

PROMTPRESS PUBLIC REPORT

Channel audit

First, it's beautiful!



@hellobeautygirl

Author: Katerina Minkevich. Writing about PR, marketing, and the trendiest projects. Easter collection available...

SUBSCRIBERS

13 814

-146 per month

ERR (% SEE POSTS)

7.0%

per day 2.9%

REACH/POST

1.1K

ad reach 404/24h

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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's calculated for.

 SUBSCRIBERS 13 814 —	 SUBS REACH 7.87% avg % subs see post	 VIEWS/POST 1.1K median 990 · 29 days	 POSTS/WEEK 21.0 over period
 7D TREND +19.3% vs previous week	 REACTIONS/POST 264.7 total 23,293 reactions, 344 reposts, 0 comments	 POST LENGTH 433 chars median 308 · 29 days	 POSTS ANALYZED 88 29 days
 AD REACH 404 24h avg	 CHURN / MONTH -146 last month	 CITATION RATE 391 citation index · 856 channels mentioned all time	 CHANNEL AGE 5 years 11 months created 01.08.2020

AI EDITOR SUMMARY

Channel 'First, it's beautiful!' — 13 814 subs. Each post averages 1.1K people (8% from subs), reach is low — consider expanding audience. Publishes 21 posts per week (~3/day) — active posting. For week June 29 – July 5 reach grew +19.3% by week of June 22–28 — positive trend.

SECTION 02 · CONTENT ANALYSIS

Best-performing content

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **88** posts over 29 days.
- 02 Dominant format – **Photo** (50/88 posts).
- 03 Avg post length – **433** chars (median 308).
- 04 Audience peak – **Sunday**, 15:00 MSK.
- 05 Top posts get **5x** more views than the weakest (3.9K avg for top vs 817 for worst) – among 88 posts over 29 days. Analyze what top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 18.06 · 10:52 PHOTO Yesterday the flagship boutique FANTÔME opened its doors – a two-story space in the Lucky residential complex. The special atmosphere of the new space...	VIEWS 5 086 REPOSTS 9	REACTIONS 247 ER 36.8%
Nº2 05.07 · 12:55 TEXT We'll definitely support our Lina! Come join us ❤️ Great shoes, can't wait to order black pumps...	VIEWS 3 350 REPOSTS 10	REACTIONS 365 ER 24.3%
Nº3 02.07 · 07:19 PHOTO If your admin with their love for cosmetics ended up in the 'What's in the bag' section, they'd have this case from Rouge Bunny Rouge. Because...	VIEWS 3 299 REPOSTS 5	REACTIONS 324 ER 23.9%

Nº4 24.06 · 13:46 **PHOTO**

If you're going to bloom, do it as beautifully as possible! Yana Raskovalova and Daniil Berg presented a new jewelry collection JARDIN DE...

VIEWS
1 585

REACTIONS
236

REPOSTS
6

ER
11.5%

Nº5 27.06 · 09:50 **VIDEO**

I have special places and people: first you protect them from others' attention, then you want to share with the world. The Voluminous project...

VIEWS
1 301

REACTIONS
450

REPOSTS
3

ER
9.4%

WORST 3

↓ 07.07 · 08:32 **PHOTO**

In a week of endless rain, deadlines, and tasks, I wanted to remind myself and you what summer really looks like. All dressed up...

VIEWS
839

REACTIONS
222

REPOSTS
8

ER
6.1%

↓ 02.07 · 14:13 **PHOTO**

It's not enough for Moscow girls to be just fashionable. We're always searching for new meanings, even where fashion meets...

VIEWS
834

REACTIONS
245

REPOSTS
—

ER
6.0%

↓ 06.07 · 08:03 **PHOTO**

All week I wanted to write a post but couldn't find time. I want to praise Maxim Matveev's team. As a frequent organizer and guest...

