

PUBLIC REPORT BY PROMTPRESS

Channel audit

Molecules of Beauty



@beautymolecules

Marina, researcher at NII FOH, writes about cosmetics between spectra and syntheses. No myths or marketing — only molecules, mechanisms, and truth in plain language. Manager -...

SUBSCRIBERS

42 752

+10242 per month

ERR (% SEE POSTS)

16.0%

daily 6.9%

REACH/POST

6.4K

ad reach 2.9K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. The subtitle under the number shows the period it's calculated for.

 SUBSCRIBERS 42 752 —	 SUBSCRIBER REACH 14.91% avg % subs see post	 VIEWS/POST 6.4K median 6.1K · 29 days	 POSTS/WEEK 12.0 over period
 7D TREND -4.6% vs previous week	 REACTIONS/POST 205.3 only 10,267 reactions, 2,331 reposts, 943 comments	 POST LENGTH 860 chars median 1,000 · 29 days	 POSTS ANALYZED 50 29 days
 AD REACH 2.9K 24h avg	 CHURN / MONTH +10242 last month	 CITATION RATE 117 citation index · 329 channels mentioned ever	 CHANNEL AGE 1 year 4 months created Feb 21, 2025

AI EDITOR SUMMARY

Channel «Molecules of Beauty» — 42 752 subs. Each post avg views 6.4K people (15% from subs), reach low — need to grow audience. Publishes 12 posts/week (~2/day) — regular. Week Jul 6–12 reach stable (-4.6% vs week June 29 – July 5).

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 50 posts in 29 days.
- 02 Dominant format – Photo (46/50 posts).
- 03 Avg post length – 860 chars (median 1,000).
- 04 Peak audience activity – Wednesday, 10:00 MSK.
- 05 Top posts get 2x more views than weakest (top avg 10.8K vs worst 4.6K) – among 50 posts in 29 days. Worth analyzing what top have in common: topic, format, timing.

TOP 5 POSTS

Nº1 24.06 · 07:15 PHOTO #Cleansing wipes roundup ✓B.COLOUR PROFESSIONAL calming ✓FARM STAY collagen ✓VT cica mild cleansing tissue ✓THE FACE SHOP all...	VIEWS 11 413 REPOSTS 54	REACTIONS 180 ER 26.7%
Nº2 23.06 · 05:00 PHOTO #subs_questions #spf_molecules ☀️Do you need to wash off body SPF with cleansing oil? For face we usually use multi-step routine...	VIEWS 10 804 REPOSTS 23	REACTIONS 203 ER 25.3%
Nº3 22.06 · 13:00 PHOTO Today I want to show you a brand that didn't ride the wave of magic ampoule marketing but grew from a professional approach to...	VIEWS 10 257 REPOSTS 70	REACTIONS 139 ER 24.0%

Nº4 22.06 • 17:40 **PHOTO**

#Body sunscreen roundup (part 2) ✓ NATURA SIBERICA little siberica mama&baby Pretty good (surprisingly) modern...

VIEWS
9 606

REACTIONS
160

REPOSTS
104

ER
22.5%

Nº5 25.06 • 04:25 **VIDEO**

Well, friends, we've made it to the point where applying SPF has become super comfortable! New sunscreens have hit the market...

VIEWS
9 319

REACTIONS
263

REPOSTS
9

ER
21.8%

WORST 3

↓ 13.07 • 12:11 **PHOTO**

Last question to tackle: why doesn't surfactant define the whole product logic? The technologist's job is not just to add...

VIEWS
4 842

REACTIONS
194

REPOSTS
24

ER
11.3%

↓ 12.07 • 05:25 **PHOTO**

How to evaluate surfactants in a facial cleanser? Part 2 🟡
Surfactants often misjudged: 🟢 Sodium Coco-Sulfate Very popular...

VIEWS
4 639

REACTIONS
218

REPOSTS
43

ER
10.9%

↓ 13.07 • 05:54 **PHOTO**

How to evaluate surfactants in a facial cleanser? Part 3 🟠 S u l f a t e s The most famous duo everyone has heard of, few...

