

PUBLIC REPORT BY PROMTPRESS

Channel audit

M.Cosmetic



@magnitcosmeticofficial

♥ M.Cosmetic – Magnit Cosmetic, now even better. Everything for beauty, home and comfort. ♥ M.Kos – a space with rare brands, niche perfumery and professional care. Application number...

SUBSCRIBERS

131 779

+83899 per month

ERR (% WHO SEE
POSTS)

3.0%

per day 0.9%

REACH/POST

3.1K

ad reach 1.3K/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.

 SUBSCRIBERS 131 779 —	 SUBSCRIBER REACH 2.33% avg % subs see post	 VIEWS/POST 3.1K median 2.7K · 28 days	 POSTS/WEEK 30.8 for period
 7D TREND +62.5% vs previous week	 REACTIONS/POST 48.0 only 5,954 reactions, 1,461 reposts, 0 comments	 POST LENGTH 460 chars median 446 · 28 days	 POSTS ANALYZED 124 28 days
 AD REACH 1.3K avg per 24h	 CHURN / MONTH +83899 last month	 QUOTABILITY 80 citation index · 177 channels mentioned ever	 CHANNEL AGE 6 years 20 days created 18.06.2020

AI EDITOR SUMMARY

Channel «M.Kosmetik» – 131 779 subs. Each post averages 3.1K people (2% from subs), reach is low – expand audience. Publishes 31 posts per week (~4/day) – active. Week 22–28 Jun reach up +62.5% by week 15–21 Jun – positive trend.

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 TOP POSTS HAVE IN COMMON

- 01 Analysis based on 124 posts in 28 days.
- 02 Dominant format — Photo (63/124 posts).
- 03 Avg post length — 460 chars (median 446).
- 04 Peak audience activity — Monday, 16:00 MSK.
- 05 Top posts get 9x more views than the weakest (16.8K avg top vs 1.8K worst) — among 124 posts in 28 days. Analyze what top posts share: topic, format, time.

TOP 5 POSTS

Nº1 22.06 · 13:59 TEXT (no caption — text)	VIEWS 38 698 REP. 823	REACTIONS 722 ER 29.4%
Nº2 01.07 · 17:50 PHOTO Brand gifts, master class and makeup by artists — that's what awaits you at client days* at M.Cos. Coming? Save the dates...	VIEWS 6 254 REP. 11	REACTIONS 168 ER 4.7%
Nº3 02.07 · 09:15 PHOTO What if Shrek was always a green flag? No time to explain: you've been invited on dates by several people. One mysterious...	VIEWS 5 374 REP. 5	REACTIONS 66 ER 4.1%

Nº4 02.07 · 07:01 VIDEO Told to shine – and she shone ✨ Glazed skin effect without highlighter, filters or light reflection. Only Feel Moment skincare. 😍 – I'm for...	VIEWS 5 291 REP. 4	REACTIONS 150 ER 4.0%
Nº5 02.07 · 09:17 POLL (no caption – poll)	VIEWS 5 271 REP. 3	REACTIONS 77 ER 4.0%

