

PROMTPRESS PUBLIC REPORT

Channel audit

Mark Formelle | Марк Формэль



@markformelle_official

Official channel of clothing brand Mark Formelle 300+ stores in BY, RU, KZ, UZ ✂new collections every month 24/7 support: @mf_chat_bot Online store – markformelle.com RKN:...

SUBSCRIBERS

31 709

-797 per month

ERR (% SEE POSTS)

19.0%

in 24 hrs 11.1%

REACH/POST

6.3K

ad reach 3.5K/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 31 709 —	SUBS REACH 19.88% avg % subs see a post	VIEWS/POST 6.3K median 6.1K · 27 days	POSTS/WEEK 13.6 over period
7D TREND -41.6% vs previous week	REACTIONS/POST 99.7 total 5,385 reactions, 617 reposts, 100 comments	POST LENGTH 358 chars median 352 · 27 days	POSTS ANALYZED 54 27 days
AD REACH 3.5K 24h avg	CHURN / MONTH -797 last month	QUOTABILITY 32 citation index · 115 channels mentioned all time	CHANNEL AGE 8 years 1 month created 30.03.2018

AI EDITOR SUMMARY

Channel «Mark Formelle | Марк Формэль» — 31 709 subs. Each post gets on avg 6.3K people (20% of subs), this is average reach — room to grow. Posts 14 posts/week (~2/day) — steady pace. For week 25–31 May reach dropped -41.6% to week 18–24 May — worth digging into.

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 SHARE

- 01 Analysis based on **54** posts over 27 days.
- 02 Dominant format — **Photo** (30/54 posts).
- 03 Avg post length — **358** chars (median 352).
- 04 Peak audience activity — **Friday, 12:00 MSK**.
- 05 Top-performing posts get **2×** more views than the weakest (8K avg for top vs 4.5K for worst) — among 54 posts over 27 days. Worth analyzing what the top has in common — topic, format, publish time.

TOP 5 POSTS

Nº1 15.05 · 09:03 PHOTO Today we were told the world doesn't revolve around stockings — we were stunned, didn't believe it, and made all shades of the rainbow🐱 Tell us which ones you already have...	VIEWS 8 719 REPOSTS 21	REACTIONS 86 ER 27.5%
Nº2 10.05 · 17:41 PHOTO Official statement! We've decided to run a single account for all countries where the brand Mark Formelle is present. Now all the latest...	VIEWS 7 773 REPOSTS 2	REACTIONS 147 ER 24.5%
Nº3 12.05 · 18:38 PHOTO The set of your dream outfits is now available in our night homewear sale. We know what you want, so...	VIEWS 7 645 REPOSTS 4	REACTIONS 96 ER 24.1%

Nº4 18.05 · 06:56 VIDEO (post without caption – video)	VIEWS	REACTIONS
	7 614	90
	REPOSTS	ER
	33	24.0%

Nº5 10.05 · 13:47 POLL (post without caption – poll)	VIEWS	REACTIONS
	7 524	51
	REPOSTS	ER
	—	23.7%

WORST 3

↓ 09.05 · 09:59 POLL (post without caption – poll)	VIEWS	REACTIONS
	5 144	55
	REPOSTS	ER
	—	16.2%

↓ 26.05 · 06:36 VIDEO The moment we've been waiting for☑ Meet Mark Formelle's mascot – an adorable fluffy friend...	VIEWS	REACTIONS
	4 441	163
	REPOSTS	ER
	25	14.0%

↓ 26.05 · 11:12 PHOTO Dress with style! From May 26 to June 23, 2026, join a cross-promo with Mark Formelle and Burger King, and...	VIEWS	REACTIONS
	3 903	65
	REPOSTS	ER
	7	12.3%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

