

PUBLIC REPORT BY PROMTPRESS

Channel audit

Zolotoe Yabloko



@goldapple

Our channels: <https://t.me/addlist/bNX-Q4YkMS8zODhi> Current:
<https://taplink.cc/goldapple> Registration in RKN: <https://clck.ru/3SbDPj> 24/7 support @GoldappleSupportBot Chat rules:...

SUBS

1 056 689

+19841 per month

ERR (% WHO SEE
POSTS)

6.0%

per day 3.9%

REACH/POST

54.2K

ad reach 40.9K/24h

— CONTENTS · 2026

What's inside the report

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBS 1 056 689 —	 SUBSCRIBER REACH 5.13% avg % subs see post	 VIEWS/POST 54.2K median 53.1K · 29 days	 POSTS/DAY 7.6 ~53 per week
 7D TREND -12.5% vs previous week	 REACTIONS/POST 521.5 total 117,851 reactions, 19,907 reposts, 2,506 comments	 POST LENGTH 360 chars median 326 · 29 days	 POSTS ANALYZED 226 29 days
 AD REACH 40.9K 24h avg	 CHURN / MONTH +19841 in the last month	 CITATION RATE 2 355 citation index · 3,765 channels mentioned ever	 CHANNEL AGE 9 years 1 month created 24.05.2017

AI EDITOR SUMMARY

Channel «Zolotoe Yabloko» — 1 056 689 subs. Each post averages 54.2K people (5% subs), reach is low — consider growing audience. Publishes 53 posts per week (~8/day) — active posting. For week Jun 22–28, reach dropped -12.5% vs week Jun 15–21 — worth analyzing why.

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 SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 226 posts in 29 days.
- 02 Dominant format — Photo (116/226 posts).
- 03 Avg post length — 360 chars (median 326).
- 04 Peak audience activity — Wednesday, 18:00 MSK.
- 05 Top posts get 3x more views than the weakest (120.3K avg top vs 36.5K worst) — across 226 posts in 29 days. Worth analyzing what top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 24.06 · 15:11 PHOTO Masha Rutkis' favorite summer hobby is walking along rivers and canals with friends👯 And St. Petersburg is the perfect city for such plans! What they love...	VIEWS 169 618 REP. 248	REACTIONS 473 ER 16.1%
Nº2 17.06 · 16:54 VIDEO Travel blogger Katya Romanova joins the girls' reviews💙 Los Angeles, Bali, Paris, Madrid, Amsterdam, Seoul, Tokyo — in her...	VIEWS 100 845 REP. 41	REACTIONS 529 ER 9.5%
Nº3 09.06 · 15:30 TEXT Moscow, we're opening soon at TRK Atrium! To sweeten the wait, we're giving away 5,000 shopping bonus points🎁 To get a chance...	VIEWS 90 364 REP. 1 875	REACTIONS 3 578 ER 8.6%

