

PUBLIC REPORT BY PROMTPRESS

# Channel audit

## BEAUTYBRANDS\_0



@cosmeticsaddict\_kz

Widest range of luxury original cosmetics in CIS at best prices — earn on it! All genuine! We're in Almaty +77770352526 Wholesale from 200,000 KZT Up to...

SUBSCRIBERS

**31 360**

+1226 per month

ERR (% SEE POSTS)

**10.0%**

daily 5.2%

REACH/POST

**2.7K**

ad reach 1.6K/24h

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— CONTENTS · 2026

# What's inside the report

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## 01 Channel snapshot

12 key metrics · AI summary

## 02 Content analysis

Top 5 posts · worst 3 · takeaways

## 03 Subscriber dynamics

Yearly chart · growth

## 04 Cite rate

Who mentions the channel and how

## 05 Ad potential

How long a post brings reach

## 06 Competitors

Niche neighbors · your spot

## 07 Mention dynamics

6 months · monthly

## 08 Niche comparison

Rank in «Fashion & Beauty»

## 09 Strategy

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

# Key channel metrics

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

|                                                                                         |                                                                                             |                                                                                                               |                                                                                                        |
|-----------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------|
| <div><div></div><div>SUBSCRIBERS</div></div> <div>31 360</div> <div>—</div>             | <div><div></div><div>SUBS REACH</div></div> <div>8.47%</div> <div>avg % subs see post</div> | <div><div></div><div>VIEWS/POST</div></div> <div>2.7K</div> <div>median 2.6K · 27 days</div>                  | <div><div></div><div>POSTS/DAY</div></div> <div>17.3</div> <div>~121 per week</div>                    |
| <div><div></div><div>7D TREND</div></div> <div>-32.8%</div> <div>vs previous week</div> | <div><div></div><div>REACTIONS/POST</div></div> <div>—</div> <div>MTPROTO only</div>        | <div><div></div><div>POST LENGTH</div></div> <div>171 chars</div> <div>median 140 · 27 days</div>             | <div><div></div><div>POSTS ANALYZED</div></div> <div>474</div> <div>27 days</div>                      |
| <div><div></div><div>AD REACH</div></div> <div>1.6K</div> <div>24h avg</div>            | <div><div></div><div>CHURN / MONTH</div></div> <div>+1226</div> <div>last month</div>       | <div><div></div><div>CITE RATE</div></div> <div>0</div> <div>citation index · 3 channels mentioned ever</div> | <div><div></div><div>CHANNEL AGE</div></div> <div>5 years 4 months</div> <div>created 07.03.2021</div> |

AI EDITOR SUMMARY

Channel «BEAUTYBRANDS\_OPT» — 31 360 subs. Avg views per post: 2.7K people (8% subs), low reach — consider expanding audience. Publishes 121 posts/week (~17/day) — very active. Week Jun 22–28 reach dropped -32.8% by week Jun 15–21 — worth analyzing.

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 TOP POSTS HAVE IN COMMON

- 01 Analysis based on **474** posts over 27 days.
- 02 Dominant format – **Photo** (408/474 posts).
- 03 Avg post length – **171** chars (median 140).
- 04 Peak audience activity – **Monday**, 09:00 ALMT.
- 05 Top posts bring in **7x** more views than the weakest (7.1K avg for top vs 953 for worst) – among 474 posts over 27 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

