

PUBLIC REPORT BY PROMTPRESS

Channel audit

MIXIT.RU



@mixit_mood

A community for everyone who loves cosmetics and wants to know more 💡 The channel is included by Roskomnadzor in the list of personal...

SUBSCRIBERS

614 498

+13338 per month

ERR (% SEE POSTS)

7.0%

Per day 3.8%

REACH/POST

37.2K

Ad reach 23.4K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. Subtitle shows the period.

 SUBSCRIBERS 614 498 —	 SUBS REACH 6.05% Avg % subs see post	 VIEWS/POST 37.2K Median 36.3K · 29 days	 POSTS/WEEK 10.9 For period
 7D TREND -14.9% vs prev week	 REACTIONS/POST 1462.6 67,278 reactions, 2,478 reposts, 2,301 comments	 POST LENGTH 409 chars Median 367 · 29 days	 POSTS ANALYZED 46 29 days
 AD REACH 23.4K 24h avg	 CHURN / MONTH +13338 Last month	 CITATION RATE 137 Citation index · 482 channels mentioned ever	 CHANNEL AGE 6 years 29 days Created 09.06.2020

AI EDITOR SUMMARY

Channel «MIXIT.RU» — 614 498 subs. Avg views per post: 37.2K people (6% from subs), low reach — expand audience. Publishes 11 posts/week (~2/day) — steady. Week Jun 22–28 views dropped -14.9% vs week Jun 15–21 — analyze reasons.

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 46 posts in 29 days.
- 02 Dominant format – Photo (27/46 posts).
- 03 Avg post length – 409 chars (median 367).
- 04 Peak audience activity – Monday, 17:00 MSK.
- 05 Top posts get 2x More views than weakest (52K avg top vs 28.5K worst) – among 46 posts in 29 days. Analyze what top posts share: topic, format, time.

TOP 5 POSTS

Nº1 08.06 · 14:35 PHOTO Free gift for your review ❤️ For those who've tried Sirena and want to share their thoughts What to do...	VIEWS 55 959 REP. 88	REACTIONS 2 008 ER 9.1%
Nº2 13.06 · 08:08 VIDEO Your SIRENA collection reviews are pure art 🎨🎨 We've gathered videos from our lovely customers 📖 Thanks for...	VIEWS 50 621 REP. 35	REACTIONS 1 650 ER 8.2%
Nº3 17.06 · 16:53 PHOTO Pick your H2O mermaid ❤️ Cleo Cozy, aesthetic, me-time. She'd stay home, binge her fav series...	VIEWS 49 489 REP. 58	REACTIONS 1 441 ER 8.1%

Nº4 12.06 · 10:16 PHOTO Happy Russia Day! 🇷🇺 We have a huge, beautiful, and so diverse country – with incredible nature and places you want to return to again and...	VIEWS 48 842 REP. 26	REACTIONS 1 821 ER 7.9%
Nº5 11.06 · 09:02 PHOTO We've been waiting 🇷🇺 The bestseller is back on marketplaces! Elena Mixit's and your favorite paste – Fruit Beam 🍋🍹 Juicy, refreshing...	VIEWS 47 025 REP. 19	REACTIONS 1 308 ER 7.7%

|

WORST 3

↓ 04.07 · 15:21 PHOTO Pick an emoji 🍓 Find your perfect match from the raspberry collection 🍷 Order: 📺 on site/in...	VIEWS 29 211 REP. 10	REACTIONS 1 389 ER 4.8%
↓ 05.07 · 09:01 VIDEO Summer 2026 trends – shine and overlays 🇷🇺 We've gathered it all in our new exclusive decorative collection for M.Kosmetik: shiny textures...	VIEWS 28 275 REP. 11	REACTIONS 1 170 ER 4.6%
↓ 04.07 · 06:02 PHOTO Describe your ideal Saturday morning with emojis Ours: 🍌☕🎵🍹🌞 Now it's your turn ⬇️	VIEWS 27 948 REP. 5	REACTIONS 1 445 ER 4.5%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

