

PROMTPRESS PUBLIC REPORT

Channel audit

4FORMS



@forms_ru

4FORMS – Russia's first plus-size brand making women's clothing sizes 46-68 stylish and feminine 📍 Store addresses: https://t.me/FORMS_ru/28266 📧 Our website:...

SUBSCRIBERS

32 161

+79 per month

ERR (% WHO SEE POSTS)

8.0%

daily 4.9%

REACH/POST

2.5K

ad reach 1.6K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. The subtitle under the number shows the period it covers.

 SUBSCRIBERS 32 161 —	 SUBSCRIBER REACH 7.63% avg % subs see post	 VIEWS/POST 2.5K median 2.5K · 29 days	 POSTS/WK 42.5 over period
 7D TREND -2.3% vs previous week	 REACTIONS/POST 35.6 6,341 reactions, 501 reposts, 248 comments	 POST LENGTH 286 chars median 235 · 29 days	 POSTS ANALYZED 178 29 days
 AD REACH 1.6K 24h avg	 CHURN / MONTH +79 last month	 CITATION RATE 709 citation index · 725 channels mentioned ever	 CHANNEL AGE 6 years 1 month created 01.06.2020

AI EDITOR SUMMARY

Channel «4FORMS» — 32 161 subs. Each post avg views 2.5K people (8% from subs), reach low — need to grow audience. Publishes 42 posts/week (~6/day) — active posting. Week Jun 22–28 reach stable (-2.3% vs week Jun 15–21).

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 SHARE

- 01 Analysis based on **178** posts over 29 days.
- 02 Dominant format – **Video** (90/178 posts).
- 03 Avg post length – **286** chars (median 235).
- 04 Audience peak activity – **Thu, 20:00 MSK**.
- 05 Top posts get **2x** more views than weakest (3.1K avg top vs 2.1K worst) – across 178 posts in 29 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 11.06 · 17:23 VIDEO And trying our new arrivals at home is a whole different kind of pleasure. We draft patterns from scratch on real plus-size figures, not just...	VIEWS 3 484 REPOSTS 8	REACTIONS 111 ER 10.8%
Nº2 13.06 · 19:45 PHOTO Ending our selection and the day – our girls who know how to relax soul and body 😊 Just look at these looks, accessories and mood...	VIEWS 2 970 REPOSTS 3	REACTIONS 64 ER 9.2%
Nº3 11.06 · 18:39 PHOTO If anyone thinks Svetlana Konovalova only knows how to create great brand marketing, we hasten to surprise you 🧑 Last week...	VIEWS 2 903 REPOSTS 8	REACTIONS 64 ER 9.0%

Nº4 14.06 • 17:51 PHOTO Girls, remember that new flowing dresses and pants won't walk themselves? They urgently need the perfect pair of shoes. Or better — two...	VIEWS 2 852 REPOSTS 1 REACTIONS 12 ER 8.9%
Nº5 10.06 • 07:18 PHOTO Why we all suddenly want to wear lace? After binge-watching aesthetic shots from film festivals and movies, we realized one thing: lace is back in town...	VIEWS 2 848 REPOSTS 5 REACTIONS 33 ER 8.9%

WORST 3

↓ 04.07 • 14:24 PHOTO Ready look on Sale 🥰 Sale is a great chance to treat yourself The look perfectly balances...	VIEWS 2 081 REPOSTS 1 REACTIONS 26 ER 6.5%
↓ 03.07 • 12:24 VIDEO We'll spill the secret of the craftiest among you 🍷 At a sale, it's better to buy not single items but a set — top + bottom 🍒 First, it's a ready...	VIEWS 2 074 REPOSTS 1 REACTIONS 16 ER 6.4%
↓ 04.07 • 15:31 PHOTO The second look is perfect for blondes and blue-eyed beauties 🥰 All shades of blue will highlight your eyes and smooth your skin...	VIEWS 2 013 REPOSTS 1 REACTIONS 21 ER 6.3%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

