

PROMTPRESS PUBLIC REPORT

Channel audit

LIPS, BRANDS, RUMORS



@brendi_sluhi

Ad manager: @nataly7888_pr Registered in RKN: <https://clck.ru/3TuxfW>

SUBS

276 453

+27951 per month

ERR (% SEE POSTS)

39.0%

per day 16.2%

REACH/POST

104.1K

ad reach 41.9K/24h

— CONTENTS · 2026

What's inside the report

01 Channel Snapshot

12 key metrics · AI summary

02 Content analysis

Top 5 posts · worst 3 · insights

03 Subscriber dynamics

Yearly chart · growth

04 Ad potential

How long a post generates reach

05 Competitors

Niche neighbors · your place

06 Mention dynamics

1 month · monthly

07 Niche Comparison

Rank in Blogs category

08 Strategy

5 priority actions

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.

 SUBS 276 453 —	 SUBSCRIBER REACH 37.65% avg % subs see a post	 VIEWS/POST 104.1K median 111.5K · 27 days	 POSTS/WEEK 3.3 over period
 7D TREND -10.0% vs previous week	 REACTIONS/POST 4495.2 only 58,437 reactions, 5 reposts, 0 comments	 POST LENGTH 890 chars median 1000 · 27 days	 POSTS ANALYZED 13 27 days
 AD REACH 41.9K 24h avg	 CHURN / MONTH +27951 last month	 CITATION INDEX 8 citation index · 9 channels mentioned all time	 CHANNEL AGE 6 months 1 day created 06.01.2026

AI EDITOR SUMMARY

Channel «LIPS, BRANDS, RUMORS» — 276 453 subs. Each post gets on avg 104.1K people (38% from subs), that's good reach. Posts 3 posts per week (~0 per day) — rare posts. For week Jun 22–28 reach dropped -10.0% to week Jun 15–21 — analyze why.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on 13 posts over 27 days.
- 02 Dominant format – Photos (8/13 posts).
- 03 Avg post length – 890 chars (median 1000).
- 04 Peak audience activity – Monday, 13:00 MSK.
- 05 Top posts gather 1x more views than the weakest (116K avg top vs 94.8K worst) – among 13 posts in 27 days. Analyze what top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 08.06 · 10:18 VIDEO Slimness in China in Russian. Tirzepatide spotted in Guangzhou	VIEWS 118 681 REPOSTS —	REACTIONS 4 604 ER 42.9%
Nº2 07.06 · 10:41 PHOTOS 👁️❤️ BEAUTY DAILY NEWS THE INTERNET ALREADY MARRIED RIHANNA... BUT SHE WAS JUST LIVING HER BEST LIFE GIRLS. After MET GALA 2026 the internet again...	VIEWS 116 227 REPOSTS —	REACTIONS 4 121 ER 42.0%
Nº3 23.06 · 13:01 PHOTOS 🚨💫 BEAUTY DAILY NEWS JUNE DECIDED TO DESTROY OUR WALLETS GIRLS. If you thought after spring launches you could relax...	VIEWS 113 192 REPOSTS 2	REACTIONS 5 394 ER 40.9%

Nº4 09.06 · 10:10 **PHOTOS**

☀️💖 BEAUTY DAILY NEWS | HOW TO CHOOSE A SUMMER SERUM AND NOT BUY A "PRETTY BOTTLE" Girls, admit it 😭 Who else in summer...

VIEWS

113 018

REPOSTS

—

REACTIONS

4 360

ER

40.9%**Nº5** 14.06 · 17:03 **PHOTOS**

🔥 Girls, looks like Hailey Bieber decided to empty our cards this summer ⬇️ Because Rhode released its FIRST...

VIEWS

112 956

REPOSTS

1

REACTIONS

4 970

ER

40.9%**WORST 3**↓ 26.06 · 06:36 **PHOTOS**

🔥 KHLÓE KARDASHIAN RELEASES A NEW PERFUME. AND YES, IT SMELLS LIKE THE VACATION WE DON'T HAVE 😭🌴 Beautyholics, urgently save money for creams...

VIEWS

101 317

REPOSTS

1

REACTIONS

4 869

ER

36.6%↓ 26.06 · 19:37 **PHOTOS**

💃❤️ BEAUTY ISN'T JUST ABOUT MAKEUP Girls... Can we be honest today? 😏 Sometimes I feel like the most beautiful photos...

