

PUBLIC REPORT BY PROMTPRESS

Channel audit

TSARSKAYA.K



| Екатерина Царская



@ktsarskaya

Ekaterina Tsarskaya A style channel from my perspective. My finds.
And a bit personal. Application number RKN № 4946603189
Collaboration  contact@ktsarskaya.com Support for capsules
...

SUBSCRIBERS	ERR (% SEE POSTS)	REACH/POST
87 810 18.07.2026 -539 per month	23.0% daily 11.0%	19.5K HTTPS://PROMTPRESS.COM/AUDIT/KTSARSKAYA ad reach 9.6K/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 was calculated for.

 SUBSCRIBERS 87 810 —	 SUBSCRIBER REACH 22.18% avg % subs see post	 VIEWS/POST 19.5K median 20.5K · 29 days	 POSTS/WK 11.9 for period
 7D TREND -13.9% vs previous week	 REACTIONS/POST 319.7 total 15,984 reactions, 1,745 reposts, 585 comments	 POST LENGTH 346 chars median 236 · 29 days	 POSTS ANALYZED 50 29 days
 AD REACH 9.6K 24h avg	 CHURN / MONTH -539 last month	 CITATION RATE 14 citation index · 56 channels mentioned ever	 CHANNEL AGE 8 years 10 months created 06.09.2017

AI EDITOR SUMMARY

Channel «TSARSKAYA.K 🌙 | Ekaterina Tsarskaya» — 87 810 subs. Each post avg views 19.5K people (22% of subs), avg reach — room to grow. Posts 12 posts/week (~2/day) — regular. Week Jul 6–12 reach dropped -13.9% by week Jun 29 — Jul 5 — worth analyzing.

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 SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **50** posts in 29 days.
- 02 Dominant format — **Photo** (45/50 posts).
- 03 Avg post length — **346** chars (median 236).
- 04 Peak audience activity — **Thursday, 00:00 MSK**.
- 05 Strongest posts get **2x** more views than the weakest (23.7K avg for top vs 14.4K for worst) — among 50 posts over 29 days. Worth analyzing what the top has in common — topic, format, timing.

TOP 5 POSTS

Nº1 25.06 · 21:54 PHOTO And let me remind you how I look in normal jeans, for a clear difference) stop denying that wide jeans make you look bigger I was that day also...	VIEWS 23 932 REP. 20	REACTIONS 631 ER 27.3%
Nº2 04.07 · 17:54 PHOTO Look & scent of the day: Phlur Golden Rule [bought Phlur sample set on Usmall] not an ad, paid with my own money By the way, about the set...	VIEWS 23 622 REP. 12	REACTIONS 272 ER 26.9%
Nº3 26.06 · 21:00 PHOTO Look & scent of the day: YSL Black Opium Neon	VIEWS 23 608 REP. 20	REACTIONS 418 ER 26.9%

Nº4 24.06 • 20:00 PHOTO Look & scent of the day: YSL Black Opium Over Red Blazer from the lookbook capsule Lamoda Russian brands  https://www.ktsarskaya.com/summer72026 File...	VIEWS 23 601 REACTIONS 308 REP. 14 ER 26.9%
Nº5 26.06 • 11:19 PHOTO Blanche bete is still trending because it looks like Raffaello, and that's true, but some find it too milky and it's impossible...	VIEWS 23 164 REACTIONS 258 REP. 119 ER 26.4%

