

— PUBLIC PROMTPRESS REPORT

Channel audit

Marselin/ Марселин



@marselin

<https://marselin.store> Support: @marselinsupport Author: t.me/
disaxm Reviews: vk.com/topic-179566096_48206712

SUBSCRIBERS

77 688

-2053 per month

ERR (% SEE POSTS)

27.0%

last 24 hrs **11.4%**

REACH/POST

14K

ad reach **8.9K**/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 77 688 —	 SUBS REACH 18.05% avg % subs see post	 VIEWS/POST 14K median 12K · 17 days	 POSTS/WEEK 2.0 for period
 7D TREND — no data for period	 REACTIONS/POST 432.0 only 2,160 reactions, 247 reposts, 75 comments	 POST LENGTH 55 chars median 49 · 17 days	 POSTS ANALYZED 5 17 days
 AD REACH 8.9K 24h avg	 CHURN / MONTH -2053 last month	 CITATION RATE 61 citation index · 308 channels mentioned all time	 CHANNEL AGE 2 years 2 months created 10.05.2024

AI EDITOR SUMMARY

Channel «Marselin/Марселин» — 77 688 subs. Each post averages 14K people (18% of subs), average reach — room to grow. Posts 2 posts/week (~0/day) — rare publications.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and outsiders – to see what to repeat and what to drop from rotation.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 5 posts over 17 days.
- 02 Dominant format – Photo (4/5 posts).
- 03 Avg post length – 55 chars (median 49).
- 04 Audience peak – Tuesday, 12:00 MSK.
- 05 Top-performing posts get 2x more views than the weakest (18.3K avg for top vs 9.1K for worst) – among 5 posts in 17 days. Analyze what top posts share: topic, format, time.

TOP 5 POSTS

Nº1 30.06 · 09:20 PHOTO I 1 YEAR on marselin.store	VIEWS 23 334 REPOSTS 93	REACTIONS 794 ER 30.0%
Nº2 15.07 · 14:20 PHOTO Replenishment of zips outsider on the site!!! All sizes marselin.store	VIEWS 19 558 REPOSTS 77	REACTIONS 339 ER 25.2%
Nº3 15.07 · 14:28 PHOTO Promo in closed group, contact support @marselinsupport to join! -From 1 order in Marselin	VIEWS 12 009 REPOSTS 10	REACTIONS 276 ER 15.5%

Nº4 16.07 · 17:31 PHOTO Bags on marselin	VIEWS 10 353 REPOSTS 34	REACTIONS 471 ER 13.3%
Nº5 17.07 · 19:34 VIDEO (captionless post – video)	VIEWS 4 869 REPOSTS 33	REACTIONS 280 ER 6.3%