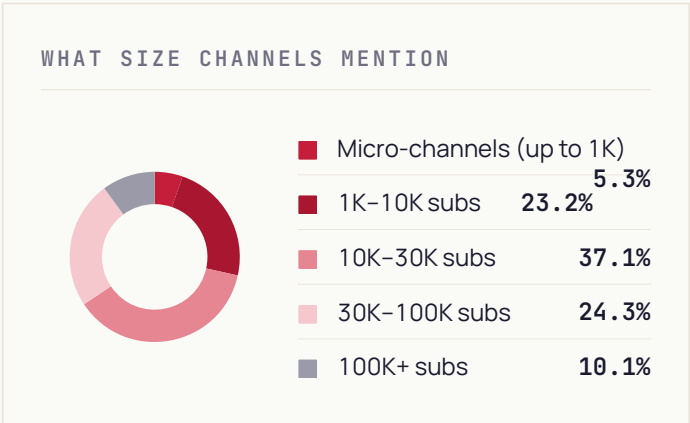
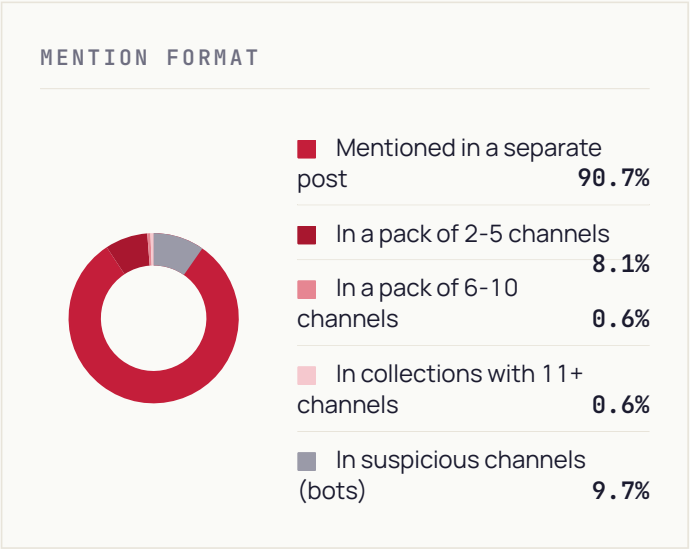
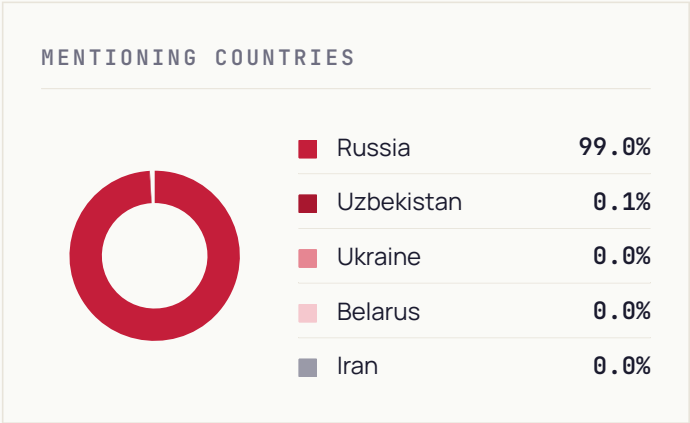
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel grew and which lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

