

PUBLIC PROMTPRESS REPORT

Channel audit

My Manicure



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Nail art ideas 🎀 Ads — @sheressly Price: t.me/vvsmedia/20 Via
exchange: https://telega.in/c/dizain_manik №6163414512

SUBSCRIBERS

99 258

-2096 per month

ERR (% SEE POSTS)

13.0%

last 24 hours **5.2%**

REACH/POST

12K

ad reach **5.2K/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 covers.

 SUBSCRIBERS 99 258 —	 SUBSCRIBER REACH 12.12% avg % of subs see post	 VIEWS/POST 12K median 10.7K · 29 days	 POSTS/WEEK 9.2 for period
 7D TREND -29.9% vs prev week	 REACTIONS/POST 260.9 total 9,915 reactions, 1,310 reposts, 0 comments	 POST LENGTH 31 chars median 13 · 29 days	 POSTS ANALYZED 38 29 days
 AD REACH 5.2K 24h average	 CHURN / MONTH -2096 last month	 CITATION RATE 833 citation index · 2,499 channels mentioned all time	 CHANNEL AGE 2 years 5 months created 08.02.2024

AI EDITOR SUMMARY

Channel «My Manicure» — 99 258 subs. Each post averages 12K people (12% from subs), reach is low — consider expanding audience. Publishes 9 posts per week (~1/day) — regular schedule. For week 22–28 Jun reach dropped by -29.9% by week 15–21 Jun — worth analyzing reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **38** posts over 29 days.
- 02 Dominant format – **Photo** (35/38 posts).
- 03 Avg post length – **31** chars (median 13).
- 04 Audience peak – **Monday**, 20:00 MSK.
- 05 Top posts get **2x** more views than the weakest (20K avg for top vs 8.5K for worst) – among 38 posts over 29 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº115.06 · 17:59 PHOTO My Manicure 🎨	VIEWS	REACTIONS
	20 526	343
	REPOSTS	ER
	43	20.7%
Nº210.06 · 18:17 PHOTO My Manicure 🎨	VIEWS	REACTIONS
	19 787	376
	REPOSTS	ER
	29	19.9%
Nº309.06 · 14:20 PHOTO My manicure 🎨	VIEWS	REACTIONS
	19 699	408
	REPOSTS	ER
	40	19.8%

Nº4 12.06 · 16:26 PHOTO My Manicure	VIEWS 19 221	REACTIONS 319
	REPOSTS 42	ER 19.4%

Nº5 15.06 · 15:11 PHOTO ☀️☀️this school year was ☀️☀️tough, and now it's time to recharge 🛒💌☀️☀️☀️☀️ but even in summer it's useful to...	VIEWS 18 715	REACTIONS 27
	REPOSTS 6	ER 18.9%

