

— PUBLIC REPORT BY PROMTPRESS

Channel audit

Good Morning, Karl!



@goodmorningkarl

All you need to know about fashion and fashion media from ex-editor of Vogue, Interview, The Blueprint 18+. Ads @pamanya
Everything else @katyafedorova Registered in RKN № 5904305734

SUBSCRIBERS

56 447

-93 per month

ERR (% SEE POSTS)

15.0%

per day 4.4%

REACH/POST

7.6K

ad reach 2.5K/24h

— CONTENTS · 2026

What's inside the report

01 Channel snapshot

12 key metrics · AI summary

02 Content analysis

Top 5 posts · worst 3 · takeaways

03 Subscriber dynamics

Year chart · growth

04 Citation rate

Who and how mentions the channel

05 Ad potential

How long a post brings reach

06 Competitors

Niche neighbors · your place

07 Mention dynamics

6 months · monthly

08 Niche comparison

Rank in «Fashion & Beauty» category

09 Strategy

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 56 447 —	 SUBS REACH 13.55% avg % subs see post	 VIEWS/POST 7.6K median 5.6K · 29 days	 POSTS/WEEK 3.3 over period
 7D TREND -26.6% vs prev week	 REACTIONS/POST 102.8 only 1,439 reactions, 931 reposts, 17 comments	 POST LENGTH 368 chars. median 260 · 29 days	 POSTS ANALYZED 14 29 days
 AD REACH 2.5K 24h avg	 CHURN / MONTH -93 last month	 CITATION RATE 804 citation index · 2,269 channels mentioned ever	 CHANNEL AGE 10 years 2 months created 19.04.2016

AI EDITOR SUMMARY

Channel «Good Morning, Karl!» – 56 447 subs. Each post avg views 7.6K people (14% from subs), reach low – expand audience. Publishes 3 posts/week (~0/day) – rare. Week Jun 22–28 reach dropped -26.6% vs week Jun 15–21 – analyze reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 14 posts in 29 days.
- 02 Dominant format – Photo (11/14 posts).
- 03 Avg post length – 368 chars (median 260).
- 04 Peak audience activity – Saturday, 10:00 MSK.
- 05 Top posts get 3x more views than weakest (top avg 18.2K vs worst 5.3K) – among 14 posts in 29 days. Analyze commonalities: topic, format, timing.

TOP 5 POSTS

Nº1 13.06 · 07:24 PHOTO Don't know who'll win the World Cup, but the best-dressed team award goes not to the Spanish in Loewe, but to athletes...	VIEWS 23 823 REP. 619	REACTIONS 225 ER 42.2%
Nº2 17.06 · 05:25 PHOTO What a beautiful fashion story. For a speech in her native Chicago, Michelle Obama wore a custom Acne skirt with a portrait of her late mother two...	VIEWS 23 622 REP. 89	REACTIONS 169 ER 41.8%
Nº3 09.06 · 08:28 PHOTO And follow the course Instagram https://www.instagram.com/goodmorning_karl?igsh=Znl1YzQ5bHgwemty&utm_source=qr where I share...	VIEWS 7 158 REP. 8	REACTIONS 95 ER 12.7%

Nº4 23.06 • 06:51 PHOTO Avito craftsmen now use AI to sell. While vintage hunting, I found Roberto Cavalli tops supposedly from a show. AI dressed them...	VIEWS 6 970 REP. 42 REACTIONS 106 ER 12.3%
Nº5 19.06 • 07:58 TEXT Thank you, dear Yulia. Peer support is especially nice. I struggled to pick stories — too many good ones.	VIEWS 5 833 REP. — REACTIONS 56 ER 10.3%

