
PUBLIC PROMTPRESS REPORT

Channel audit

DR COSMO care / Современная косметология и шопинг для твоей красоты



@drcosmo_care

Ad manager: @Nastya889_pr Registered in RKN: <https://clck.ru/3QfK7z>

SUBSCRIBERS

142 546

-4399 per month

ERR (% SEE POSTS)

45.0%

in 24 hrs 18.9%

REACH/POST

63.1K

ad reach 27K/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 142 546 —	 SUBS REACH 44.26% avg % subs see post	 VIEWS/POST 63.1K median 58.7K · 27 days	 POSTS/WK 2.5 over period
 7D TREND — no data for period	 REACTIONS/POST 2798.2 total 27,982 reactions, 17 reposts, 204 comments	 POST LENGTH 985 chars median 1000 · 27 days	 POSTS ANALYZED 10 27 days
 AD REACH 27K 24h avg	 CHURN / MONTH -4399 over last month	 CITE RATE 29 citation index · 943 channels mentioned ever	 CHANNEL AGE 3 years 2 months created 10.05.2023

AI EDITOR SUMMARY

Channel «DR COSMO care / Modern cosmetology & shopping for your beauty» — 142 546 subs. Each post averages 63.1K people (44% of subs), wide reach for a channel this size. Publishes 2 posts/week (~0/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 10 posts over 27 days.
- 02 Dominant format — Photo (8/10 posts).
- 03 Avg post length — 985 chars (median 1000).
- 04 Peak audience activity — Friday, 15:00 MSK.
- 05 Top posts drive 2x more views than the weakest (86.5K avg for top vs 51.2K for worst) — among 10 posts in 27 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 19.06 · 12:50 PHOTO ♥ Being a mom isn't just about love, care & hugs. It's also constant thoughts: 'Am I giving my child enough?' 'Do they have...	VIEWS 88 715 REPOSTS 2	REACTIONS 3 611 ER 62.2%
Nº2 18.06 · 11:02 PHOTO ♥ Cosmetologist, running & travel with kid When people hear 'cosmetologist', many picture a woman who's always sitting in...	VIEWS 86 002 REPOSTS 1	REACTIONS 3 264 ER 60.3%
Nº3 19.06 · 09:21 PHOTO 👁👁 Girls, let's talk simply and honestly about eye cream today 👁👁 I often hear: 'It's just marketing, why a separate...	VIEWS 84 900 REPOSTS 1	REACTIONS 3 614 ER 59.6%

Nº4 25.06 • 19:43 PHOTO Girls, admit it... 😊 Does this happen to you too? You look in the mirror and everything seems fine... But something's missing. You don't want drastic...	VIEWS 80 749 REACTIONS 2 874 REPOSTS 1 ER 56.6%
Nº5 10.07 • 09:54 PHOTO 🌟 Parents, be honest... Whose kid has been 'resting' so hard for week two that they've forgotten half of what they learned all...	VIEWS 62 129 REACTIONS 2 998 REPOSTS 3 ER 43.6%

WORST 3

↓ 07.07 • 14:21 PHOTO 🧬 Collagen stimulators: what's new? Several interesting studies on collagen stimulators came out in June. And the main takeaway for me is...	VIEWS 55 325 REACTIONS 2 495 REPOSTS 1 ER 38.8%
↓ 04.07 • 17:21 VIDEO When you start counting how much money you leave at the pharmacy per year... it gets a bit sad. 😞 I always thought the main thing is to find...	VIEWS 49 764 REACTIONS 2 315 REPOSTS 3 ER 34.9%
↓ 14.07 • 13:19 PHOTO 🐟 New beauty secret from TikTok... ordinary sardines? Yes, you read that right. 😊 While some are looking for another 'magic' serum...	VIEWS 48 646 REACTIONS 2 654 REPOSTS 1 ER 34.1%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

