

PUBLIC REPORT BY PROMTPRESS

Channel audit

Lifestyle department



@lifestylewhat

Fashion, pop culture, and London life by Alina Grigalashvili. Author of Skirts & Notes newsletter, Ushatava PR Director. Previously fashion editor at Vogue. Ads: @alinagriga Channel included in...

SUBSCRIBERS

46 446

-144 per month

ERR (% SEE POSTS)

17.0%

daily **6.8%**

REACH/POST

7.4K

ad reach **3.2K**/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 46 446 —	 SUBSCRIBER REACH 16.01% avg % of subs see post	 VIEWS/POST 7.4K median 7.6K · 29 days	 POSTS/WEEK 12.4 for the period
 7D TREND -11.9% vs prev week	 REACTIONS/POST 123.3 6,412 reactions, 1,465 reposts, 53 comments	 POST LENGTH 337 chars median 278 · 29 days	 POSTS ANALYZED 52 29 days
 AD REACH 3.2K 24h avg	 CHURN / MONTH -144 last month	 CITATION RATE 762 citation index · 1,537 channels mentioned all time	 CHANNEL AGE 8 years 5 months created 18.01.2018

AI EDITOR SUMMARY

Channel «Style Life Department» — 46 446 subs. Each post averages 7.4K people (16% from subscribers), this is average reach — room to grow. Publishes 12 posts per week (~2/day) — regular schedule. For the week of Jun 22–28, reach dropped -11.9% to the week of Jun 15–21 — worth analyzing reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement & underperformers — to see what to repeat and what to drop.

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on **52** posts over 29 days.
- 02 Dominant format — **Photo** (39/52 posts).
- 03 Avg post length — **337** characters (median 278).
- 04 Peak audience activity — **Saturday**, 13:00 MSK.
- 05 Top posts get **2x** more views than the weakest (11.6K avg top vs 5.4K worst) — among 52 posts over 29 days. Worth analyzing what top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 20.06 · 10:47 PHOTO I now do styling 🍷 I'm very grateful to Dasha Klyukina for enthusiastically supporting my idea and trusting me with her full...	VIEWS 14 545 REPOSTS 88	REACTIONS 316 ER 31.3%
Nº2 18.06 · 15:06 PHOTO I always bring 1. fishnets 2. camera. (hope you sang that, I tried to keep the rhythm) For a few hours...	VIEWS 10 811 REPOSTS 33	REACTIONS 158 ER 23.3%
Nº3 19.06 · 11:37 PHOTO This raven frame has been living in my head for days. Shot by 18-year-old Geneva Lukina for a nice local men's brand (what...	VIEWS 9 389 REPOSTS 36	REACTIONS 212 ER 20.2%

Nº4

29.06 • 10:21

PHOTO

I'm just a girl in the world Record number of questions about leather pants after posting the second photo in stories. This...

VIEWS

8 801

REPOSTS

24

REACTIONS

130

ER

18.9%

Nº5

22.06 • 12:33

TEXT

Temur Ugulava, founder of Adjara Group – Rumsove, Stamby, Lolita – and the man who brought so much joy to all of us, has passed away. Terrible...

VIEWS

8 748

REPOSTS

33

REACTIONS

78

ER

18.8%

WORST 3



02.07 • 07:13

PHOTO

+1 local resale project worth following: @vintageivy. All lots authenticated, archive diamonds and...

VIEWS

5 547

REPOSTS

22

REACTIONS

61

ER

11.9%



03.07 • 09:17

TEXT

Wanted to read why we – women – care so much about what's in other women's bags. No wonder Vogue, The... have a what's in my bag section.

VIEWS

5 308

REPOSTS

18

REACTIONS

99

ER

11.4%



02.07 • 13:33

PHOTO

Gimaguas dropped a collection with drawings by London artist Harry Fregard, dedicated to... the founders' boyfriends. On the skirt literally...

VIEWS

5 258

REPOSTS

36

REACTIONS

137

ER

11.3%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

Subscriber growth chart for the year. Key months show exact sub count. See which months the channel grew and which lost subs.

