

PROMTPRESS PUBLIC REPORT

Channel audit

MY WB • ALISA



@de_diora

I'm Alice - here about fashion trends and my life, styling outfits with links to useful products Finds from wildberries, ozon and other marketplaces RKN: №6188301087 Collaboration:...

SUBSCRIBERS

53 564

-712 per month

ERR (% WHO SEE
POSTS)

3.0%

per day 1.2%

REACH/POST

1.4K

ad reach 628/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card – a separate channel health indicator. The subtitle below the number shows the period it covers.

 SUBSCRIBERS 53 564 —	 SUBS REACH 2.64% avg % subs see post	 VIEWS/POST 1.4K median 1.4K · 20 days	 POSTS/WEEK 3.3 over period
 7D TREND — no data for period	 REACTIONS/POST 7.4 only 74 reactions, 32 reposts, 3 comments	 POST LENGTH 361 chars. median 331 · 20 days	 POSTS ANALYZED 10 20 days
 AD REACH 628 24h avg	 CHURN / MONTH -712 last month	 CITATION RATE 776 citation index · 661 channels mentioned ever	 CHANNEL AGE 3 years 5 months created 29.01.2023

AI EDITOR SUMMARY

Channel «MY WB • ALISA» — 53 564 subs. Each post averages 1.4K people (3% from subs), reach is low — expand audience. Publishes 3 posts per week (~0/day) — rare posts.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on 10 posts over 20 days.
- 02 Dominant format – Video (10/10 posts).
- 03 Avg post length – 361 chars (median 331).
- 04 Peak audience activity – Friday, 18:00 MSK.
- 05 Top posts get 4x more views than the weakest (2.3K avg for top vs 619 for worst) – among 10 posts in 20 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

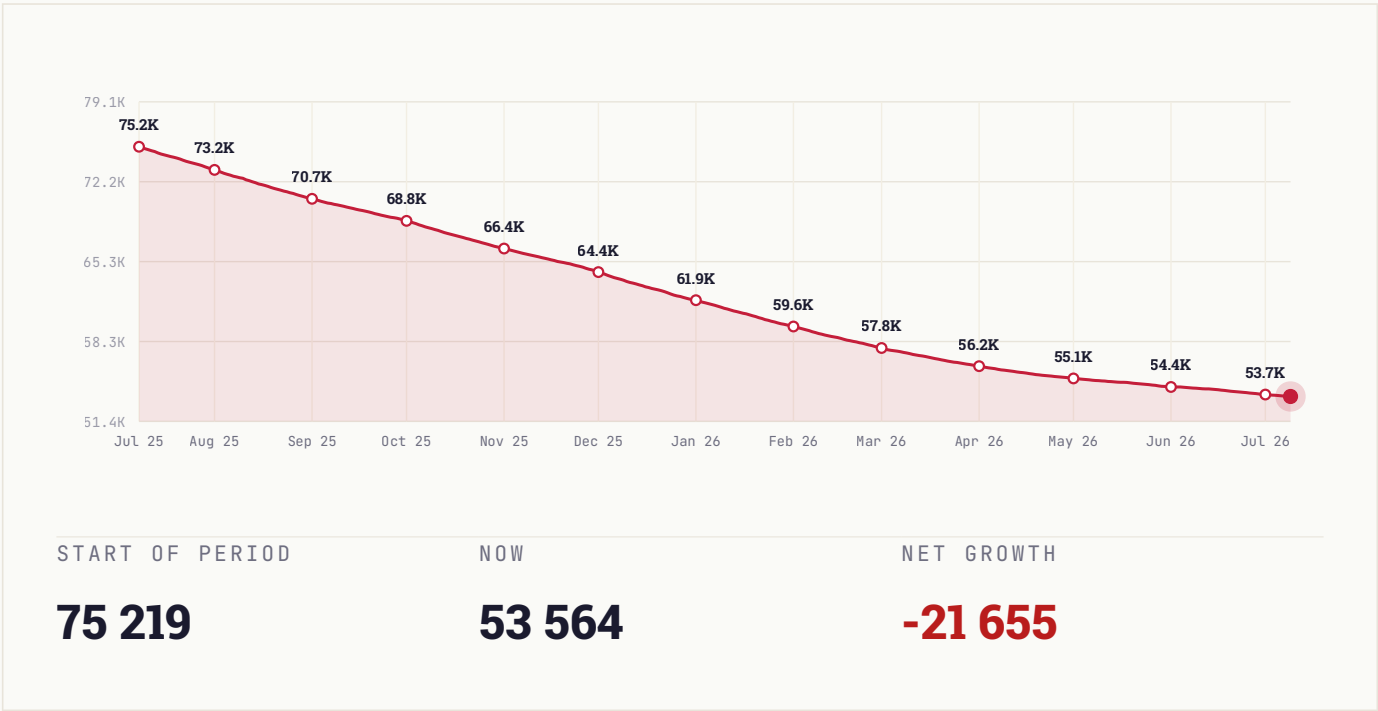
Nº1 19.06 · 15:40 VIDEO If you love creating a cozy home atmosphere in the evening, check out this lamp 🤍 I like that you can easily adjust brightness and...	VIEWS 2 521 REPOSTS 3	REACTIONS 16 ER 4.7%
Nº2 17.06 · 11:26 VIDEO I love hair products that show results right in the shower 💙 This hair mask impressed me because after it my hair...	VIEWS 2 455 REPOSTS 7	REACTIONS 5 ER 4.6%
Nº3 26.06 · 09:37 VIDEO If you also dream of smoother skin, check out this find ✨ I liked that this massager is easy to use at home...	VIEWS 1 864 REPOSTS 2	REACTIONS 10 ER 3.5%