VIEWS
4 418

REACTIONS
188

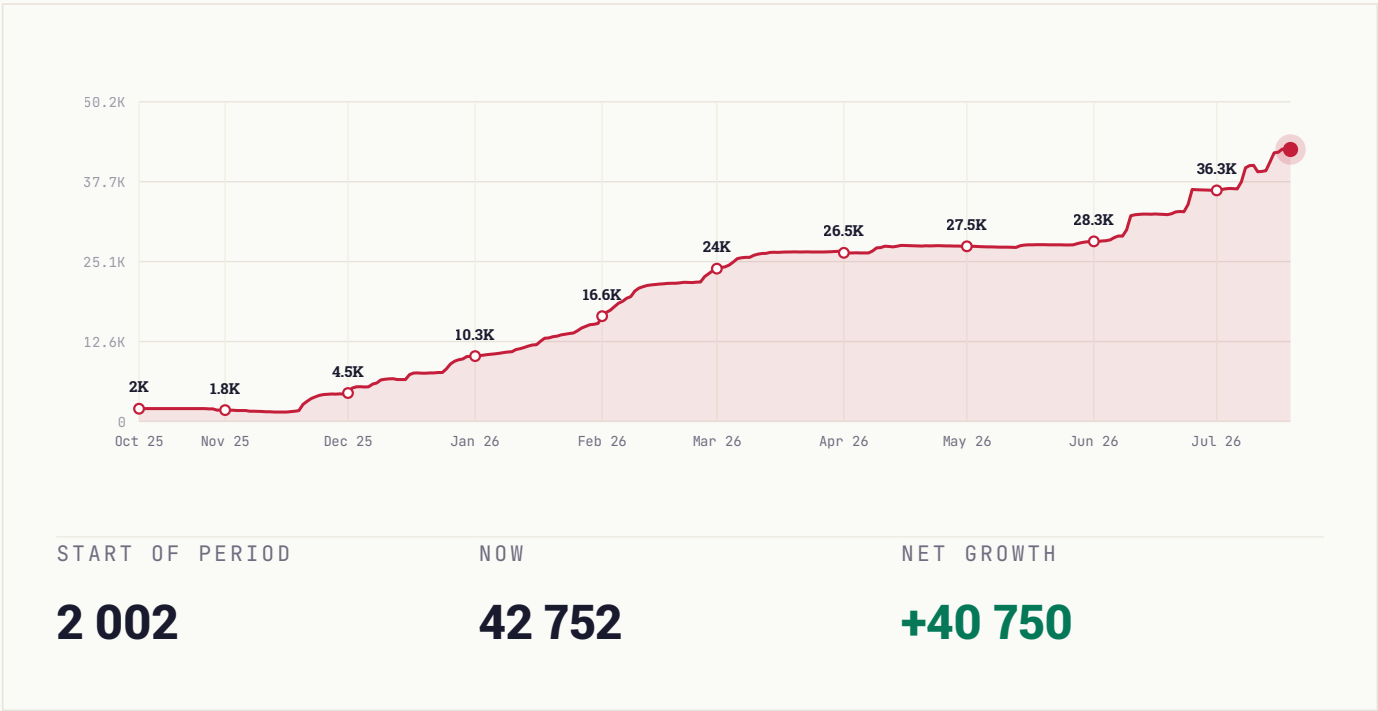
REPOSTS
28

ER
10.3%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