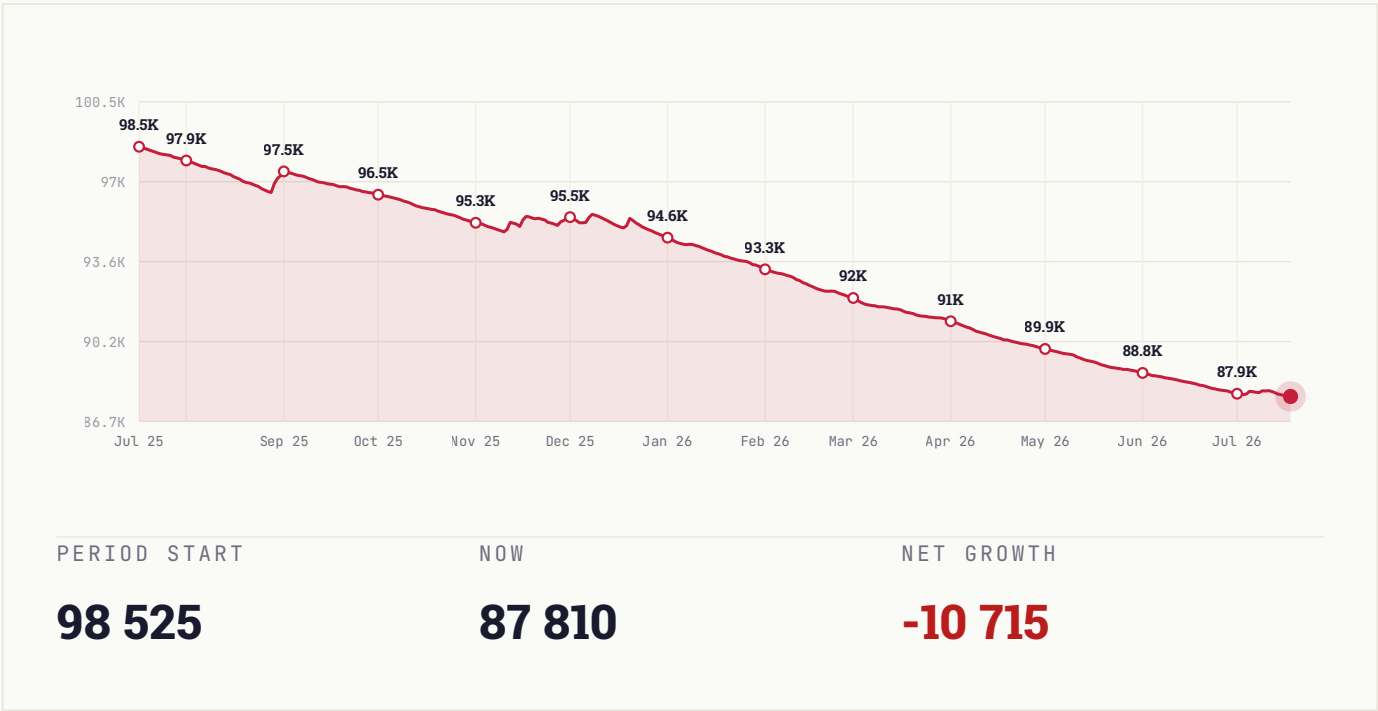
WORST 3

 13.07 • 10:39 TEXT Remember I showed you iPhone camera settings for decent photos? Well, after that I found an app...	VIEWS 14 763 REACTIONS 263 REP. 111 ER 16.8%
 13.07 • 10:55 PHOTO Here's 1 photo on this app, 2 on a regular iPhone camera. I know some will prefer photo 2, but I really dislike the excessive...	VIEWS 14 559 REACTIONS 214 REP. 22 ER 16.6%
 14.07 • 19:19 PHOTO My look & scent of the day: Parfums de Marly Athénaïs	VIEWS 13 971 REACTIONS 355 REP. 13 ER 15.9%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

