

PUBLIC REPORT BY PROMTPRESS

Channel audit

Fashion • Style • Beauty • Trends



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Discover the world of fashion! ✨ 👗 Current trends 👠 Style tips 🛍️
Accessory reviews 🧴 Makeup & skincare 📷 Runway photos Link
<https://clck.ru/3FS5qV>

SUBSCRIBERS

228 690

-18367 per month

ERR (% SEE POSTS)

37.0%

daily 22.0%

REACH/POST

84.4K

ad reach 50.6K/24h

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What's Inside the Report

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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 228 690 —	 SUBSCRIBER REACH 36.89% avg % subs see post	 VIEWS/POST 84.4K median 84K · 25 days	 POSTS/WEEK 1.4 over period
 7D TREND — no data for period	 REACTIONS/POST — MTPROTO only	 POST LENGTH 458 chars median 609 · 25 days	 POSTS ANALYZED 5 25 days
 AD REACH 50.6K 24h avg	 CHURN / MONTH -18367 last month	 CITATIONS 0 citation index (cumulative)	 CHANNEL AGE 4 years 7 months created 20.11.2021

AI EDITOR SUMMARY

Channel «Fashion · Style · Beauty · Trends» – 228 690 subs. Each post averages 84.4K people (37% from subs), good reach. Publishes 1 posts/week (~0/day) – rare posts.

SECTION 02 · CONTENT ANALYSIS

What Works Best

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

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on 5 posts over 25 days.
- 02 Dominant format — Photo (5/5 posts).
- 03 Avg post length — 458 chars (median 609).
- 04 Audience activity peak — Friday, 08:00 MSK.
- 05 Top posts get 1x more views than the weakest (85.4K avg top vs 83.2K worst) — among 5 posts over 25 days. Worth analyzing what the top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 03.07 · 05:32 PHOTO I'm often invited to various events, presentations, and social evenings. And recently I stumbled upon an article where...	VIEWS 86 438 REPOSTS 352	REACTIONS — ER 37.8%
Nº2 08.07 · 18:02 PHOTO ✨ Sometimes it's important to drop everything and just share happy moments with loved ones. ❤️ Recently went to a wedding. What a...	VIEWS 85 639 REPOSTS 429	REACTIONS — ER 37.4%
Nº3 15.07 · 12:10 PHOTO Honestly, I love products that truly simplify makeup. 💕 Dior has a new launch that already caught my...	VIEWS 84 019 REPOSTS 340	REACTIONS — ER 36.7%

Nº4 19.06 · 20:01 PHOTO Madonna Moore and her cool look with fuzzy Khaite shoes in vintage style. I especially like the looks from recent issues.	VIEWS 82 966 REPOSTS 97	REACTIONS — ER 36.3%
Nº5 21.06 · 11:31 PHOTO Okay, a from our zoomer editor arrived. Leaving it here to decode))	VIEWS 82 734 REPOSTS 120	REACTIONS — ER 36.2%

