

PUBLIC REPORT BY PROMTPRESS

Channel audit

FRONT ROW



@frontroww

Your front-row pass by Masha Dremina & Yana Kozlova 📺 Ads & offers: @frontrowpr Our beauty channel: @by888blog RKN registry: <https://clck.ru/3LdAsw>

SUBSCRIBERS

46 739

-974 per month

ERR (% SEE POSTS)

9.0%

per day 5.5%

REACH/POST

4.3K

ad reach 2.6K/24h

— CONTENTS · 2026

What's inside the report

01 Channel snapshot

12 key metrics · AI summary

02 Content analysis

Top 5 posts · worst 3 · insights

03 Subscriber dynamics

Yearly chart · growth

04 Ad potential

How long a post brings reach

05 Competitors

Niche neighbors · your place

06 Mention dynamics

6 months · monthly

07 Niche comparison

Rank in «Fashion & Beauty»

08 Strategy

5 priority actions

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 46 739 —	 SUBS REACH 9.15% avg % of subs see post	 VIEWS/POST 4.3K median 3.7K · 29 days	 POSTS/WEEK 45.5 over period
 7D TREND -8.5% vs previous week	 REACTIONS/POST 133.1 total 25,821 reactions, 5,327 reposts, 12 comments	 POST LENGTH 467 chars median 345 · 29 days	 POSTS ANALYZED 194 29 days
 AD REACH 2.6K 24h avg	 CHURN / MONTH -974 last month	 CITATION RATE 603 citation index · 1,011 channels mentioned all time	 CHANNEL AGE 4 yrs 4 mo created 05.03.2022

AI EDITOR SUMMARY

Channel «FRONT ROW» — 46 739 subs. Each post gets on avg 4.3K people (9% from subs), reach is low — consider expanding audience. Publishes 46 posts per week (~6/day) — active posting mode. For the week of Jun 22–28, reach dropped by -8.5% to the week of June 15–21 — analyze why.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and outsiders – to see what to repeat and what to drop.

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on **194** posts over 29 days.
- 02 Dominant format – **Photo** (116/194 posts).
- 03 Avg post length – **467** chars (median 345).
- 04 Peak audience activity – **Tuesday**, 15:00 MSK.
- 05 Top posts get **12x** more views than the weakest (34.2K avg for top vs 2.7K for worst) – among 194 posts in 29 days. Analyze what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 09.06 · 12:26 PHOTO 9mice became face of Dilara Findikoglu: «Introducing the first Dilara Dream Boy – 9Mice.» – brand founder writes in her...		VIEWS 42 395 REPOSTS 431	REACTIONS 126 ER 90.7%
Nº2 14.06 · 18:59 PHOTO Such a sad evening. Oliver Tree, known for tracks like «Jerk», «Life goes on» and «Miss You» crashed on...		VIEWS 33 155 REPOSTS 421	REACTIONS 460 ER 70.9%
Nº3 10.06 · 19:24 TEXT Hello, hi, can't talk, watching new episode of yesterday's news with Nastya Poletaeva and Misha Baryshnikov		VIEWS 27 078 REPOSTS 22	REACTIONS 56 ER 57.9%

Nº4 09.06 · 12:50 PHOTO It seems Moscow got even warmer and sunnier, because two cool brands teamed up to present us the summer collab of our dreams!...	VIEWS 26 332 REPOSTS 23	REACTIONS 83 ER 56.3%
Nº5 19.06 · 10:37 VIDEO We've talked before about how fashion lately has been leaning toward 'quiet luxury' and minimalism. But as often happens...	VIEWS 9 150 REPOSTS 30	REACTIONS 119 ER 19.6%

|

WORST 3

↓ 05.07 · 11:44 VIDEO Weekend roundup of the most beautiful & interesting from TikTok Don't forget to react to your favorite...	VIEWS 2 972 REPOSTS 32	REACTIONS 136 ER 6.4%
↓ 02.07 · 12:34 PHOTO Please give an award to the designer who created this genius organizer bag! It's about the summer model La Costa Bag from Spanish...	VIEWS 2 767 REPOSTS 28	REACTIONS 131 ER 5.9%
↓ 05.07 · 10:20 PHOTO Business of Fashion published interesting analytics on the luxury and prestige cosmetics market, citing Euromonitor data In...	VIEWS 2 474 REPOSTS 14	REACTIONS 66 ER 5.3%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

