

— PROMTPRESS PUBLIC REPORT

Channel audit

COSMETOLOGIST'S DIARY



@dnevnica_cosmetologa

Ad manager: @Lera_8887 Registered with RKN: <https://clck.ru/3TuyS3>

SUBSCRIBERS

136 780

-6068 per month

ERR (% SEE POSTS)

60.0%

per day **23.2%**

REACH/POST

79.3K

ad reach **31.8K**/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 136 780 —	 SUBS REACH 57.94% avg % subs see post	 VIEWS/POST 79.3K median 89.1K · 28 days	 POSTS/WEEK 3.7 over period
 7D TREND — no data for period	 REACTIONS/POST 4737.4 only 71,061 reactions, 0 reposts, 0 comments	 POST LENGTH 1,000 chars median 1000 · 28 days	 POSTS ANALYZED 15 28 days
 AD REACH 31.8K 24h avg	 CHURN / MONTH -6068 over last month	 CITATION RATE 23 citation index · 9 channels mentioned all time	 CHANNEL AGE 6 months 12 days created 06.01.2026

AI EDITOR SUMMARY

Channel «COSMETOLOGIST'S DIARY» — 136 780 subs. Each post averages 79.3K people (58% of subs), wide reach for a channel this size. Publishes 4 posts per week (~1/day) — rare publications.

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 15 posts over 28 days.
- 02 Dominant format — Photo (11/15 posts).
- 03 Avg post length — 1000 chars (median 1000).
- 04 Peak audience activity — Thursday, 09:00 MSK.
- 05 Top posts get 2× more views than the weakest (95.3K avg for top vs 59.5K for worst) — among 15 posts in 28 days. Analyze what the top share: topic, format, timing.

TOP 5 POSTS

Nº1 18.06 · 06:37 PHOTO  Hair Growth Vitamins: magic pill or just pretty promises? I break it down without hysteria, but honestly — as a doctor and as a person...	VIEWS 95 756 REPOSTS —	REACTIONS 4 953 ER 70.0%
Nº2 18.06 · 17:03 VIDEO (post without caption — video)	VIEWS 95 152 REPOSTS —	REACTIONS 4 982 ER 69.6%
Nº3 19.06 · 08:05 PHOTO  Doc on the line  Face yoga — myth or must have? Let me say right away: I will disappoint both those who believe in miracle face fitness and those who...	VIEWS 95 042 REPOSTS —	REACTIONS 4 978 ER 69.5%

Nº4 20.06 · 06:08 **VIDEO**
(post without caption – video)

VIEWS
94 794

REACTIONS
4 995

REPOSTS
—

ER
69.3%

Nº5 23.06 · 06:20 **PHOTO**
Doc on call 🧑🏻🩺 What procedures I recommend to my girls in June to look gorgeous June is a short but very productive month...

VIEWS
92 220

REACTIONS
4 967

REPOSTS
—

ER
67.4%

WORST 3

↓ 10.07 · 13:15 **PHOTO**
Girls... tapping my spoon on the glass, gathering a summer beauty council. ☀️ We have an emergency – an Extremely Pleasant New Product. 🌿✨ SIV released Biome...

VIEWS
65 567

REACTIONS
4 952

REPOSTS
—

ER
47.9%

↓ 11.07 · 13:48 **PHOTO**
☀️😄 Peels in summer: yes or no? Doc explains without panic and without saying: «One acid and you'll immediately be taken by the sun.» Every summer...

VIEWS
62 024

REACTIONS
4 854

REPOSTS
—

ER
45.3%

↓ 14.07 · 08:10 **PHOTO**
Doc, is it true there are injections that make skin produce collagen on its own? 😊 Yes. But here's a little revelation. When...