VIEWS
778

REACTIONS
248

REPOSTS
4

ER
5.6%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

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



SECTION 04 • MENTIONS

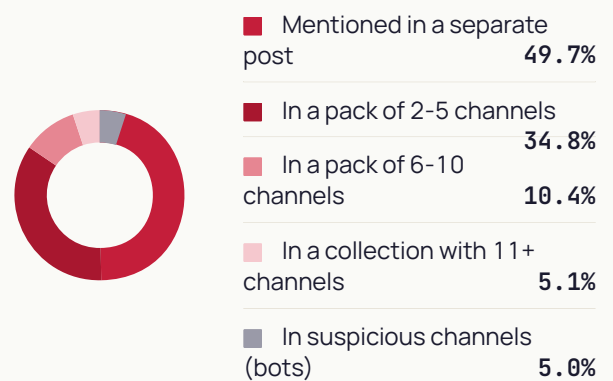
Who mentions the channel & how

Citation index **391** — channel popularity rating based on mentions. Considers not just count but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **856** different channels.

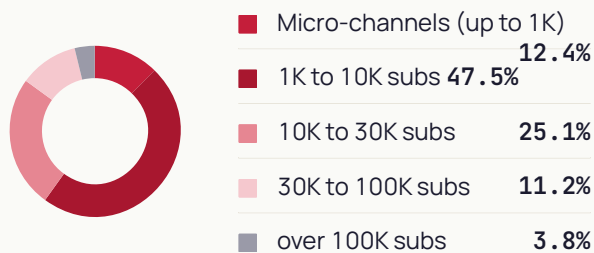
COUNTRIES MENTIONING



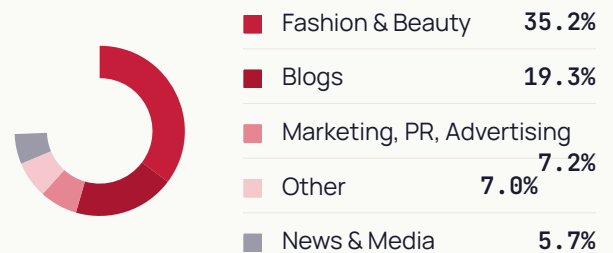
MENTION FORMAT



WHAT SIZE CHANNELS MENTION



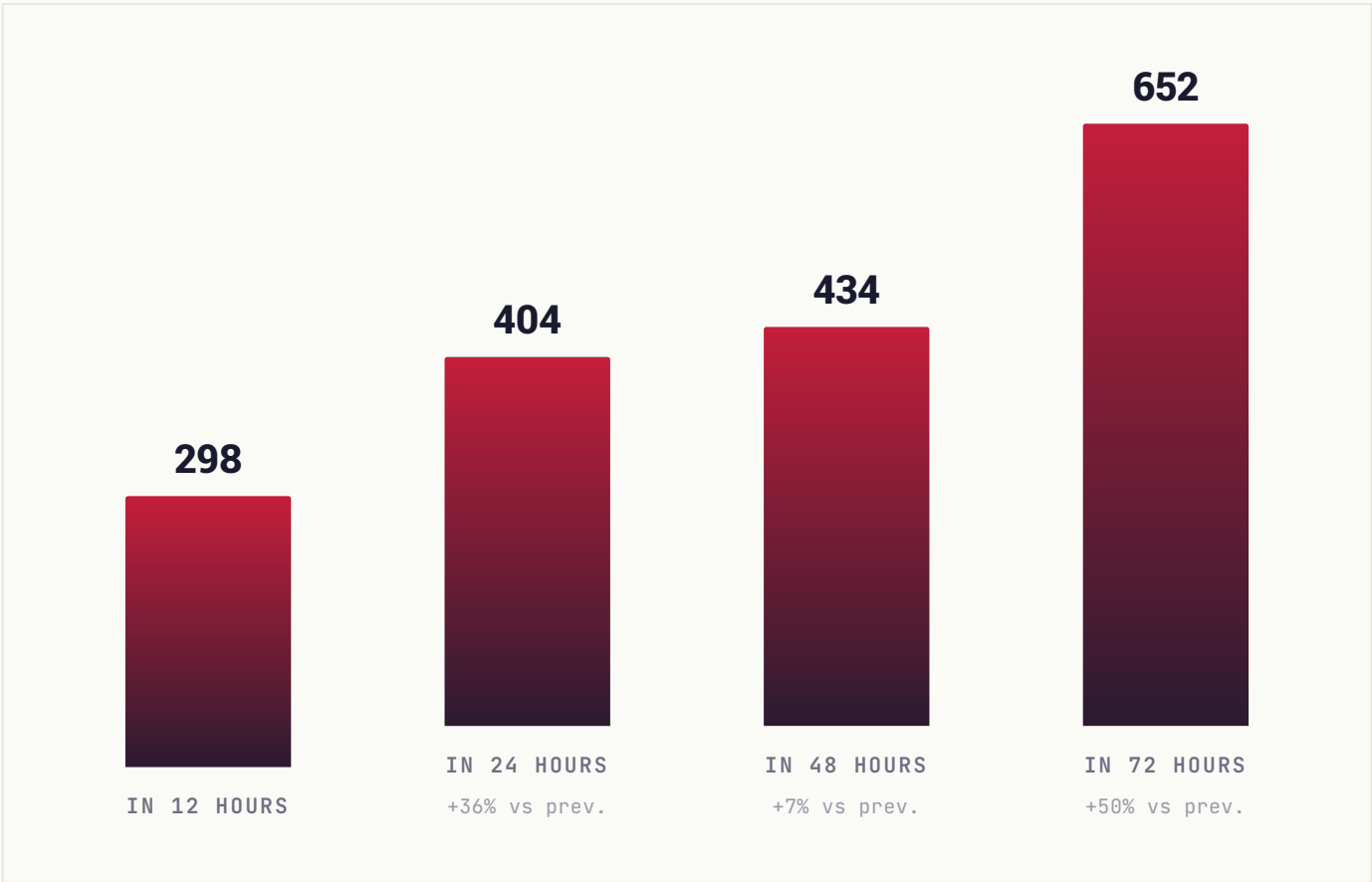
MENTION TOPICS



SECTION 05 · AD POTENTIAL

How long a post brings reach

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



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
TM My feed trends	2.5M
MO Ice cream	1.7M
OK Oka	1.6M
SE Search	1.5M
TR Trendlies	1.2M
TB Trends by Russia	1.1M
KV Customer is always right	1.1M
TZ Set trends	1M
SV Trending today	1M
TV Trend or leave	990K
WE First, it's beautiful! YOU	13.8K

COMPARATIVE INSIGHT

Channel not yet outside top 99 of niche — early growth stage. Niche leader — My feed trends (2.5M), top-99 median: 145.1K. First goal: enter top-99 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 **194**, they brought **925** new subs.