|                                                                                                                                                                                                                              |  |                |                |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|----------------|----------------|
| <div><div>Nº1</div><div>18.06 · 14:28</div><div>PHOTO</div></div> <div>GISOU honey glow icons powered by Mirsalehi honey<br/>Stunning limited edition set SKU: 8720986613484 Wholesale price 29,000 KZT RRP 31,500 KZT</div> |  | VIEWS<br>8 169 | REACTIONS<br>— |
|                                                                                                                                                                                                                              |  | REPOSTS<br>17  | ER<br>26.0%    |
| <div><div>Nº2</div><div>26.06 · 14:07</div><div>PHOTO</div></div> <div>DIOR FOREVER SKIN BRONZE - 02 SOFT FAIR SKU:<br/>3348901802666 Wholesale price 24,500 KZT RRP 25,500 KZT</div>                                        |  | VIEWS<br>6 635 | REACTIONS<br>— |
|                                                                                                                                                                                                                              |  | REPOSTS<br>6   | ER<br>21.2%    |
| <div><div>Nº3</div><div>18.06 · 14:12</div><div>PHOTO</div></div> <div>Tonal from Armani with radiant finish Wholesale price 24,500 KZT RRP 26,000 KZT</div>                                                                 |  | VIEWS<br>6 504 | REACTIONS<br>— |
|                                                                                                                                                                                                                              |  | REPOSTS<br>28  | ER<br>20.7%    |

|                                                                                                                                                                                            |                                                                                                                                                                                               |       |           |              |   |         |    |           |              |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------|-----------|--------------|---|---------|----|-----------|--------------|
| <b>Nº4</b> 26.06 • 14:18 <b>PHOTO</b><br><b>DIOR ADDICT LIP GLOW OIL - 077 ROSY CANDY SPARKLY SKU: 3348901792196 New shade of the most popular lip oil with shimmer Wholesale price...</b> | <table> <tr> <td>VIEWS</td><td>REACTIONS</td></tr> <tr> <td><b>6 406</b></td><td>—</td></tr> <tr> <td>REPOSTS</td><td>ER</td></tr> <tr> <td><b>10</b></td><td><b>20.4%</b></td></tr> </table> | VIEWS | REACTIONS | <b>6 406</b> | — | REPOSTS | ER | <b>10</b> | <b>20.4%</b> |
| VIEWS                                                                                                                                                                                      | REACTIONS                                                                                                                                                                                     |       |           |              |   |         |    |           |              |
| <b>6 406</b>                                                                                                                                                                               | —                                                                                                                                                                                             |       |           |              |   |         |    |           |              |
| REPOSTS                                                                                                                                                                                    | ER                                                                                                                                                                                            |       |           |              |   |         |    |           |              |
| <b>10</b>                                                                                                                                                                                  | <b>20.4%</b>                                                                                                                                                                                  |       |           |              |   |         |    |           |              |
| <b>Nº5</b> 18.06 • 14:24 <b>PHOTO</b><br><b>CHANEL poudre universelle libre natural finish loose powder - 12 Rosy Light Shade: 12 Rosy Light Volume: 30 grams SKU...</b>                   | <table> <tr> <td>VIEWS</td><td>REACTIONS</td></tr> <tr> <td><b>6 366</b></td><td>—</td></tr> <tr> <td>REPOSTS</td><td>ER</td></tr> <tr> <td><b>10</b></td><td><b>20.3%</b></td></tr> </table> | VIEWS | REACTIONS | <b>6 366</b> | — | REPOSTS | ER | <b>10</b> | <b>20.3%</b> |
| VIEWS                                                                                                                                                                                      | REACTIONS                                                                                                                                                                                     |       |           |              |   |         |    |           |              |
| <b>6 366</b>                                                                                                                                                                               | —                                                                                                                                                                                             |       |           |              |   |         |    |           |              |
| REPOSTS                                                                                                                                                                                    | ER                                                                                                                                                                                            |       |           |              |   |         |    |           |              |
| <b>10</b>                                                                                                                                                                                  | <b>20.3%</b>                                                                                                                                                                                  |       |           |              |   |         |    |           |              |

