

PUBLIC PROMTPRESS REPORT

Channel audit

IRINAMEYK



@irinameyk

YouTube — <https://youtube.com/@irinameyk> Makeup brushes —
<https://irinameyk.store> Makeup course with product picks —
 irinameyk.ru Ad inquiries: pr.irinameyk@gmail.com RKN:...

SUBSCRIBERS

133 774

-340 per month

ERR (% SEE POSTS)

35.0%

last day **12.7%**

REACH/POST

46K

ad reach **16.9K**/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 133 774 —	 SUBS REACH 34.36% avg % subs see post	 VIEWS/POST 46K median 48.1K · 25 days	 POSTS/WK 4.6 for period
 7D TREND -12.0% vs previous week	 REACTS/POST 1704.9 total 28,984 reactions, 1,321 reposts, 393 comments	 POST LENGTH 623 chars median 716 · 25 days	 POSTS ANALYZED 17 25 days
 AD REACH 16.9K 24h avg	 CHURN / MONTH -340 last month	 CITATION RATE 8 citation index · 54 channels mentioned all time	 CHANNEL AGE 4 years 8 months created 27.10.2021

AI EDITOR SUMMARY

Channel «IRINAMEYK» – 133 774 subs. Each post avg views 46K people (34% of subs), good reach. Posts 5 posts/week (~1/day) – rare. Week Jul 6–12 reach dropped -12.0% by week Jun 29 – Jul 5 – worth analyzing.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and outsiders – to see what to repeat and what to remove from rotation.

WHAT TOP POSTS SHARE

- 01 Analysis based on 17 posts over 25 days.
- 02 Dominant format – Photo (14/17 posts).
- 03 Avg post length – 623 chars (median 716).
- 04 Peak audience activity – Saturday, 09:00 MSK.
- 05 Top posts get 2× more views than the weakest (59.5K avg for top vs 39.2K for worst) – among 17 posts in 25 days. Worth analyzing what the top shares: topic, format, timing.

TOP 5 POSTS

Nº1

27.06 · 06:01

PHOTO

Subscriber out of coverage 

VIEWS	REACTS
60 428	2 420
REPOSTS	ER
16	45.2%

Nº2

21.06 · 04:51

PHOTO

They say luxury looks like: luxury brands expensive cars showing off constant need to impress But real...

VIEWS	REACTS
59 690	4 547
REPOSTS	ER
172	44.6%

Nº3

26.06 · 18:54

PHOTO

By the way, here's something from Velez I haven't shown – already bought the third bottle. I love this cleansing milk for sensitive skin. I don't wash...

VIEWS	REACTS
58 480	1 209
REPOSTS	ER
158	43.7%

Nº4 25.06 • 13:08 PHOTO I no longer chase a tan, but I still like to look like I just got back from vacation ✨ So my summer...	VIEWS 57 661 REPOSTS 163 REACTS 1 049 ER 43.1%
Nº5 20.06 • 05:23 PHOTO A few things that quietly changed my look this past year ✨ https://youtu.be/WUfdaeRI00E In today's new video – my...	VIEWS 53 151 REPOSTS 60 REACTS 1 019 ER 39.7%

WORST 3

↓ 05.07 • 11:34 TEXT I've been wanting to start a small Q&A section with your questions 🤖 If there's something you've been wanting to ask me – write ✨ On...	VIEWS 40 517 REPOSTS 5 REACTS 663 ER 30.3%
↓ 11.07 • 15:53 PHOTO “Irina, why are videos so rare? Are you tired of blogging?” Yes, videos are less frequent now, but it’s not about fatigue...	VIEWS 39 908 REPOSTS 10 REACTS 2 914 ER 29.8%
↓ 10.07 • 10:28 PHOTO After my two-week cosmetic detox, I decided to test the most popular jar of recent months. And yes, girls...	VIEWS 37 248 REPOSTS 203 REACTS 1 055 ER 27.8%

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.



