

PROMTPRESS PUBLIC REPORT

Channel audit FOR ME



@forme

A beauty brand by the Golden Apple team. When we love someone, we want to give them the very best @goldapple ❤️ <https://goldapple.onelink.me/cmmz/9n7zgxrX> Registered in Roskomnadzor list:...

SUBS

118 711

+11805 per month

ERR (% SEE POSTS)

11.0%

per day 6.3%

REACH/POST

12.6K

ad reach 7.4K/24h

— CONTENTS · 2026

What's inside

01 **Channel snapshot**

12 key metrics · AI summary

02 **Content analysis**

Top-5 posts · worst 3 · takeaways

03 **Subscriber dynamics**

Yearly chart · growth

04 **Quotability**

Mentions: who and how

05 **Ad potential**

Post reach duration

06 **Competitors**

Niche neighbors · your place

07 **Mention dynamics**

6 months · monthly

08 **Niche comparison**

Position in 'Fashion & Beauty'

09 **Strategy**

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card – separate channel health indicator. Subtitle under number shows for which period it is calculated.

 SUBS 118 711 —	 SUBSCRIBER REACH 10.58% avg % subs see post	 VIEWS/POST 12.6K median 11.4K · 29 days	 POSTS/WK 17.6 for period
 TREND 7D +38.0% vs previous week	 REACTS/POST 203.0 total 15 226 react., 2 604 rep., 1 546 comm.	 POST LENGTH 348 chars median 342 · 29 days	 POSTS ANALYZED 75 29 days
 AD REACH 7.4K 24h avg	 CHURN / MONTH +11805 last month	 QUOTABILITY 199 citation index · 439 channels mentioned all time	 CHANNEL AGE 3 years 16 days created 07.08.2023

EDITOR'S AI SUMMARY

Channel «FOR ME» – 118 711 subs. Each post on average gets 12.6K people (11% from subs), reach low – worth expanding audience. Publishes 18 posts per week (~3 per day) – regular mode. For the week Aug 10–16, reach grew by +38.0% by the week of Aug 3–9 – positive trend.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and outsiders – to see what to repeat, and what to remove from rotation.

WHAT SUCCESSFUL POSTS SHARE

- 01 Analysis based on **75** posts over 29 days.
- 02 Dominant format – **Photo** (39/75 posts).
- 03 Average post length – **348** characters (median 342).
- 04 Audience activity peak – **Monday**, 11:00 MSK.
- 05 Top posts get **4 times** more views than the weakest (31.8K on avg for top vs 8.9K for worst) – across 75 posts in 29 days. Worth analyzing what’s common among top – topic, format, timing.

TOP 5 POSTS

Nº1 17.08 · 12:01 PHOTO Who is the luckiest? We decided to find out and held a game "Safe Chase"! It's simple: when buying FOR ME products from 600 ₺, you...	VIEWS 50 139 REPOSTS 174	REACTS 132 ER 42.2%
Nº2 15.08 · 08:06 PHOTO To celebrate its birthday, FOR ME launched "Beauty Catch" 🎁 Buy brand products over 1 000 ₺ to try your luck and take part...	VIEWS 22 582 REPOSTS 415	REACTS 259 ER 19.0%
Nº3 10.08 · 08:30 VIDEO We are 3 years old today ❤️ So much has happened: bright launches, new hits, and of course the arrival of Fomishka, who today...	VIEWS 22 569 REPOSTS 17	REACTS 402 ER 19.0%

Nº4 13.08 · 11:40 TEXT Left a photo and review under the post above? Great! Two more steps and you're done: – check your subscription to this channel – click...	VIEWS 22 277 REPOSTS 225	REACTS 704 ER 18.8%
Nº5 12.08 · 10:03 PHOTO New eyeshadow sticks! We couldn't wait to tell you and show swatches – the time has come! Thanks to the soft creamy...	VIEWS 19 799 REPOSTS 51	REACTS 254 ER 16.7%

|

WORST 3

↓ 07.08 · 12:08 POLL (post without caption – poll)	VIEWS 9 454 REPOSTS 2	REACTS 113 ER 8.0%
↓ 07.08 · 12:08 POLL (post without caption – poll)	VIEWS 8 855 REPOSTS —	REACTS 103 ER 7.5%
↓ 07.08 · 12:08 POLL (post without caption – poll)	VIEWS 8 528 REPOSTS 2	REACTS 110 ER 7.2%