Nº4 18.06 · 05:05 VIDEO DARLING* mask for 99 ₺, FOR ME serum for 480 ₺ ⚡ SHOCK PRICES are back in all our stores – the lowest prices of the month on Clinique...	<table> <tr> <td>VIEWS</td><td>REACTIONS</td></tr> <tr> <td>84 218</td><td>675</td></tr> <tr> <td>REP.</td><td>ER</td></tr> <tr> <td>961</td><td>8.0%</td></tr> </table>	VIEWS	REACTIONS	84 218	675	REP.	ER	961	8.0%
VIEWS	REACTIONS								
84 218	675								
REP.	ER								
961	8.0%								
Nº5 15.06 · 16:32 PHOTO Karina Murashkina loves playing badminton in summer! And you? Read about bloggers' favorite summer activities in the project «Very Summer...	<table> <tr> <td>VIEWS</td><td>REACTIONS</td></tr> <tr> <td>80 542</td><td>400</td></tr> <tr> <td>REP.</td><td>ER</td></tr> <tr> <td>37</td><td>7.6%</td></tr> </table>	VIEWS	REACTIONS	80 542	400	REP.	ER	37	7.6%
VIEWS	REACTIONS								
80 542	400								
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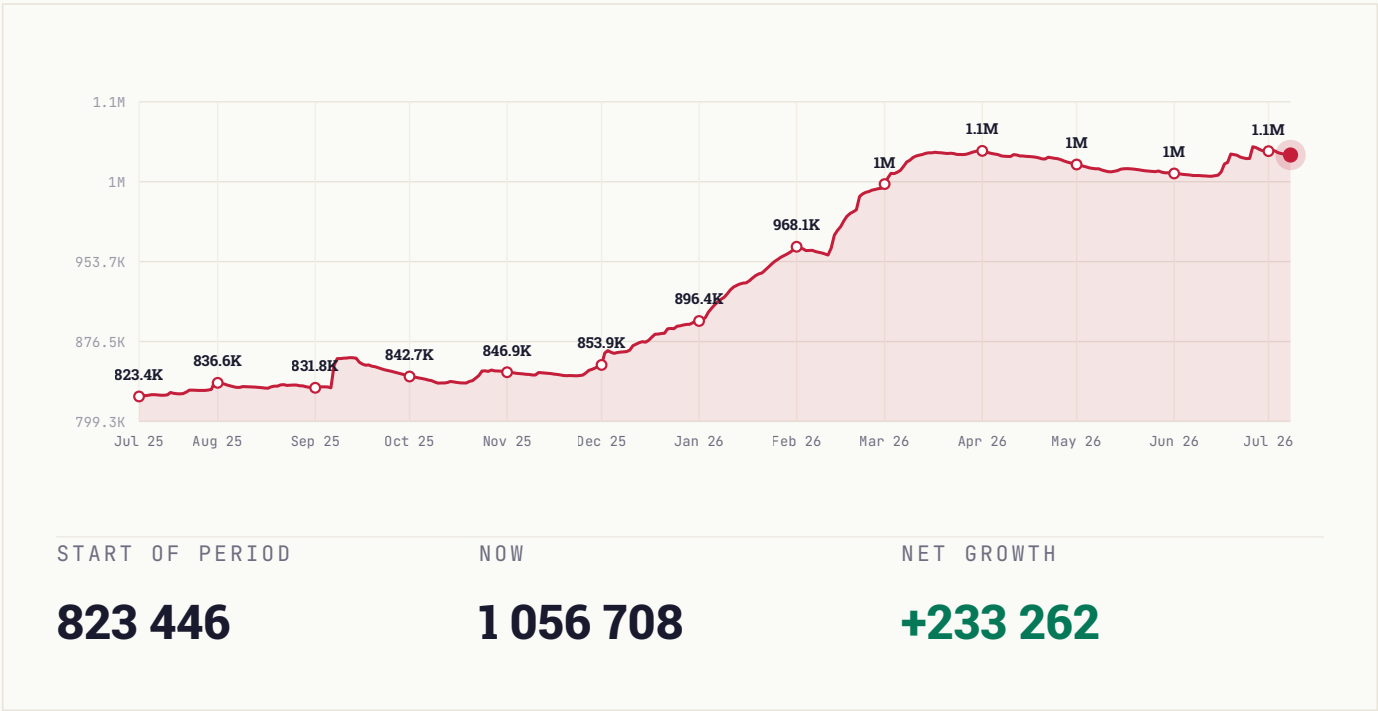
WORST 3

↓ 01.07 · 11:26 VIDEO (post without caption – video)	<table> <tr> <td>VIEWS</td><td>REACTIONS</td></tr> <tr> <td>37 256</td><td>270</td></tr> <tr> <td>REP.</td><td>ER</td></tr> <tr> <td>8</td><td>3.5%</td></tr> </table>	VIEWS	REACTIONS	37 256	270	REP.	ER	8	3.5%
VIEWS	REACTIONS								
37 256	270								
REP.	ER								
8	3.5%								
↓ 26.06 · 14:39 VIDEO (post without caption – video)	<table> <tr> <td>VIEWS</td><td>REACTIONS</td></tr> <tr> <td>36 268</td><td>330</td></tr> <tr> <td>REP.</td><td>ER</td></tr> <tr> <td>24</td><td>3.4%</td></tr> </table>	VIEWS	REACTIONS	36 268	330	REP.	ER	24	3.4%
VIEWS	REACTIONS								
36 268	330								
REP.	ER								
24	3.4%								
↓ 26.06 · 14:42 VIDEO (post without caption – video)	<table> <tr> <td>VIEWS</td><td>REACTIONS</td></tr> <tr> <td>35 944</td><td>322</td></tr> <tr> <td>REP.</td><td>ER</td></tr> <tr> <td>2</td><td>3.4%</td></tr> </table>	VIEWS	REACTIONS	35 944	322	REP.	ER	2	3.4%
VIEWS	REACTIONS								
35 944	322								
REP.	ER								
2	3.4%								