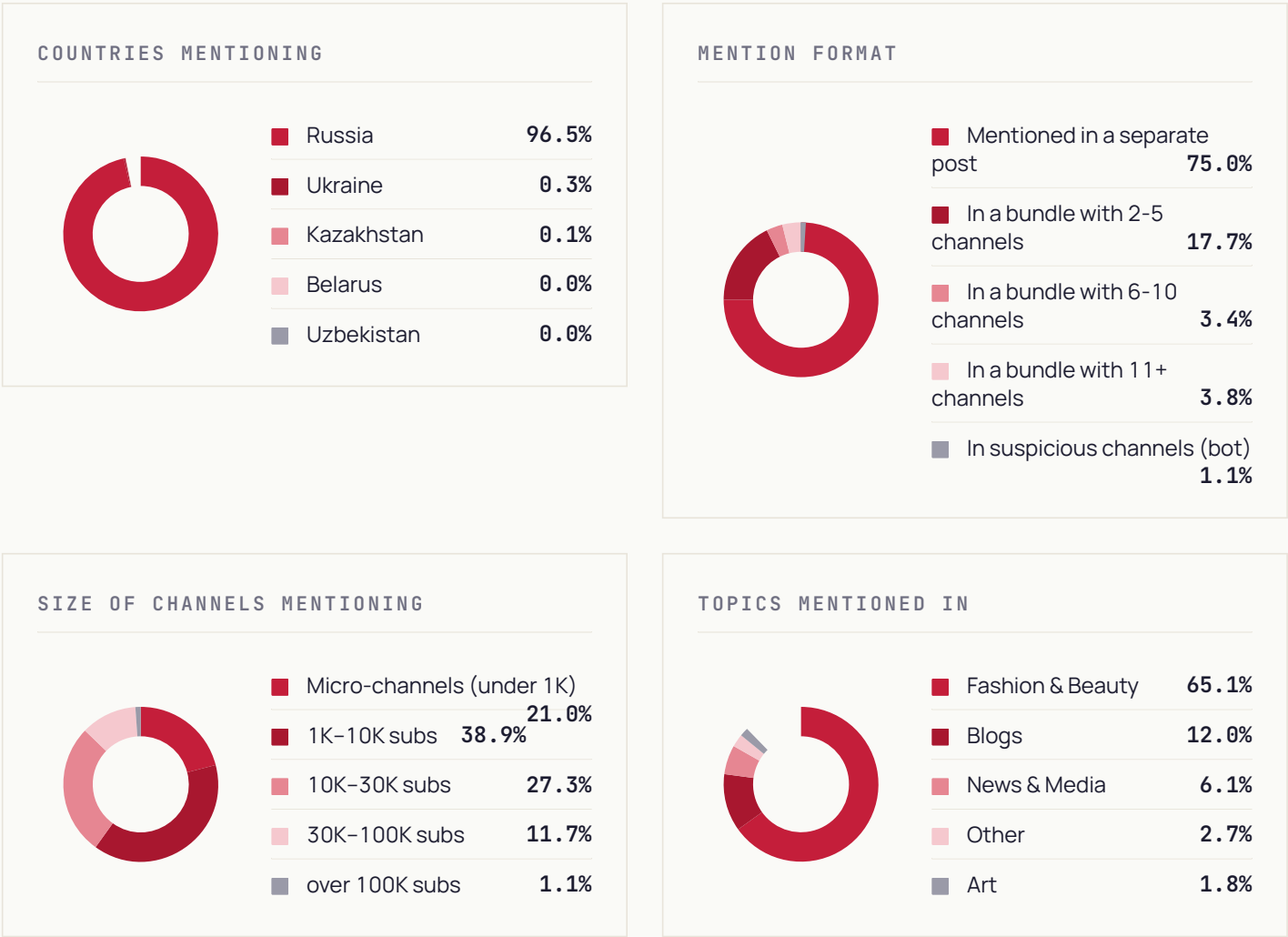


START DATE	NOW	NET GROWTH
45 584	46 446	+862

SECTION 04 · MENTIONS

Who mentions the channel and how

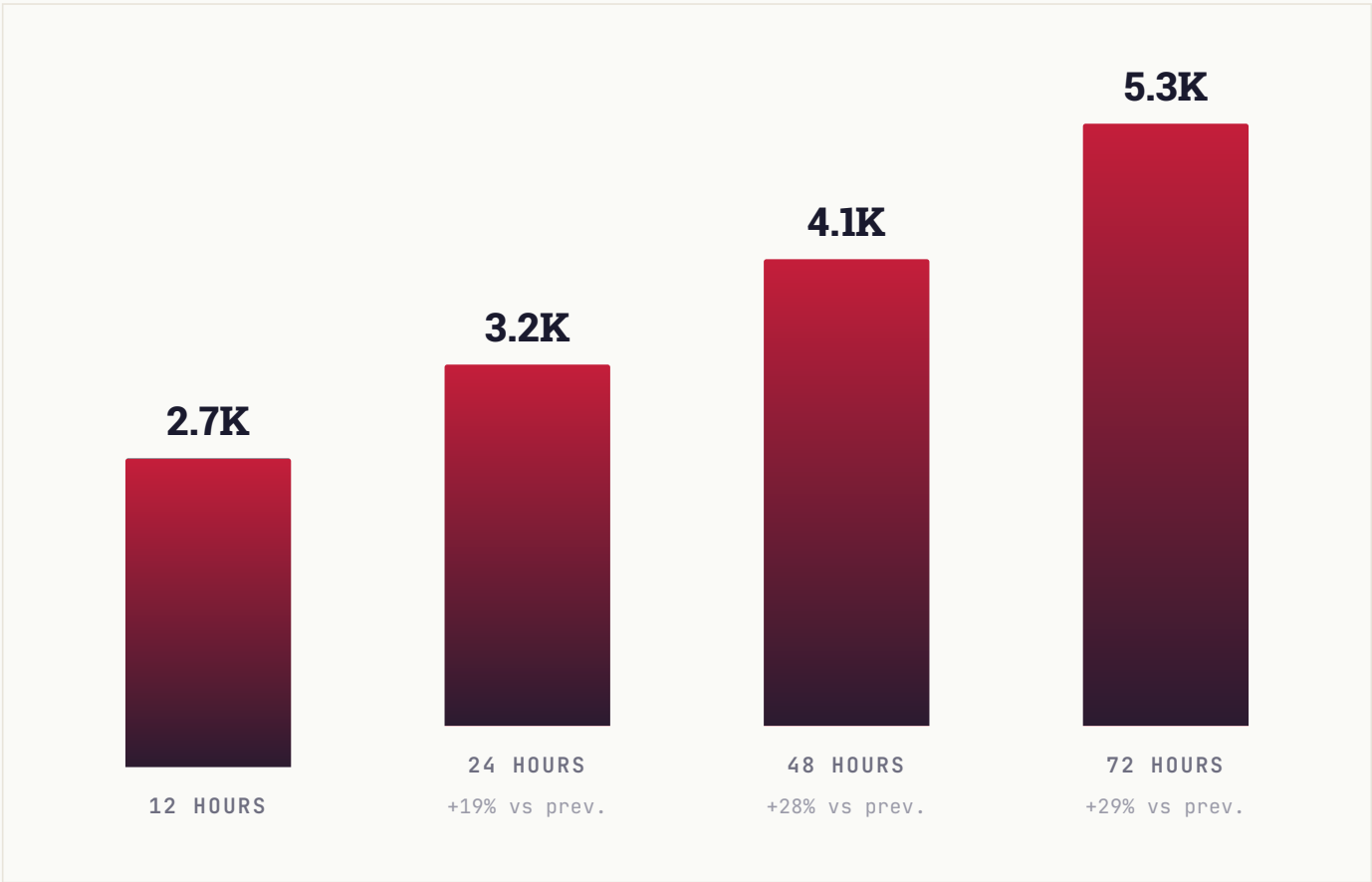
Citation index **762** — channel popularity rating based on mentions. Considers not only quantity but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time channel mentions **1 537** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of an ad post over time since publication. Helps estimate how long placement stays effective.



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
ZY Golden Apple	1.1M
NN Found on Wildberries	635.3K
MI MIXIT.RU	614.6K
M Manicure Nails	573.8K
NN Wildberries / WB finds	537.2K
EM Elena Mixit	521.6K
GD Face gymnastics	472.5K
PM Fashion Trends	437.6K
PR Primebery	398.9K
NW WB OZON finds	393.5K
OS Lifestyle department YOU	46.4K

COMPARATIVE CONCLUSION

Channel not yet outside top 96 of niche — early growth stage. Niche leader — Golden Apple (1.1M), top-96 median: 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 yours. Over the last **6 months** such mentions were **105**, they brought **1 948** new subs.