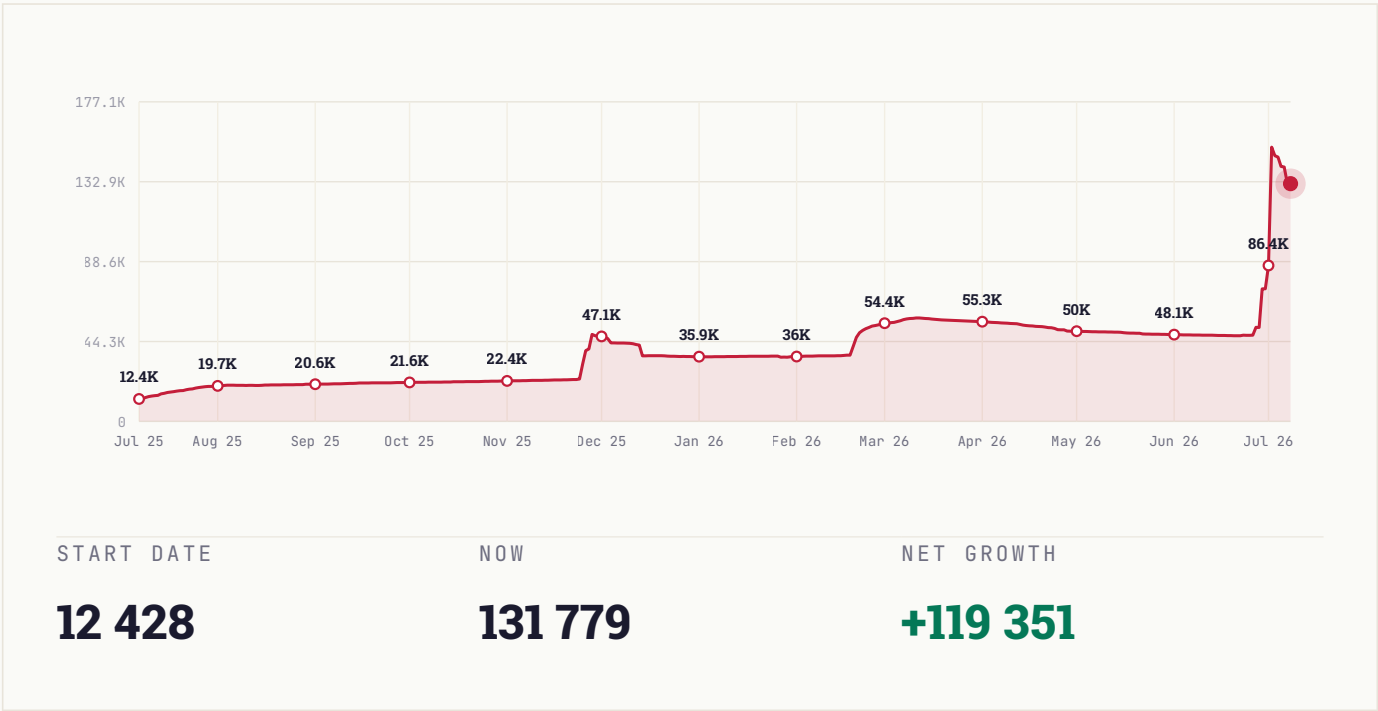
WORST 3

↓ 05.07 · 07:05 PHOTO You chose 🚪 and got to the very first level. Wonder where the second door led... Nothing scary here, it's a regular office in...	VIEWS 1 813 REP. 3	REACTIONS 31 ER 1.4%
↓ 05.07 · 07:01 PHOTO Choose a door 🔥 – 🚪 ❤️ – 🚪	VIEWS 1 810 REP. 6	REACTIONS 45 ER 1.4%
↓ 05.07 · 07:10 PHOTO You chose 🍷 and stayed put, but not for long. The runny orange tone swallowed you, and now you're one with it. You chose 🙏 and ran into...	VIEWS 1 690 REP. 4	REACTIONS 29 ER 1.3%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

