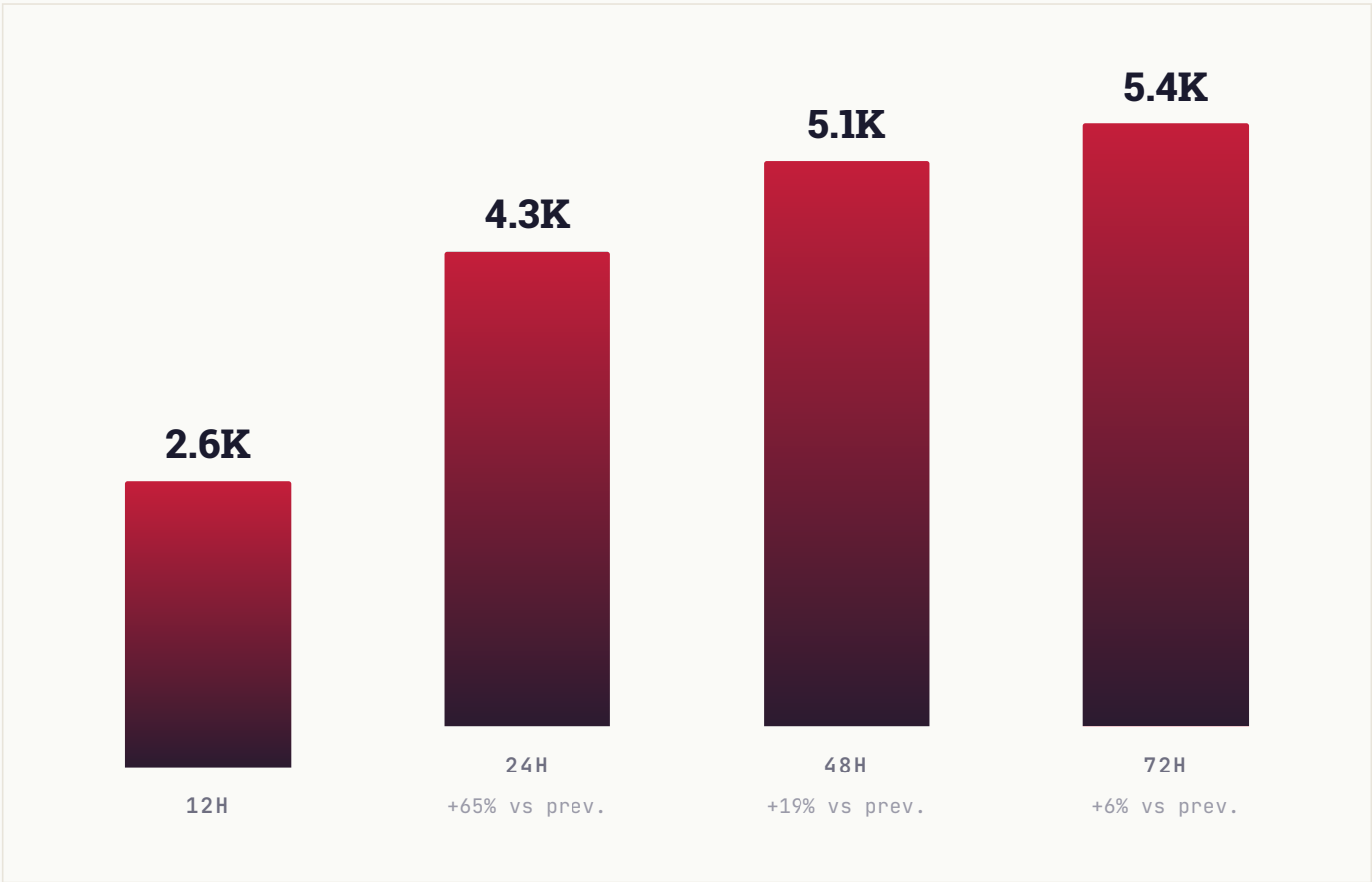
Citation index **540** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **1 159** different channels.



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 & audience. Your channel highlighted — see its rank among niche peers.

CHANNEL	SUBSCRIBERS
ZY Golden Apple	1.1M
HH Found on Wildberries	635.3K
MI MIXIT.RU	614.6K
M Manicure Nails	573.8K
HH Wildberries finds / WB	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
AR Avon Russia YOU	58.7K

COMPARATIVE CONCLUSION

Channel not yet outside top 96 of niche — early growth stage. Niche leader — Golden Apple (1.1M), top-96 median: 171K. First goal: enter top-96 via systematic traffic & content work.

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 **231**, they brought **37 378** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
January 2026	1	1	11 006	
December 2025	41	41	6 364	
Nov 2025	45	43	3 696	
Oct 2025	58	58	7 157	
September 2025	33	30	4 667	
August 2025	53	51	4 488	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
231	6	37 378

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 for 80% of niche channels (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 this report in a month.

- | | | |
|-----------|---|---|
| 01 | Increase posting frequency
Now 2.2 posts/wk. Active channels do 7-10.
Consistency is key to retention. | EFFECT
Consistency beats volume |
| 02 | Main post of the week — on Thursday
Audience is most active on this day at 16:00 MSK. | EFFECT
Best window for important post |
| 03 | 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 |
| 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 give +5-15% to ER.
One poll per week on a hot topic — easy growth point. | 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