

PROMTPRESS PUBLIC REPORT

Channel audit

FLACON

MAGAZINE



@flacon_mag

flacon (mag) ll all about beauty and more Brand media of Zolotoe
Yabloko: <https://goldapple.onelink.me/yDv0/r0pqg4ip> Contact
editor — @flaconmagbot Registered in RKN list —...

SUBS

47 021

-925 per month

ERR (% SEE POSTS)

10.0%

daily 7.3%

REACH/POST

4.4K

ad reach 3.4K/24h

— CONTENTS · 2026

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card — a separate channel health indicator. Subtitle below the number shows the period it covers.

 SUBS 47 021 —	 SUBS REACH 9.25% avg % subs see post	 VIEWS/POST 4.4K median 4.3K · 29 days	 POSTS/WK 45.1 for period
 7D TREND -3.5% vs previous week	 REACTIONS/POST 69.7 13,448 reactions, 3,855 reposts, 283 comments	 POST LENGTH 388 chars. median 304 · 29 days	 POSTS ANALYZED 193 29 days
 AD REACH 3.4K 24h avg	 CHURN / MONTH -925 last month	 QUOTABILITY 544 citation index · 1,527 channels mentioned ever	 CHANNEL AGE 9 years 19 days created 20.06.2017

AI EDITOR SUMMARY

Channel «FLACON MAGAZINE» — 47 021 subs. Each post avg views 4.4K people (9% from subs), reach low — expand audience. Publishes 45 posts/week (~6/day) — active. Week Jun 22–28 reach stable (-3.5% vs week 15–21 Jun).

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 **193** posts in 29 days.
- 02 Dominant format – **Photo** (87/193 posts).
- 03 Avg post length – **388** chars (median 304).
- 04 Peak audience activity – **Tue**, 10:00 MSK.
- 05 Top posts get **2x** more views than weakest (6.5K avg top vs 3.8K worst) – across 193 posts in 29 days. Analyze common traits: topic, format, timing.

TOP 5 POSTS

Nº1 03.07 · 12:33 PHOTO Our last nerve cells held on only thanks to The Act's relaxing newsletter 🐰🌸 The brand sent us cosmetics from the...	VIEWS 7 169 REP. 15	REACTIONS 79 ER 15.2%
Nº2 03.07 · 13:09 PHOTO With cherry season here, Mikita decided he still didn't have enough berries, so he brought home a Virgin The Act candle. Oh...	VIEWS 6 565 REP. 9	REACTIONS 53 ER 14.0%
Nº3 12.06 · 09:57 PHOTO ⚡ David Hockney, legendary British painter, has passed away at 88.	VIEWS 5 844 REP. 48	REACTIONS 163 ER 12.4%

Nº4 26.06 • 10:37 PHOTO Guys, this is the cutest pregnancy announcement we've ever seen. Congrats to the beautiful and brilliant makeup artist Glasha...	<table> <tr> <td>VIEWS</td><td>REACTIONS</td></tr> <tr> <td>5 557</td><td>162</td></tr> <tr> <td>REP.</td><td>ER</td></tr> <tr> <td>27</td><td>11.8%</td></tr> </table>	VIEWS	REACTIONS	5 557	162	REP.	ER	27	11.8%
VIEWS	REACTIONS								
5 557	162								
REP.	ER								
27	11.8%								
Nº5 22.06 • 16:30 TEXT Millennials be like: "We don't have depression," then walk to Vladivostok. P.S. Just kidding! But not about the hike: our new...	<table> <tr> <td>VIEWS</td><td>REACTIONS</td></tr> <tr> <td>5 480</td><td>45</td></tr> <tr> <td>REP.</td><td>ER</td></tr> <tr> <td>26</td><td>11.7%</td></tr> </table>	VIEWS	REACTIONS	5 480	45	REP.	ER	26	11.7%
VIEWS	REACTIONS								
5 480	45								
REP.	ER								
26	11.7%								

