

— PUBLIC REPORT BY PROMTPRESS

Channel audit

Bon Mot



@lebonmot

Ironie expert notes by Alexander Rymkevich* on men's style and more. *Ex-editor-in-chief of Robb Report, The Rake Russia, but still editing. Registered with Roskomnadzor:...

SUBSCRIBERS

36 898

-208 per month

ERR (% SEE POSTS)

11.0%

per day 6.1%

REACH/POST

4K

ad reach 2.3K/24h

— CONTENTS · 2026

What's inside the report

01 Channel snapshot

12 key metrics · AI summary

02 Content analysis

Top 5 posts · worst 3 · takeaways

03 Subscriber dynamics

Yearly chart · growth

04 Citation rate

Who mentions the channel and how

05 Ad potential

How long a post generates reach

06 Competitors

Niche neighbors · your rank

07 Mention dynamics

6 months · monthly

08 Niche comparison

Rank in «Fashion & Beauty» category

09 Strategy

5 priority actions

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 36 898 —	 SUBSCRIBER REACH 10.83% avg % subs see post	 VIEWS/POST 4K median 3.9K · 29 days	 POSTS/WEEK 28.1 over period
 7D TREND -15.3% vs prev week	 REACTIONS/POST 128.3 total 15,394 reactions, 3,871 reposts, 0 comments	 POST LENGTH 437 chars median 350 · 29 days	 POSTS ANALYZED 120 29 days
 AD REACH 2.3K 24h avg	 CHURN / MONTH -208 last month	 CITATION RATE 577 citation index · 1,322 channels mentioned ever	 CHANNEL AGE 6 years 1 month created 17.05.2020

AI EDITOR SUMMARY

Channel «Bon Mot» — 36 898 subs. Each post averages 4K people (11% from subs), reach is low — worth expanding audience. Publishes 28 posts per week (~4/day) — active posting. For week Jun 22–28 reach dropped -15.3% to week Jun 15–21 — 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.

WHAT TOP POSTS SHARE

- 01 Analysis based on 120 posts over 29 days.
- 02 Dominant format — Photo (103/120 posts).
- 03 Avg post length — 437 chars (median 350).
- 04 Audience peak activity — Sunday, 21:00 MSK.
- 05 Top posts get 3x more views than the weakest (7.7K avg top vs 2.7K worst) — among 120 posts over 29 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 18.06 · 07:41 PHOTO #хорошийтыпареньНаташка Charming Aspesi ad campaigns I adore. Linda Evangelista in NYC. Photo...	VIEWS 9 196 REP. 40	REACTIONS 206 ER 24.9%
Nº2 14.06 · 18:08 PHOTO At sunset we'll congratulate the dear jubilarian on his 80th birthday and recall what even Trump himself will never forget. When he was editor-in-chief...	VIEWS 7 051 REP. 150	REACTIONS 169 ER 19.1%
Nº3 02.07 · 10:39 PHOTO The news of Chanel buying the shirt brand and atelier Charvet is deeply sad, albeit expected. One consolation is that it fell into...	VIEWS 6 862 REP. 35	REACTIONS 90 ER 18.6%

Nº4 29.06 · 13:01 PHOTO Since a colleague mentioned the precious fabrics worn by pharaohs, let me show an amazing find from the Egyptian Museum in Turin. By the way, the...	VIEWS 6 805 REP. 55	REACTIONS 125 ER 18.4%
Nº5 09.06 · 13:02 PHOTO Christopher Bailey took up a soulful business after 17 years at Burberry. With a group of investors, he acquired a ceramic...	VIEWS 6 745 REP. 57	REACTIONS 152 ER 18.3%

|

WORST 3

↓ 02.07 · 13:25 TEXT Carlo Mollino's story continues with Globe Trotter.	VIEWS 2 805 REP. —	REACTIONS — ER 7.6%
↓ 02.07 · 13:25 PHOTO Turin drew me for Carlo Mollino. Long wanted to see Teatro Regio, a rare building fully realized by...	VIEWS 2 769 REP. 35	REACTIONS 75 ER 7.5%
↓ 02.07 · 10:39 PHOTO And so ends the fairy tale of independent management that lasted since 1838. «Charvet is a beautiful gem. Now we need to do the work...	VIEWS 2 585 REP. 9	REACTIONS 46 ER 7.0%

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 or lost subs.

