

PUBLIC PROMTPRESS REPORT

Channel audit

Elena Mixit



@elenamixit

I'm Elena, founder of MIXIT Inspired by you ♥ Registered in RKN list:
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SUBSCRIBERS

518 014

-6528 per month

ERR (% SEE POSTS)

18.0%

last day 10.4%

REACH/POST

88.4K

ad reach 53.6K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 518 014 —	 SUBS REACH 17.07% avg % subs see post	 VIEWS/POST 88.4K median 90.4K · 28 days	 POSTS/WEEK 16.4 for period
 7D TREND -14.8% vs previous week	 REACTIONS/POST 3314.4 total 218,750 reactions, 5,125 reposts, 6,136 comments	 POST LENGTH 319 chars. median 291 · 28 days	 POSTS ANALYZED 66 28 days
 AD REACH 53.6K 24h avg	 CHURN / MONTH -6528 last month	 CITATION RATE 35 citation index · 196 channels mentioned all time	 CHANNEL AGE 4 years 4 months created 04.03.2022

AI EDITOR SUMMARY

Channel «Elena Mixit» – 518 014 subs. Each post averages 88.4K people (17% of subs), average reach – room to grow. Posts 16 posts/week (~2/day) – regular schedule. Week Jul 6–12 reach dropped -14.8% by week Jun 29 – Jul 5 – worth analyzing reasons.

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 66 posts over 28 days.
- 02 Dominant format — Video (36/66 posts).
- 03 Avg post length — 319 chars (median 291).
- 04 Audience peak activity — Sunday, 10:00 MSK.
- 05 Top posts get 2x more views than the weakest (127.2K avg for top vs 65.3K for worst) — among 66 posts in 28 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 28.06 · 07:08 PHOTO GIVEAWAY of a PR Box for you🌟 And it's a waaaaardrobe!!! A wardrobe of clothes!💛 We're launching a new line — CLOTHING And this PR box is dedicated to...	VIEWS 131 125 REP. 1 706	REACTIONS 12 952 ER 25.3%
Nº2 05.07 · 07:07 PHOTO Sharing an important moment from my life💖💖 Photo from my mom's birthday🌸	VIEWS 126 522 REP. 38	REACTIONS 4 595 ER 24.4%
Nº3 05.07 · 16:21 PHOTO By the way, I reduced my lips💉 What do you think? I had them done 15 years ago and several times😬 Long wanted to dissolve the filler, but was scared and here...	VIEWS 124 095 REP. 37	REACTIONS 5 219 ER 24.0%

Nº4 28.06 · 12:31 PHOTO TOMORROW ALREADY!!!❤️ First collection sales start - 29.06.2026	VIEWS 122 936 REP. 158	REACTIONS 5 323 ER 23.7%
Nº5 07.07 · 07:56 PHOTO Getting ready for a wedding... But not mine yet 😊 Tomorrow I'm going to a colleague's wedding and realized roots are not dyed, dress not chosen, everything needs...	VIEWS 116 741 REP. 73	REACTIONS 4 143 ER 22.5%

