

— PUBLIC REPORT BY PROMTPRESS

Channel audit

Latte with Retinol



@latteandretinol

I'm Nastya retinol 🧴 chat: https://t.me/bubnim_pro_banki collab & skincare consults: @latteshe4ka

SUBSCRIBERS

13 260

+102 per month

ERR (% SEE POSTS)

33.0%

last 24h 15.2%

REACH/POST

4.4K

ad reach 2K/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 13 260 —	 SUBS REACH 33.29% avg % subs see post	 VIEWS/POST 4.4K median 4.5K · 29 days	 POSTS/WEEK 12.5 for period
 7D TREND -1.5% vs previous week	 REACTIONS/POST 122.6 total 6,374 reactions, 862 reposts, 426 comments	 POST LENGTH 386 chars median 181 · 29 days	 POSTS ANALYZED 52 29 days
 AD REACH 2K 24h avg	 CHURN / MONTH +102 last month	 CITATION RATE 5 citation index · 27 channels mentioned ever	 CHANNEL AGE 3 years 4 months created 22.02.2023

AI EDITOR SUMMARY

Channel «latte with retinol» – 13 260 subs. Each post avg views 4.4K people (33% of subs), good reach. Posts 12 posts per week (~2/day) – regular schedule. Week of Jun 22–28 reach stable (-1.5% vs week 15–21 Jun).

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **52** posts over 29 days.
- 02 Dominant format – **Photo** (39/52 posts).
- 03 Avg post length – **386** chars (median 181).
- 04 Peak audience activity – **Monday**, 22:00 MSK.
- 05 Top posts get **2×** more views than the weakest (5.8K avg for top vs 3.3K for worst) – among 52 posts over 29 days. Worth analyzing what the top has in common: topic, format, publish time.

TOP 5 POSTS

Nº1 09.06 · 17:44 PHOTO btw the scale of the parcel from axis-y..... why do I only have one face? 😭😭 already tested: 🟢 the 10% panthenol cream worked! very basic and...	VIEWS 5 990 REPOSTS 21	REACTIONS 116 ER 45.2%
Nº2 15.06 · 19:55 PHOTO cream picks for oily skin if your face MELTS in summer!! 😊 part 1 not just some empty gels!!! they moisturize properly...	VIEWS 5 823 REPOSTS 155	REACTIONS 113 ER 43.9%
Nº3 12.06 · 18:39 PHOTO I GIVE UP. The heat is killing me. I can't be bothered to apply SPF, then foundation, then powder and walk around with this CAKE for 14 hours. Here...	VIEWS 5 707 REPOSTS 27	REACTIONS 107 ER 43.0%

Nº4 10.06 • 19:06 PHOTO ugh..... that's how it is..... and this awaits everyone who starts getting into any topic, including skincare)) when I just started and learned about...	VIEWS 5 640 REPOSTS 17 REACTIONS 119 ER 42.5%
Nº5 19.06 • 12:43 PHOTO more cream picks for oily skin for summer 😊 part 2 part 1 here !? novexpert: 3 forms of zinc...	VIEWS 5 482 REPOSTS 61 REACTIONS 74 ER 41.3%

