

PUBLIC PROMTPRESS REPORT

Channel audit

Chris about Shining



@krisbeautynews

lifestyle & beauty & love & food 📍 moscow collab: @gentleblogging
youtube: <https://www.youtube.com/@krisbeautynews> registered in
Roskomnadzor list:...

SUBSCRIBERS

54 702

-504 per month

ERR (% SEE POSTS)

32.0%

daily **14.9%**

REACH/POST

17K

ad reach **8.1K**/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 54 702 —	 SUBS REACH 31.05% avg % subs see post	 VIEWS/POST 17K median 17.4K · 29 days	 POSTS/WEEK 11.0 for the period
 7D TREND -4.5% vs previous week	 REACTIONS/POST 303.4 total 13,957 reactions, 2,123 reposts, 178 comments	 POST LENGTH 314 chars median 232 · 29 days	 POSTS ANALYZED 46 29 days
 AD REACH 8.1K 24h avg	 CHURN / MONTH -504 last month	 CITATION RATE 40 citation index · 135 channels mentioned ever	 CHANNEL AGE 4 years 4 months created 25.02.2022

AI EDITOR SUMMARY

Channel «kris pro siyanie» — 54 702 subs. Each post averages 17K people (31% of subs), good reach. Posts 11 posts per week (~2/day) — regular schedule. Week of Jul 6–12 reach stable (-4.5% vs week June 29 – July 5).

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 46 posts over 29 days.
- 02 Dominant format – Photo (33/46 posts).
- 03 Avg post length – 314 chars (median 232).
- 04 Peak audience activity – Monday, 20:00 MSK.
- 05 Top posts get 1x more views than the weakest (20.9K avg for top vs 14.5K for worst) – among 46 posts in 29 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 06.07 · 17:00 PHOTO lately 90% of the time when you ask what that gorgeous blush is – it's this combo 🍓 natural flush, like your own, and...	VIEWS 22 141 REPOSTS 25	REACTIONS 270 ER 40.5%
Nº2 04.07 · 12:59 PHOTO went classic to be safe (and what was in stock 😬) Love don't be shy – I love it, I've used 1 bottle & have hair mist...	VIEWS 21 328 REPOSTS 40	REACTIONS 269 ER 39.0%
Nº3 27.06 · 14:19 PHOTO obsessed <3 на прошлой неделе так понравился пилочный маникюр в салоне, что я впервые спустя 5 (!!) лет без гель-лака, захотела сделать...	VIEWS 19 194 REPOSTS 60	REACTIONS 326 ER 35.1%

Nº4 22.06 • 11:47 PHOTO best morning is when it starts with chocolate-covered berries ♥ order in the Flauwau app for anyone, any occasion – friend...	VIEWS 19 115 REPOSTS 35 REACTIONS 176 ER 34.9%
Nº5 24.06 • 14:01 PHOTO summer in bottles 🌿 getting out my favorite minis and sorting them into bags so I always have a favorite scent at hand 🍓 Le Labo Another...	VIEWS 19 100 REPOSTS 47 REACTIONS 151 ER 34.9%

WORST 3

↓ 18.07 • 09:01 VIDEO ⚡ Zoomer social media star Chris about radiance opens summer season of 'Honest Makeup' We talked to Chris about the most...	VIEWS 14 664 REPOSTS 78 REACTIONS 147 ER 26.8%
↓ 18.07 • 09:10 VIDEO (post without caption – video)	VIEWS 14 372 REPOSTS 7 REACTIONS 152 ER 26.3%
↓ 17.07 • 13:03 PHOTO I got ShikStudio sticks that I used for my interview makeup ☀️ I fell in love with them then, got a gorgeous...	VIEWS 14 341 REPOSTS 41 REACTIONS 265 ER 26.2%