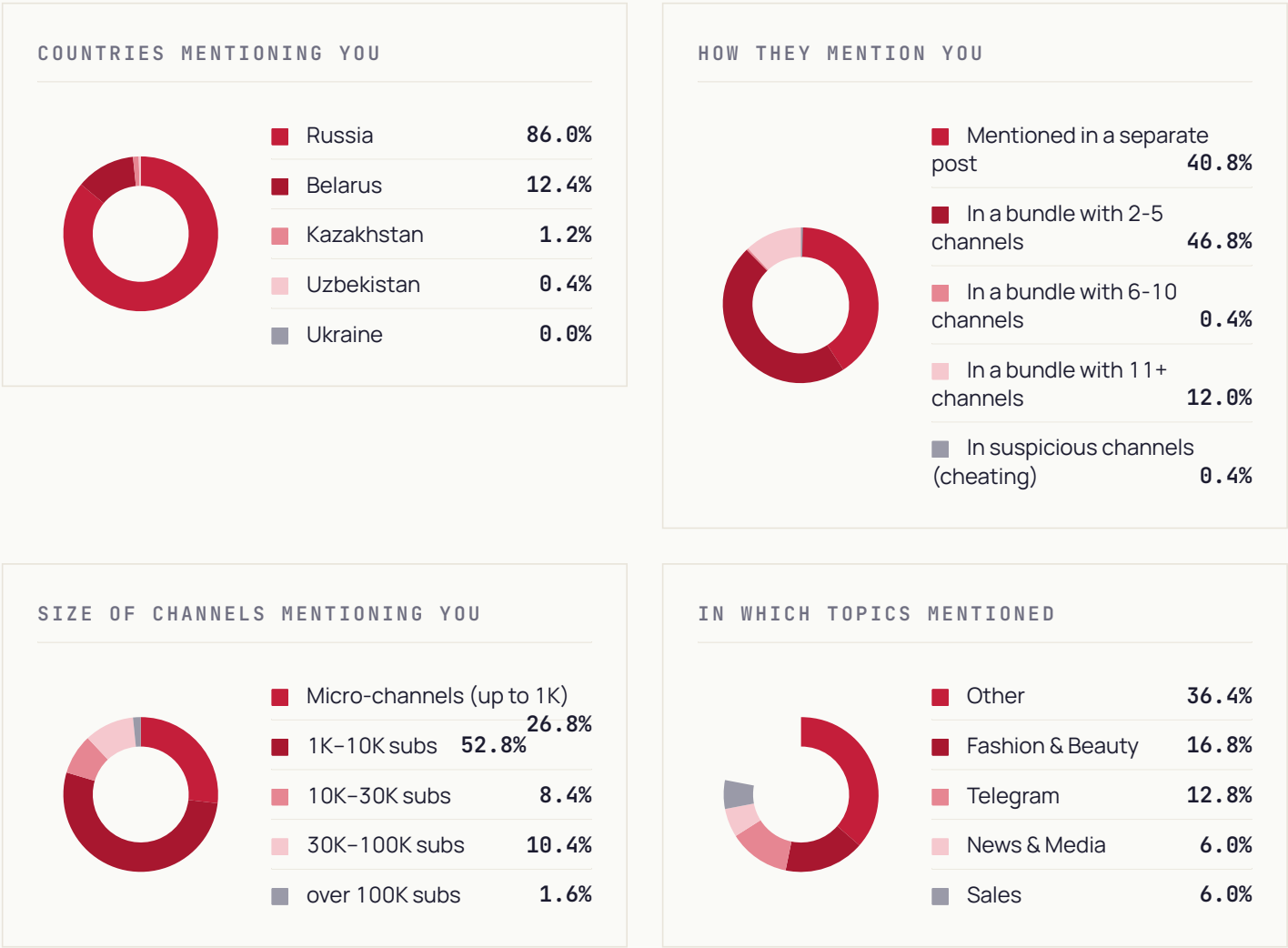
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel grew and which it lost subs.



