

PUBLIC PROMTPRESS REPORT

Channel audit

M13



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SUBSCRIBERS

52 246

+11672 per month

ERR (% SEE POSTS)

22.0%

last 24h **17.0%**

REACH/POST

13.7K

ad reach **8.7K/24h**

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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's calculated for.

 SUBSCRIBERS 52 246 —	 SUBSCRIBER REACH 26.31% avg % subs see post	 VIEWS/POST 13.7K median 15.2K · 27 days	 POSTS/WEEK 7.8 over period
 7D TREND +25.3% vs previous week	 REACTIONS/POST 723.4 total 22,425 reactions, 75 reposts, 20 comments	 POST LENGTH 684 chars median 782 · 27 days	 POSTS ANALYZED 31 27 days
 AD REACH 8.7K 24h avg	 CHURN / MONTH +11672 last month	 QUOTE RATE 1 citation index · 22 channels mentioned all time	 CHANNEL AGE 4 years 11 months created 23.07.2021

AI EDITOR SUMMARY

Channel «M13» — 52 246 subs. Avg views per post 13.7K people (26% of subs), good reach. Publishes 8 posts/week (~1/day) — regular. Week Jul 6–12 reach grew by +25.3% by week Jun 29 — Jul 5 — positive trend.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on 31 posts over 27 days.
- 02 Dominant format – Photo (20/31 posts).
- 03 Avg post length – 684 chars (median 782).
- 04 Audience peak activity – Tuesday, 22:00 MSK.
- 05 Strongest posts get 3x more views than the weakest (17.6K avg for top vs 5.5K for worst) – among 31 posts over 27 days. Worth analyzing what the top has in common: topic, format, publish time.

TOP 5 POSTS

Nº1

14.07 · 15:41

PHOTO

I've been eyeing LORVENN Hair Professionals for a while, and the introduction was a success 🥰 LORVENN – professional cosmetics...

VIEWS	REACTIONS
18 025	621
REP.	ER
2	34.5%

Nº2

08.07 · 06:11

PHOTO

Want / can: luxury & its budget dupe 🛒 I've put together a selection of popular beauty products and similar affordable alternatives 🌸 Budget...

VIEWS	REACTIONS
17 569	1 443
REP.	ER
2	33.6%

Nº3

08.07 · 06:14

PHOTO

My travel & busy-day find ✈️ I love anything grab-and-go without the «How do I fit this in?»...

VIEWS	REACTIONS
17 224	1 057
REP.	ER
1	33.0%

Nº4 09.07 • 13:21 PHOTO Cottage cheese dessert you won't gain weight from..;) here I am again with my pp recipes, you'll have to bear with me 🦋 girls, this is all mega delicious...	VIEWS 16 524 REACTIONS 1 033 REP. 4 ER 31.6%
Nº5 08.07 • 14:08 VIDEO Know that feeling when your face is puffy in the morning, skin looks tired, and breakouts pop up at the wrong time? Before, I in such moments...	VIEWS 16 321 REACTIONS 1 094 REP. 2 ER 31.2%

WORST 3

↓ 24.06 • 16:42 PHOTO My HOLLY POLLY faves❤️ or an empty jar post..)) So! What do we have here🤔 •Detox Boss scalp mask (perfect...	VIEWS 6 895 REACTIONS 432 REP. 1 ER 13.2%
↓ 07.07 • 12:55 PHOTO A real beauty dream package from KRYGINA arrived💖 Inside – a whole box of favorites and new items I can't wait to...	VIEWS 6 527 REACTIONS 1 200 REP. 2 ER 12.5%
↓ 13.07 • 13:41 PHOTO I got the new Trendy Box lineup – looks like the summer edition worth unpacking...	VIEWS 2 953 REACTIONS 677 REP. — ER 5.7%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

