

PUBLIC REPORT BY PROMTPRESS

Channel audit

LICHI



@lichi

Shop - <https://lichi.com> Lichi at Max - <https://max.ru/lichi> Lichi on VK
- <https://vk.com/lichi> Lichi on TikTok - <https://tiktok.com/@lichi>
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SUBS

190 135

-2041 per month

ERR (% SEE POSTS)

13.0%

in 24 hrs **5.9%**

REACH/POST

23.9K

ad reach **11.2K**/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate health indicator. Subtitle shows the period.

 SUBS 190 135 —	 SUB REACH 12.57% avg % subs see post	 VIEWS/POST 23.9K median 24.6K · 28 days	 POSTS/WEEK 9.9 over period
 7D TREND -13.2% vs previous week	 REACTIONS/POST 804.6 total 32,990 reactions, 4,422 reposts, 0 comments	 POST LENGTH 285 chars. median 315 · 28 days	 POSTS ANALYZED 41 28 days
 AD REACH 11.2K 24h avg	 CHURN / MONTH -2041 last month	 CITATION RATE 76 citation index · 379 channels mentioned all time	 CHANNEL AGE 8 years 6 months created 13.01.2018

AI EDITOR SUMMARY

Channel «LICH I» — 190 135 subs. Avg views per post 23.9K people (13% from subs), reach low — expand audience. Publishes 10 posts/week (~1/day) — steady. Week Jul 6–12 reach dropped -13.2% by week Jun 29 – Jul 5 — worth analyzing.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS SHARE

- 01 Analysis based on 41 posts in 28 days.
- 02 Dominant format – Photo (27/41 posts).
- 03 Avg post length – 285 chars (median 315).
- 04 Peak audience activity – Saturday, 18:00 MSK.
- 05 Top posts get 2× more views than the weakest (31K avg for top vs 18K for worst) – among 41 posts over 28 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 19.06 · 16:05 PHOTO We'll gift any item from the new collection🌟 To participate: - be subscribed to our channel, - tap the button...	VIEWS 31 530 REPOSTS 324	REACTIONS 1 814 ER 16.6%
Nº2 22.06 · 16:05 PHOTO We'll gift any item from the new collection🌟 To participate: - be subscribed to our channel, - tap the button...	VIEWS 30 832 REPOSTS 344	REACTIONS 1 870 ER 16.2%
Nº3 25.06 · 16:05 PHOTO We'll gift any item from the new collection🌟 To participate: - be subscribed to our channel, - tap the button...	VIEWS 30 707 REPOSTS 343	REACTIONS 1 867 ER 16.2%

Nº4 28.06 • 16:05 PHOTO We'll gift any item from the new collection 🌟 To participate: - be subscribed to our channel, - tap the button...	VIEWS 29 843 REPOSTS 350 REACTIONS 1 923 ER 15.7%
Nº5 20.06 • 15:59 PHOTO Bestseller chosen for the most important events 🥰 Maxi dress with corset bodice, lace guipure and satin skirt, softly...	VIEWS 29 447 REPOSTS 97 REACTIONS 662 ER 15.5%