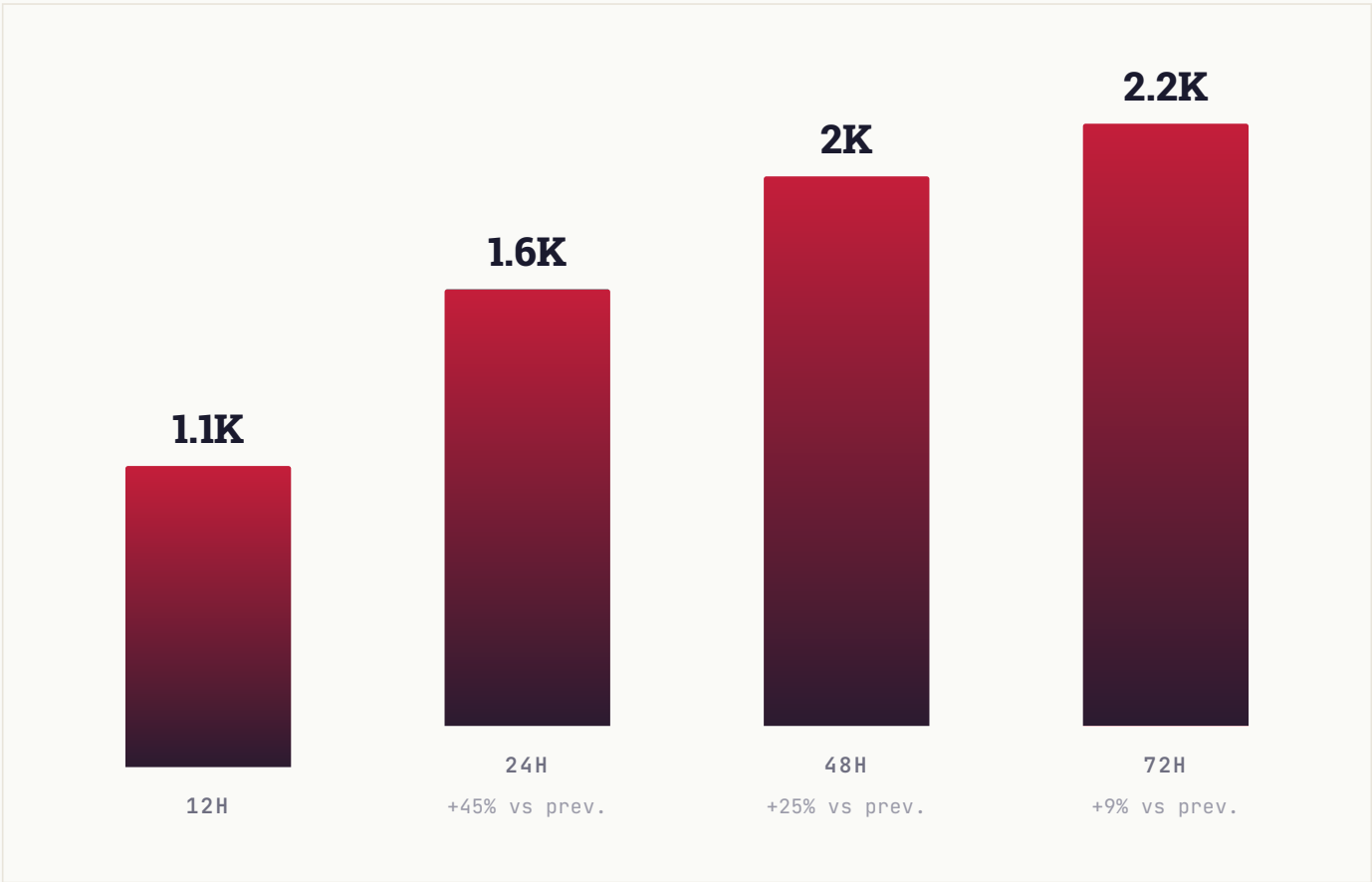
Citation index **709** — channel popularity rating based on mentions. Considers both count and weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **725** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of ad post 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 neighbors.

CHANNEL	SUBSCRIBERS
ZY Golden Apple	1.1M
NN Found on Wildberries	635.3K
MI MIXIT.RU	614.6K
M Manicure Nails	573.8K
NN Wildberries / WB finds	537.2K
EM Elena Mixit	521.6K
GD Face gymnastics	472.5K
PM Fashion Trends	437.6K
PR Primebery	398.9K
NW WB OZON finds	393.5K
4F 4FORMS YOU	32.2K