SECTION 04 · MENTIONS

Who mentions you and how

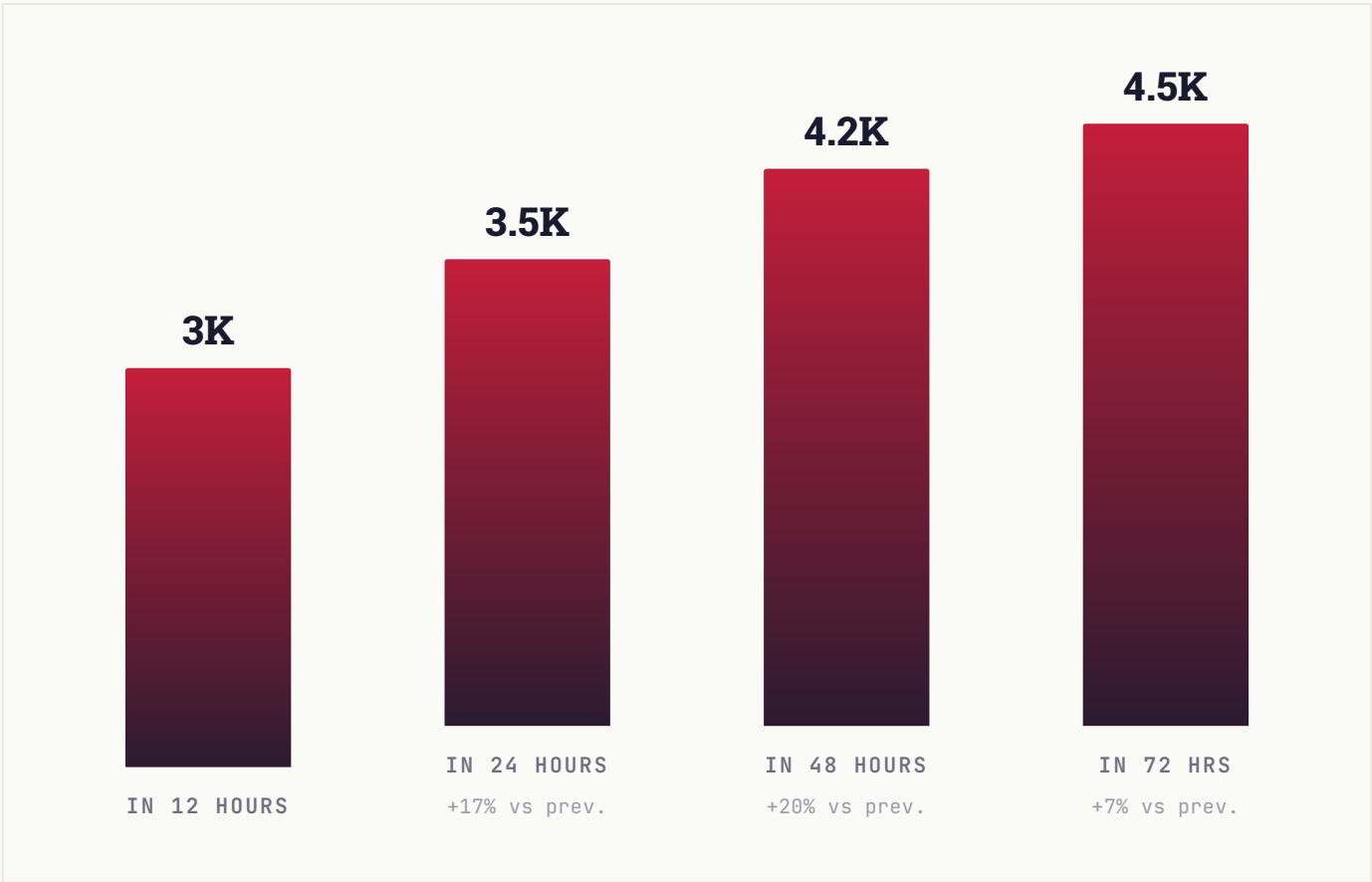
Citation index **32** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100k subs channel weighs more than from a 1k subs one. All time channel was mentioned **115** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings 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 closest channels by topic and audience. Highlighted your channel — shows its rank among niche neighbors.

CHANNEL	SUBSCRIBERS
MF Mark Formelle Марк Формэль YOU	31.7K
VE Live on Belbazar	27.7K
B Bogdan BENCH CLO	19K
BE bellavka	17.6K
WY wyzardly	16.9K
3P 3pmwear	16.6K
R- Ramonki – goods from Belarus	16.5K
CO CARHARTT OPT	16.4K
RE Respectshoes	16K
PO POIZON__BELARUS🇧🇪	14.1K
DM latte with retinol	13.1K

COMPARATIVE INSIGHT

Channel intop-1 in niche (#1 of 99 channels in category). One of the leaders — client-partners can go for cross-promo with equals, for PR/reach you are a valuable media partner.

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 occurred **34**, they brought **12 389** new subs.