SECTION 03 · SUBSCRIBER DYNAMICS

Channel growth over year

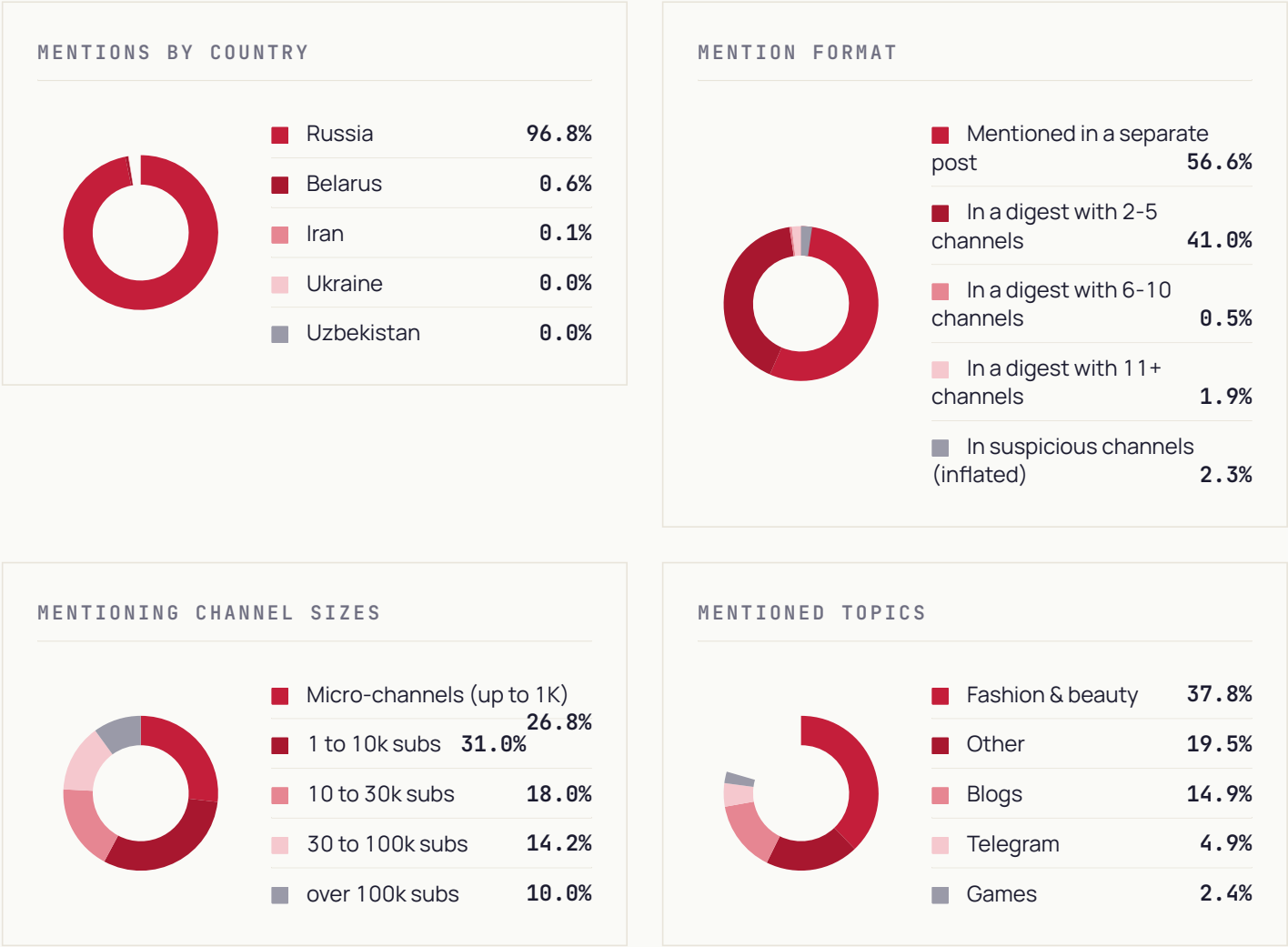
Subscriber growth chart for the year. Key months show exact counts. See months of gains and losses.