VIEWS

99 949

REPOSTS

—

REACTIONS

4 218

ER

36.2%↓ 28.06 · 18:24 **VIDEO**

💍 When "soft launch" already looks like a wedding rehearsal Okay, let's be honest: we all "don't follow them"... but somehow know which...

VIEWS

83 006

REPOSTS

—

REACTIONS

4 575

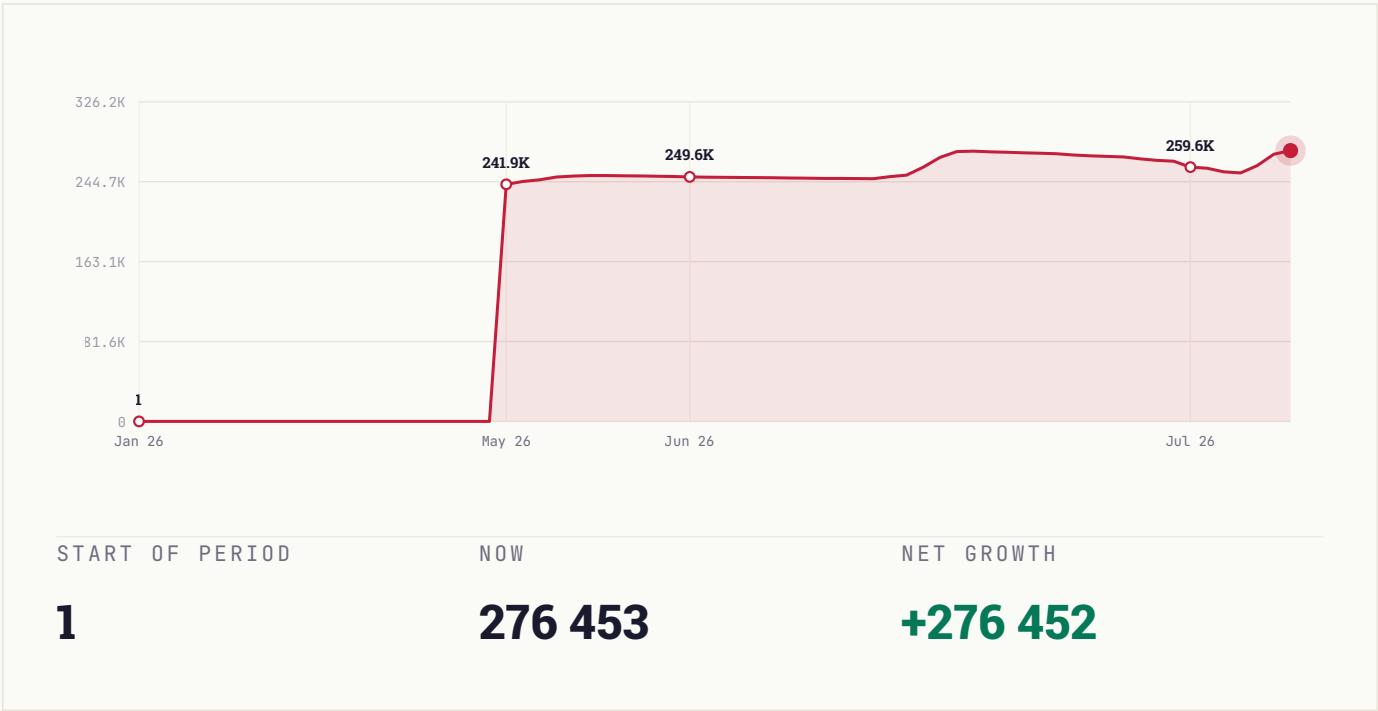
ER

30.0%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

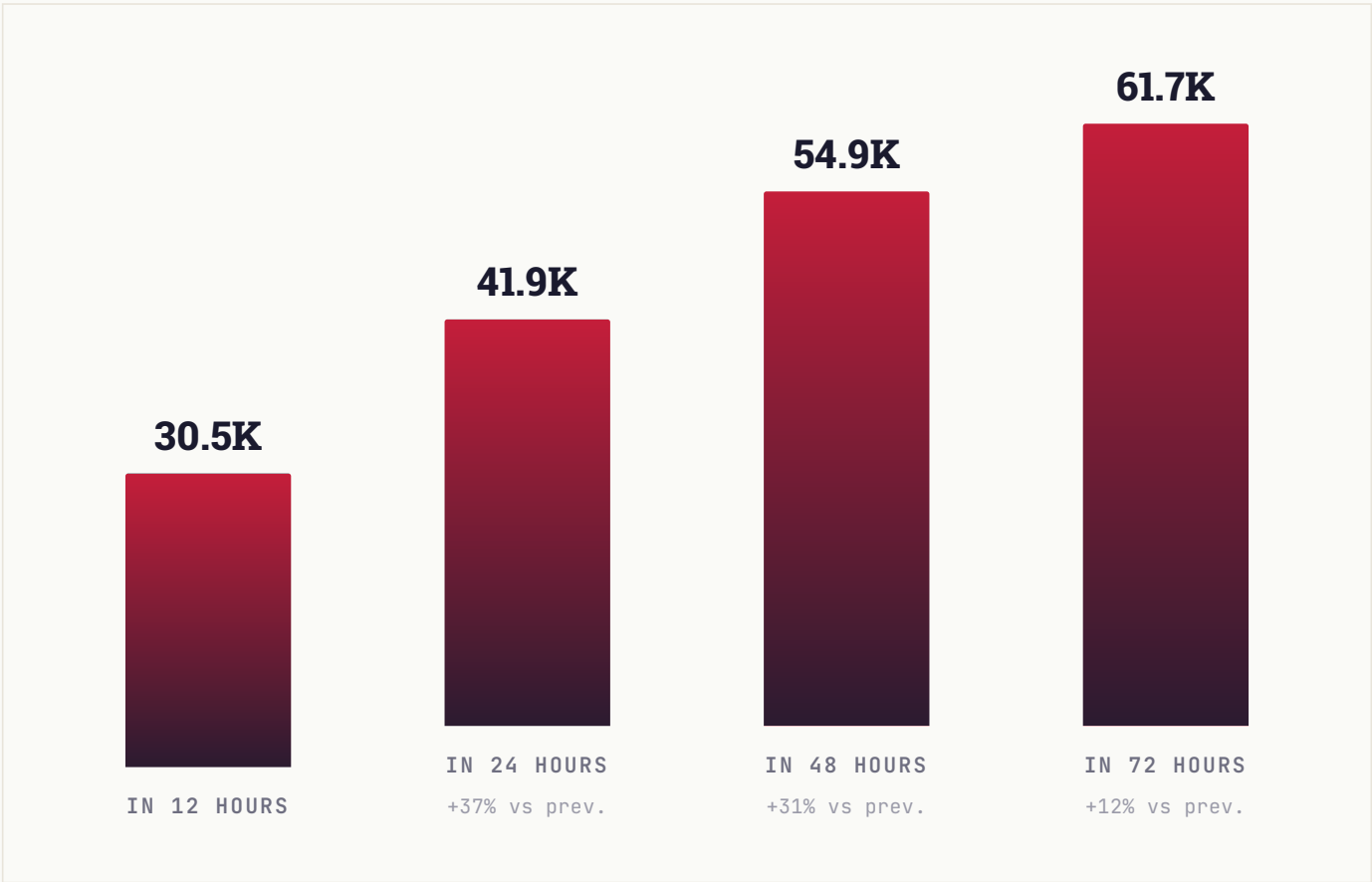
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · AD POTENTIAL

How long a post generates reach

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



SECTION 05 · COMPETITORS

Who you compete with

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

CHANNEL	SUBS
DM Dima Maslennikov	2.2M
LI LITVIN	1.6M
EX Exile	1.4M
AZ Alexander Zubarev	1.3M
B Booster 	1.2M
E1 EVELONE 192	1.2M
KB Bloody Lady	1.1M
ZJ brown bear lives here	1.1M
PA PARADEYEVICH	1M
NE NEVZOROV	1M
GB LIPS, BRANDS, RUMORS YOU	276.5K

COMPARATIVE CONCLUSION

Channel not yet outside top 100 niche — early growth stage. Niche leader — Dima Maslennikov (2.2M), top-100 median: 426.9K. First goal — enter top-100 via systematic traffic & content work.

— SECTION 06 · MENTION DYNAMICS

How often the channel is mentioned

Each month we track posts in other channels that mention yours. Over the last **1 month** such mentions were **0**, they brought **4** new subs.

