

PUBLIC PROMTPRESS REPORT

Channel audit

IRILOOK | ХОЧУ/ МОГУ | нашла клад на маркетплейсах



@irilook

Scammers offer ads in DMs! Collaboration only: irilookpr@gmail.com
Second channel <https://t.me/+I-Ft6Nz56SQwYTNi> A+ Included in
personal pages list:...

SUBSCRIBERS

200 154

ERR (% SEE POSTS)

16.0%

REACH/POST

30.7K

-1851 per month

daily 7.8%

ad reach 15.7K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 200 154 —	 SUBSCRIBER REACH 15.35% avg % subs see post	 VIEWS/POST 30.7K median 31.8K · 28 days	 POSTS/WEEK 6.3 over period
 7D TREND -14.4% vs previous week	 REACTIONS/POST 391.3 only 10,173 reactions, 2,288 reposts, 0 comments	 POST LENGTH 567 chars median 506 · 28 days	 POSTS ANALYZED 26 28 days
 AD REACH 15.7K 24h avg	 CHURN / MONTH -1851 last month	 CITATION RATE 47 citation index · 82 channels mentioned ever	 CHANNEL AGE 8 years 5 months created 12.02.2018

AI EDITOR SUMMARY

Channel «IRILOOK | WANT/CAN | found treasure on marketplaces» — 200 154 subs. Each post avg views 30.7K people (15% from subs), avg reach — room to grow. Publishes 6 posts/week (~1/day) — rare posts. For week Jul 6–12 reach dropped -14.4% to week Jun 29 – Jul 5 — worth analyzing reasons.

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 TOP POSTS SHARE

- 01 Analysis based on 26 posts in 28 days.
- 02 Dominant format — Photo (21/26 posts).
- 03 Avg post length — 567 chars (median 506).
- 04 Audience peak activity — Thu, 17:00 MSK.
- 05 Top posts get 2x more views than the weakest (47.2K avg top vs 23.3K worst) — among 26 posts in 28 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 18.06 · 14:50 PHOTO One-piece swimsuit roundup. My friend rightly noted that my feed is all bikinis, but she needs one-pieces, and who...	VIEWS	REACTIONS
	49 125	539
	REPOSTS	ER
	282	24.5%
Nº2 22.06 · 17:40 VIDEO Found UV400 sunglasses  link Showed similar ones last year — absolute love and staple...	VIEWS	REACTIONS
	49 062	304
	REPOSTS	ER
	68	24.5%
Nº3 21.06 · 18:15 VIDEO When a smile plays on your lips and your eyes sparkle, no words are needed!  12 years since our wedding and 2 years since we got married in church. Every...	VIEWS	REACTIONS
	43 491	2 100
	REPOSTS	ER
	12	21.7%

Nº4 19.06 • 14:21 PHOTO Got a new yoga & pilates set  link Reviews say it's like second skin, and I already have a similar set with...	VIEWS 41 711 REPOSTS 101 REACTIONS 324 ER 20.8%
Nº5 29.06 • 09:25 PHOTO Love jewelry with character  Found a set of four necklaces on Ali, but my heart is most captivated by the charming...	VIEWS 35 918 REPOSTS 91 REACTIONS 362 ER 17.9%

