

PUBLIC PROMTPRESS REPORT

Channel audit gasoline and lipstick 🌸



@gasolineli

Fusion cuisine in everyday life 🤗 Combining sports/self-development/home/work without going crazy 🤗 Sharing all secrets
🤗 RKN: <https://gosuslugi.ru/snet/67c031a6241cbc1f487da0f7>
Ads:...

SUBSCRIBERS

57 110

-2300 per month

ERR (% SEE POSTS)

55.0%

per day **34.1%**

REACH/POST

23.7K

ad reach **19.2K/24h**

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. Subtitle shows the period.

 SUBSCRIBERS 57 110 —	 SUBS REACH 41.57% avg % of subs see post	 VIEWS/POST 23.7K median 24.1K · 28 days	 POSTS/WEEK 7.1 over period
 7D TREND -32.0% vs previous week	 REACTIONS/POST 1334.8 total 38,710 reactions, 15,806 reposts, 157 comments	 POST LENGTH 615 chars median 719 · 28 days	 POSTS ANALYZED 29 28 days
 AD REACH 19.2K 24h avg	 CHURN / MONTH -2300 last month	 CITATION RATE 27 citation index · 74 channels mentioned all time	 CHANNEL AGE 5 years 11 months created 05.08.2020

AI EDITOR SUMMARY

Channel «gasoline and lipstick 🌸» — 57 110 subs. Each post averages 23.7K people (42% from subs), wide reach for a channel this size. Publishes 7 posts per week (~1/day) — regular pace. For week Jul 6–12, reach dropped -32.0% by week Jun 29 – Jul 5 — worth analyzing.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS SHARE

- 01 Analysis based on **29** posts over 28 days.
- 02 Dominant format — **Video** (18/29 posts).
- 03 Avg post length — **615** chars (median 719).
- 04 Peak audience activity — **Sunday**, 19:00 MSK.
- 05 Top posts bring in **2×** more views than the weakest (34.6K avg for top vs 22.5K for worst) — among 29 posts in 28 days. Analyze commonalities: topic, format, timing.

TOP 5 POSTS

Nº1 21.06 · 16:52 PHOTO 😊😊😊😊😊😊😊😊😊😊 To harmoniously choose accessories, rely on proportion balance, color harmony and clothing style 👕👖🌸The main rule is...	VIEWS 34 636 REPOSTS 509	REACTIONS 1 441 ER 60.6%
Nº2 21.06 · 17:03 VIDEO (video post without caption)	VIEWS 34 590 REPOSTS 507	REACTIONS 1 519 ER 60.6%
Nº3 05.07 · 09:30 VIDEO 😊😊😊😊😊😊😊😊😊😊 A sketch from every morning 😊😊😊Jolly 👩🍳is quite a gourmet🍲	VIEWS 34 589 REPOSTS 570	REACTIONS 1 567 ER 60.6%

Nº4 23.06 • 11:38 **VIDEO**

5 days × **2** hours saved 😊😌😌🧺 **1** «DECLUTTER» one big trash bag from each zone and each closet, at least **10** items per...

VIEWS
34 563

REACTIONS
1 894

REPOSTS
531

ER
60.5%

Nº5 21.06 • 16:27 **VIDEO**

(video post without caption)

VIEWS
34 561

REACTIONS
1 935

REPOSTS
479

ER
60.5%

WORST 3

↓ 11.07 • 15:16 **PHOTO**

Decided to build another portfolio for Jolly – turns out dogs work as creators too

VIEWS
22 593

REACTIONS
1 527

REPOSTS
575

ER
39.6%

↓ 11.07 • 14:48 **VIDEO**

(video post without caption)

VIEWS
22 569

REACTIONS
1 918

REPOSTS
572

ER
39.5%

↓ 13.07 • 07:57 **VIDEO**

Blush 🌸💖 I know 3 blush techniques, but again the key is shade & texture 😊 I've had many cream blushes, but...