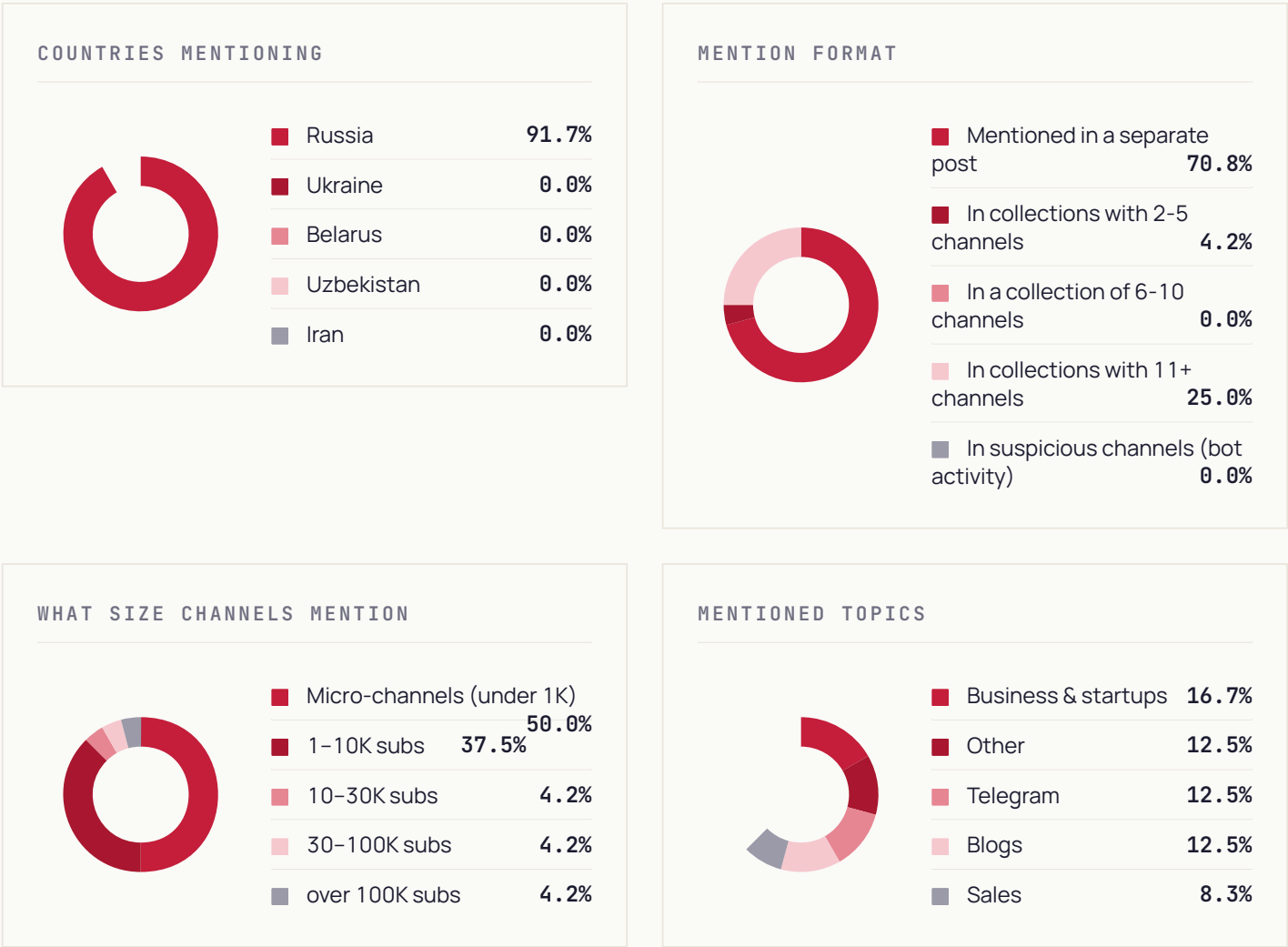
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained and lost subs.



