

— PUBLIC REPORT BY PROMTPRESS

Channel audit

БЬЮТИ МОСКВА



@beauty_mskk

Moscow's trendiest channel! Beauty salons, fashion, services, deals & reviews! For ads write - @vikkusisk

SUBSCRIBERS

18 455

+8070 per month

ERR (% SEE POSTS)

78.0%

per day **89.1%**

REACH/POST

24.3K

ad reach **9.7K/24h**

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. Subtitle below the figure shows the period it covers.

 SUBSCRIBERS 18 455 —	 SUBS REACH 131.91% avg % subs see post	 VIEWS/POST 24.3K median 25K · 17 days	 POSTS/WEEK 4.1 over period
 7D TREND — no data for period	 REACTIONS/POST 458.1 only 4,581 reactions, 12 reposts, 0 comments	 POST LENGTH 676 chars median 626 · 17 days	 POSTS ANALYZED 10 17 days
 AD REACH 9.7K 24h avg	 CHURN / MONTH +8070 last month	 CITATION INDEX 0 citation index · 4 channels mentioned ever	 CHANNEL AGE 2 years 7 months created 25.11.2023

AI EDITOR SUMMARY

Channel «BEAUTY MOSCOW» — 18 455 subs. Each post averages 24.3K people (132% of subs), wide reach for a channel this size. Publishes 4 posts/week (~1/day) — rare posts.

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 SHARE

- 01 Analysis based on 10 posts over 17 days.
- 02 Dominant format – Photo (8/10 posts).
- 03 Avg post length – 676 chars (median 626).
- 04 Audience peak activity – Friday, 12:00 MSK.
- 05 Top posts get 1× more views than the weakest (30.6K avg top vs 21.1K worst) – among 10 posts in 17 days. Worth analyzing what the top has in common – topic, format, timing.

TOP 5 POSTS

Nº1 19.06 · 09:54 POLL (post without caption – poll)	VIEWS 31 384 REPOSTS 1	REACTIONS 409 ER 170.1%
Nº2 20.06 · 11:11 PHOTO Designers from all over Russia are invited to participate in Moscow Fashion Week From September 26 to October 1, the seventh...	VIEWS 31 369 REPOSTS —	REACTIONS 515 ER 170.0%
Nº3 22.06 · 11:26 PHOTO Fall (Sep 26 – Oct 1) hosts the 7th season of Moscow Fashion Week. Program includes shows by Russian and foreign brands...	VIEWS 29 142 REPOSTS 1	REACTIONS 530 ER 157.9%

Nº4 24.06 · 11:41 POLL (post without caption – poll)	VIEWS	REACTIONS
	28 505	533
	REPOSTS	ER
	2	154.5%

Nº5 23.06 · 12:27 PHOTO Fashion route: what to do in Moscow this week 📍 Visit the 'Alumni Meeting' at MMOMA – celebrating 25 years of the School of Contemporary Art...	VIEWS	REACTIONS
	27 480	504
	REPOSTS	ER
	1	148.9%

WORST 3

↓ 04.07 · 11:30 PHOTO News of the day: RomaUvarovDesign released a new collection – 'but I still remember everything'. The line is nostalgic, with irony and...	VIEWS	REACTIONS
	22 169	284
	REPOSTS	ER
	1	120.1%
↓ 28.06 · 11:11 PHOTO News of the day: brand Vassa&Co launched a collab with restaurant 'Shagal' at Mövenpick hotel on Taganskaya. Until June 30, restaurant guests can...	VIEWS	REACTIONS
	21 633	498
	REPOSTS	ER
	3	117.2%
↓ 27.06 · 10:02 PHOTO The Ekaterina Cultural Foundation opened a diploma exhibition of the Rodchenko School – «On the question of diversity of works of art». This means...	VIEWS	REACTIONS
	19 521	505
	REPOSTS	ER
	2	105.8%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

