

PUBLIC REPORT PROMTPRESS

Channel audit

love is brands



@loveisbrand

Proud of Russian brands, building digital culture and carrying local identity. I guess that's love. Ads: @maximillian Working with @Tgpodbor_official, @swaymedia and...

SUBS	ERR (% SEE POSTS)	REACH/POST
211 736 +37769 per month	2.0% per day 2.7%	4.6K ad reach 5.8K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBS 211 736 —	 SUBSCRIBER REACH 2.19% avg % subs see post	 VIEWS/POST 4.6K median 3.3K · 29 days	 POSTS/WK 25.9 over period
 7D TREND +432.3% vs prev week	 REACTS/POST 46.3 only 5,049 reactions, 1,185 reposts, 0 comments	 POST LENGTH 322 chars median 307 · 29 days	 POSTS ANALYZED 109 29 days
 AD REACH 5.8K 24h avg	 CHURN / MONTH +37769 last month	 CITATION RATE 48 citation index · 1,647 channels mentioned ever	 CHANNEL AGE 8 months 9 days created 17.10.2025

AI EDITOR SUMMARY

Channel «lav'is brands» — 211 736 subs. Avg views per post: 4.6K people (2% from subs), reach is low — consider expanding audience. Publishes 26 posts/week (~4/day) — active posting. For the week of Jun 15–21, reach grew +432.3% vs week Jun 8–14 — positive trend.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on **109** posts over 29 days.
- 02 Dominant format – **Photo** (92/109 posts).
- 03 Avg post length – **322** chars (median 307).
- 04 Peak audience activity – **Thu**, 18:00 MSK.
- 05 Top posts get **10x** more views than the weakest (15.5K avg for top vs 1.5K for worst) – among 109 posts in 29 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 16.06 · 11:51 PHOTO Befree x Choïs collab – a very girly softcore capsule with PJs, lingerie, accessories and...	VIEWS	REACTS
	16 458	25
	REPOSTS	ER
	7	7.8%
Nº2 16.06 · 15:24 PHOTO Sachét bag for summer walks – a mini bag for small essentials. Can be used as a bag charm or for small items, like...	VIEWS	REACTS
	16 296	28
	REPOSTS	ER
	6	7.7%
Nº3 18.06 · 15:10 PHOTO Elegant hair accessories from Les Vestimo – a Moscow workshop creates unique wooden jewelry for hairstyles and more. In...	VIEWS	REACTS
	13 642	19
	REPOSTS	ER
	8	6.4%

Nº419.06 · 16:50VIDEO Drinkit now has a Social Media Darling flavor — created by a girl who goes to coffee shops for a mix reminiscent of a Kinder bueno bar...	VIEWS 13 615 REPOSTS 10	REACTS 20 ER 6.4%
Nº520.06 · 15:02VIDEO Eggcellent turned its cinnamon bun into a summer special — now it's an iced latte with cinnamon, maple syrup, and protein foam. In...	VIEWS 13 009 REPOSTS 12	REACTS 16 ER 6.1%

WORST 3

↓11.06 · 16:56PHOTO New in Two Balls x Smeshariki collab — two socks! Theme add-on to the styled sneakers: socks with...	VIEWS 1 562 REPOSTS 4	REACTS 7 ER 0.7%
↓08.06 · 12:43PHOTO And here's a lace frill to spin faster. Lovely ☒	VIEWS 1 554 REPOSTS 4	REACTS 12 ER 0.7%
↓09.06 · 08:41PHOTO A whole BUCKET of Iced Latte at Tseh85 — the coffee shop went big with a proper seasonal drink size. 1200 ml...	VIEWS 1 484 REPOSTS 23	REACTS 20 ER 0.7%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