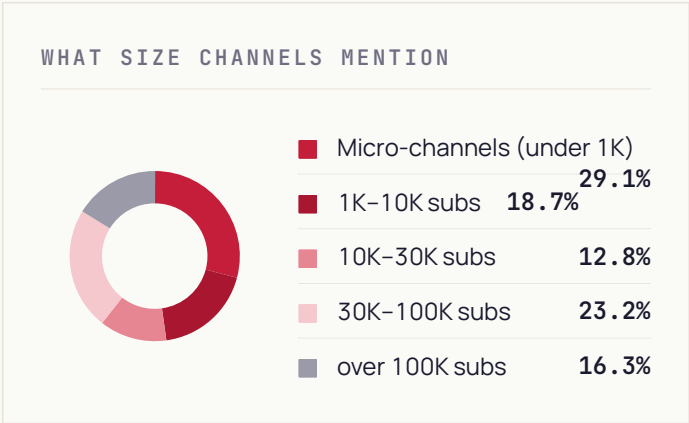
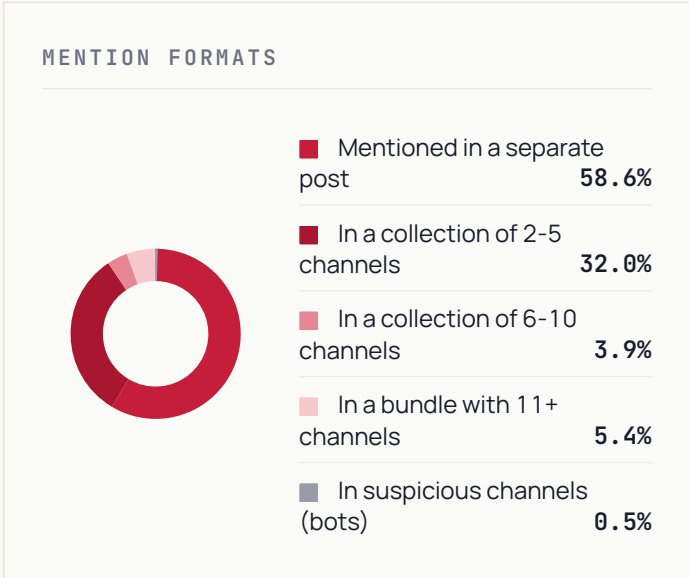
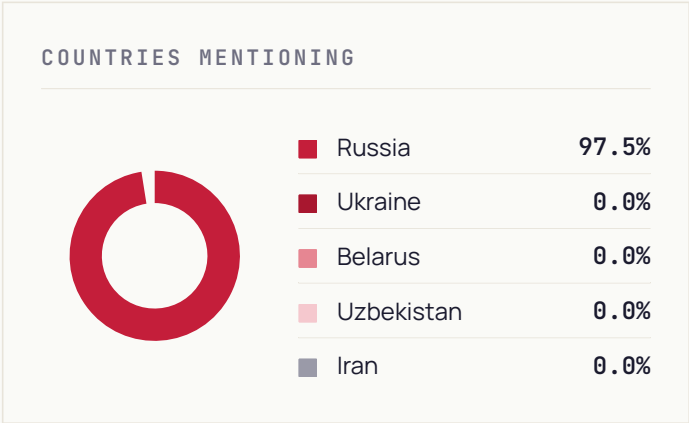
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained and lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

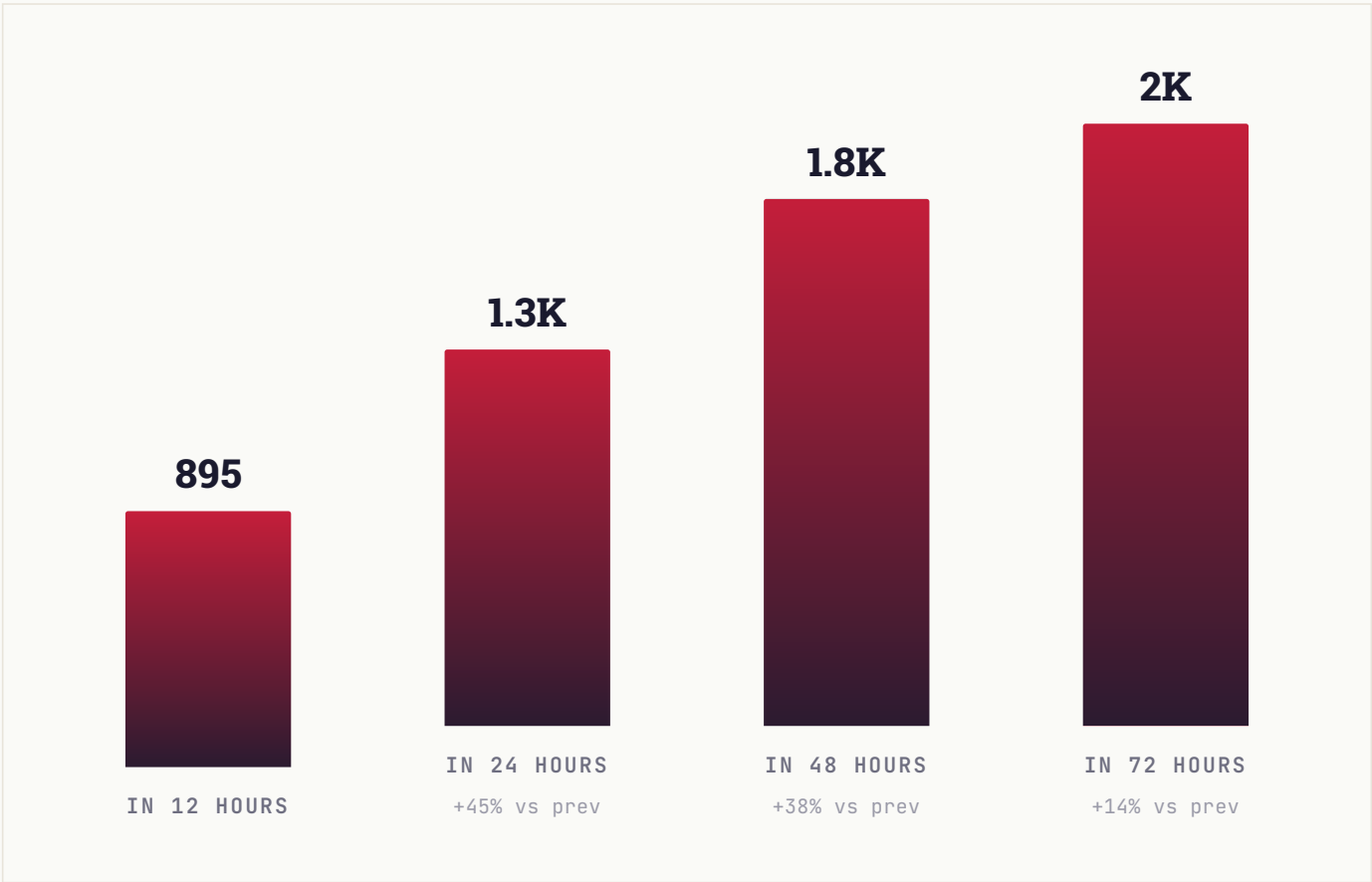
Citation index **80** – channel popularity score based on mentions. Considers both count and weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **177** different channels.



