

— PUBLIC REPORT BY PROMTPRESS

Channel audit

БЬЮТИ МАСТЕРА МОСКВА



@byuti_mastera_moskva

For placement inquiries: @amelisharanskaya Best Moscow offers in beauty & health ¹⁰⁰

SUBSCRIBERS	ERR (% SEE POSTS)	REACH/POST
21 305	10.0%	2.1K
08.07.2026 ⁺¹²²⁴⁸ per month	last day ^{9.2%}	ad reach ^{2K} /24h
HTTPS://PROMTPRESS.COM/AUDIT/BYUTI_MASTERA_MOSKVA		

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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.

 SUBSCRIBERS 21 305 —	 SUBS REACH 9.99% avg % subs see post	 VIEWS/POST 2.1K median 2.2K · 28 days	 POSTS/WEEK 2.2 for period
 7D TREND — no data for period	 REACTIONS/POST — MTPROTO only	 POST LENGTH 757 chars median 828 · 28 days	 POSTS ANALYZED 9 28 days
 AD REACH 2K 24h avg	 CHURN / MONTH +12248 last month	 CITATION RATE 0 citation index · 2 channels mentioned ever	 CHANNEL AGE 3 years 2 months created 12.04.2023

AI EDITOR SUMMARY

Channel «BEAUTY MASTERS MOSCOW» – 21 305 subs. Each post averages 2.1K people (10% from subs), reach is low – consider expanding audience. Publishes 2 posts/week (~0/day) – rare posts.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 9 posts over 28 days.
- 02 Dominant format – Photo (5/9 posts).
- 03 Avg post length – 757 chars (median 828).
- 04 Peak audience activity – Tue, 17:00 MSK.
- 05 Top posts drive 2x more views than weakest (2.7K avg top vs 1.5K worst) – among 9 posts in 28 days. Analyze top posts: topic, format, timing.

TOP 5 POSTS

№103.07 · 11:42	PHOTO	Colleagues, good afternoon ❤️ We are looking for an experienced manicure and pedicure master for the salon "LAURA EIMO" near CSKA metro station for a permanent team. We are looking for a master with...	VIEWS	REACTIONS
			3 073	—
№207.07 · 14:09	PHOTO	🔥 URGENT VACANCY 🔥 nail technician: Única Beauty Bar-Premium studio in the center with high rating. Metro Rizhskaya, Prospekt...	REPOSTS	ER
			1	14.4%
№309.06 · 11:03	TEXT	We, the Gold Manhattan team, are expanding our NAIL-masters team and are looking for a specialist to join us! 🙌 Please respond...	VIEWS	REACTIONS
			2 231	—
			REPOSTS	ER
			—	10.5%

Nº4

15.06 · 13:13

TEXT

JOB: COSMETOLOGIST / LEAD DOCTOR AT COSMETOLOGY CLINIC Location: Moscow, Mosfilmovskaya Project: Dom Shade Who we're looking for We're looking for...

VIEWS

2 180

REPOSTS

1

REACTIONS

—

ER

10.2%

Nº5

13.06 · 17:08

PHOTO

Hairdresser-stylist / Colorist at «MioStyle» salon (m. Tushinskaya) We're expanding and looking for a talented master...

VIEWS

2 166

REPOSTS

—

REACTIONS

—

ER

10.2%

WORST 3

↓

10.06 · 11:01

TEXT

We, the Gold Manhattan team, are expanding our NAIL-masters team and are looking for a specialist to join us! 🧑💅 Please respond...

VIEWS

2 134

REPOSTS

—

REACTIONS

—

ER

10.0%

↓

12.06 · 11:55

PHOTO

🤗🤗🤗🤗🤗🤗🤗🤗 PERMANENT BROWS 🌸 Looking for models to expand portfolio FREE To book write 🗨️...

VIEWS

1 848

REPOSTS

1

REACTIONS

—

ER

8.7%

↓

08.07 · 10:04

PHOTO

🔥 URGENT VACANCY 🔥 nail technician: Única Beauty Bar-Premium studio in the center with high rating. Metro Rizhskaya, Prospekt...

