

PUBLIC PROMTPRESS REPORT

# Channel audit

## Elena Bogdanovich



@bogdanovich\_elena

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RKN: https://clck.ru/3GX3Zc

SUBSCRIBERS

**121 108**

-885 per month

ERR (% SEE POSTS)

**36.0%**

last day **22.3%**

REACH/POST

**45.4K**

ad reach **27K/24h**

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SECTION 01 · CHANNEL SNAPSHOT

# Key channel metrics

Each card – a separate channel health indicator. The subtitle under the number shows the period it covers.

|                                                                                                                                                     |                                                                                                                                                                                              |                                                                                                                                                                                    |                                                                                                                                                                        |
|-----------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <div> SUBSCRIBERS</div> <div>121 108</div> <div>—</div>            | <div> SUBS REACH</div> <div>37.51%</div> <div>avg % of subs see post</div>                                  | <div> VIEWS/POST</div> <div>45.4K</div> <div>median 45.5K · 27 days</div>                         | <div> POSTS/WEEK</div> <div>10.5</div> <div>for period</div>                        |
| <div> 7D TREND</div> <div>-13.0%</div> <div>vs previous week</div> | <div> REACTIONS/POST</div> <div>1237.0</div> <div>total 50,716 reactions, 1,908 reposts, 709 comments</div> | <div> POST LENGTH</div> <div>498 chars</div> <div>median 433 · 27 days</div>                      | <div> POSTS ANALYZED</div> <div>41</div> <div>27 days</div>                         |
| <div> AD REACH</div> <div>27K</div> <div>24h avg</div>           | <div> CHURN / MONTH</div> <div>-885</div> <div>last month</div>                                           | <div> CITATION RATE</div> <div>98</div> <div>citation index · 281 channels mentioned ever</div> | <div> CHANNEL AGE</div> <div>8 years 3 months</div> <div>created 01.04.2018</div> |

AI EDITOR SUMMARY

Channel «Elena Bogdanovich» – 121 108 subs. Each post averages 45.4K people (38% of subs), good reach. Publishes 10 posts per week (~2/day) – regular pace. For week Jul 6–12, reach dropped by -13.0% by week of Jun 29 – Jul 5 – worth analyzing.

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 SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 41 posts over 27 days.
- 02 Dominant format — Photo (24/41 posts).
- 03 Avg post length — 498 chars (median 433).
- 04 Peak audience activity — Friday, 20:00 MSK.
- 05 Top posts get 1x more views than the weakest (56.8K avg for top vs 38.1K for worst) — among 41 posts over 27 days. Worth analyzing what the top has in common — topic, format, timing.

TOP 5 POSTS

|                                                                                                                                                                                                                                                                                                                                                            |                                                                  |                                                                      |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------|----------------------------------------------------------------------|
| <div><div>Nº1</div><div>03.07 · 17:32</div><div>TEXT</div></div> <div>I want to end this wonderful day with another great news </div> <div>This Sunday a VL000000G is coming </div> | <div>VIEWS</div> <div>58 655</div> <div>REP.</div> <div>1</div>  | <div>REACTIONS</div> <div>1 685</div> <div>ER</div> <div>48.4%</div> |
| <div><div>Nº2</div><div>03.07 · 13:53</div><div>VIDEO</div></div> <div>(captionless post — video)</div>                                                                                                                                                                                                                                                    | <div>VIEWS</div> <div>55 939</div> <div>REP.</div> <div>12</div> | <div>REACTIONS</div> <div>928</div> <div>ER</div> <div>46.2%</div>   |
| <div><div>Nº3</div><div>05.07 · 12:07</div><div>PHOTO</div></div> <div>New vlog is live! Enjoy </div>                                                                                                                                                                   | <div>VIEWS</div> <div>55 793</div> <div>REP.</div> <div>38</div> | <div>REACTIONS</div> <div>1 360</div> <div>ER</div> <div>46.1%</div> |

Nº4

18.06 · 06:05

TEXT

About the lipstick launch 🕯️💕

VIEWS

53 632

REACTIONS

806

REP.