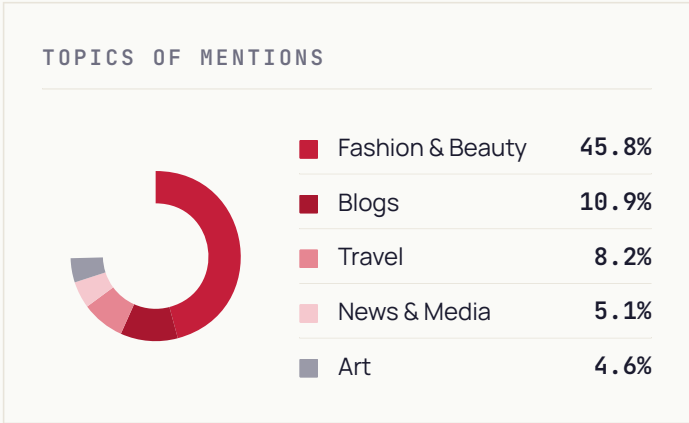
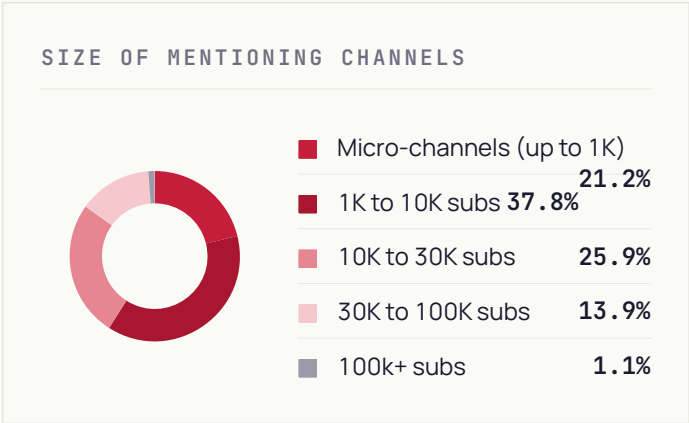
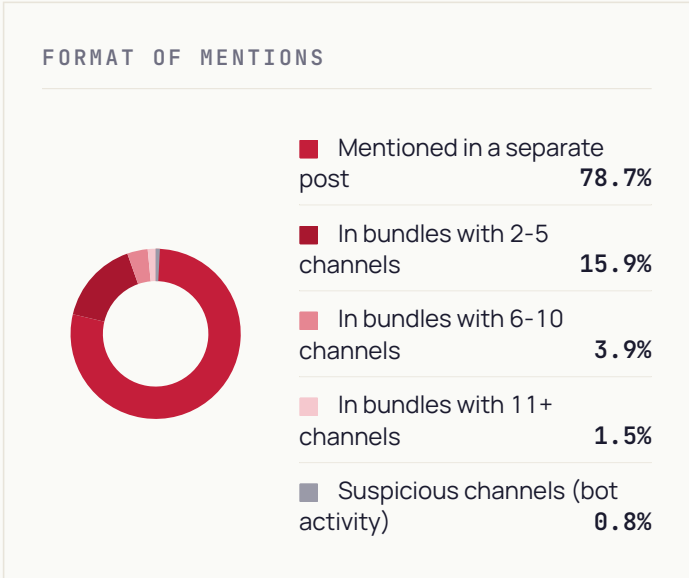
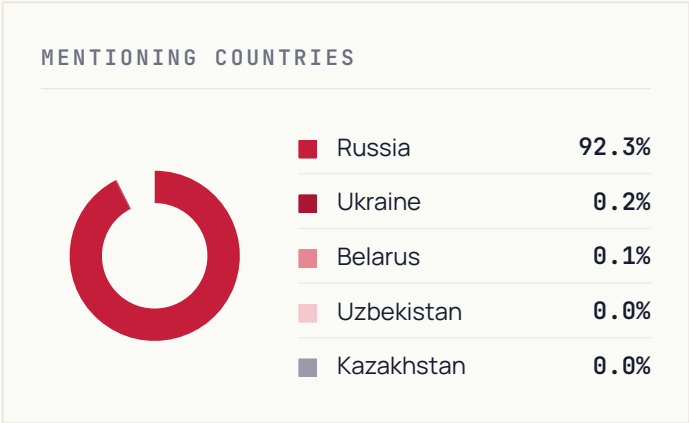