|

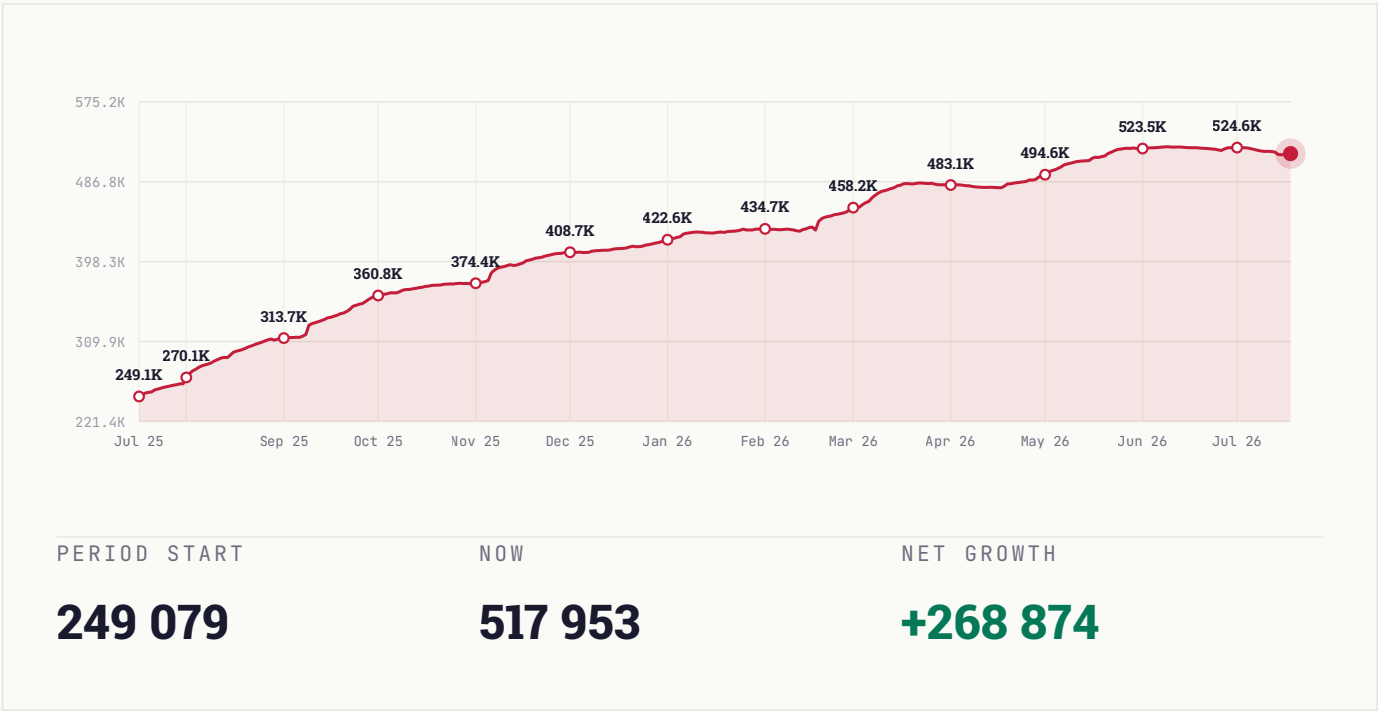
WORST 3

↓ 09.07 · 11:59 VIDEO (captionless post – video)	VIEWS 67 513 REP. 16	REACTIONS 2 002 ER 13.0%
↓ 14.07 · 19:06 PHOTO How my shooting day went yesterday Now I only shoot content a couple days a week. We started a new genre – making...	VIEWS 65 006 REP. 3	REACTIONS 1 733 ER 12.5%
↓ 14.07 · 11:58 VIDEO (captionless post – video)	VIEWS 63 521 REP. 17	REACTIONS 2 283 ER 12.3%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