|

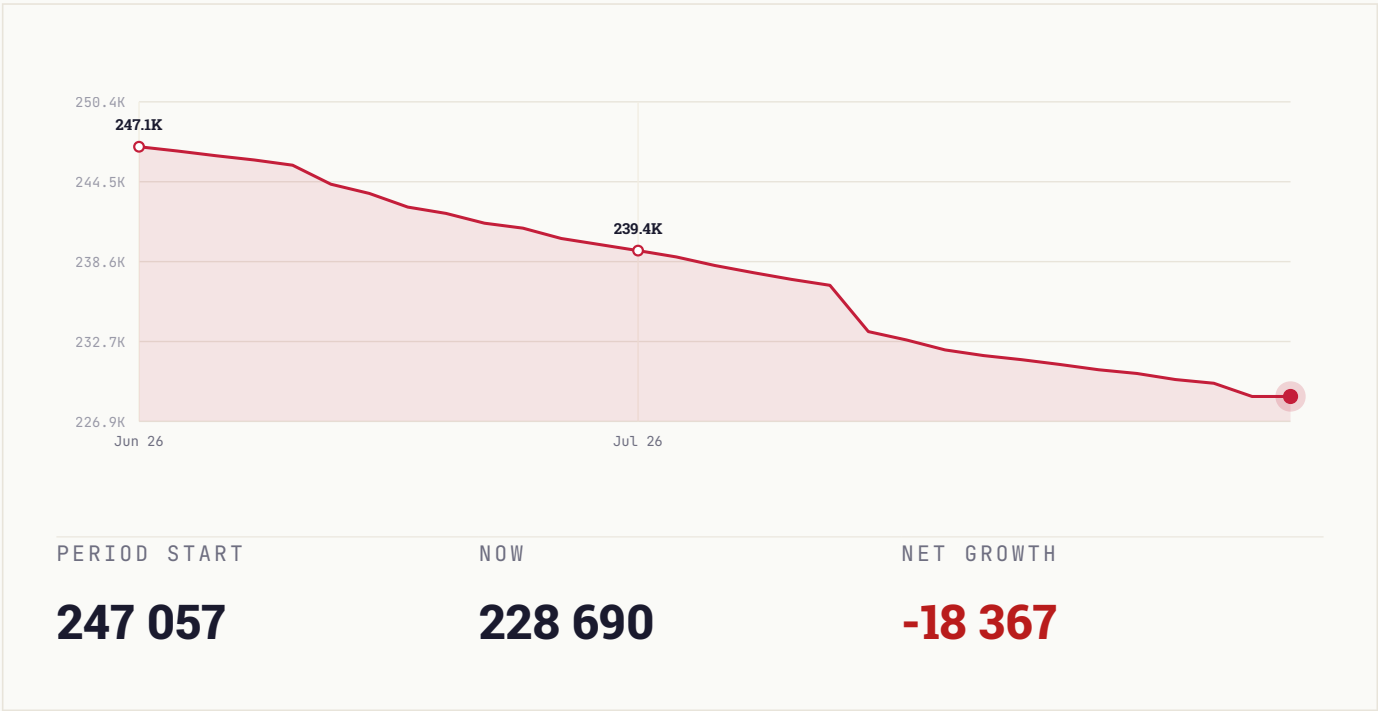
WORST 3

↓ 15.07 · 12:10 PHOTO Honestly, I love products that truly simplify makeup. 💕 Dior has a new launch that already caught my...	VIEWS 84 019 REPOSTS 340	REACTIONS — ER 36.7%
↓ 19.06 · 20:01 PHOTO Madonna Moore and her cool look with fuzzy Khaite shoes in vintage style. I especially like the looks from recent issues.	VIEWS 82 966 REPOSTS 97	REACTIONS — ER 36.3%
↓ 21.06 · 11:31 PHOTO Okay, a from our zoomer editor arrived. Leaving it here to decode))	VIEWS 82 734 REPOSTS 120	REACTIONS — ER 36.2%

SECTION 03 · SUB DYNAMICS

Channel growth over the year

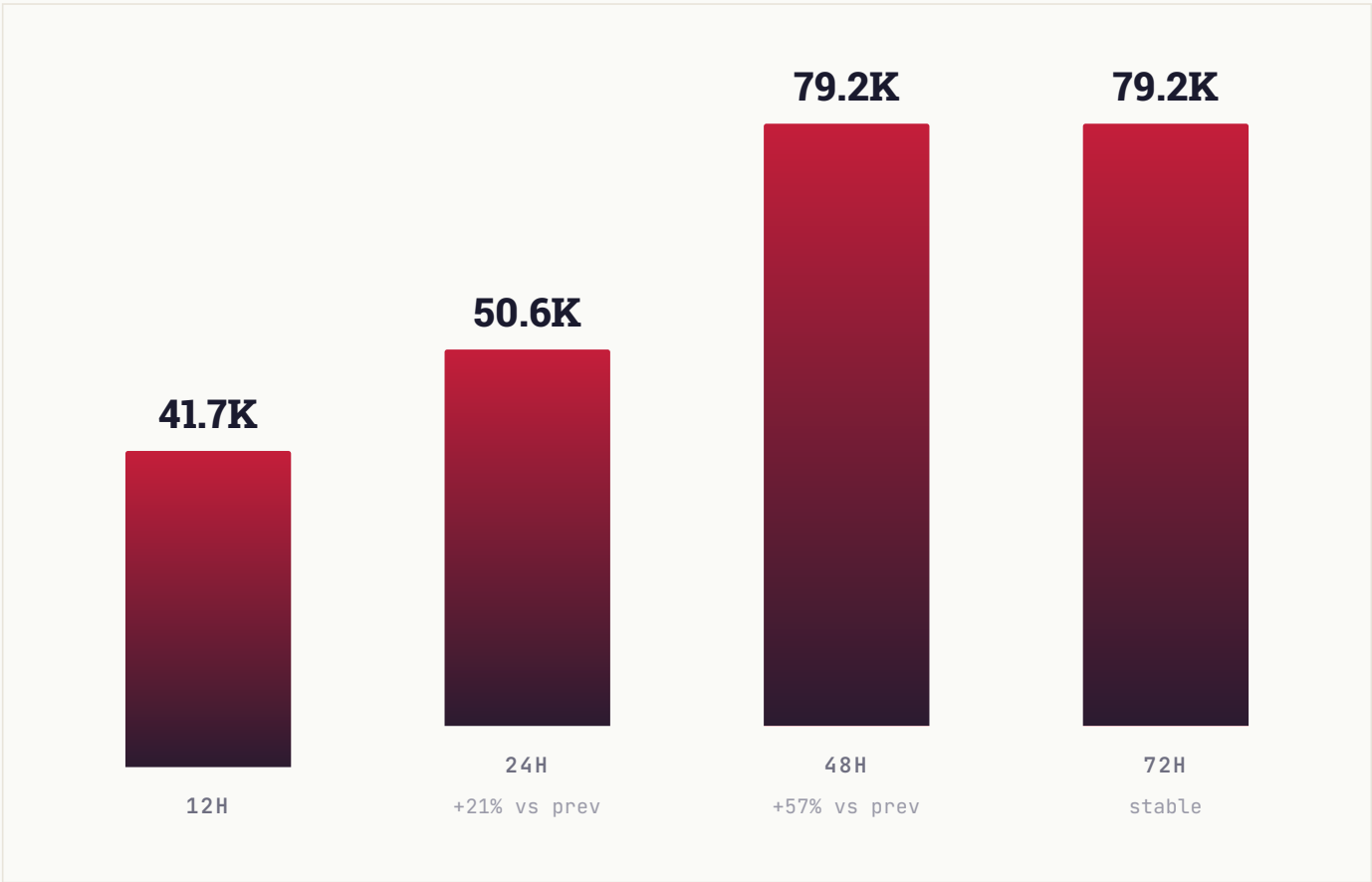
Subscriber growth over the year. Key months show exact count. See gains and losses.



