

PUBLIC REPORT BY PROMTPRESS

Channel audit

eat.sleep.wear.



@eatsleepwear

Ads — @sol_litta My personal tg — @anyacuttee RKN registry:
<https://rknn.link/9Z>

SUBSCRIBERS

89 974

-641 per month

ERR (% SEE POSTS)

26.0%

last 24 hrs 11.5%

REACH/POST

23.7K

ad reach 10.4K/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 89 974 —	 SUBS REACH 26.3% avg % subs see post	 VIEWS/POST 23.7K median 25.3K · 28 days	 POSTS/WEEK 5.8 for period
 7D TREND -15.0% vs previous week	 REACTIONS/POST 194.3 only 4,663 reactions, 1,583 reposts, 0 comments	 POST LENGTH 199 chars median 172 · 28 days	 POSTS ANALYZED 24 28 days
 AD REACH 10.4K 24h avg	 CHURN / MONTH -641 last month	 CITATION RATE 140 citation index · 94 channels mentioned all time	 CHANNEL AGE 5 years 4 months created Feb 26, 2021

AI EDITOR SUMMARY

Channel «eat.sleep.wear.» — 89 974 subs. Each post avg views 23.7K people (26% of subs), good reach. Publishes 6 posts/week (~1/day) — rare. For week Jul 6–12 reach dropped -15.0% by week Jun 29 – Jul 5 — worth analyzing why.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and underperformers — to see what to repeat and what to drop from rotation.

WHAT TOP POSTS SHARE

- 01 Analysis based on 24 posts over 28 days.
- 02 Dominant format — Photo (23/24 posts).
- 03 Avg post length — 199 chars (median 172).
- 04 Peak audience activity — Friday, 19:00 MSK.
- 05 Top posts get 2x more views than the weakest (32.5K avg for top vs 15.5K for worst) — among 24 posts in 28 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 18.06 · 13:16 PHOTO Girls, Red Flag is a gem if you want to refresh your summer wardrobe without complicated shopping💙 Especially check out the t-shirts: they...	VIEWS 34 338 REPOSTS 16	REACTIONS 143 ER 38.2%
Nº2 18.06 · 17:47 PHOTO This top is the perfect summer piece when you want to look feminine💖 WB: Top Skirt Sandals Bag Earrings Bracelets	VIEWS 32 141 REPOSTS 78	REACTIONS 228 ER 35.7%
Nº3 26.06 · 16:16 PHOTO Minimalism that looks expensive: black base, textured chocolate bag, and warm accessories in shades...	VIEWS 31 157 REPOSTS 95	REACTIONS 248 ER 34.6%

Nº4 21.06 · 16:19 PHOTO I really like how these shirts work in outfits – simple but tasteful❤️ Especially in this shade: looks soft, noble and...	VIEWS 30 697 REPOSTS 87	REACTIONS 254 ER 34.1%
Nº5 22.06 · 19:45 PHOTO Quiet luxury for every day💕 WB: Top Cardigan Pants Bag Flip-flops Sunglasses Pendant	VIEWS 30 241 REPOSTS 138	REACTIONS 282 ER 33.6%

|

WORST 3

↓ 13.07 · 17:02 PHOTO Summer basics that always look great! Save as a ready idea for every day❤️ WB: Top Shirt Shorts Flip-flops Bag Panama hat	VIEWS 16 715 REPOSTS 72	REACTIONS 207 ER 18.6%
↓ 14.07 · 07:15 PHOTO I've put together a summer selection from the Snow Queen sale: light dresses, skirts and tops in calm natural shades. Just the...	VIEWS 15 385 REPOSTS 20	REACTIONS 144 ER 17.1%
↓ 14.07 · 16:15 PHOTO Very beautiful and calm top for everyday💕 With black accessories it becomes that stylish...	VIEWS 14 372 REPOSTS 40	REACTIONS 136 ER 16.0%

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 grew and which lost subs.



SECTION 04 • MENTIONS

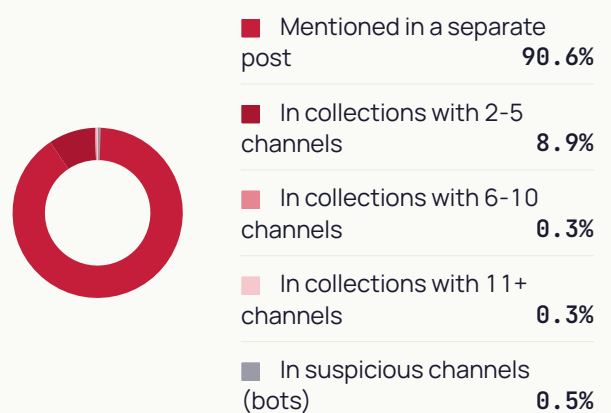
Who mentions the channel and how

Citation index **140** — channel popularity rating based on mentions. Considers not only count but also mentioner weight: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **94** different channels.