13

ER

44.3%

Nº5

28.06 · 11:08

PHOTO

All week, every single day I applied this powder and blush.. really liked this refreshing shade 01 sonnet And the powder is very delicate...

VIEWS

50 869

REACTIONS

967

REP.

68

ER

42.0%

|

WORST 3

↓

12.07 · 09:19

PHOTO

There are things that are born in your head literally in a second - that's exactly how this piece came about 💕 When I was asked to create a collection...

VIEWS

40 528

REACTIONS

1 760

REP.

24

ER

33.5%

↓

13.07 · 03:12

PHOTO

Good vacation morning 💕 This time I can't help it, I get up at 8:30. No early rises 😊 we're all sleeping in!...

VIEWS

37 040

REACTIONS

1 517

REP.

23

ER

30.6%

↓

13.07 · 09:28

PHOTO

Rules I follow now for postpartum body recovery 📌 Since becoming a mom, I've gone through different...

VIEWS

36 736

REACTIONS

3 866

REP.

301

ER

30.3%

SECTION 03 · SUBSCRIBER DYNAMICS

# How the channel grew over the year

Subscriber growth chart for the year. On key months exact subscriber count is shown. It shows which months the channel gained and which months subscribers left.

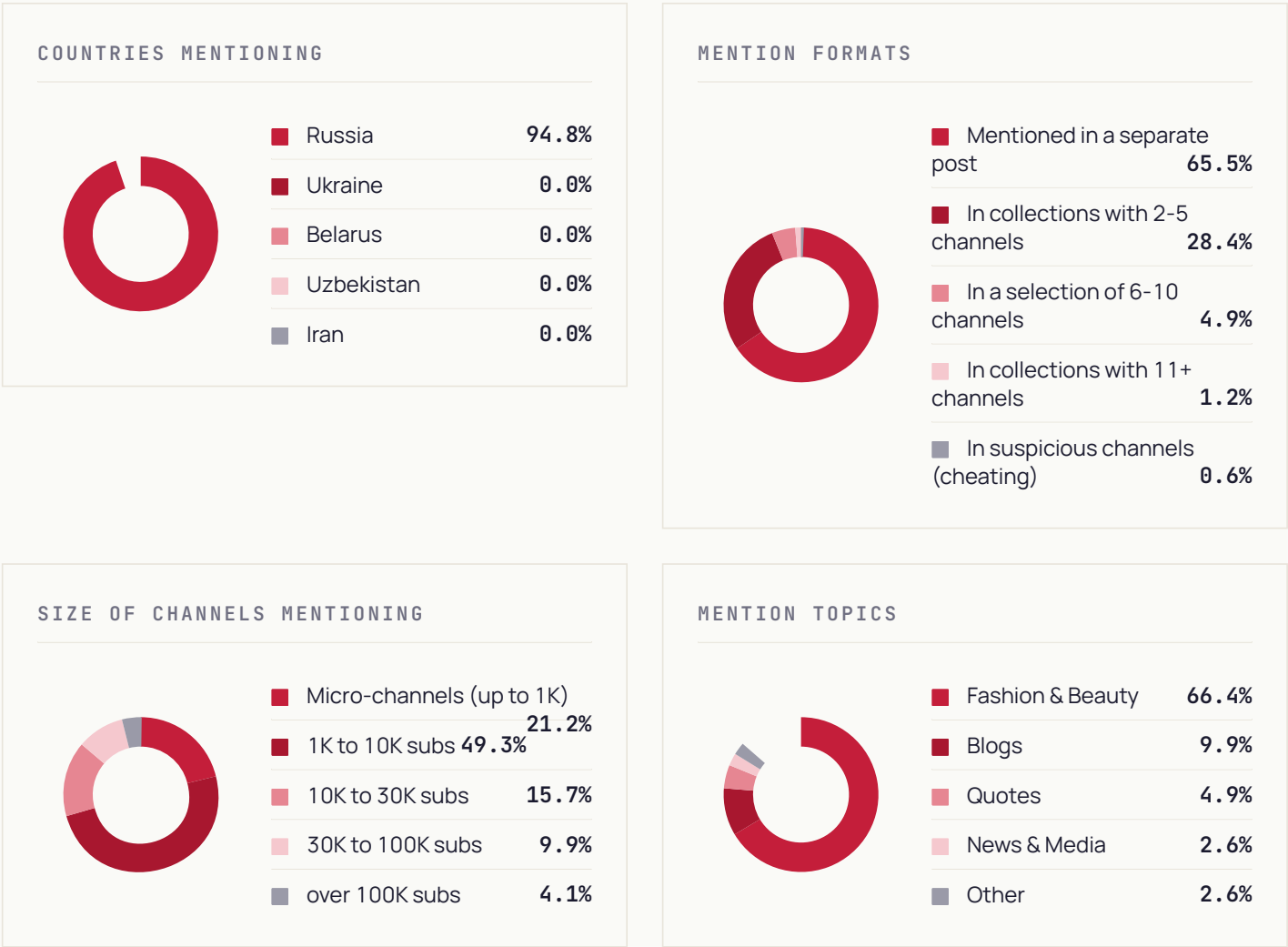


| START OF PERIOD | NOW     | NET GROWTH |
|-----------------|---------|------------|
| 97 263          | 121 108 | +23 845    |

SECTION 04 · MENTIONS

# Who and how mentions the channel

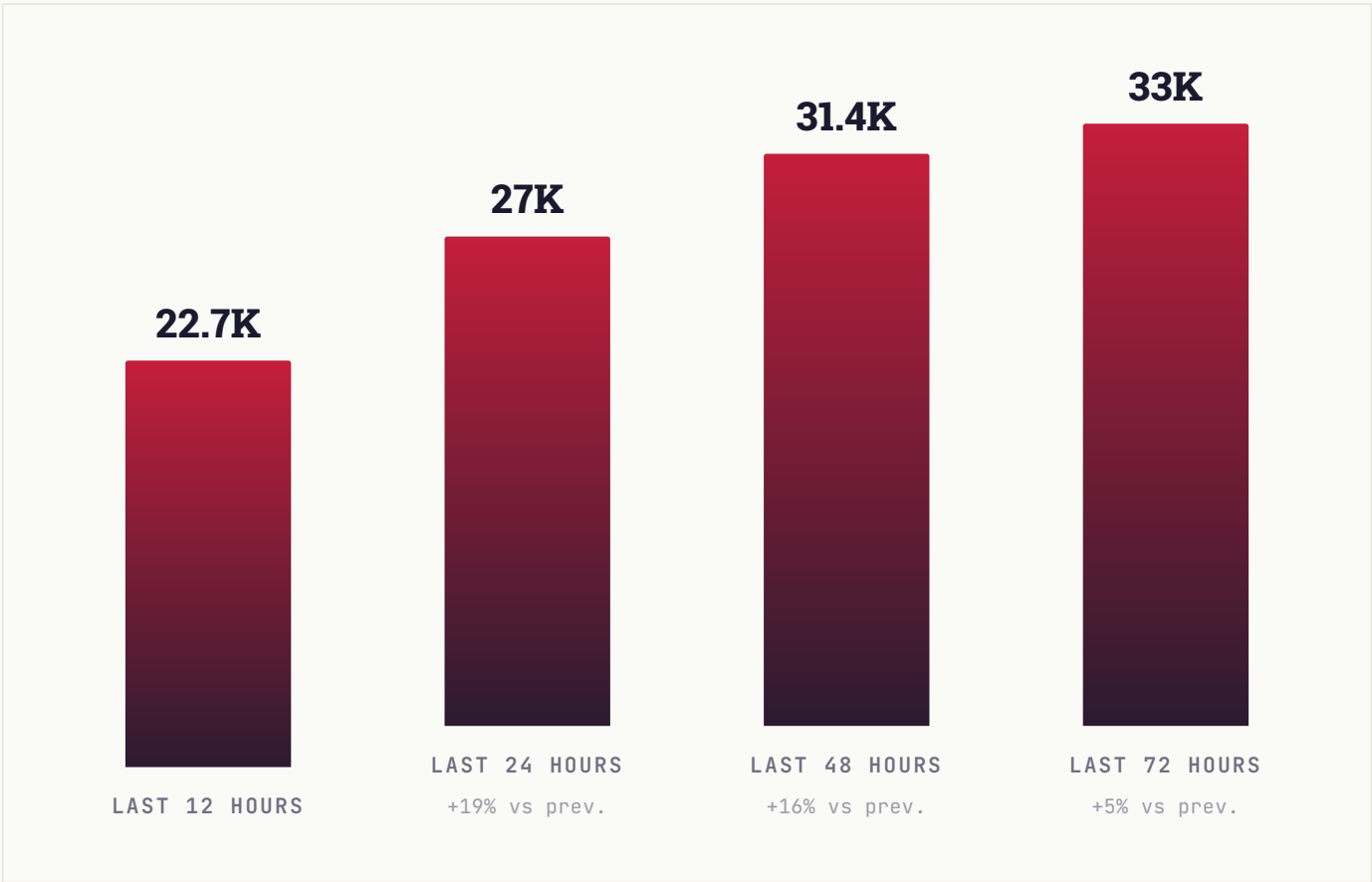
Citation index **98** – channel popularity score based on mentions. Considers not only quantity but also weight of mentioners: a post from a 100K-sub channel weighs more than from a 1K-sub channel. All-time channel mentions: **281** different channels.