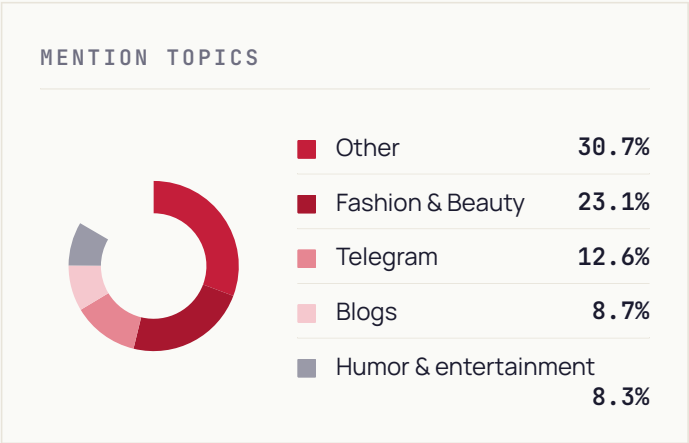
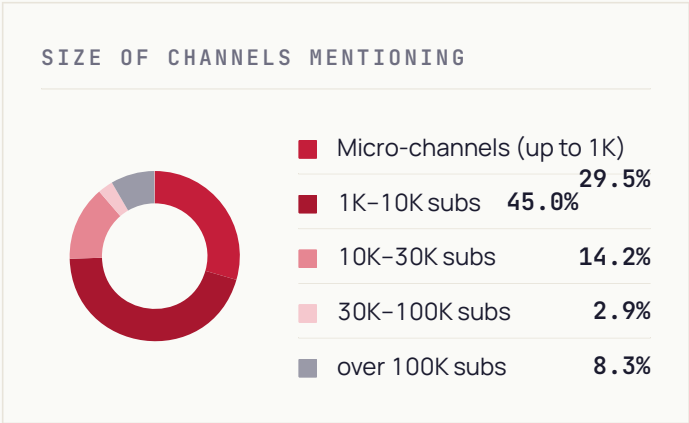
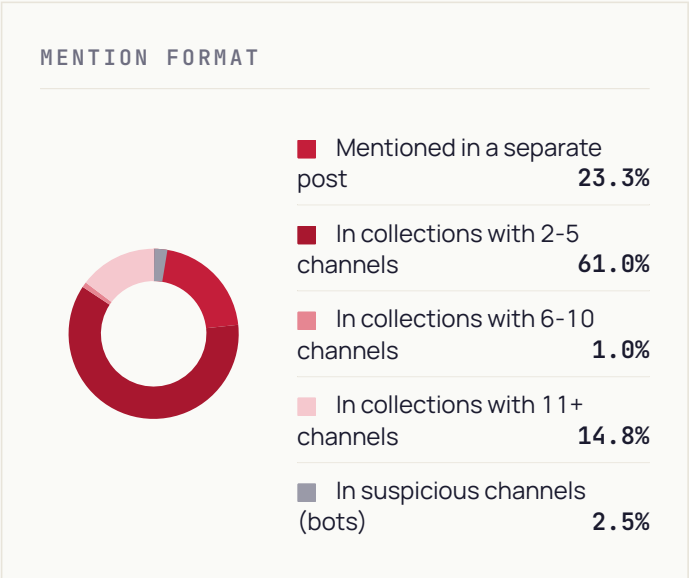
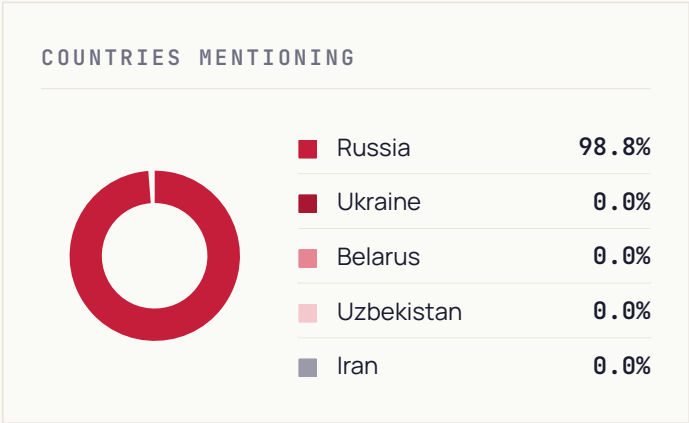
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel & how

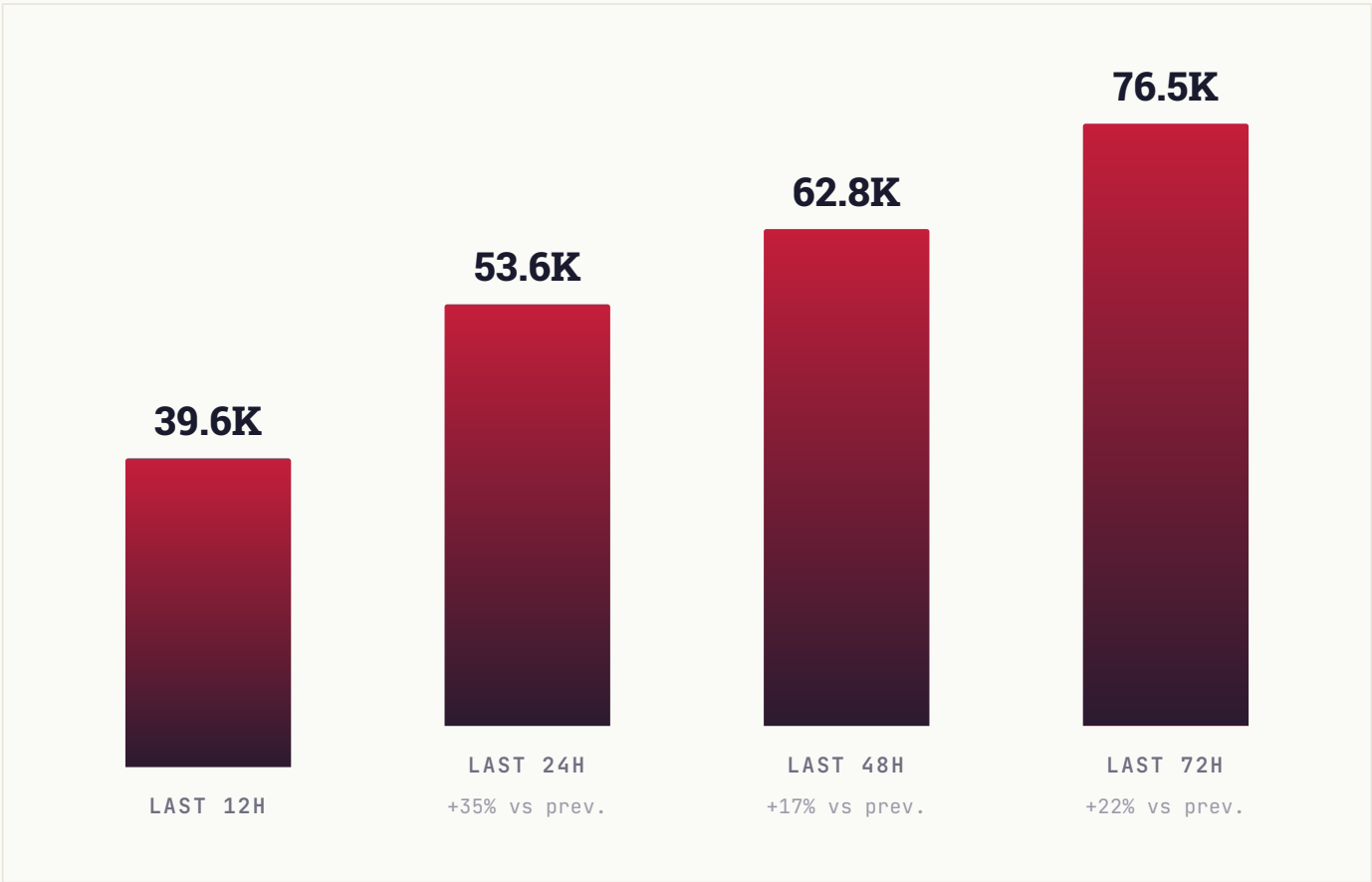
Citation index **35** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100k subs channel weighs more than from 1k. All-time mentions: **196** different channels.



