

PUBLIC REPORT PROMTPRESS

Channel audit

Drunk_fashion



@drunkfashion

Best in fashion from Alena Litkovets (Lender), former editor-in-chief of fashion media. 18+. 10+ years in media. Second channel
@whitcha Ads: @alenalitkovets RKN:...

SUBSCRIBERS

39 887

-557 per month

ERR (% SEE POSTS)

10.0%

daily 7.3%

REACH/POST

4.3K

ad reach 2.9K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 39 887 —	 SUBS REACH 10.89% avg % subs see post	 VIEWS/POST 4.3K median 4.3K · 29 days	 POSTS/WK 22.9 over period
 7D TREND +3.2% vs previous week	 REACTIONS/POST 91.7 total 8,714 reactions, 2,549 reposts, 0 comments	 POST LENGTH 146 chars median 101 · 29 days	 POSTS ANALYZED 95 29 days
 AD REACH 2.9K 24h avg	 CHURN / MONTH -557 last month	 CITATION RATE 1 034 citation index · 1,674 channels mentioned ever	 CHANNEL AGE 7 years 8 months created 29.10.2018

AI EDITOR SUMMARY

Channel «Drunk_fashion» – 39 887 subs. Each post averages 4.3K people (11% subs), reach is low – consider expanding audience. Publishes 23 posts/week (~3/day) – active posting. Week Jun 22–28 reach stable (+3.2% vs week 15–21 Jun).

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on **95** posts over 29 days.
- 02 Dominant format – **Photo** (73/95 posts).
- 03 Avg post length – **146** chars (median 101).
- 04 Peak audience activity – **Tue**, 22:00 MSK.
- 05 Top posts get **2x** more views than the weakest (6.5K avg top vs 3.6K worst) – among 95 posts over 29 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 09.06 · 19:18 VIDEO Skims and their jelly slippers for those who swim on pebble beaches this year) or corals) as the card falls))	VIEWS 7 973 REP. 27	REACTIONS 90 ER 20.0%
Nº2 11.06 · 07:47 PHOTO #drunkfashionmeme	VIEWS 5 872 REP. 121	REACTIONS 155 ER 14.7%
Nº3 12.06 · 08:38 PHOTO Good morning! Influencer Emmanuelle Turetskaya presented a new collection of The Arch. ✨ It seems bloggers sell better than...	VIEWS 5 746 REP. 17	REACTIONS 57 ER 14.4%

Nº4 11.06 • 19:36 PHOTO Irina Shayk in a home shoot for Haikure 🐾	VIEWS 5 562 REACTIONS 96 REP. 12 ER 13.9%
Nº5 24.06 • 19:42 VIDEO Irina Shayk and Michele Morrone in the ad campaign of new Dolce & Gabbana fragrance 🥰	VIEWS 5 412 REACTIONS 236 REP. 71 ER 13.6%

WORST 3

↓ 30.06 • 09:22 TEXT The weirdest tennis outfit I've seen https://t.me/svetlanakuznetsova27/8444	VIEWS 3 591 REACTIONS 29 REP. 8 ER 9.0%
↓ 30.06 • 09:11 PHOTO What catch I actually want. Giuseppe Zanotti stilettos with shiny fish 🐟 #drunkfashionwishlist Screenshot from banned network	VIEWS 3 547 REACTIONS 57 REP. 19 ER 8.9%
↓ 30.06 • 07:15 VIDEO Good morning! One of the most famous fashion bloggers in the world, Leonie Hanne, married her longtime boyfriend Alex. And it's very beautiful...	VIEWS 3 540 REACTIONS 81 REP. 22 ER 8.9%

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.