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

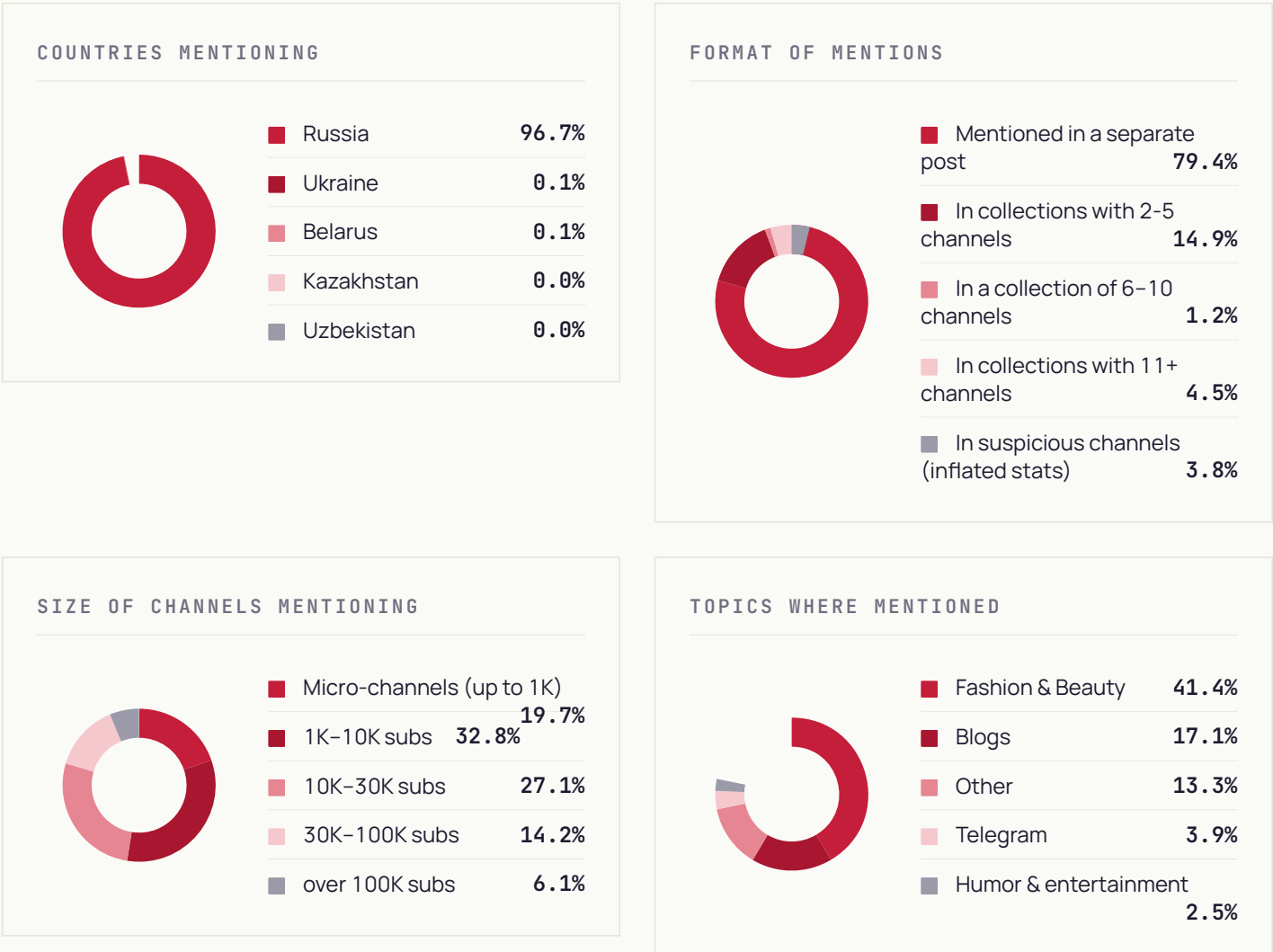
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · CITATIONS

