

PROMTPRESS PUBLIC REPORT

Channel audit

Quiet Aesthetics



@etovsemnado

📌 Sharing cool finds 👗 breaking down trends 👠 Style tips 🛍️
Accessory reviews 🧴 Makeup & skincare 📷 Runway photos Collab
<https://clck.ru/3FS5qV>

SUBSCRIBERS

169 194

+21975 per month

ERR (% SEE POSTS)

33.0%

per day 16.6%

REACH/POST

69.8K

ad reach 29.1K/24h

— CONTENTS · 2026

What's inside the report

01 Channel Snapshot

12 key metrics · AI summary

02 Content analysis

Top 5 posts · worst 3 · insights

03 Subscriber dynamics

Yearly growth chart

04 Ad potential

How long a post drives reach

05 Competitors

Niche neighbors · your place

06 Niche Comparison

Position in category «Fashion & Beauty»

07 Strategy

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 169 194 —	 SUBSCRIBER REACH 41.28% avg % of subs see a post	 VIEWS/POST 69.8K median 69K · 24 days	 POSTS/WK 2.6 over period
 7D TREND +7.5% vs previous week	 REACTIONS/POST — MTPROTO only	 POST LENGTH 913 chars median 1000 · 24 days	 POSTS ANALYZED 9 24 days
 AD REACH 29.1K 24h avg	 CHURN / MONTH +21975 last month	 CITATIONS 0 citation index (cumulative)	 CHANNEL AGE 4 years 7 months created 30.11.2021

AI EDITOR SUMMARY

Channel «Quiet Aesthetics» — 169 194 subs. Each post averages 69.8K people (41% from subs), wide reach for a channel this size. Publishes 3 posts per week (~0 per day) — rare posts. For week 22–28 Jun reach grew by +7.5% vs week 15–21 Jun — positive trend.

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 9 posts over 24 days.
- 02 Dominant format — Photo (7/9 posts).
- 03 Avg post length — 913 chars (median 1000).
- 04 Peak audience activity — Saturday, 08:00 MSK.
- 05 Top posts get 1x more views than the weakest (76.7K avg for top vs 64.7K for worst) — among 9 posts over 24 days. Worth analyzing what top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 04.07 · 05:46 PHOTO  Lab-grown diamonds: the top jewelry trend of recent years? Just a few years ago, many were skeptical of lab-created...	VIEWS 84 450 REPOSTS 1 REACTIONS ER 49.9%
Nº2 24.06 · 20:57 PHOTO Quiet luxury: why wealth no longer shouts A few years ago luxury meant big logos...	VIEWS 74 682 REPOSTS — REACTIONS ER 44.1%
Nº3 29.06 · 23:47 PHOTO Blue + Red: A union born of sky and war This combo is one of the most powerful and controversial duos in fashion. We see it on flags...	VIEWS 70 928 REPOSTS — REACTIONS ER 41.9%

Nº4 26.06 · 12:21 PHOTO Kylie Jenner officially entered high tech, unveiling a collab with Meta* – smart glasses with a built-in camera. But this isn't...	VIEWS 69 087 REPOSTS —	REACTIONS — ER 40.8%
Nº5 19.06 · 09:26 PHOTO New day – and Jonathan Anderson wipes the nose of all skeptics again 😂. This time he was officially inducted into the «holy of holies» – La Galerie...	VIEWS 68 958 REPOSTS —	REACTIONS — ER 40.8%