PERIOD START

131 748

NOW

133 774

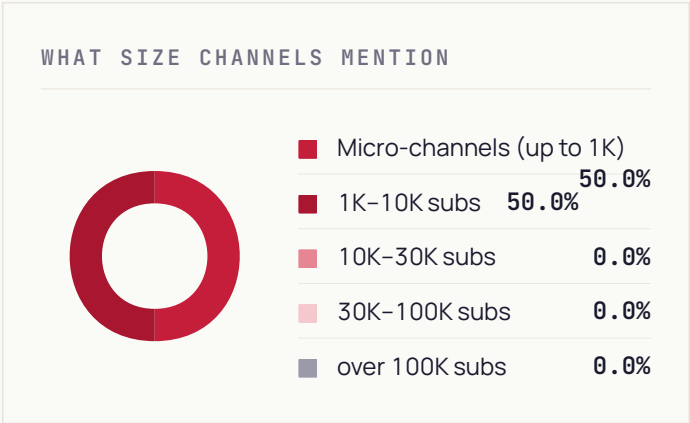
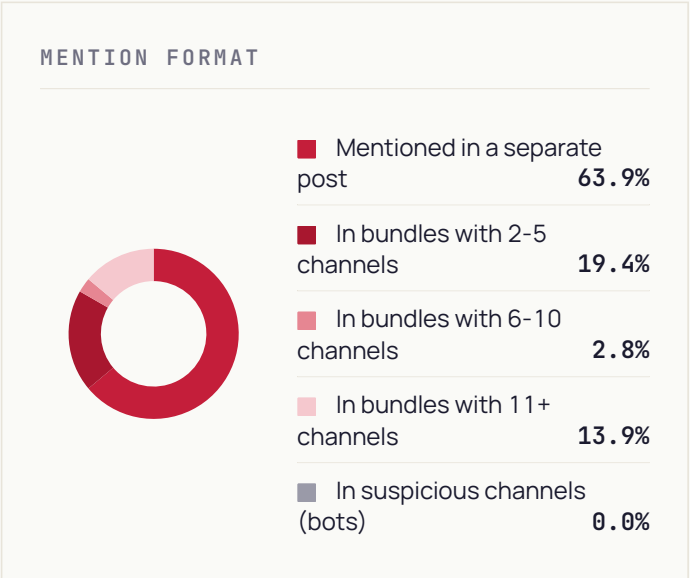
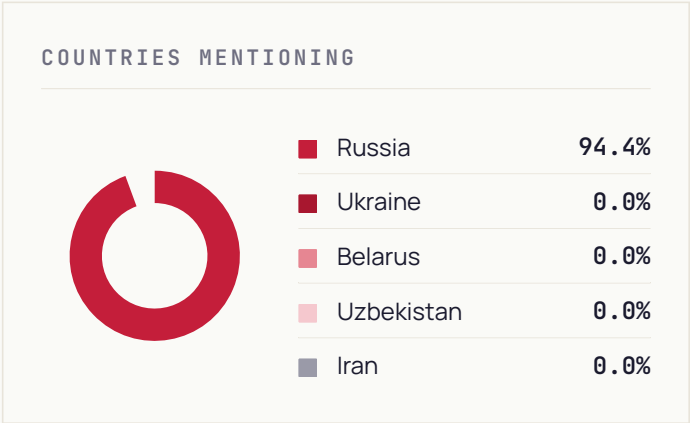
NET GROWTH

+2 026

SECTION 04 · CITATIONS

Who mentions the channel and how

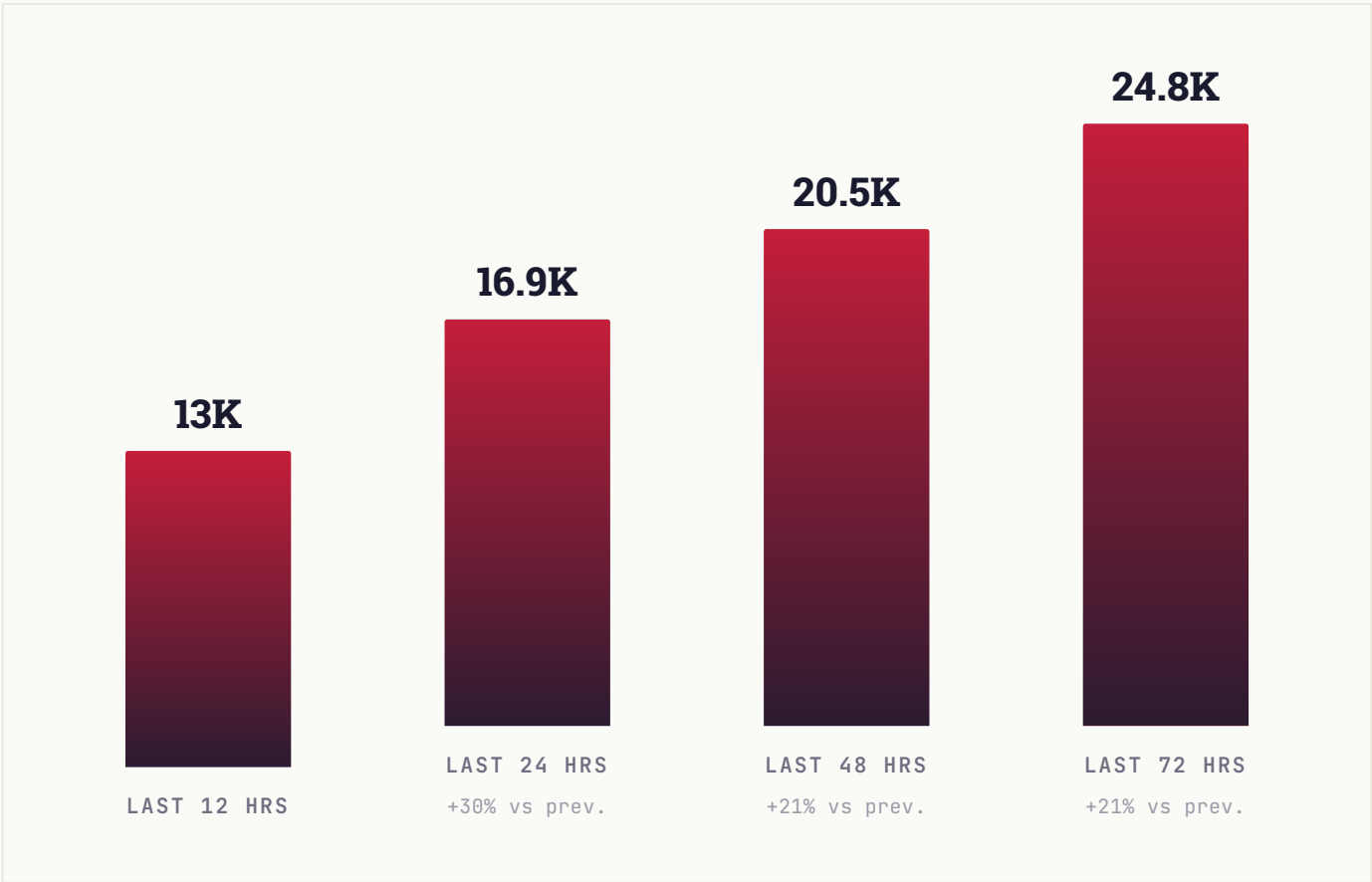
Citation index 8 – channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: 54 different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of ad post by time since publication. Helps estimate how long a placement should 'live'.