Nº4 02.07 · 11:00 VIDEO Skincare is essential at any age to keep your skin beautiful over the years ❤️ I wanted to share this serum with...	VIEWS 1 407 REPOSTS 3 REACTIONS 7 ER 2.6%
Nº5 30.06 · 04:07 VIDEO Hi ❤️ My Alice broke the other day... I've been using her for 3 years and can't imagine a day without her 😞 Without thinking twice, I went to iPoint - I...	VIEWS 1 390 REPOSTS 1 REACTIONS 6 ER 2.6%
WORST 3	
↓ 06.07 · 12:40 VIDEO That perfect look to take on every vacation ☀️ A flowy sundress, some jewelry, comfy sandals, and nothing more...	VIEWS 846 REPOSTS 2 REACTIONS 8 ER 1.6%
↓ 08.07 · 06:31 VIDEO Yandex Ecom Open Air — summer event on online sales Yandex Ecom Open Air 2026 combines business program, live networking and atmosphere...	VIEWS 545 REPOSTS — REACTIONS — ER 1.0%
↓ 08.07 · 09:02 VIDEO My new useful find 💧 Now I always carry it with me: to the gym, on walks, and just for errands Seems like for the first time I started effortlessly...	VIEWS 466 REPOSTS 3 REACTIONS 14 ER 0.9%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

