

PUBLIC REPORT PROMTPRESS

Channel audit

MEX_STORE

**@mex_store_online**

WOMEN'S CLOTHING ISAMARA TOGLIATTI ▪ to order:
@mex_manager ▪ Samara - TC El Rio, 1st floor TC Okhotny Ryad,
Moskovskoe shosse 53, sections 101, 130/1 ▪ Togliatti -
Yubileynaya 29, 1st floor, entrance 3

SUBSCRIBERS

163 125

+1342 per month

ERR (% SEE POSTS)

16.0%

in 24 hrs 6.9%

REACH/POST

25.2K

ad reach 11.3K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 163 125 —	 SUBS REACH 15.42% avg % subs see post	 VIEWS/POST 25.2K median 26K · 29 days	 POSTS/WEEK 17.7 for the period
 7D TREND -22.0% vs previous week	 REACTIONS/POST 41.8 total 3,096 reactions, 5,833 reposts, 0 comments	 POST LENGTH 230 chars median 214 · 29 days	 POSTS ANALYZED 74 29 days
 AD REACH 11.3K 24h avg	 CHURN / MONTH +1342 last month	 CITATION RATE 4 citation index · 21 channels mentioned all time	 CHANNEL AGE 4 years 4 months created 25.02.2022

AI EDITOR SUMMARY

Channel «MEX_STORE» – 163 125 subs. Each post averages 25.2K people (15% of subs), average reach – room to grow. Posts 18 posts per week (~3/day) – steady pace. Week Jul 6–12 reach dropped -22.0% by week Jun 29 – Jul 5 – worth analyzing.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **74** posts over 29 days.
- 02 Dominant format – **Photo** (64/74 posts).
- 03 Avg post length – **230** chars (median 214).
- 04 Peak audience activity – **Sunday**, 16:00 MSK.
- 05 Top posts get **2x** more views than the weakest (35.6K avg for top vs 17.2K for worst) – among 74 posts in 29 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 18.06 · 12:40 PHOTO !! !! !! SALE COLLECTION !! !! !! Last units in stock !! All dresses only: 1690₽ 🔥🔥🔥 Hurry - limited quantity Most...	VIEWS 36 019 REP. 94	REACTIONS 45 ER 22.1%
Nº2 18.06 · 08:08 PHOTO Mini dress with back lacing and shorts set REPEAT 🔥 + colors Price: 6500₽ Tunic dress REPEAT 🔥 + colors Price...	VIEWS 35 828 REP. 52	REACTIONS 41 ER 22.0%
Nº3 19.06 · 07:31 PHOTO Midi dress REPEAT 🔥 + colors Price: 4500₽ Midi dress with open back REPEAT 🔥 + colors Price: 4000₽ Mini dress with bow...	VIEWS 34 983 REP. 54	REACTIONS 39 ER 21.4%

Nº4 21.06 • 13:11 PHOTO Mini dress REPEAT 🔥 + colors Price: 3000₽ Mini dress with lacing NEW 🔥 + colors Price: 5000₽ Mini dress with button row...	VIEWS 34 180 REACTIONS 56 REP. 86 ER 21.0%
Nº5 18.06 • 10:34 VIDEO (captionless post – video)	VIEWS 33 948 REACTIONS 53 REP. 30 ER 20.8%

