

PUBLIC REPORT BY PROMTPRESS

Channel audit

CARHARTT OPT



@carharttoptovik

Brand accessories wholesale and retail, any goods custom order from China 🇨🇳 For inquiries: @carharttoptt

SUBSCRIBERS

16 507

+227 per month

ERR (% SEE POSTS)

13.0%

per day 5.3%

REACH/POST

2K

ad reach 868/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. Subtitle shows the period it covers.

 SUBSCRIBERS 16 507 —	 SUBS REACH 12.01% avg % of subs see post	 VIEWS/POST 2K median 2K · —	 POSTS/DAY 42.9 ~300 per week
 7D TREND — no data for period	 REACTIONS/POST 10.3 only 31 reactions, 9 reposts, 0 comments	 POST LENGTH 213 chars median 208 · —	 POSTS ANALYZED 3 —
 AD REACH 868 24h avg	 CHURN / MONTH +227 over the last month	 CITATION RATE 2 citation index · 64 channels mentioned ever	 CHANNEL AGE 3 years 10 months created 28.08.2022

AI EDITOR SUMMARY

Channel «CARHARTT OPT» — 16 507 subs. Each post averages 2K people (12% from subs), reach is low — consider expanding audience. Publishes 300 posts per week (~43/day) — very active posting.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 3 posts for —.
- 02 Dominant format — Photo (3/3 posts).
- 03 Avg post length — 213 chars (median 208).
- 04 Peak audience activity — Saturday, 23:00 MSK.
- 05 Top posts get ×1 more views than the weakest (2K avg for top vs 2K for worst) — among 3 posts for —. Analyze what top posts share — topic, format, publish time.

TOP 3 POSTS

Nº1 27.06 · 20:17 PHOTO #ВНАЛИЧИИ !! КАРТХОЛДЕР GUCCI !! Цвет: черный,коричневый Качество: Люкс(1:1 оригинал) Множество отделов Опт:от 3х штук Сроки...	VIEWS 2 090 REPOSTS 4	REACTIONS 13 ER 12.7%
Nº2 27.06 · 20:16 PHOTO #ВНАЛИЧИИ !! СУМКА GUCCI !! Цвет: коричневый Качество: Люкс(1:1 оригинал) Регулируемый...	VIEWS 1 953 REPOSTS 2	REACTIONS 9 ER 11.8%
Nº3 27.06 · 20:16 PHOTO #ВНАЛИЧИИ !! КАРТХОЛДЕР LOUIS VUITTON !! Цвет: черный Качество: Люкс(1:1 оригинал) Множество отделов,коробка Опт:от 3х...	VIEWS 1 904 REPOSTS 3	REACTIONS 9 ER 11.5%