WORST 3

↓ 01.07 • 09:52 TEXT You gotta click the link at least to find out which zodiac sign got the legendary Mamma Mia! musical 🤔	<table> <tr> <td>VIEWS</td><td>REACTIONS</td></tr> <tr> <td>3 839</td><td>30</td></tr> <tr> <td>REP.</td><td>ER</td></tr> <tr> <td>9</td><td>8.2%</td></tr> </table>	VIEWS	REACTIONS	3 839	30	REP.	ER	9	8.2%
VIEWS	REACTIONS								
3 839	30								
REP.	ER								
9	8.2%								
↓ 26.06 • 12:56 TEXT We already know why to keep nylon tights in the fridge (fewer snags). But why put socks there? Find the answer at...	<table> <tr> <td>VIEWS</td><td>REACTIONS</td></tr> <tr> <td>3 778</td><td>23</td></tr> <tr> <td>REP.</td><td>ER</td></tr> <tr> <td>3</td><td>8.0%</td></tr> </table>	VIEWS	REACTIONS	3 778	23	REP.	ER	3	8.0%
VIEWS	REACTIONS								
3 778	23								
REP.	ER								
3	8.0%								
↓ 06.07 • 06:47 VIDEO Good morning! How do we feel when we decide to adorn our bangs with cute clips. credit: itsalfieandme.	<table> <tr> <td>VIEWS</td><td>REACTIONS</td></tr> <tr> <td>3 755</td><td>104</td></tr> <tr> <td>REP.</td><td>ER</td></tr> <tr> <td>37</td><td>8.0%</td></tr> </table>	VIEWS	REACTIONS	3 755	104	REP.	ER	37	8.0%
VIEWS	REACTIONS								
3 755	104								
REP.	ER								
37	8.0%								

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

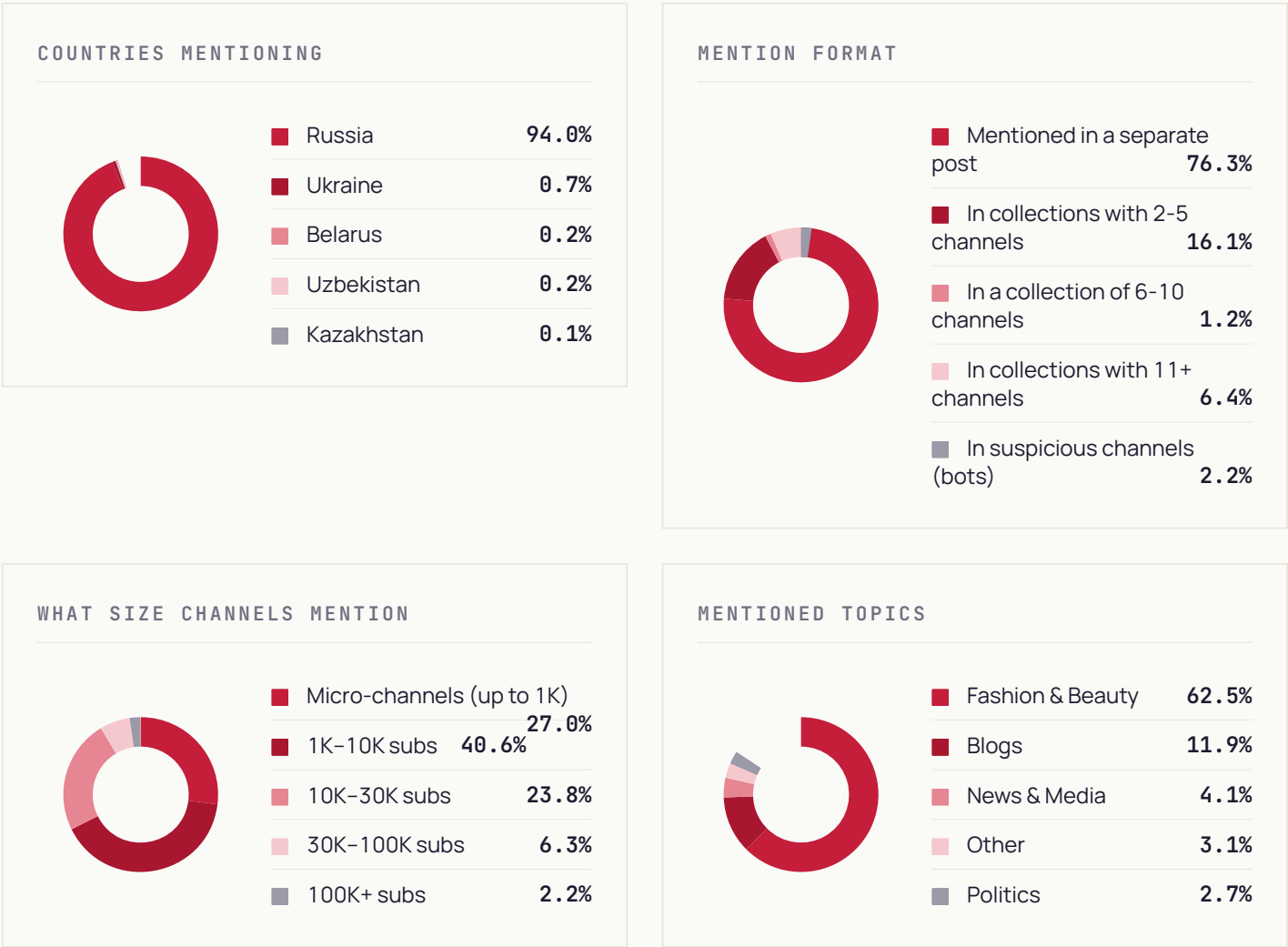
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained and which it lost subs.