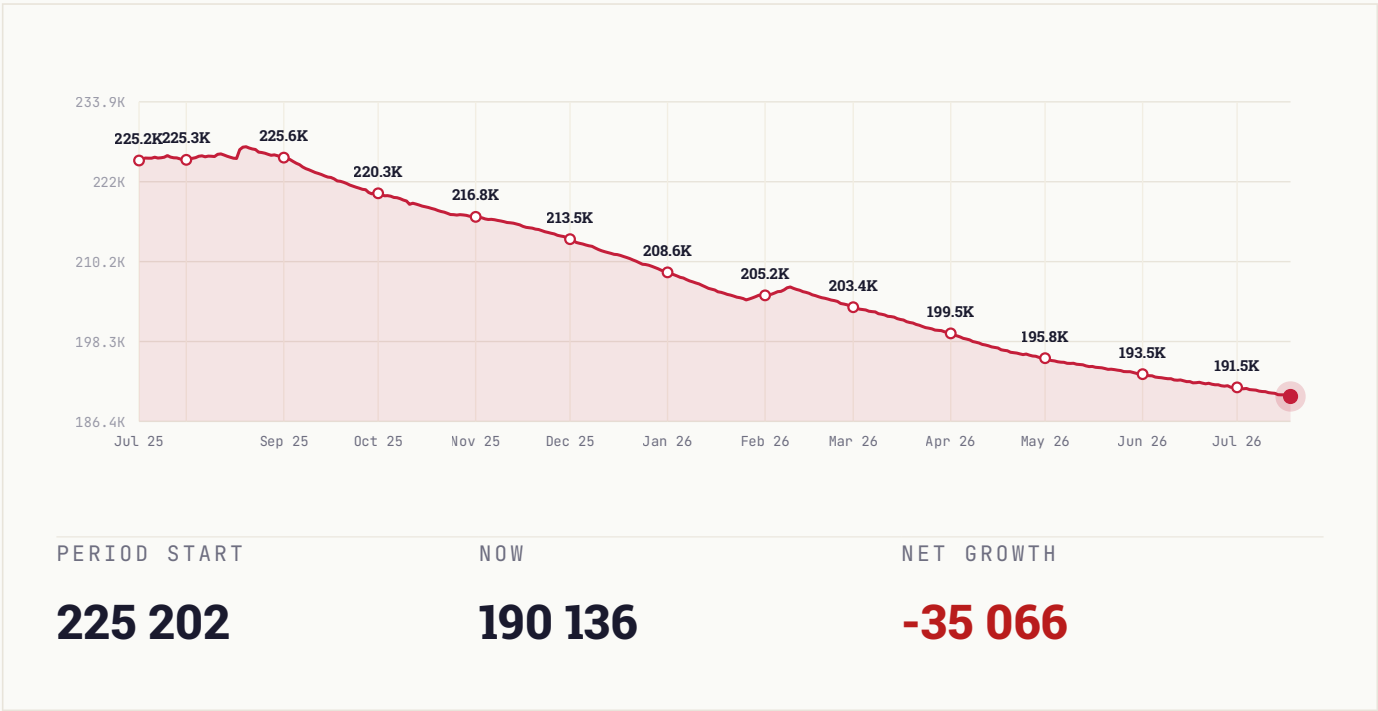
WORST 3

↓ 14.07 • 16:00 PHOTO Trying on outfits in-store — more than just picking clothes 🌸 It's a chance to try on a new mood: choose what feels...	VIEWS 18 377 REPOSTS 58 REACTIONS 501 ER 9.7%
↓ 10.07 • 16:00 TEXT 🎉 Giveaway results: 🏆 Winner: 1. Diana (@diana_noo) ✅ Check results	VIEWS 18 177 REPOSTS 3 REACTIONS 394 ER 9.6%
↓ 13.07 • 16:00 TEXT 🎉 Giveaway results: 🏆 Winner: 1. Lera (@vaalerk) ✅ Check results	VIEWS 17 520 REPOSTS 3 REACTIONS 439 ER 9.2%

