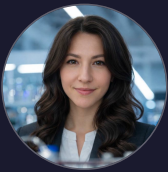


PUBLIC REPORT BY PROMTPRESS

Channel audit

Hair formula

**@formulavoloss**

I'm Maria. Chemist-technologist by degree. Former researcher at R&D Institute of Organic Chemistry. I know everything about hair and more 🧪 Manager - @DmitryCh85

SUBSCRIBERS

31 744

+11727 this month

ERR (% SEE POSTS)

16.0%

daily 7.8%

REACH/POST

5.1K

ad reach 2.4K/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 was calculated for.

 SUBSCRIBERS 31 744 —	 SUBS REACH 16.08% avg % subs see post	 VIEWS/POST 5.1K median 5K · 29 days	 POSTS/WEEK 13.7 over period
 7D TREND +20.2% vs prev week	 REACTIONS/POST 136.0 7,751 reactions, 720 reposts, 366 comments	 POST LENGTH 905 chars. median 1,000 · 29 days	 POSTS ANALYZED 57 29 days
 AD REACH 2.4K 24h avg	 CHURN / MONTH +11727 last month	 QUOTE RATE 45 citation index · 124 channels mentioned all time	 CHANNEL AGE 7 months 29 days created Nov 20, 2025

AI EDITOR SUMMARY

Channel 'Hair Formula' — 31 744 subs. Each post avg views 5.1K people (16% of subs), avg reach — room to grow. Posts 14 posts/week (~2/day) — regular. Week Jul 6–12 reach up +20.2% Week Jun 29 – Jul 5: positive trend.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and underperformers — to see what to repeat and what to drop from rotation.

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on 57 posts over 29 days.
- 02 Dominant format — Photo (34/57 posts).
- 03 Avg post length — 905 chars (median 1,000).
- 04 Peak audience activity — Monday, 19:00 MSK.
- 05 Top posts get the most 2× more views than the weakest (7.8K avg for top vs 3.3K for worst) — among 57 posts over 29 days. Analyze what top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 07.07 · 06:43 PHOTO Let's talk about TASHE PROFESSIONAL Lipid Filler Restoration of Cuticle. My hands finally got to this product, so...	VIEWS 8 625 REPOSTS 26	REACTIONS 111 ER 27.2%
Nº2 06.07 · 16:47 PHOTO #вопросы_подписчиков Post is niche, but I think it'll be useful for subs 🤗 In short, regular...	VIEWS 7 486 REPOSTS 1	REACTIONS 86 ER 23.6%
Nº3 07.07 · 15:37 PHOTO Let's talk about tinted balms-tonics. And also discuss the most common fear: 'they dry and damage hair'. To start...	VIEWS 7 429 REPOSTS 8	REACTIONS 114 ER 23.4%

Nº4 08.07 • 06:25 TEXT Have you noticed how skincare trends are gradually moving to scalp care? PDRN, exosomes... Now I see more and more products for...	VIEWS 7 317 REPOSTS 2 REACTIONS 132 ER 23.1%
Nº5 23.06 • 16:50 PHOTO Based on comment requests - I break down 'heavy luxury' as I see it) I've heard many positive reviews about this brand's styling...	VIEWS 7 016 REPOSTS 8 REACTIONS 112 ER 22.1%

