

PROMTPRESS PUBLIC REPORT

# Channel audit

## Copy Me



@copyme

Things, stories, people, words. @alonagalkina Alena Galkina, editor, fashion journalist (Buro 24/7, Elle, RBC Style, Kommersant) Morning notes in M\*ks: <https://max.ru/copyme> Registration in RKN:...

SUBSCRIBERS

**27 062**

-227 per month

ERR (% SEE POSTS)

**13.0%**

per day **8.3%**

REACH/POST

**3.5K**

ad reach **2.2K**/24h

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— CONTENTS · 2026

# What's inside the report

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6 months · monthly

## 08 Niche comparison

Rank in «Fashion & Beauty»

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5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

# Key channel metrics

Each card is a separate channel health indicator. The subtitle under the number shows the period it was calculated for.

|                                                                                                                                                    |                                                                                                                                                                                         |                                                                                                                                                                                   |                                                                                                                                                                        |
|----------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <div> SUBSCRIBERS</div> <div>27 062</div> <div>—</div>            | <div> SUBS REACH</div> <div>12.91%</div> <div>avg % subs see post</div>                                | <div> VIEWS/POST</div> <div>3.5K</div> <div>median 3.3K · 28 days</div>                          | <div> POSTS/WEEK</div> <div>12.6</div> <div>over period</div>                       |
| <div> 7D TREND</div> <div>+3.3%</div> <div>vs previous week</div> | <div> REACTIONS/POST</div> <div>65.3</div> <div>only 3,398 reactions, 1,371 reposts, 52 comments</div> | <div> POST LENGTH</div> <div>509 chars.</div> <div>median 460 · 28 days</div>                    | <div> POSTS ANALYZED</div> <div>52</div> <div>28 days</div>                         |
| <div> AD REACH</div> <div>2.2K</div> <div>24h avg</div>         | <div> CHURN / MONTH</div> <div>-227</div> <div>last month</div>                                      | <div> CITATIONS</div> <div>569</div> <div>citation index · 1,264 channels mentioned ever</div> | <div> CHANNEL AGE</div> <div>9 years 8 months</div> <div>created 27.10.2016</div> |

AI EDITOR SUMMARY

Channel 'Copy Me' – 27 062 subs. Each post avg views 3.5K people (13% from subs), low reach – expand audience. Publishes 13 posts/week (~2/day) – regular. Week Jun 22–28 reach stable (+3.3% vs week of June 15–21).

SECTION 02 · CONTENT ANALYSIS

# What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 52 posts in 28 days.
- 02 Dominant format — Photo (46/52 posts).
- 03 Avg post length — 509 chars (median 460).
- 04 Peak audience activity — Saturday, 14:00 MSK.
- 05 Top posts get 2× more views than weakest (7.4K avg top vs 3K worst) — among 52 posts in 28 days. Analyze commonalities: topic, format, timing.

TOP 5 POSTS

|                      |                                                                                                                                                                 |  |        |           |
|----------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------|--|--------|-----------|
| №127.06 · 11:41PHOTO | Finally, a Margiela lesson from Margiela himself: catalog of personal items the designer recently put up for auction, more...                                   |  | VIEWS  | REACTIONS |
|                      |                                                                                                                                                                 |  | 10 091 | 92        |
| №212.06 · 08:05VIDEO | Top topics from the new issue of «Pozavcherashnikh Novostey» with Misha Baryshnikov and Nastya Poletaeva: Gucci and Demna's sunset, Chanel cruise and almost... |  | REP.   | ER        |
|                      |                                                                                                                                                                 |  | 144    | 37.3%     |
| №319.06 · 07:45PHOTO | You watch 'Aladdin' with your son — and then create your own oriental fairy tale for your brand. Founder of Nude Story...                                       |  | VIEWS  | REACTIONS |
|                      |                                                                                                                                                                 |  | 4 602  | 39        |
|                      |                                                                                                                                                                 |  | REP.   | ER        |
|                      |                                                                                                                                                                 |  | 12     | 17.0%     |

Nº4

04.07 · 17:31

PHOTO

Zoë Kravitz on her way to Taylor Swift's wedding. Zoë in a vintage 1960s Balenciaga dress (worn backwards?) from...