|

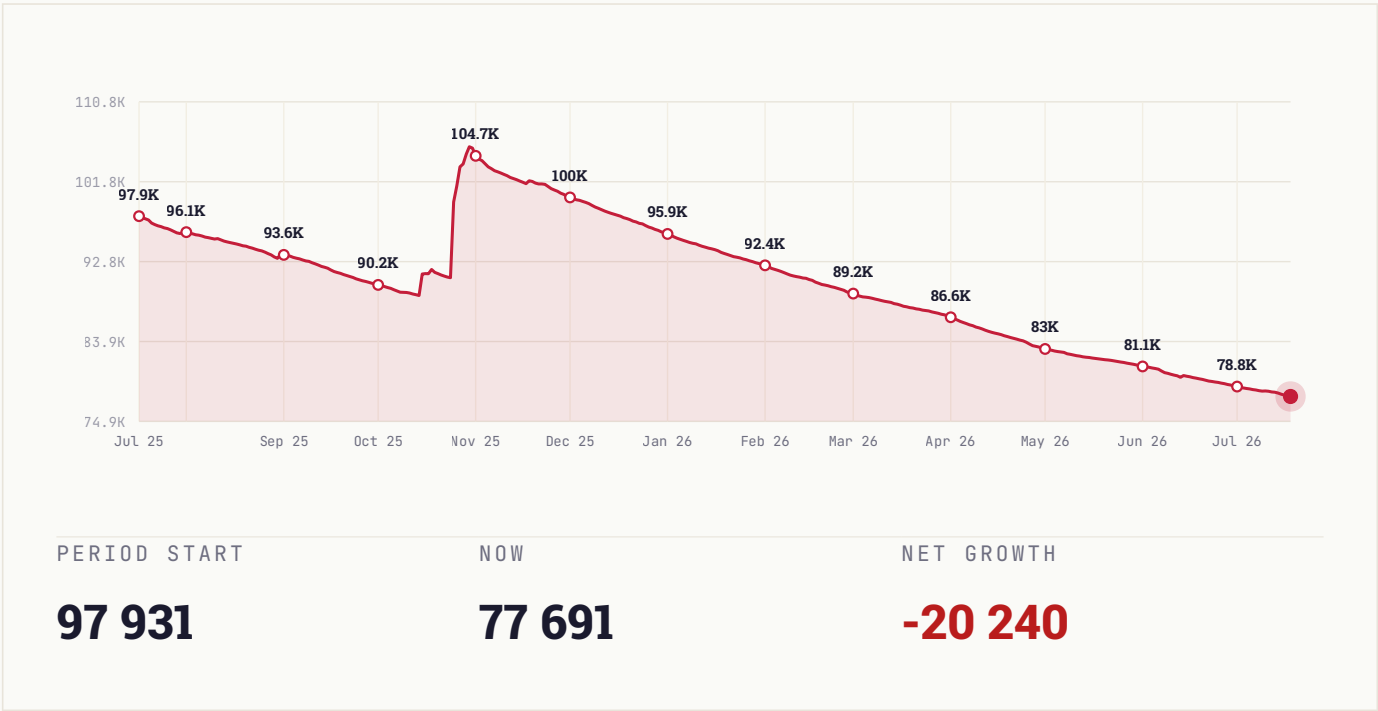
WORST 3

↓ 15.07 · 14:28 PHOTO Promo in closed group, contact support @marselinsupport to join! -From 1 order in Marselin	VIEWS 12 009 REPOSTS 10	REACTIONS 276 ER 15.5%
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SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