VIEWS

648

REPOSTS

—

REACTIONS

—

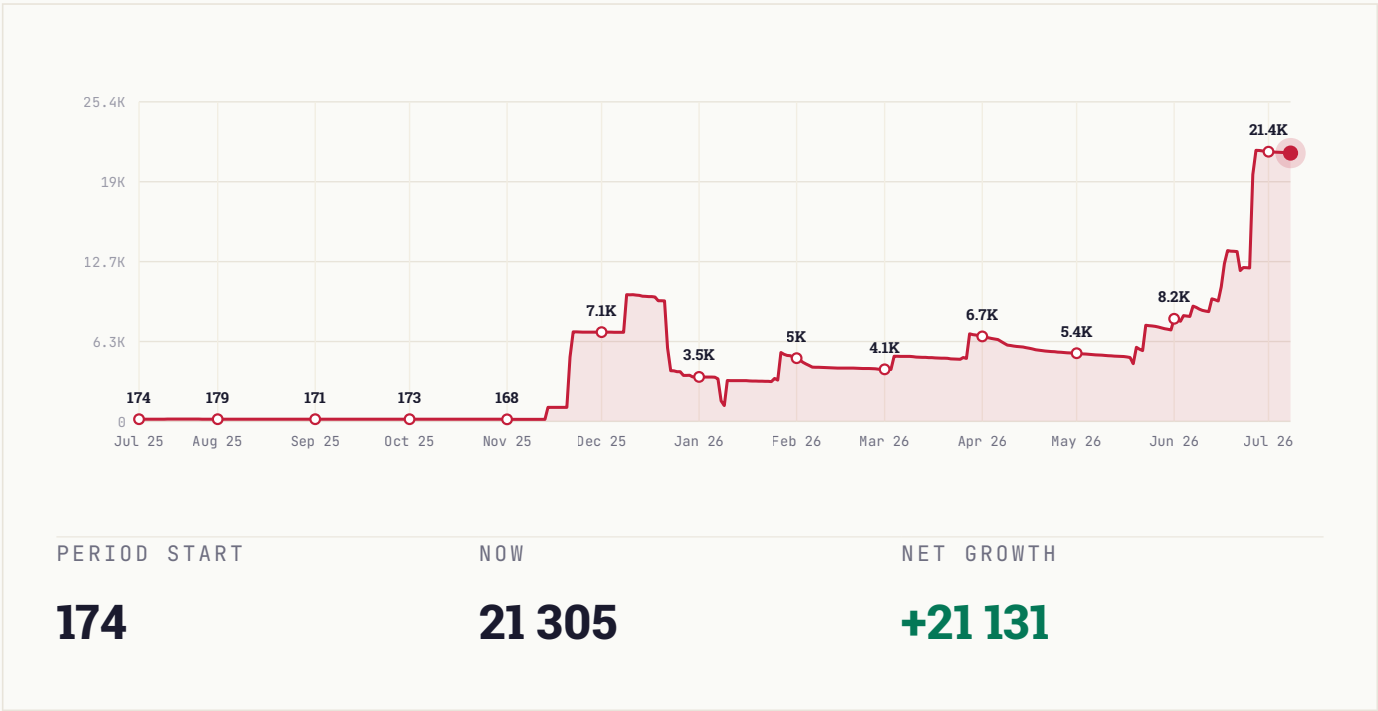
ER

3.0%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

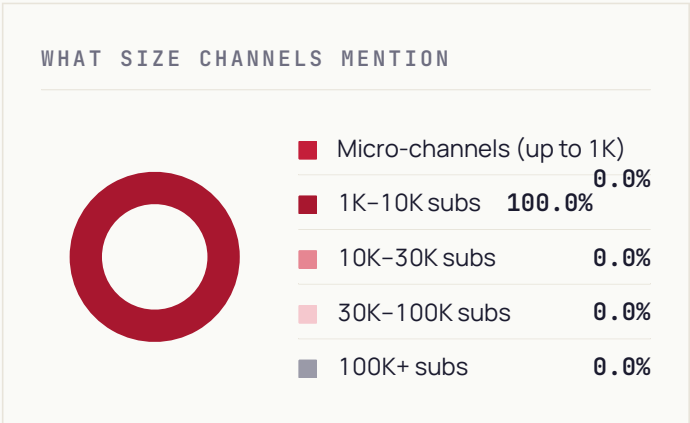