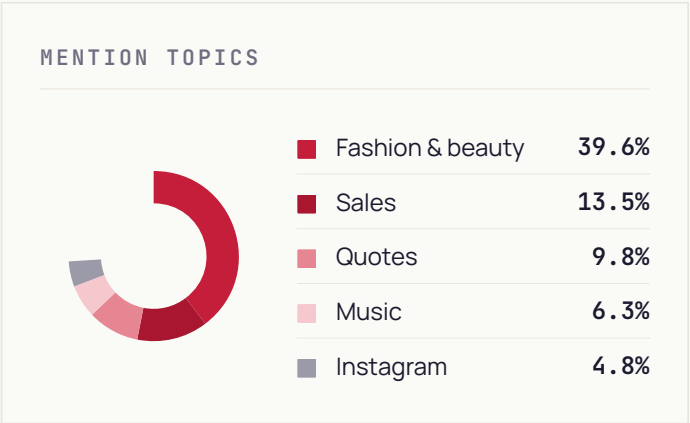
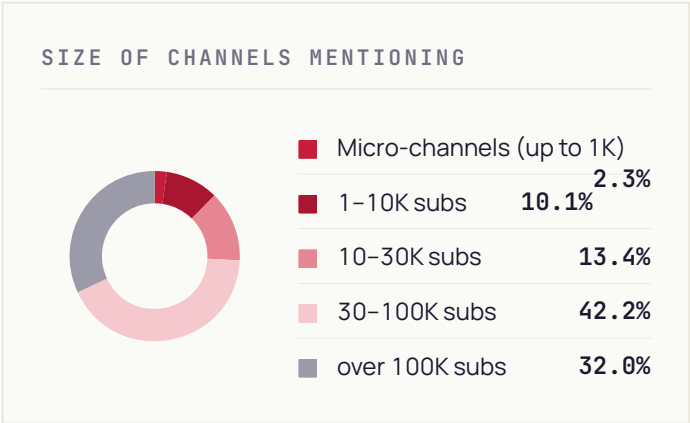
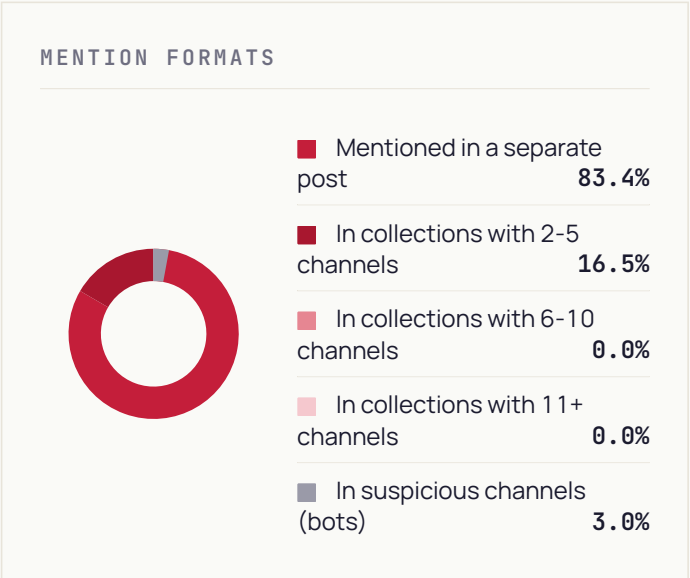
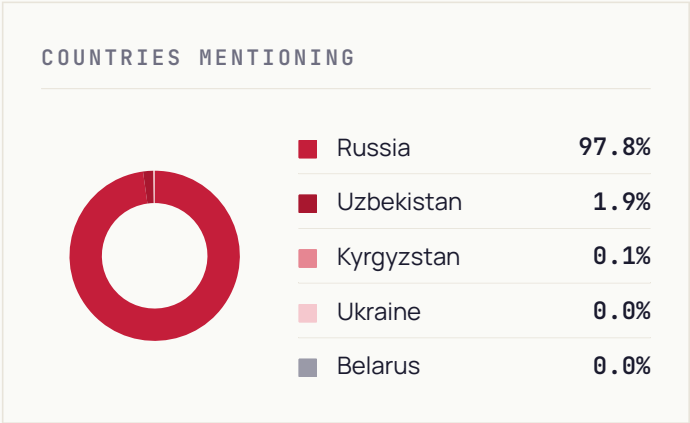
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · CITATIONS