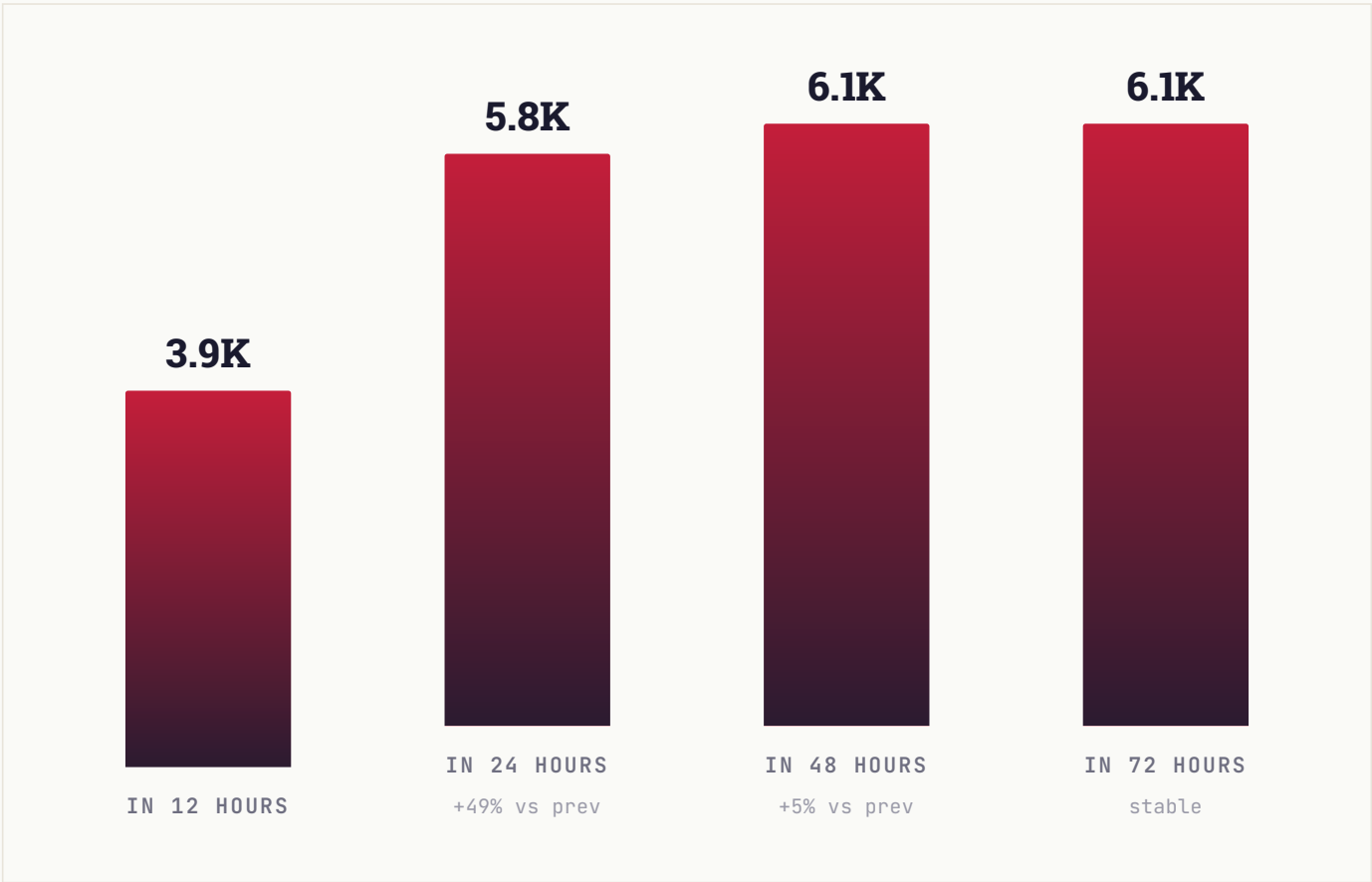
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained and which it lost subs.



SECTION 04 · AD POTENTIAL

How long a post brings reach

Avg reach of ad post over time since publication. Helps estimate how long a placement should «live».



SECTION 05 · COMPETITORS

Who you compete with

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

CHANNEL	SUBS
TM My feed trends	2.5M
MO Ice cream	1.8M
OK Oka	1.6M
ER Search	1.3M
TR Trendly	1.2M
ER Customer is always right	1.1M
AVG Trending today	1M
TB Trends by Russia	1M
TV Trend or leave	935.3K
TR Trend watch	909.3K
LB love is brands YOU	211.7K

COMPARATIVE INSIGHT

Channel in top half of niche (#27 of 99). Niche leader — **My feed trends** (2.5M), median subs 125.2K. Aim for top quartile — realistic 6-12 month horizon.

SECTION 06 · MENTION DYNAMICS

How often the channel is mentioned

Every month we record posts in other channels that mention your channel. Over the last **3 months** such mentions: **1 626**, they brought **321 275** new subs.

PERIOD	MENTIONS	CHANNELS	GAINED SUBS
December 2025	19	17	30 498
November 2025	17	17	69 431
October 2025	1 590	1 530	221 346
TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS	
1 626	3	321 275	

SECTION 07 · NICHE COMPARISON

Where your channel ranks in its league

Took top-100 channels in category «Marketing, PR, advertising» (Russia) and compared your channel. Gray band = range for 80% of niche channels (p10 to p90). Black vertical = median. Red dot = your channel.

#27

/100

RANK IN NICHE

Channel in the top half of the ranking

SUBS

better than 54% of niche

median 123.8K



29.7K

211 736 – your channel

1.1M

AVG REACH / POST

59% below median

median 11.4K



73

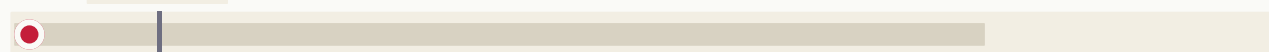
4 633 – your channel

50.1K

CITATION INDEX

87% below median

median 366



0

48 – your channel

3.1K

— SECTION 08 · STRATEGY

What to do right now

5 priority actions ranked by expected impact. Check off and revisit next month.

01**Main post of the week — Thursday**

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

EFFECT

**Best window
for an
important post****02****Increase video post share**

Video in Telegram retains audience longer and is algorithm-friendly. Aim for 15-25% share.

EFFECT

**Video retains
audience
better****03****ER below niche benchmark — rethink formats**

Current ER 2.19% vs norm 3.0%. Try polls & interactive formats.

EFFECT

+0.8pp ER**04****Systematic traffic buying**

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

EFFECT

+1K-3K subs**05****Test polls & interactive formats**

Posts with polls/reactions typically boost ER by +5-15%. One poll per week on a hot topic — easy growth lever.

EFFECT

+5-15% ER

★ 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 & hit your growth target in a month.

01

Launch Telegram ads

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

02

Contact manager

t.me/PromptPress_manager