SECTION 04 · MENTIONS

Mentions: who and how

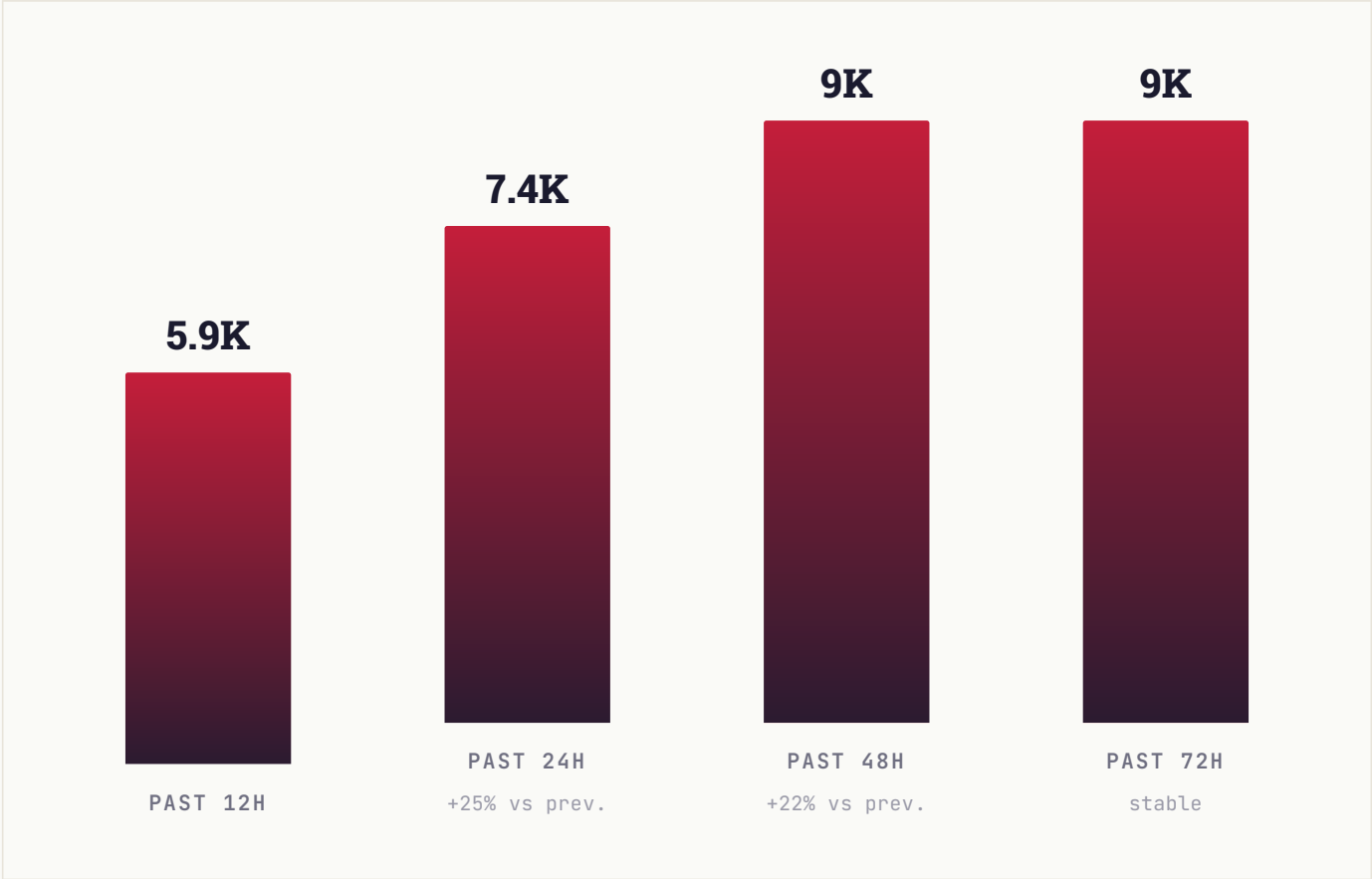
Mention index **199** — channel popularity rating based on mentions. Factors in both mention count and mentioner weight: a post from a 100 k subscriber channel outweighs one from a 1 k channel. All-time mentions: **439** different channels.



SECTION 05 · AD POTENTIAL

Post reach duration

Average ad post reach over time since publication. Helps estimate how long a placement makes sense to “live”.



SECTION 06 · COMPETITORS

Who you compete with

11 Closest channels by topic and audience. Highlighted your channel — you can see what place it takes among niche neighbors.

