
PUBLIC PROMTPRESS REPORT

Channel audit

BUY BABE / Everything you want to buy: fashion, beauty, and celebrity style



@buy_baby

Application to Roskomnadzor № 7930204015

SUBS

137 212

+137209 per month

ERR (% SEE POSTS)

32.0%

per day 0.0%

REACH/POST

35.4K

ad reach 0/24h

— CONTENTS · 2026

What's inside the report

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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.

 SUBS 137 212 —	 SUBS REACH 25.83% avg % of subs see post	 VIEWS/POST 35.4K median 32.4K · 1.0 days	 POSTS/WK. 17.1 over the period
 TREND 7D — no data for period	 REACTS/POST 3340.8 total 13 363 reacts, 0 reposts, 0 comments.	 POST LENGTH 1 000 chars. median 1000 · 1.0 days	 POSTS ANALYZED 4 1.0 days
 AD REACH 0 avg over 24h	 CHURN / MONTH +137209 over the last month	 QUOTABILITY 0 citation index (cumulative)	 CHANNEL AGE 3 months 13 days created 10.05.2026

EDITOR'S AI SUMMARY

Channel «BUY BABE / All you want to buy: fashion, beauty and celebrity style» – 137 212 subscribers. Each post is viewed on average by 35.4K people (26% from subscribers), that's good reach. Publishes 17 posts per week (~2 per day) – regular schedule.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and outsiders – to see what to repeat and what to remove from rotation.

WHAT SUCCESSFUL POSTS SHARE

- 01 Analysis based on 4 for posts over 1.0 days.
- 02 Dominant format – Photo (4/4 posts).
- 03 Average post length – 1000 characters (median 1000).
- 04 Peak audience activity – Thursday, 23:00 MSK.
- 05 Strongest posts get 1 time more views than the weakest (36.8K on average for top vs 32.1K for worst) – among 4 posts over 1.0 days. Worth analyzing what the top has in common – topic, format, posting time.

TOP-4 POSTS

Nº1 20.08 · 20:04 PHOTO 🔥 QUIET LUXURY IS TIRED OF STAYING SILENT: NOW JEWELRY MUST BE VISIBLE FROM SPACE! Girls, it seems, trendy minimalism has officially started...	VIEWS 45 455 REPOSTS —	REACTS. 4 242 ER 33.1%
Nº2 22.08 · 09:12 PHOTO 💋 BALM OR LIPSTICK? ANASTASIA BEVERLY HILLS DECIDED NOT TO CHOOSE Girls, it seems, the era when, for a beautiful lip color, you had to...	VIEWS 32 827 REPOSTS —	REACTS. 3 091 ER 23.9%
Nº3 22.08 · 10:28 PHOTO 🌟👜 Girls, here comes the perfume truth many weren't ready for. You think people first notice your bag. Or...	VIEWS 32 045 REPOSTS —	REACTS. 3 033 ER 23.4%

Nº4 22.08 · 11:21 PHOTO 💡 MATTE TONE SHOULD NO LONGER LOOK LIKE «EVERYTHING IS CEMENTED» 😬 Girls, remember the old beauty war? ✨ either glow, as if you just...	VIEWS	REACTS.
	31 453	2 997
	REPOSTS	ER
	—	22.9%

