

PUBLIC REPORT BY PROMTPRESS

Channel audit

Mila Rimmer



@milarimmer

Inst 80k https://www.instagram.com/rimmer_mila TikTok 300k -
https://www.tiktok.com/@rimmer_mila 📧 collaboration -
 @faroeshanti (COLLAB ONLY, manager Olesya replies)

SUBSCRIBERS

37 533

+120 per month

ERR (% SEE POSTS)

44.0%

past day **19.7%**

REACH/POST

13.7K

ad reach **7.4K/24h**

— CONTENTS · 2026

What's inside the report

01 Channel snapshot

12 key metrics · AI summary

02 Content analysis

Top 5 posts · worst 3 · takeaways

03 Subscriber dynamics

Yearly chart · growth

04 Citation rate

Who mentions the channel and how

05 Ad potential

How long a post brings reach

06 Competitors

Niche neighbors · your spot

07 Mention dynamics

6 months · monthly

08 Niche comparison

Position in «Fashion & Beauty» category

09 Strategy

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 37 533 —	 SUBSCRIBER REACH 36.51% avg % of subs see post	 VIEWS/POST 13.7K median 15.6K · 21 days	 POSTS/WEEK 6.3 for the period
 7D TREND -6.7% vs previous week	 REACTIONS/POST 510.0 total 9,690 reactions, 296 reposts, 195 comments	 POST LENGTH 415 chars median 306 · 21 days	 POSTS ANALYZED 19 21 days
 AD REACH 7.4K 24h avg	 CHURN / MONTH +120 last month	 CITATION RATE 4 citation index · 10 channels mentioned ever	 CHANNEL AGE 4 years 4 months created 11.03.2022

AI EDITOR SUMMARY

Channel «Mila Rimmer» – 37 533 subs. Each post averages 13.7K people (37% of subs), good reach. Posts 6 posts per week (~1/day) – rare. For week Jul 6–12 reach dropped -6.7% by week of Jun 29 – Jul 5 – worth analyzing.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on 19 posts over 21 days.
- 02 Dominant format – Video (10/19 posts).
- 03 Avg post length – 415 chars (median 306).
- 04 Peak audience activity – Saturday, 13:00 MSK.
- 05 Top posts get 1x more views than the weakest (17.9K avg for top vs 14K for worst) – among 19 posts in 21 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 27.06 · 10:25 PHOTO hello hello babies💕 came with my son to get makeup done😁	VIEWS 18 866 REPOSTS 9	REACTIONS 747 ER 50.3%
Nº2 02.07 · 09:12 VIDEO (post without caption – video)	VIEWS 17 543 REPOSTS 6	REACTIONS 526 ER 46.7%
Nº3 26.06 · 13:34 VIDEO (post without caption – video)	VIEWS 17 408 REPOSTS 8	REACTIONS 751 ER 46.4%

Nº4 01.07 • 13:27 TEXT girls, thank you so much for your thoughts and help💕 I finally decided to name the channel after myself now I want to change avatars everywhere...	VIEWS 17 201 REPOSTS 1 REACTIONS 763 ER 45.8%
Nº5 03.07 • 09:49 VIDEO (post without caption – video)	VIEWS 17 135 REPOSTS 4 REACTIONS 585 ER 45.7%