VIEWS

4 117

REP.

16

REACTIONS

121

ER

15.2%

Nº5

10.06 · 06:24

PHOTO

You must see the collection of white skirts and white cotton sundresses from... an Italian shop for nuns. I've already told about this place —...

VIEWS

3 909

REP.

66

REACTIONS

323

ER

14.4%

WORST 3

|                                                                                                                                                                                                                                     |                                                                                                                                                   |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------|
| <div><div>↓</div><div>01.07 · 15:40</div><div>PHOTO</div></div> <div><div>I'm ready to put a sleep presentation above most other events in my schedule. Instead of endless city runs, it's much nicer...</div></div>                | <div><div>VIEWS</div><div>2 965</div><div>REP.</div><div>10</div></div> <div><div>REACTIONS</div><div>27</div><div>ER</div><div>11.0%</div></div> |
| <div><div>↓</div><div>24.06 · 08:12</div><div>PHOTO</div></div> <div><div>Inspired by yesterday's summer show from Auralee: beaded laces — shall we braid? also a belt (3rd photo) — just a white bead string with...</div></div>   | <div><div>VIEWS</div><div>2 958</div><div>REP.</div><div>39</div></div> <div><div>REACTIONS</div><div>71</div><div>ER</div><div>10.9%</div></div> |
| <div><div>↓</div><div>02.07 · 07:20</div><div>TEXT</div></div> <div><div>Fashion journalist Lauren Sherman in her podcast recounts the story of Kering's new CEO (Gucci, Balenciaga, Bottega Veneta) — allegedly, he...</div></div> | <div><div>VIEWS</div><div>2 958</div><div>REP.</div><div>21</div></div> <div><div>REACTIONS</div><div>64</div><div>ER</div><div>10.9%</div></div> |