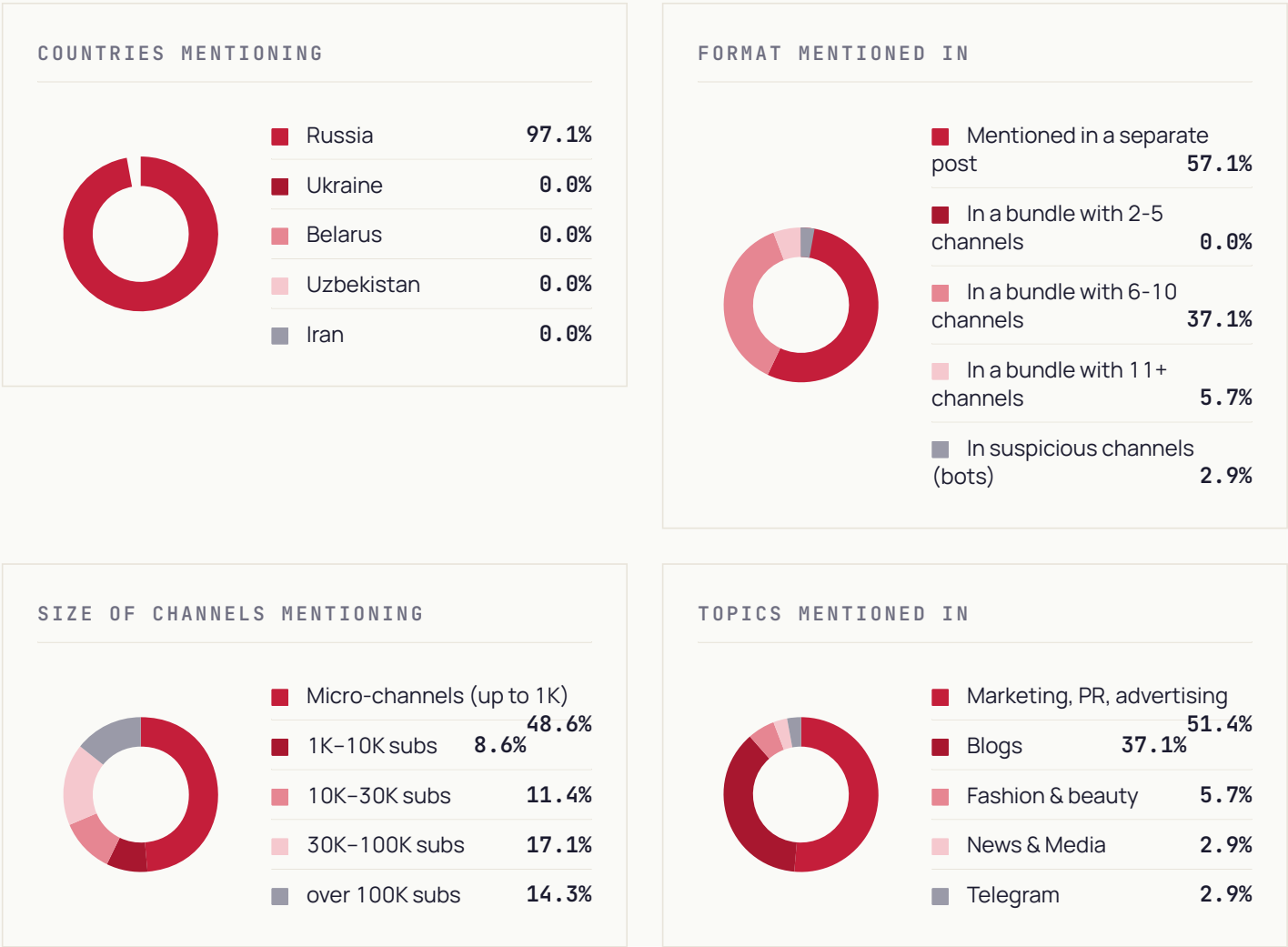
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel grew and which it lost subs.



