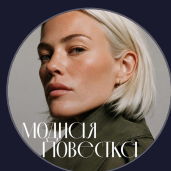


PUBLIC PROMTPRESS REPORT

Channel audit

Fashion Agenda



@fashionagenda

Fashion as part of culture: trends, designers, street style, runways, archives, news hooks and more. Ads @darya_klimenkova Channel registered with Roskomnadzor.

SUBS

361 145

+31607 per month

ERR (% SEE POSTS)

46.0%

per day **18.6%**

REACH/POST

165.7K

ad reach **67.7K/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.

 SUBS 361 145 —	 SUB REACH 45.89% avg % subs see post	 VIEWS/POST 165.7K median 184.2K · 25 days	 POSTS/WK 2.2 for the period
 7D TREND -24.4% vs previous week	 REACTS/POST 837.6 total 6 701 reactions, 2 132 reposts, 0 comments	 POST LENGTH 718 chars median 712 · 25 days	 POSTS ANALYZED 8 25 days
 AD REACH 67.7K 24h avg	 CHURN / MONTH +31607 for the last month	 CITATION RATE 0 citation index · 14 channels mentioned all time	 CHANNEL AGE 2 years 1 month created 30.05.2024

AI EDITOR SUMMARY

Channel «Fashion Agenda» — 361 145 subs. Each post averages 165.7K people (46% of subs), wide reach for a channel this size. Publishes 2 posts/week (~0/day) — rare. Week of Jul 6–12, reach dropped -24.4% to the week of June 29 – July 5 — worth analyzing the reasons.

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 8 posts over 25 days.
- 02 Dominant format – Photo (7/8 posts).
- 03 Avg post length – 718 chars (median 712).
- 04 Peak audience activity – Saturday, 17:00 MSK.
- 05 Top posts get 2 times more views than the weakest (224.8K avg for top vs 94.3K for worst) – among 8 posts in 25 days. Worth analyzing what the top has in common – topic, format, timing.

TOP 5 POSTS

Nº1 20.06 · 14:53 PHOTO Flip-flops hit the streets This summer, flip-flops have finally cemented their place in men's wardrobes. They're no longer just for the beach or...	VIEWS 248 758 REPOSTS 345	REACTS 1 463 ER 68.9%
Nº2 05.07 · 17:51 PHOTO The new Celine Automne 2026 campaign looks like Michael Rider decided to bring Parisian elegance to scorching Greek...	VIEWS 221 043 REPOSTS 391	REACTS 663 ER 61.2%
Nº3 26.06 · 15:02 PHOTO Find of the day – brand NOU Their wedge models are especially good: seemingly simple everyday pair, but thanks to the shape, volume and textures...	VIEWS 204 732 REPOSTS 131	REACTS 1 105 ER 56.7%

Nº410.07 · 17:10 PHOTO Birkenstock x Repetto This is the most talked-about collab right now. And judging by it, balletcore isn't just lingering in the agenda but confidently...	VIEWS	REACTS
	189 821	632
	REPOSTS	ER
	214	52.6%

Nº529.06 · 16:52 PHOTO New Dior Men collection Jonathan Anderson reimagines the male wardrobe by shifting familiar codes. His hero...	VIEWS	REACTS
	178 614	834
	REPOSTS	ER
	334	49.5%

WORST 3

↓ 12.07 · 14:04 PHOTO Looks like Jean Paul Gaultier had one of the most controversial debuts of the season Duran Lantink's first couture collection left a feeling...	VIEWS	REACTS
	112 363	674
	REPOSTS	ER
	297	31.1%