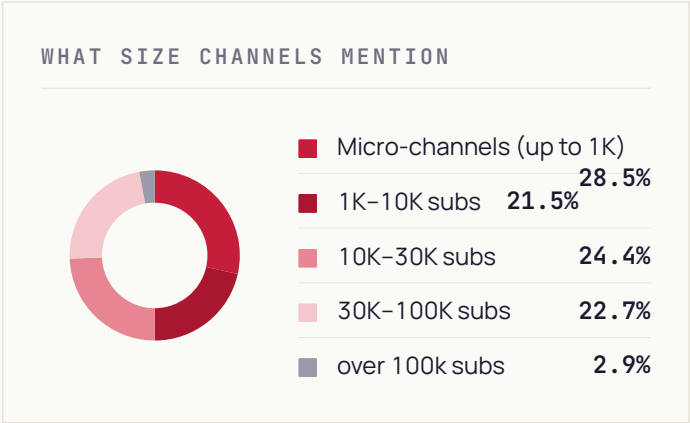
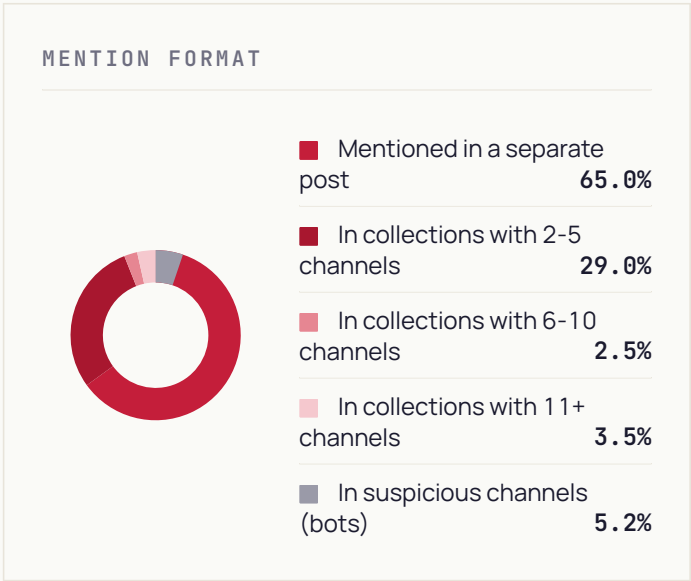
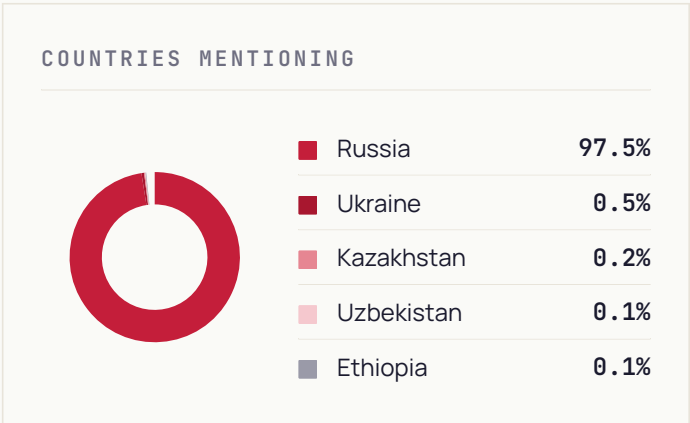