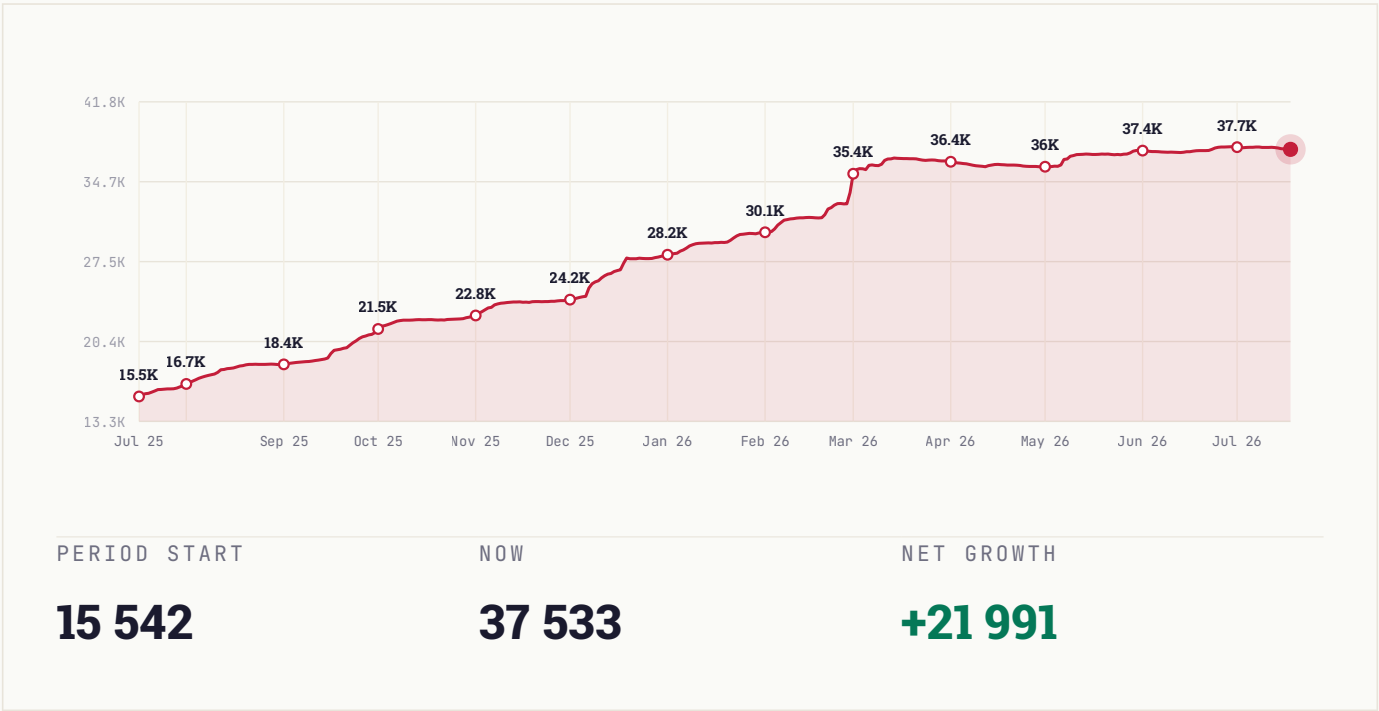
| WORST 3

↓ 29.06 • 17:18 VIDEO (post without caption – video)	VIEWS 15 566 REPOSTS 13 REACTIONS 659 ER 41.5%
↓ 09.07 • 09:44 VIDEO (post without caption – video)	VIEWS 15 070 REPOSTS 7 REACTIONS 569 ER 40.2%
↓ 14.07 • 14:14 PHOTO hello hello babies💕 promised you a post about my skincare - here you go🥰 morning: in the morning I either don't wash my face at all, just apply a spray with...	VIEWS 11 376 REPOSTS 64 REACTIONS 371 ER 30.3%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

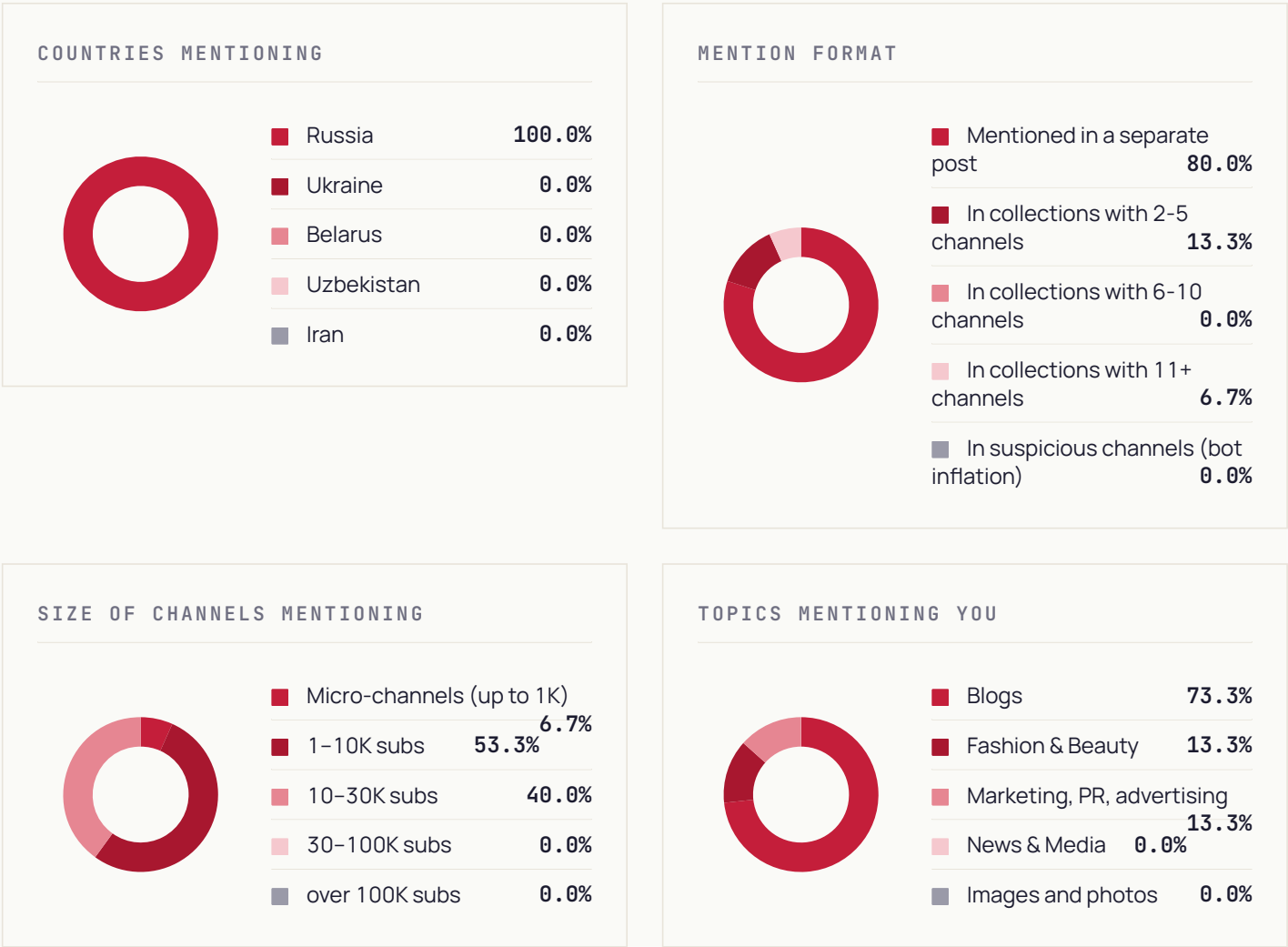
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

