

PROMTPRESS PUBLIC REPORT

# Channel audit

## Limba Cosmetics



@limba\_cosmetics

Limba Cosmetics: your professional hair care Brand new arrivals, expert tips, beauty trends, set giveaways, promos and events We are on WB: <https://wburl.ru/tg-limba> We are in 3Я:...

SUBS

**10 275**

+886 per month

ERR (% SEE POSTS)

**14.0%**

1 day 5.6%

REACH/POST

**1.4K**

ad reach 583/24h

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SECTION 01 · CHANNEL SNAPSHOT

# Key channel metrics

Each card – a separate channel health indicator. The subtitle below the number tells the period it covers.

|                                                                                                                                                     |                                                                                                                                                                                       |                                                                                                                                                                                   |                                                                                                                                                                        |
|-----------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <div> SUBS</div> <div>10 275</div> <div>—</div>                    | <div> SUBSCRIBER REACH</div> <div>13.95%</div> <div>avg % of subs see post</div>                     | <div> VIEWS/POST</div> <div>1.4K</div> <div>median 1.3K · 27 days</div>                          | <div> POSTS/WK</div> <div>8.7</div> <div>for the period</div>                       |
| <div> TREND 7D</div> <div>-50.6%</div> <div>vs previous week</div> | <div> REACTS/POST</div> <div>84.6</div> <div>total 2 877 reactions, 499 reposts, 276 comments.</div> | <div> POST LENGTH</div> <div>509 chars.</div> <div>median 498 · 27 days</div>                    | <div> POSTS ANALYZED</div> <div>34</div> <div>27 days</div>                         |
| <div> AD REACH</div> <div>583</div> <div>avg over 24h</div>      | <div> CHURN / MONTH</div> <div>+886</div> <div>last month</div>                                    | <div> CITATIONS</div> <div>14</div> <div>citation index · 81 channels mentioned all time</div> | <div> CHANNEL AGE</div> <div>4 years 5 months</div> <div>created 11.03.2022</div> |

AI EDITOR SUMMARY

Channel «Limba Cosmetics» – 10 275 subscribers. Each post on average gets 1.4K people (14% from subscribers), reach is low – worth expanding audience. Publishes 9 posts per week (~1 per day) – regular schedule. For the week of 10–16 avrycra reach dropped by -50.6% by the week of Aug 3–9 – worth examining the reasons.

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 is based on **34** posts over 27 days.
- 02 Dominant format — **Photo** (14/34 posts).
- 03 Average post length — **509** characters (median 498).
- 04 Peak audience activity — **Tuesday**, 08:00 MSK.
- 05 Strongest posts get **by 4 times** more views than the weakest (3.2K avg for top vs 879 for worst) — among 34 posts over 27 days. Worth analyzing what the top have in common — topic, format, time of publication.

TOP-5 POSTS

|                                                                                                                                                                                                       |                                                                     |                                                                 |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------|-----------------------------------------------------------------|
| <div><div>Nº1</div><div>04.08 · 05:56</div><div>PHOTO</div></div> <div>Hair also wants to get the most out of this summer 🧡☀️ So we're giving a new hair care set! What's required from you?...</div> | <div>VIEWS</div> <div>5 098</div> <div>REPOSTS</div> <div>432</div> | <div>REACTS</div> <div>900</div> <div>ER</div> <div>49.6%</div> |
| <div><div>Nº2</div><div>05.08 · 09:10</div><div>VIDEO</div></div> <div>Everyone had a picnic already? ☀️ Idea for a hairstyle – French bun 👩💇 Done in 5 minutes, looks perfect 👌 And before...</div>  | <div>VIEWS</div> <div>2 263</div> <div>REPOSTS</div> <div>2</div>   | <div>REACTS</div> <div>127</div> <div>ER</div> <div>22.0%</div> |
| <div><div>Nº3</div><div>03.08 · 09:56</div><div>VIDEO</div></div> <div>💧 Behind the complex word HYDROVANCE® lies Hydroxyethyl Urea – a moisturizer that attracts water and keeps it on...</div>      | <div>VIEWS</div> <div>2 214</div> <div>REPOSTS</div> <div>2</div>   | <div>REACTS</div> <div>95</div> <div>ER</div> <div>21.5%</div>  |

**Nº4** 03.08 • 06:13 **POLL**  
(post without caption – poll)

VIEWS  
**1 717**

REACTS  
**75**

REPOSTS  
**1**

ER  
**16.7%**

**Nº5** 29.07 • 06:34 **TEXT**  
First question to open the safe 🗨️ What Limba Cosmetics product can both protect hair during styling and remove frizz...