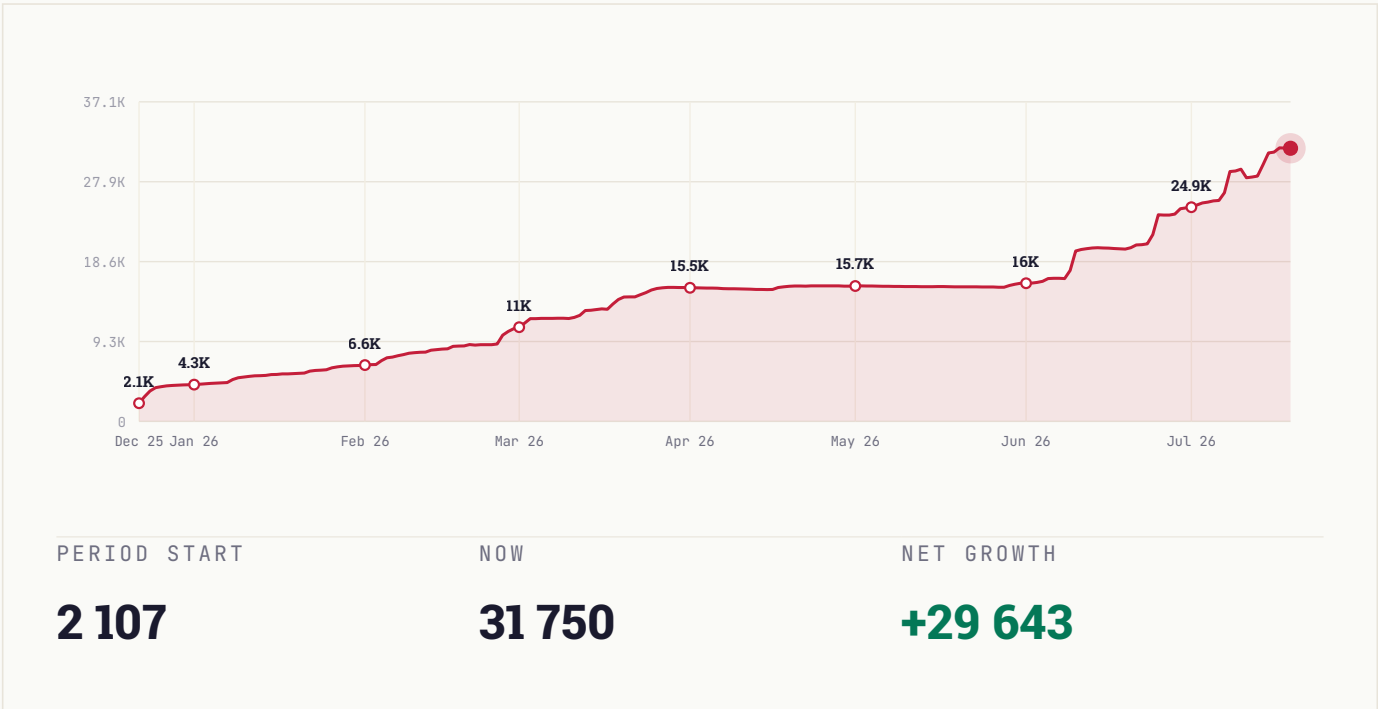
WORST 3

↓ 13.07 • 06:30 PHOTO #a_вы_знали_что ...hair can't get 'used to' products? Probably one of the most common myths. 🗨️ "This mask used to be...	VIEWS 3 596 REPOSTS 9 REACTIONS 146 ER 11.3%
↓ 13.07 • 15:56 PHOTO Today I want to show a leave-in mask requested by a subscriber Wella Ultimate Color Miracle Leave-In Mask The product claims are quite...	VIEWS 3 548 REPOSTS 44 REACTIONS 150 ER 11.2%
↓ 14.07 • 07:50 TEXT #про_компоненты The great and terrible... dimethicone. Probably one of the most controversial hair care ingredients. 🗨️ "It ruins hair." ...	VIEWS 2 889 REPOSTS 4 REACTIONS 123 ER 9.1%