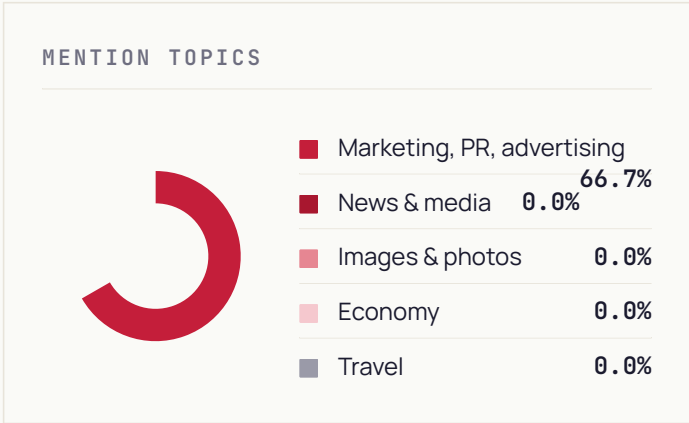
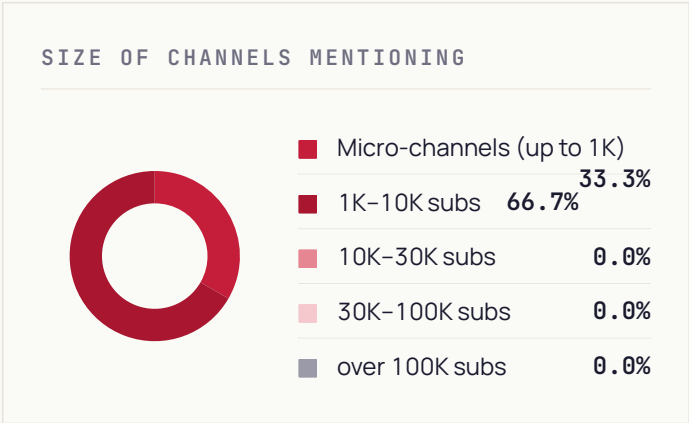
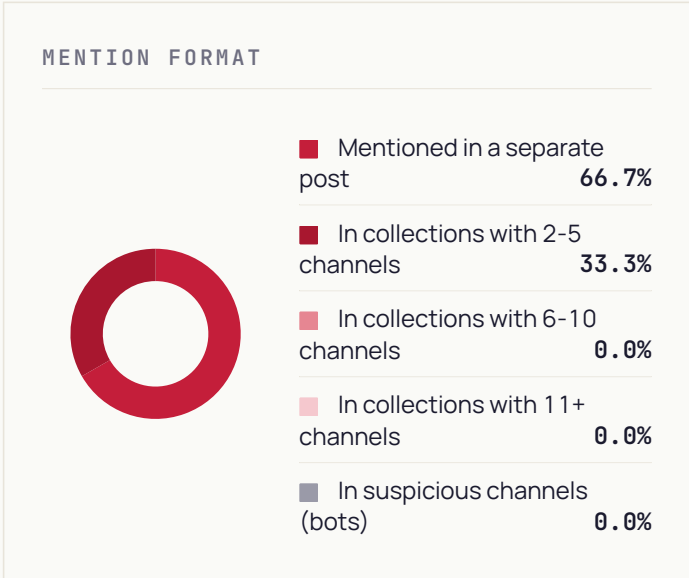
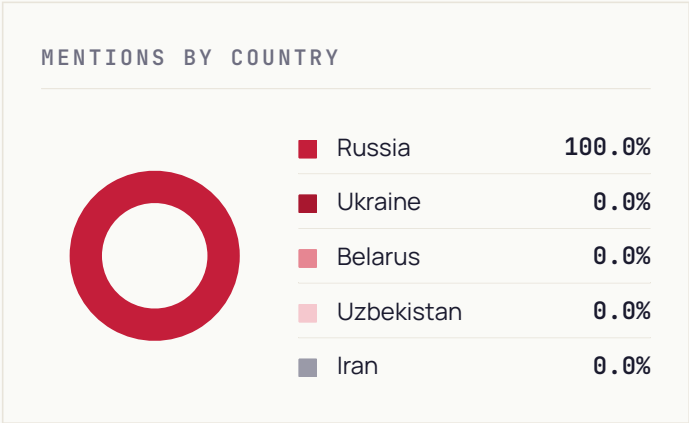
Subscriber growth chart for the year. Key months show exact subscriber count. Highlights months of gain and loss.