SECTION 03 • SUBSCRIBER DYNAMICS

# How the channel grew over the year

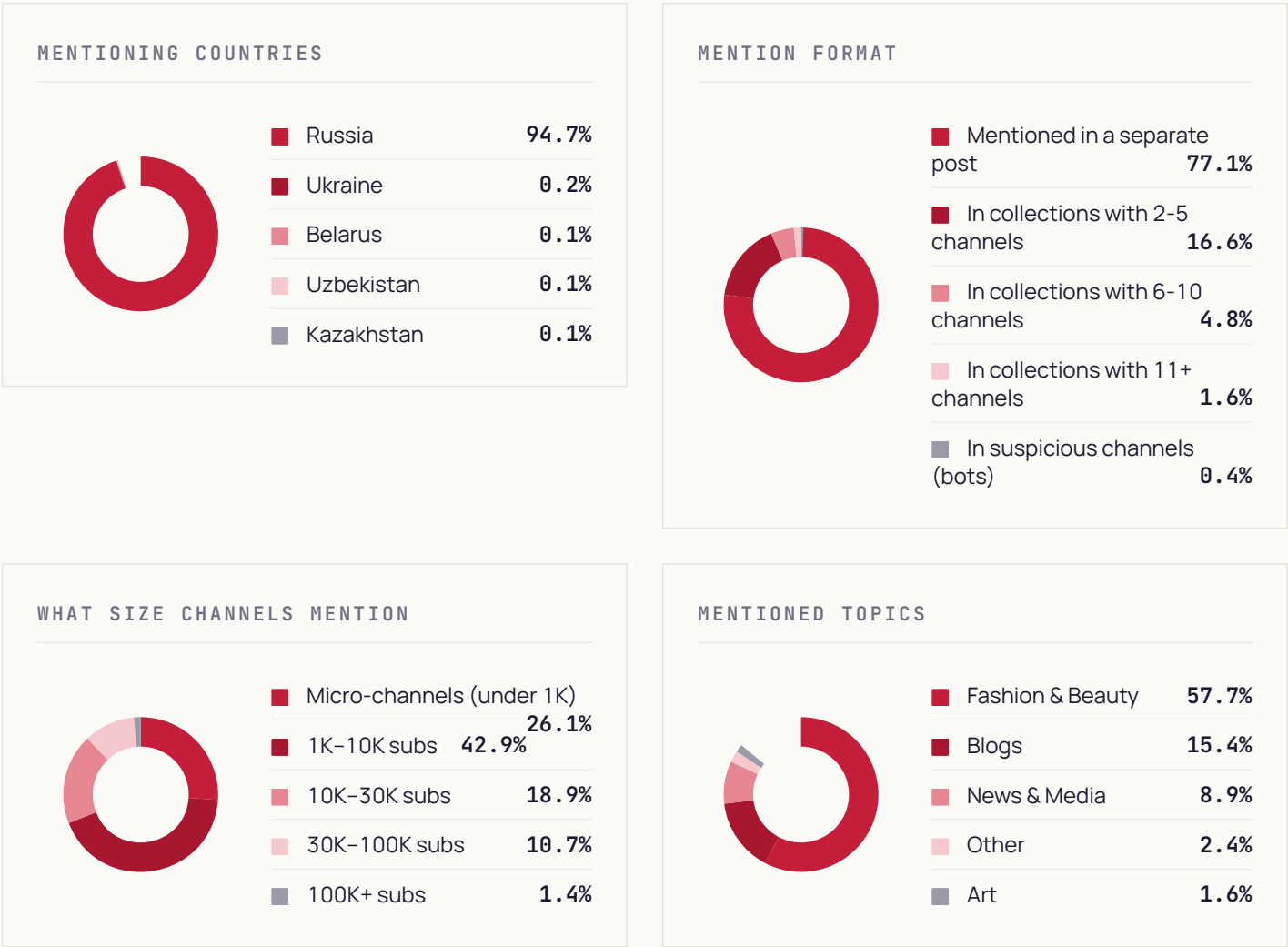
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel grew and which lost subs.