Who mentions the channel and how

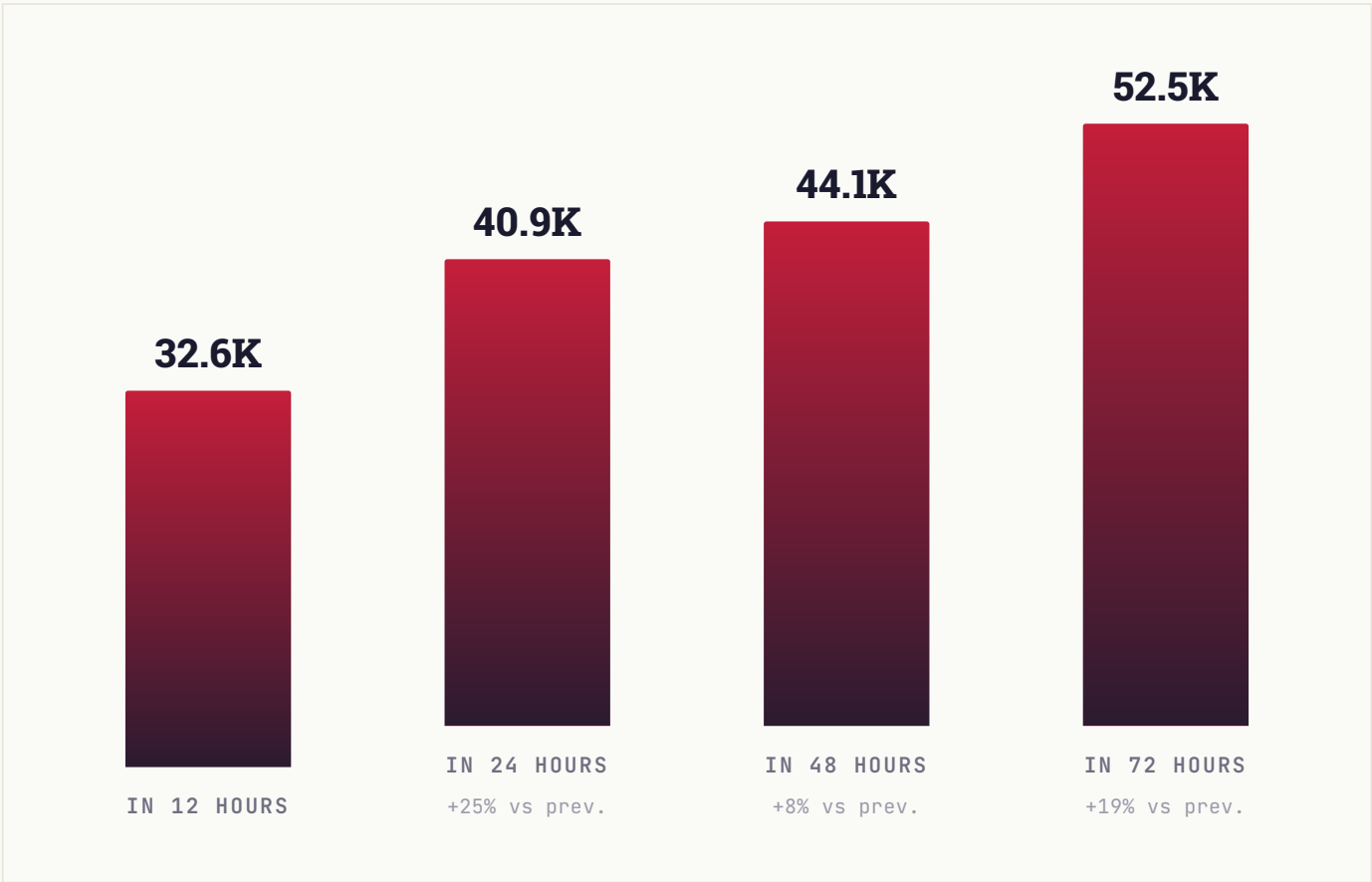
Citation index **2 355** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100k subs channel weighs more than from a 1k subs channel. All-time channel was mentioned **3 765** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of ad post by time since publication. Helps estimate how long 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	SUBS
ZY Zolotoe Yabloko YOU	1.1M
HH Found on Wildberries	635.3K
MI MIXIT.RU	614.6K
M Manicure Nails	573.8K
HH Finds on Wildberries / WB	537.2K
EM Elena Mixit	521.6K
GD Facial gymnastics	472.5K
PM Fashion Trends	437.6K
PR Primebery	398.9K
HW WB OZON finds	393.5K
MI World	355.5K

COMPARATIVE CONCLUSION

Channel in niche #1 (#1 of 96 channels in category). One of the leaders — client partners can cross-promote as equals; for PR/reach you're a valuable media partner.

SECTION 07 · 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 **1 405**, they brought **178 172** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
January 2026	171	122	68 768	
December 2025	349	209	47 746	
November 2025	200	124	11 737	
October 2025	194	135	14 590	
September 2025	242	202	30 481	
August 2025	249	167	4 850	
TOTAL MENTIONS		MONTHS IN DATA	ATTRACTED SUBS	
1 405		6	178 172	