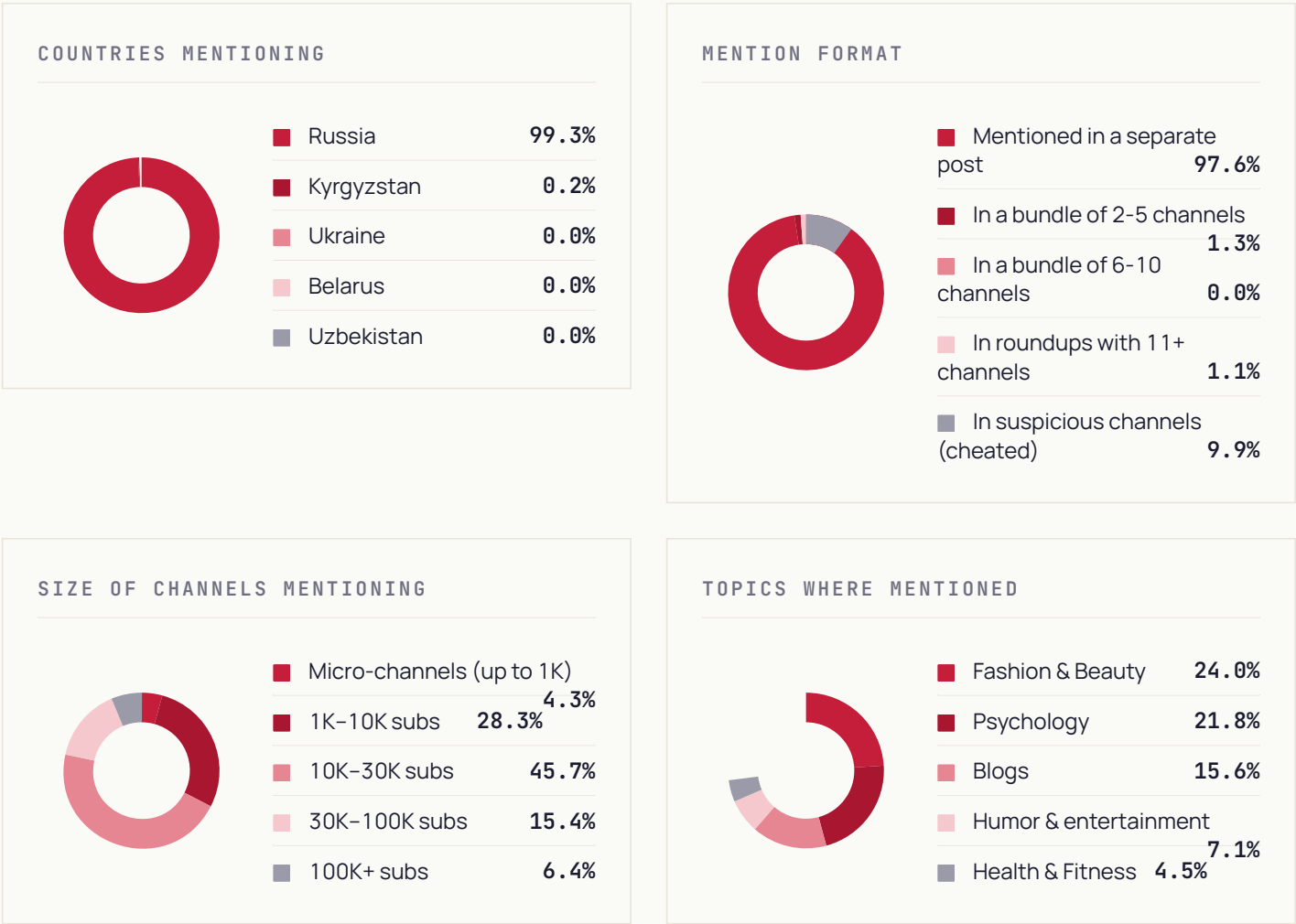
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel grew and which lost subs.