SECTION 04 · AD POTENTIAL

How long a post drives reach

Avg reach of ad post over time since publication. Helps estimate how long placement stays effective.



SECTION 05 · COMPETITORS

Who you compete with

11 nearest channels by topic & audience. Your channel highlighted — see your niche rank.

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 Finds on Wildberries / WB	533.2K
EM Elena Mixit	518K
GD Face gymnastics	472.4K
PM Fashion Trends	436K
PS Prime Savers	428.8K
M• Fashion • Style • Beauty • Trends YOU	228.7K

COMPARATIVE INSIGHT

Channel in top half of niche (#41 of 97). Niche leader — Zolotoe Yabloko (1M), median subs 189.3K. Aim for top quartile — realistic 6-12 month horizon.

— SECTION 06 · NICHE COMPARISON

Where your channel stands in its league

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

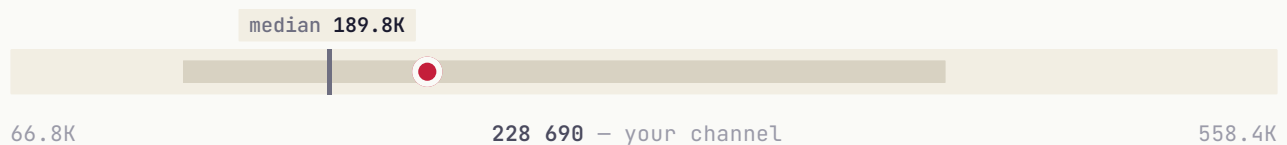
#41/100

RANK IN NICHE

Channel in top half of ranking

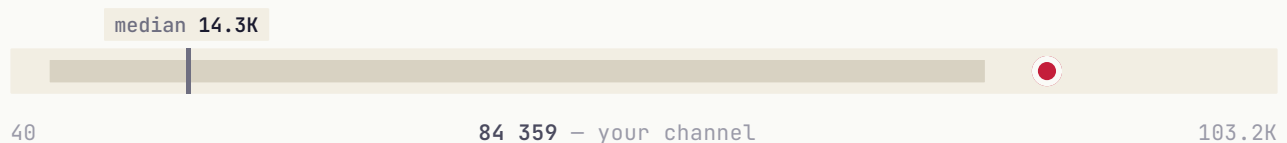
SUBSCRIBERS

better than 56% of niche



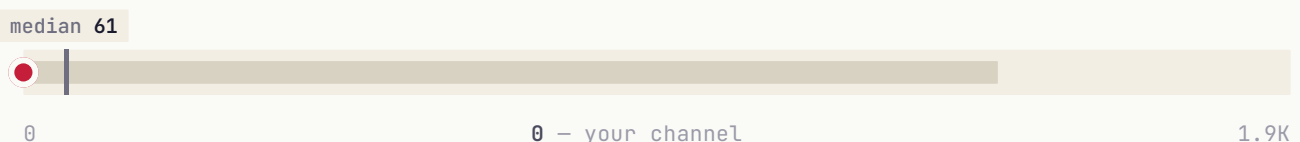
AVG REACH / POST

better than 90% of niche



CITATION INDEX

99% below median



— SECTION 07 · STRATEGY

What to Do Right Now

5 priority actions ranked by expected impact. Check off and revisit next month.

- | | | |
|----|---|--|
| 01 | Increase posting frequency
Now 1.4 posts/wk. Active channels average 7-10.
Consistency is key to retention. | EFFECT
Consistency > Volume |
| 02 | Top post of the week — on Friday
Audience most active on this day at 08:00 MSK. | EFFECT
Best window for an important post |
| 03 | Increase video posts share
Video retains audience longer and is favored by the algorithm. Aim for 15-25% video share. | EFFECT
Video retains audience better |
| 04 | 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 |
| 05 | Test polls & interactive formats
Posts with polls/reactions usually boost ER by +5-15%.
One weekly poll on a hot topic — easy win. | EFFECT
+5-15% ER |

★ WHAT'S NEXT

Want this done by PromptPress?

This audit — what we can do in minutes from public data. Want to go further? Run ads with 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