SECTION 08 · NICHE COMPARISON

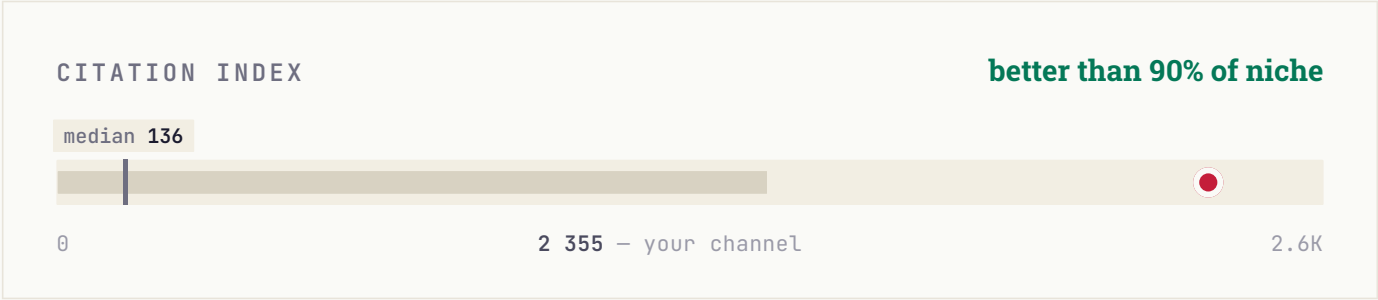
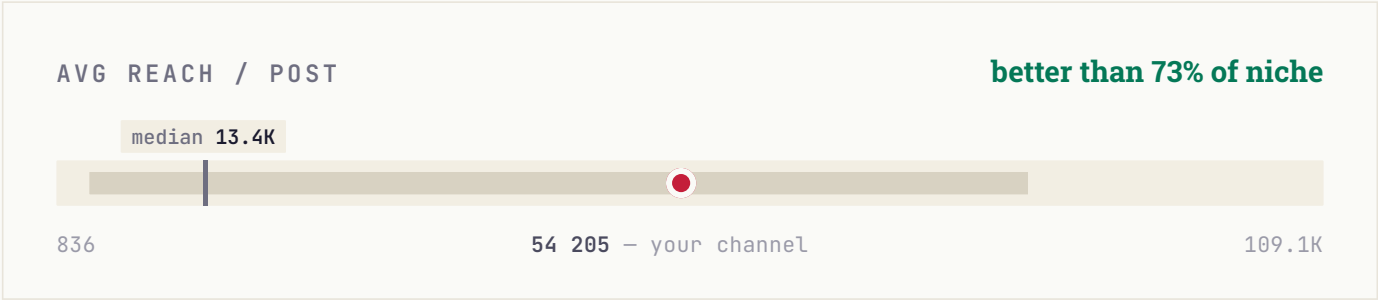
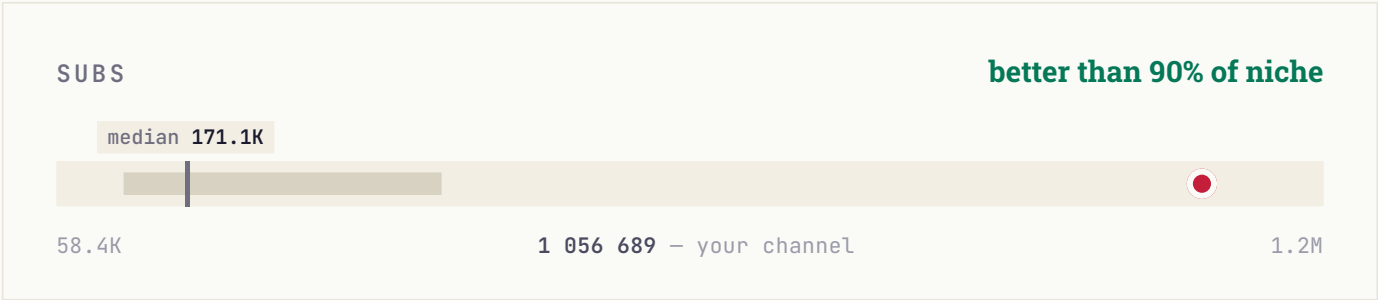
Where the channel stands in its league

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

#1/100

POSITION IN NICHE

Channel in top 1% Fashion & Beauty Russia



— 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**Top post of the week — on Wednesday**

Audience is most active on this day at 18:00 MSK.

EFFECT

**Best window
for an
important post****02****ER below niche benchmark — rethink formats**

Current ER 5.13% vs norm 5.5%. Try polls and interactive formats.

EFFECT

+0.4pp ER**03****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****04****Test polls and interactive formats**

Posts with polls/reactions typically boost ER by 5-15%.
One weekly poll on a hot topic is an easy growth lever.

EFFECT

+5-15% ER**05****Cross-promo with neighboring channels**

Swap posts with channels in the same segment 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 — what we can do in a few minutes from public data.
To go further — run ads through us and hit your growth plan in a month.

01	Launch Telegram ads	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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