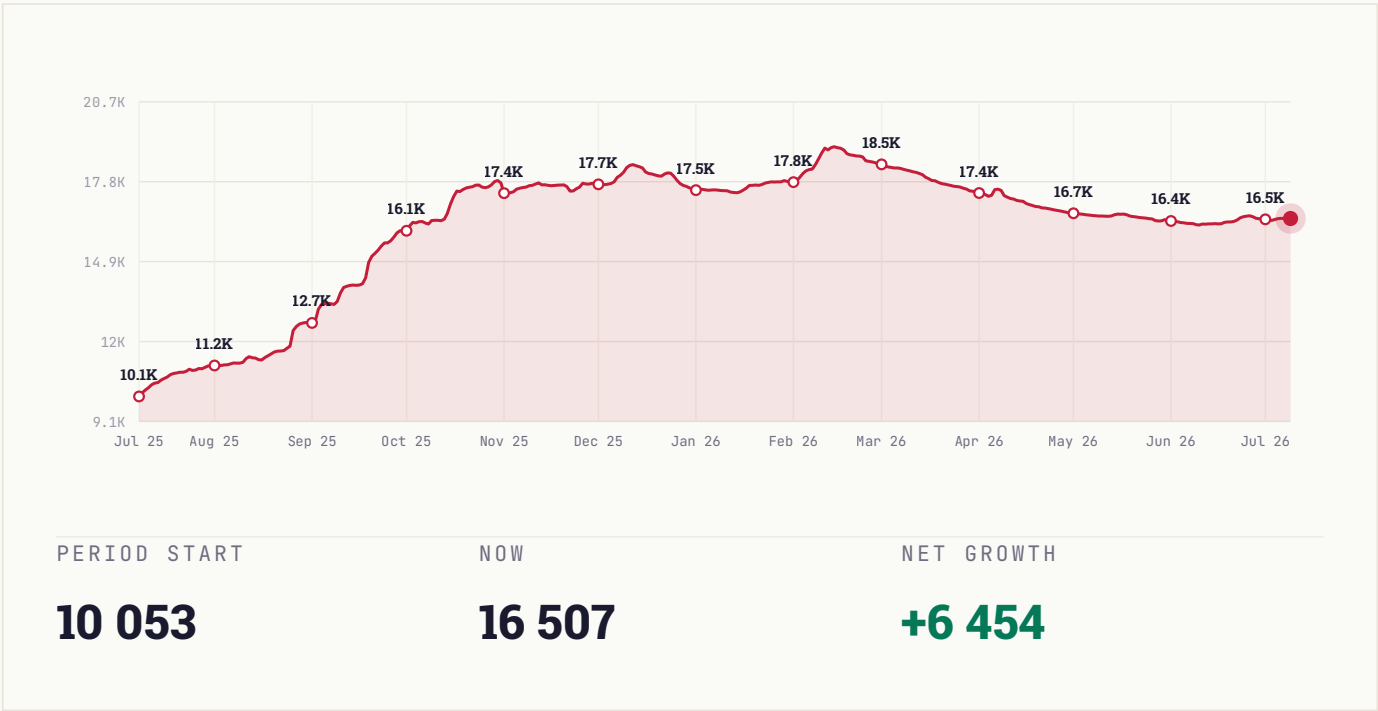
WORST 3

↓ 27.06 • 20:17 PHOTO #ВНАЛИЧИИ !! КАРТХОЛДЕР GUCCI !! Цвет: черный,коричневый Качество: Люкс(1:1 оригинал) Множество отделов \$ Олт:от 3х штук 😞Сроки...	VIEWS 2 090	REACTIONS 13
	REPOSTS 4	ER 12.7%
↓ 27.06 • 20:16 PHOTO #ВНАЛИЧИИ !! СУМКА GUCCI !! Цвет: коричневый Качество: Люкс(1:1 оригинал) Регулируемый...	VIEWS 1 953	REACTIONS 9
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	REPOSTS 3	ER 11.5%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

