

— PUBLIC REPORT BY PROMTPRESS

Channel audit

Not Glossy | Just Tasty



@fashion_foxy

Aesthetics, coziness, life hacks and right mindset - all here ✨ Pr
@iam_mng and @kocha63 Via Perfluence <https://clck.ru/3Q8dqx>
Rkn <https://gosuslugi.ru/snet/6932c030e66e05d64cd5271a>

SUBSCRIBERS

43 552

-934 per month

ERR (% SEE POSTS)

78.0%

daily 27.7%

REACH/POST

32.2K

ad reach 12K/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

Year chart · growth

04 Citation rate

Who mentions the channel and how

05 Ad potential

How long a post generates reach

06 Competitors

Niche neighbors · your spot

07 Mention Dynamics

6 months · monthly

08 Niche comparison

Rank in «Fashion & Beauty» category

09 Strategy

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Key Channel Metrics

Each card is a separate channel health indicator. The subtitle under the number shows the period it's calculated for.

 SUBSCRIBERS 43 552 —	 SUBSCRIBER REACH 73.98% avg % subs see post	 VIEWS/POST 32.2K median 30.7K · 25 days	 POSTS/WEEK 3.6 for period
 7D TREND -20.6% vs previous week	 REACTIONS/POST 1287.2 total 16,733 reactions, 1,511 reposts, 111 comments	 POST LENGTH 942 chars. median 1,000 · 25 days	 POSTS ANALYZED 13 25 days
 AD REACH 12K 24h avg	 CHURN / MONTH -934 last month	 CITATION RATE 3 citation index · 20 channels mentioned all time	 CHANNEL AGE 3 years 2 months created 04/29/2023

AI EDITOR SUMMARY

Channel «Ne glyanets | Prosto vkus» — 43 552 subs. Avg views per post: 32.2K people (74% of subs), wide reach for a channel this size. Publishes 4 posts/week (~1/day) — rare. Week Jul 6–12 reach dropped -20.6% by week Jun 29 – Jul 5 — worth analyzing.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement & underperformers – to see what to repeat and what to drop.

WHAT TOP POSTS SHARE

- 01 Analysis based on 13 posts in 25 days.
- 02 Dominant format – Photo (11/13 posts).
- 03 Avg post length – 942 chars (median 1,000).
- 04 Audience peak – Wed, 15:00 MSK.
- 05 Top posts get x1 more views than weakest (40.6K avg for top vs 28.6K for worst) – among 13 posts in 25 days. Analyze what top shares: topic, format, timing.

TOP 5 POSTS

Nº1 08.07 · 12:45 VIDEO Know that feeling when you pay for something you never use? A useless item, a forgotten gym membership, or a forgotten...	VIEWS 41 161 REPOSTS 111	REACTIONS 1 372 ER 94.5%
Nº2 03.07 · 11:32 PHOTO Let's be honest: you can buy tons of expensive serums, but it's all wasted if you apply skincare on poorly cleansed skin. Logic...	VIEWS 40 396 REPOSTS 99	REACTIONS 1 539 ER 92.8%
Nº3 05.07 · 04:42 PHOTO So, girls, happy weekend!) I already had: ☒ Massage ☒ Laser hair removal ☒ Breakfast of Japanese pancakes I've wanted for long ☒...	VIEWS 40 097 REPOSTS 33	REACTIONS 712 ER 92.1%

Nº4

25.06 • 02:05

PHOTO

I'm posting a lot of feminist content on Insta now, and here are my takeaways. First takeaway – about men. As...

VIEWS

39 467

REPOSTS

74

REACTIONS

697

ER

90.6%

Nº5

02.07 • 05:33

PHOTO

Catch the top most unusual coffee types I've tried and discovered: ☕ Egg coffee (Vietnam). A true legend...

VIEWS

38 023

REPOSTS

11

REACTIONS

700

ER

87.3%

WORST 3

↓ 11.07 • 11:47 PHOTO

Electronics Days. Sale of cool gadgets up to –70% ☀️ Update home devices, make it cozy, or grab powerful tech for...

VIEWS

28 791

REPOSTS

243

REACTIONS

1 780

ER

66.1%

↓ 11.07 • 11:47 PHOTO

Stylish finds under 1000 RUB on AliExpress 🛒 Who said you need a fortune for great looks and self-care? On...

VIEWS

28 615

REPOSTS

142

REACTIONS

1 464

ER

65.7%

↓ 11.07 • 11:47 PHOTO

Sports summer. Discounts for active lifestyle lovers up to –60% ☀️ Summer is in full swing, perfect reason to add some...