SECTION 04 · MENTIONS

# Who and how mentions the channel

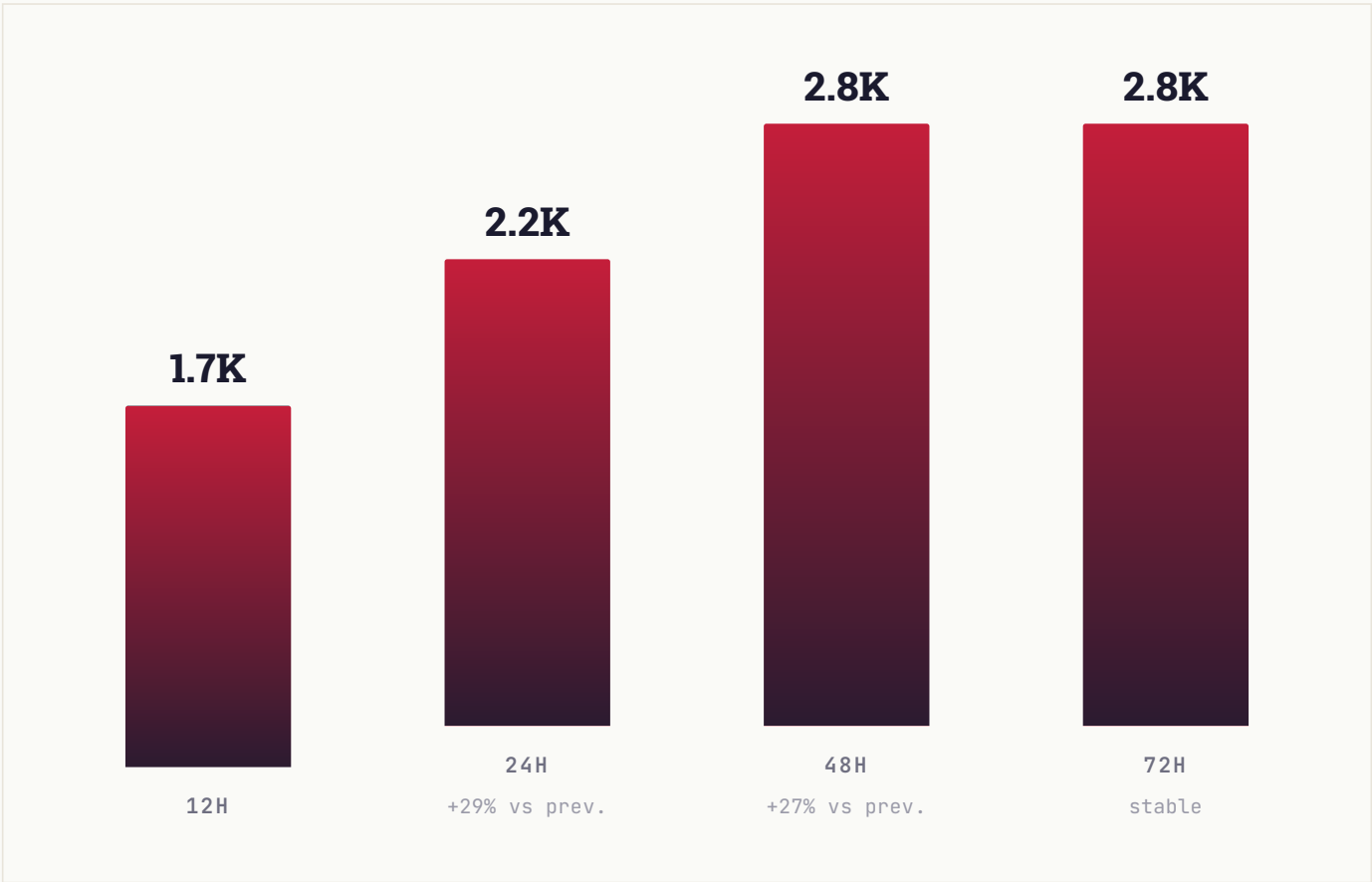
Citation index **569** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100K subs channel 'weighs' more than from a 1K subs channel. All time the channel was mentioned **1 264** different channels.



SECTION 05 · AD POTENTIAL

# How long a post brings reach

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





SECTION 06 · COMPETITORS

# Who you compete with

11 nearest channels by topic and audience. Your channel is highlighted — you can see its place among niche neighbors.

| CHANNEL                              | SUBSCRIBERS |
|--------------------------------------|-------------|
| <div>ZY</div> Golden Apple           | 1.1M        |
| <div>NN</div> Found on Wildberries   | 635.3K      |
| <div>MI</div> MIXIT.RU               | 614.6K      |
| <div>M </div> Manicure   Nails       | 573.8K      |
| <div>NN</div> Wildberries / WB finds | 537.2K      |
| <div>EM</div> Elena Mixit            | 521.6K      |
| <div>GD</div> Face gymnastics        | 472.5K      |
| <div>PM</div> Fashion   Trends       | 437.6K      |
| <div>PR</div> Primebery              | 398.9K      |
| <div>HW</div> WB OZON finds          | 393.5K      |
| <div>CM</div> Copy Me <div>YOU</div> | 27.1K       |

COMPARATIVE CONCLUSION

Channel is not yet outside top-96 niche — early growth stage. Niche leader — Golden Apple (1.1M), top-96 median: 171K. First goal — enter top-96 through systematic work on traffic and content.