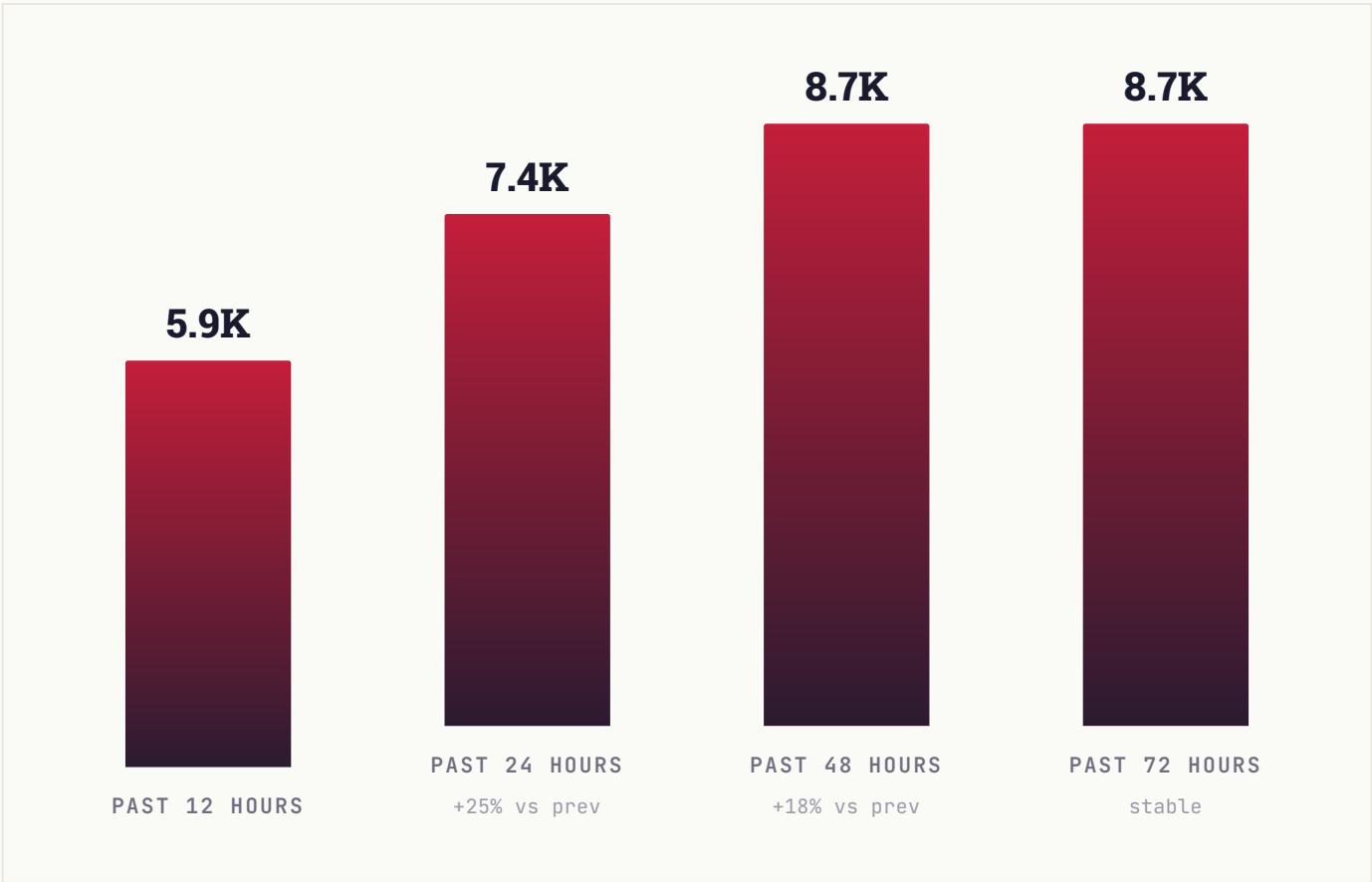
Citation index 4 – channel popularity rating based on mentions. Considers not only quantity but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time channel mentions: 10 different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of ad post by time since publication. Helps estimate how long placement should 'live'.