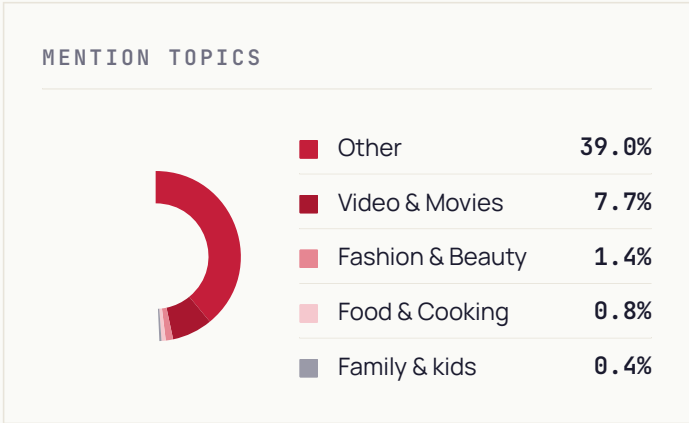
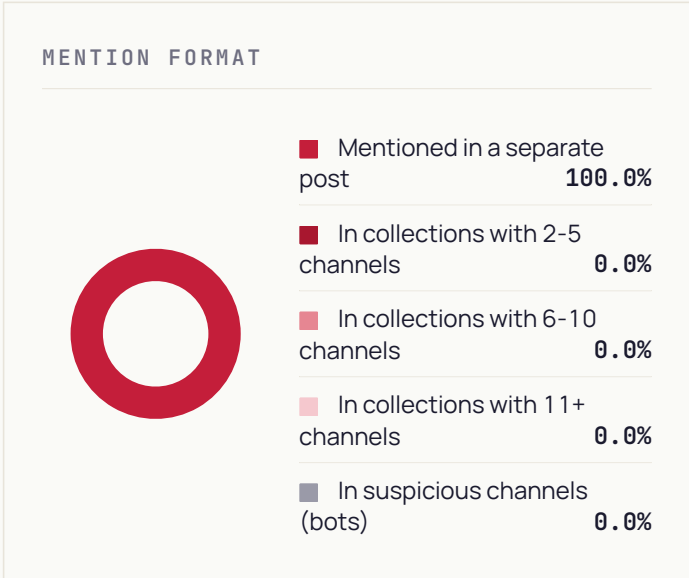
Subscriber growth chart for the year. Key months show exact subs. See which months grew or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

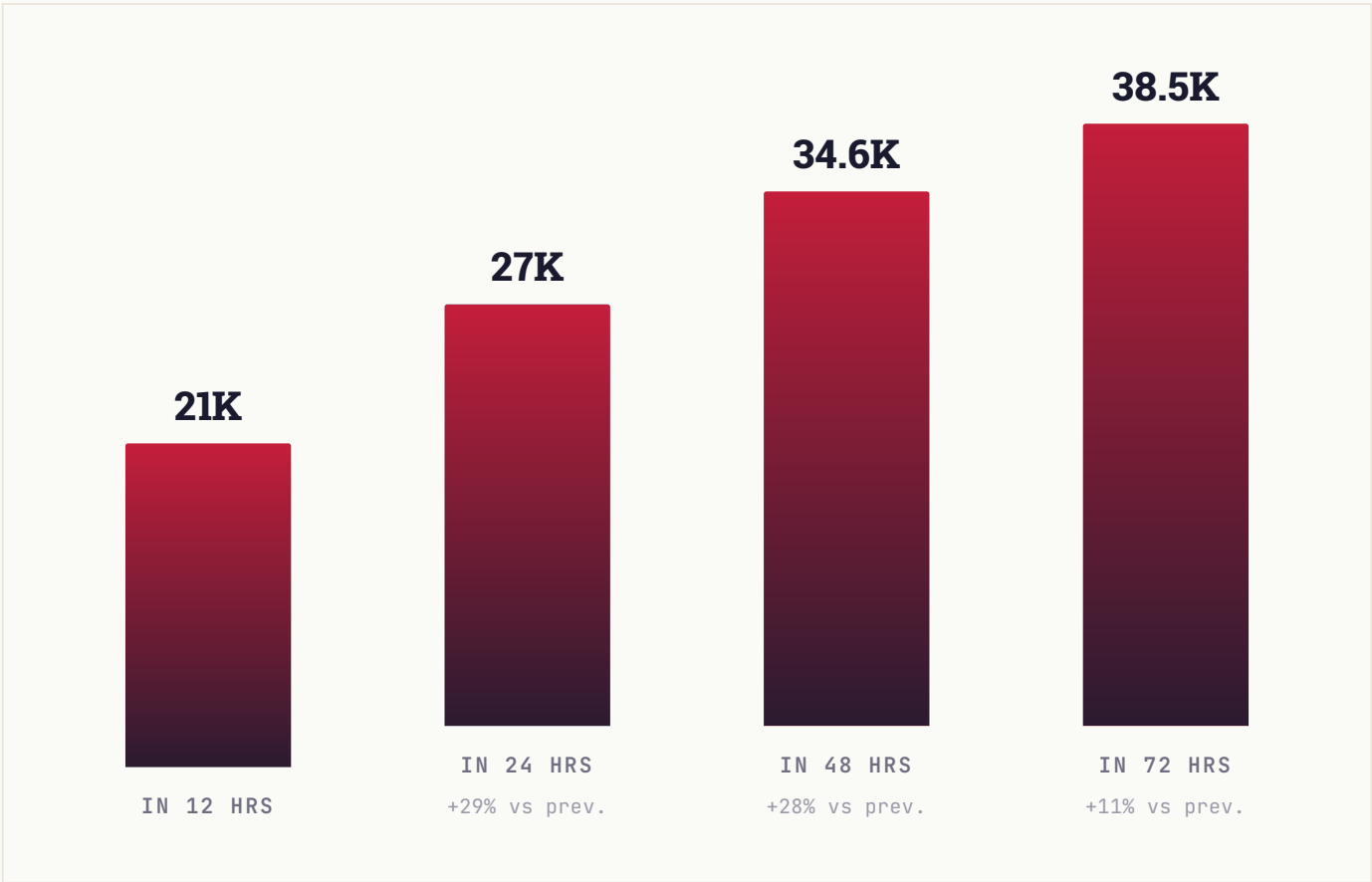
Citation index **29** – channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from 1K. All-time mentions: **943** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post by time since publication. Helps estimate how long a placement stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