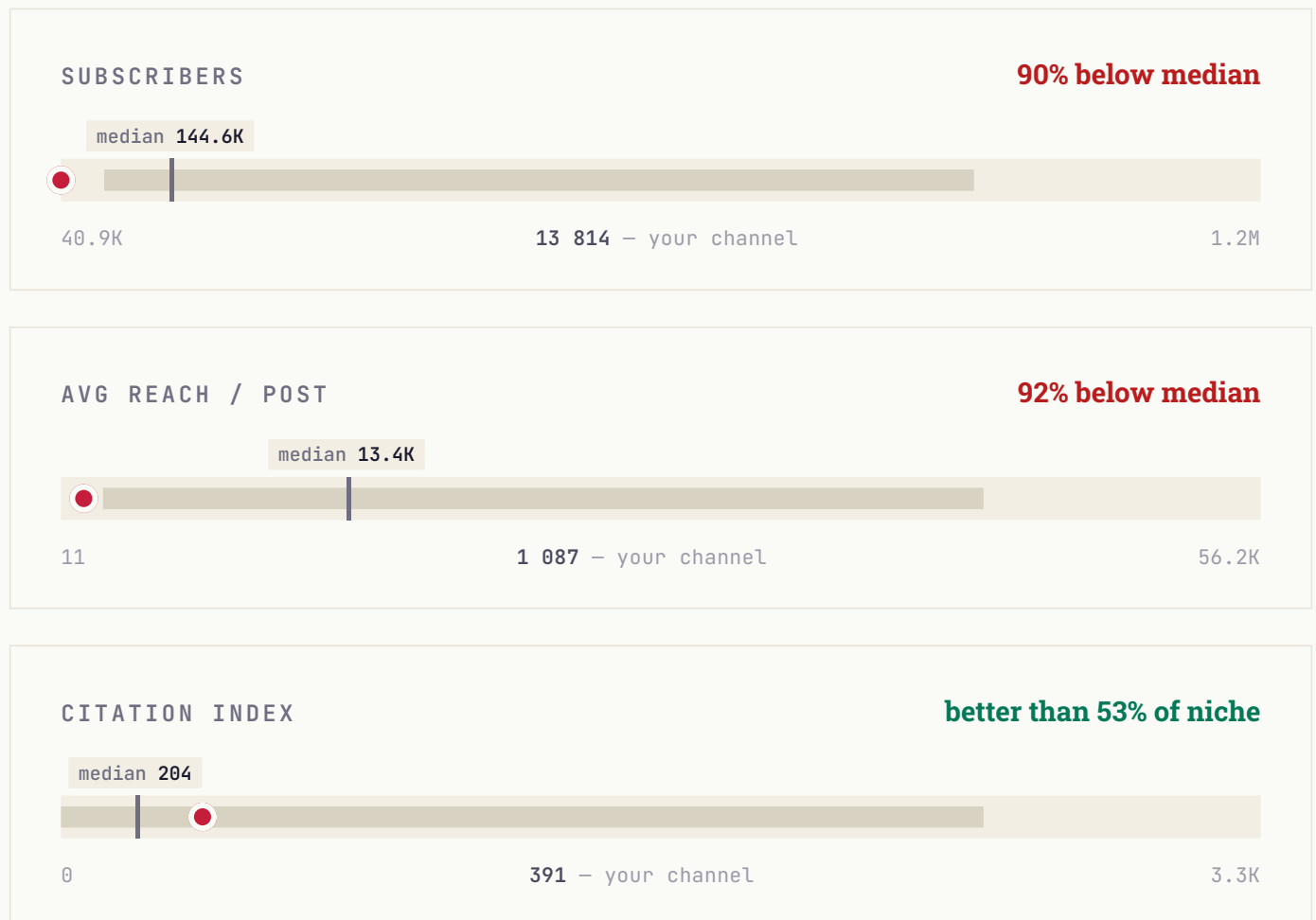
PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
January 2026	12	11	70	
December 2025	27	21	27	
Nov 2025	27	24	23	
Oct 2025	25	19	381	
September 2025	65	42	35	
August 2025	38	32	389	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
194	6	925

SECTION 08 • NICHE COMPARISON

Where the channel stands in its league

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



— SECTION 09 · STRATEGY

What to do right now

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

01

Main post of the week — on Sunday

On this day at 15:00 MSK audience is most active.

IMPACT

**Best time for
key posts**

02

System traffic buy

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

Swap posts quarterly with channels in the same niche.
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 — it's a source of organic traffic.

IMPACT

**Organic traffic
source**

★ WHAT'S NEXT

Want this done by **PromptPress?**

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

01 **Launch ads in Telegram** <https://panel.promptpress.com/register>

02 **Contact manager** t.me/PromptPress_manager