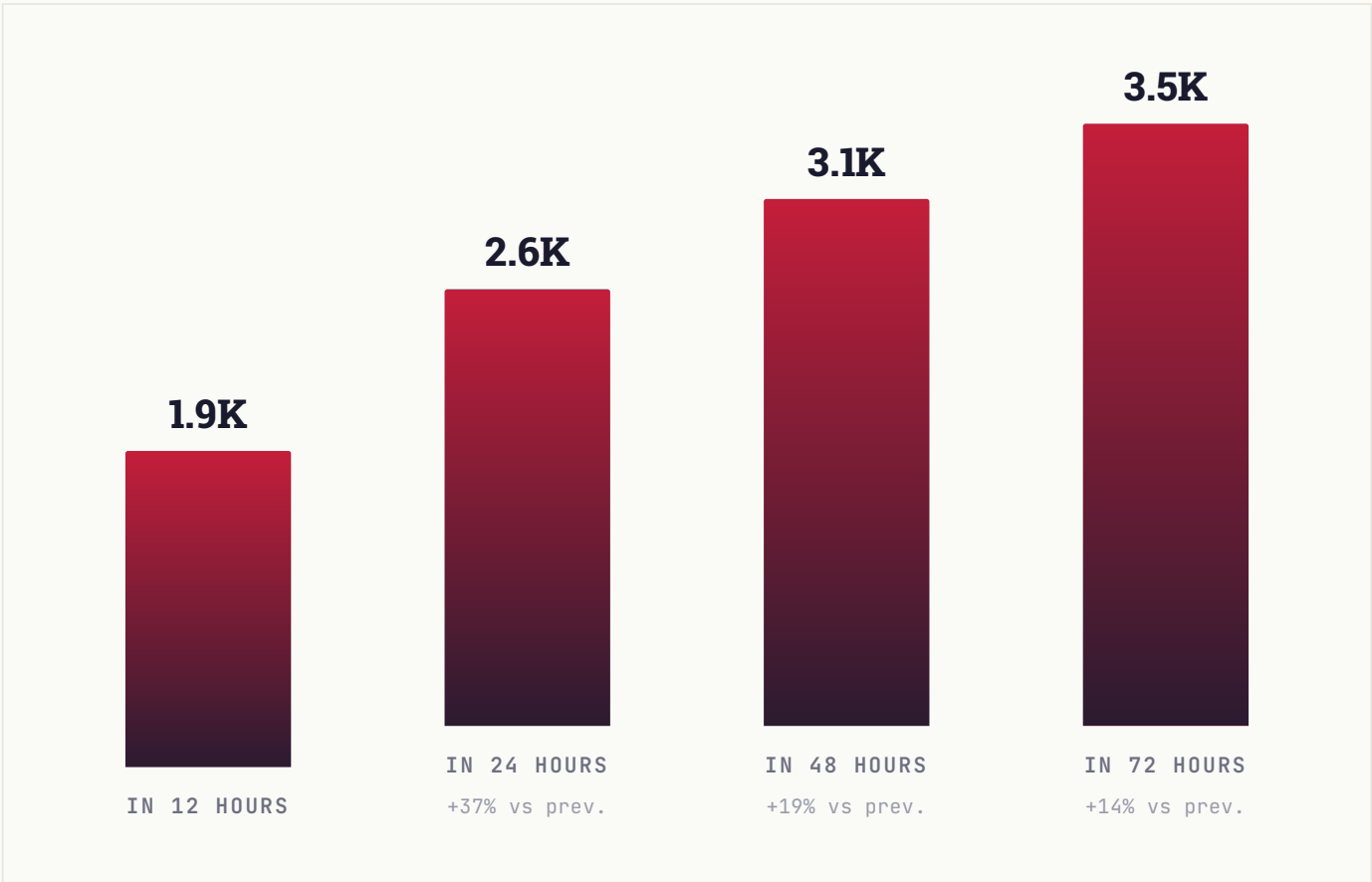
Subscriber growth chart over the year. Key months show exact subscriber count.
See which months the channel gained or lost subs.



SECTION 04 · AD POTENTIAL

How long a post brings reach

Avg reach of ad post by time since publication. Helps estimate how long a placement should «live».



SECTION 05 · COMPETITORS

Who you compete with

11 closest channels by topic and audience. We highlighted your channel — see its rank among niche peers.

CHANNEL	SUBSCRIBERS
ZY Golden Apple	1.1M
NN Found on Wildberries	635.3K
MI MIXIT.RU	614.6K
M Manicure Nails	573.8K
NN 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
NW WB OZON finds	393.5K
FR FRONT ROW YOU	46.7K

COMPARATIVE CONCLUSION

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 via systematic traffic & content work.