SECTION 03 • SUBSCRIBER DYNAMICS

How the channel grew over the year

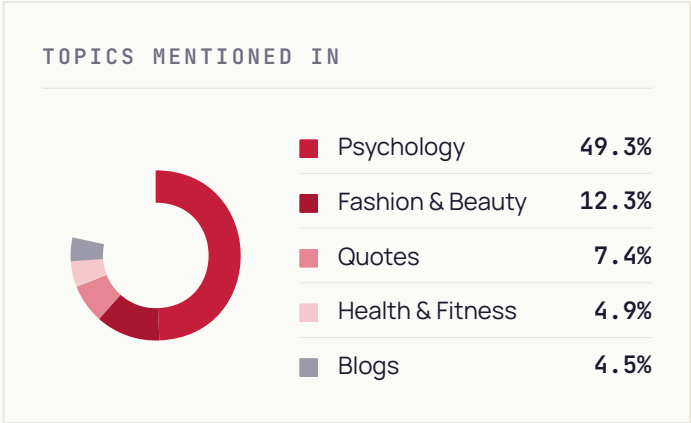
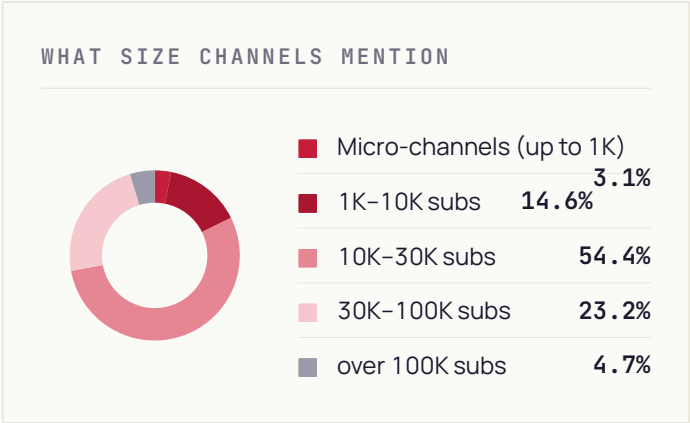
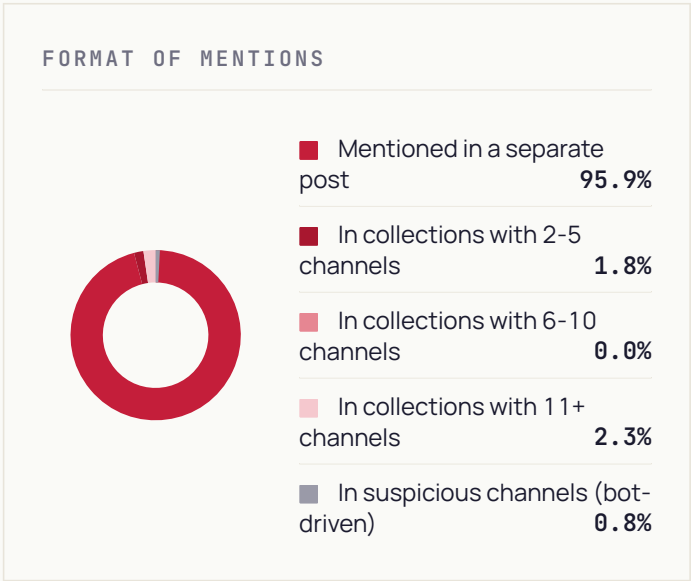
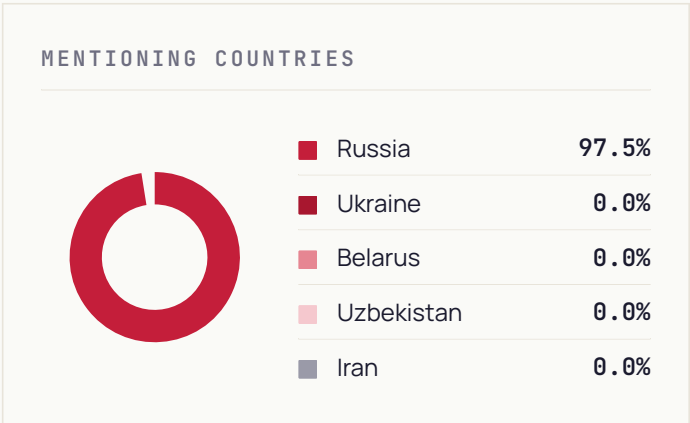
Subscriber growth chart over the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 • MENTIONS