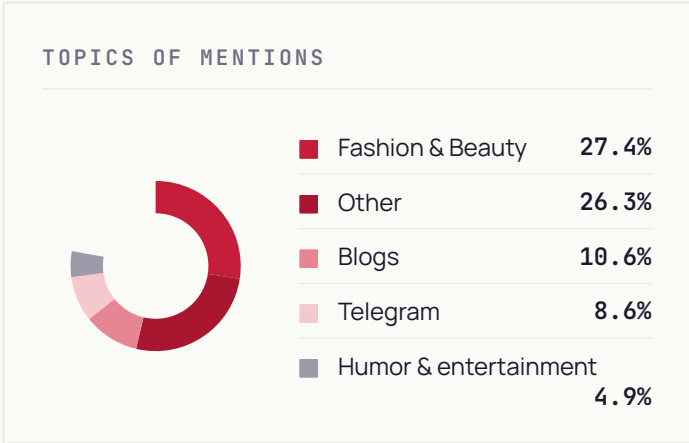
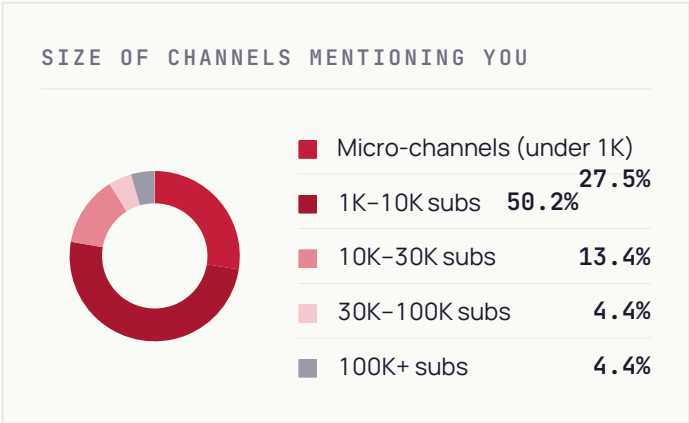
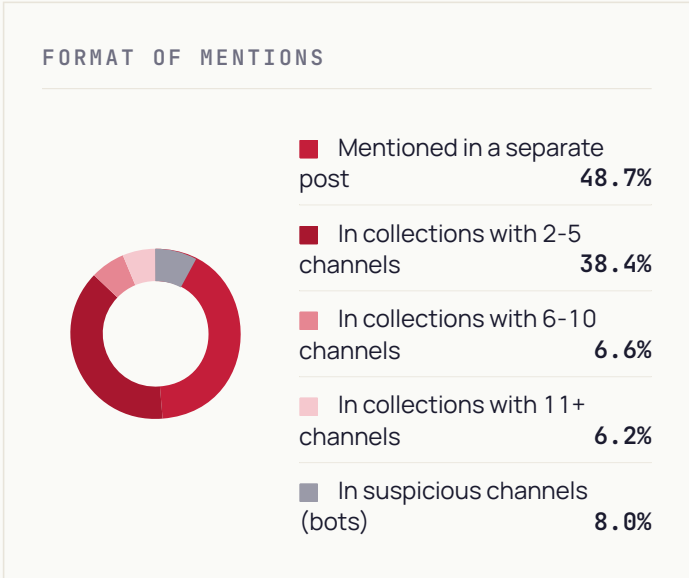
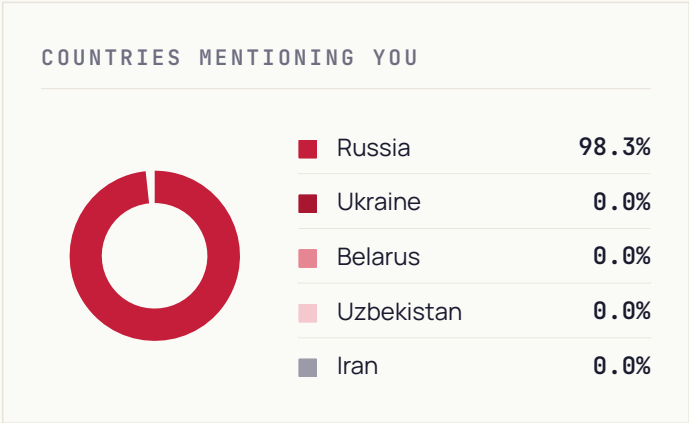
Subscriber growth chart for the year. Key months show exact sub count. See which months grew and which lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