VIEWS
22 404

REACTIONS
1 462

REPOSTS
571

ER
39.2%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

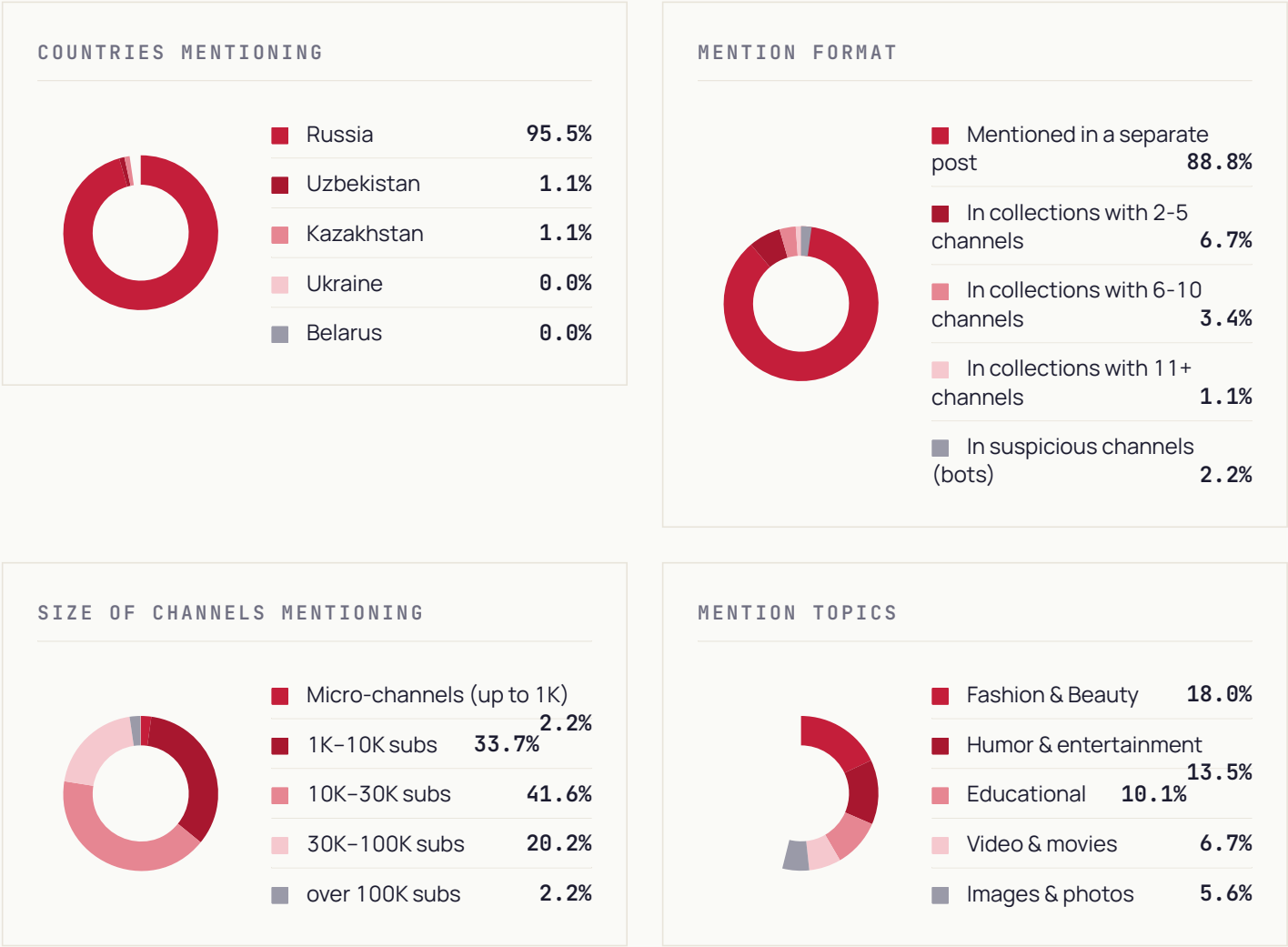
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth vs. loss.