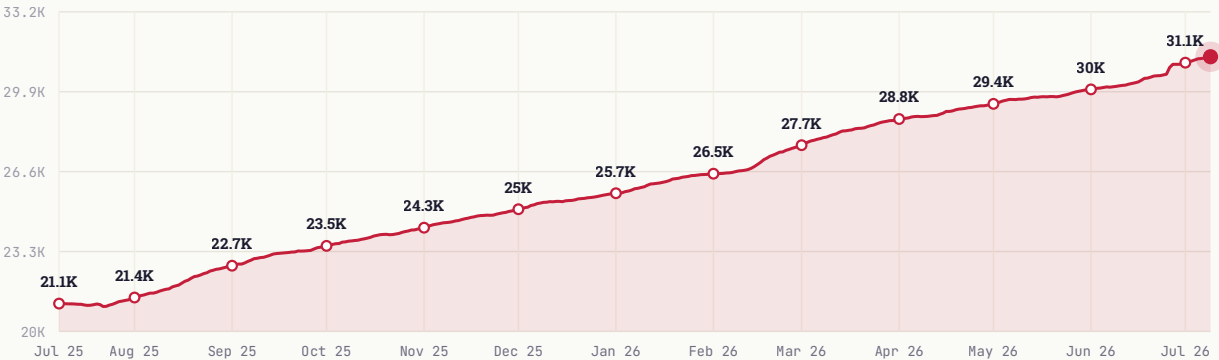
## WORST 3

|                                                                                                                                                                                 |                                                                                                                                                                                             |       |           |              |   |         |    |          |             |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------|-----------|--------------|---|---------|----|----------|-------------|
| ↓ 06.07 • 12:19 <b>PHOTO</b><br><b>DIOR FOREVER SKIN CONTOUR Cream contour stick in three shades: * 01 Light * 02 Tan * 03 Medium Wholesale price 23,500 KZT RRP 26,000 KZT</b> | <table> <tr> <td>VIEWS</td><td>REACTIONS</td></tr> <tr> <td><b>1 250</b></td><td>—</td></tr> <tr> <td>REPOSTS</td><td>ER</td></tr> <tr> <td><b>4</b></td><td><b>4.0%</b></td></tr> </table> | VIEWS | REACTIONS | <b>1 250</b> | — | REPOSTS | ER | <b>4</b> | <b>4.0%</b> |
| VIEWS                                                                                                                                                                           | REACTIONS                                                                                                                                                                                   |       |           |              |   |         |    |          |             |
| <b>1 250</b>                                                                                                                                                                    | —                                                                                                                                                                                           |       |           |              |   |         |    |          |             |
| REPOSTS                                                                                                                                                                         | ER                                                                                                                                                                                          |       |           |              |   |         |    |          |             |
| <b>4</b>                                                                                                                                                                        | <b>4.0%</b>                                                                                                                                                                                 |       |           |              |   |         |    |          |             |
| ↓ 06.07 • 12:19 <b>PHOTO</b><br><b>DIOR FOREVER skin correct - 1.5 Neutral Wholesale price 17,500 KZT RRP 19,000 KZT</b>                                                        | <table> <tr> <td>VIEWS</td><td>REACTIONS</td></tr> <tr> <td><b>1 190</b></td><td>—</td></tr> <tr> <td>REPOSTS</td><td>ER</td></tr> <tr> <td><b>4</b></td><td><b>3.8%</b></td></tr> </table> | VIEWS | REACTIONS | <b>1 190</b> | — | REPOSTS | ER | <b>4</b> | <b>3.8%</b> |
| VIEWS                                                                                                                                                                           | REACTIONS                                                                                                                                                                                   |       |           |              |   |         |    |          |             |
| <b>1 190</b>                                                                                                                                                                    | —                                                                                                                                                                                           |       |           |              |   |         |    |          |             |
| REPOSTS                                                                                                                                                                         | ER                                                                                                                                                                                          |       |           |              |   |         |    |          |             |
| <b>4</b>                                                                                                                                                                        | <b>3.8%</b>                                                                                                                                                                                 |       |           |              |   |         |    |          |             |
| ↓ 06.07 • 08:01 <b>PHOTO</b><br><b>Got new arrivals from Dr. Althea Set with 3 brand bestsellers Wholesale price 7,800 KZT RRP 8,500 KZT</b>                                    | <table> <tr> <td>VIEWS</td><td>REACTIONS</td></tr> <tr> <td><b>421</b></td><td>—</td></tr> <tr> <td>REPOSTS</td><td>ER</td></tr> <tr> <td><b>3</b></td><td><b>1.3%</b></td></tr> </table>   | VIEWS | REACTIONS | <b>421</b>   | — | REPOSTS | ER | <b>3</b> | <b>1.3%</b> |
| VIEWS                                                                                                                                                                           | REACTIONS                                                                                                                                                                                   |       |           |              |   |         |    |          |             |
| <b>421</b>                                                                                                                                                                      | —                                                                                                                                                                                           |       |           |              |   |         |    |          |             |
| REPOSTS                                                                                                                                                                         | ER                                                                                                                                                                                          |       |           |              |   |         |    |          |             |
| <b>3</b>                                                                                                                                                                        | <b>1.3%</b>                                                                                                                                                                                 |       |           |              |   |         |    |          |             |