VIEWS
51 017

REACTIONS
4 071

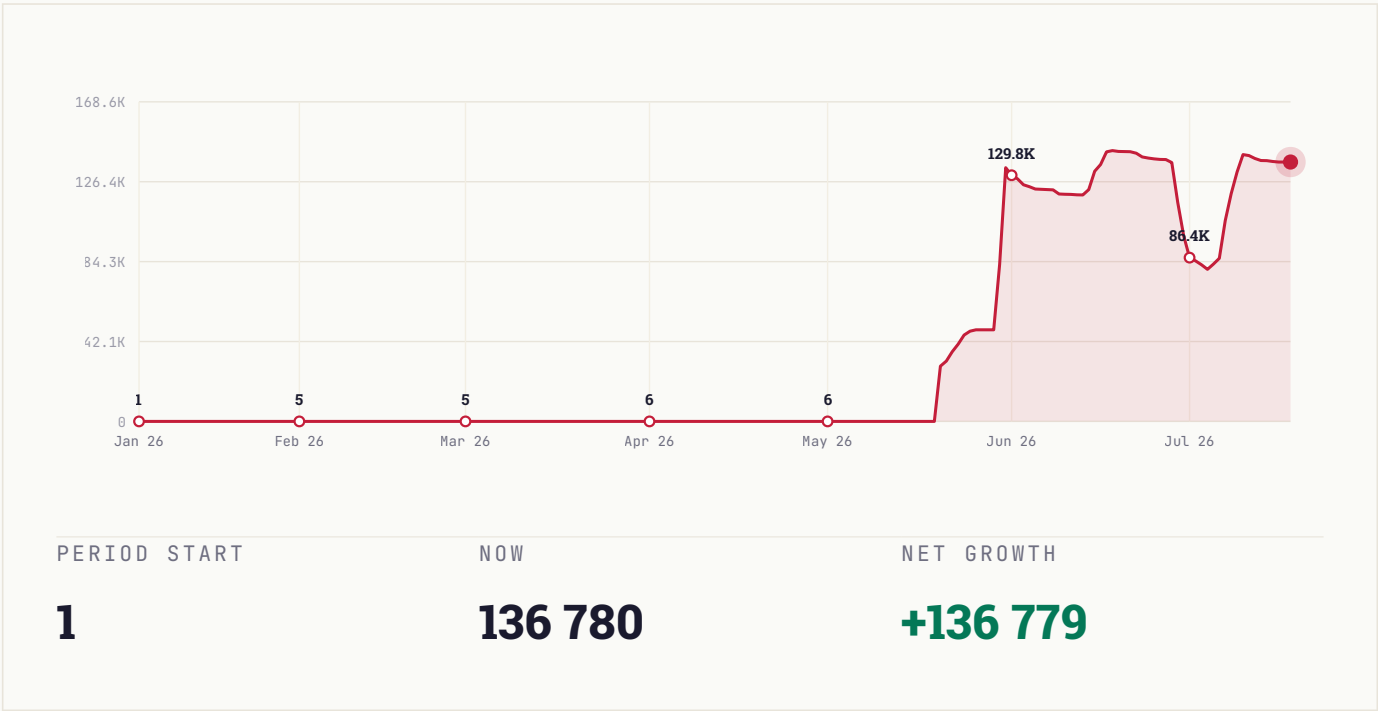
REPOSTS
—

ER
37.3%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

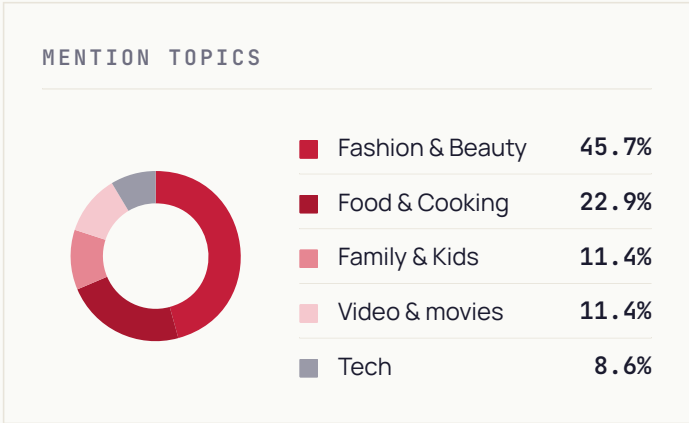