SECTION 04 · MENTIONS

Who mentions the channel & how

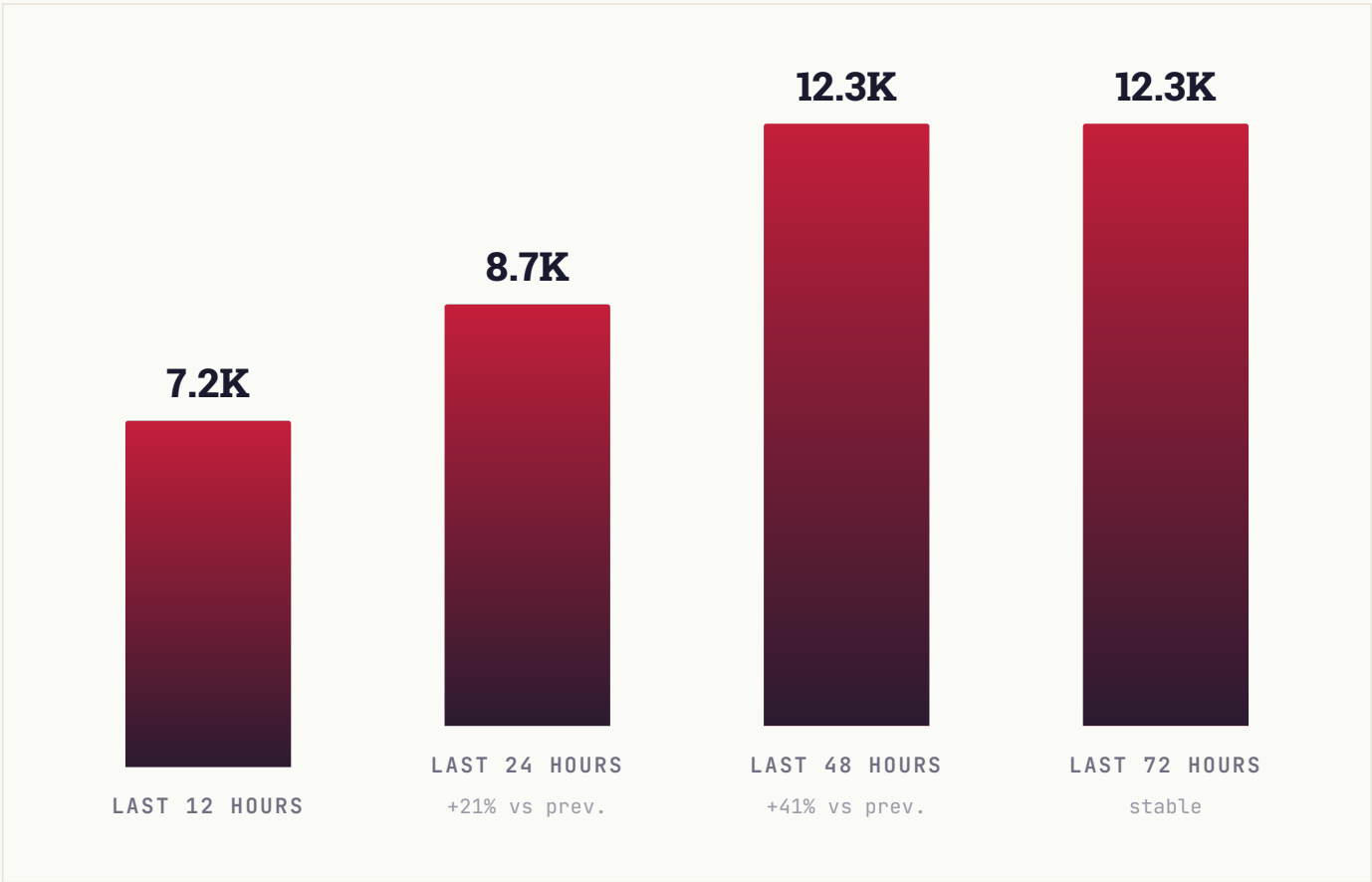
Citation index 1 – channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100K subs channel 'weighs' more than from a 1K subs channel. All time the channel was mentioned **22** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

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



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
DM Dima Maslennikov	2.2M
RR Ranbir Roy (VSG)	2.1M
LI LITVIN	1.6M
EX Exile	1.4M
AZ Alexander Zubarev	1.3M
B🍄 Booster 🍄	1.2M
KB Bloody Lady	1.2M
E1 EVELONE 192	1.1M
AB Anastasia Bragina	1.1M
LJ broen lives here	1.1M
M1 M13 YOU	52.2K

COMPARATIVE INSIGHT

Channel not yet outside niche top 100 — early growth stage. Niche leader — Dima Maslennikov (2.2M), top-100 median: 495.5K. First goal — enter top-100 through systematic work with traffic and content.

SECTION 07 · MENTION TRENDS

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 **21**, they brought **22 933** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
January 2026	20	8	22 933	
December 2025	1	1	0	
November 2025	0	0	0	
October 2025	0	0	0	
September 2025	0	0	0	
August 2025	0	0	0	

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS
21	6	22 933

SECTION 08 · 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 where 80% of niche channels fall (p10 to p90). Black vertical — median. Red dot — your channel.



— 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

Top post of the week — on Tuesday

Audience is most active on this day at 22:00 MSK.

EFFECT

**Best window
for an
important post**

02

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**

03

Test polls & interactive formats

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

EFFECT

+5-15% ER

04

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**

05

Update channel description for Telegram search

Telegram search looks at descriptions. Add 3-5 niche keywords — it's a source of organic traffic.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want us to do this **PromptPress?**

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

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

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