

PROMTPRESS PUBLIC REPORT

Channel audit

Geltek за СТЕКЛОМ



@geltek_cosmetics

Candid channel about Russian company Geltek. Ideas for new products, testing, raw materials, processes, marketing, sales. Geltek.ru. @geltek_skincare and @theU_cosmetics. Clinic...

SUBSCRIBERS

39 862

-277 per month

ERR (% SEE POSTS)

10.0%

per day 4.4%

REACH/POST

3.8K

ad reach 1.8K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

SUBSCRIBERS 39 862 -	SUBS REACH 9.63% avg % subs see post	VIEWS/POST 3.8K median 3.9K · 28 days	POSTS/WK 7.0 for period
7D TREND -1.9% vs previous week	REACTIONS/POST 118.5 total 3,437 reactions, 363 reposts, 212 comments	POST LENGTH 866 chars median 1000 · 28 days	POSTS ANALYZED 29 28 days
AD REACH 1.8K avg per 24h	CHURN / MONTH -277 last month	CITATION RATE 510 citation index · 1,046 channels mentioned ever	CHANNEL AGE 6 years 4 months created 04.03.2020

AI EDITOR SUMMARY

Channel «Geltek behind glass» – 39 862 subs. Each post averages 3.8K people (10% from subs), reach is low – consider growing audience. Publishes 7 posts per week (~1/day) – consistent schedule. Week of Jun 22–28 reach stable (-1.9% vs week 15–21 Jun).

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on 29 posts in 28 days.
- 02 Dominant format — Text (14/29 posts).
- 03 Avg post length — 866 chars (median 1000).
- 04 Audience peak — Wednesday, 08:00 MSK.
- 05 Top posts get 2x more views than the weakest (6.9K avg top vs 3.1K worst) — among 29 posts in 28 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 01.07 · 05:49 TEXT Sergey Kirsh: the last couple of days the chat of the 'Gels of All Rus' channel has turned into a field of complaints about the enzyme powder. Let me tell you what happened: in...	VIEWS 8 896 REP. 137	REACTIONS 165 ER 22.3%
Nº2 03.07 · 09:13 TEXT Sergey Kirsh: we continue to deal with the problem of canceled orders of enzyme powders. In order to save time and not...	VIEWS 6 118 REP. 27	REACTIONS 125 ER 15.3%
Nº3 11.06 · 10:20 VIDEO Sergey Kirsh: today there will be two news about CDK. We'll write about the opening of Krasnoyarsk later. And we're also experiencing a flood in the Moscow CDK on...	VIEWS 5 572 REP. 15	REACTIONS 168 ER 14.0%

Nº4 26.06 · 08:00 TEXT ↑↑↑ About working at Geltech and values This year marks five years since I joined Geltech. At the very beginning, I...	VIEWS 4 960 REP. 2	REACTIONS 113 ER 12.4%
Nº5 10.06 · 08:03 VIDEO Sergey Kirsh: recently expanded their office on Varshavka (took a piece of the neighboring building) and made a photo/video studio with a cyclorama there. Well...	VIEWS 4 681 REP. 8	REACTIONS 139 ER 11.7%

WORST 3

↓ 02.07 · 08:01 TEXT Sergey Kirsh: while Diana and colleagues are in Korea at the Intercharm (cosmetics) and InCosmetics (cosmetic raw materials) exhibitions studying new products...	VIEWS 3 433 REP. 1	REACTIONS 146 ER 8.6%
↓ 23.06 · 09:19 VIDEO (post without caption – video)	VIEWS 3 145 REP. 4	REACTIONS 41 ER 7.9%
↓ 06.07 · 08:00 TEXT Diana Tuzhilkina: last week my team and I spent in Seoul. I truly believe Korea is a trendsetter in our cosmetics market, not...	VIEWS 2 640 REP. 3	REACTIONS 98 ER 6.6%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