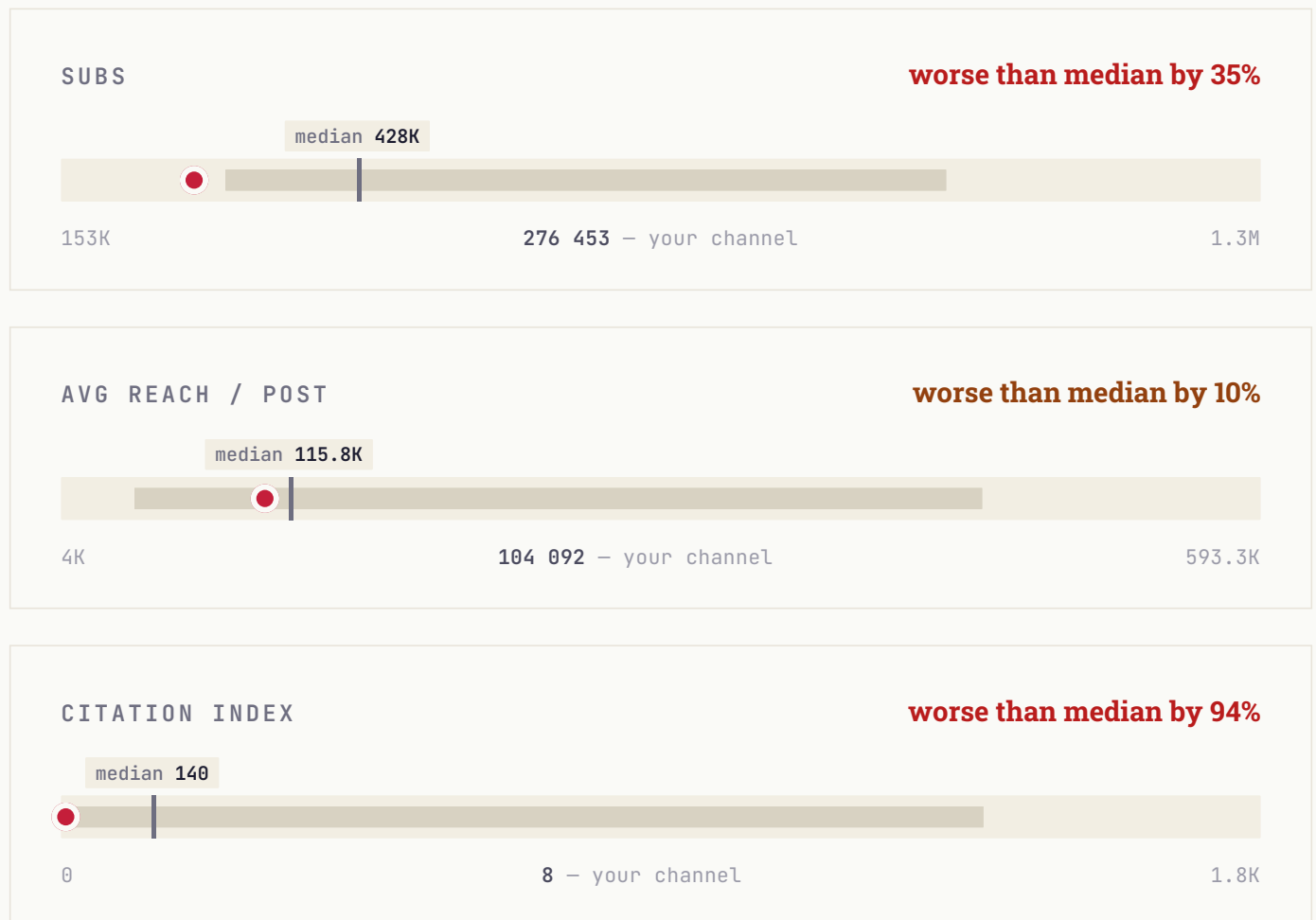
PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
Jan 2026	0	0	4 

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
0	1	4

SECTION 07 • NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category «Blogs» (Russia) and saw how your channel compares. Gray band — range for 80% of niche channels (p10 to p90). Black line — median. Red dot — your channel.



— SECTION 08 · STRATEGY

What to do right now

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

01**Post more often**

Now 3.3 posts/week. Active channels do 7-10.
Regularity is key to retention.

EFFECT

**Regularity
beats volume****02****Top post of the week — on Monday**

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

EFFECT

**Best window
for an
important post****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 and interactive formats**

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

EFFECT

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

Swap posts with same-segment channels quarterly.
2-3 collabs give relevant growth — no need daily.

EFFECT

**Growth from
relevant
audience**

★ WHAT'S NEXT

Want us to do this **PromptPress?**

This audit is what we can do in minutes using public data. Want to go further? Run ads with us and hit your growth target in a month.

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

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