SECTION 04 · MENTIONS

Who and how mentions the channel

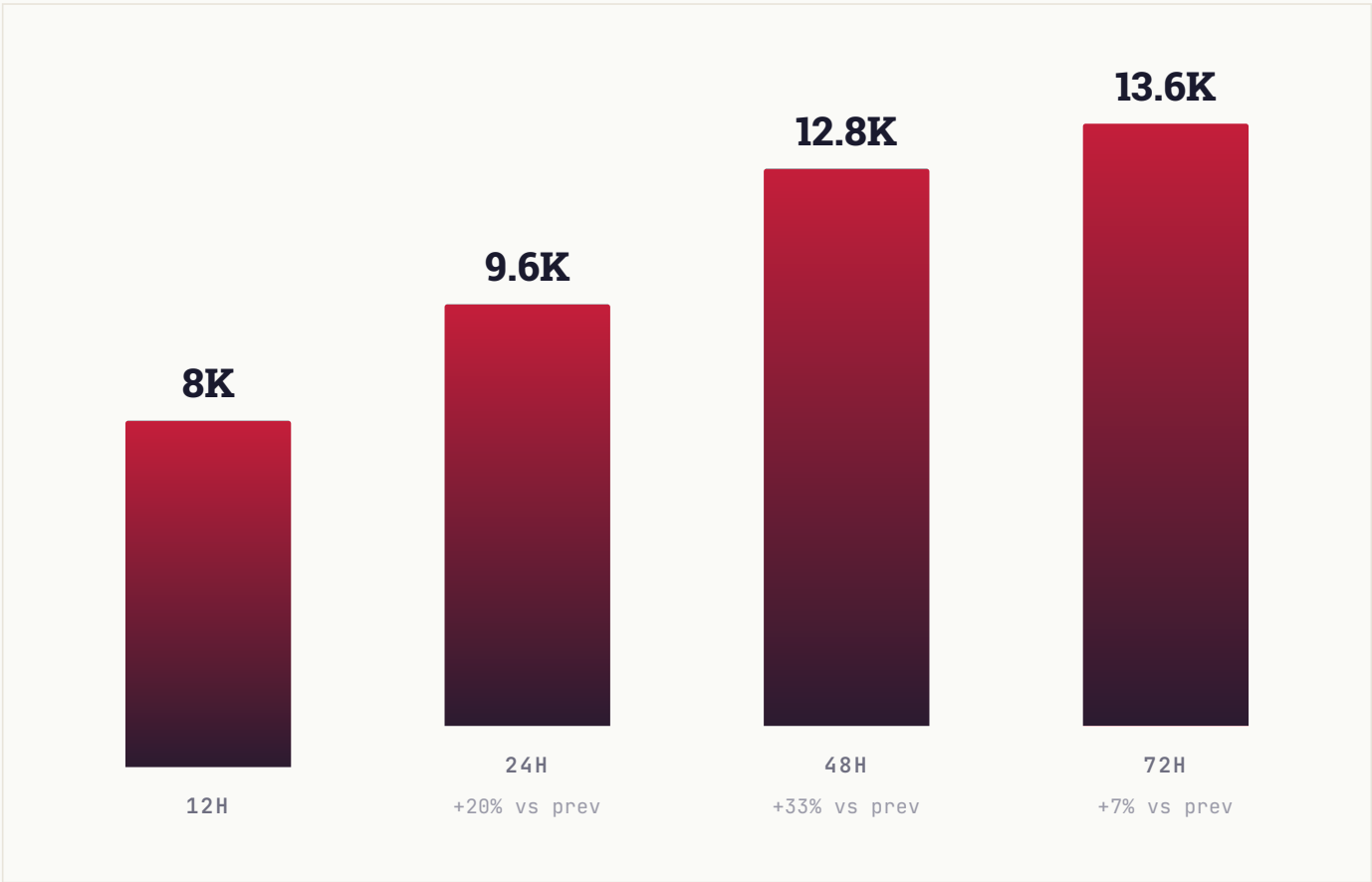
Citation index **14** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **56** different channels.