PERIOD START	NOW	NET GROWTH
34 670	36 899	+2 229

SECTION 04 · MENTIONS

Who mentions the channel and how

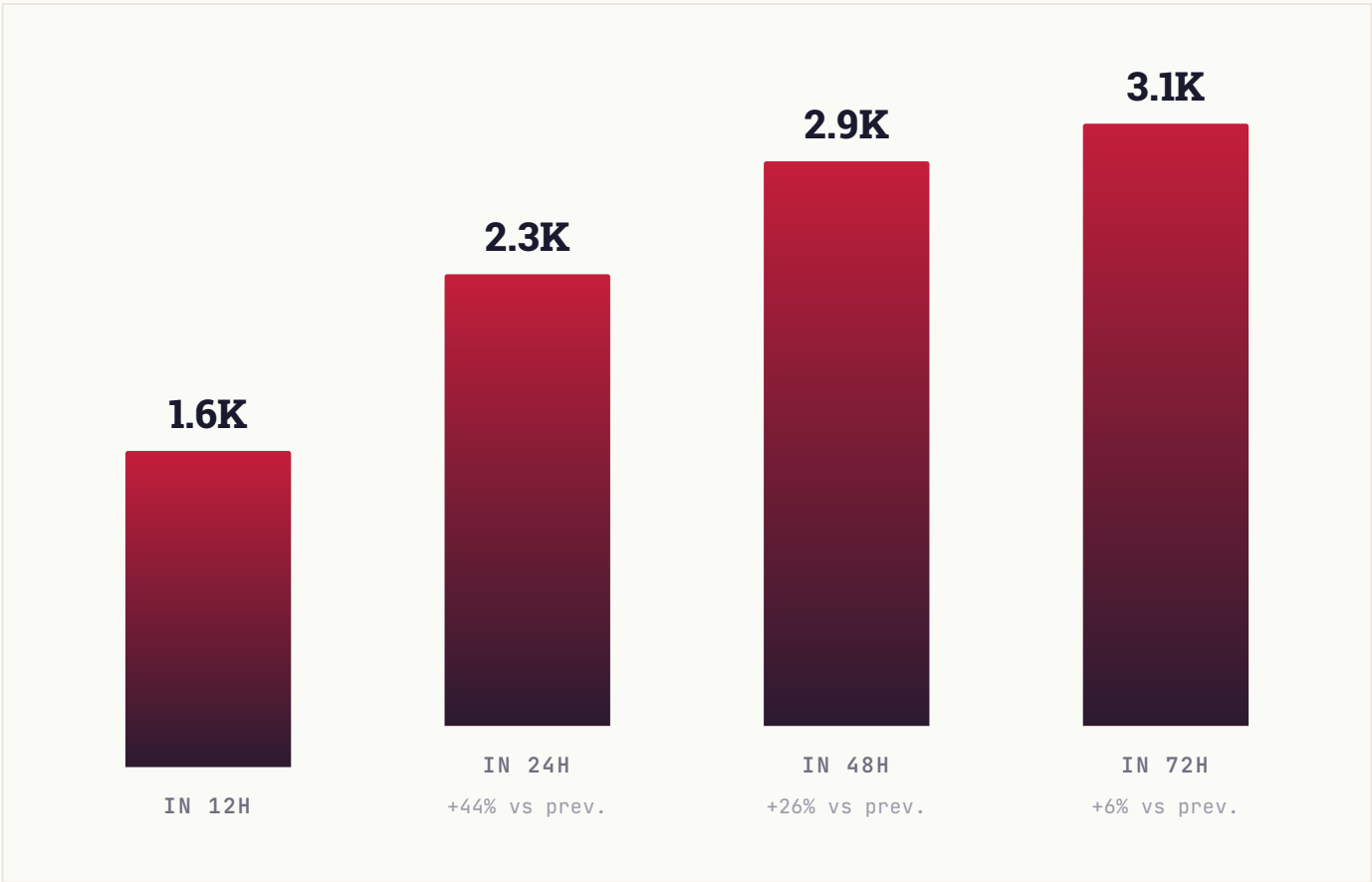
Citation index **577** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from 1K. All-time mentions: **1 322** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