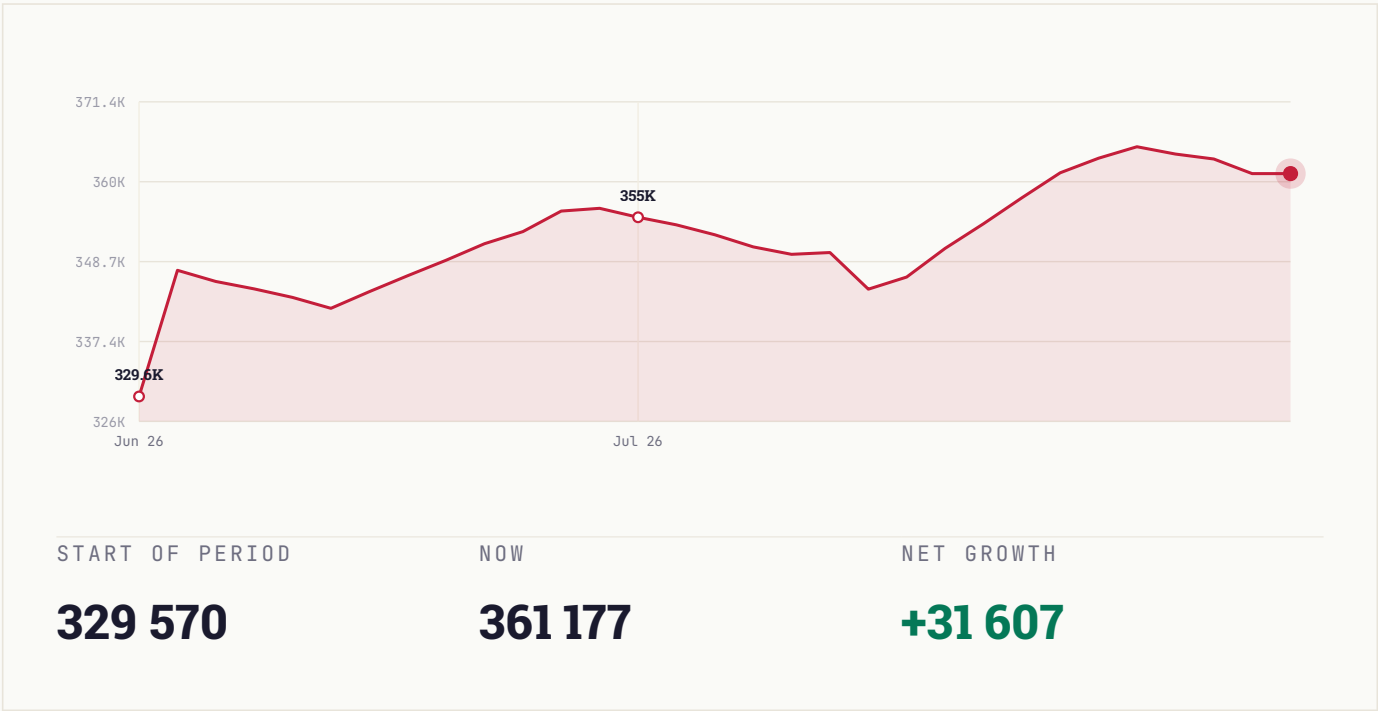
↓ 16.07 · 07:06 VIDEO MyMuse celebrated its birthday in St. Petersburg style: a rooftop party with a view of the Neva and weather that added a bit of...	VIEWS	REACTS
	87 172	718
	REPOSTS	ER
	205	24.1%

↓ 15.07 · 14:14 PHOTO Olivier Rousteing takes over Rabanne After 14 years at Balmain, the designer lands one of the most logical posts in the industry. His love for gold...	VIEWS	REACTS
	83 459	612
	REPOSTS	ER
	215	23.1%