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
ZY Golden Apple	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 Wildberries Finds / WB	533.2K
EM Elena Mixit	518K
GD Face gymnastics	472.4K
PM Fashion Trends	436K
PS Prime Savers	428.8K
IR IRINAMEYK YOU	133.8K

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#90 of 97). Niche median — 189.3K subs. First growth KPI — reach the median. Leader: Golden Apple (1M).

SECTION 07 · MENTION DYNAMICS

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 **3**, they brought **3 618** new subs.

PERIOD	MENTIONS	CHANNELS	GAINED SUBS
Jan 2026	1	1	1 514
December 2025	0	0	134
Nov 2025	0	0	725
Oct 2025	1	1	777
Sep 2025	1	1	310
August 2025	0	0	158

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
3	6	3 618

— SECTION 08 • NICHE COMPARISON

Where channel stands in its league

Took top-**100** channels in category «**Fashion & Beauty**» (Russia) and compared your channel. Gray band – range for 80% of niche channels (p10 to p90). Black vertical – median. Red dot – your channel.

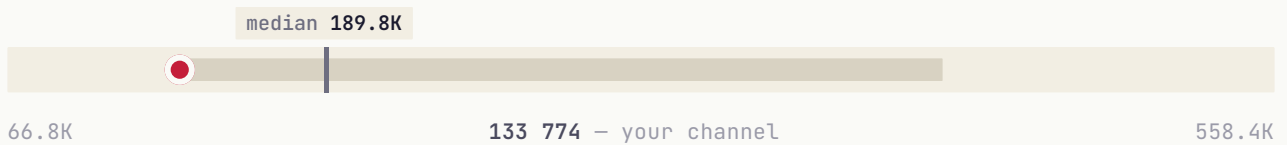
#90 /100

RANK IN NICHE

Channel in bottom half of ranking

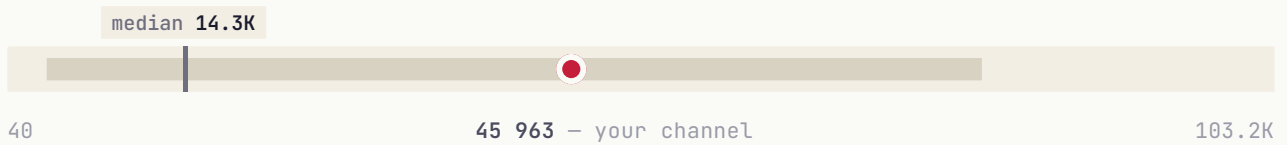
SUBSCRIBERS

30% below median



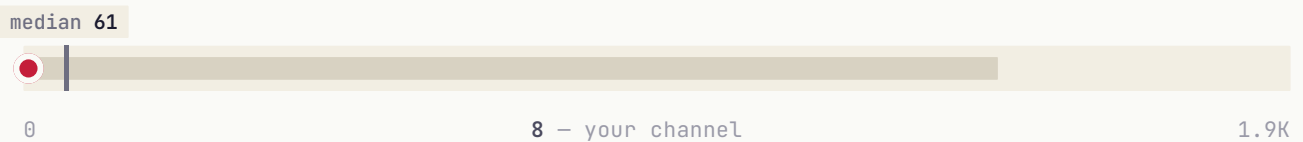
AVG REACH / POST

better than 69% of niche



CITATION INDEX

87% below median



— 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

Increase posting frequency

Now 4.6 posts/wk. Active channels norm 7-10.
Consistency is key to audience retention.

EFFECT

**Consistency
beats volume**

02

Main post of the week — on Saturday

Audience most active on this day at 09:00 MSK.

EFFECT

**Best window
for important
post**

03

Increase share of video posts

Video in Telegram holds audience longer and is better perceived by the algorithm. Recommend increasing share to 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 finds 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 is an easy growth lever.

EFFECT

+5-15% ER

★ 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 plan in a month.

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

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