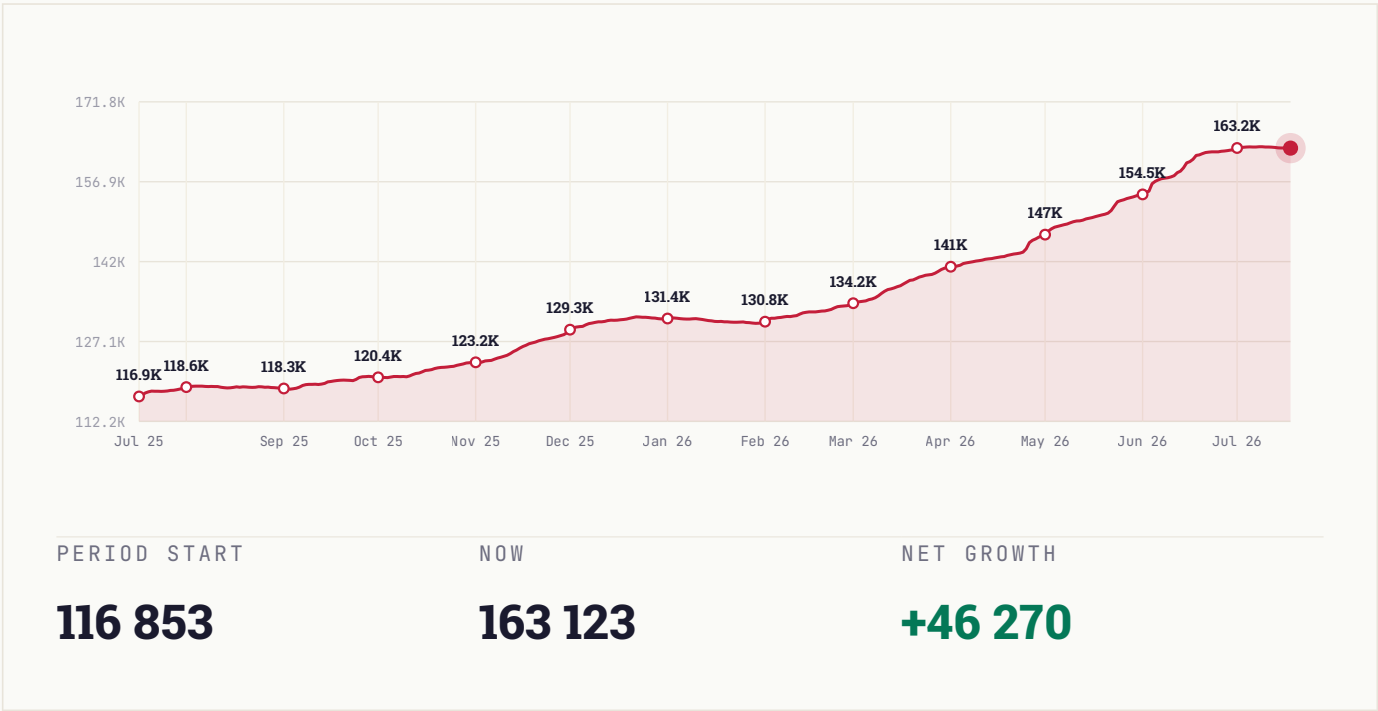
WORST 3

↓ 14.07 • 07:59 PHOTO From the whole team, thank you for choosing MEX ❤️ not only for everyday looks but also for truly special...	VIEWS 17 363 REACTIONS 86 REP. 6 ER 10.6%
↓ 13.07 • 09:58 VIDEO 🔥🔥🔥 SALE 🔥🔥🔥 Hottest Summer Dress Sale 🔥 Last items in stock Clearing warehouse before new arrivals 🔥 + palette...	VIEWS 17 333 REACTIONS 46 REP. 178 ER 10.6%
↓ 14.07 • 11:07 PHOTO Mini dress with detachable bolero REPEAT 🔥 Price: 5500₽ Midi dress with open back REPEAT 🔥 + colors Price: 4500₽ Midi dress on...	VIEWS 16 948 REACTIONS 35 REP. 83 ER 10.4%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