SECTION 04 · MENTIONS

Who & how mentions the channel

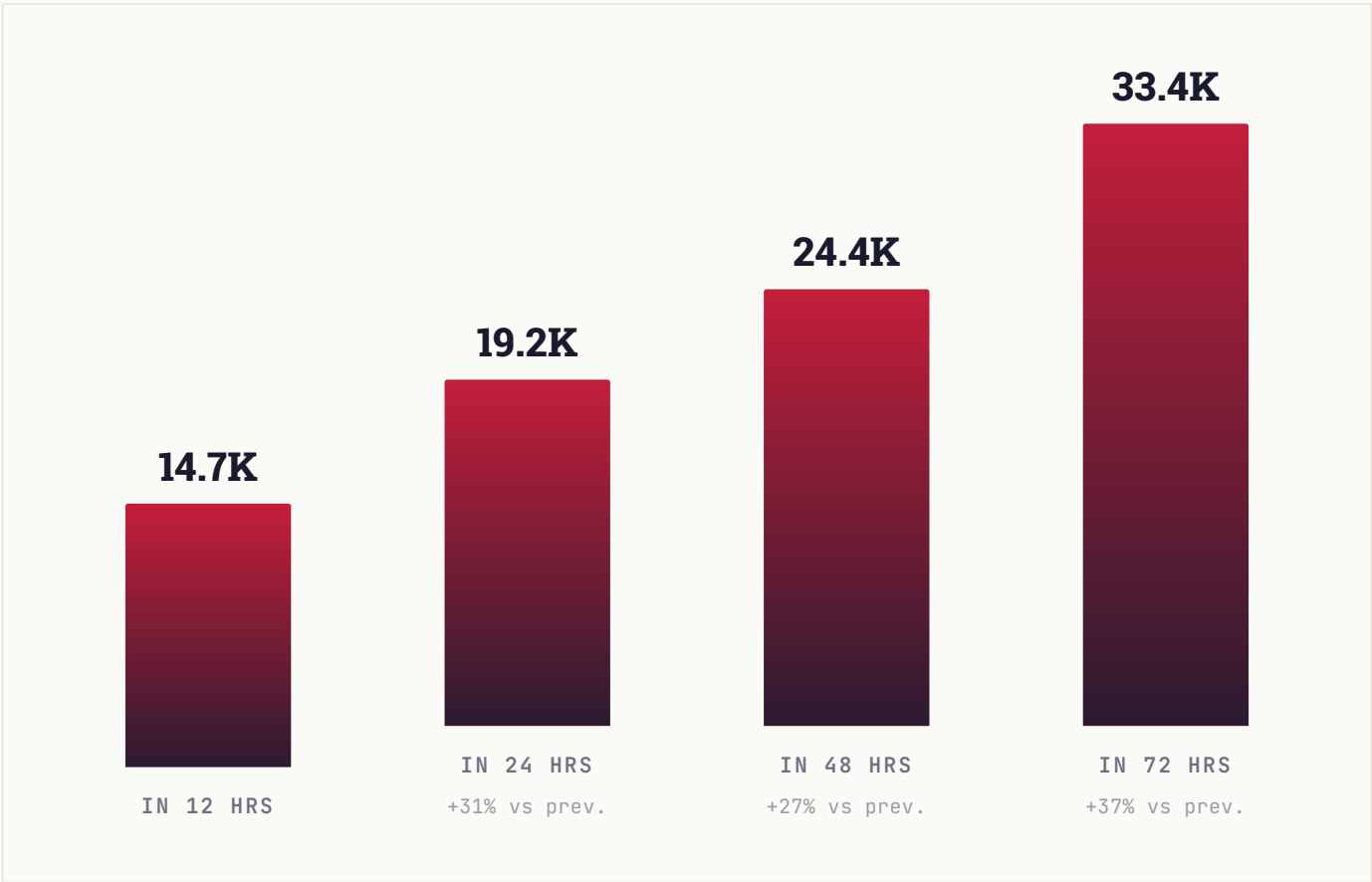
Citation index **27** — channel popularity rating based on mentions. Considers not only count but also mentioner weight: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **74** different channels.



SECTION 05 · AD POTENTIAL

How long a post drives reach

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



SECTION 06 · COMPETITORS

Who you compete with

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

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
Ml 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
ga gasoline and lipstick🌸YOU	57.1K

COMPARATIVE INSIGHT

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

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Monthly we track posts in other channels that mention yours. Over the last **6 months** such mentions were **32**, they brought **30 672** new subs.