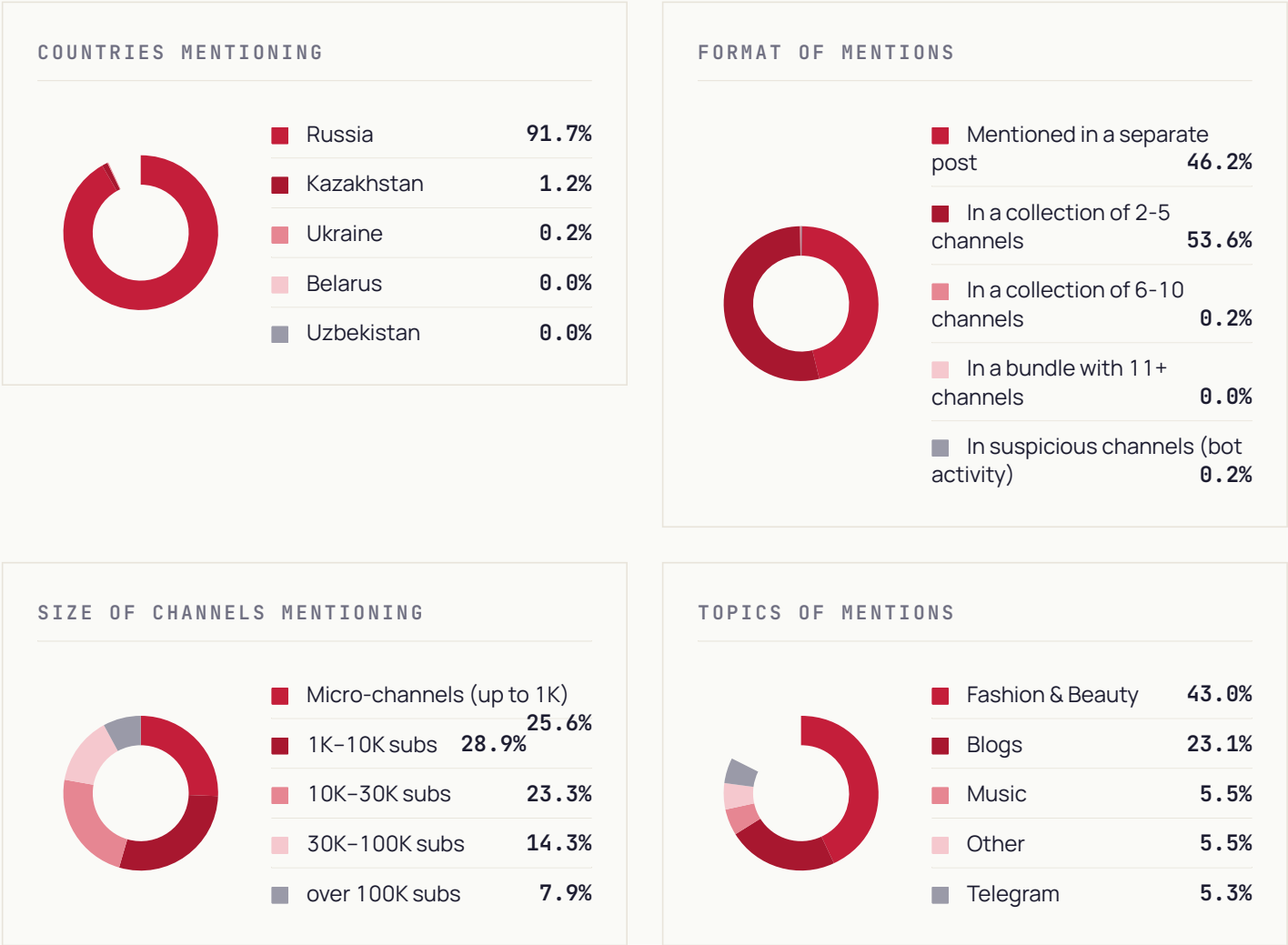
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