SECTION 03 • SUB GROWTH

How the channel grew over the year

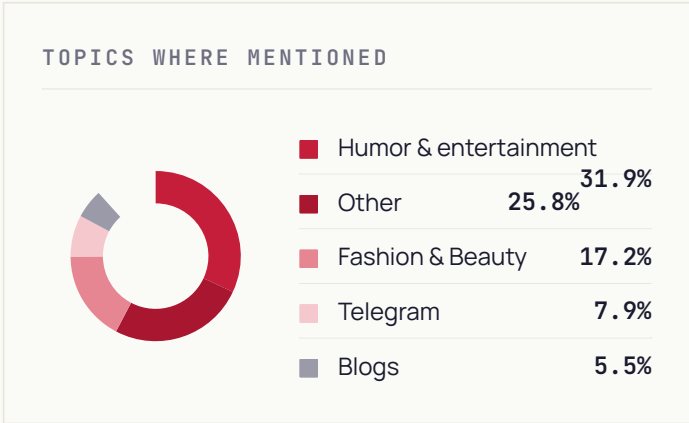
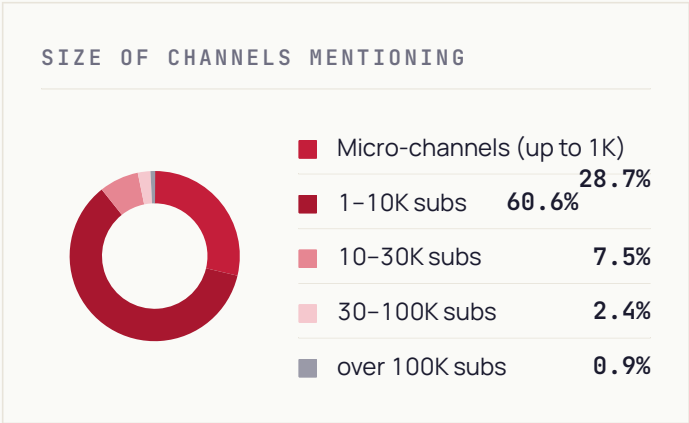
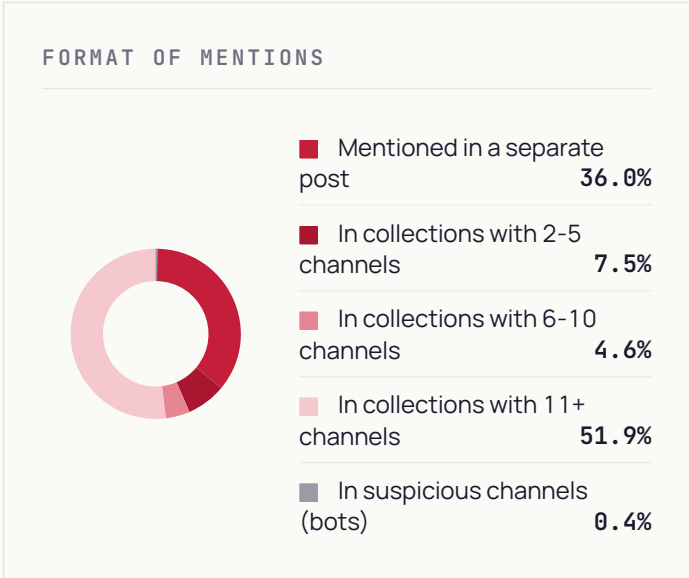
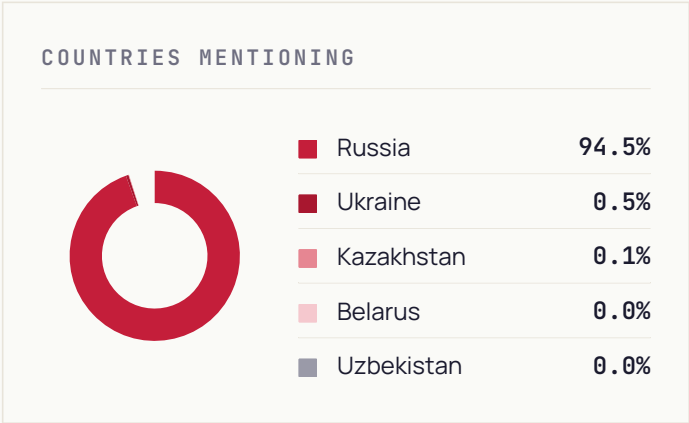
Subscriber growth chart for the year. Key months show exact subs. See gains & losses.