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 • MENTIONS

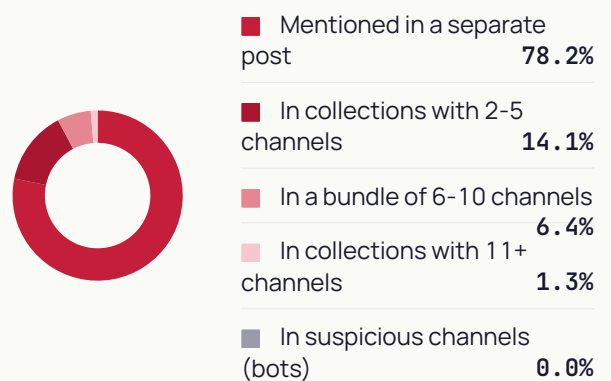
Who mentions the channel and how

Citation index **40** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioners: a post from a 100K subs channel 'weighs' more than from a 1K subs channel. All time the channel was mentioned **135** different channels.

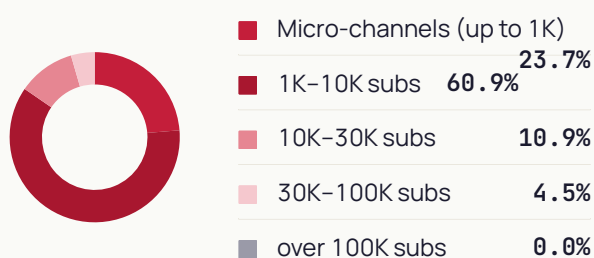
COUNTRIES MENTIONING



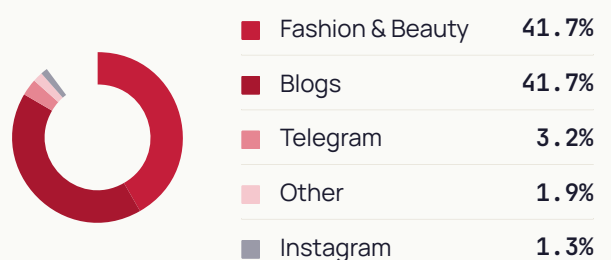
MENTION FORMAT



WHAT SIZE CHANNELS MENTION



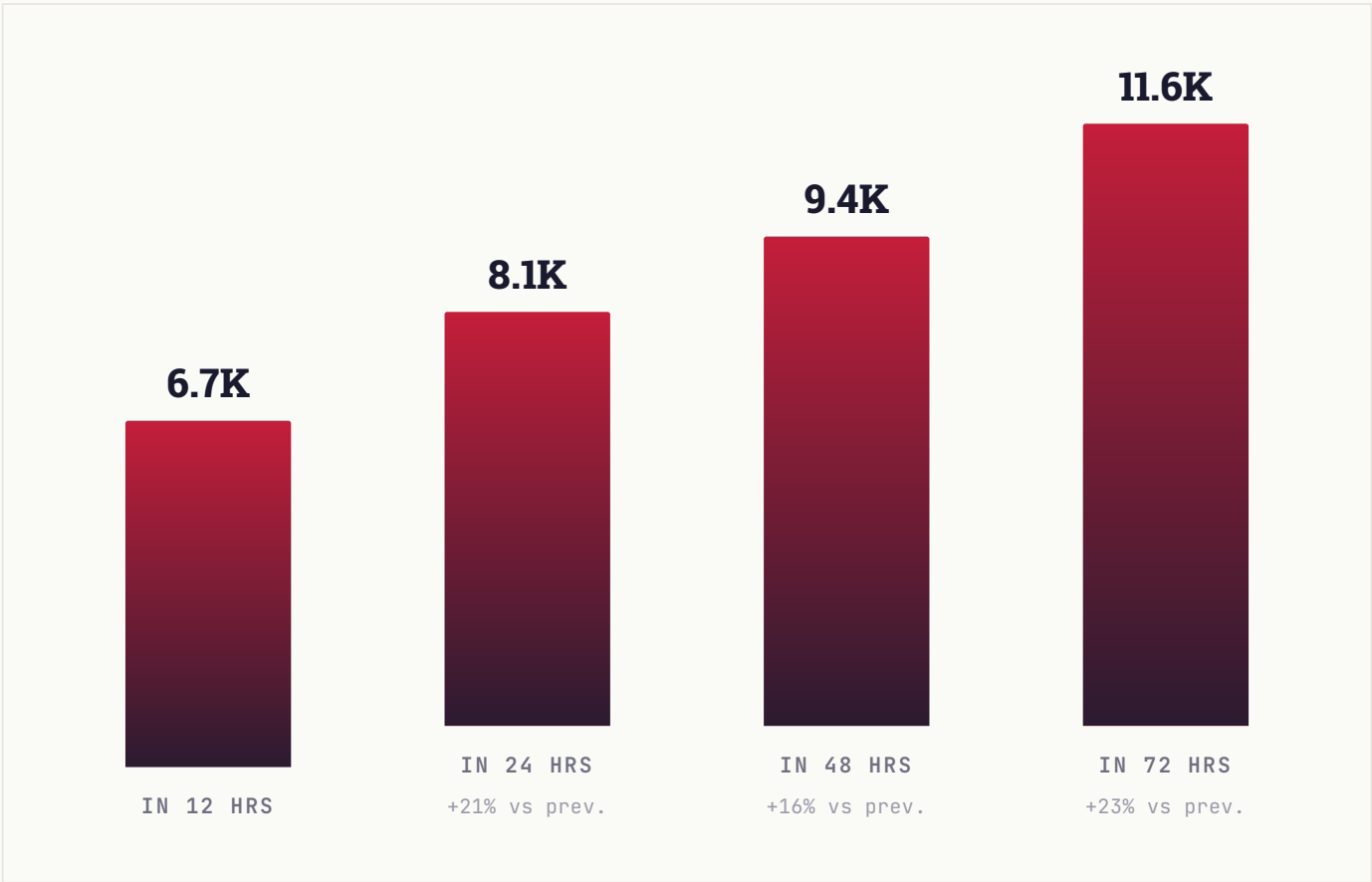
MENTIONED TOPICS



SECTION 05 · AD POTENTIAL

How long a post generates 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 neighbors.

CHANNEL	SUBSCRIBERS
ZY Golden Apple	1M
HW Finds WB Wildberries WB Ozon	813.5K
PC Pandabuy CnFans MuleBuy ACBuy Hacco Find🔍🐼	790K
HH Found on Wildberries	631.4K
MI MIXIT.RU	625.7K
M Manicure Nails	571.5K
HH Finds on Wildberries / WB	532.1K
EM Elena Mixit	523.1K
GD Face gymnastics	472.2K
PM Fashion Trends	435.5K
KP Chris about Shining YOU	54.7K

COMPARATIVE CONCLUSION

Channel yet outside niche top 97 — early growth stage. Niche leader — Golden Apple (1M), top-97 median: 189.9K. First goal — enter top-97 through systematic work with traffic and content.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we record posts in other channels that mention yours. Over the last **6 months** such mentions were **7**, they brought **4 106** new subs.