VIEWS

28 504

REPOSTS

209

REACTIONS

1 790

ER

65.4%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

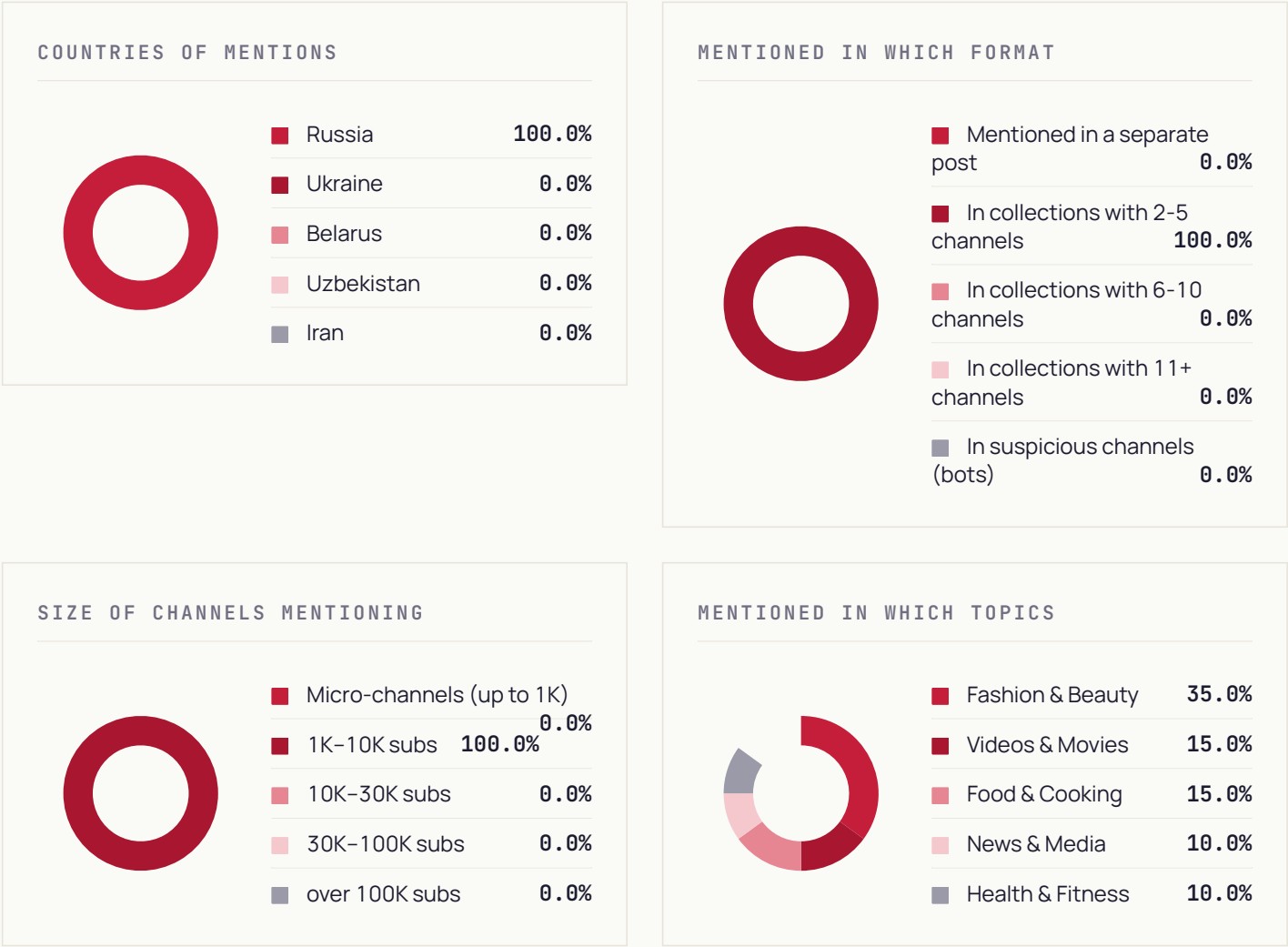
Subscriber growth chart over the year. Key months show exact subscriber count.
See which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

