

PROMTPRESS PUBLIC REPORT

Channel audit

Brands & Trends



@brandstr

Ads here @Nikaa_R

SUBSCRIBERS

18 283

-315 per month

ERR (% WHO SEE
POSTS)

1.0%

per day 0.8%

REACH/POST

185

ad reach 146/24h

— CONTENTS · 2026

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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.

 SUBSCRIBERS 18 283 —	 SUBS REACH 1.01% avg % of subs see post	 VIEWS/POST 185 median 180 · 25 days	 POSTS/DAY 19.6 ~137/week
 7D TREND -10.4% vs previous week	 REACTIONS/POST 4.4 only 2,190 reactions, 1,746 reposts, 18 comments	 POST LENGTH 262 chars median 238 · 25 days	 POSTS ANALYZED 496 25 days
 AD REACH 146 24h avg	 CHURN / MONTH -315 last month	 MENTION RATE 958 mention index · 873 channels mentioned all time	 CHANNEL AGE 5 years 10 months created Aug 15, 2020

AI EDITOR SUMMARY

Channel «Brands & Trends» – 18 283 subs. Each post averages 185 people (1% subs), reach is low – expand audience. Publishes 137 posts/week (~20/day) – very active. Week Jun 22–28 reach dropped -10.4% by week Jun 15–21 – analyze why.

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 **496** posts in 25 days.
- 02 Dominant format — **Video** (263/496 posts).
- 03 Avg post length — **262** chars (median 238).
- 04 Peak audience activity — **Monday**, 14:00 MSK.
- 05 Top posts get **3x** more views than the weakest (414 avg for top vs 132 for worst) — among 496 posts in 25 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 18.06 · 09:56 PHOTO China launches cruises with no destination 3-day trips for tourists who just want to enjoy the...	VIEWS 462 REPOSTS 2	REACTIONS 2 ER 2.5%
Nº2 01.07 · 09:19 PHOTO Artemy Lebedev's Kyiv apartment sold at auction for \$301,000 Earlier, the apartment was confiscated from the designer by court...	VIEWS 419 REPOSTS 7	REACTIONS 3 ER 2.3%
Nº3 19.06 · 18:29 PHOTO Adidas launched its first pet collection. The line includes mini Cali Tee shirts in pink, blue, yellow and...	VIEWS 361 REPOSTS 10	REACTIONS 4 ER 2.0%

Nº4 29.06 · 15:23 PHOTO In Thailand, a woman lived with a cat for years, but after marriage, the pet stole her husband Now the cat spends all its time next to...	VIEWS 292 REPOSTS 8	REACTIONS 12 ER 1.6%
Nº5 29.06 · 12:17 VIDEO If you play Egyptian music to cats, they start acting super weird. Like they remember partying with pharaohs and ancient...	VIEWS 279 REPOSTS 24	REACTIONS 8 ER 1.5%