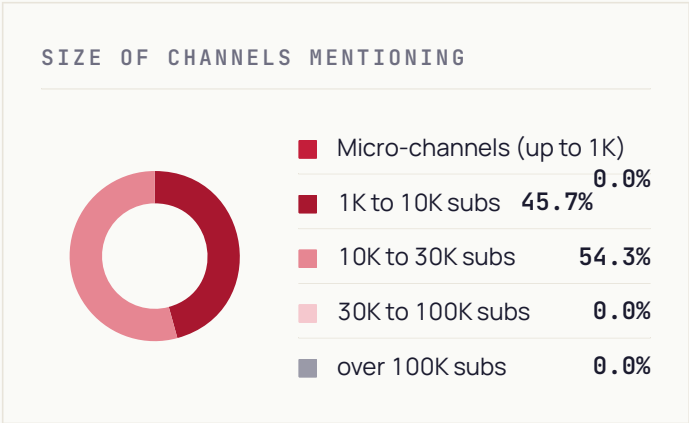
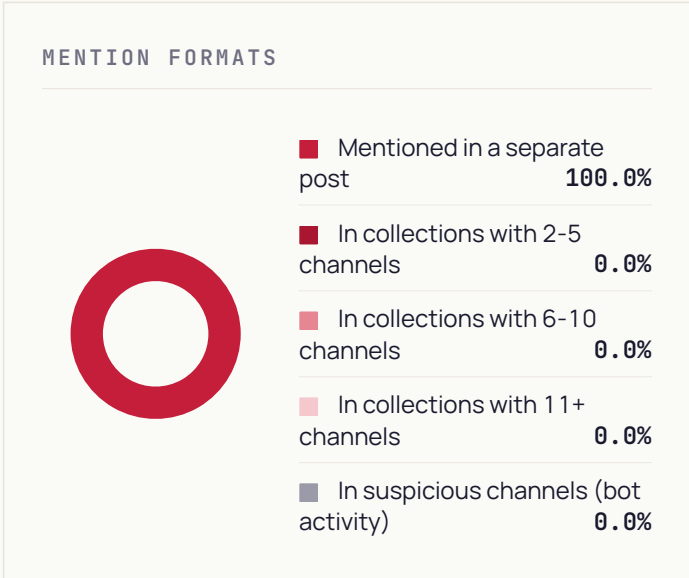
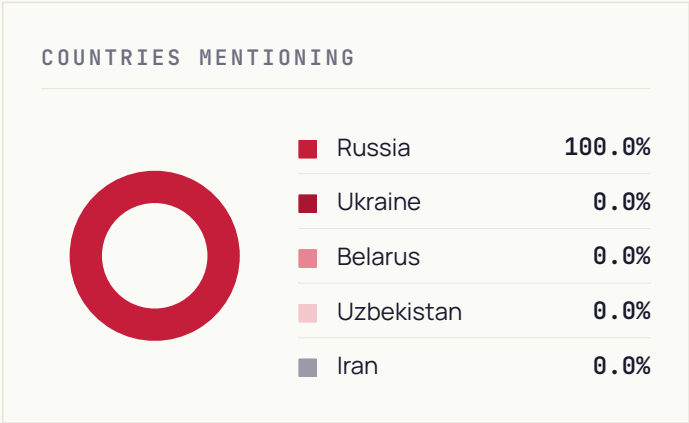
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel grew and which it lost subs.