COMPARATIVE INSIGHT

Channel not yet outside niche top 96 — early growth stage. Niche leader — Golden Apple (1.1M), top-96 median: 171K. First goal: enter top-96 via 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 were **93**, they brought **4 696** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
Jan 2026	8	8	0	
December 2025	18	11	823	
Nov 2025	19	13	455	
Oct 2025	13	11	957	
Sep 2025	20	14	2 170	
August 2025	15	12	291	

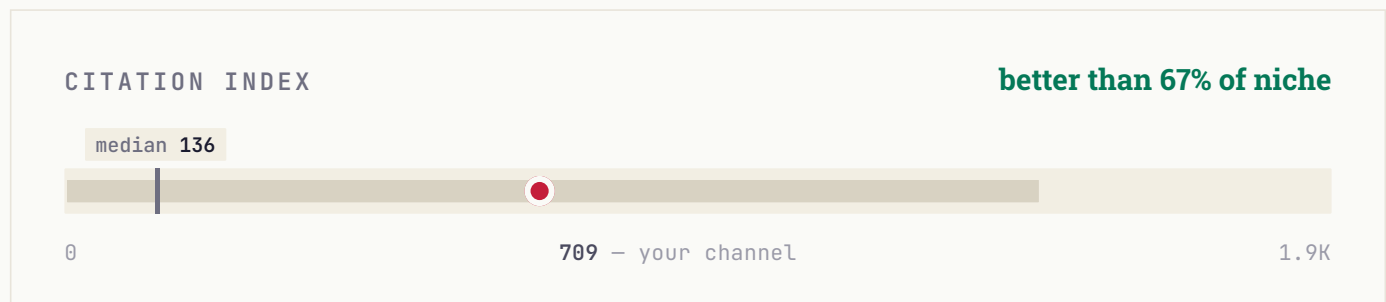
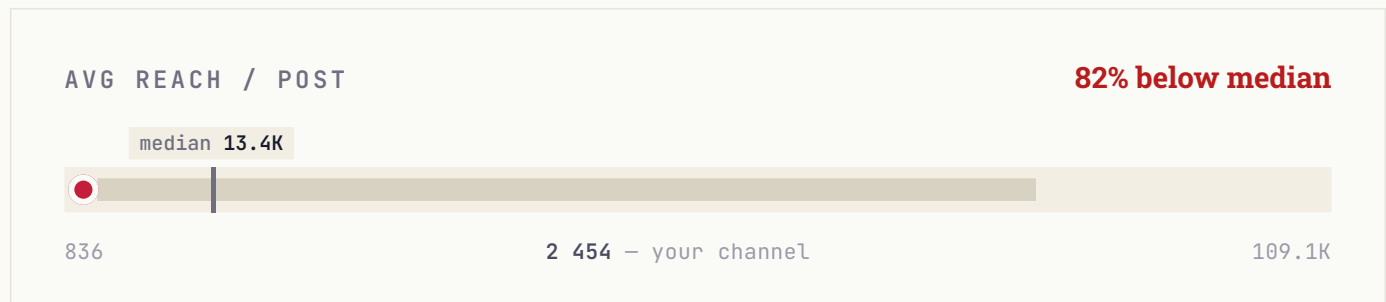
TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
93	6	4 696

Where the channel stands in its league

SUBSCRIBERS 81% below median

A horizontal bar chart comparing a channel's subscriber count to a median. The chart has a light beige background. A dark beige bar represents the channel's performance, starting from a red dot on the left. A vertical line marks the median at 171.1K. The channel's count is 32,161, which is 81% below the median. The range from 58.4K to 512.2K is shown as a lighter beige bar.

Metric	Value
Channel Subscribers	32 161
Median	171.1K
Range (Min-Max)	58.4K - 512.2K



— SECTION 09 · STRATEGY

What to do right now

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

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

On this day at 20:00 MSK audience is most active.

EFFECT

**Best time for
an important
post****02****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****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**

Exchange posts with channels in the same segment once a quarter. No need to do it 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 — it's a source of organic traffic.

EFFECT

**Organic traffic
source**

★ 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 through us and close 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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