SECTION 04 · MENTIONS

Who and how mentions the channel

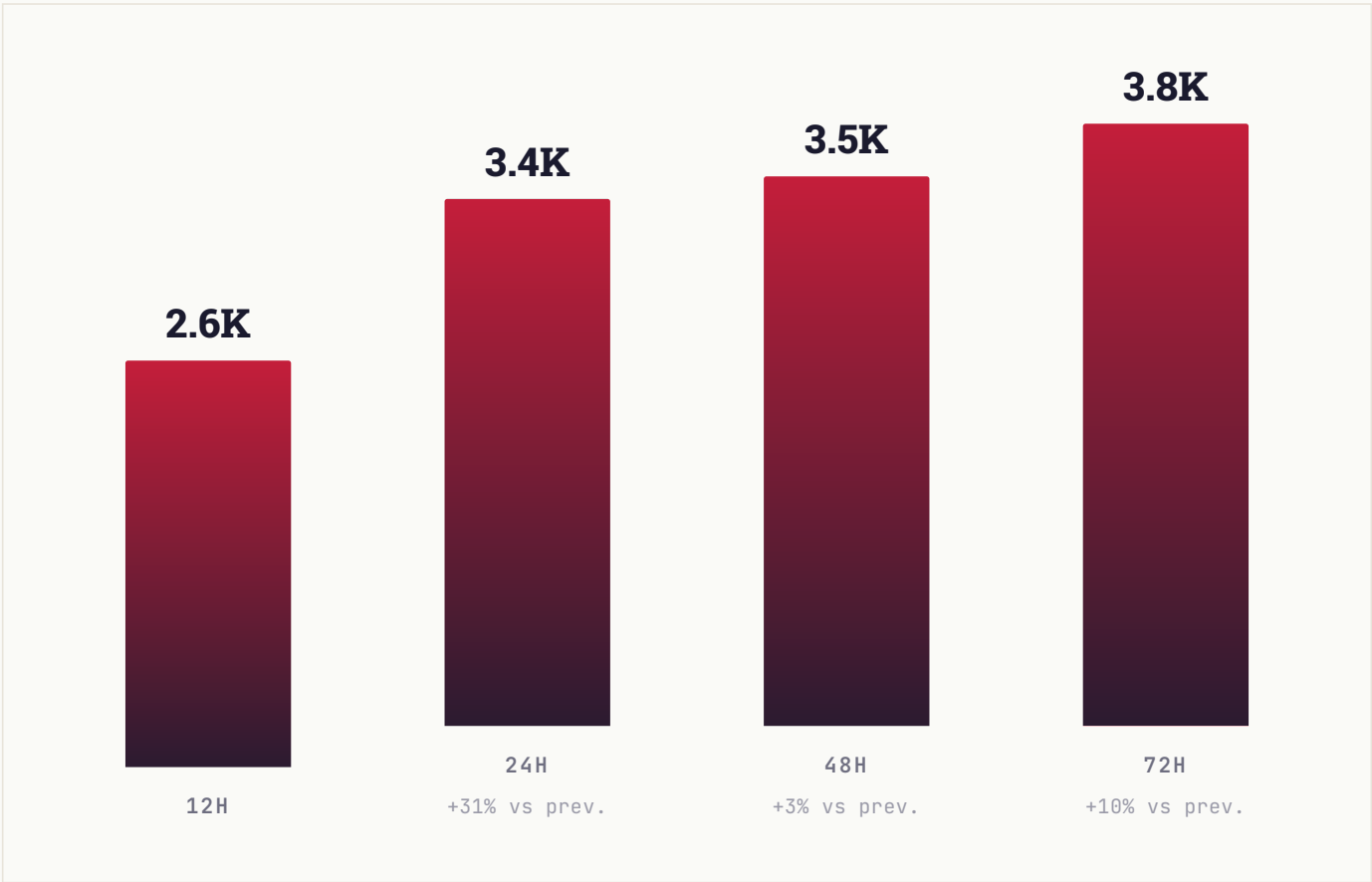
Citation index **544** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **1 527** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of an ad post over time since publication. Helps estimate how long a placement should 'live'.