Who mentions the channel and how

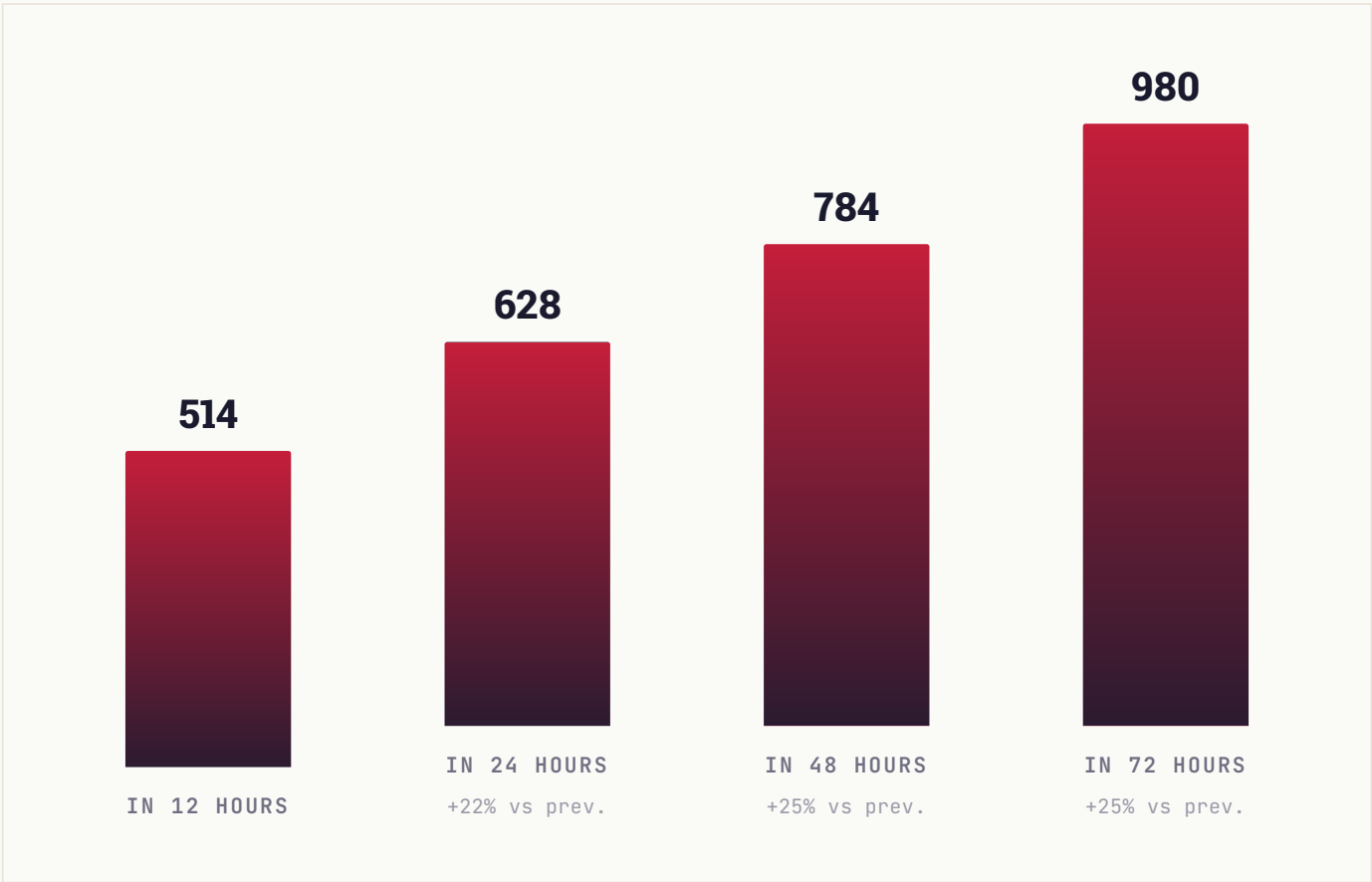
Citation index **776** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from 1K subs. All-time mentions: **661** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

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



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
ZY Golden Apple	1.1M
NN Found on Wildberries	635.3K
MI MIXIT.RU	614.6K
M Manicure Nails	573.8K
NN Finds on Wildberries / WB	537.2K
EM Elena Mixit	521.6K
GD Face gymnastics	472.5K
PM Fashion Trends	437.6K
PR Primebery	398.9K
NW WB OZON finds	393.5K
MW MY WB • ALISA YOU	53.6K

COMPARATIVE INSIGHT

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.

Where channel stands in its league

SUBSCRIBERS

69% below median

53 564 — your channel

Metric	Value
Subscribers	53 564
Median	171.1K

AVG REACH / POST

89% below median

836

1 416 — your channel

Metric	Value
Avg Reach / Post	836
Median	13.4K

CITATION INDEX

better than 69% of niche

776 — your channel

Metric	Value
Citation Index	776
Median	136

— SECTION 08 · 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 3.3 posts/week. Active channels average 7-10.
Consistency is key to retaining audience.

EFFECT

**Consistency
beats volume****02****Main post of the week — on Friday**

On this day at 18:00 MSK audience is most active.

EFFECT

**Best window
for an
important post****03****ER below niche benchmark — rethink formats**

Current ER 2.64% vs norm 5.5%. Try polls & interactive formats.

EFFECT

+2.9pp ER**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 poll per week on a hot topic — easy growth lever.

EFFECT

+5-15% ER

★ WHAT'S NEXT

Want us to do this **PromptPress?**

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

01

Launch ads in Telegram

<https://panel.promptpress.com/register>

02

Contact manager

t.me/PromptPress_manager