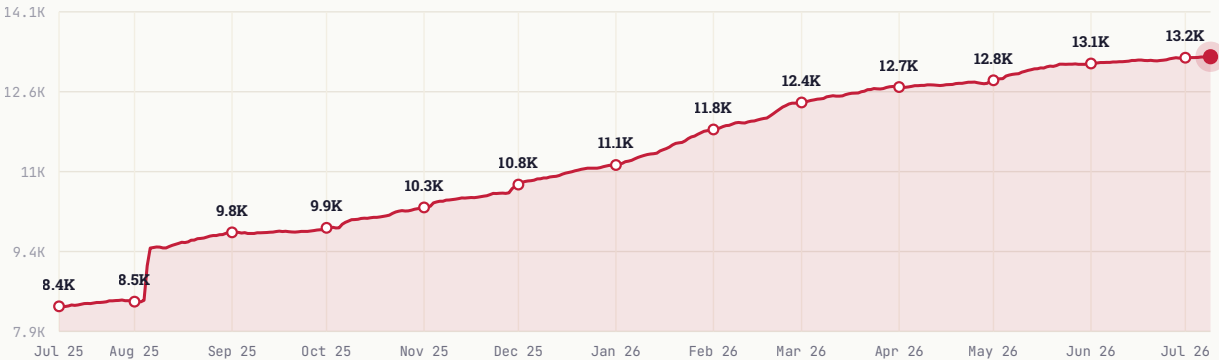
WORST 3

↓ 04.07 • 18:02 PHOTO mod from our chat gave it to me for my bday!!!!!! I'm in shock. spraying EVERY 5 minutes and smell like popcorn 🙄🙄🙄	VIEWS 3 475 REPOSTS 3 REACTIONS 167 ER 26.2%
↓ 04.07 • 18:03 TEXT learn, men.	VIEWS 3 442 REPOSTS — REACTIONS 153 ER 26.0%