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.



PERIOD START

21 125

NOW

31 361

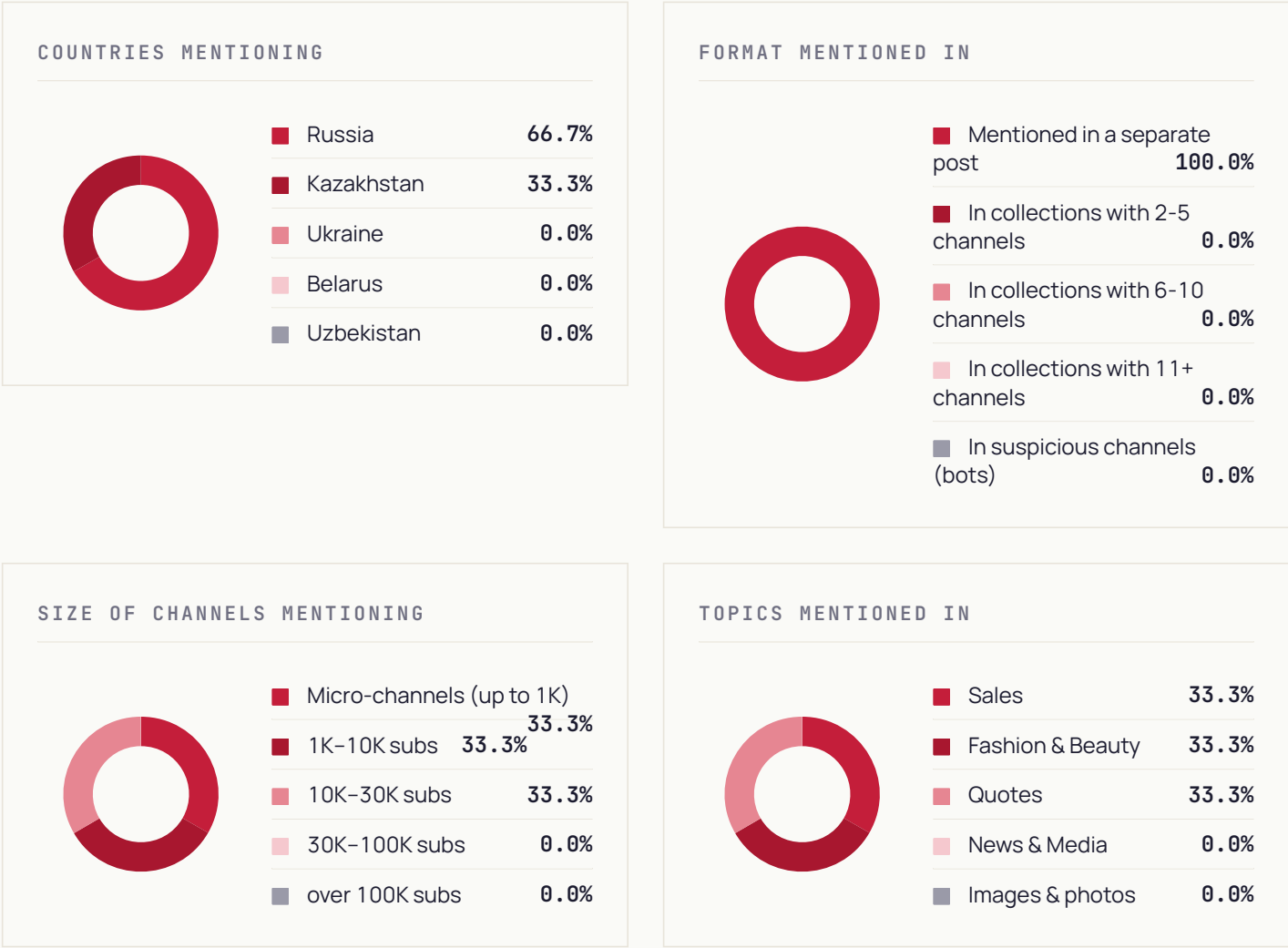
NET GROWTH

+10 236

SECTION 04 · MENTIONS

# Who mentions the channel and how

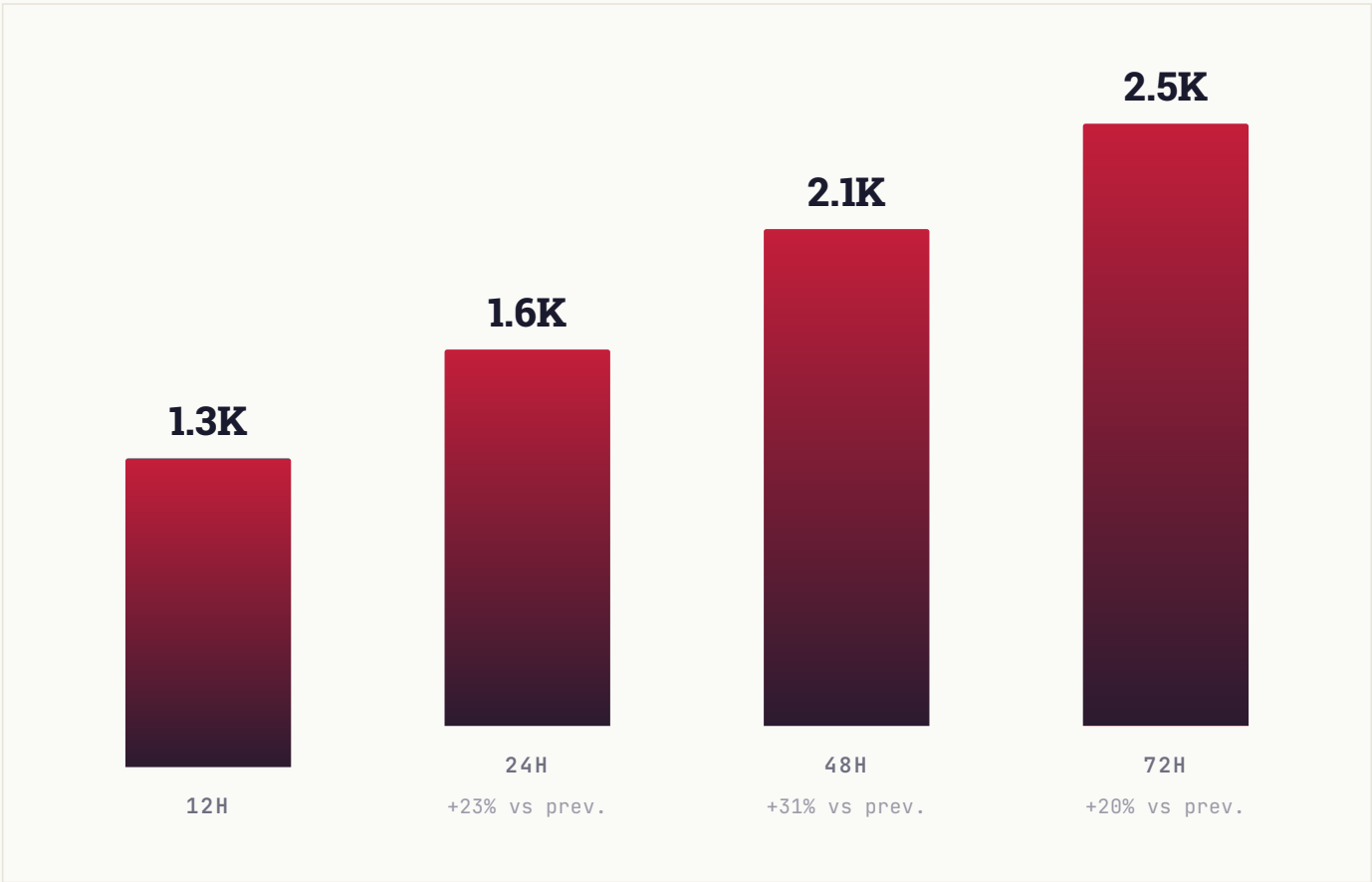
Citation index 0 – channel popularity rating based on mentions. Considers not only quantity but also weight of mentioning channels: a post from a 100k subs channel weighs more than from 1k. All-time mentions: 3 different channels.