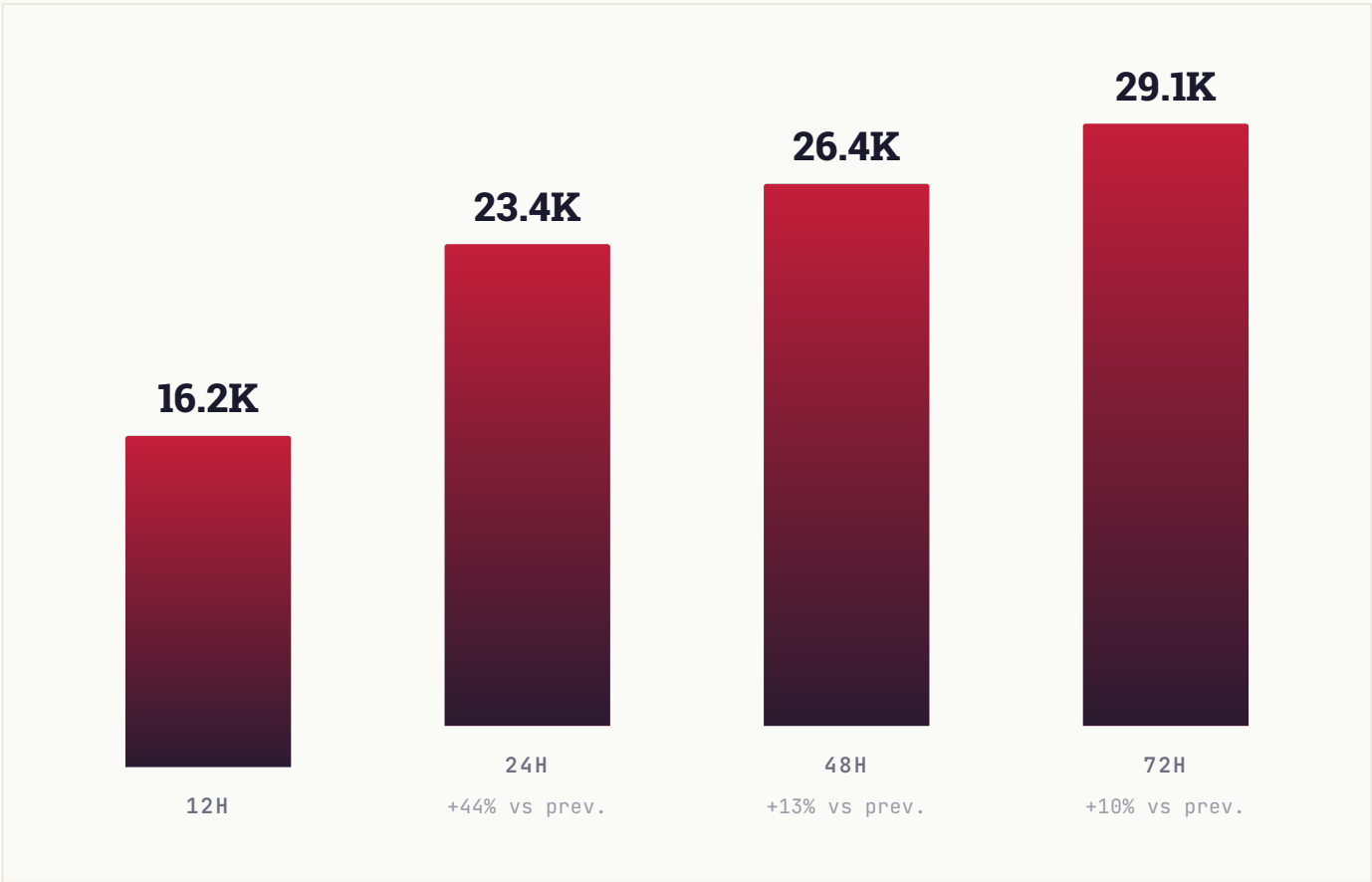
Citation index **137** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100k subs channel weighs more than from 1k. All time channel mentioned **482** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

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



SECTION 06 · COMPETITORS

Who you compete with

11 Nearby channels by topic & audience. Your channel highlighted — see its rank among niche neighbors.

CHANNEL	SUBSCRIBERS
ZY Zolotoe Yabloko	1.1M
NN Found on Wildberries	635.3K
MI MIXIT.RU YOU	614.5K
M Nails Manicure	573.8K
NN Finds on Wildberries / WB	537.2K
EM Elena Mixit	521.6K
GD Face yoga	472.5K
PM Fashion Trends	437.6K
PR Primebery	398.9K
HW Finds WB OZON	393.5K
MI World	355.5K

COMPARATIVE CONCLUSION

Channel in top-3 niches (#3 of 96 category channels). One of the leaders — client partners can cross-promote with equals; for PR/reach you're a valuable media partner.