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 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 Face gymnastics	472.5K
PM Fashion Trends	437.6K
PR Primebery	398.9K
NW WB OZON Finds	393.5K
M. M.Cosmetic YOU	131.8K

COMPARATIVE INSIGHT

Channel in bottom half of top-100 niche (#73 of 96). Niche median — 171K subs.
First growth KPI — reach median. Leader: Zolotoe Yabloko (1.1M).

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 **68**, they brought **29 759** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	4	4	718
December 2025	13	7	106
Nov 2025	9	9	25 887
Oct 2025	12	5	839
September 2025	7	4	967
August 2025	23	18	1 242

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
68	6	29 759

SECTION 08 • NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category «Fashion & Beauty» (Russia) and compared your channel. Gray band = range of 80% of niche channels (p10 to p90). Black line = median. Red dot = your channel.

#73 /100

RANK IN NICHE

Channel in the bottom half of the ranking

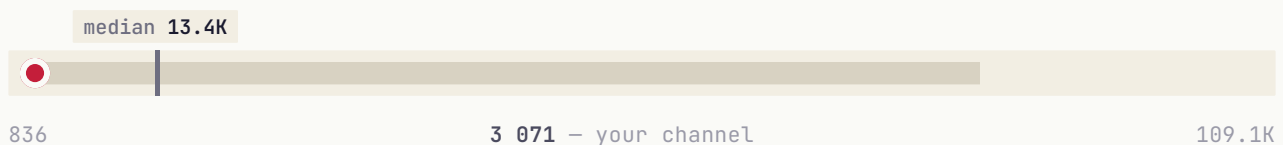
SUBSCRIBERS

worse than median by 23%



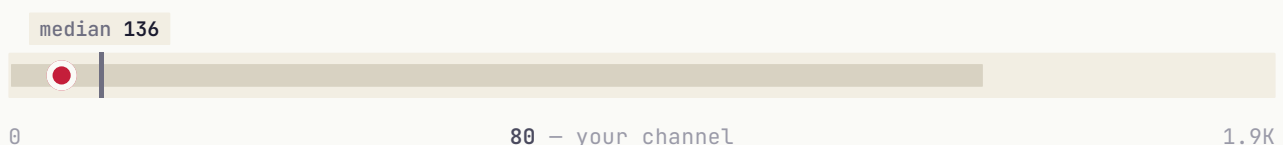
AVG REACH / POST

worse than median by 77%



CITATION INDEX

worse than median by 41%



— SECTION 09 · 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 — on Monday**

On this day at 16:00 MSK audience is most active.

EFFECT

**Best window
for an
important post****02****ER below niche benchmark — rethink formats**

Current ER 2.33% vs norm 5.5%. Try polls and interactive formats.

EFFECT

+3.2pp ER**03****Systematic traffic buying**

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 and interactive formats**

Posts with polls/reactions usually boost ER by +5-15%.
One weekly poll on a hot topic is an easy win.

EFFECT

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

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

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