SECTION 04 · MENTIONS

Who mentions the channel and how

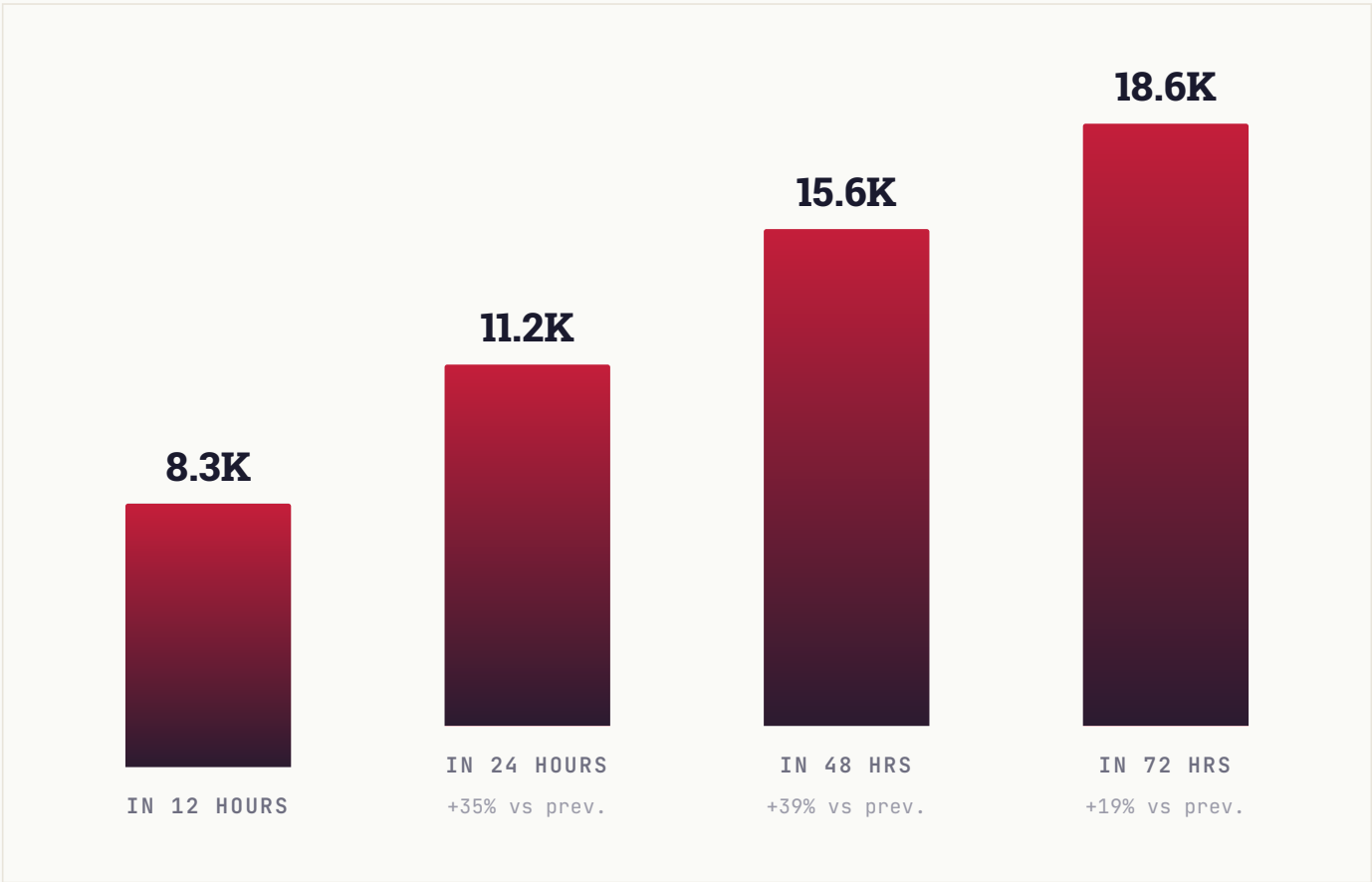
Citation index **76** – channel popularity rating based on mentions. Considers not only quantity but also weight of mentioners: a post from a channel with 100K subs weighs more than one with 1K. All-time mentions: **379** different channels.



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 — see its rank among niche neighbors.

CHANNEL	SUBS
ZY Zolotoe Yabloko	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 Finds on Wildberries / WB	533.2K
EM Elena Mixit	518K
GD Face gymnastics	472.4K
PM Fashion Trends	436K
PS Prime Savers	428.8K
LI LICHI YOU	190.1K

COMPARATIVE INSIGHT

Channel in bottom half of top-100 niche (#50 of 97). Niche median — 189.3K subs. First growth KPI — reach the median. Leader: Zolotoe Yabloko (1M).