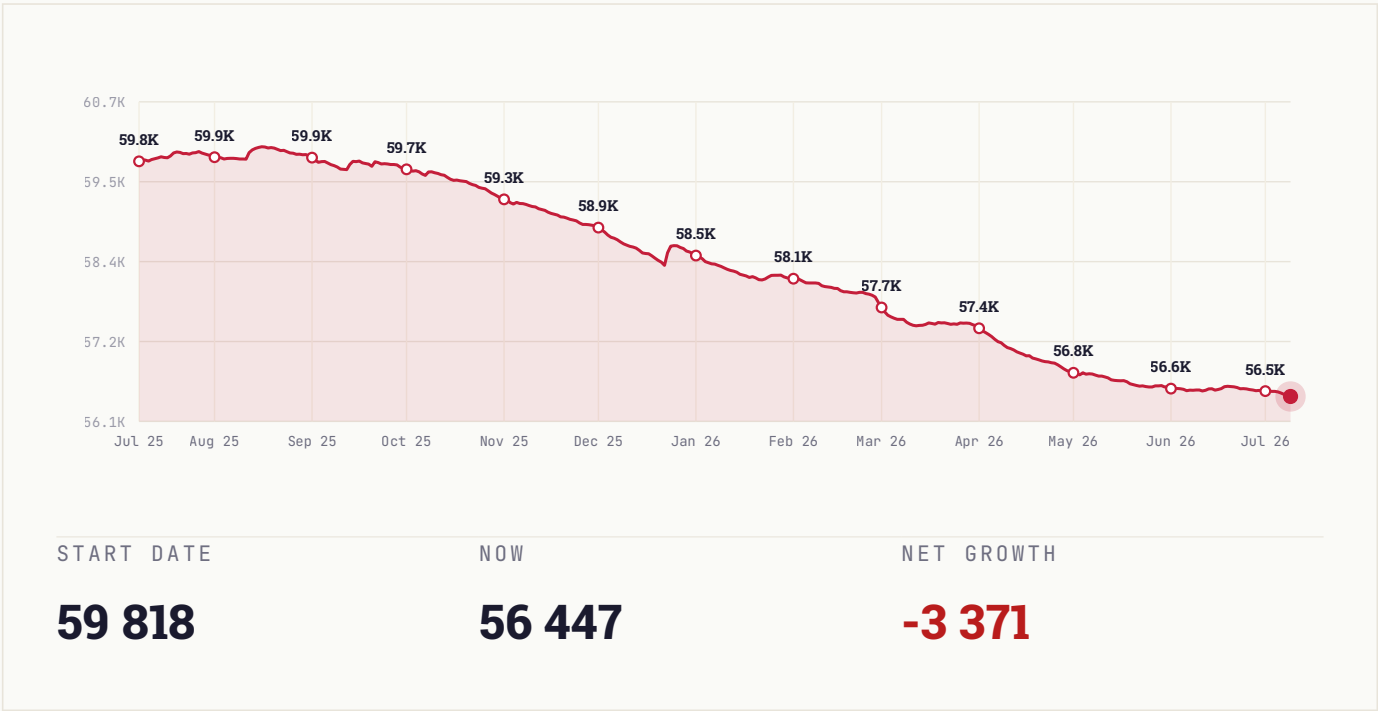
WORST 3

↓ 22.06 • 13:49 PHOTO Madonna plays poker — captured by Nadia Lee Cohen for Interview Mag. Styled by Mel Ottenberg in Gucci, 4element, Boucheron, What...	VIEWS 5 519 REP. 47 REACTIONS 76 ER 9.8%
↓ 16.06 • 10:50 PHOTO Fresh Vogue Czechoslovakia cover or how I feel after launching the course. A couple days off, then back to my beloved 90s...	VIEWS 5 351 REP. 11 REACTIONS 101 ER 9.5%
↓ 18.06 • 07:43 PHOTO #хорошийтыпареньНаташка Amazing Aspesi brand campaigns I love. Linda Evangelista in NYC. Photo...	VIEWS 5 007 REP. 12 REACTIONS 103 ER 8.9%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