SECTION 03 · SUB GROWTH

How the channel grew over the year

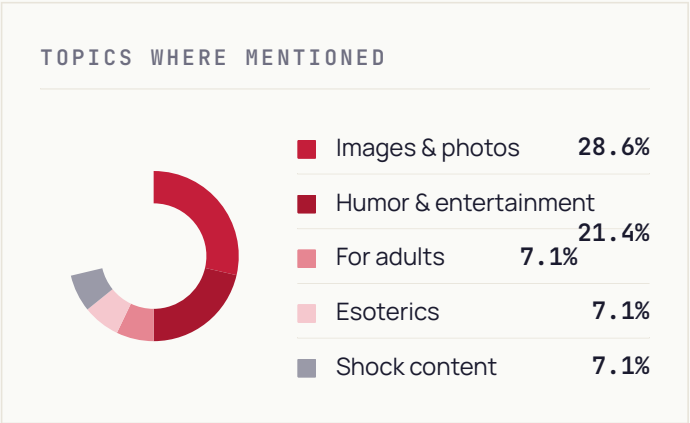
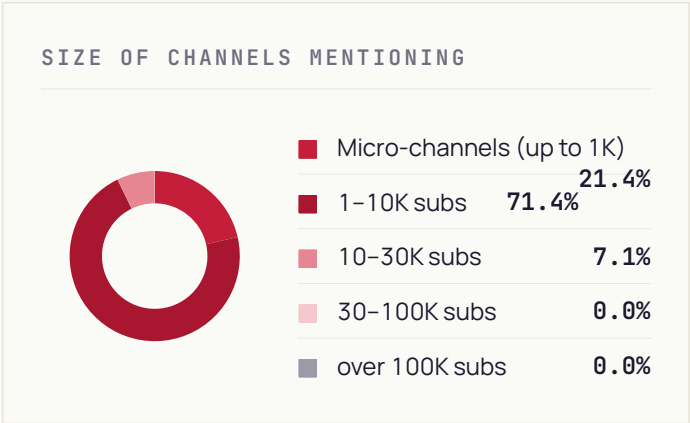
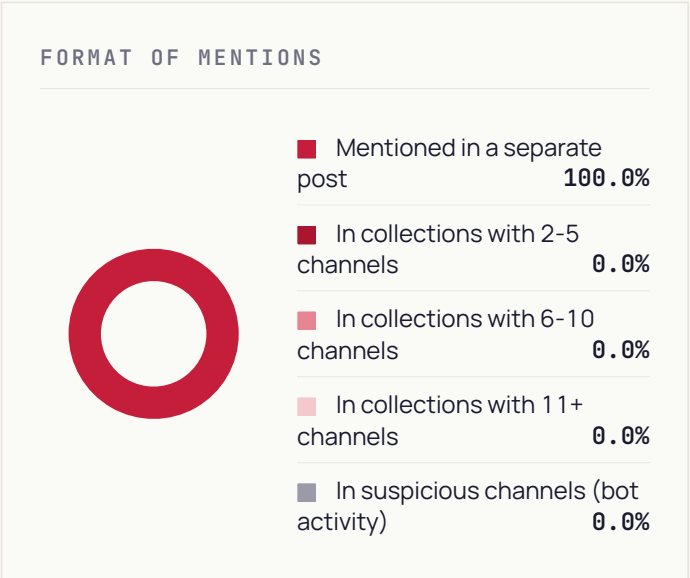
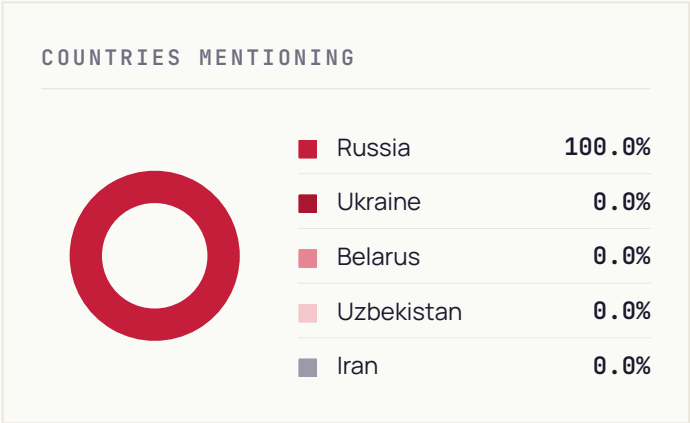
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained and lost subs.