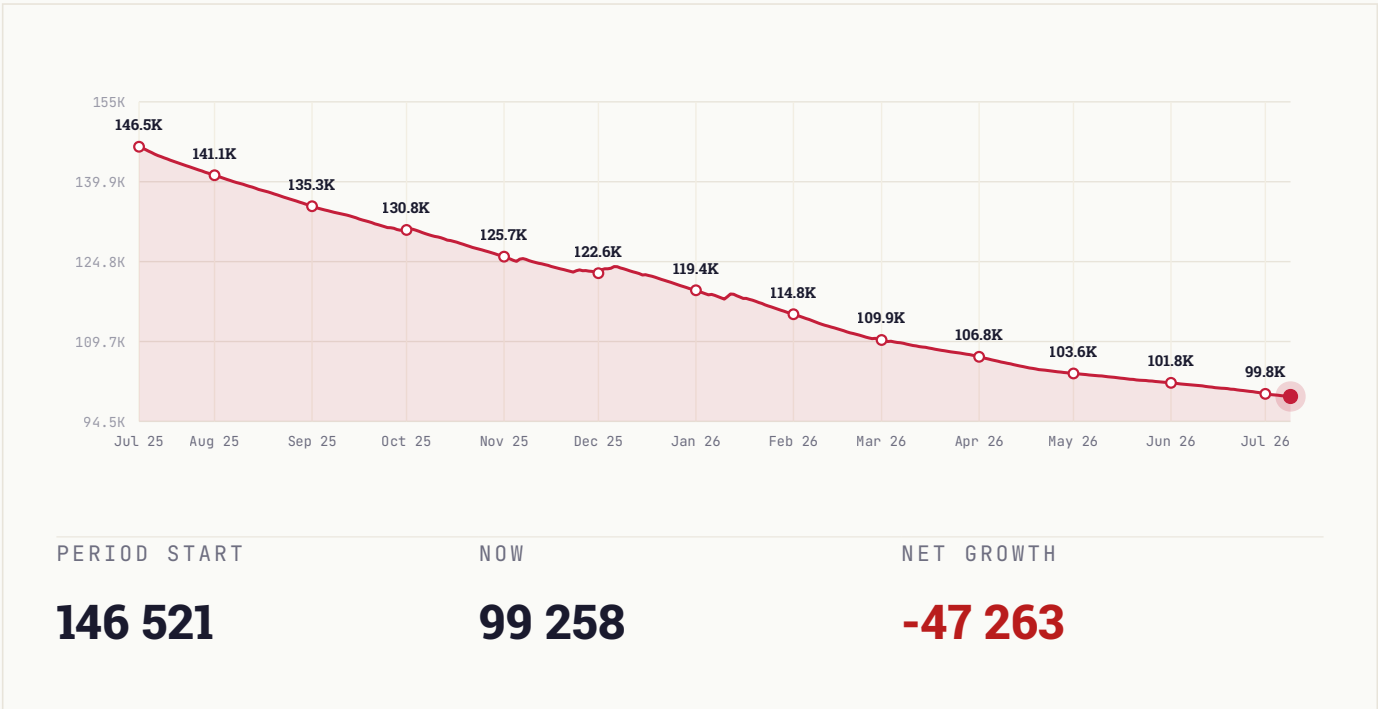
WORST 3

↓ 04.07 · 14:40 PHOTO My Manicure	VIEWS 9 091	REACTIONS 221
	REPOSTS 44	ER 9.2%
↓ 05.07 · 08:40 PHOTO My Manicure	VIEWS 8 407	REACTIONS 222
	REPOSTS 43	ER 8.5%
↓ 05.07 · 14:40 PHOTO My Manicure	VIEWS 7 922	REACTIONS 247
	REPOSTS 42	ER 8.0%

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 gained or lost subs.



SECTION 04 • MENTIONS

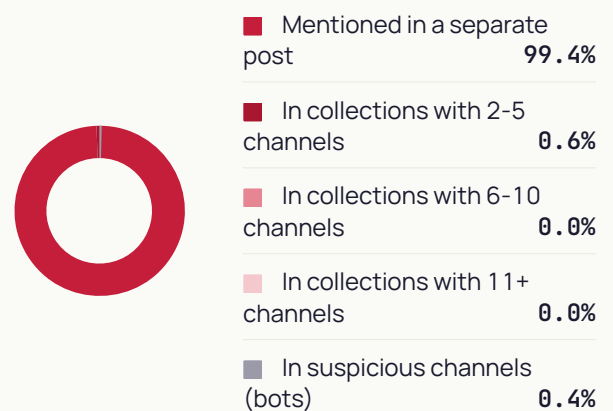
Who and how mentions the channel

Citation index **833** — 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. All-time mentions: **2 499** different channels.

