

PUBLIC PROMTPRESS REPORT

Channel audit

Devil Wears H&M



@devilwearshandm

Fashion, beauty & current trends. Collab & ads — @magkod Author —
@alenagoryachevan [https://knd.gov.ru/license?](https://knd.gov.ru/license?id=6736486c7de0911509ef0ea0&istryType=bloggersPermission)
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SUBSCRIBERS

73 721

-131 per month

ERR (% SEE POSTS)

16.0%

per day 7.4%

REACH/POST

11.2K

ad reach 5.5K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 73 721 —	 SUBSCRIBER REACH 15.25% avg % subs see post	 VIEWS/POST 11.2K median 10.4K · 28 days	 POSTS/WEEK 10.1 for period
 7D TREND -10.3% vs previous week	 REACT./POST — MTPROTO only	 POST LENGTH 404 chars. median 332 · 28 days	 POSTS ANALYZED 41 28 days
 AD REACH 5.5K 24h avg	 CHURN / MONTH -131 last month	 CITATION RATE 642 citation index · 1,595 channels mentioned ever	 CHANNEL AGE 8 years 8 months created 20.10.2017

AI EDITOR SUMMARY

Channel «Devil Wears H&M» – 73 721 subs. Each post averages 11.2K people (15% of subs), this is average reach – room to grow. Publishes 10 posts per week (~1/day) – regular schedule. For week 22–28 Jun reach dropped -10.3% to week 15–21 Jun – worth analyzing reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 41 posts in 28 days.
- 02 Dominant format – Photo (29/41 posts).
- 03 Avg post length – 404 chars (median 332).
- 04 Peak audience activity – Monday, 17:00 MSK.
- 05 Top posts get 4× more views than the weakest (32.6K avg for top vs 8.5K for worst) – among 41 posts in 28 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 29.06 · 14:08 VIDEO Meanwhile, transparent items are gaining popularity in men's wardrobe too. Most often in brand collections you can find...	VIEWS 44 255 REP. 122	REACT. — ER 60.0%
Nº2 10.06 · 18:30 VIDEO Meanwhile, a new episode of 'Day Before Yesterday's News' is out. Guests: Mikhail Baryshnikov and Nastya Poletaeva. Discuss...	VIEWS 40 904 REP. 37	REACT. — ER 55.5%
Nº3 18.06 · 04:15 PHOTO Men are also wearing flip-flops this summer, pairing them with linen shirts, trousers, and shorts. However, it's worth...	VIEWS 12 529 REP. 194	REACT. — ER 17.0%

Nº4 10.06 · 14:30 PHOTO At the end of May MIXIT turned 12 – the brand has come a long way: from cult products many remember from...	VIEWS 12 318 REP. 23	REACT. — ER 16.7%
Nº5 13.06 · 04:15 PHOTO Privacy is the new luxury, at least according to Vogue Business in a recent article. In 2026...	VIEWS 12 025 REP. 46	REACT. — ER 16.3%

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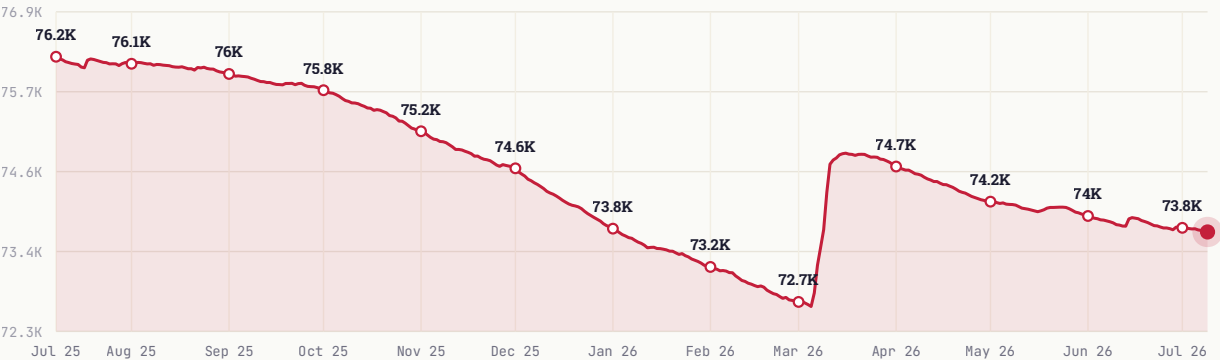
WORST 3

↓ 24.06 · 08:05 TEXT Today I'm guest editor for Ultima Yandex Market channel – sharing my wishlist and top trends this...	VIEWS 8 921 REP. 2	REACT. — ER 12.1%
↓ 03.07 · 16:41 PHOTO Besides bright denim, stripes are also huge this summer – influencers often choose striped trousers and bags, though no less...	VIEWS 8 833 REP. 74	REACT. — ER 12.0%
↓ 06.07 · 04:15 PHOTO Meanwhile, the trend for bright ear makeup is gaining momentum. For example, recently at the show of new...	VIEWS 7 837 REP. 61	REACT. — ER 10.6%

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.