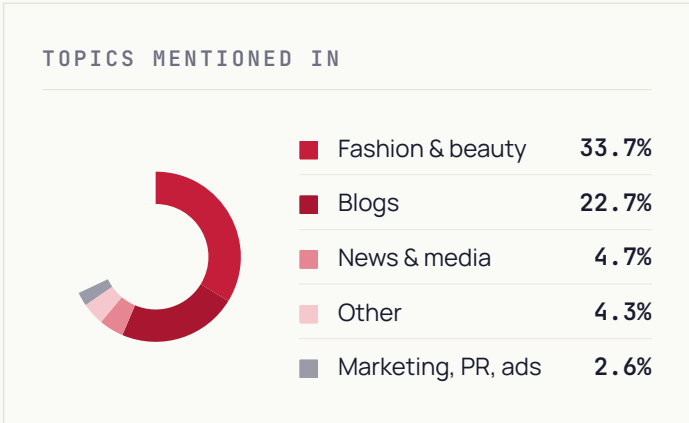
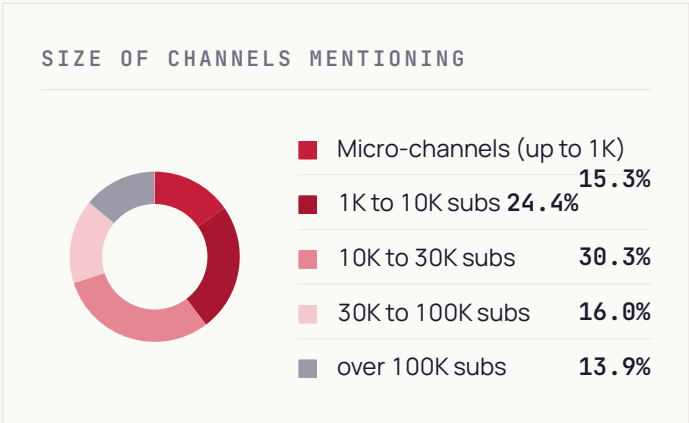
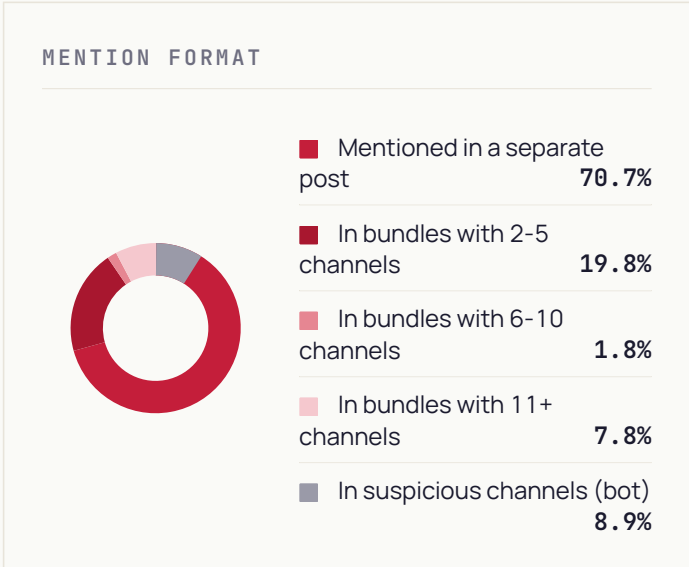
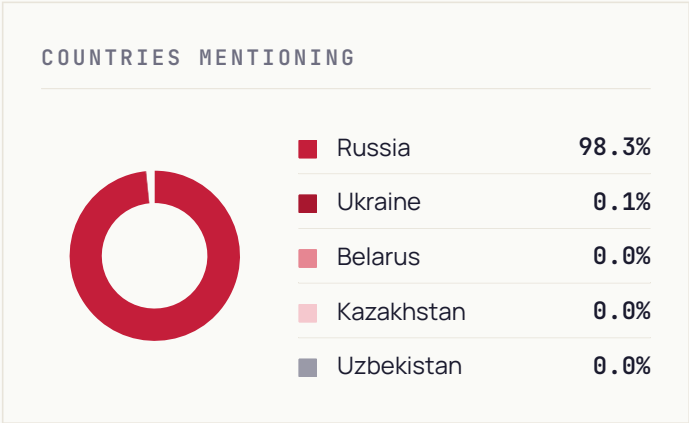
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth vs. loss.