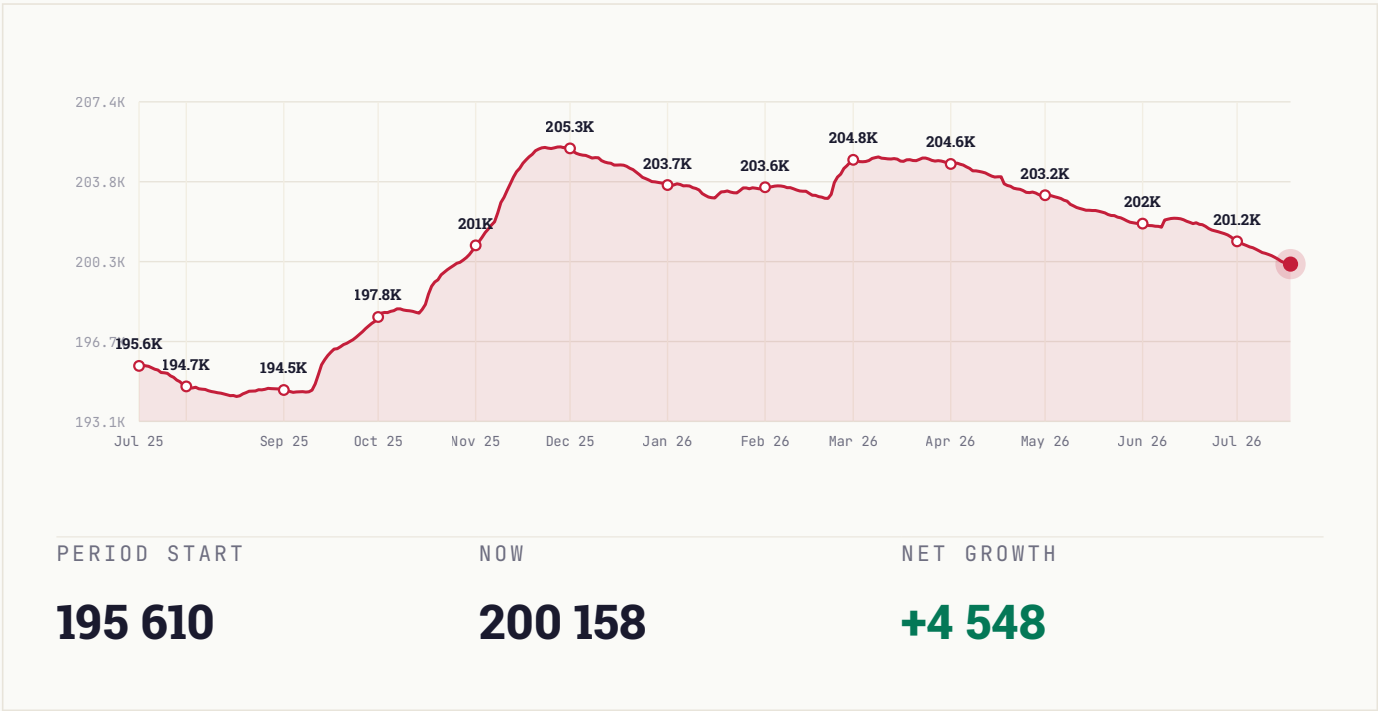
WORST 3

↓ 13.07 • 10:47 PHOTO Found a bag  Looks simple at first, but this minimalist shape hides that...	VIEWS 24 542 REPOSTS 130 REACTIONS 315 ER 12.3%
↓ 13.07 • 17:59 PHOTO How soft blue contrasts with hair. This color flatters both blondes and deep chocolate tones...	VIEWS 23 485 REPOSTS 58 REACTIONS 293 ER 11.7%
↓ 14.07 • 14:43 PHOTO Aladdin pants in new color  Some time ago I showed you these pants in soft pink, and they got a lot of...	VIEWS 21 792 REPOSTS 24 REACTIONS 262 ER 10.9%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