|

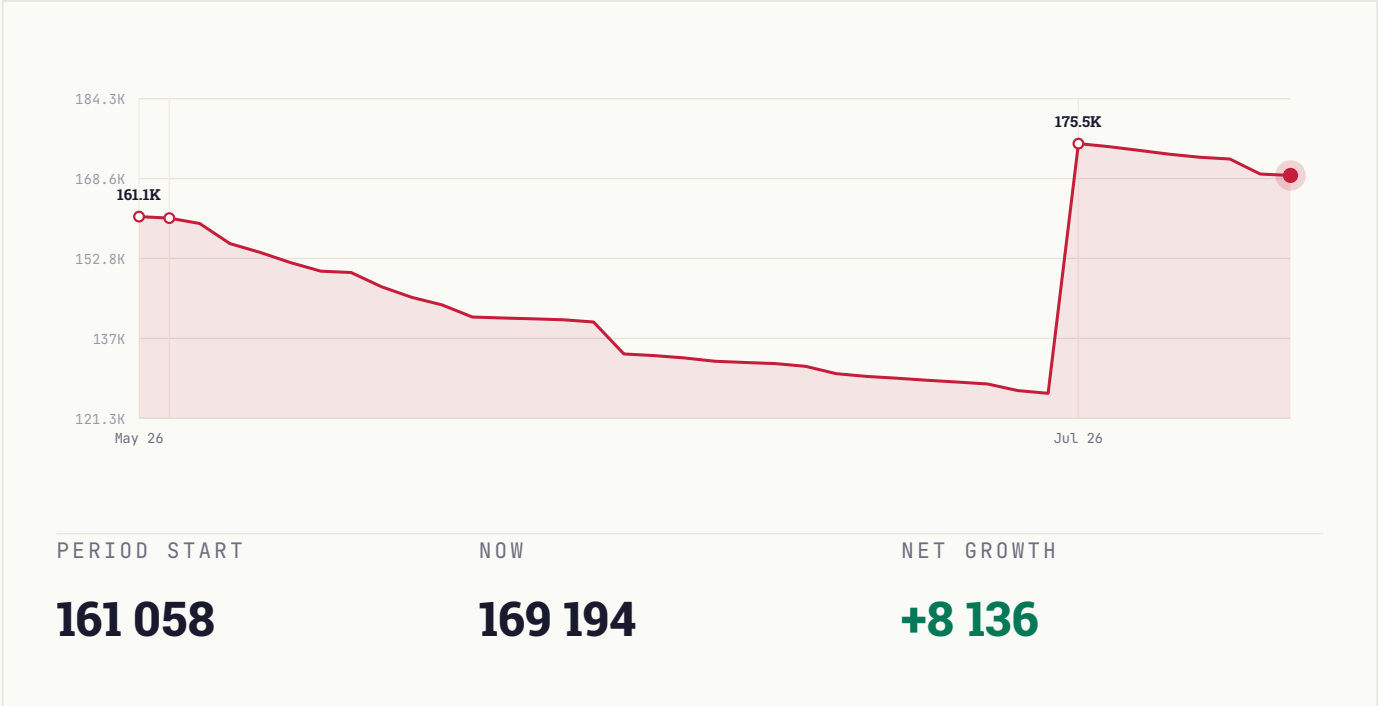
WORST 3

↓ 17.06 · 22:20 PHOTO Green is the new black. Here's why. Many still fear colored accessories. They seem hard to match, quickly...	VIEWS 65 347 REPOSTS —	REACTIONS — ER 38.6%
↓ 11.06 · 05:33 PHOTO Summer as interpreted by Dior Maison looks exactly like this. Dior Maison unveiled a new collection inspired by one of the favorite vibes...	VIEWS 65 112 REPOSTS 1	REACTIONS — ER 38.5%
↓ 09.06 · 14:22 VIDEO I haven't watched movies in ages. But came across this clip online and wanted to share it with you. Who's seen the series...	VIEWS 63 697 REPOSTS —	REACTIONS — ER 37.6%

SECTION 03 · SUBSCRIBER DYNAMICS

Channel growth over a year

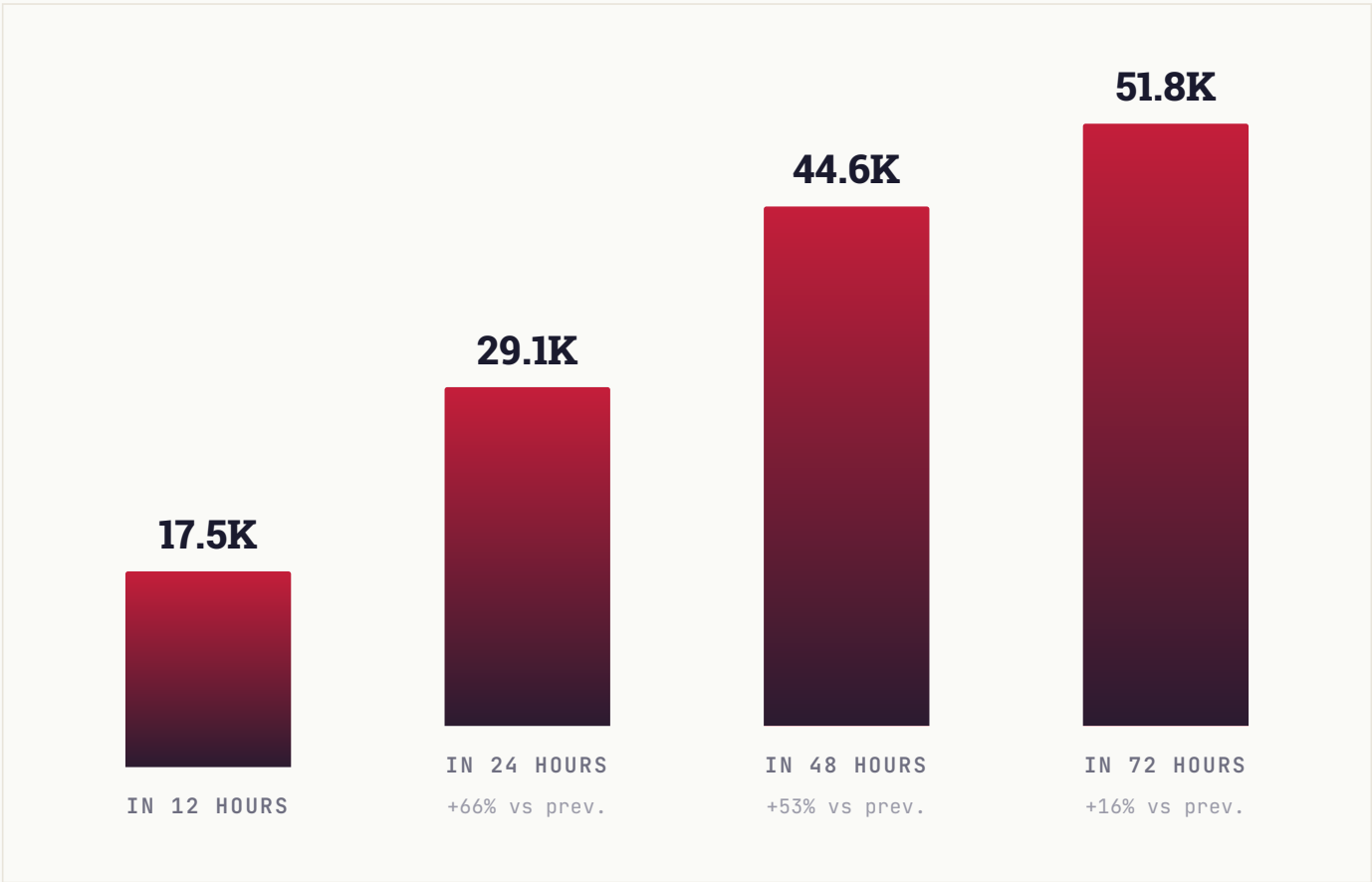
Subscriber growth over the year. Key months show exact count. See gains and losses.