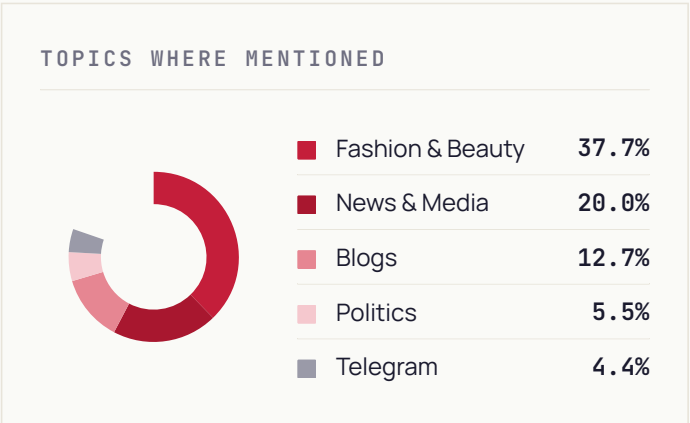
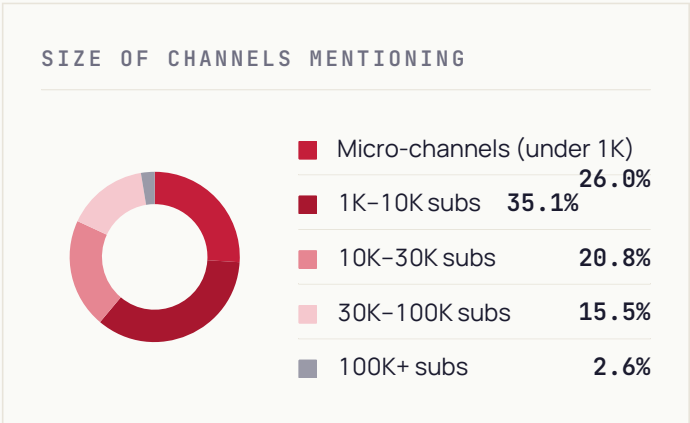
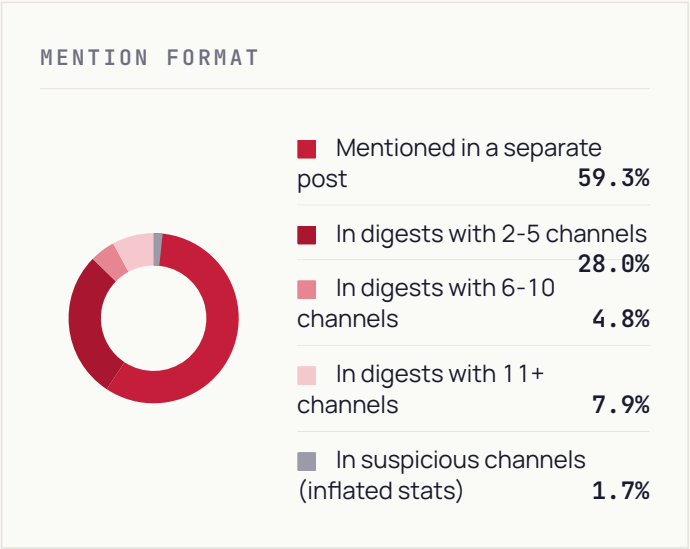
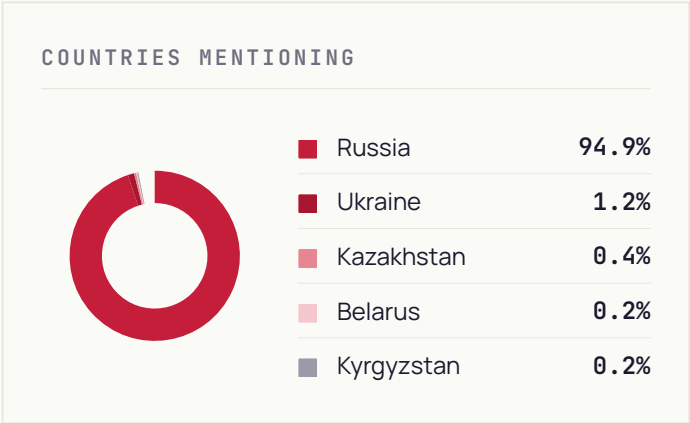
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel grew and which lost subs.