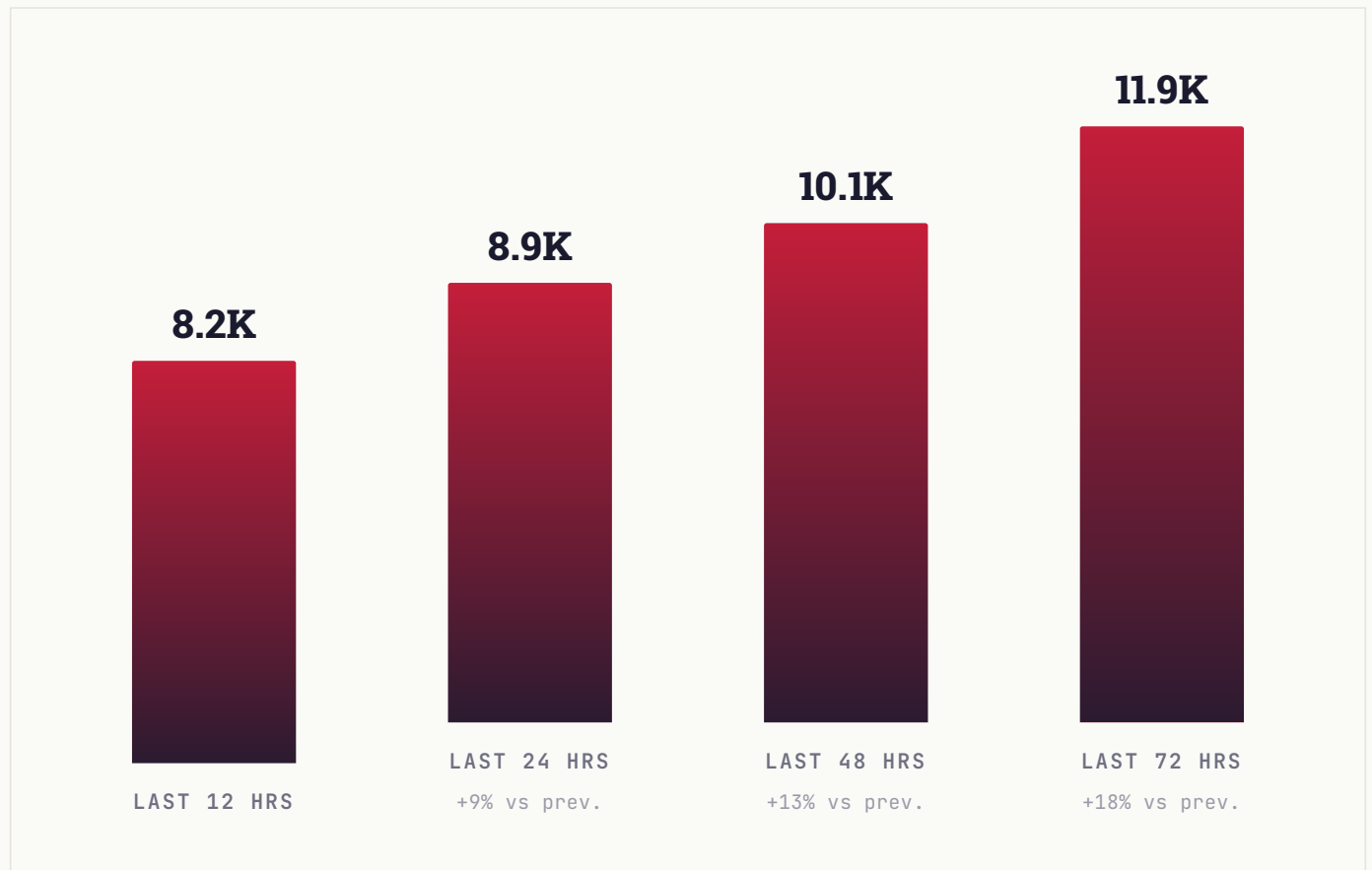
Citation index **61** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **308** different channels.



— 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 closest channels by topic and audience. Your channel highlighted — see its rank among niche neighbors.

CHANNEL	SUBSCRIBERS
ZY Golden Apple	1M
PC Pandabuy CnFans MuleBuy ACBuy Hacco Find🔍🐼	790.3K
NN Found on Wildberries	633.3K
MI MIXIT.RU	624.7K
MJ Manicure Nails	572K
NN Wildberries / WB finds	533.2K
EM Elena Mixit	518K
GD Face gymnastics	472.4K
PM Fashion Trends	436K
PS Prime Savers	428.8K
MA Marselin/Марселин YOU	77.7K

COMPARATIVE INSIGHT

Channel not yet outside top 97 of niche — early growth stage. Niche leader — Golden Apple (1M), top-97 median: 189.3K. First goal: enter top-97 through systematic traffic & content work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

We record posts in other channels that mention yours monthly. Over the last **6 months** such mentions were **74**, they brought **18 483** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
January 2026	1	1	0	
December 2025	2	2	0	
Nov 2025	10	8	331	
Oct 2025	39	24	17 641	
September 2025	3	3	0	
August 2025	19	17	511	
TOTAL MENTIONS	74	MONTHS OF DATA	6	ACQUIRED SUBS
			18 483	

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 vertical: median. Red dot: your channel.



— SECTION 09 · STRATEGY

What to do right now

5 priority actions ranked by expected impact. Check off and revisit this report in a month.

01**Increase posting frequency**

Now 2.0 posts/wk. Active channels norm 7-10.
Consistency is key to audience retention.

EFFECT

Consistency > volume**02****Main post of the week — on Tuesday**

Audience is most active on this day at 12:00 MSK.

EFFECT

Best window for an important post**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 & interactive formats**

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

EFFECT

+5-15% ER**05****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

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in minutes using public data. To go further — run ads through us and hit your growth plan in a month.

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

02 Contact manager t.me/PromptPress_manager