|

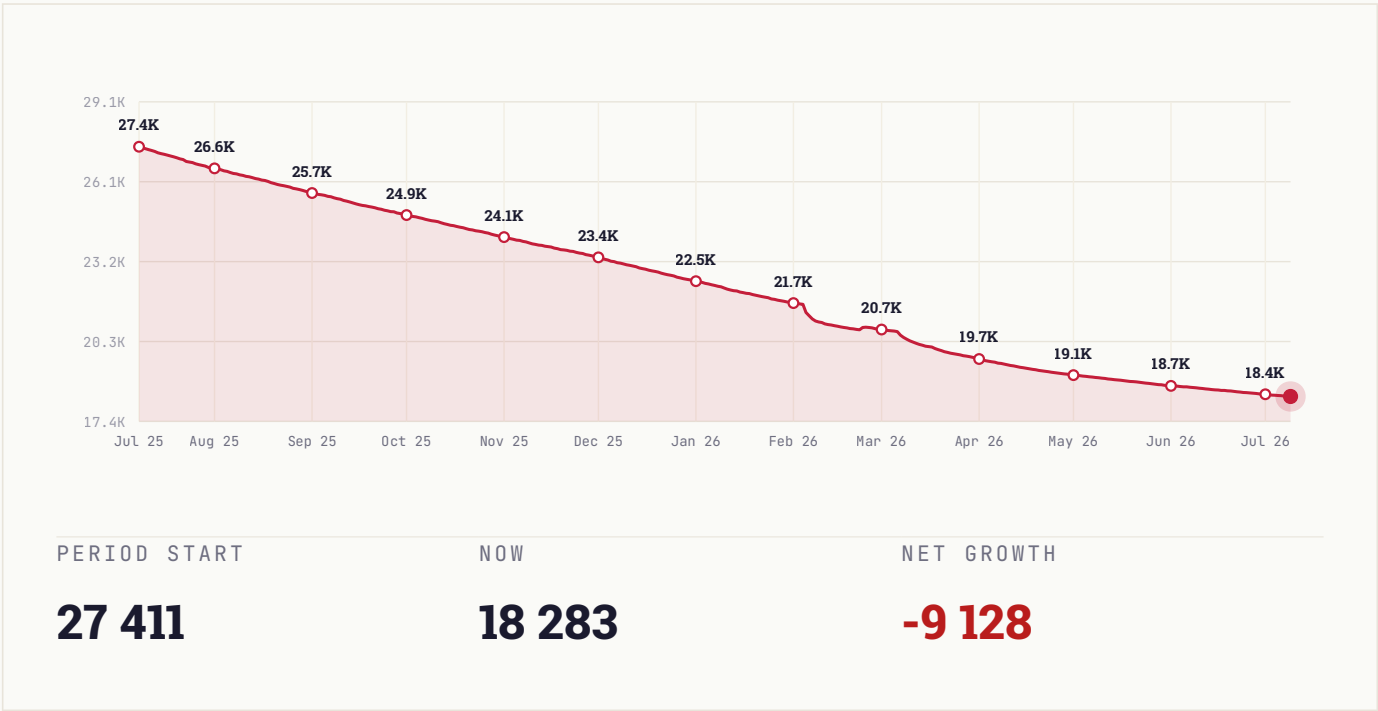
WORST 3

↓ 20.06 · 15:28 VIDEO Here's a special football sandwich recipe for 2026 World Cup matches. Cut bread into diamonds, spread cream cheese, add regular cheese and...	VIEWS 133 REPOSTS 6	REACTIONS 3 ER 0.7%
↓ 03.07 · 09:48 PHOTO UK Parliament demands ban on Russian cartoon 'Masha and the Bear' after Netflix bought rights. A group of 50...	VIEWS 133 REPOSTS —	REACTIONS 5 ER 0.7%
↓ 02.07 · 16:09 PHOTO US court case over Tung Tung Sahur Mementum Lab & character creator Noxa demand removal of the 'log' from Steal a Brainrot...	VIEWS 130 REPOSTS 2	REACTIONS 1 ER 0.7%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

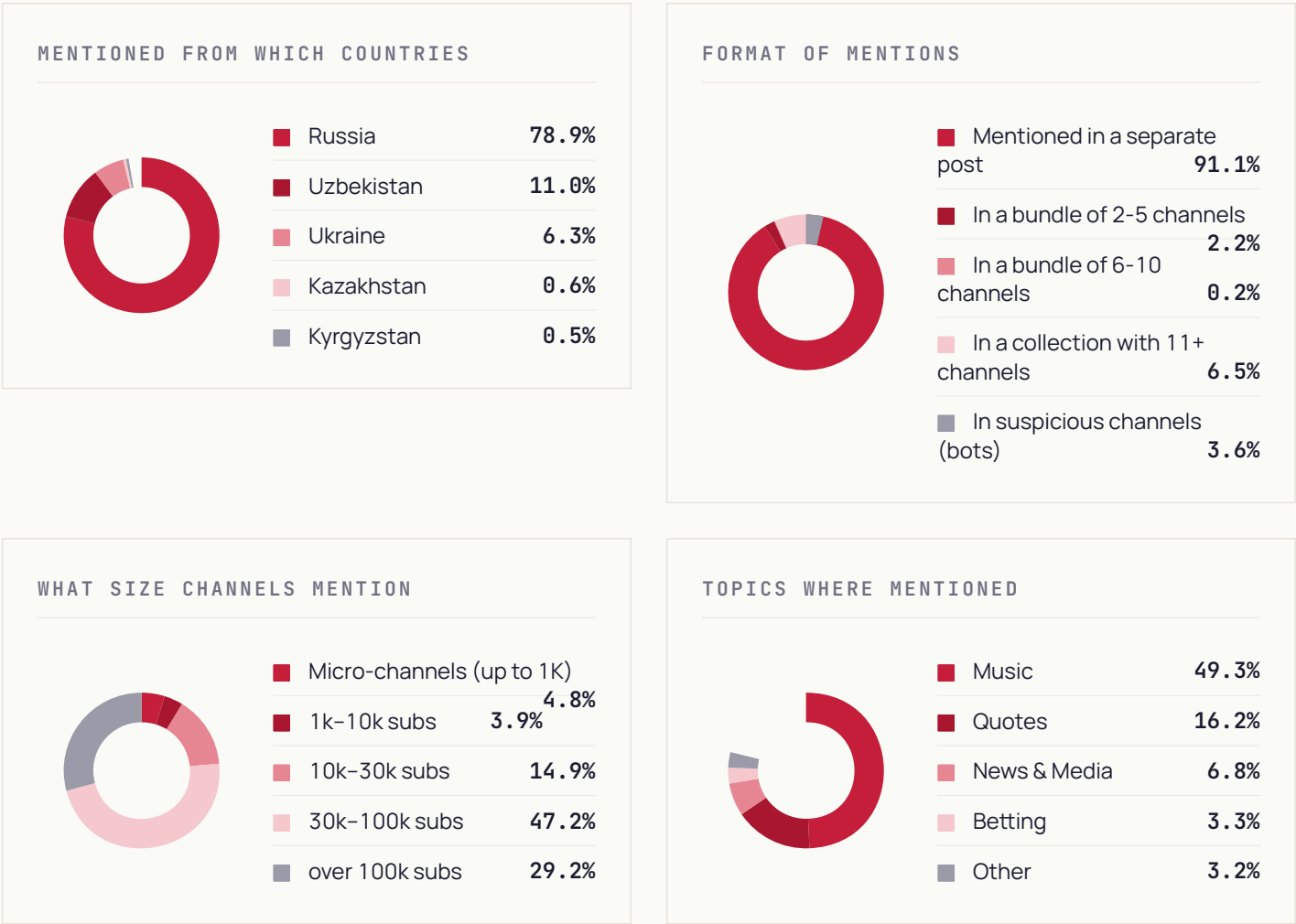
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel grew and which lost subs.