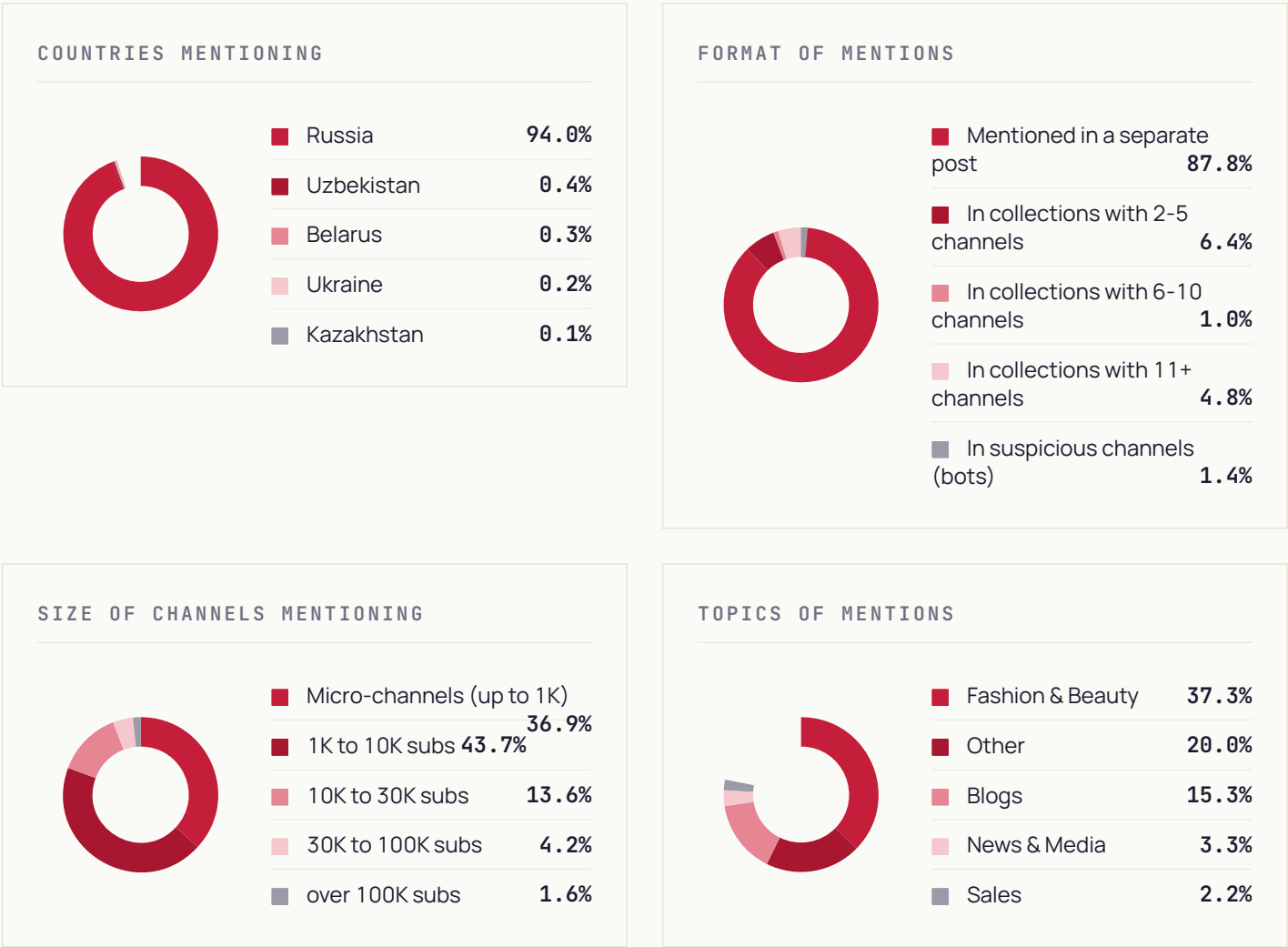


START OF PERIOD	NOW	NET GROWTH
76 232	73 721	-2 511

SECTION 04 · MENTIONS

Who and how mentions the channel

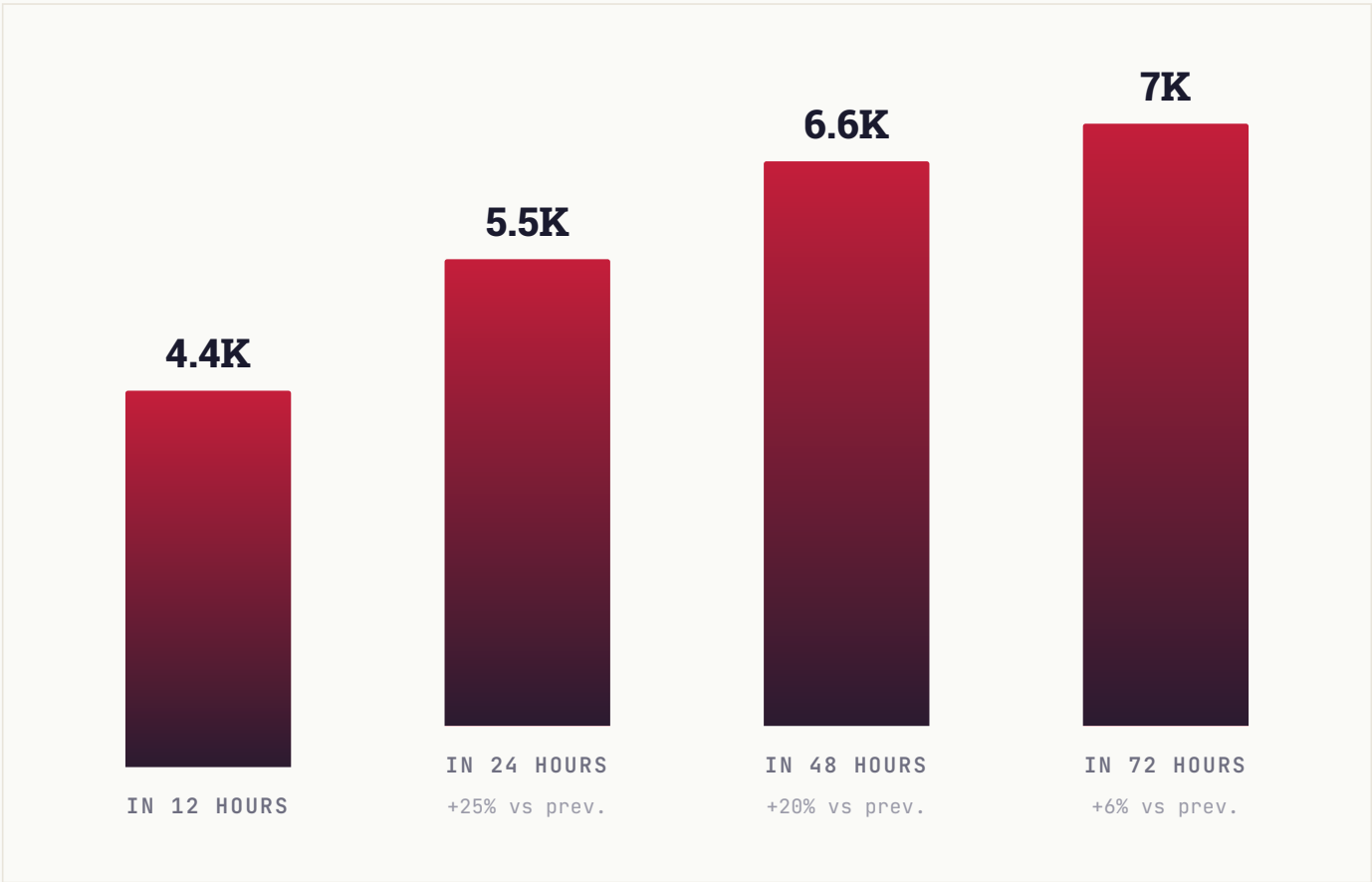
Citation index **642** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time channel mentions: **1 595** different channels.



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
ZY Golden Apple	1.1M
HH Found on Wildberries	635.3K
MI MIXIT.RU	614.6K
M Manicure Nails	573.8K
HH Wildberries / WB Finds	537.2K
EM Elena Mixit	521.6K
GD Face gymnastics	472.5K
PM Fashion Trends	437.6K
PR Primebery	398.9K
HW WB OZON Finds	393.5K
DN Devil Wears H&M YOU	73.7K

COMPARATIVE CONCLUSION

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 through systematic traffic and content work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we track posts in other channels that mention yours. Over the last **6 months** such mentions were **90**, they brought **193** new subs.