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 should 'live'.





SECTION 06 · COMPETITORS

# Who you compete with

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

| CHANNEL                              | SUBSCRIBERS |
|--------------------------------------|-------------|
| TE TENSHI                            | 33.6K       |
| BE BEAUTYBRANDS_OPT YOU              | 31.4K       |
| -C - secrets of vanillism -          | 24.3K       |
| Wed Stylish woman with Olga Kryukova | 17.8K       |
| VG visiting aydka                    | 15.9K       |
| LR Liliya Rakh                       | 15.8K       |
| Sun Sanam wholesale                  | 14.3K       |
| MK M_beauty(cosmetics)               | 14K         |
| M  MARI.BREND   FASHION              | 10.8K       |
| Sat SILVER COSTUME JEWELRY WHOLESALE | 10K         |
| SO SALTASHOP WHOLESALE               | 9.8K        |

COMPARATIVE CONCLUSION

Channel intop 2 niches (#2 of 75 channels in category). One of the leaders — client-partners can cross-promote as equals; for PR/reach you're a valuable media partner.

SECTION 07 · MENTION DYNAMICS

# How often the channel is mentioned

Each month we record posts in other channels that mention yours. Over the last **6 months** such mentions: **1**, they brought **5 206** new subs.

| PERIOD         | MENTIONS | CHANNELS | BROUGHT SUBS |
|----------------|----------|----------|--------------|
| January 2026   | 0        | 0        | 814          |
| December 2025  | 0        | 0        | 694          |
| Nov 2025       | 0        | 0        | 773          |
| Oct 2025       | 0        | 0        | 754          |
| September 2025 | 0        | 0        | 829          |
| August 2025    | 1        | 1        | 1 342        |

|                |                |             |
|----------------|----------------|-------------|
| TOTAL MENTIONS | MONTHS IN DATA | GAINED SUBS |
| 1              | 6              | 5 206       |