SECTION 07 · MENTION DYNAMICS

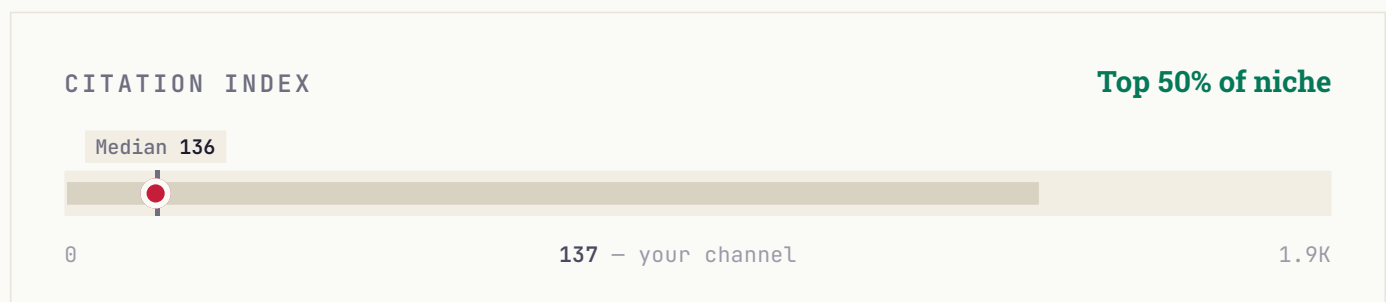
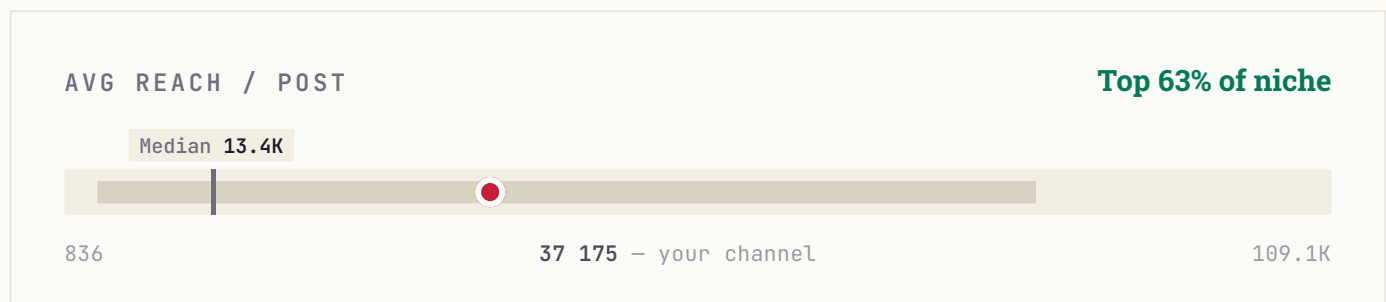
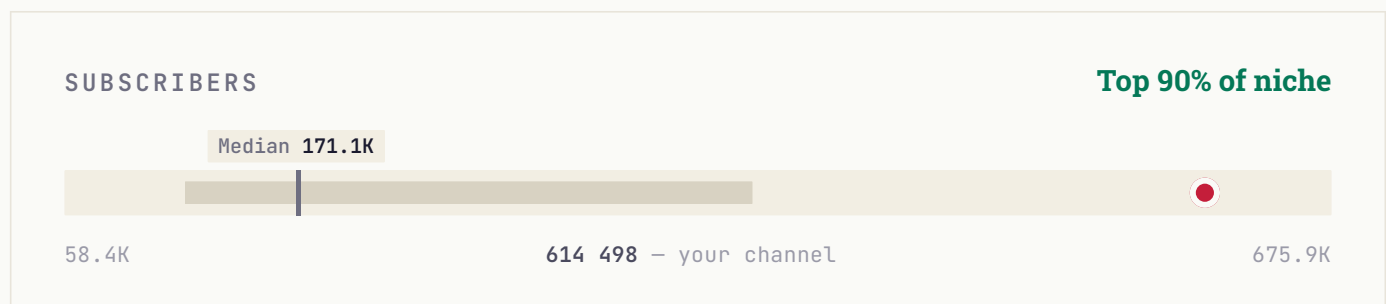
How often the channel is mentioned

We track posts in other channels that mention yours. Over the last **6 months** Such mentions: **249**, they brought **203 219** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
January 2026	41	19	61 663
December 2025	30	22	20 209
Nov 2025	45	22	40 021
Oct 2025	42	22	31 231
September 2025	49	24	15 314
August 2025	42	17	34 781
TOTAL MENTIONS			249
MONTHS OF DATA			6
ATTRACTED SUBS			203 219

Where channel ranks in its league

#3 /100 RANK IN NICHE **Channel in top 3% Fashion & Beauty Russia**



— 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**Top post of the week — on Monday**

Audience most active on this day at 17:00 MSK.

EFFECT

**Best time 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 and interactive formats**

Posts with polls/reactions usually 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 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 scans descriptions. Add 3-5 niche keywords — that's organic traffic source.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want us to do it **PromptPress?**

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

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

02 Contact manager t.me/PromptPress_manager