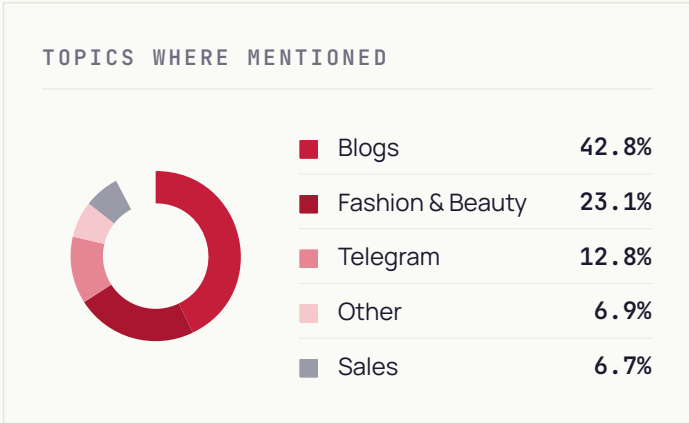
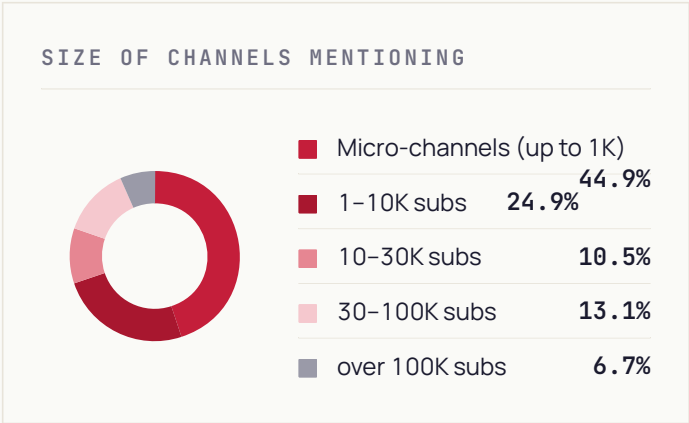
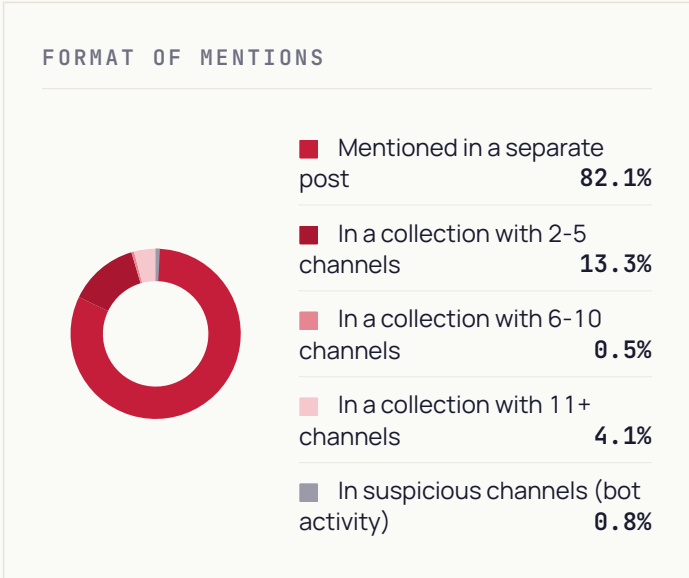
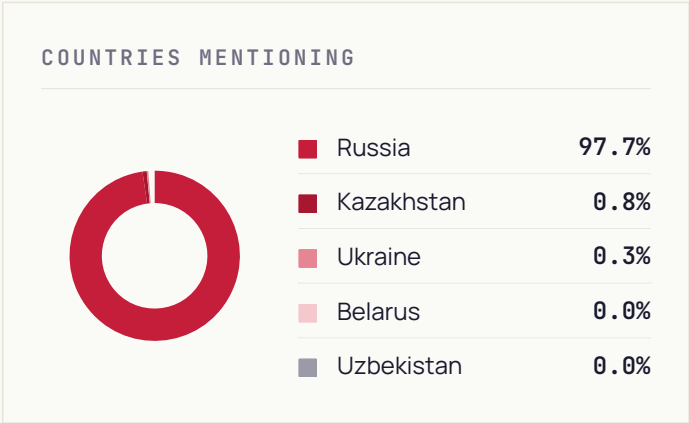
Subscriber growth chart for the year. Key months show exact subscriber count. See which months grew and which lost subs.