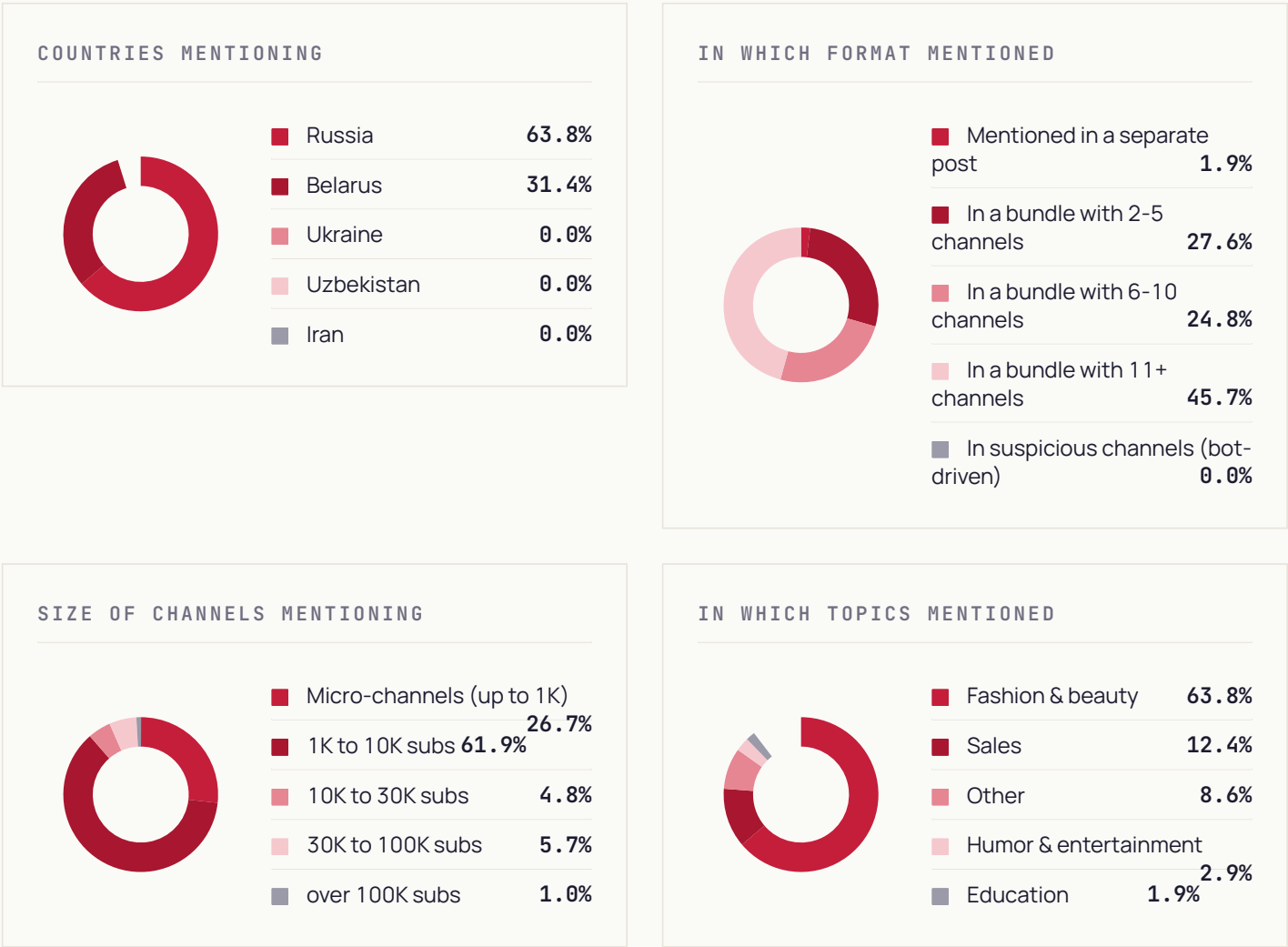
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth vs. loss.