SECTION 06 · MENTION DYNAMICS

How often the channel is mentioned

Every month we track posts in other channels that mention yours. Over the last **6 months** such mentions were **165**, they brought **10 276** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
Jan 2026	10	10	0	
Dec 2025	22	17	1 639	
Nov 2025	16	13	789	
Oct 2025	56	38	1 685	
September 2025	27	16	372	
August 2025	34	28	5 791	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
165	6	10 276

Where the channel stands in its league

SUBSCRIBERS 73% worse than median

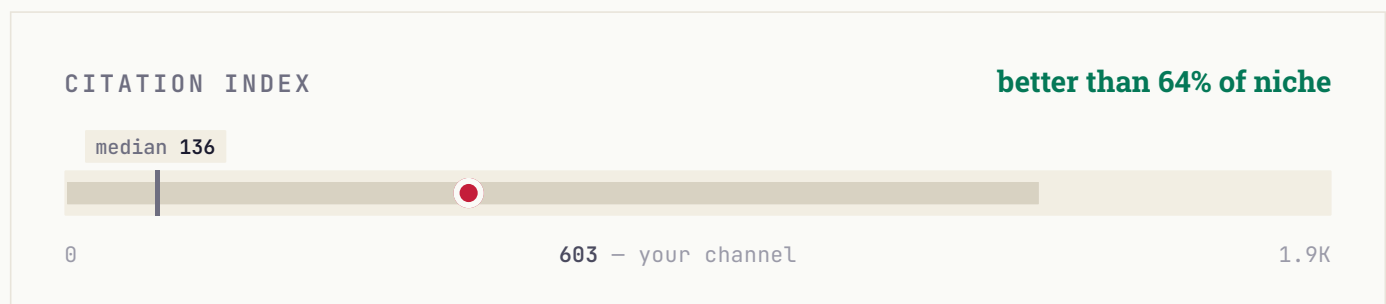
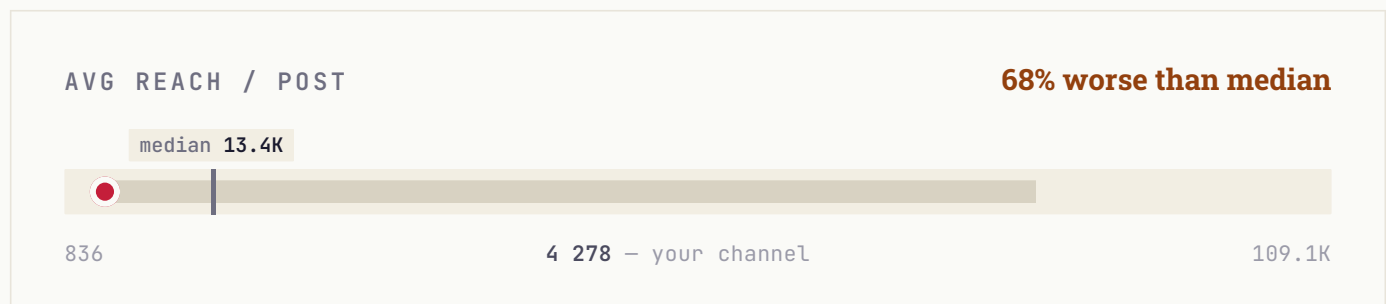
median 171.1K

58.4K

46 739 — your channel

512.2K

Metric	Value
Current Subscribers	58.4K
Median	171.1K
Channel Rank	46,739
Range End	512.2K



— SECTION 08 · STRATEGY

What to do right now

5 priority actions sorted by expected impact. Check off & revisit next month.

- 01

Top post of the week — on Tuesday

Audience most active on this day at 15:00 MSK.

IMPACT

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.

IMPACT

+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.

IMPACT

+5-15% ER
- 04

Cross-promo with neighboring channels

Exchange posts with channels in the same segment once a quarter. No need daily — 2-3 collabs give relevant growth.

IMPACT

Growth from relevant audience
- 05

Update channel description for Telegram search

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

IMPACT

Organic traffic source

★ WHAT'S NEXT

Want us to do this **PromptPress?**

This audit is what we can do in minutes using public data. Want to go further? Run ads with us and close your growth plan in a month.

01 **Launch ads on
Telegram**

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

02 **Contact manager**

t.me/PromptPress_manager