SECTION 04 · MENTIONS

Who mentions the channel & how

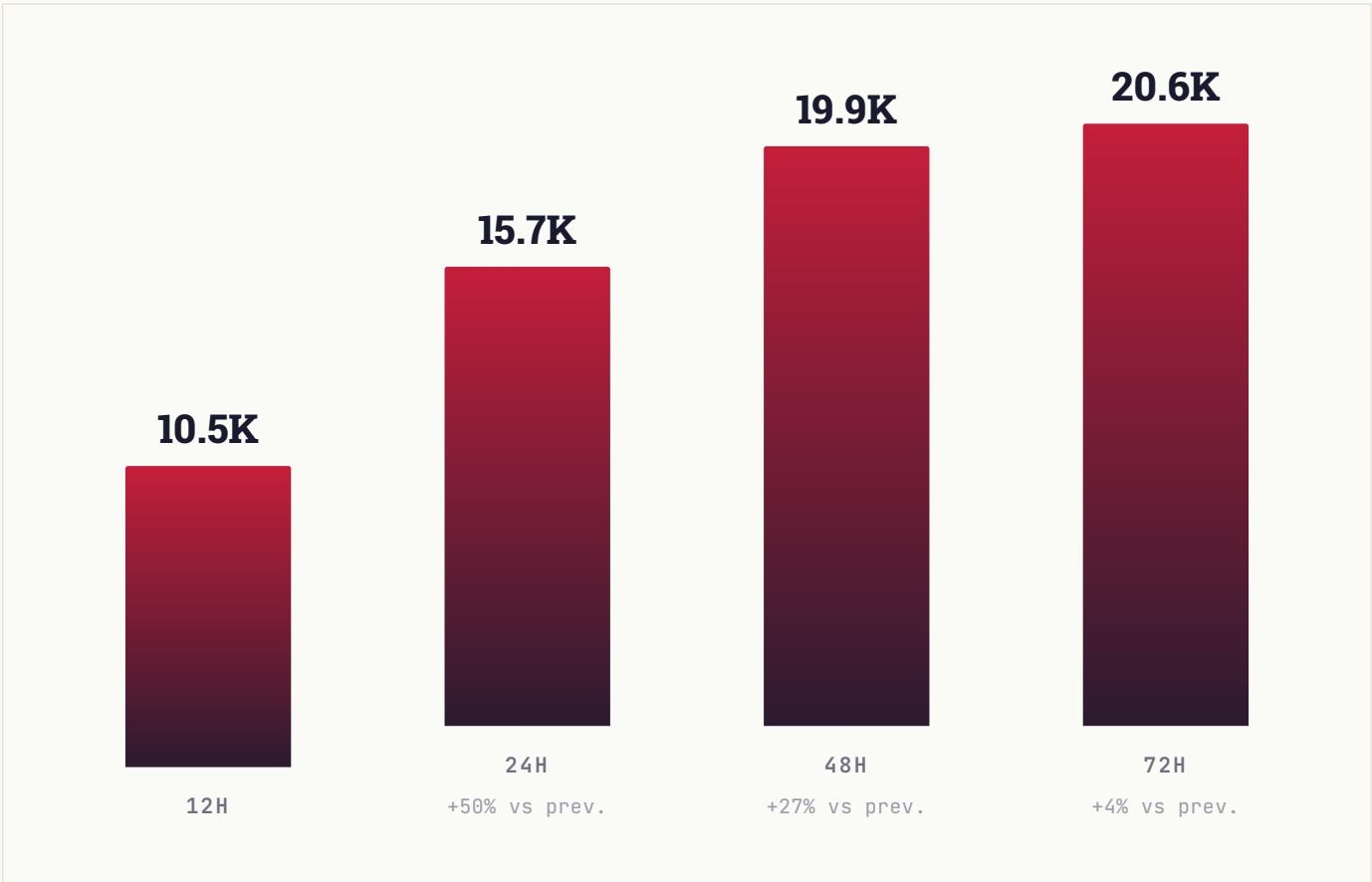
Citation index **47** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from 1K. All time channel was mentioned **82** different channels.