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 **95**, they brought **1 382** new subs.

| PERIOD         | MENTIONS | CHANNELS | BROUGHT SUBS |                        |
|----------------|----------|----------|--------------|------------------------|
| January 2026   | 21       | 19       | 90           | <div><div></div></div> |
| December 2025  | 6        | 5        | 367          | <div><div></div></div> |
| Nov 2025       | 21       | 20       | 114          | <div><div></div></div> |
| Oct 2025       | 21       | 19       | 161          | <div><div></div></div> |
| September 2025 | 13       | 13       | 343          | <div><div></div></div> |
| August 2025    | 13       | 13       | 307          | <div><div></div></div> |

|                |                |               |
|----------------|----------------|---------------|
| TOTAL MENTIONS | MONTHS OF DATA | ACQUIRED SUBS |
| 95             | 6              | 1 382         |

## Where the channel stands in its league

**SUBSCRIBERS**

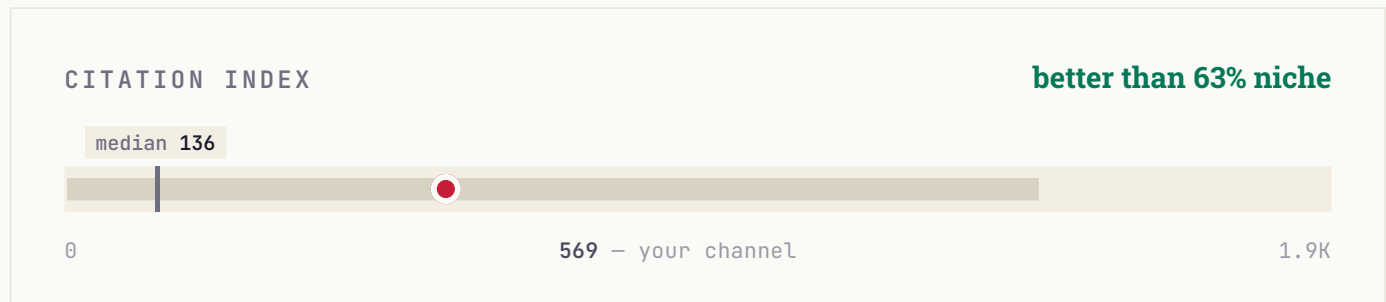
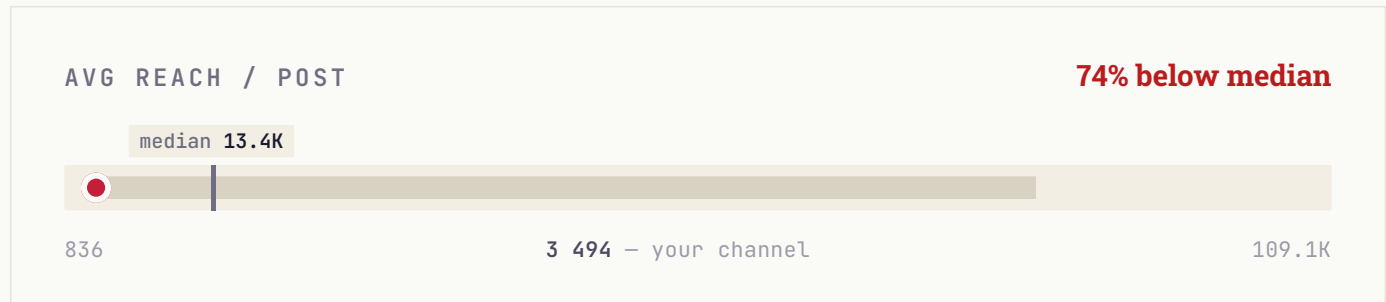
**worse than median by 84%**

median 171.1K

58.4K

27 062 – your channel

512.2K



— SECTION 09 · STRATEGY

# What to do right now

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

01

## Main post of the week — on Saturday

Audience most active on this day at 14:00 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). PromptPress 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 with channels in the same segment once a quarter. 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 — is what we can do in a few minutes based on public data. If you want to go further — run ads through us and hit your growth plan in a month.

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

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**02**      **Contact manager**      [t.me/PromptPress\\_manager](https://t.me/PromptPress_manager)

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