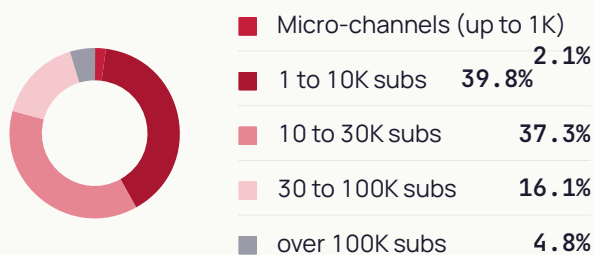
COUNTRIES MENTIONING



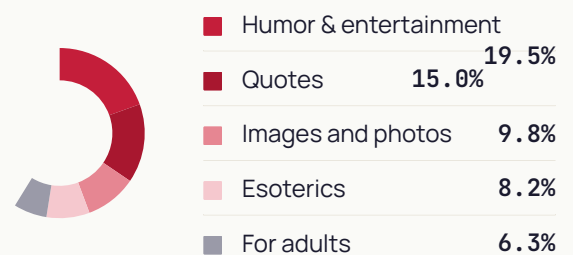
FORMAT OF MENTIONS



SIZE OF CHANNELS MENTIONING



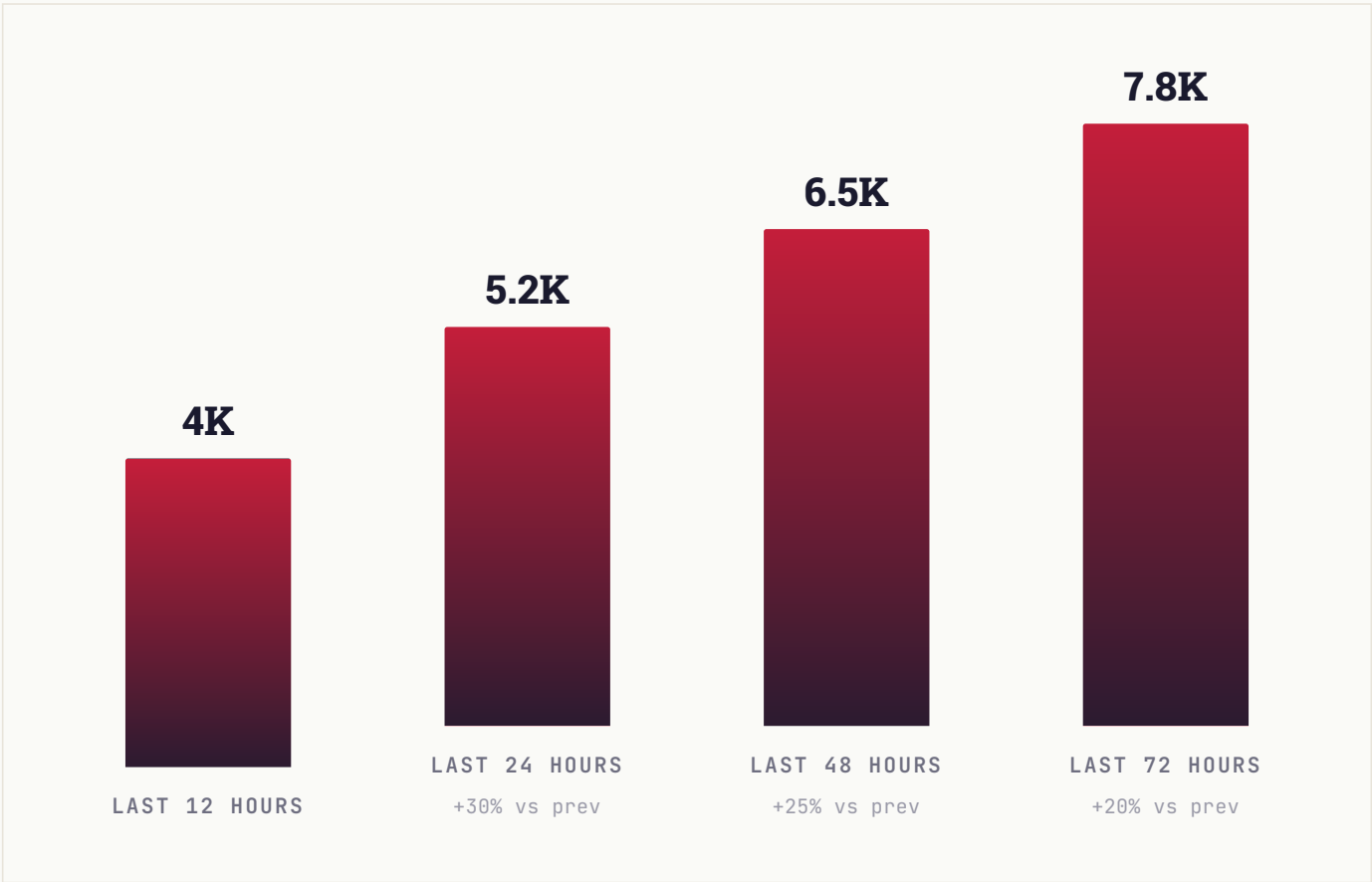
TOPICS OF MENTIONS



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 peers.

CHANNEL	SUBSCRIBERS
ZY Zolotoe Yabloko	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
MM My Manicure YOU	99.3K

COMPARATIVE CONCLUSION

Channel is still outside top 96 of niche — early growth stage. Niche leader — Zolotoe Yabloko (1.1M), top-96 median: 171K. First goal: enter top-96 through systematic traffic & content work.

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Each month we record posts in other channels that mention yours. Over the last **6 months** such mentions were **433**, they brought **3 683** new subs.