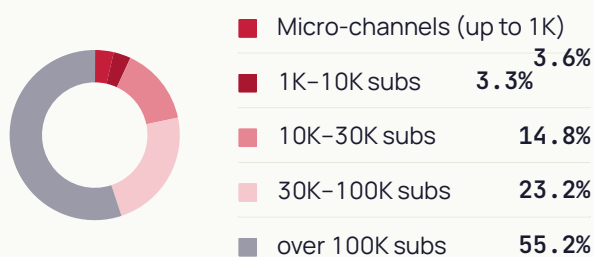
COUNTRIES MENTIONING



MENTION FORMAT



SIZE OF CHANNELS MENTIONING



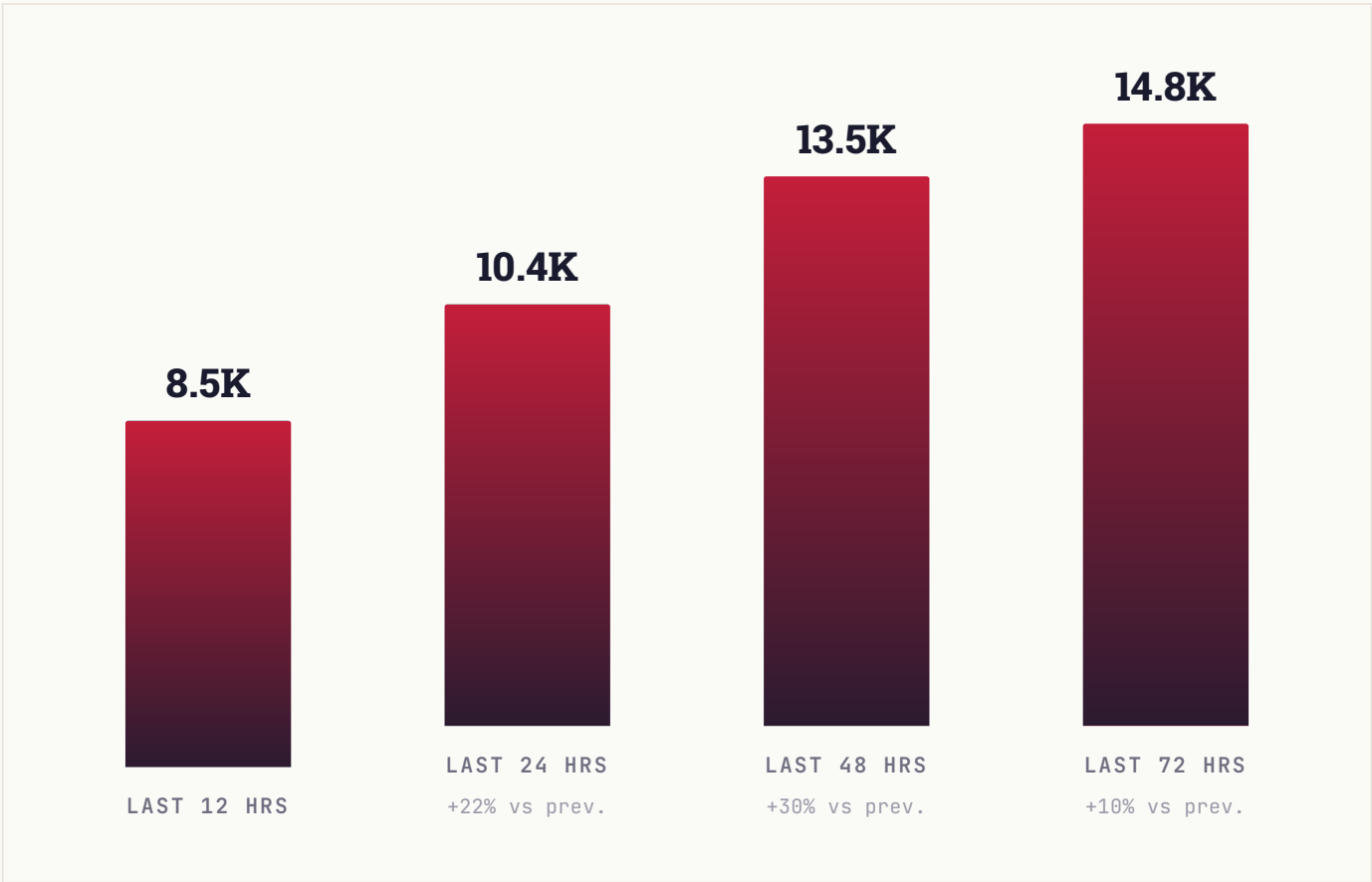
MENTION TOPICS



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of an 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 position among niche neighbors.

CHANNEL	SUBSCRIBERS
ZY Zolotoe Yabloko	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 Finds / WB	533.2K
EM Elena Mixit	518K
GD Face gymnastics	472.4K
PM Fashion Trends	436K
PS Prime Savers	428.8K
EA eat.sleep.wear. YOU	90K

COMPARATIVE INSIGHT

Channel not yet outside niche top 97 — early growth stage. Niche leader — Zolotoe Yabloko (1M), top-97 median: 189.3K. First goal: enter top-97 via systematic traffic & content work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Each month we track posts in other channels that mention yours. Over the last **6 months** such mentions were **43**, they brought **3 975** new subs.

PERIOD	MENTIONS	CHANNELS	GAINED SUBS
Jan 2026	2	2	207
December 2025	13	7	557
Nov 2025	18	13	1 309
Oct 2025	4	4	768
Sep 2025	4	3	526
August 2025	2	2	608

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
43	6	3 975

SECTION 08 · NICHE COMPARISON

Where the 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 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 Friday

Audience most active on this day at 19:00 MSK.

EFFECT

Best window for an important post
- 02

Increase video post share

Video in Telegram holds audience longer and is favored by the algorithm. Aim for 15-25%.

EFFECT

Video holds 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 weekly poll on a hot topic is an easy win.

EFFECT

+5-15% ER
- 05

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

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in minutes using public data. If you want to go further — run ads with 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