SECTION 05 · AD POTENTIAL

How long a post drives reach

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



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
ZY Zolotoe Yabloko	1M
PC Pandabuy CnFans MuleBuy ACBuy Hacco Find🔍🐼	790.3K
NN Found on Wildberries	633.3K
MI MIXIT.RU	624.7K
M Manicure Nails	572K
NN Finds on Wildberries / WB	533.2K
EM Elena Mixit	518K
GD Face gymnastics	472.4K
PM Fashion Trends	436K
PS Prime Savers	428.8K
I IRILOOK ХОЧУ/МОГУ нашла клад на маркетплейсах	YOU 200.2K

COMPARATIVE INSIGHT

Channel in top half of niche (#47 of 97). Niche leader — Zolotoe Yabloko (1M), median subs 189.3K. Aim for top quarter — realistic 6-12 month horizon.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

We track posts in other channels that mention yours. Over the last **6 months** such mentions were **6**, they brought **12 373** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
January 2026	0	0	666 
December 2025	2	2	23 
Nov 2025	2	2	4 730 
Oct 2025	0	0	3 351 
September 2025	0	0	3 199 
August 2025	2	2	404 

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
6	6	12 373

SECTION 08 • NICHE COMPARISON

Where the channel ranks in its league

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.

#47

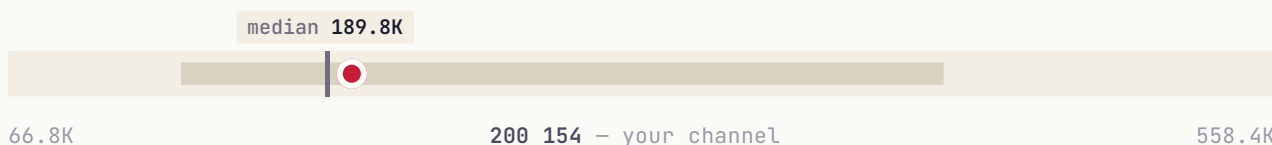
/100

RANK IN NICHE

Channel in the top half of the ranking

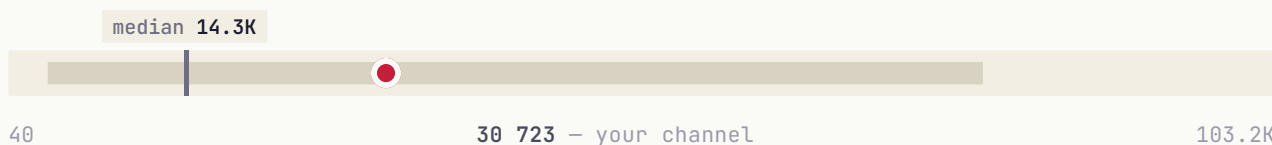
SUBSCRIBERS

better than 51% of niche



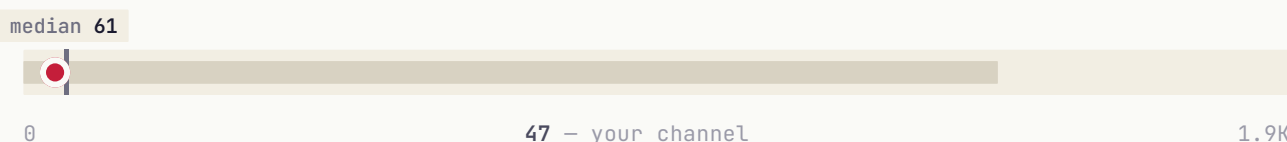
AVG REACH / POST

better than 60% of niche



CITATION INDEX

23% below median



— SECTION 09 · STRATEGY

What to do right now

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

01

Main post of the week — Thursday

Audience is most active on this day at 17:00 MSK.

EFFECT

**Best time for
an important
post**

02

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**

03

Test polls & interactive formats

Posts with polls/reactions usually get +5-15% ER. One poll per week on a hot topic — easy growth lever.

EFFECT

+5-15% ER

04

Cross-promo with neighbor channels

Exchange posts with channels in the same segment once a quarter. 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 — organic traffic source.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in a few minutes from 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