SECTION 06 · COMPETITORS

Who you compete with

11 closest channels by topic and audience. Your channel is highlighted — you can see its place among niche neighbors.

CHANNEL	SUBS
ZY Golden Apple	1.1M
HH Found on Wildberries	635.3K
MI MIXIT.RU	614.6K
M Manicure Nails	573.8K
HH 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
HW Finds WB OZON	393.5K
FM FLACON MAGAZINE YOU	47K

COMPARATIVE INSIGHT

Channel not yet outside top 96% of niche — early growth stage. Niche leader — Golden Apple (1.1M), top-96 median: 171K. First goal: enter top-96 through systematic traffic & content work.

SECTION 07 · MENTION TRENDS

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 were **68**, they brought **6 874** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
January 2026	2	2	18	
December 2025	14	14	361	
Nov 2025	11	9	1 157	
Oct 2025	18	18	1 253	
September 2025	13	12	3 516	
August 2025	10	8	569	

TOTAL MENTIONS	MONTHS IN DATA	ATTRACTED SUBS
68	6	6 874

Where channel stands in its league

The figure consists of three horizontal bar charts, each representing a different performance metric. Each chart has a light beige background with a darker beige bar indicating the range of values. A vertical line marks the median, and a red dot marks the channel's performance. The channel's name '47 021 - your channel' is displayed below the bar.

- SUBS:** The median is 171.1K. The channel's performance is 47,021, which is 73% below the median. The range is from 58.4K to 512.2K.
- AVG REACH / POST:** The median is 13.4K. The channel's performance is 4,351, which is 68% below the median. The range is from 836 to 109.1K.
- CITATION INDEX:** The median is 136. The channel's performance is 544, which is better than 62% of the niche. The range is from 0 to 1.9K.

Metric	Median	Channel Value	Comparison	Range (Min-Max)
SUBS	171.1K	47,021	73% below median	58.4K - 512.2K
AVG REACH / POST	13.4K	4,351	68% below median	836 - 109.1K
CITATION INDEX	136	544	better than 62% of niche	0 - 1.9K

— SECTION 09 · STRATEGY

What to do right now

5 priority actions ranked by expected impact. Check off and revisit this report in a month.

01**Main post of the week — on Tuesday**

On this day at 10:00 MSK audience is most active.

EFFECT

**Best window
for an
important post****02****Systematic traffic buying**

Three formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromptPress finds 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 lever.

EFFECT

+5-15% ER**04****Cross-promo with neighboring channels**

Swap posts quarterly with channels in the same segment. 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 — is what we can do in a few minutes based on public data. If you want to go further — run ads through us and close your growth plan in a month.

01

Launch ads in Telegram

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

02

Contact manager

t.me/PromptPress_manager