SECTION 04 · MENTIONS

Who & how mentions the channel

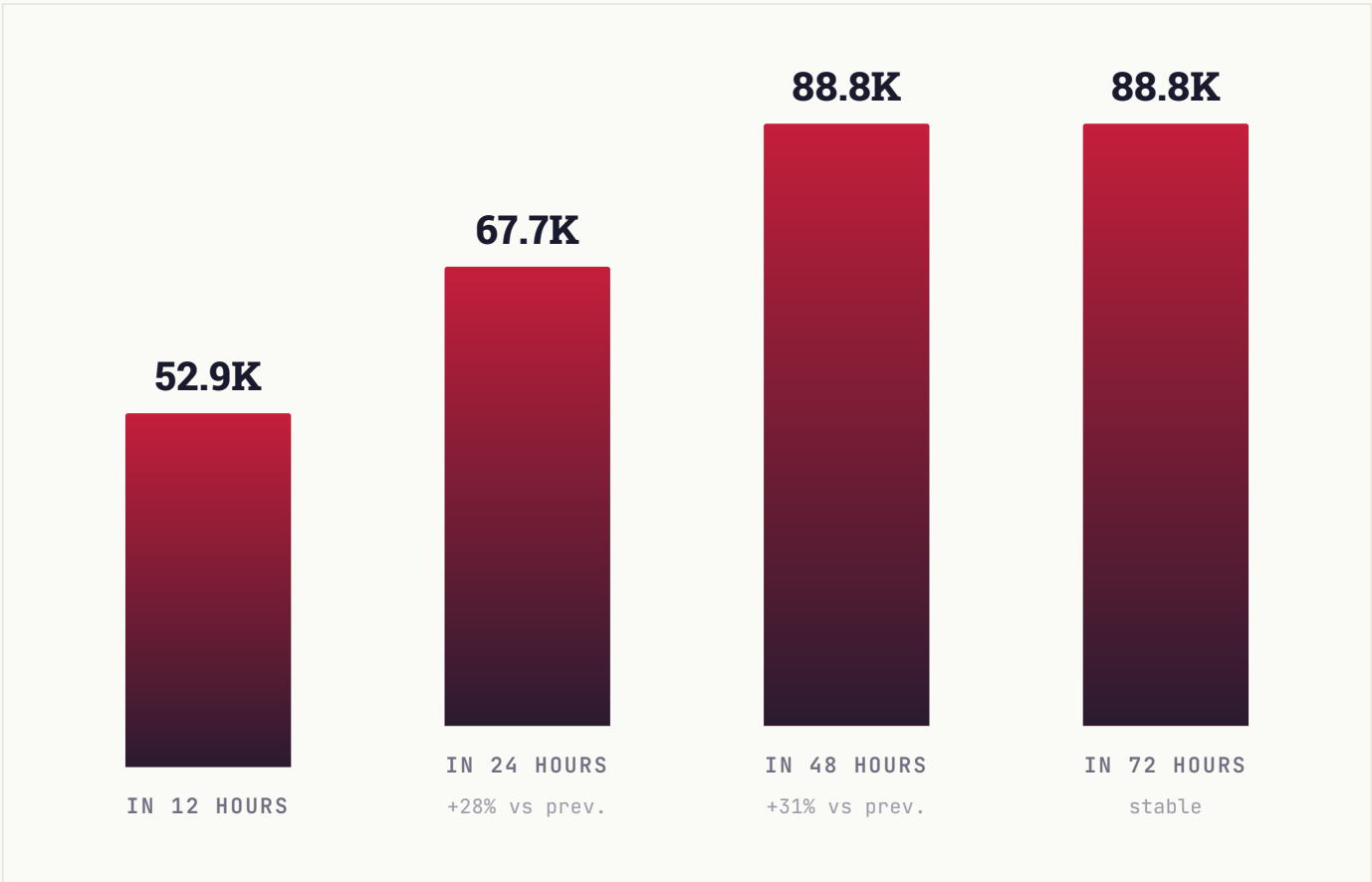
Citation index 0 – channel popularity rating based on mentions. Considers not just count but also weight of mentioners: a post from a 100k subs channel weighs more than from 1k. All time, your channel was mentioned 14 different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg ad post reach over 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 rank among niche peers.

CHANNEL	SUBS
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 Finds on Wildberries / WB	533.2K
EM Elena Mixit	518K
GD Facial exercises	472.4K
PM Fashion Trends	436K
PS Prime Savers	428.8K
MP Fashion Agenda YOU	361.1K

COMPARATIVE INSIGHT

Channel in bottom quartile of niche (#18 of 97). Leader — Zolotoe Yabloko (1M).
Goal for coming months: break into niche top 10 through systematic traffic work.