VIEWS  
**1 709**

REACTS  
**37**

REPOSTS  
**—**

ER  
**16.6%**

## WORST 3

↓ 15.08 • 11:25 **VIDEO**  
Our summer brunch is in full swing 🔥 Who managed to book a table? Tell us how it's going 🍑

VIEWS  
**957**

REACTS  
**69**

REPOSTS  
**4**

ER  
**9.3%**

↓ 19.08 • 11:19 **PHOTO**  
🧠 When your head boils and you want to print your to-do list (to burn it), know harmony exists somewhere 🧠 You can...

VIEWS  
**905**

REACTS  
**28**

REPOSTS  
**2**

ER  
**8.8%**

↓ 20.08 • 09:51 **VIDEO**  
We never get enough of this: moments when you enter warm clear water, touch the gentle movement of waves and see only...

VIEWS  
**775**

REACTS  
**29**

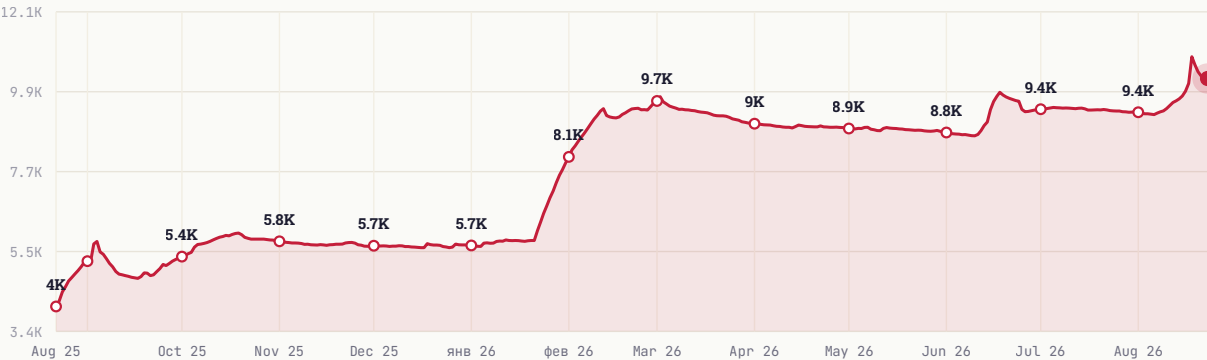
REPOSTS  
**2**

ER  
**7.5%**

SECTION 03 · SUBSCRIBER DYNAMICS

# How the channel grew over the year

Subscriber growth chart for the year. Key months show exact subscriber counts. It shows which months the channel gained and which lost subscribers.