SECTION 04 · CITATIONS

Who and how mentions the channel

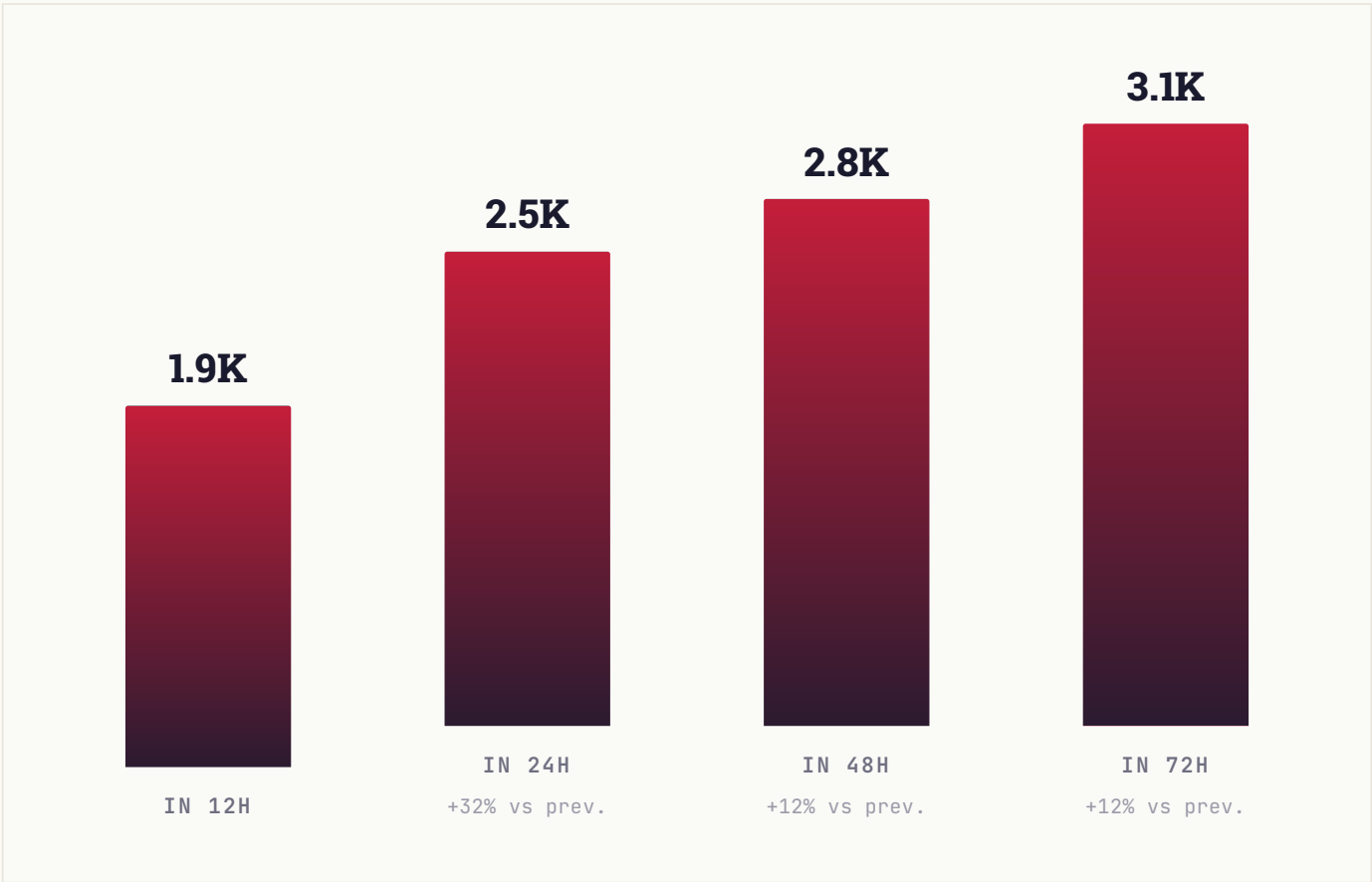
Citation index **804** — channel popularity rating based on mentions. Considers both count and mentioner weight: a post from a 100K subs channel weighs more than from 1K. All time channel mentioned **2 269** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

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



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic & audience. Your channel is highlighted — see where you stand among niche peers.

CHANNEL	SUBSCRIBERS
ZY Golden Apple	1.1M
HH Found on Wildberries	635.3K
MI MIXIT.RU	614.6K
M Nails Manicure	573.8K
HH Wildberries / WB finds	537.2K
EM Elena Mixit	521.6K
GD Facial exercises	472.5K
PM Fashion Trends	437.6K
PR Primebery	398.9K
HW WB OZON finds	393.5K
GM Good Morning, Karl! YOU	56.4K

COMPARATIVE CONCLUSION

Channel not yet outside niche top 96 — early growth stage. Niche leader — Golden Apple (1.1M), median top-96: 171K. First goal: enter top-96 via systematic traffic and content work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Each month we track posts in other channels that mention yours. Over the last **6 months** such mentions were **53**, they brought **861** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
January 2026	6	6	82	
December 2025	6	6	283	
Nov 2025	18	15	23	
Oct 2025	10	10	62	
September 2025	9	8	210	
August 2025	4	4	201	

TOTAL MENTIONS	MONTHS IN DATA	ACQUIRED SUBS
53	6	861

SECTION 08 · NICHE COMPARISON

Where channel stands in its league

Took top-100 channels in category "Fashion & Beauty» (Russia) and saw how your channel compares. Gray band: range for 80% of niche channels (p10 to p90). Black vertical: median. Red dot: your channel.



— SECTION 09 · STRATEGY

What to do right now

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

- | | | |
|----|--|---|
| 01 | Increase posting frequency
Now 3.3 posts/wk. Active channels average 7-10.
Consistency is key to retention. | EFFECT
Consistency
beats volume |
| 02 | Top post of the week — on Saturday
Audience most active on this day at 10:00 MSK. | EFFECT
Best window
for important
post |
| 03 | Increase video posts share
Video in Telegram retains audience longer and is
favored by the algorithm. Recommend share of
15-25%. | EFFECT
Video retains
audience
better |
| 04 | 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 |
| 05 | Test polls & interactive formats
Posts with polls/reactions usually boost ER by +5-15%.
One weekly poll on a hot topic — easy win. | EFFECT
+5-15% ER |

★ WHAT'S NEXT

Want us to do this **PromptPress?**

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

01

**Launch ads in
Telegram**

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

02

Contact manager

t.me/PromptPress_manager