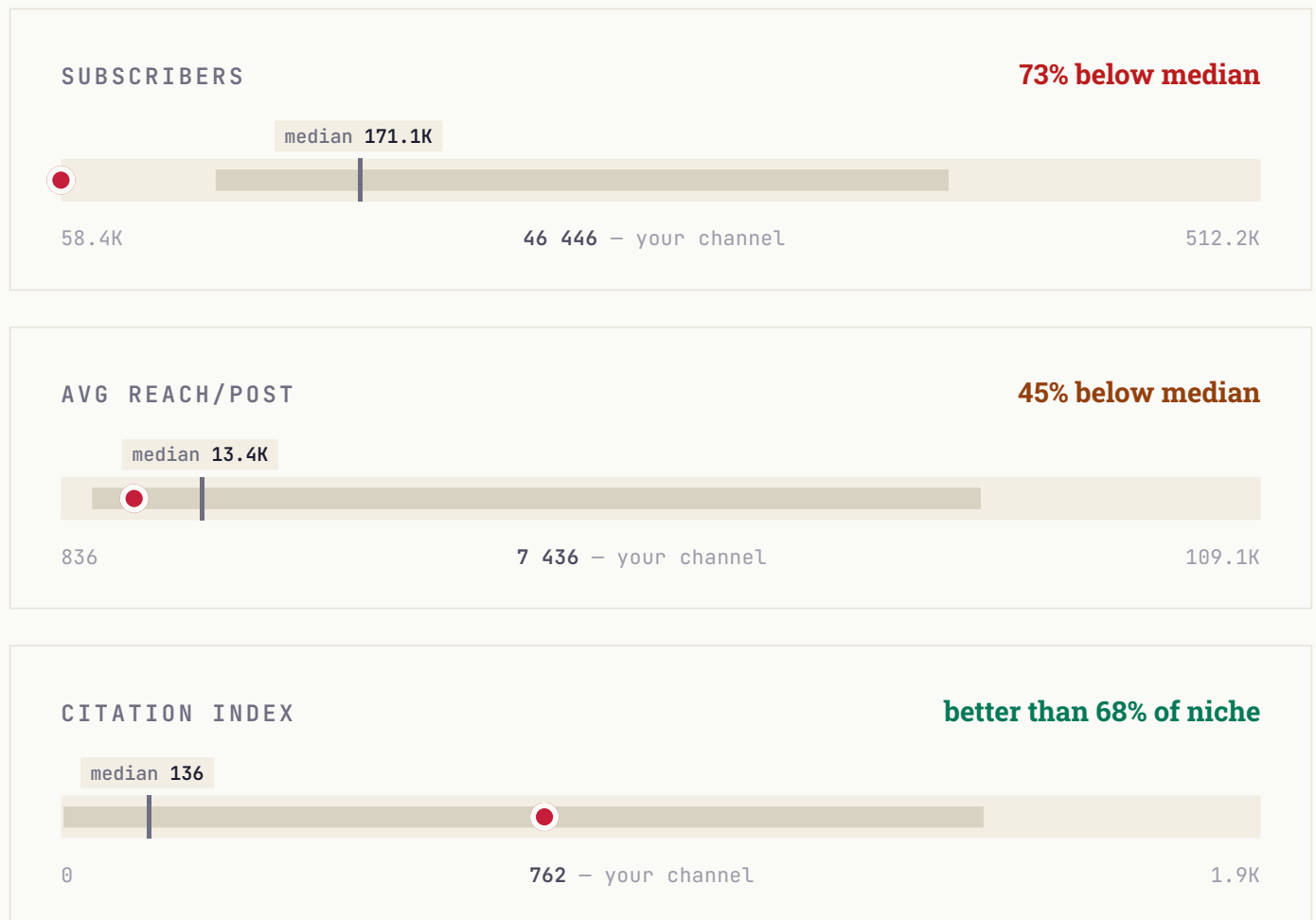
PERIOD	MENTIONS	CHANNELS	SUBS ACQUIRED
Jan 2026	15	14	237
December 2025	29	27	402
Nov 2025	13	13	139
Oct 2025	18	16	433
Sep 2025	15	14	466
August 2025	15	14	271

TOTAL MENTIONS	MONTHS OF DATA	SUBS ATTRACTED
105	6	1 948

SECTION 08 • NICHE COMPARISON

Where channel stands in its league

Took top-100 channels in category «Fashion & Beauty» (Russia) 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 sorted by expected impact. Check off and revisit this report in a month.

- 01

Top post of the week — on Saturday

Audience is most active on this day at 13:00 MSK.

EFFECT

Best time for key posts
- 02

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
- 03

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
- 04

Cross-promo with neighboring channels

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

EFFECT

Growth from relevant audience
- 05

Update channel description for Telegram search

Telegram search scans descriptions. Add 3-5 niche keywords — organic traffic source.

EFFECT

Organic traffic source

★ 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 Telegram ad <https://panel.promptpress.com/register>

02 Contact manager t.me/PromptPress_manager