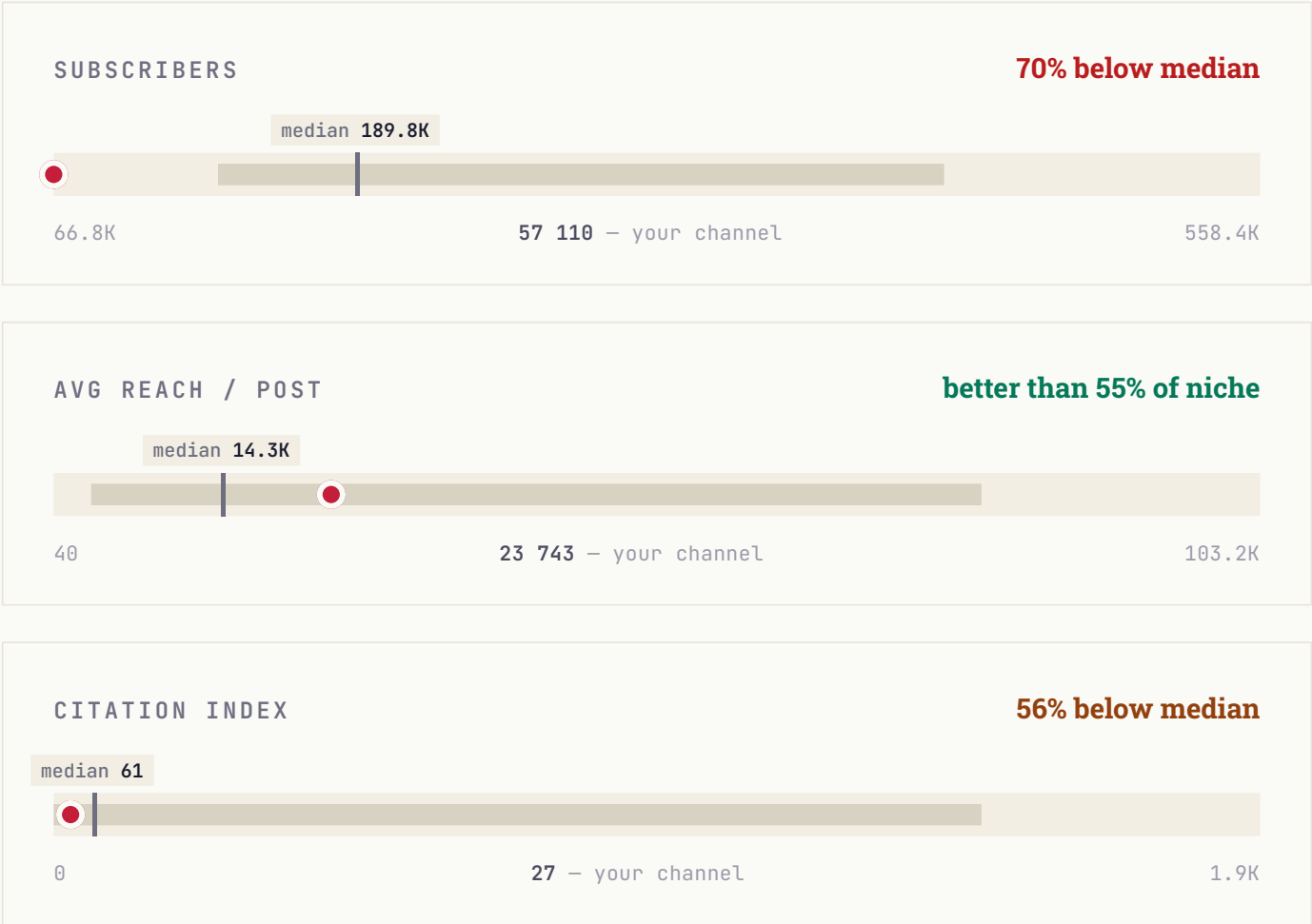
PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
January 2026	7	7	4 933
December 2025	7	7	3 407
Nov 2025	6	6	3 998
Oct 2025	5	5	5 251
September 2025	4	4	6 049
August 2025	3	3	7 034

TOTAL MENTIONS	MONTHS IN DATA	ATTRACTED SUBSCRIBERS
32	6	30 672

SECTION 08 · NICHE COMPARISON

Where channel ranks in its league

Took top-100 channels in category «Fashion & Beauty» (Russia) and compared your channel. Gray band = 80% of niche channels (p10-p90). Black vertical = median. Red dot = your channel.



— 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

Top post of the week — Sunday

Most active on this day at 19:00 MSK.

EFFECT

**Best window
for important
posts**

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 weekly poll on a hot topic — easy growth lever.

EFFECT

+5-15% ER

04

Cross-promo with nearby channels

Exchange 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 — that's organic traffic.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want us to do this **PromptPress?**

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

01 Launch Telegram ad <https://panel.promptpress.com/register>

02 Contact manager t.me/PromptPress_manager