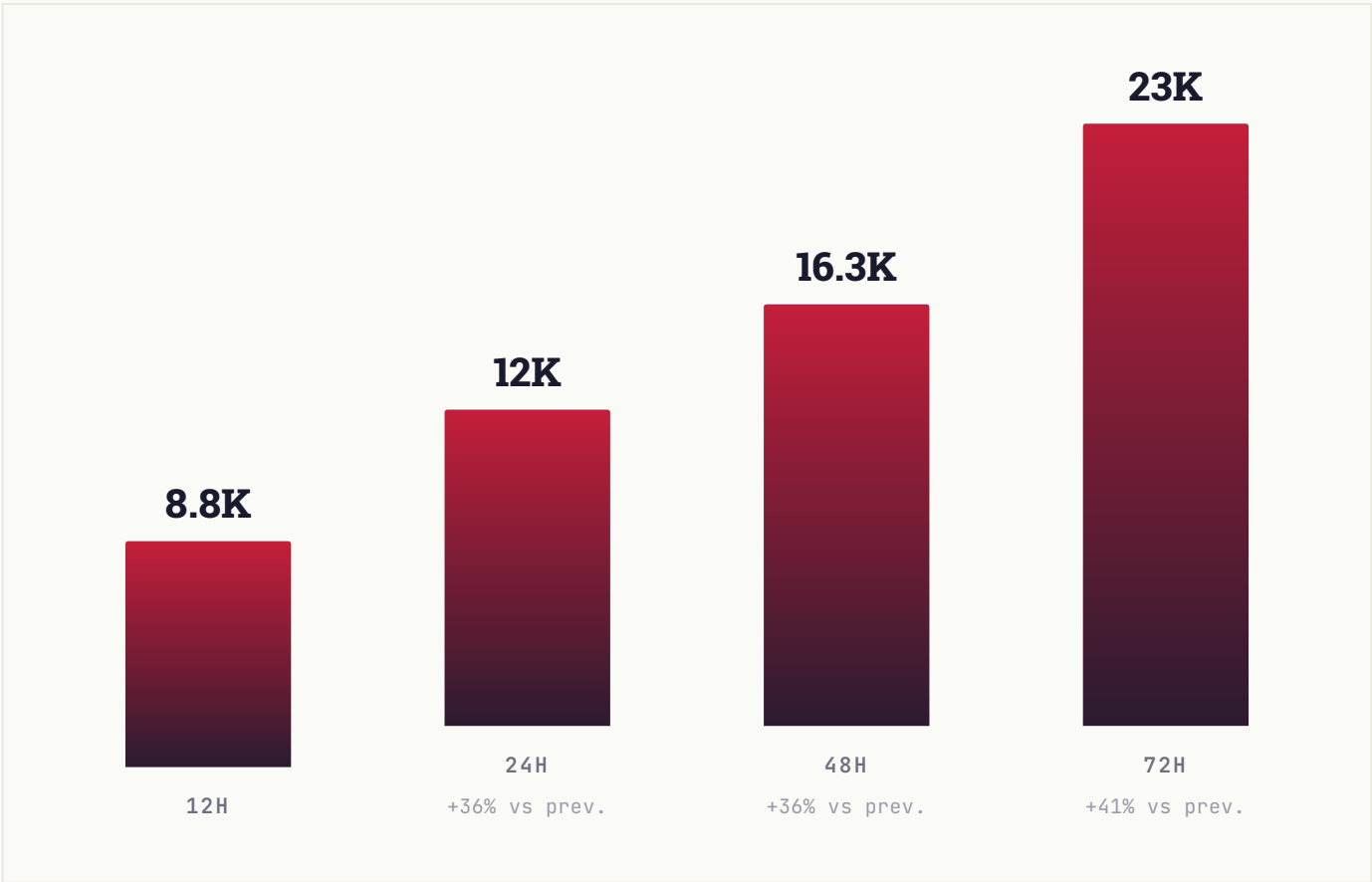
Citation Index **3** – channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from 1K. All-time mentions: **20** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

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



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic & audience. Your channel highlighted — see its rank 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 / WB Finds	533.2K
EM Elena Mixit	518K
GD Face Gymnastics	472.4K
PM Fashion Trends	436K
PS Prime Savers	428.8K
NG Not Glossy Just Tasty YOU	43.6K

COMPARATIVE INSIGHT

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

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: **40**, they brought **38 288** new subs.