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



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
ZY Zolotoe Yabloko	1.1M
NN Found on Wildberries	635.3K
MI MIXIT.RU	614.6K
M Manicure Nails	573.8K
NN Finds on Wildberries / WB	537.2K
EM Elena Mixit	521.6K
GD Facial gymnastics	472.5K
PM Fashion Trends	437.6K
PR Primebery	398.9K
HW WB OZON finds	393.5K
BM Bon Mot YOU	36.9K

COMPARATIVE INSIGHT

Channel not yet outside top 96 of niche — early growth stage. Niche leader — Zolotoe Yabloko (1.1M), median top-96: 171K. First goal: enter top-96 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 **228**, they brought **2 685** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	62	48	676
December 2025	31	25	320
November 2025	32	25	352
October 2025	26	22	142
Sep 2025	42	34	223
August 2025	35	27	972

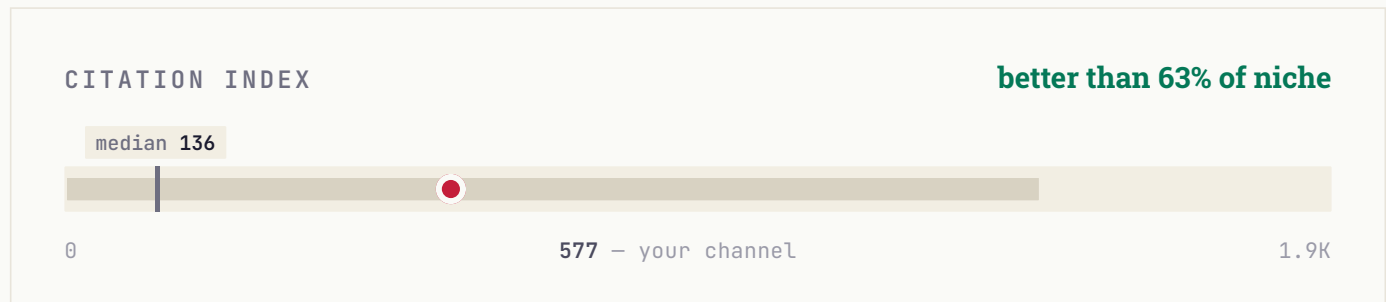
TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
228	6	2 685

Where the channel stands in its league

SUBSCRIBERS **78% below median**

A horizontal bar chart comparing subscriber counts. The top bar is light beige and represents the median at 171.1K. Below it is a darker beige bar representing the current channel's subscribers at 36,898. A red dot is positioned at the start of the current channel's bar. The x-axis has labels at 58.4K, 36,898 (labeled 'your channel'), and 512.2K.

Metric	Value
Median	171.1K
Current Channel	36,898
Performance Gap	78% below median



— SECTION 09 · STRATEGY

What to do right now

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

01**Main post of the week — on Sunday**

Audience is most active on this day at 21:00 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****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 weekly poll on a hot topic — easy growth lever.

EFFECT

+5-15% ER**05****Cross-promo with neighboring channels**

Exchange posts with channels in the same segment once a quarter. No need to do it 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 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