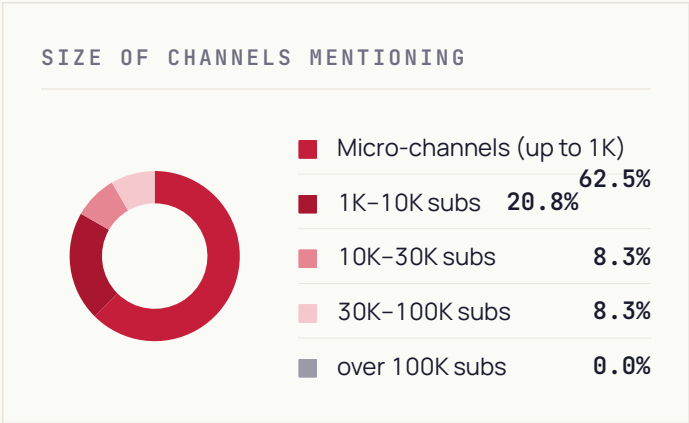
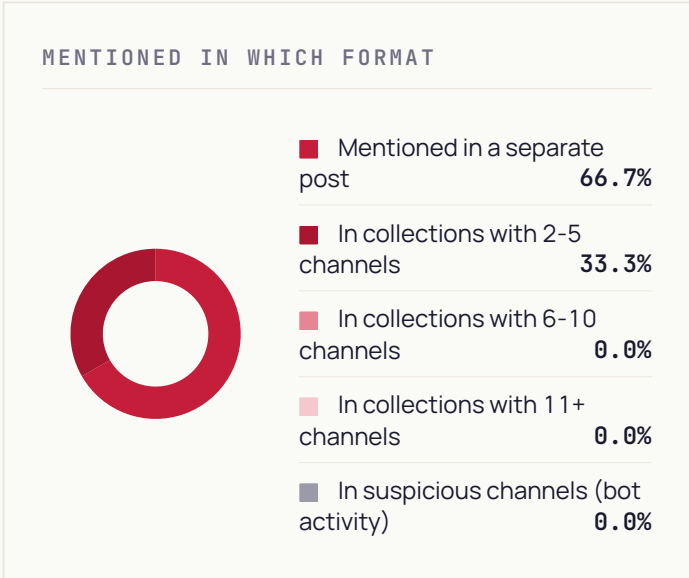
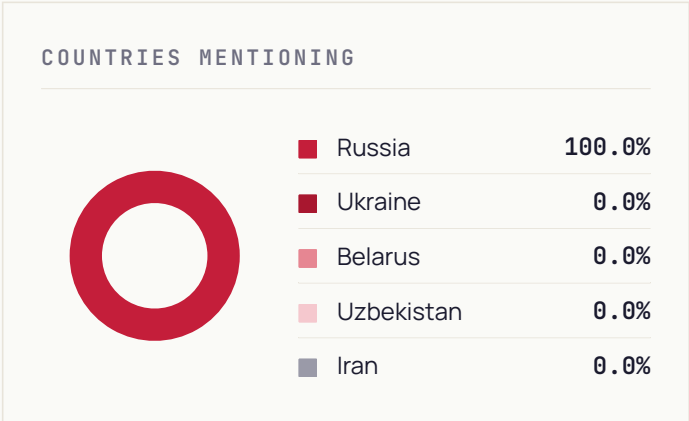
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel grew and which it lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

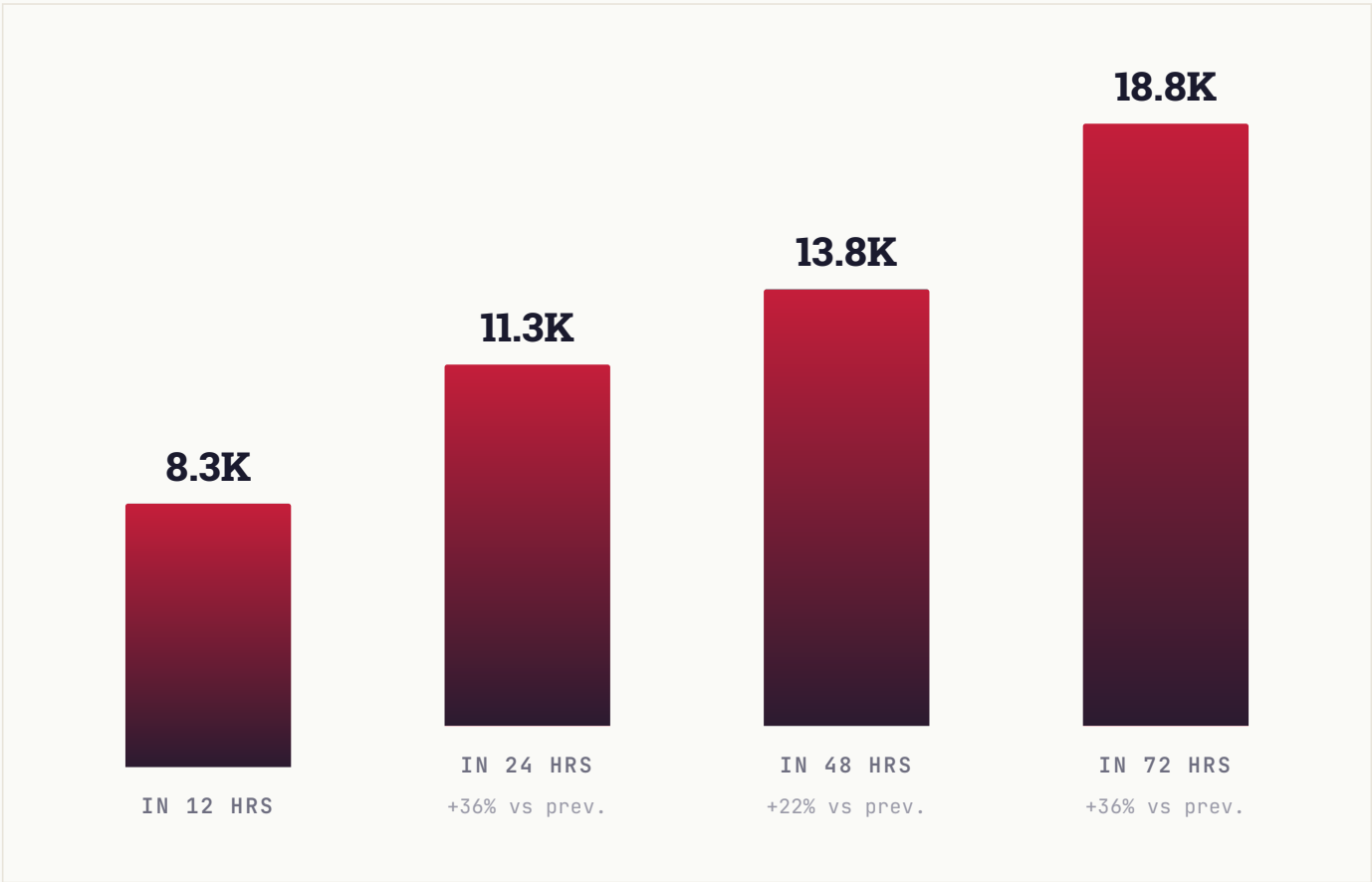
Citation index **4** – channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from 1K. All-time mentions: **21** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of an ad post by time since publication. Helps gauge how long placement stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic & audience. Your channel is 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
M 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
ME MEX_STORE YOU	163.1K