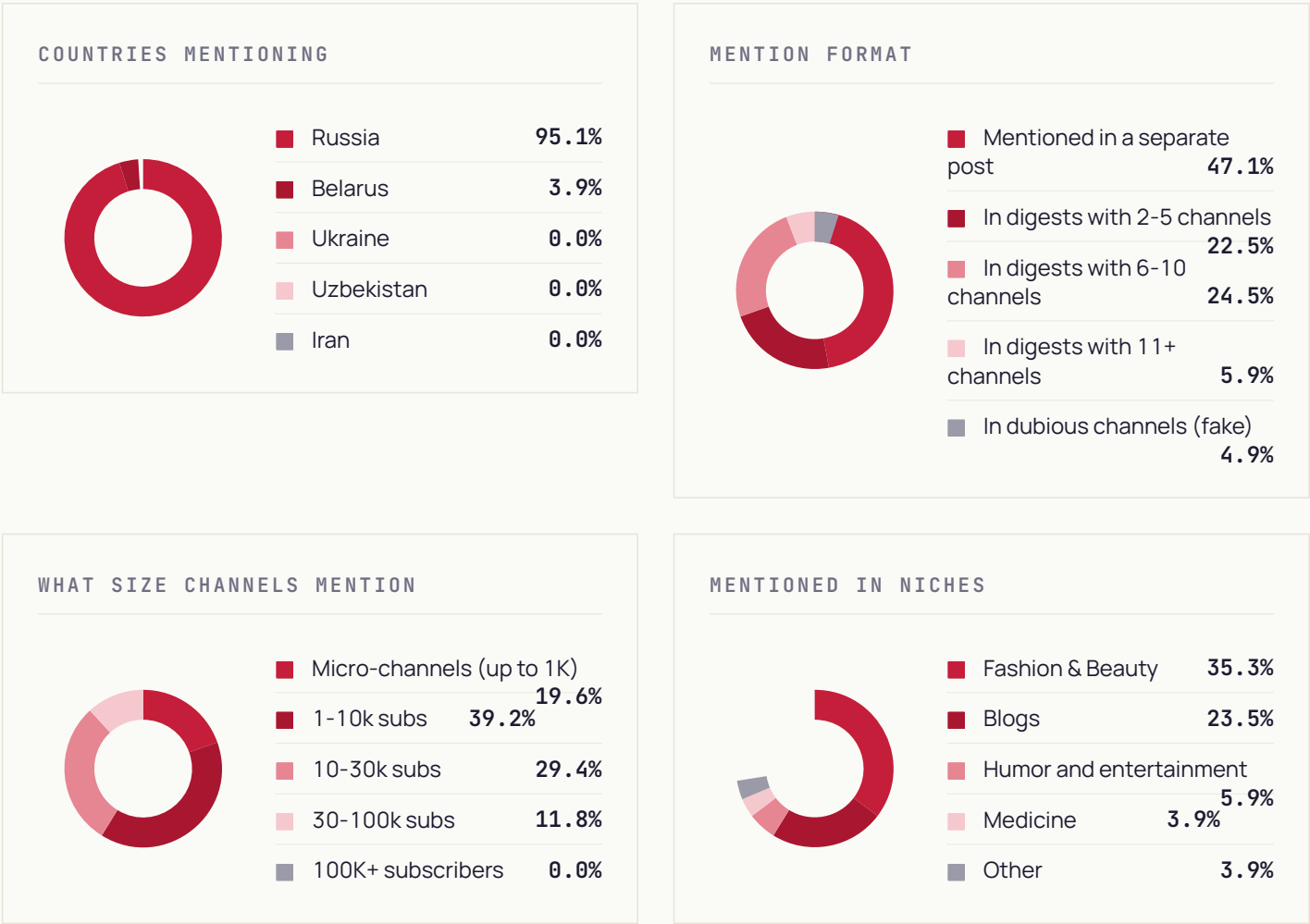


| PERIOD START | NOW    | NET GROWTH |
|--------------|--------|------------|
| 4 034        | 10 275 | +6 241     |

SECTION 04 · CITATIONS

# Who and how mentions the channel

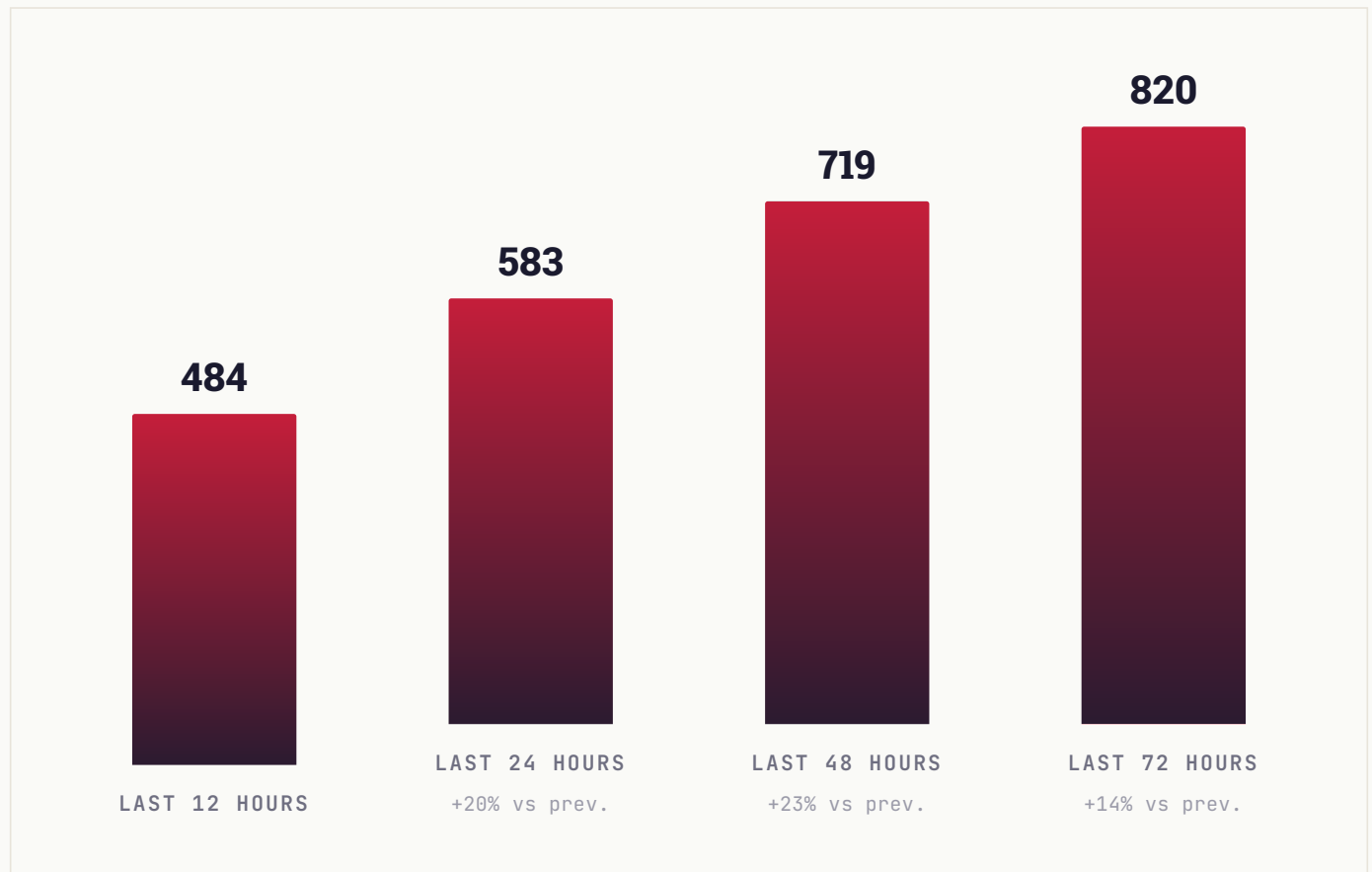
Citation index **14** – channel popularity rating based on mentions. Counts not only their number, but also the weight of mentioners: a post from a channel with 100 K subs weighs more than from a channel with 1 K. The channel has been mentioned **81** different channels.



## — SECTION 05 · AD POTENTIAL

# How long a post drives reach

Average reach of a promo post by time since publication. Helps estimate how long a placement makes sense to "live".





SECTION 06 · COMPETITORS

# Who you compete with

11 closest channels by topic and audience. Highlighted your channel — you can see its place among niche neighbors.

| CHANNEL                            | SUBS  |
|------------------------------------|-------|
| MF Mark Formelle   Марк Формэль    | 30K   |
| БЭ On air: Belbazar                | 27.2K |
| WY wyzardly                        | 19.3K |
| Б  Bogdan   BENCH CLO              | 18.1K |
| BE bellavka                        | 17.3K |
| CO CARHARTT OPT                    | 16.5K |
| R- Ramonki – products from Belarus | 16.2K |
| RE Respectshoes                    | 15.4K |
| PO POIZON__BELARUS🇧🇪               | 15.2K |
| LI linmeew                         | 14.9K |
| LC Limba Cosmetics YOU             | 10.3K |

COMPARATIVE CONCLUSION

Channel in top quarter of the niche (#17 of 99). Leader — Mark Formelle | Марк Формэль (30K). Goal for the coming months — enter top-10 of the niche through systematic work with traffic.