↓ 04.07 • 18:00 TEXT remember?..	VIEWS 3 105 REPOSTS — REACTIONS 27 ER 23.4%

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.

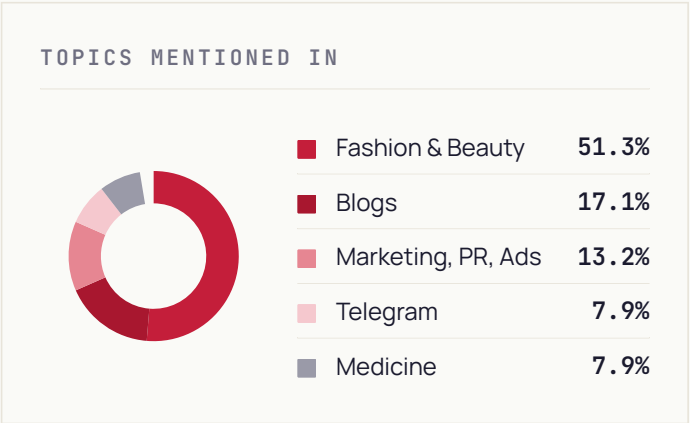
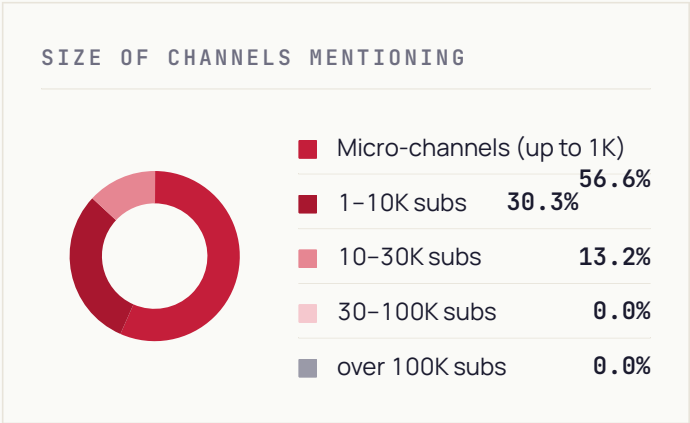
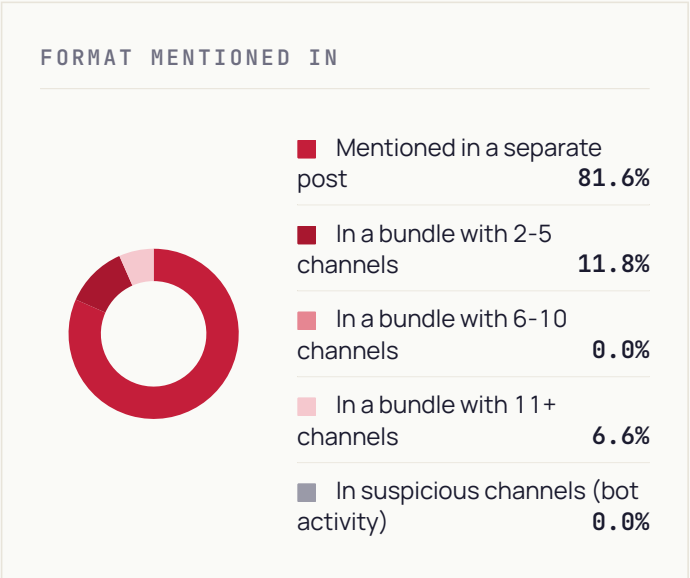
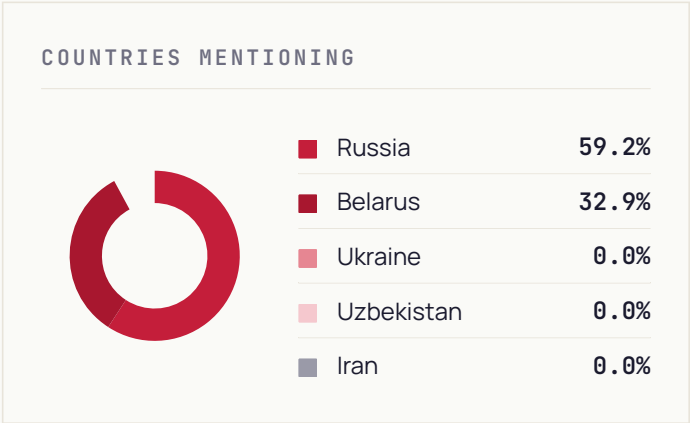