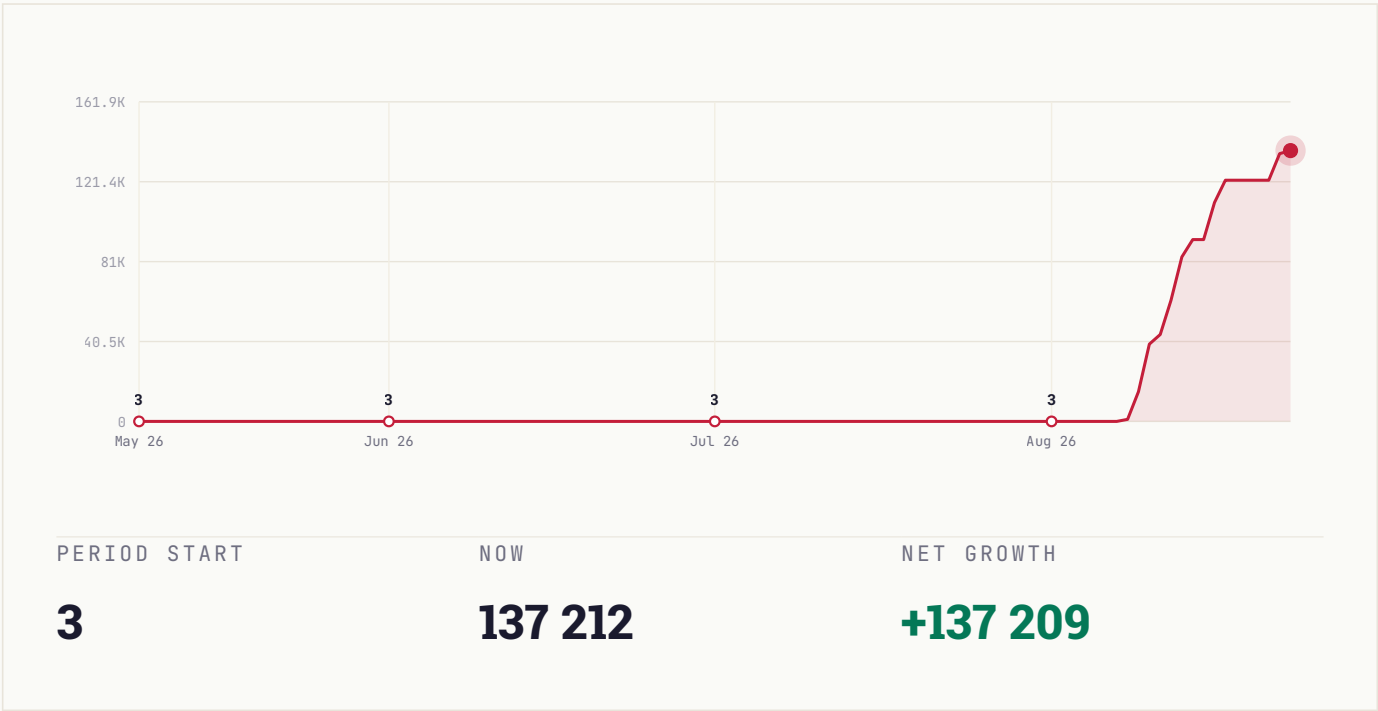
WORST 3

↓ 22.08 · 09:12 PHOTO 💡 BALM OR LIPSTICK? ANASTASIA BEVERLY HILLS DECIDED NOT TO CHOOSE Girls, it seems, the era when, for a beautiful lip color, you had to...	VIEWS	REACTS.
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	—	22.9%

SECTION 03 · SUBS DYNAMICS

How the channel grew over a year

Subscriber growth chart for the year. Exact counts on key months. Shows months of growth and decline.



SECTION 04 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Highlighted your channel — you can see what place it occupies among neighbors in the niche.

CHANNEL	SUBS
ZYa Золотое Яблоко	1M
NN Found on Wildberries	616.3K
MI MIXIT.RU	570.5K
Tue Trending among girls	568K
Ml Manicure Nails	566.4K
EM Elena Mixit	526.9K
NN Finds on Wildberries / WB	523.5K
Year Facial exercises	470.5K
PM Fashion Trends	430.4K
HW WB OZON finds	411.5K
BB BUY BABE / Everything you want to buy: fashion, beauty, and celebrity style YOU	137.2K

COMPARISON

Channel in lower half of niche's top-100 (#69 of 96). Niche median — 165.5K subs. First growth KPI — reach the median. Leader: Золотое Яблоко (1M).

— SECTION 05 · NICHE COMPARISON

Where the channel ranks in its league

Took top-100 channels in category «Fashion & beauty» (Russia) and compared the channel against them. Gray bar — range covering 80% of niche channels (from p10 to p90). Black vertical — median. Red dot — your channel.

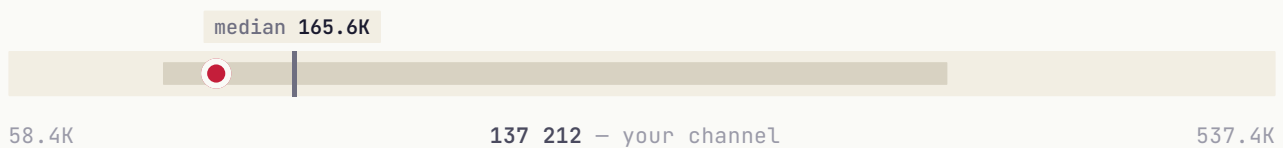
#69 /100

POSITION IN THE NICHE

Channel in the bottom half of the ranking

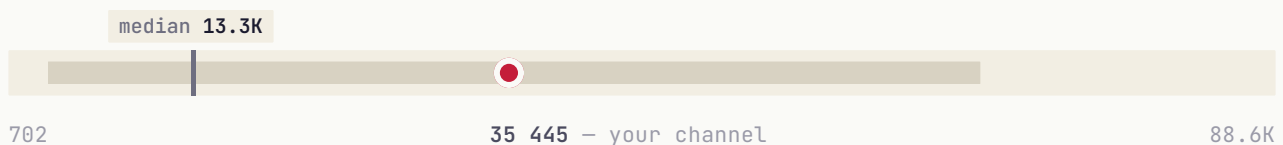
SUBS

worse than median by 17%



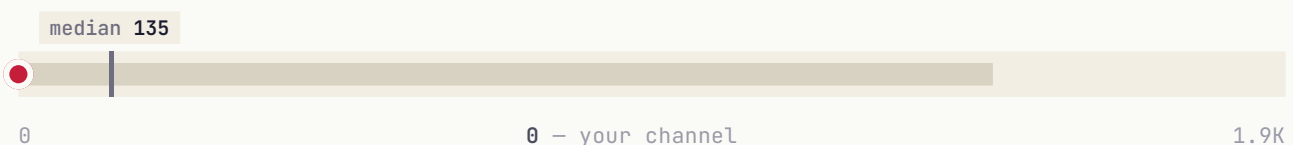
AVG REACH / POST

better than 66% of niche



CITATION INDEX

worse than median by 99%



— SECTION 06 · STRATEGY

What to do right now

5 priority actions, ordered by expected impact. Check them off as a checklist and return to this report in a month.

01

The week's top post — Thursday

On this day and at 23:00 MSK the audience is most active.

EFFECT

Best slot for an important post

02

Increase share of video posts

Video in Telegram holds audiences longer and performs better with the algorithm. We recommend raising the share to 15-25%.

EFFECT

Video retains audiences better

03

Systematic traffic buying

Three formats for your media: **Inhouse** (premium channels), **Native** (organic integrations), **Premium** (target audience). PromptPress matches sources to the niche.

EFFECT

+1000-3000 subs.

04

Test polls and interactive formats

Posts with polls/reactions usually give +5-15% to ER. One poll a week on a hot topic is an easy growth win.

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

Exchange posts with same-segment channels quarterly. No daily action — 2-3 collabs give relevant growth.

EFFECT

Relevant audience growth

★ WHAT'S NEXT

Want this done PromptPress?

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

01	Run ads in Telegram	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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