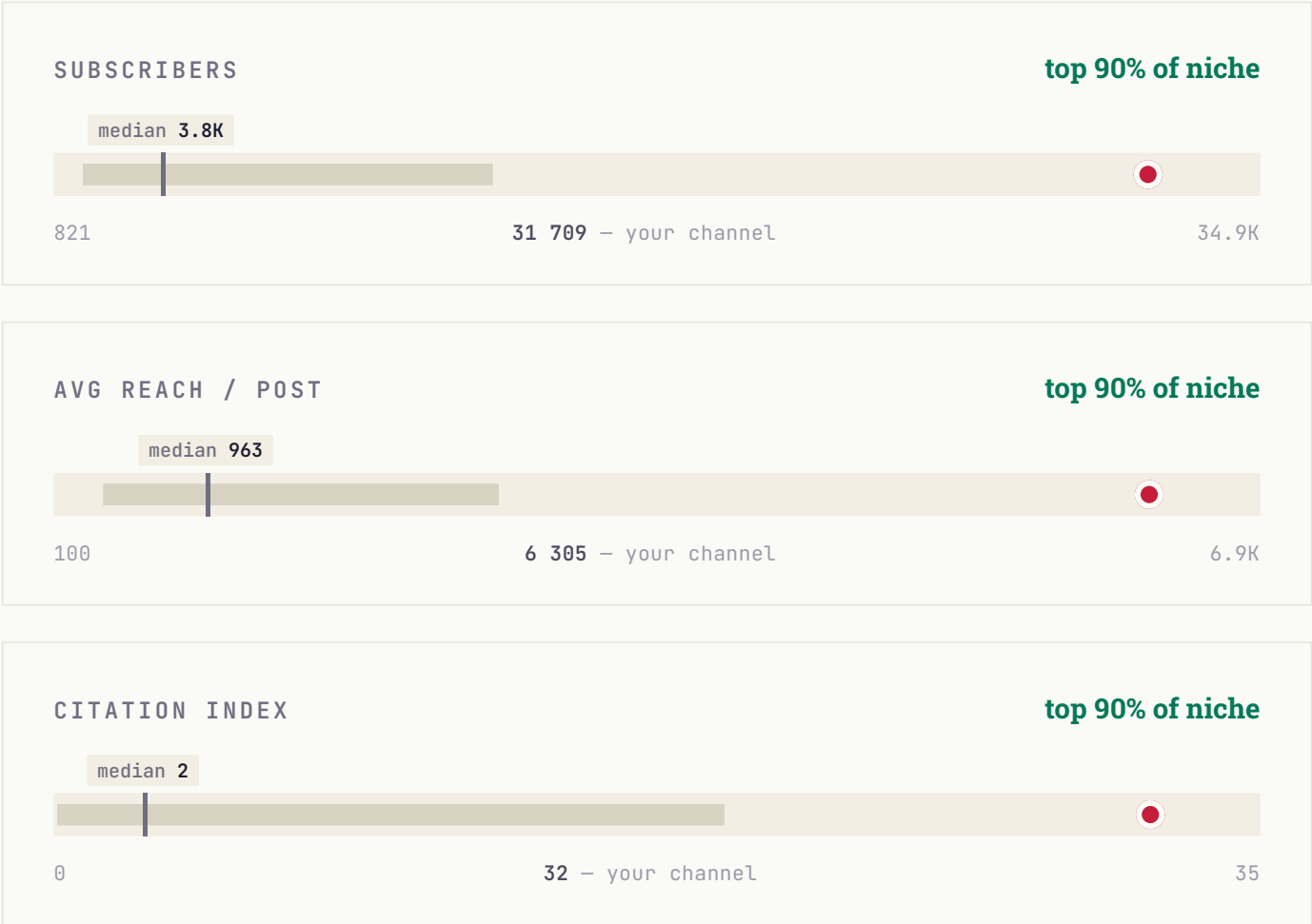
PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
November 2025	2	2	244
October 2025	7	7	1 220
September 2025	7	6	2 722
August 2025	9	7	6 283
July 2025	5	5	1 512
June 2025	4	4	408

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS
34	6	12 389

SECTION 08 · NICHE COMPARISON

Where your channel ranks in its league

Took top-100 channels in category «Fashion & Beauty» (Belarus) 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.



— SECTION 09 · STRATEGY

What to do right now

5 priority actions sorted by expected impact. Can be checked off and revisited in a month.

01

Top post of the week — on Friday

Audience is most active on this day at 12:00 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 picks 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

Exchange posts 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 looks at descriptions. Add 3-5 niche keywords — it's a source of organic traffic.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want this done by **PromptPress?**

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

01 **Launch ads on Telegram** <https://panel.promptpress.com/register>

02 **Contact manager** t.me/PromptPress_manager