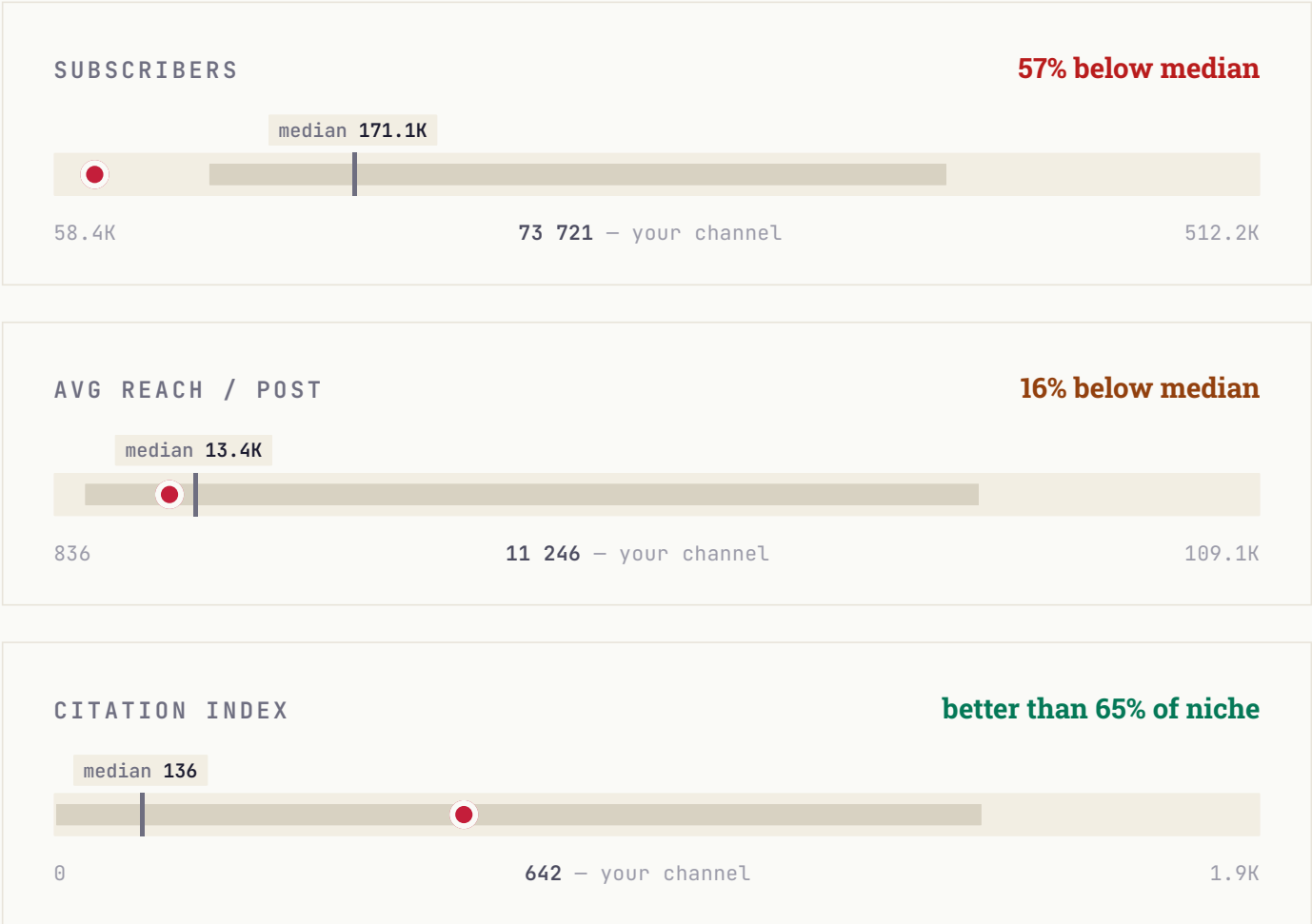
PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	8	7	22
December 2025	17	9	0
Nov 2025	10	7	29
Oct 2025	22	8	9
Sep 2025	17	7	45
August 2025	16	7	88

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
90	6	193

SECTION 08 · NICHE COMPARISON

Where channel stands in its league

Took top-100 channels in category «Fashion & Beauty» (Russia) and compared your channel. Gray band – range covering 80% of niche channels (p10 to p90). Black vertical – median. Red dot – your channel.



— SECTION 09 · STRATEGY

What to do right now

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

01

Top post of the week — on Monday

Audience most active on this day at 5:00 PM MSK.

EFFECT

**Best window
for an
important post**

02

System traffic buy

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

EFFECT

**+1000-3000
subs**

03

Test polls & interactive formats

Posts with polls/reactions usually boost ER by +5-15%.
One poll per week on a hot topic is an easy win.

EFFECT

+5-15% ER

04

Cross-promo with neighboring channels

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

EFFECT

**Growth from
relevant
audience**

05

Update channel description for Telegram search

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

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want us to do it 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.

01	Launch Telegram ads	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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