SECTION 05 · AD POTENTIAL

# How long a post brings reach

Avg reach of ad post by time since publication. Helps estimate how long placement should 'live'.



SECTION 06 · COMPETITORS

# Who you compete with

11 nearest channels by topic and audience. Your channel is highlighted — shows its place among niche neighbors.

| CHANNEL                                                  | SUBSCRIBERS |
|----------------------------------------------------------|-------------|
| <div>ZY</div> Golden Apple                               | 1M          |
| <div>PC</div> Pandabuy CnFans MuleBuy ACBuy Hacco Find🔍🐼 | 790.3K      |
| <div>NN</div> Found on Wildberries                       | 633.3K      |
| <div>MI</div> MIXIT.RU                                   | 624.7K      |
| <div>MJ</div> Manicure   Nails                           | 572K        |
| <div>NN</div> Finds on Wildberries / WB                  | 533.2K      |
| <div>EM</div> Elena Mixit                                | 518K        |
| <div>GD</div> Face gymnastics                            | 472.4K      |
| <div>PM</div> Fashion   Trends                           | 436K        |
| <div>PS</div> Prime Savers                               | 428.8K      |
| <div>EB</div> Elena Bogdanovich <div>YOU</div>           | 121.1K      |

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 traffic & content work.

SECTION 07 · MENTION TRENDS

# 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 **46**, they brought **23 985** new subs.

| PERIOD        | MENTIONS | CHANNELS | BROUGHT SUBS |
|---------------|----------|----------|--------------|
| Jan 2026      | 4        | 4        | 6 247        |
| December 2025 | 7        | 6        | 1 241        |
| Nov 2025      | 7        | 6        | 8 390        |
| Oct 2025      | 3        | 2        | 1 264        |
| Sep 2025      | 6        | 5        | 1 752        |
| August 2025   | 19       | 13       | 5 091        |

|                |                |                |
|----------------|----------------|----------------|
| TOTAL MENTIONS | MONTHS IN DATA | ATTRACTED SUBS |
| 46             | 6              | 23 985         |

## 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-p90). Black vertical = median. Red dot = your channel.



## — SECTION 09 · STRATEGY

# What to do right now

5 priority actions ranked by expected impact. Check off and revisit this report in a month.

01

## Main post of the week — on Friday

On this day and at 20:00 MSK audience is most active.

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 picks sources for your niche.

EFFECT

**+1000-3000  
subs**

03

## Test polls & interactive formats

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

EFFECT

**+5-15% ER**

04

## Cross-promo with neighboring channels

Cross-post with same-segment 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 — it's a source of organic traffic.

EFFECT

**Organic traffic  
source**

★ WHAT'S NEXT

# Want this done by **PromptPress?**

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

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01

**Launch ads in  
Telegram**

<https://panel.promptpress.com/register>

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02

**Contact manager**

[t.me/PromptPress\\_manager](https://t.me/PromptPress_manager)

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