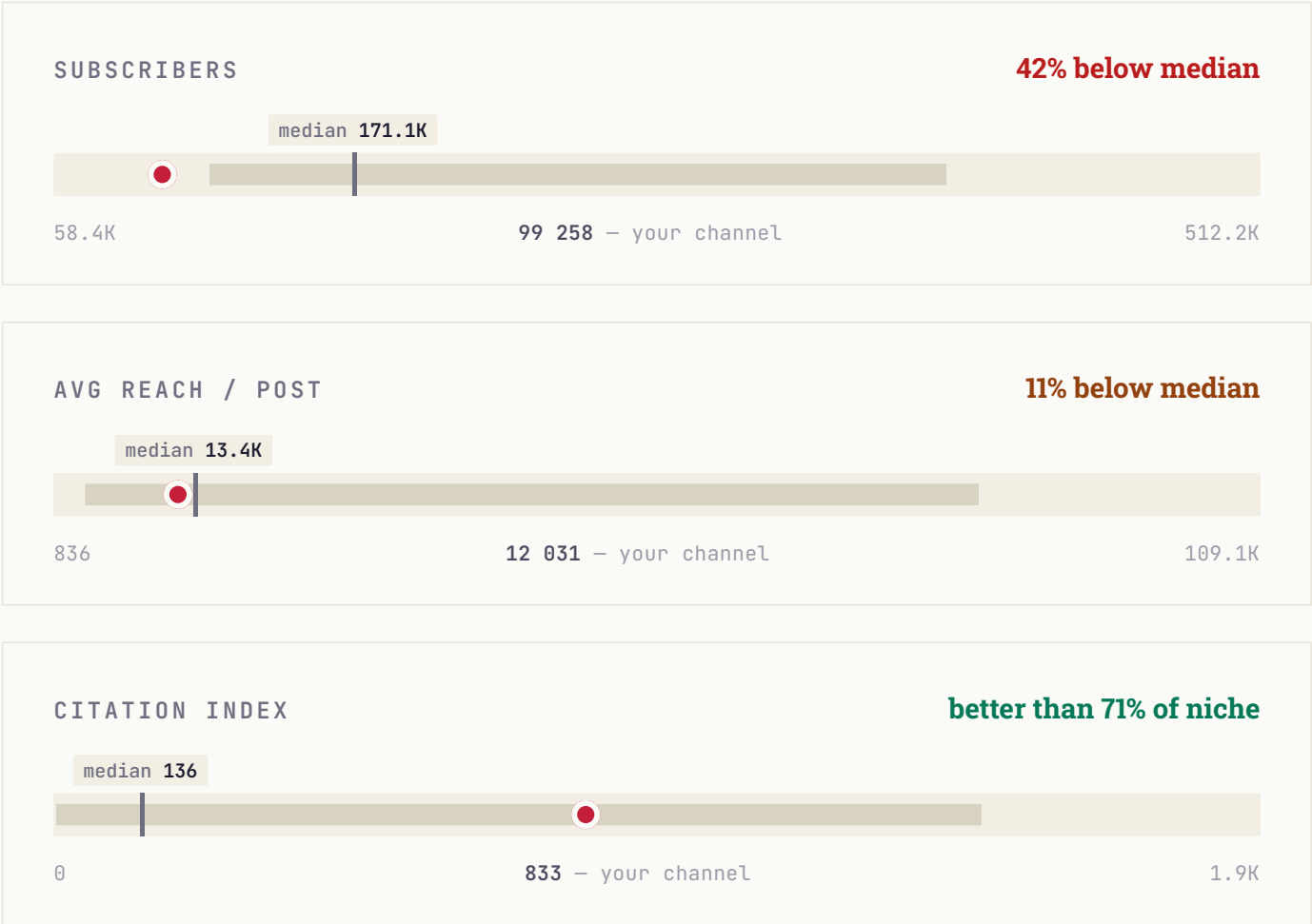
PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	26	3	1 046
December 2025	170	160	1 306
Nov 2025	31	30	960
Oct 2025	57	1	271
Sep 2025	93	1	100
August 2025	56	1	0

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
433	6	3 683

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 for 80% of niche channels (p10-p90). Black vertical = median. Red dot = your channel.



— 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

Top post of the week — on Monday

Audience most active on this day at 20:00 MSK.

EFFECT

Best window for an important post
- 02

Increase video post share

Video in Telegram retains audience longer and is favored by algorithm. Recommend increasing share to 15-25%.

EFFECT

Video retains audience better
- 03

System 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 boost ER by 5-15%.
One poll per week on a hot topic — easy growth point.

EFFECT

+5-15% ER
- 05

Cross-promo with neighboring channels

Cross-post with similar channels quarterly. Not daily — 2-3 collabs give relevant growth.

EFFECT

Growth from relevant audience

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is 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 ads in Telegram** <https://panel.promptpress.com/register>

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