SECTION 04 · MENTIONS

Who mentions the channel and how

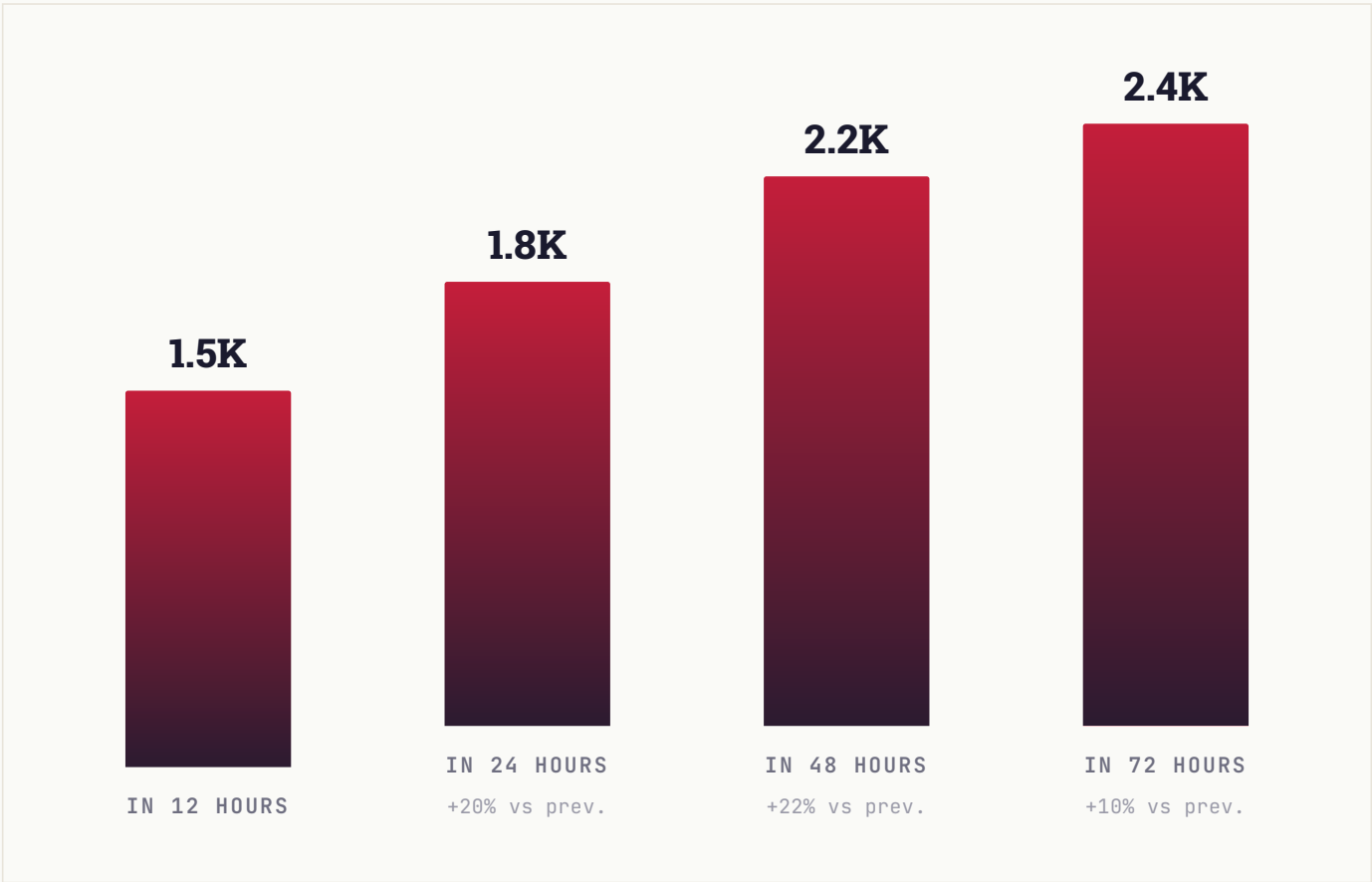
Citation index **510** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **1 046** different channels.



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 should 'live'.



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic & audience. Your channel is highlighted — 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 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
G3 Geltek за стеклом YOU	39.9K

COMPARATIVE INSIGHT

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 07 · MENTION TRENDS

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 **394**, they brought **9 668** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
Jan 2026	38	34	776
December 2025	77	75	97
Nov 2025	75	67	399
Oct 2025	92	81	6 924
Sep 2025	81	75	953
August 2025	31	29	519

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS
394	6	9 668

Where the channel ranks in its league

The figure consists of three horizontal bar charts, each representing a different performance metric. Each chart has a light beige background with a darker beige bar representing the range of values. A vertical line marks the median, and a red dot indicates the channel's performance. The data is as follows:

Metric	Channel Value	Median	Comparison
SUBSCRIBERS	39,862	171.1K	77% below median
AVG REACH / POST	836	13.4K	71% below median
CITATION INDEX	510	136	better than 61% of niche

SUBSCRIBERS 77% below median

median 171.1K

58.4K 39 862 — your channel 512.2K

AVG REACH / POST 71% below median

median 13.4K

836 3 837 — your channel 109.1K

CITATION INDEX better than 61% of niche

median 136

0 510 — your channel 1.9K

— SECTION 09 · STRATEGY

What to do right now

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

- | | | |
|-----------|---|--|
| 01 | Top post of the week — on Wednesday
Audience most active on this day at 08:00 MSK. | EFFECT
Best window
for key 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. | 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 is an easy growth lever. | EFFECT
+5-15% ER |
| 04 | Cross-promo with neighboring channels
Swap posts quarterly with channels in the same niche.
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 — 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 on Telegram	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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