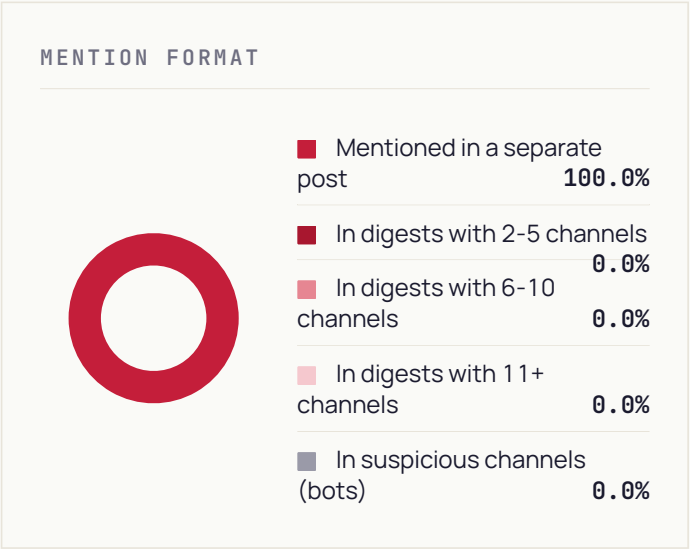
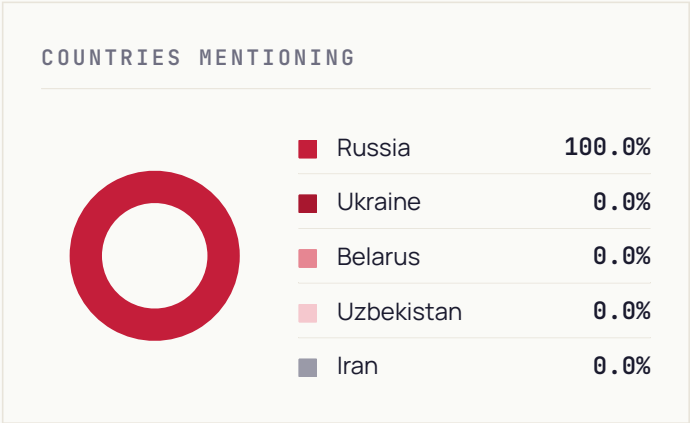
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · CITATIONS