START DATE	NOW	NET GROWTH
8 368	13 260	+4 892

SECTION 04 · MENTIONS

Who mentions the channel and how

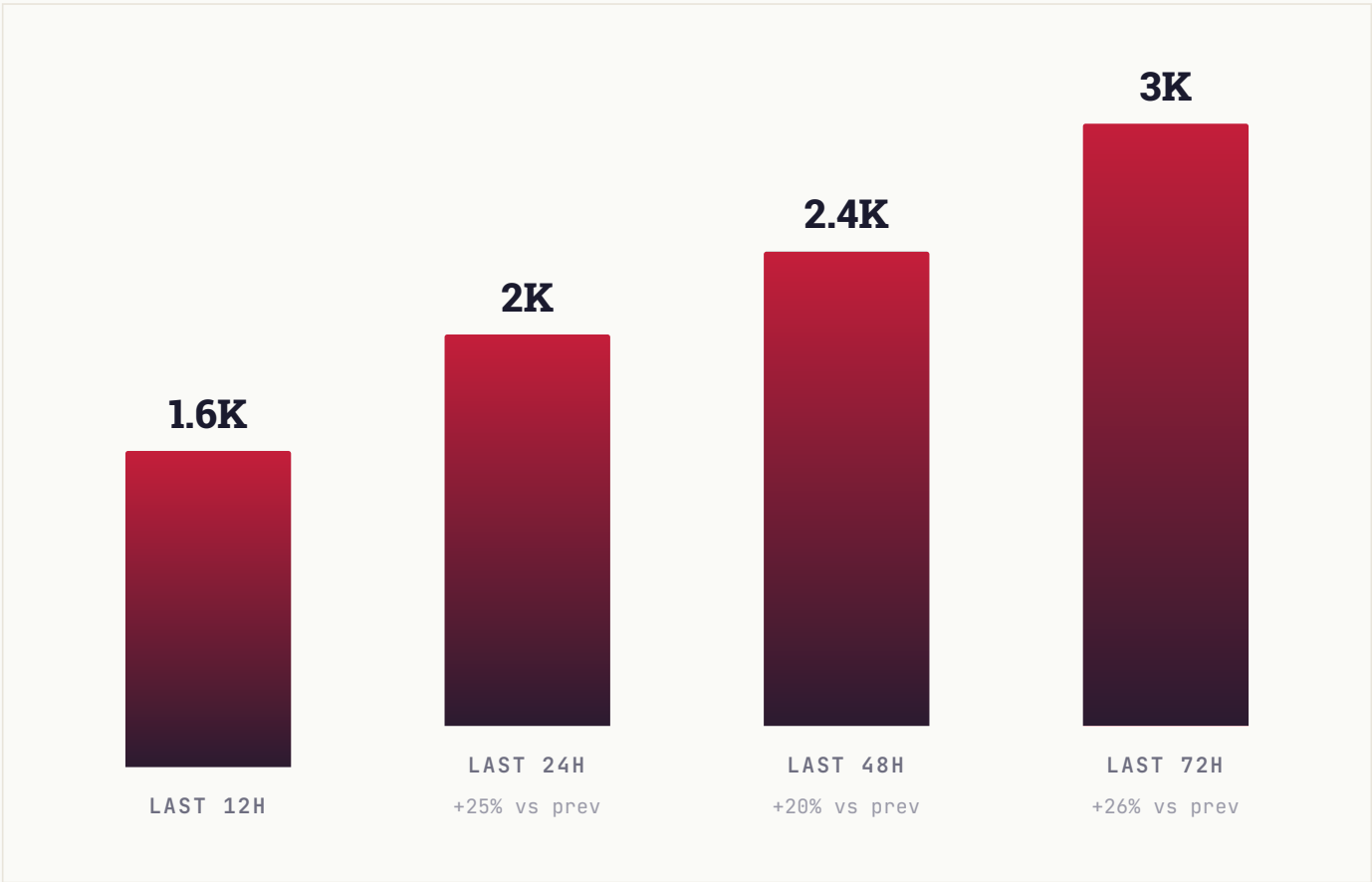
Citation index 5 – channel popularity rating based on mentions. Considers not only quantity but also weight of mentioners: a post from a 100K subs channel 'weighs' more than from a 1K channel. All-time channel mentions: **27** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates 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 — you can see its place among niche neighbors.