SECTION 04 · AD POTENTIAL

How long a post drives reach

Avg ad post reach over time since publication. Helps estimate how long a placement stays effective.



SECTION 05 · COMPETITORS

Who you compete with

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

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
NW Finds WB OZON	393.5K
QA Quiet Aesthetics YOU	169.2K

COMPARATIVE INSIGHT

Channel in bottom half of top-100 niche (#53 of 96). Niche median — 171K subs.
First KPI: reach median. Leader: Zolotoe Yabloko (1.1M).

— SECTION 06 • NICHE COMPARISON

Where your channel ranks in its league

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

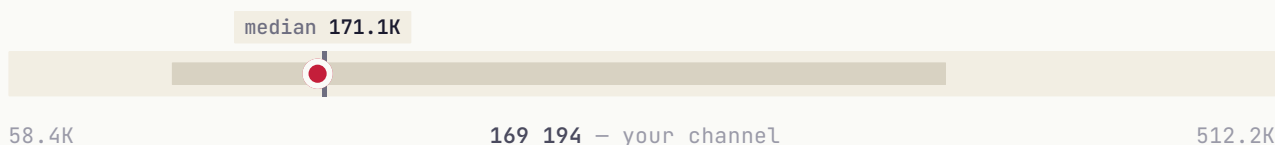
#53 /100

POSITION IN NICHE

Channel in bottom half of rating

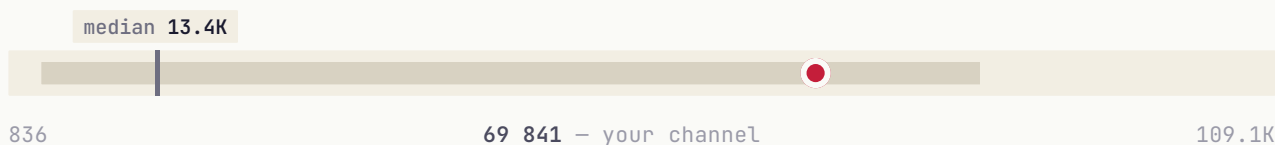
SUBSCRIBERS

1% below median



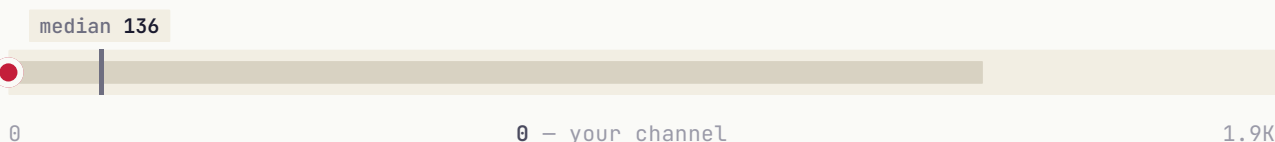
AVG REACH / POST

better than 81% of niche



CITATION INDEX

99% below median



— SECTION 07 · STRATEGY

What to do right now

5 priority actions sorted by expected impact. Check off and revisit next month.

- | | | |
|-----------|---|--|
| 01 | Increase posting frequency
Now 2.6 posts/wk. Active channels do 7-10.
Consistency is key for retention. | EFFECT
Consistency
beats volume |
| 02 | Best post of the week — on Saturday
Audience most active on this day at 08:00 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 and interactive formats
Posts with polls/reactions usually boost ER by 5-15%.
One poll per week on a hot topic is an easy win. | EFFECT
+5-15% ER |
| 05 | Cross-promo with neighboring channels
Swap posts with channels in your niche 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 — what we can do in a few minutes using public data.
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