Who mentions the channel and how

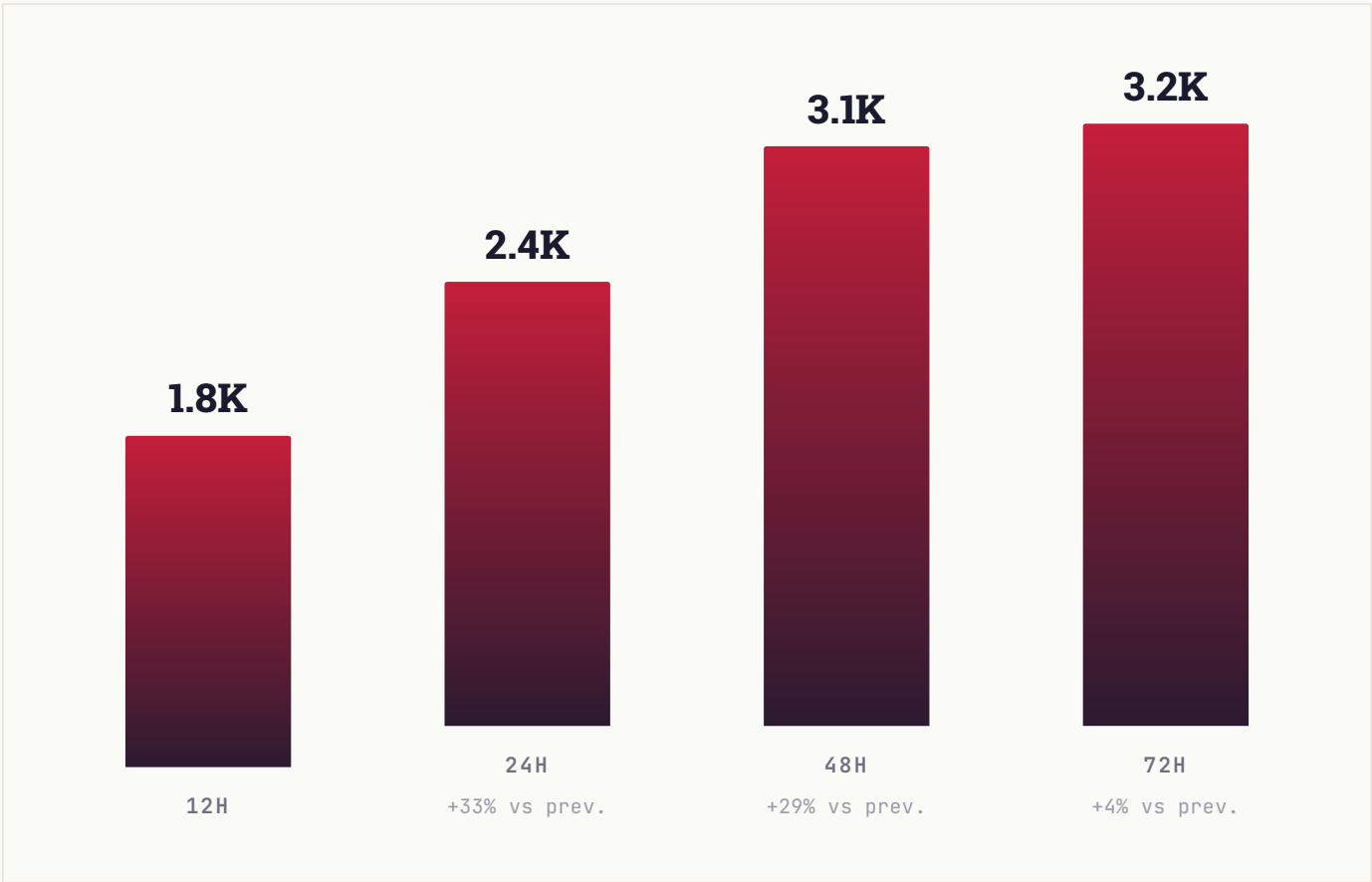
Citation index **45** — channel popularity rating based on mentions. Considers not just count but also weight of mentioning channels: a post from a 100K sub channel 'weighs' more than from a 1K sub channel. All-time channel was mentioned **124** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

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



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
ZY Golden Apple	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
FV Hair formula YOU	31.7K

COMPARATIVE INSIGHT

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

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Every month we record posts in other channels that mentioned your channel. Over the last **3 months** such mentions **10**, they brought **4 387** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
January 2026	7	2	2 238
December 2025	3	3	2 149
November 2025	0	0	0

TOTAL MENTIONS	MONTHS IN DATA	ATTRACTED SUBS
10	3	4 387

Where the channel stands in its league

SUBSCRIBERS 83% below median

median 189.8K

66.8K 31 744 — your channel 558.4K

AVG REACH / POST 64% below median

median 14.3K

40 5 104 — your channel 103.2K

CITATION INDEX 27% below median

median 61

0 45 — your channel 1.9K

Metric	Channel Value	Median	Peer Group Range (Min-Max)	Performance Gap
Subscribers	31,744	189.8K	66.8K - 558.4K	83% below median
Avg Reach / Post	5,104	14.3K	40 - 103.2K	64% below median
Citation Index	45	61	0 - 1.9K	27% below median

— SECTION 09 • STRATEGY

What to do right now

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

- 01

Main post of the week — on Monday
Audience is most active on this day at 19:00 MSK.

EFFECT
Best window for important post
- 02

Increase share of video posts
Video in Telegram holds audience longer and is better perceived by the algorithm. We recommend increasing share to 15-25%.

EFFECT
Video retains audience better
- 03

System traffic buying
Three formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromtPress 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 — easy growth lever.

EFFECT
+5-15% ER
- 05

Cross-promo with neighboring channels
Cross-post with same-segment channels once a quarter. No need daily — 2-3 collabs give relevant growth.

EFFECT
Growth from relevant audience

★ WHAT'S NEXT

Want this done by PromptPress?

This audit is what we can do in minutes using public data. To go further — run ads with 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