START OF PERIOD	NOW	NET GROWTH
46 892	39 887	-7 005

SECTION 04 · MENTIONS

Who and how mentions the channel

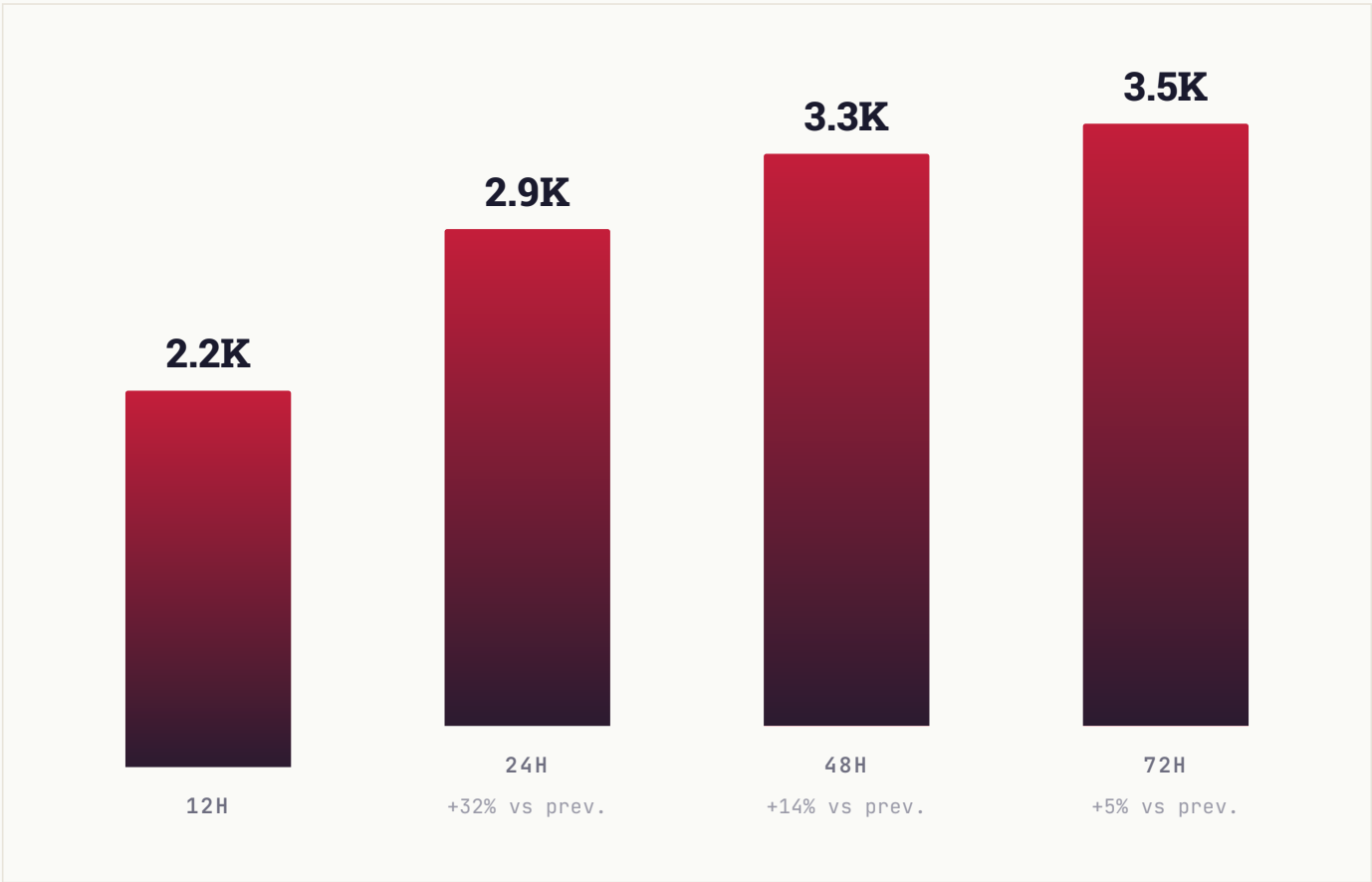
Citation index **1 034** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned **1 674** different channels.



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 — you can see its place among niche neighbors.

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
HW WB OZON finds	393.5K
DR Drunk_fashion YOU	39.9K

COMPARATIVE INSIGHT

Channel yet 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 work on traffic and content.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we record posts in other channels that mention your channel. Over the last **6 months** such mentions were **49**, they brought **9 577** new subs.