SECTION 07 · MENTION DYNAMICS

# How often the channel is mentioned

Each month we track posts in other channels mentioning your channel. Over the last **6 months** such mentions were **27**, they brought **6 551** new subs.

| PERIOD         | MENTIONS       | CHANNELS       | BROUGHT SUBS |
|----------------|----------------|----------------|--------------|
| February 2026  | 4              | 3              | 1 943        |
| January 2026   | 4              | 4              | 2 340        |
| December 2025  | 2              | 2              | 240          |
| November 2025  | 5              | 5              | 94           |
| October 2025   | 5              | 4              | 692          |
| September 2025 | 7              | 6              | 1 242        |
|                |                |                |              |
| TOTAL MENTIONS | MONTHS OF DATA | ATTRACTED SUBS |              |
| 27             | 6              | 6 551          |              |

## SECTION 08 • NICHE COMPARISON

# Where the channel is in its league

Took top-100 channels of category «Fashion & Beauty» (Belarus) and looked at how the channel looks on their background. Gray band — the range in which 80% of niche channels fall (from p10 to p90). Black vertical — median. Red dot — your channel.

# #17

/100

POSITION IN NICHE

Channel in top-17% — strong position

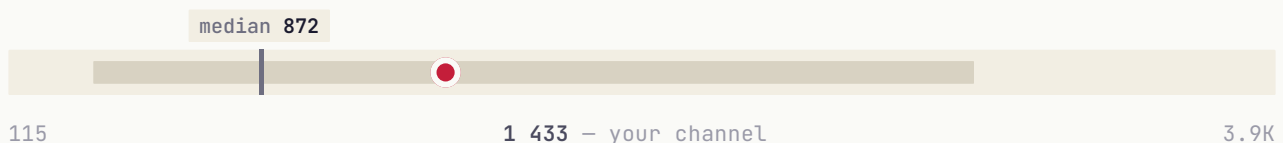
SUBS

better than 75% of niche



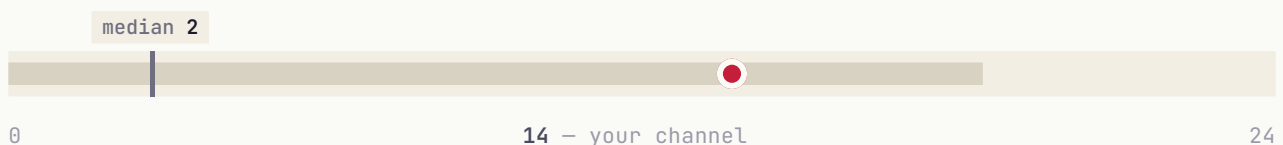
AVG REACH / POST

better than 60% of niche



CITATION INDEX

better than 77% of niche



## — SECTION 09 · STRATEGY

# What to do now

5 priority actions, sorted by expected impact. Check them off as a checklist and return to this report in a month.

01

## Main post of the week — Tuesday

Audience is most active on this day at 08:00 MSK.

EFFECT

**Best window  
for an  
important post**

02

## Systematic traffic buying

Three formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromptPress selects sources for the niche.

EFFECT

**+1000-3000  
subs**

03

## Test polls and interactive formats

Posts with polls/reactions usually add +5-15% to ER.  
One poll a week on a hot topic — an easy growth point.

EFFECT

**+5-15% ER**

04

## 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 deliver relevant growth.

EFFECT

**Relevant  
audience  
growth**

05

## Update channel description for Telegram search

Telegram search uses description. Add 3-5 niche keywords — this is a source of organic traffic.

EFFECT

**Organic traffic  
source**

★ WHAT'S NEXT

# Want us to do this?

## PromptPress?

This audit — what we can do in a few minutes based on public data. If you want to go further — run ads through us and achieve your growth plan in a month.

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01

### Run ads in Telegram

<https://panel.promptpress.com/register>

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02

### Contact manager

[t.me/PromptPress\\_manager](https://t.me/PromptPress_manager)

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