Who mentions the channel and how

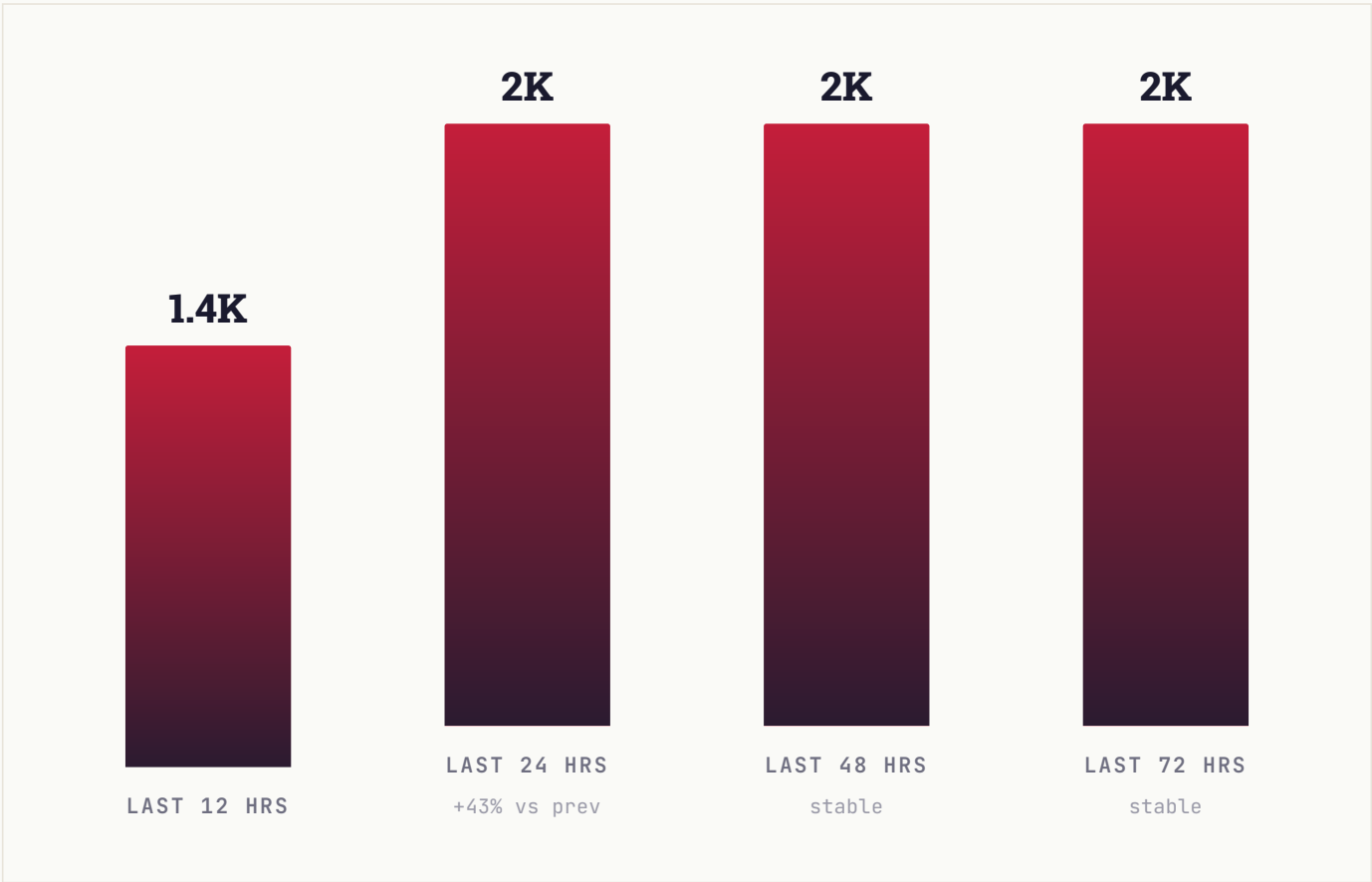
Citation index 0 – channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K-sub channel weighs more than from a 1K-sub channel. All-time mentions: 2 different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post over time from publication. Helps estimate how long placement stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic & audience. Your channel highlighted – see its niche rank.

CHANNEL	SUBSCRIBERS
ZY Golden Apple	1.1M
HH Found on Wildberries	635.3K
MI MIXIT.RU	614.6K
M Manicure Nails	573.8K
HH Finds on Wildberries / WB	537.2K
EM Elena Mixit	521.6K
GD Facial exercises	472.5K
PM Fashion Trends	437.6K
PR Primebery	398.9K
HW Finds WB OZON	393.5K
BM БЬЮТИ МАСТЕРА МОСКВА YOU	21.3K

COMPARATIVE CONCLUSION

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 · 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 **0**, they brought **14 374** new subs.

PERIOD	MENTIONS	CHANNELS	GAINED SUBS
January 2026	0	0	4 424
December 2025	0	0	2 992
Nov 2025	0	0	6 950
Oct 2025	0	0	4
September 2025	0	0	3
August 2025	0	0	1

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
0	6	14 374

SECTION 08 • NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category «Fashion and beauty» (Russia) and compared your channel. Gray band = 80% of niche channels (p10-p90). Black vertical = median. Red dot = your channel.



— 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 | Increase posting frequency
Now 2.2 posts/wk. Active channels average 7-10.
Consistency is key to audience retention. | EFFECT
Consistency beats volume |
| 02 | Main post of the week — on Tuesday
Best time: this day at 17:00 MSK. | EFFECT
Best window for an important post |
| 03 | Increase video post share
Video in Telegram retains audience longer and is favored by the algorithm. Recommend increasing share to 15-25%. | EFFECT
Video retains audience better |
| 04 | 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 |
| 05 | Test polls & 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 |

★ WHAT'S NEXT

Want us to do this **PromptPress?**

This audit is what we can do in minutes from public data. Want to go further? Run ads with 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