

PUBLIC PROMTPRESS REPORT

Channel audit

Living Beautifully in Russia



@beautiful_life_rus

Travel, restaurants, events, brands. About everything most interesting, unusual, beautiful in our country. Hedonism, aesthetics and romance of everyday life 🌟 #C9W4I Roskomnadzor registry:...

SUBSCRIBERS

16 551

10.07.2026 -166 per month

ERR (% WHO SEE POSTS)

6.0%

daily 3.1% [HTTPS://PROMTPRESS.COM/AUDIT/BEAUTIFUL_LIFE_RUS](https://promptpress.com/audit/beautiful_life_rus)

REACH/POST

915

ad reach 505/24h

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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 16 551 —	 SUBSCRIBER REACH 5.53% avg % subs see post	 VIEWS/POST 915 median 976 · 29 days	 POSTS/WEEK 13.4 for period
 7D TREND -11.1% vs previous week	 REACTIONS/POST 22.1 total 1,239 reactions, 725 reposts, 28 comments	 POST LENGTH 347 chars median 339 · 29 days	 POSTS ANALYZED 56 29 days
 AD REACH 505 24h avg	 CHURN / MONTH -166 last month	 CITATION RATE 352 citation index · 578 channels mentioned all time	 CHANNEL AGE 3 years 7 months created 30.11.2022

AI EDITOR SUMMARY

Channel «Living Beautifully in Russia» – 16 551 subs. Each post averages 915 people (6% subs), reach is low – consider expanding audience. Publishes 13 posts per week (~2/day) – consistent schedule. For week Jun 29 – Jul 5, reach dropped -11.1% vs week Jun 22–28 – worth analyzing reasons.

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 TOP POSTS HAVE IN COMMON

- 01 Analysis based on 56 posts over 29 days.
- 02 Dominant format — Photo (38/56 posts).
- 03 Avg post length — 347 chars (median 339).
- 04 Peak audience activity — Saturday, 13:00 MSK.
- 05 Strongest posts get 2x more views than the weakest (1.2K avg top vs 742 worst) — among 56 posts over 29 days. Worth analyzing what top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 13.06 · 10:50 PHOTO Summer terraces in St. Pete 🌿 Though the weather plans to play tricks next week, by the end it should be...	VIEWS 1 310 REP. 26	REACTIONS 27 ER 7.9%
Nº2 11.06 · 10:33 PHOTO Traditionally on this day we look at all the best 🏆 So I checked out Kazan's restaurant guide. An expert team anonymously visited...	VIEWS 1 172 REP. 14	REACTIONS 19 ER 7.1%
Nº3 23.06 · 07:25 VIDEO Girls, this is literally me all last week 😊🍓 Except I also have cherries on top 🍒 Have you had enough berries or are you just...	VIEWS 1 141 REP. 13	REACTIONS 27 ER 6.9%

Nº4 11.06 • 07:07 VIDEO On Money Thursday, beauty procedures should look exactly like this 😊	VIEWS 1 126 REP. 7 REACTIONS 30 ER 6.8%
Nº5 15.06 • 10:30 PHOTO On Monday I decided to go through your requests from comments ❤️ I'll start with Pereslavl-Zalessky – a city that made me fall in love with...	VIEWS 1 121 REP. 28 REACTIONS 35 ER 6.8%

WORST 3

↓ 06.07 • 11:01 PHOTO Small coffee map of Yekaterinburg ☕ In comments I was asked to compile picks in different cities. And Yekaterinburg came up more than...	VIEWS 748 REP. 6 REACTIONS 19 ER 4.5%
↓ 07.07 • 10:56 PHOTO Love republic opened a pop-up in central Moscow 😍 Love when brands create something interesting and...	VIEWS 741 REP. 13 REACTIONS 21 ER 4.5%
↓ 06.07 • 07:25 VIDEO Know ourselves through favorite drinks ☕ On weekdays I'm somewhere between «depending on where fabric» latte and cappuccino. But I'd like a Shalyapin beauty smoothie...	VIEWS 737 REP. 10 REACTIONS 17 ER 4.5%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth and decline.