CHANNEL	SUBSCRIBERS
A(Alfa-Bank (Belarus)	79.2K
Sat Sber Bank (Belarus)	39.1K
BK Belarusbank: channel	36.4K
MY Myfin.by	27.3K
MA MARCH	22.2K
PR Priorbank	18.5K
BA BANKI24.BY	17.8K
MR Ministry of Taxes and Duties of Belarus	15.2K
ER Operational Management of the MNS Inspection for Minsk	14.6K
DM Latte with Retinol YOU	13.3K
BE Belagroprombank	11.3K

COMPARATIVE CONCLUSION

Channel not yet outside top 70 of niche — early growth stage. Niche leader — Alfa-Bank (Belarus) (79.2K), top-70 median: 1.7K. First goal — enter top-70 through systematic traffic & content work.

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Every month we track posts in other channels that mention yours. Over the last **6 months** such mentions were **6**, they brought **3 503** new subs.

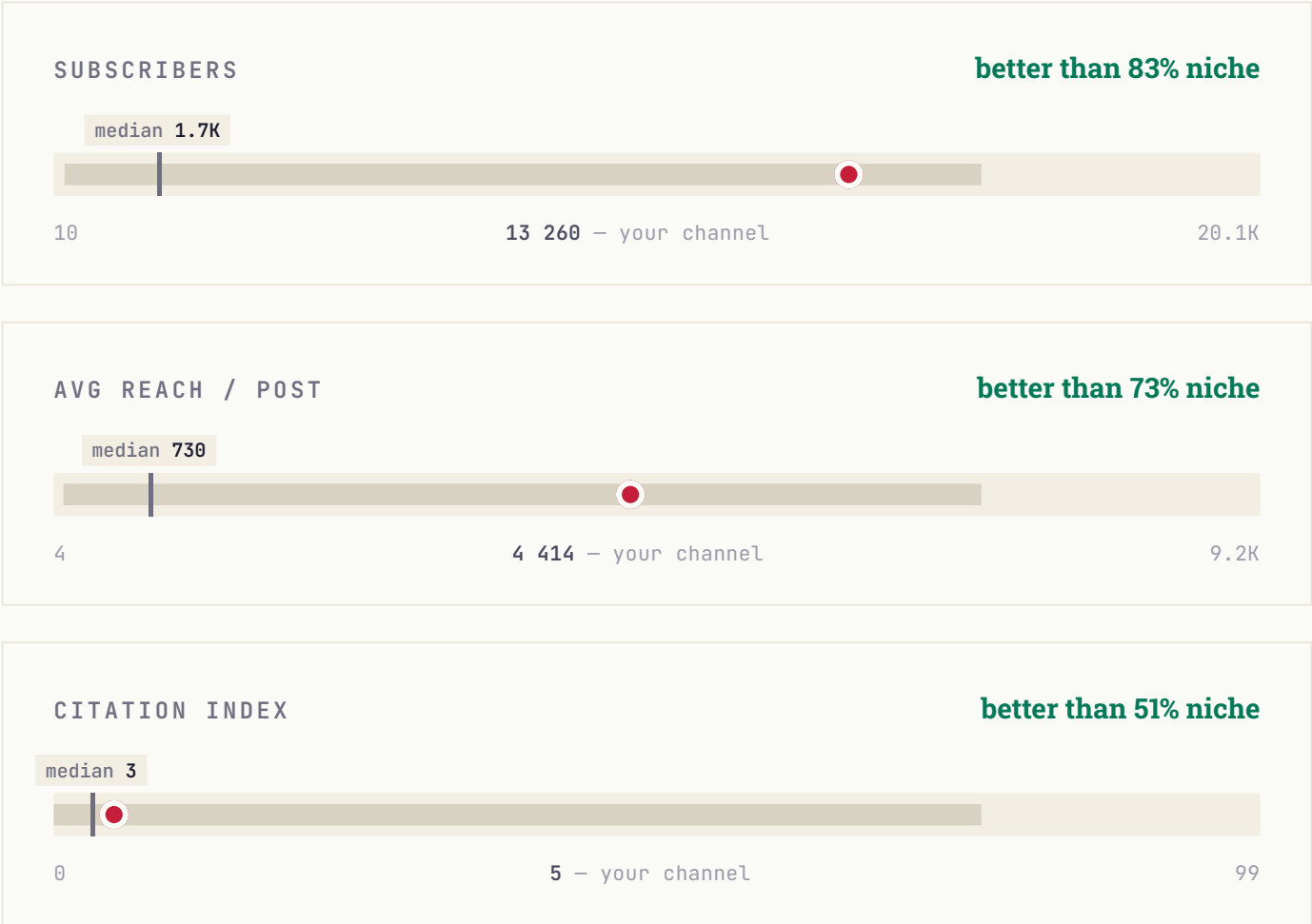
PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	0	0	700
December 2025	1	1	409
Nov 2025	1	1	451
Oct 2025	1	1	452
Sep 2025	3	2	114
August 2025	0	0	1 377

TOTAL MENTIONS	MONTHS IN DATA	ACQUIRED SUBS
6	6	3 503

SECTION 08 · NICHE COMPARISON

Where the channel ranks in its league

Took top-70 channels in «Economics» (Belarus) and compared your channel. Gray band – range for 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 ranked by expected impact. Check off as done & revisit this report in a month.

- | | | |
|----|--|--|
| 01 | Best post day — Monday
Audience is most active on this day at 22:00 MSK. | EFFECT
Best window
for important
posts |
| 02 | Increase video post share
Video in Telegram holds audience longer and is favored by the algorithm. Aim for 15-25% share. | EFFECT
Video retains
audience
better |
| 03 | System traffic buy
Three formats for your media: Inhouse (premium channels), Native (native integrations), Premium (target audience). PromptPress picks 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 quarterly with same-segment channels.
Not 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 a few minutes based on public data. To go further — run ads through us and close your growth plan in a month.

01	Launch ads on Telegram	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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