SECTION 04 · CITATIONS

Who and how mentions the channel

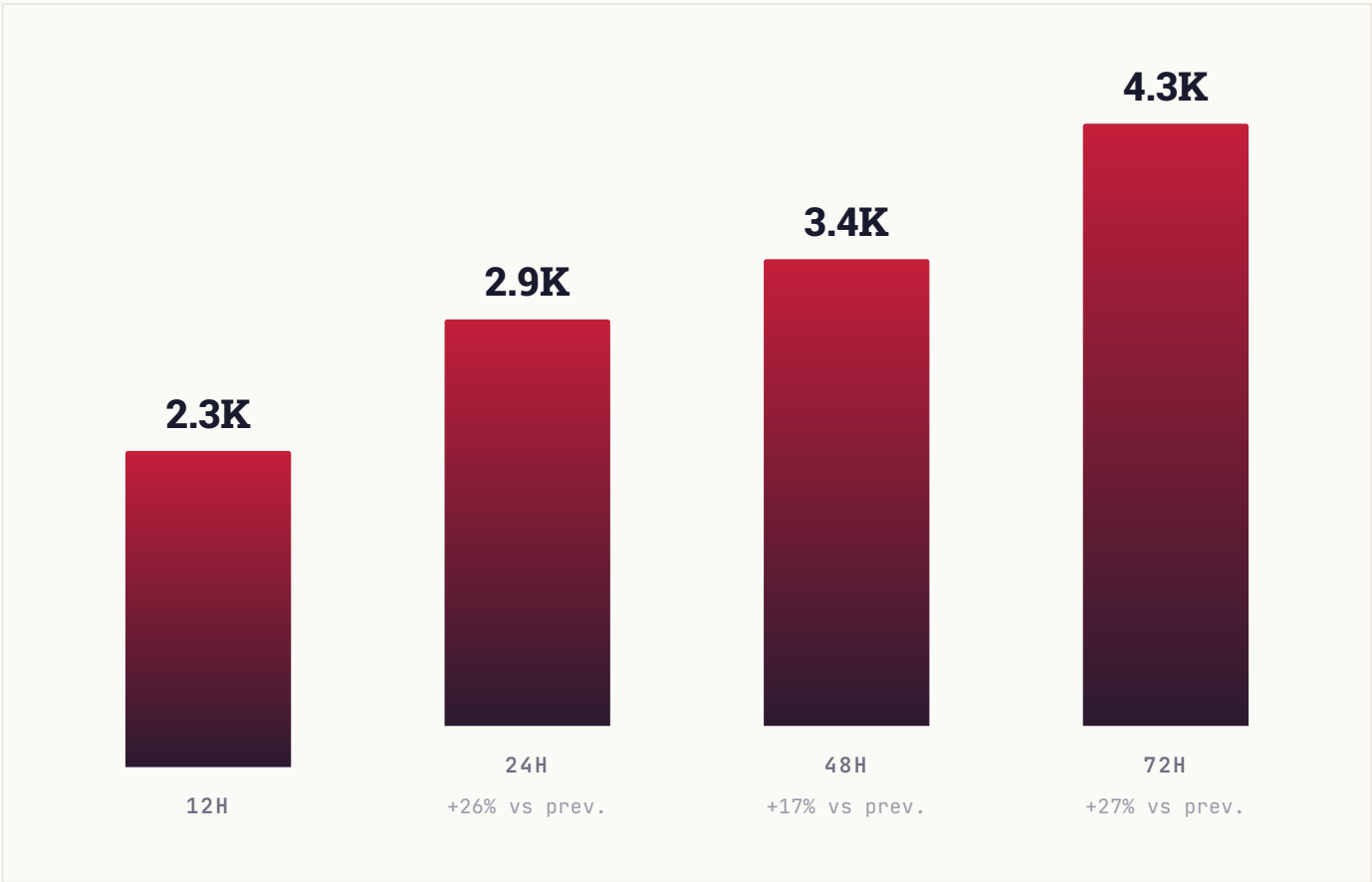
Citation index **117** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned **329** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg ad post reach over 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 place among niche neighbors.

CHANNEL	SUBSCRIBERS
ZY Golden Apple	1M
PC Pandabuy CnFans MuleBuy ACBuy Hacco Find🔍🐼	790.3K
NN Found on Wildberries	633.3K
MI MIXIT.RU	624.7K
M Manicure Nails	572K
NN Finds on Wildberries / WB	533.2K
EM Elena Mixit	518K
GD Face gymnastics	472.4K
PM Fashion Trends	436K
PS Prime Savers	428.8K
MK Molecules of Beauty YOU	42.8K

COMPARATIVE CONCLUSION

Channel not yet outside top 97% of niche — early growth stage. Niche leader — Golden Apple (1M), top-97 median: 189.3K. First goal — enter top-97 through systematic work with traffic and content.

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 **351**, they brought **14 217** new subs.