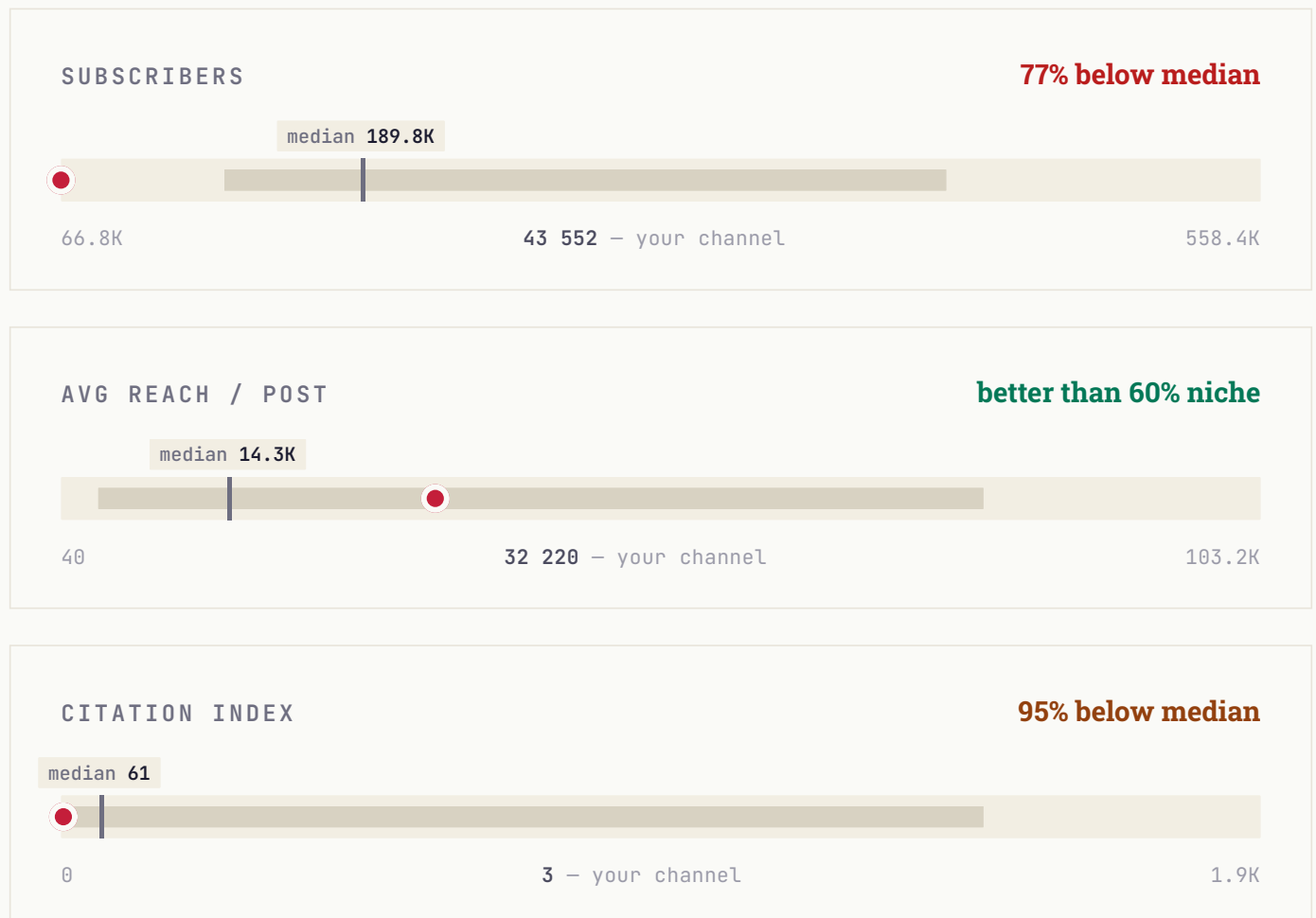
PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
January 2026	0	0	11 514	
December 2025	0	0	15 671	
Nov 2025	40	20	11 103	
Oct 2025	0	0	0	
September 2025	0	0	0	
August 2025	0	0	0	

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS
40	6	38 288

— 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 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 them off and revisit in a month.

- | | | |
|----|---|--|
| 01 | Increase posting frequency
Now 3.6 posts/wk. Active channels do 7-10.
Consistency is key to retention. | EFFECT
Consistency
over volume |
| 02 | Main post of the week — on Wednesday
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 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 poll per week on a hot topic is an easy win. | EFFECT
+5-15% ER |
| 05 | 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 |

★ WHAT'S NEXT

Want us to do it PromptPress?

This audit is what we can do in minutes from public data. Want to go further? Run ads with us and hit your growth plan in a month.

01

Launch Telegram Ads

<https://panel.promptpress.com/register>

02

Contact manager

t.me/PromptPress_manager