SECTION 04 · MENTIONS

Who and how mentions the channel

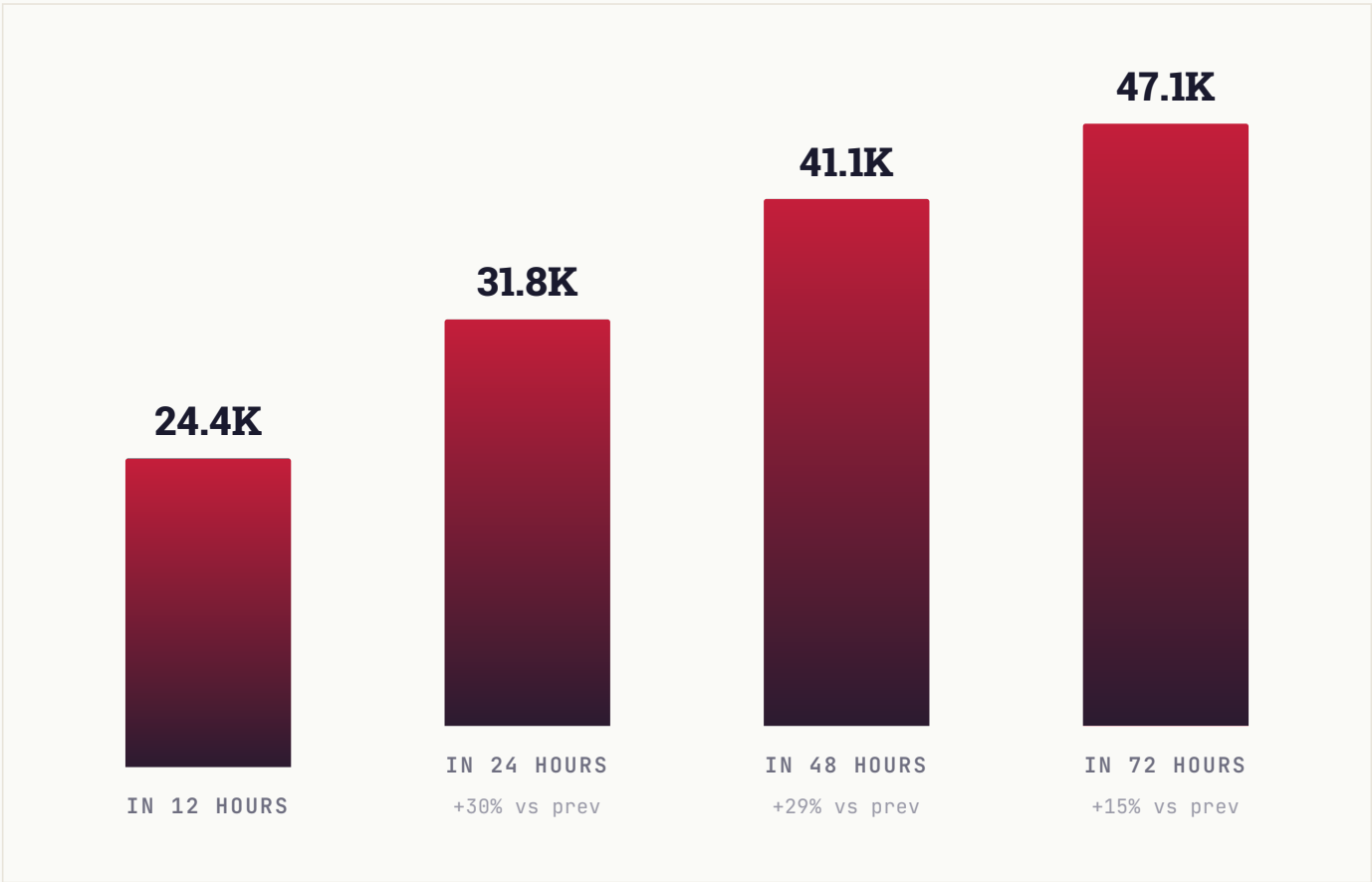
Citation index **23** – channel popularity rating based on mentions. Considers not only quantity but also weight of mentioners: a post from a 100K subs channel weighs more than from 1K. All time channel was mentioned **9** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post over time since publication. Helps estimate how long a placement should 'live'.



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
ZY Golden Apple	1M
PC Pandabuy CnFans MuleBuy ACBuy Hacco Find🔍🐼	790.3K
NN Found on Wildberries	633.3K
MI MIXIT.RU	624.7K
MJ Manicure Nails	572K
NN Wildberries / WB Finds	533.2K
EM Elena Mixit	518K
GD Face gymnastics	472.4K
PM Fashion Trends	436K
PS Prime Savers	428.8K
DK COSMETOLOGIST'S DIARY YOU	136.8K

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#87 of 97). Niche median — 189.3K subs.
First growth KPI — reach median. Leader: Golden Apple (1M).

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Each month we record posts in other channels that mention your channel. Over the last **1 month** such mentions were **0**, they brought **4** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
January 2026	0	0	4



TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
0	1	4

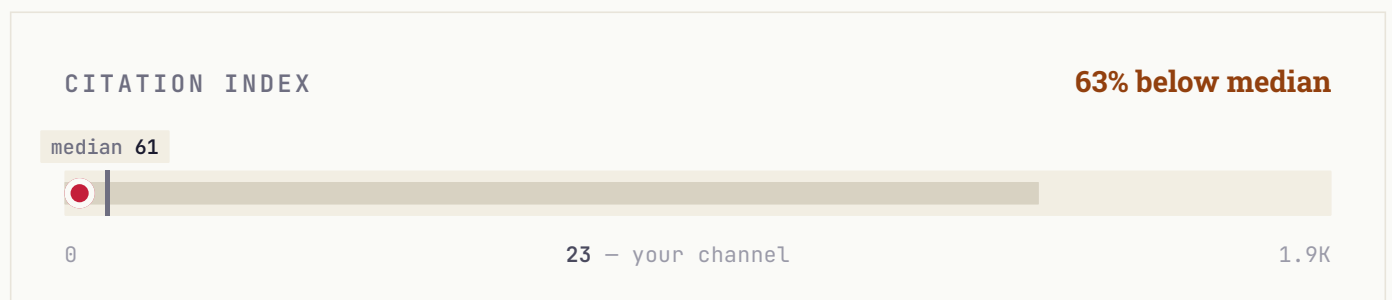
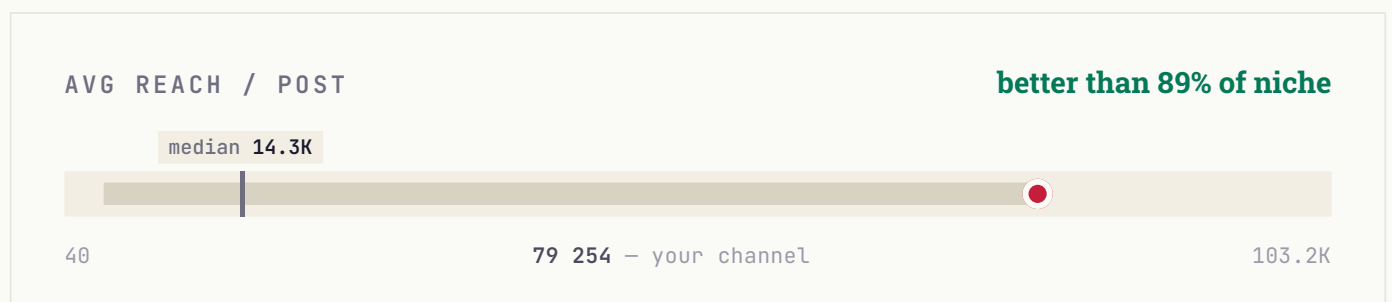
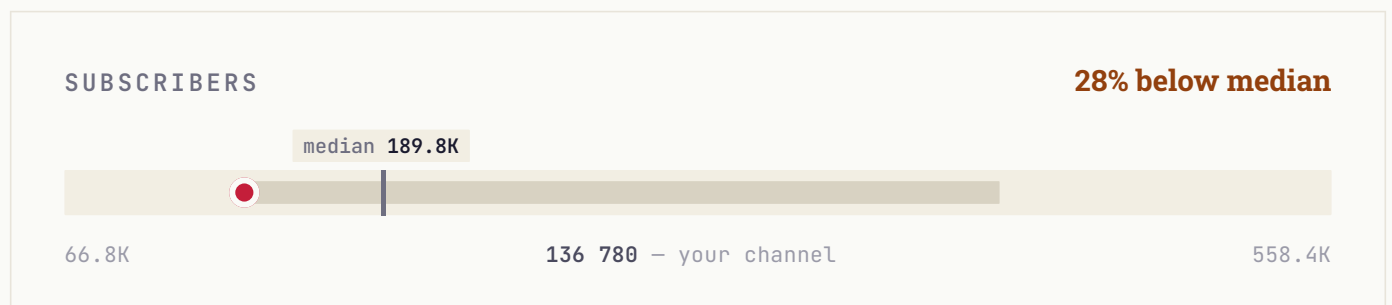
SECTION 08 · NICHE COMPARISON

Where channel ranks in its league

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

#87 /100

RANK IN NICHE
Channel in the bottom half of the ranking



— 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

Increase posting frequency

Now 3.7 posts/wk. Active channels average 7-10.
Consistency is key to audience retention.

EFFECT

**Consistency
beats volume**

02

Main post of the week – Thursday

Audience most active on this day at 09:00 MSK.

EFFECT

**Best window
for an
important post**

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 boost ER by 5-15%.
One weekly poll on a hot topic is an easy growth point.

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 bring relevant growth.

EFFECT

**Growth from
relevant
audience**

★ WHAT'S NEXT

Want this done by **PromptPress?**

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

01

Launch Telegram ads

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

02

Contact manager

t.me/PromptPress_manager