CHANNEL	SUBS
ZYa Золотое Яблоко	1M
HH Found on Wildberries	616.3K
MI MIXIT.RU	570.5K
Tue trending with girls	568K
M Manicure Nails	566.4K
EM Elena Mixit	526.9K
HH Finds on Wildberries / WB	523.5K
GD Facial gymnastics	470.5K
ПМ Fashion Trends	430.4K
HW WB OZON finds	411.5K
FM FOR ME YOU	118.7K

COMPARATIVE INSIGHTS

Channel in bottom half of top-100 niche (#88 of 96). Niche median — 165.5K subscribers. First growth KPI — hit the median. Leader: Золотое Яблоко (1M).

SECTION 07 · MENTION DYNAMICS

Mention frequency

Monthly we track posts in other channels mentioning your channel. Over the last **6 months** such mentions were **175**, they brought **57 430** new subs.

PERIOD	MENTIONS	CHANNELS	REFERRED	SUBS
February 2026	32	21	4 843	
January 2026	18	15	6 181	
December 2025	26	21	21 881	
November 2025	34	27	17 096	
October 2025	25	20	4 274	
September 2025	40	31	3 155	

TOTAL MENTIONS	MONTHS IN DATA	ATTRACTED SUBS
175	6	57 430

— SECTION 08 • NICHE COMPARISON

Where channel stands in its league

Took top-100 channels in category «Fashion & beauty» (Russia) and compared it with them. Gray bar — range for 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

#88

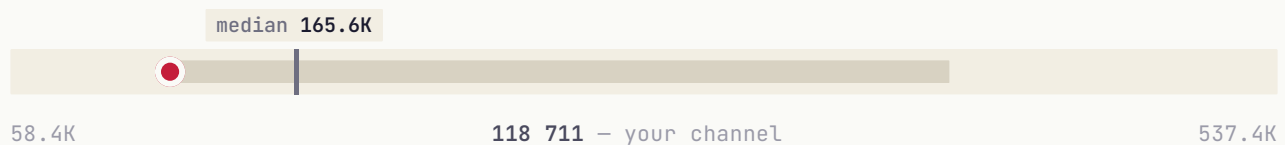
/100

POSITION IN NICHE

Channel in lower half of ranking

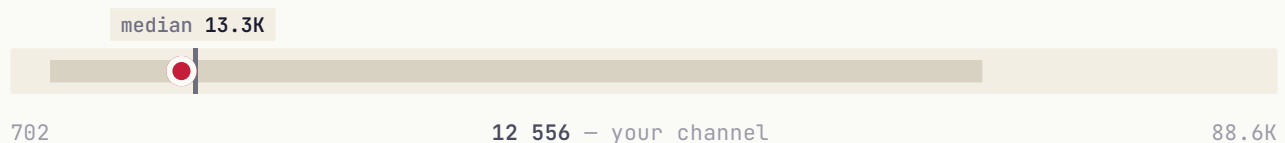
SUBS

below median by 28%



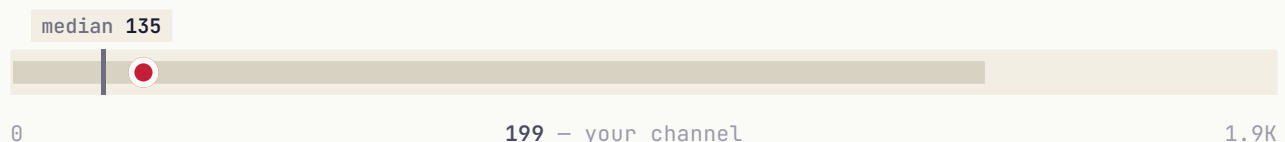
AVG REACH/POST

below median by 6%



MENTION INDEX

better than 51% of niche



— SECTION 09 · STRATEGY

What to do right now

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

01

Top post of the week — Monday

Audience most active this day and at 11:00 MSK.

EFFECT

Best posting window

02

Systematic traffic buying

Three formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromptPress picks sources for the niche.

EFFECT

+1000-3000 subs

03

Test polls and interactive formats

Posts with polls/reactions usually boost ER by +5-15%.
One poll a week on a hot topic is an easy win.

EFFECT

+5-15% ER

04

Cross-promo with adjacent channels

Swap posts with same-niche channels once a quarter.
No need daily — 2-3 collabs drive relevant growth.

EFFECT

Relevant audience growth

05

Update channel description for Telegram search

Telegram search scans descriptions. Add 3-5 niche keywords — a source of organic traffic.

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 — launch ads through us and close your growth plan in a month.

01

Run ads in Telegram

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

02

Contact manager

t.me/PromptPress_manager