SECTION 04 · MENTIONS

Who mentions the channel and how

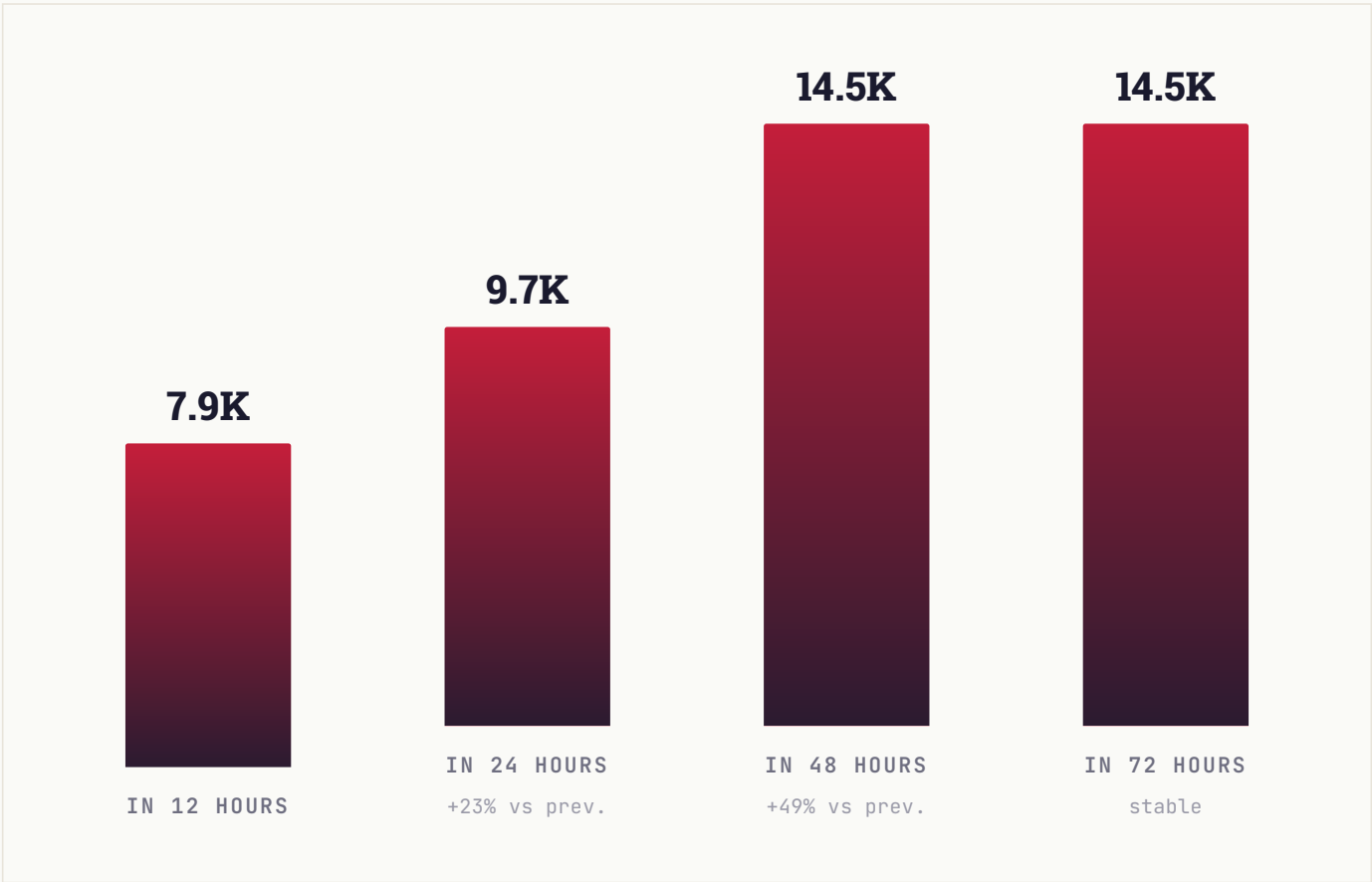
Citation index 0 – channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from 1K. All-time mentions: 4 different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg ad post reach over time since publication. Helps estimate how long a placement 'lives'.