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Monthly we track posts in other channels that mention yours. Over the last **6 months** such mentions **50**, they brought **4 107** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
Jan 2026	5	4	717
December 2025	15	11	0
Nov 2025	9	6	29
Oct 2025	10	8	250
Sep 2025	6	5	205
August 2025	5	3	2 906

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
50	6	4 107

SECTION 08 · NICHE COMPARISON

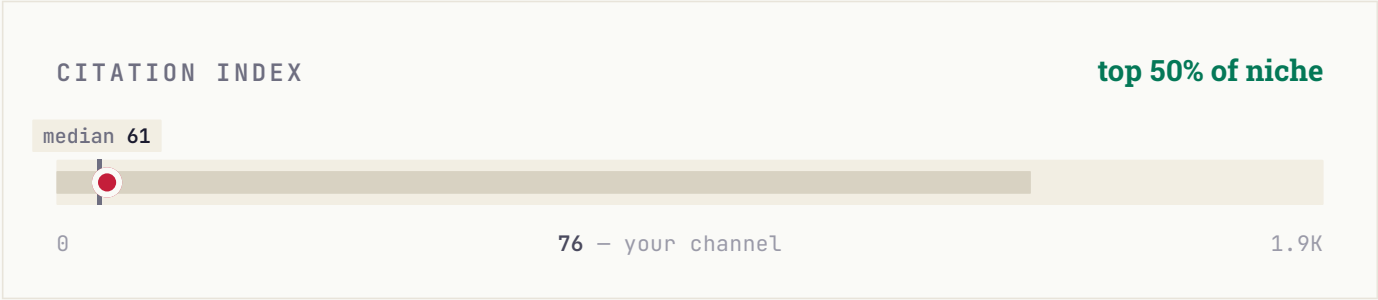
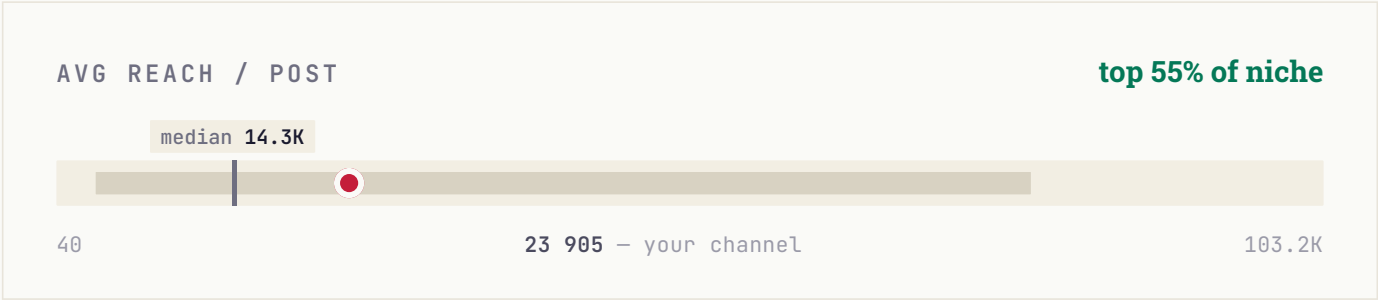
Where channel stands in its league

Top-100 channels in «Fashion & Beauty» (Russia) and saw how your channel compares. Gray band — range where 80% of niche channels fall (p10 to p90). Black vertical — median. Red dot — your channel.

#50/100

RANK IN NICHE

Channel in top half of ranking



— SECTION 09 · STRATEGY

What to do right now

5 priority actions ranked by expected impact. Check them off and revisit this report in a month.

- 01

Top post of the week — on Saturday

Audience most active on this day at 18:00 MSK.

EFFECT

Best window for important posts
- 02

Increase video post share

Video in Telegram holds audience longer & ranks better. Aim for 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 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 — an easy growth lever.

EFFECT

+5-15% ER
- 05

Cross-promo with neighboring channels

Swap posts quarterly with channels in the same segment. 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 from public data. Want to go further? Run ads with us and hit your growth plan in a month.

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