COMPARATIVE SUMMARY

Channel in bottom half of top-100 niche (#69 of 97). Niche median: 189.3K subs.
First growth KPI: reach median. Leader: Golden Apple (1M).

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we track posts in other channels that mention yours. Over the last **6 months** such mentions were **1**, they brought **15 342** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
Jan 2026	0	0	504
December 2025	0	0	3 011
Nov 2025	0	0	5 557
Oct 2025	0	0	2 874
Sep 2025	1	1	2 546
August 2025	0	0	850

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
1	6	15 342

— SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

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

#69 /100

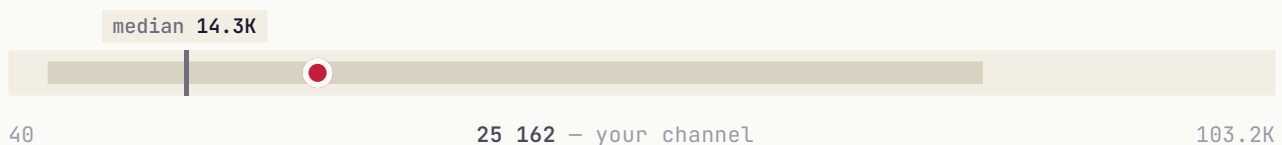
RANK IN NICHE

Channel in the bottom half of the ranking

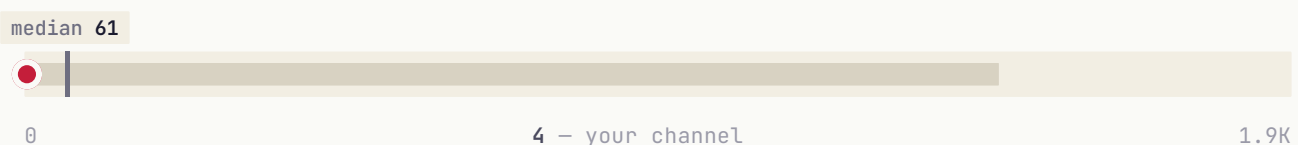
SUBSCRIBERS

14% below median

AVG REACH / POST

better than 56% of niche

CITATION INDEX

93% below median

— SECTION 09 · STRATEGY

What to do right now

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

01

Main post of the week — on Sunday

Audience most active on this day at 16:00 MSK.

EFFECT

**Best window
for an
important post**

02

Increase video post share

Video in Telegram keeps audience longer and is favored by the algorithm. Aim for 15-25%.

EFFECT

**Video retains
audience
better**

03

Systematic traffic buying

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

EFFECT

**+1000-3000
subs**

04

Test polls & interactive formats

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

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

Swap 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 us to do this **PromptPress?**

This audit is what we can do in minutes from public data. 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>

02

Contact manager

t.me/PromptPress_manager