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. We highlighted your channel — you can see its rank among niche peers.

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
NW WB OZON finds	393.5K
BM БЬЮТИ МОСКВА YOU	18.5K

COMPARATIVE INSIGHT

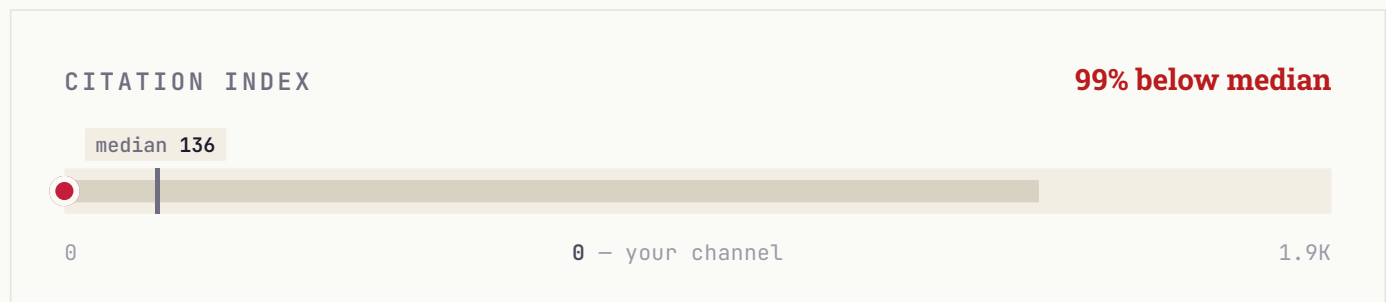
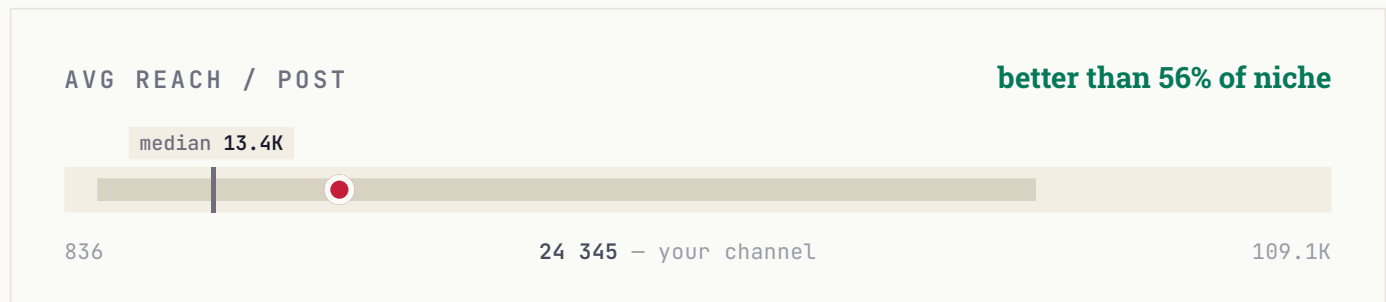
Channel yet outside top 96 of niche — early growth stage. Niche leader — Golden Apple (1.1M), top-96 median: 171K. First goal — enter top-96 via systematic traffic & content work.

Where channel stands in its league

SUBSCRIBERS 89% below median

median 171.1K

58.4K 18 455 — your channel 512.2K



— SECTION 08 · STRATEGY

What to do right now

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

01**Increase posting frequency**

Now 4.1 posts/week. Active channels average 7-10.
Consistency is key to retention.

EFFECT

**Consistency
beats volume****02****Top post of the week — on Friday**

Audience most active on this day at 12:00 MSK.

EFFECT

**Best window
for important
posts****03****Increase video posts share**

Video in Telegram retains audience longer and is
favored by the algorithm. 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 picks sources for your
niche.

EFFECT

**+1000-3000
subs****05****Test polls & interactive formats**

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

EFFECT

+5-15% ER

★ WHAT'S NEXT

Want this done by **PromptPress?**

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

01 Launch Telegram ad <https://panel.promptpress.com/register>

02 Contact manager t.me/PromptPress_manager