SECTION 08 · NICHE COMPARISON

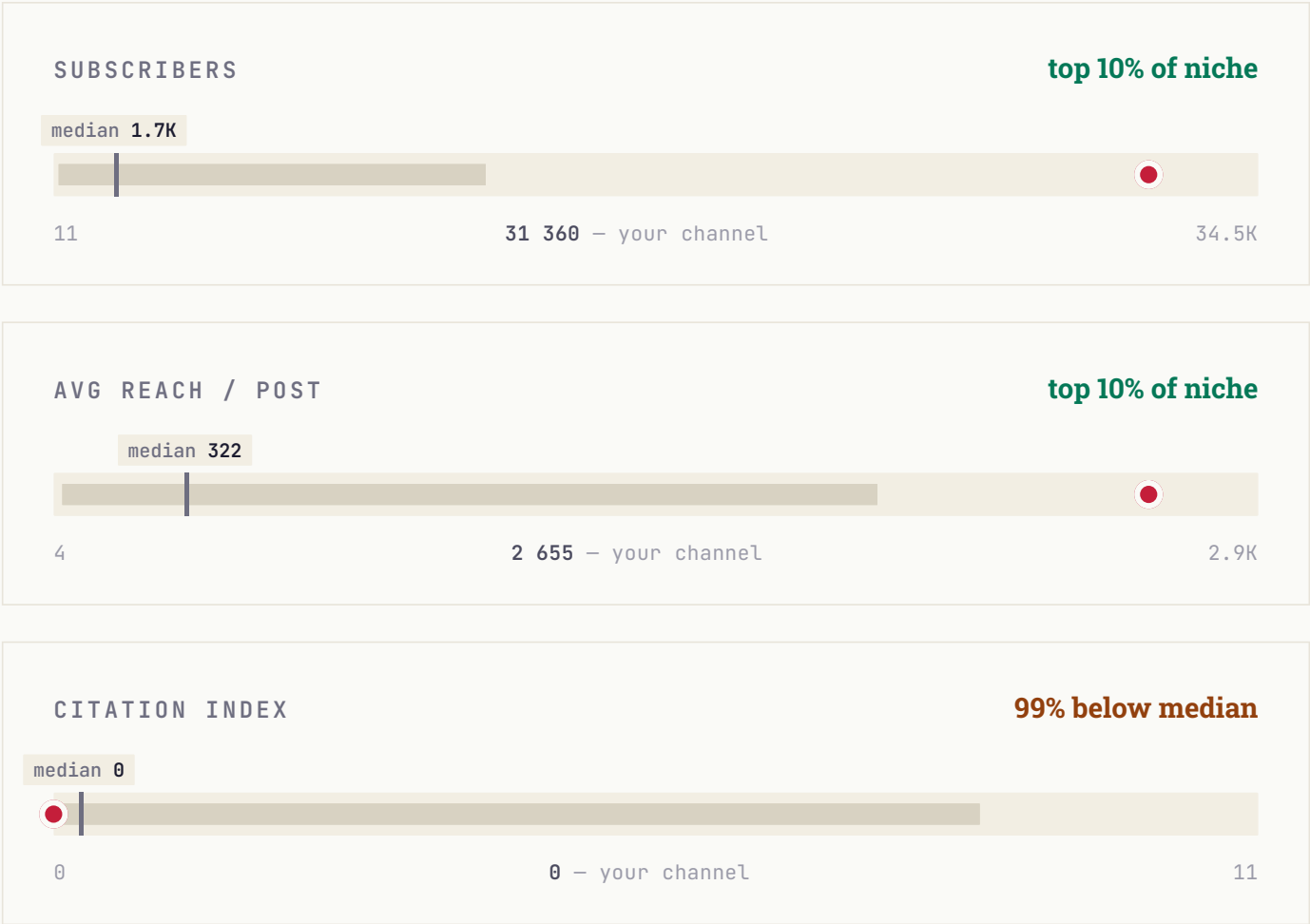
# Where the channel stands in its league

Took top-76 channels in category «Fashion & Beauty» and saw how your channel compares. Gray band — range for 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

#2/76

RANK IN NICHE

Channel in top 2% fashion & beauty



## — 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

## Main post of the week — on Monday

Audience is most active on this day at 09:00 ALMT.

EFFECT

**Best window  
for an  
important post**

02

## Increase share of video posts

Video in Telegram holds audience longer and is favored by the algorithm. 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% ER. One poll per week on a hot topic — easy growth lever.

EFFECT

**+5-15% ER**

05

## Cross-promo with neighboring channels

Cross-post with same-segment channels once a quarter. No need daily — 2-3 collabs give relevant growth.

EFFECT

**Growth from  
relevant  
audience**

★ WHAT'S NEXT

# Want this done by **PromptPress?**

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

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|    |                            |                                                                                             |
|----|----------------------------|---------------------------------------------------------------------------------------------|
| 01 | <b>Launch Telegram ads</b> | <a href="https://panel.promptpress.com/register">https://panel.promptpress.com/register</a> |
|----|----------------------------|---------------------------------------------------------------------------------------------|

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|    |                        |                                                                         |
|----|------------------------|-------------------------------------------------------------------------|
| 02 | <b>Contact manager</b> | <a href="https://t.me/PromptPress_manager">t.me/PromptPress_manager</a> |
|----|------------------------|-------------------------------------------------------------------------|

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