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 Zolotoe Yabloko	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
MR Mila Rimmer YOU	37.5K

COMPARATIVE CONCLUSION

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

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 **7**, they brought **14 017** new subs.

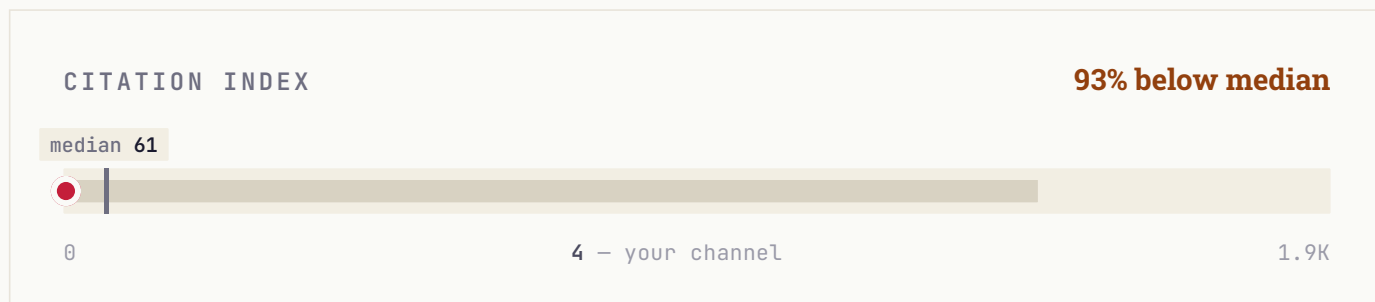
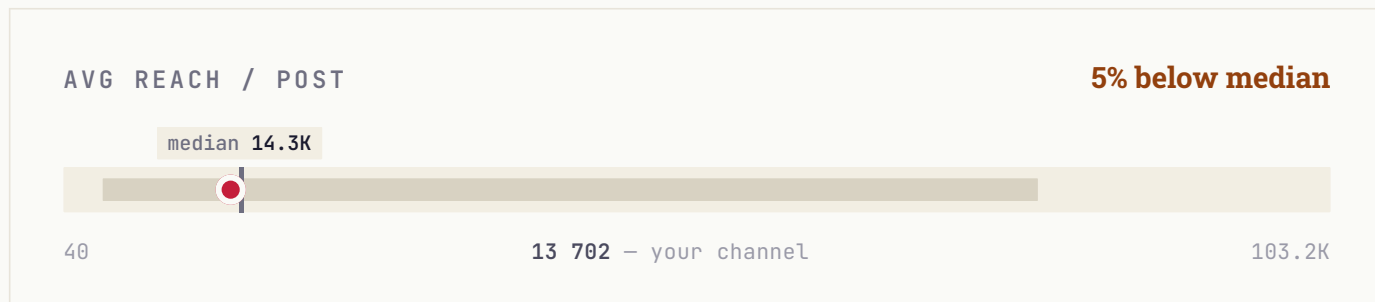
PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
January 2026	0	0	2 141	
December 2025	2	2	4 042	
November 2025	1	1	1 518	
October 2025	1	1	1 524	
September 2025	3	2	2 853	
August 2025	0	0	1 939	

TOTAL MENTIONS	MONTHS IN DATA	ACQUIRED SUBSCRIBERS
7	6	14 017

— 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 for 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 sorted by expected impact. Check off and revisit this report in a month.

01

Top post of the week — on Saturday

Audience is most active on this day at 1:00 PM 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 typically boost ER by +5-15%. One poll per week on a hot topic — easy growth lever.

EFFECT

+5-15% ER

04

Cross-promo with neighboring channels

Cross-post with same-segment channels quarterly. No need daily — 2-3 collabs give relevant growth.

EFFECT

**Growth from
relevant
audience**

05

Update channel description for Telegram search

Telegram search scans 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 from public data. Want to go further? Run ads with 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