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 should 'live'.



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Your channel is highlighted — see its 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
M Manicure Nails	572K
NN Wildberries / WB finds	533.2K
EM Elena Mixit YOU	518K
GD Face gymnastics	472.4K
PM Fashion Trends	436K
PS Prime Savers	428.8K
PR Primebery	399.5K

COMPARATIVE CONCLUSION

Channel in top 10 niche (#7 of 97). Strong position. Niche leader — Golden Apple (1M), room to grow to #1. Mutual exchanges with other top-10 channels as equals.

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 **73**, they brought **178 690** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	3	3	15 988
December 2025	12	11	13 592
Nov 2025	33	29	35 378
Oct 2025	2	2	15 351
Sep 2025	10	8	46 529
August 2025	13	9	51 852
TOTAL MENTIONS			73
MONTHS OF DATA			6
ATTRACTED SUBSCRIBERS			178 690

SECTION 08 · NICHE COMPARISON

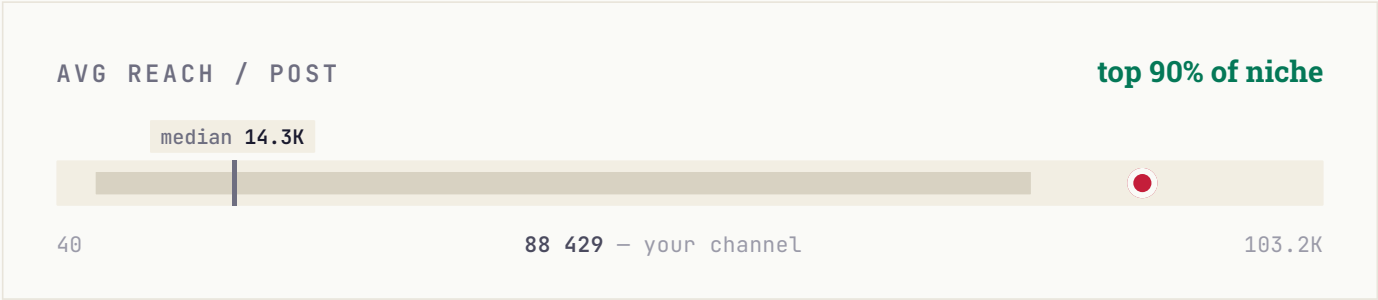
Where channel stands in its league

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

#7/100

RANK IN NICHE

Channel in top 7% Fashion & Beauty Russia



— 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 — Sunday

Audience is most active on this day at 10:00 MSK.

EFFECT

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

EFFECT

+5-15% ER

04

Cross-promo with neighboring channels

Swap posts quarterly with same-segment channels. 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 — organic traffic source.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want us to do this **PromptPress?**

This audit — 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