SECTION 07 · NICHE COMPARISON

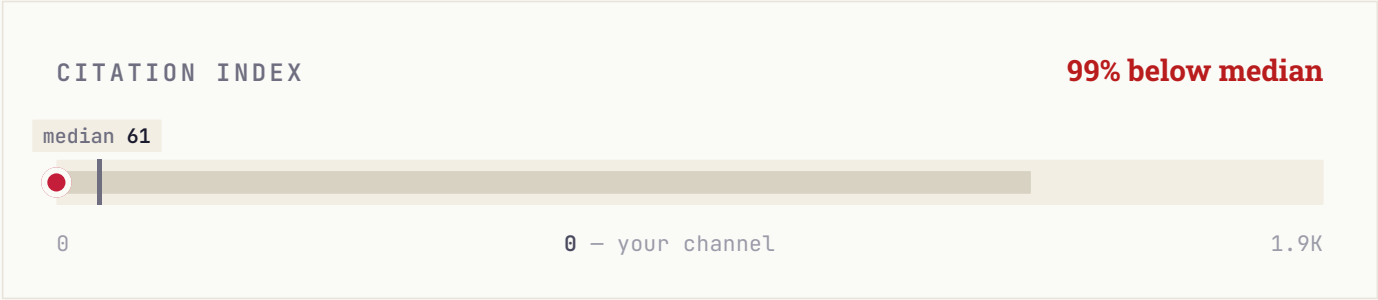
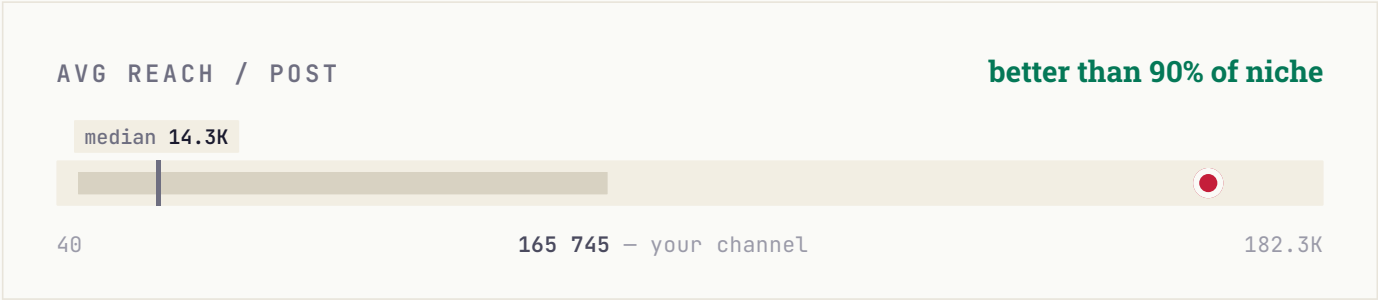
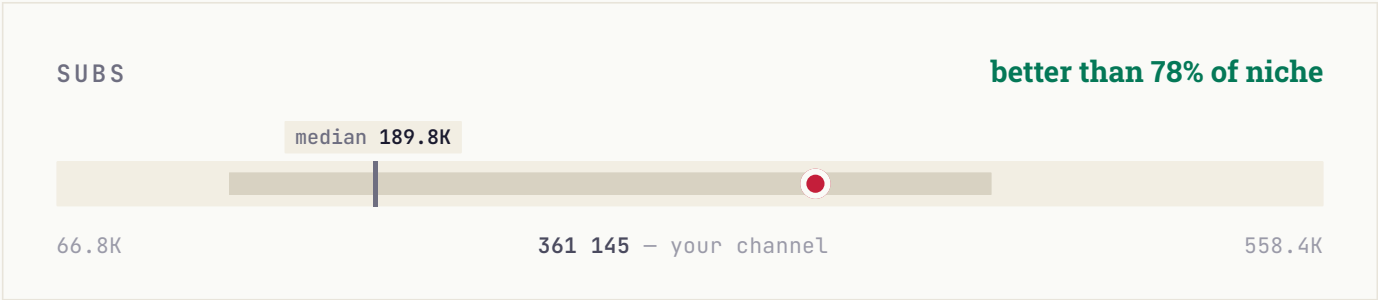
Where the channel stands in its league

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

#18/100

RANK IN NICHE

Channel in top 18% – strong position



— SECTION 08 · STRATEGY

What to do right now

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

01

Increase posting frequency

Now 2.2 posts/wk. Active channels average 7-10.
Consistency is key to retention.

EFFECT

**Consistency
beats volume****02**

Top post of the week — on Saturday

Audience most active on this day at 17:00 MSK.

EFFECT

**Best window
for an
important post****03**

Increase video posts share

Video in Telegram holds audience longer and is favored
by the algorithm. Recommend increasing share to
15-25%.

EFFECT

**Video better
retains
audience****04**

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****05**

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 growth
point.

EFFECT

+5-15% ER

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in a few minutes based on 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
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02	Contact manager	t.me/PromptPress_manager
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