SECTION 04 · MENTIONS

Who and how mentions the channel

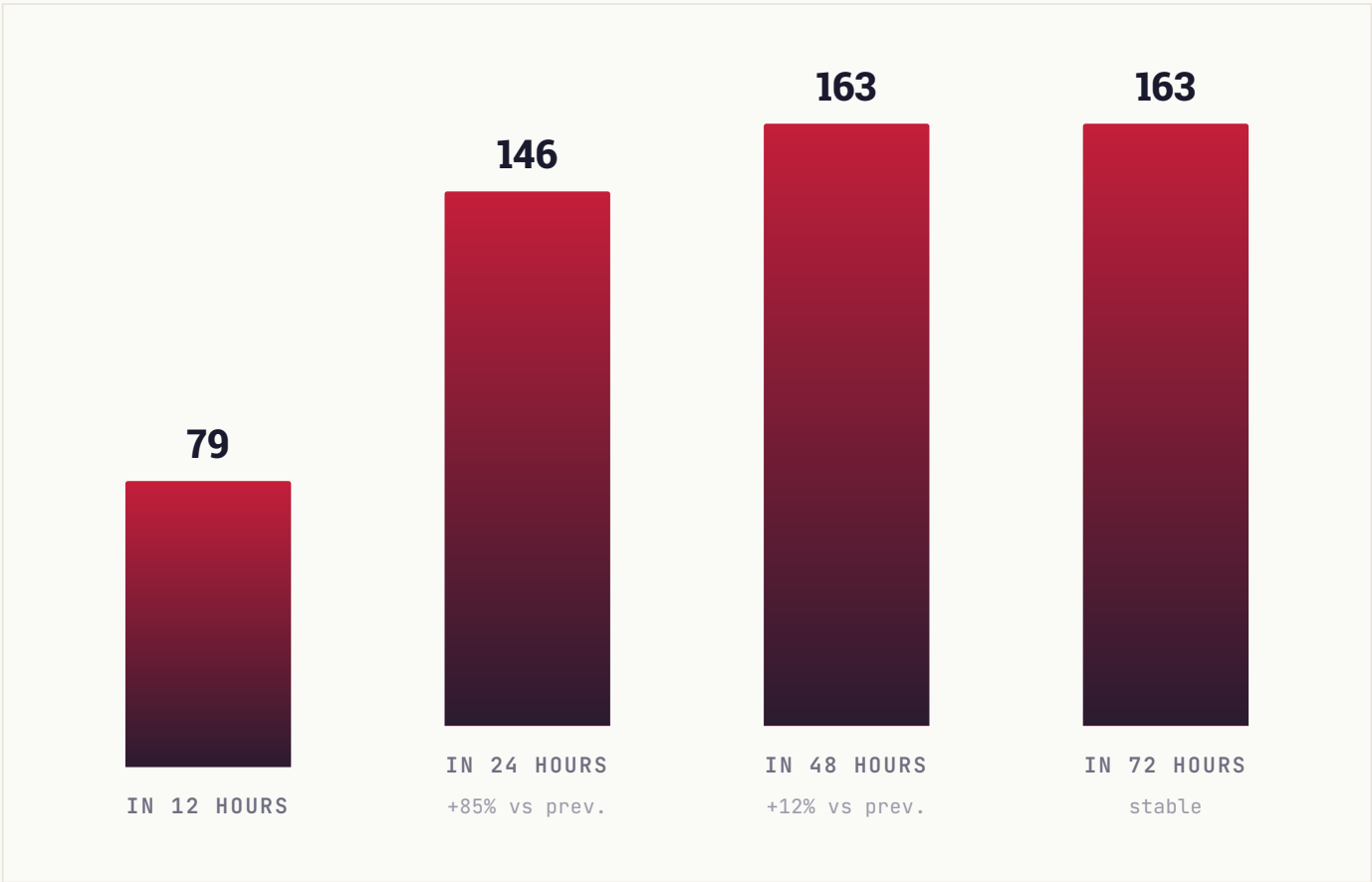
Citation index **958** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **873** different channels.