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 rank 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
MJ Manicure Nails	572K
NN Finds on Wildberries / WB	533.2K
EM Elena Mixit	518K
GD Facial exercises	472.4K
PM Fashion Trends	436K
PS Prime Savers	428.8K
T TSARSKAYA.K🌙 Екатерина ЦарскаяYOU	87.8K

COMPARATIVE CONCLUSION

Channel is still outside top-97 niche — early growth stage. Niche leader — Golden Apple (1M), top-97 median: 189.3K. First goal: enter top-97 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 **1**, they brought **2 920** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
January 2026	0	0	18
December 2025	0	0	815
Nov 2025	0	0	1 171
Oct 2025	0	0	0
September 2025	1	1	193
August 2025	0	0	723

TOTAL MENTIONS	MONTHS IN DATA	ATTRACTED SUBSCRIBERS
1	6	2 920

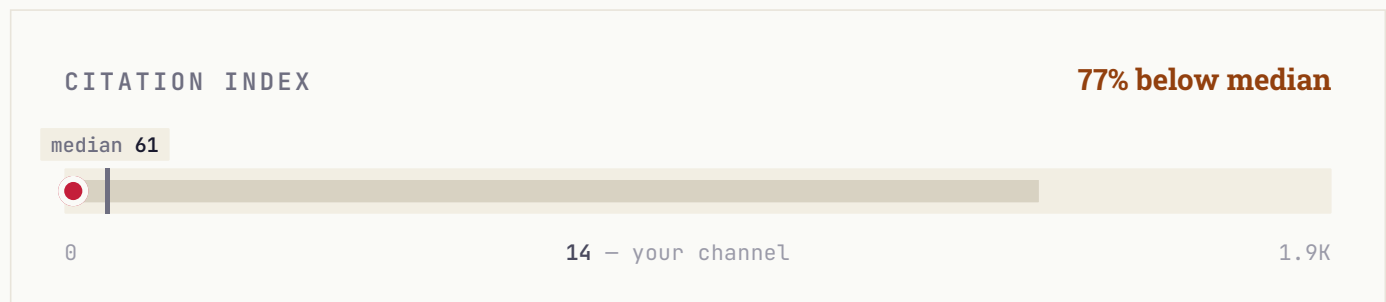
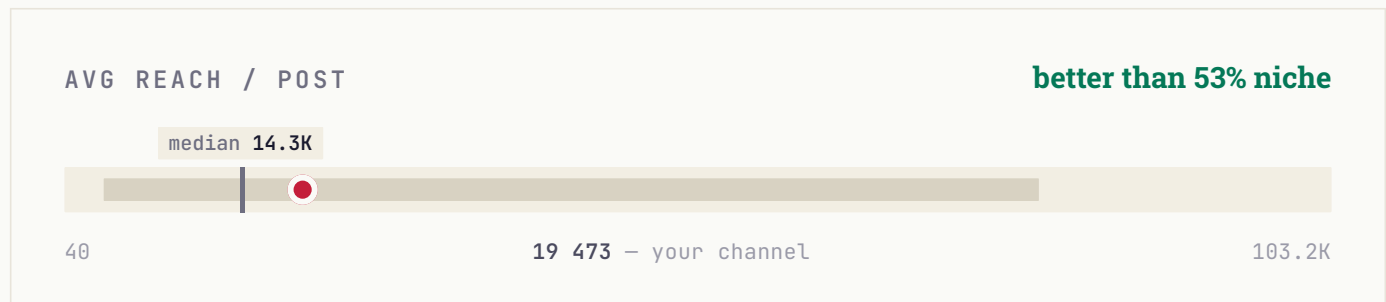
Where the channel stands in its league

SUBSCRIBERS

54% below median

median 189.8K

66.8K 87 810 — your channel 558.4K



— SECTION 09 • STRATEGY

What to do right now

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

01

Main post of the week — on Thursday

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

EFFECT

**Best window
for an
important post**

02

Increase video posts share

Video in Telegram retains audience longer and is better perceived 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 finds sources for your niche.

EFFECT

**+1000-3000
subs**

04

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.

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

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

EFFECT

**Growth from
relevant
audience**

★ 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