START OF PERIOD

18 710

NOW

16 551

NET GROWTH

-2 159

SECTION 04 • CITATIONS

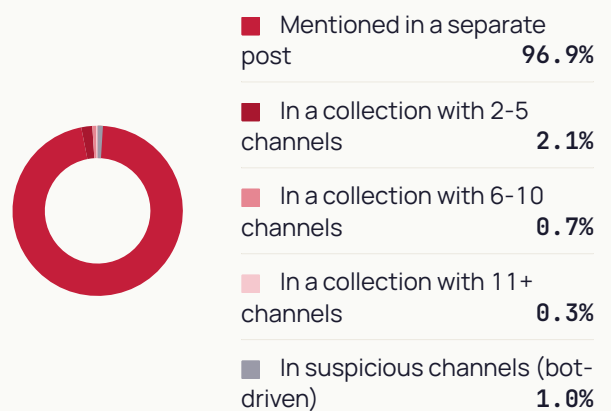
Who and how mentions the channel

Citation index **352** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from 1K. All-time mentions: **578** different channels.

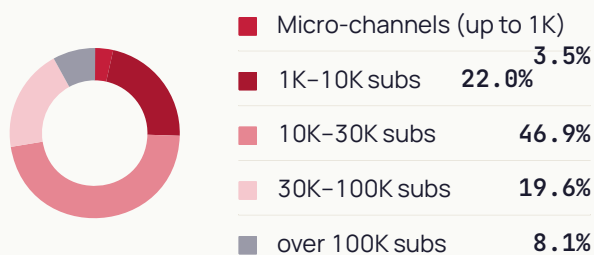
COUNTRIES MENTIONING



FORMAT MENTIONED IN



SIZE OF CHANNELS MENTIONING



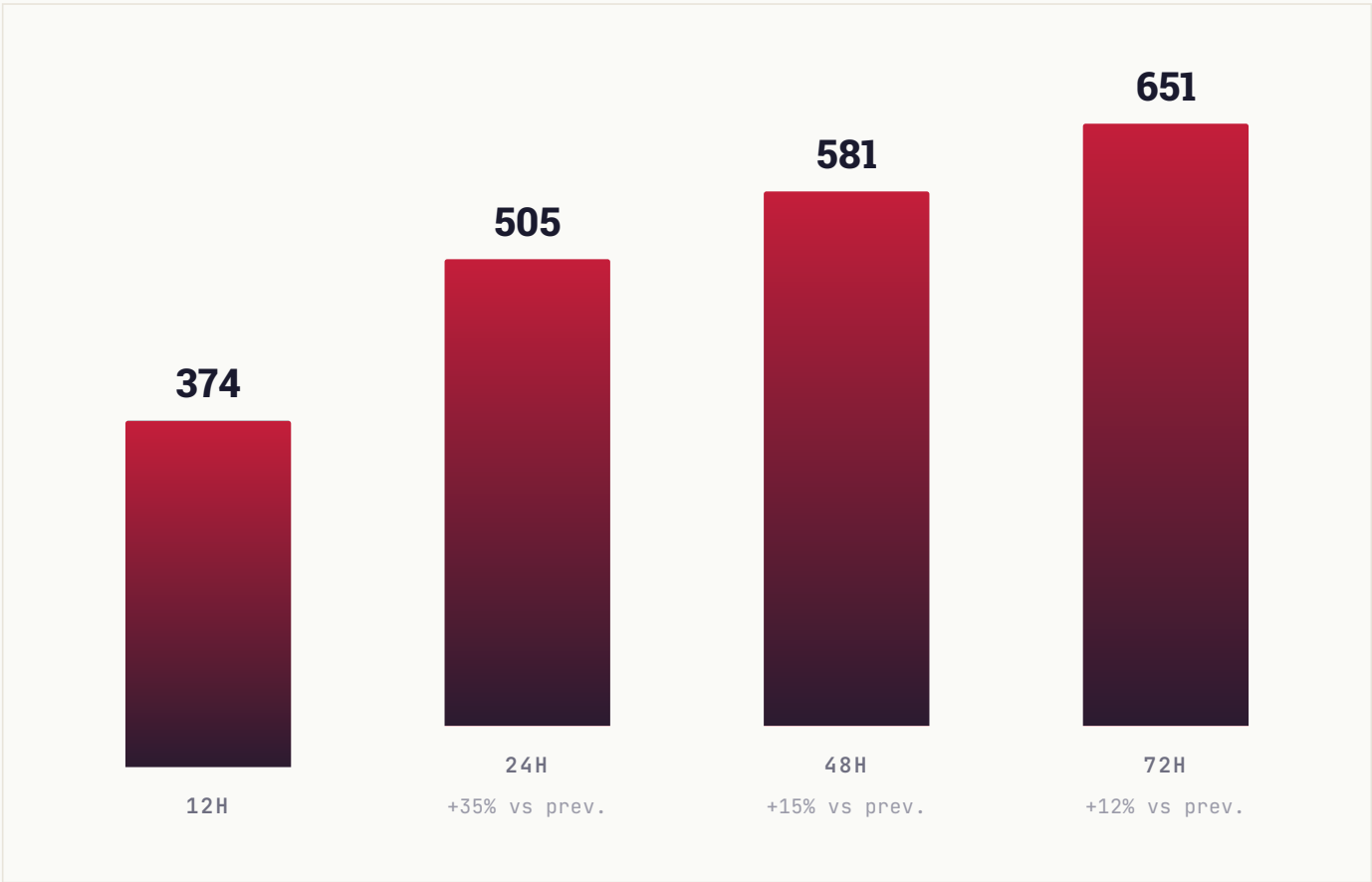
TOPICS MENTIONED IN



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 peers.

CHANNEL	SUBSCRIBERS
M- Moscow - where to go Poster	1.2M
A« Pobeda Airlines	1.1M
MD Moscow Digest	559.8K
AЭ АЭРОФЛОТ	525.4K
MO Moskvichka	502.6K
JP Yandex Travel	498.7K
TU Tutu	497.1K
Sun Discount wagon	432.2K
JV Ways to travel almost free (RU) Vandrouki, Вандруки, вандроки — ЭТО МЫ	401.8K
OT Ozon Travel	398.9K
Resident Living Beautifully in Russia YOU	16.6K

COMPARATIVE INSIGHT

Channel not yet outside top-96 niche — early growth stage. Niche leader — Moscow - where to go | Poster (1.2M), top-96 median: 151.6K. First goal: enter top-96 via systematic traffic & content work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we track posts in other channels that mention your channel. Over the last **6 months** such mentions **15**, they brought **539** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	0	0	10
December 2025	2	2	184
November 2025	5	5	327
October 2025	3	3	12
Sep 2025	0	0	0
August 2025	5	5	6

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
15	6	539

SECTION 08 • NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category "Travel» (Russia) and compared your channel.
Gray band = range for 80% of niche channels (p10-p90). Black line = median. Red dot = your channel.



— SECTION 09 · STRATEGY

What to do right now

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

01**Top post of the week — on Saturday**

Audience is most active on this day at 13:00 MSK.

EFFECT

**Best window
for an
important post****02****ER below niche benchmark — rethink formats**

Current ER 5.53% vs norm 7.5%. Try polls & interactive formats.

EFFECT

+2.0pp ER**03****Systematic 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****04****Test polls & interactive formats**

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

EFFECT

+5-15% ER**05****Cross-promo with neighboring channels**

Swap posts with channels of the same segment once a quarter. No need daily — 2-3 collabs give relevant growth.

EFFECT

**Growth from
relevant
audience**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in a few minutes from public data.
Want to go further — run ads through us and hit your growth plan
in a month.

01	Launch Telegram ads	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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