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 should 'live'.



SECTION 06 · COMPETITORS

Who you compete with

11 closest channels by topic and audience. Your channel highlighted — see its rank among niche neighbors.

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 / WB finds	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
BI Brands & Trends YOU	18.3K

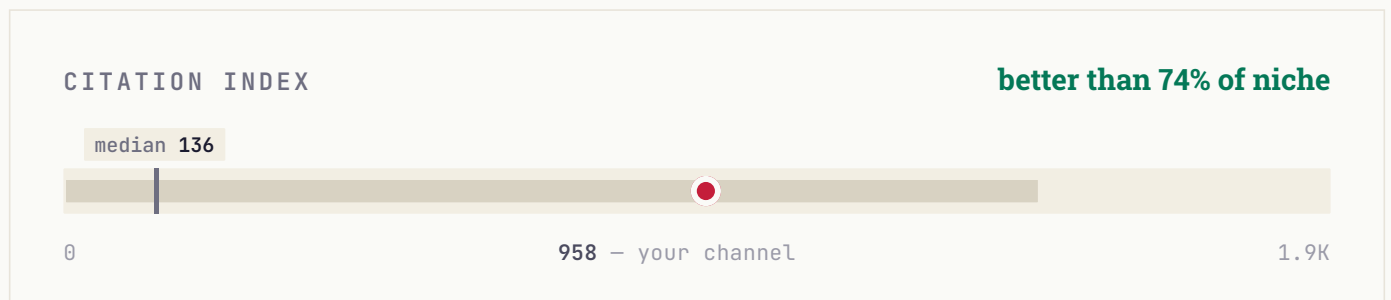
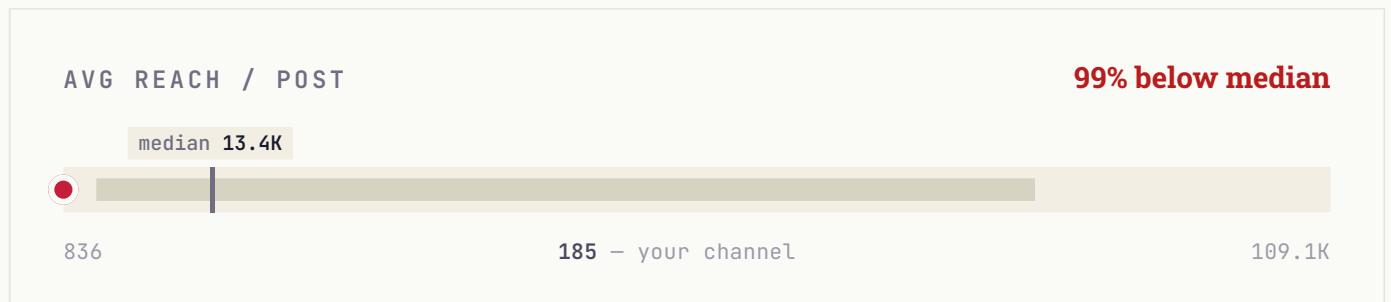
COMPARATIVE INSIGHT

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 • NICHE COMPARISON

Where channel stands in its league

Took top-**100** channels in category "**Fashion & Beauty**» (Russia) and compared your channel. Gray band = range where 80% of niche channels fall (p10 to p90). Black vertical = median. Red dot = your channel.



— SECTION 08 · STRATEGY

What to do right now

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

01

Top post of the week — on Monday

On this day at 14:00 MSK audience is most active.

EFFECT

**Best window
for an
important post**

02

ER below niche benchmark — rethink formats

Current ER 1.01% vs norm 5.5%. Try polls & interactive formats.

EFFECT

+4.5pp ER

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 boost ER by +5-15%.
One poll per week on a hot topic — easy win.

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

Exchange posts quarterly with same-segment channels. Not daily — 2-3 collabs give relevant growth.

EFFECT

**Relevant
audience
growth**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in minutes from public data. Want to go further — run ads through 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