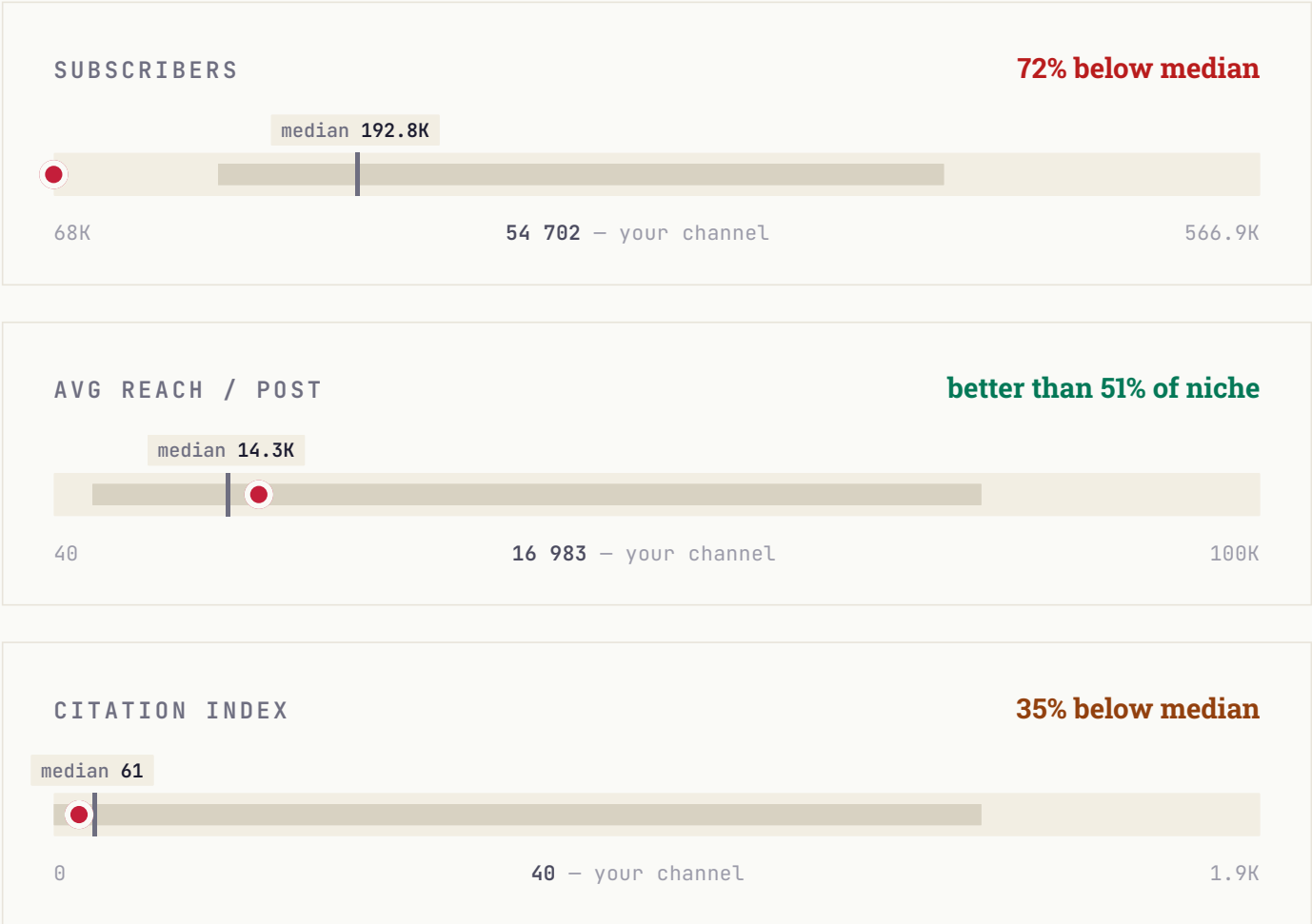
PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
January 2026	1	1	1 212
December 2025	1	1	791
Nov 2025	3	1	197
Oct 2025	2	2	477
September 2025	0	0	87
August 2025	0	0	1 342

TOTAL MENTIONS	MONTHS IN DATA	ATTRACTED SUBS
7	6	4 106

SECTION 08 · NICHE COMPARISON

Where channel stands in its league

Took top-100 channels in category «Fashion & Beauty» (Russia) and saw how your channel looks against them. Gray bar — range covering 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 them off and revisit this report in a month.

01

Best post of the week — on Monday

Audience is most active on this day at 20:00 MSK.

EFFECT

**Best window
for an
important post**

02

Increase video post share

Video in Telegram retains audience longer and is favored by the algorithm. We recommend increasing share to 15-25%.

EFFECT

**Video retains
audience
better**

03

Systematic traffic buying

Three formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromtPress picks sources for your niche.

EFFECT

**+1000-3000
subs**

04

Test polls & interactive formats

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

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

Swap posts quarterly with same-segment channels. No need daily — 2-3 collabs give relevant growth.

EFFECT

**Growth from
relevant
audience**

★ WHAT'S NEXT

Want this done by **PromptPress?**

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

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

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