SECTION 04 · MENTIONS

Who mentions the channel and how

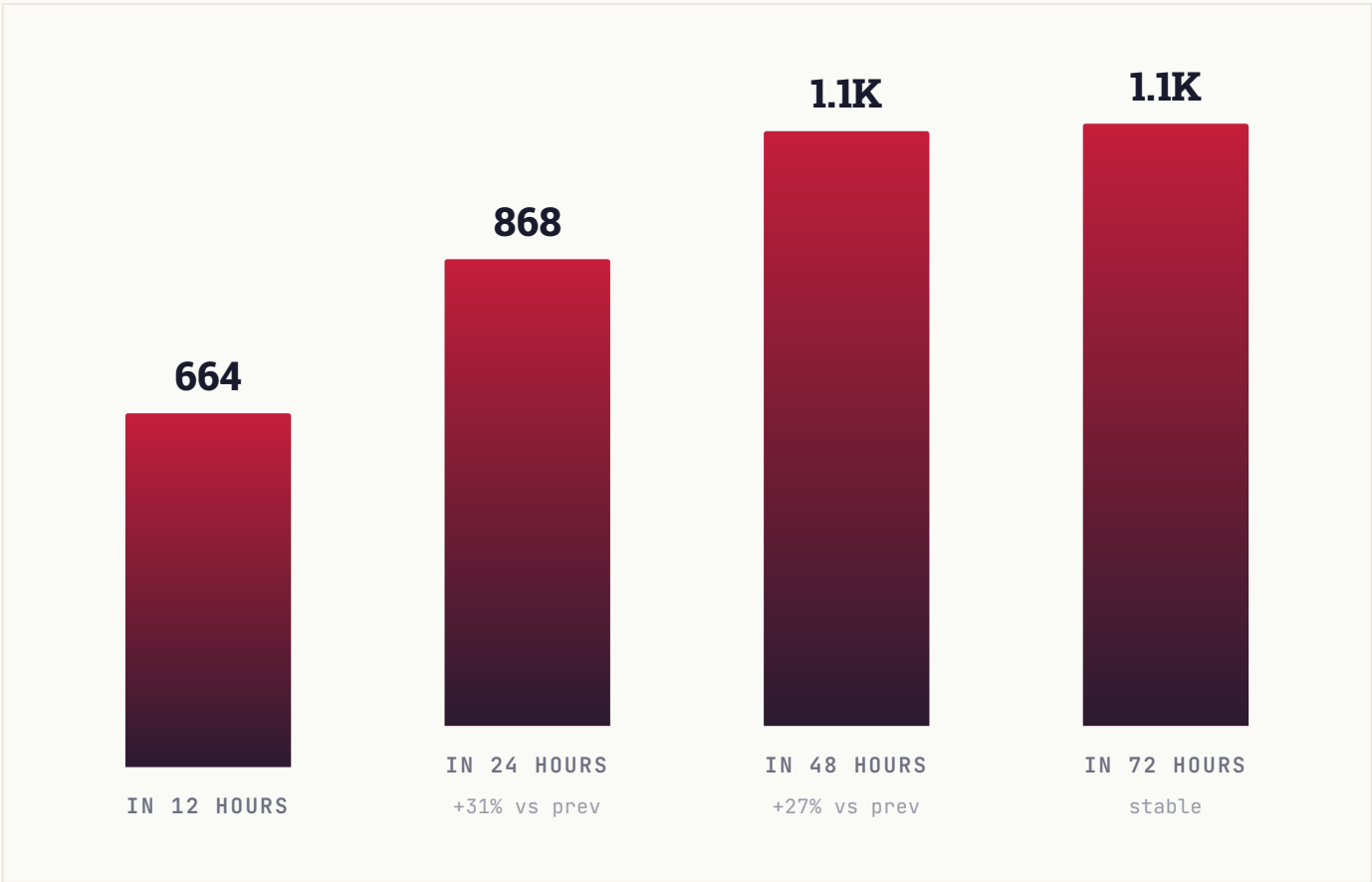
Citation index 2 – channel popularity rating based on mentions. Considers not only their count but also the weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned **64** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

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



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
MF Mark Formelle Марк Формэль	31.7K
VE Live on Belbazar	27.4K
B Bogdan BENCH CLO	18.6K
BE bellavka	17.5K
WY wyzardly	17.1K
CO CARHARTT OPT YOU	16.5K
R- Ramonki – goods from Belarus	16.4K
RE Respectshoes	15.7K
LI linmeew	15.5K
3P 3pmwear	14.9K
PO POIZON__BELARUS	14.1K

COMPARATIVE CONCLUSION

Channel intop 10 niche (#6 of 99). Strong position. Niche leader — Mark Formelle | Марк Формэль (31.7K), room to grow to #1. With other top-10 channels — mutual exchanges as equals.

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Monthly we track posts in other channels that mention yours. Over the last **6 months** such mentions were **1**, they brought **9 262** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBS
January 2026	1	1	507	
December 2025	0	0	848	
November 2025	0	0	725	
October 2025	0	0	2 090	
September 2025	0	0	3 398	
August 2025	0	0	1 694	

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS
1	6	9 262

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category «Fashion & beauty» (Belarus) and saw how your channel compares. Gray band — range where 80% of niche channels fall (p10 to p90). Black vertical — median. Red dot — your channel.

#6/100

RANK IN NICHE

Channel in top 6% fashion & beauty Belarus



— SECTION 09 • STRATEGY

What to do right now

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

01

Main post of the week — on Saturday

Audience is most active on this day at 23:00 MSK.

EFFECT

**Best window
for an
important post**

02

Increase video posts share

Video in Telegram retains audience longer and is better perceived by the algorithm. We recommend increasing share to 15-25%.

EFFECT

**Video retains
audience
better**

03

Systematic traffic buying

Three formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromtPress picks sources for your niche.

EFFECT

**+1000-3000
subs**

04

Test polls & interactive formats

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

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

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

EFFECT

**Growth from
relevant
audience**

★ WHAT'S NEXT

Want us to do this **PromptPress?**

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

01 Launch Telegram ad <https://panel.promptpress.com/register>

02 Contact manager t.me/PromptPress_manager