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

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
M 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
DC DR COSMO care / Современная косметология и шопинг для твоей красоты YOU	142.5K

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#79 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

Every month we track posts in other channels that mention yours. Over the last **6 months** such mentions were **6**, they brought **7 215** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	6	6	7 215
December 2025	0	0	0
Nov 2025	0	0	0
Oct 2025	0	0	0
Sep 2025	0	0	0
August 2025	0	0	0
TOTAL MENTIONS	MONTHS IN DATA	ACQUIRED SUBSCRIBERS	
6	6	7 215	

— SECTION 08 · NICHE COMPARISON

Where channel ranks in its league

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

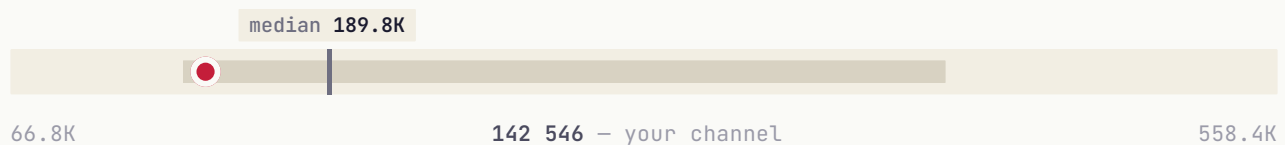
#79 /100

RANK IN NICHE

Channel in the bottom half of the ranking

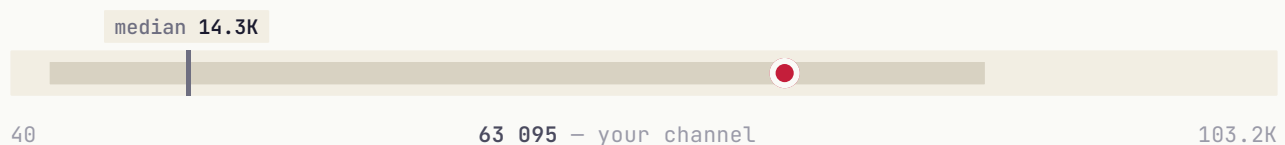
SUBSCRIBERS

25% below median



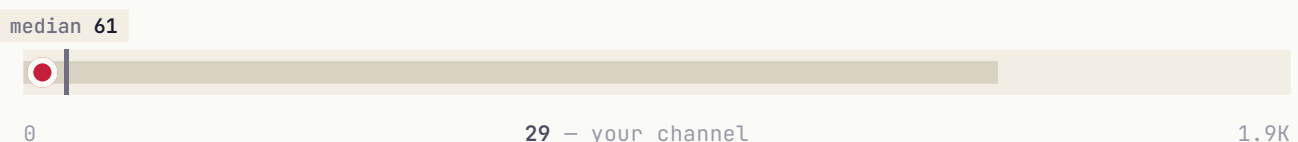
AVG REACH / POST

better than 79% of niche



CITATION INDEX

53% below median



— 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 2.5 posts/wk. Active channels average 7-10.
Consistency is key to retention.

EFFECT

**Consistency
over volume**

02

Main post of the week — on Friday

Audience most active on this day at 15:00 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 finds 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 win.

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

Swap posts quarterly with channels in the same segment. 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. To go further, run ads through us and hit your growth target 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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