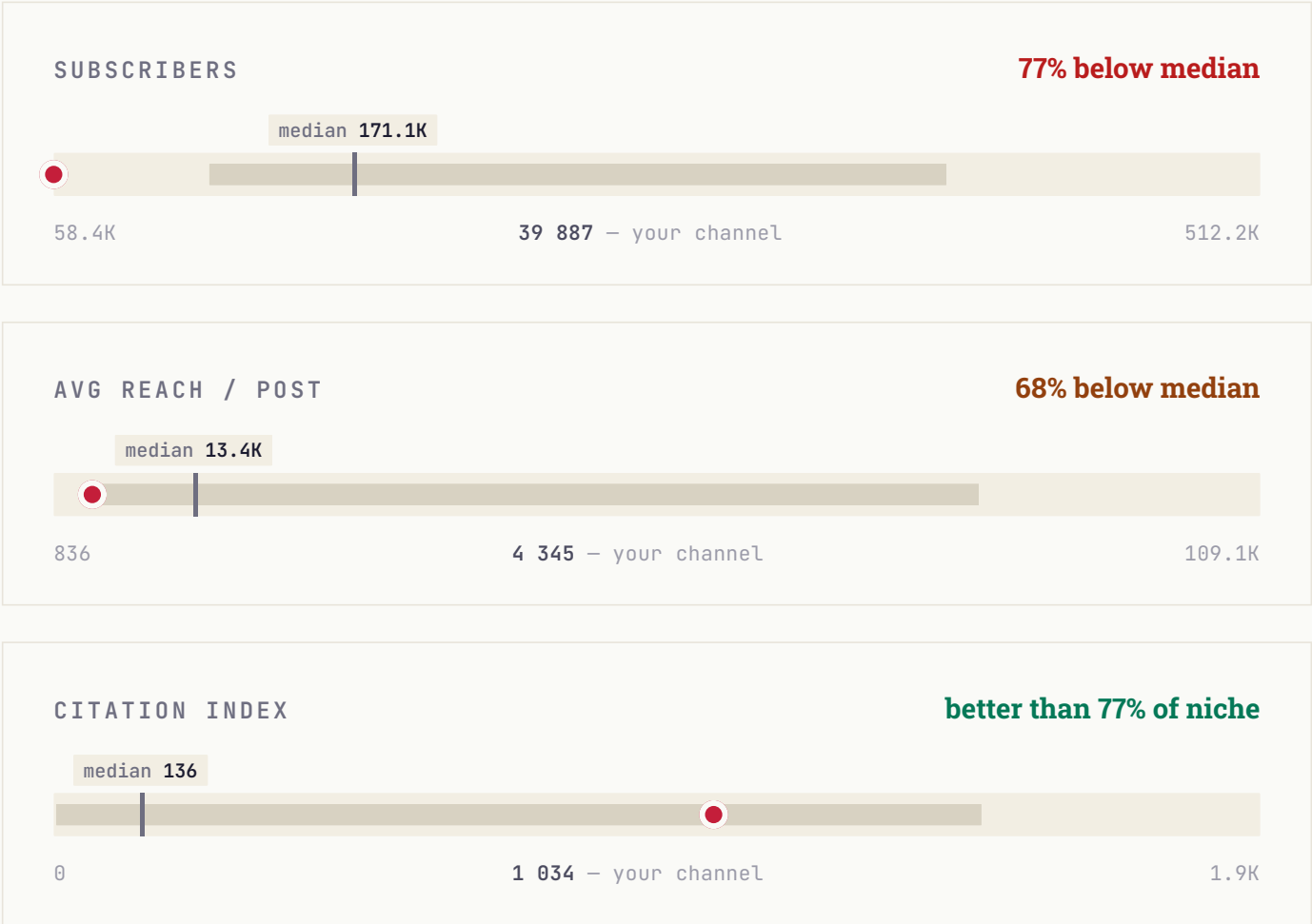
PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
January 2026	5	5	462	
December 2025	2	2	237	
Nov 2025	2	2	3	
Oct 2025	3	3	0	
September 2025	13	9	25	
August 2025	24	16	8 850	

TOTAL MENTIONS	MONTHS IN DATA	ACQUIRED SUBSCRIBERS
49	6	9 577

SECTION 08 · NICHE COMPARISON

Where channel stands 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.



— 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

Main post of the week — on Tuesday

Audience is most active on this day at 22:00 MSK.

EFFECT

Best window for an important post
- 02

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
- 03

Test polls & interactive formats

Posts with polls/reactions usually give +5-15% to ER. One poll per week on a hot topic — an easy growth point.

EFFECT

+5-15% ER
- 04

Cross-promo with neighboring channels

Swap posts quarterly with channels in the same niche. 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 this done by **PromptPress?**

This audit — what we can do in a few minutes based on public data. If you want to go further — run ads through us and hit your growth plan in a month.

01 Launch Telegram ad <https://panel.promptpress.com/register>

02 Contact manager t.me/PromptPress_manager