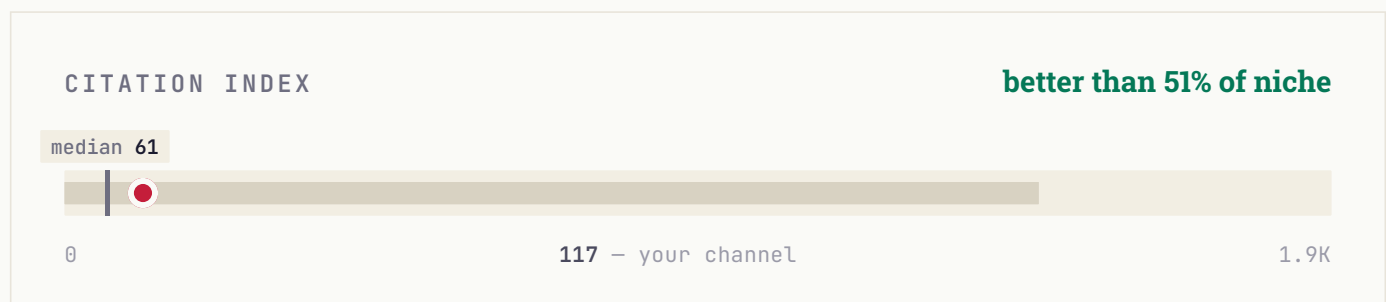
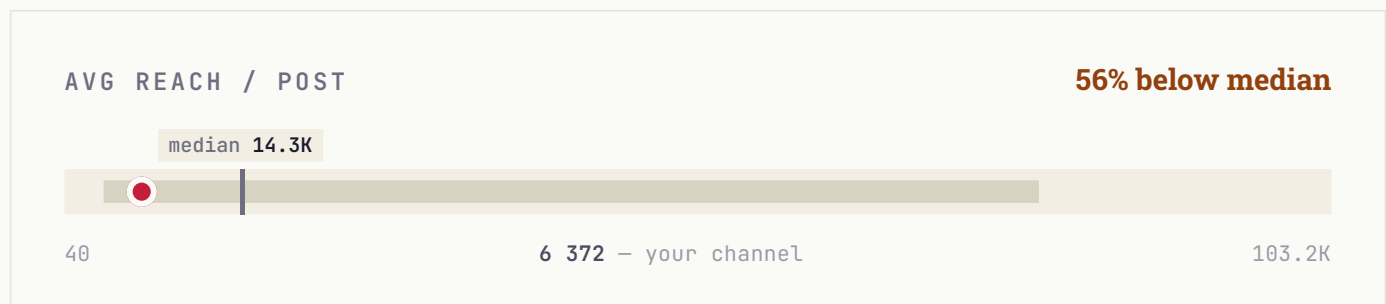
PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
January 2026	55	47	5 170
December 2025	279	181	6 159
November 2025	14	14	2 880
October 2025	3	3	8
September 2025	0	0	0
August 2025	0	0	0
TOTAL MENTIONS			351
MONTHS IN DATA			6
ATTRACTED SUBSCRIBERS			14 217

Where channel stands in its league

SUBSCRIBERS 77% below median

A horizontal bar chart comparing a channel's subscriber count to a median. The chart has a light beige background. A dark beige bar represents the channel's performance, starting from a red dot on the left. A vertical line marks the median at 189.8K. The channel's count is 42,752, which is 77% below the median. The range from 66.8K to 558.4K is shown as a lighter beige bar.

Metric	Value
Channel Subscribers	42,752
Median	189.8K
Range Start	66.8K
Range End	558.4K



— 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

Main post of the week — on Wednesday

On this day at 10:00 MSK audience is most active.

EFFECT

**Best window
for a key post**

02

Increase share of video posts

Video in Telegram holds audience longer and is better perceived by the algorithm. We recommend increasing share to 15-25%.

EFFECT

**Video holds
audience
better**

03

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**

04

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

05

Cross-promo with neighboring channels

Swap posts with channels in 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 is what we can do in minutes using public data. Want to go further? Run ads with us and close your growth plan in a month.

01 **Launch ads in Telegram** <https://panel.promptpress.com/register>

02 **Contact manager** t.me/PromptPress_manager
