

PUBLIC REPORT BY PROMTPRESS

Channel audit

Mukhins



@mukhinss

<https://mukhins.com> For collaboration: @valterkm RKN: <https://knd.gov.ru/license?id=676e16181e4e233a718f4303&istryType=bloggersPermission>

SUBSCRIBERS

55 369

-389 per month

ERR (% SEE POSTS)

9.0%

per day 5.3%

REACH/POST

4.9K

ad reach 2.9K/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 55 369 —	 SUBS REACH 8.79% avg % of subs see a post	 VIEWS/POST 4.9K median 4.9K · 29 days	 POSTS/WEEK 35.7 over period
 7D TREND +8.4% vs prev week	 REACTIONS/POST 128.7 total 19,300 reactions, 4,389 reposts, 336 comments	 POST LENGTH 217 chars median 125 · 29 days	 POSTS ANALYZED 150 29 days
 AD REACH 2.9K 24h avg	 CHURN / MONTH -389 last month	 CITATION RATE 874 citation index · 1,596 channels mentioned all time	 CHANNEL AGE 4 yrs 4 mo created 26.02.2022

AI EDITOR SUMMARY

Channel «Mukhins» — 55 369 subs. Each post averages 4.9K people (9% from subs), reach is low — consider expanding audience. Publishes 36 posts per week (~5/day) — active posting. For the week of Jun 22–28, reach grew +8.4% by week Jun 15–21 — positive trend.

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 150 posts over 29 days.
- 02 Dominant format — Photo (84/150 posts).
- 03 Avg post length — 217 chars (median 125).
- 04 Peak audience activity — Friday, 13:00 MSK.
- 05 Top posts get 3x more views than the weakest (9.9K avg for top vs 3.7K for worst) — among 150 posts in 29 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 26.06 · 10:50 VIDEO If only you could get to vacation without 3 layovers, or how they shot one of the most memorable scenes from «Love and Doves» On the pier at...	VIEWS 11 969 REPOSTS 203	REACTIONS 212 ER 21.6%
Nº2 03.07 · 10:54 PHOTO First Balmain campaign by Antonin Tron as creative director! Little remains of the usual Balmain and it looks cute!...	VIEWS 9 692 REPOSTS 55	REACTIONS 114 ER 17.5%
Nº3 23.06 · 12:32 VIDEO In Paris, where men's fashion week kicked off today, an anomalous +35°C and above! #diggingarchives we recall the best runway solution for...	VIEWS 8 121 REPOSTS 46	REACTIONS 116 ER 14.7%

Nº4 27.06 · 10:20 VIDEO Stunning Sharon Stone closed Vetements SS27 show!	VIEWS	REACTIONS
	7 115	190
	REPOSTS	ER
	30	12.9%

Nº5 19.06 · 16:59 VIDEO Anne Hathaway announced pregnancy! Looks very happy!	VIEWS	REACTIONS
	6 202	485
	REPOSTS	ER
	80	11.2%

|

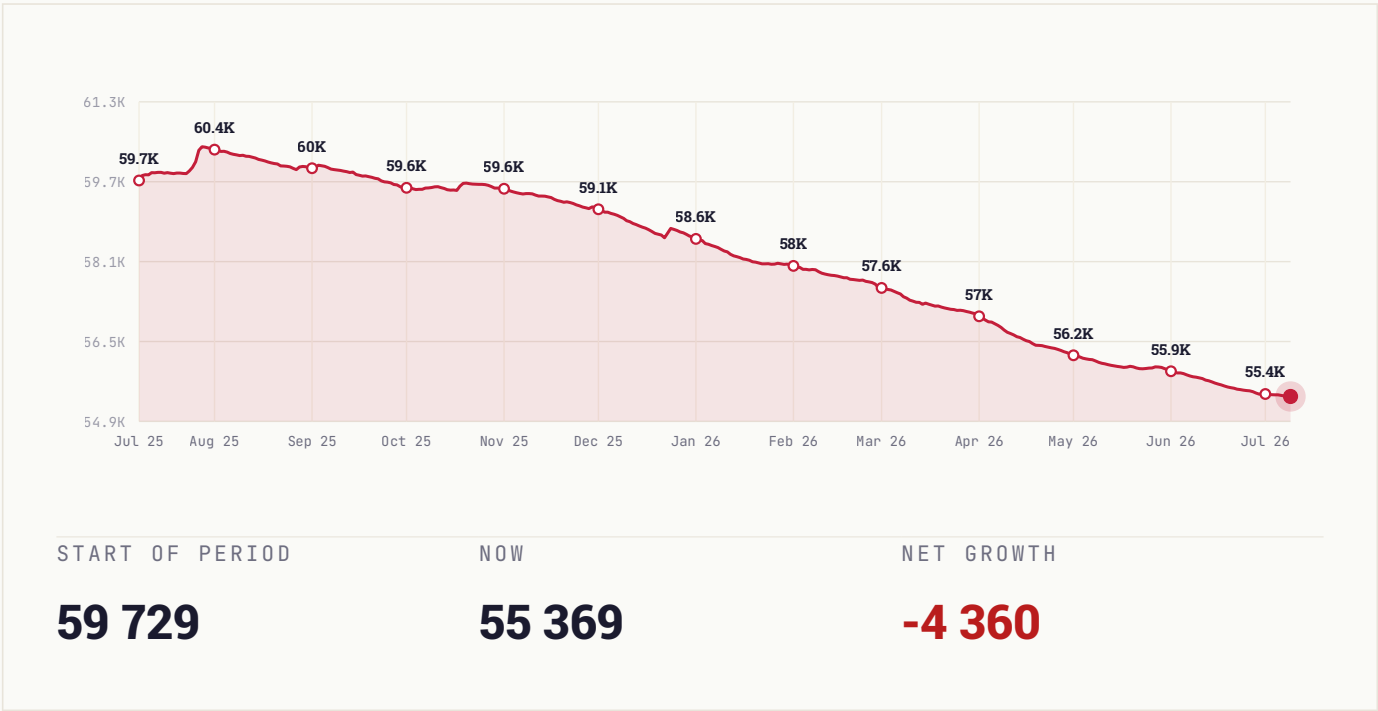
WORST 3

↓ 05.07 · 09:46 PHOTO Zoe Kravitz in archival Balenciaga Haute Couture SS//1965 dress before Taylor Swift's wedding! The dress is fully embroidered by the famous atelier...	VIEWS	REACTIONS
	3 780	114
	REPOSTS	ER
	20	6.8%
↓ 05.07 · 07:51 PHOTO Good morning! (Anna Evers, photo by Daniel Jackson, 2018)	VIEWS	REACTIONS
	3 654	75
	REPOSTS	ER
	9	6.6%
↓ 05.07 · 11:02 PHOTO Run to see Margiela's personal archives! At the pre-auction exhibition at Maurice Auction in Paris. Over 200 items from his personal collection...	VIEWS	REACTIONS
	3 634	61
	REPOSTS	ER
	27	6.6%

SECTION 03 • SUBSCRIBER DYNAMICS

How the channel grew over the year

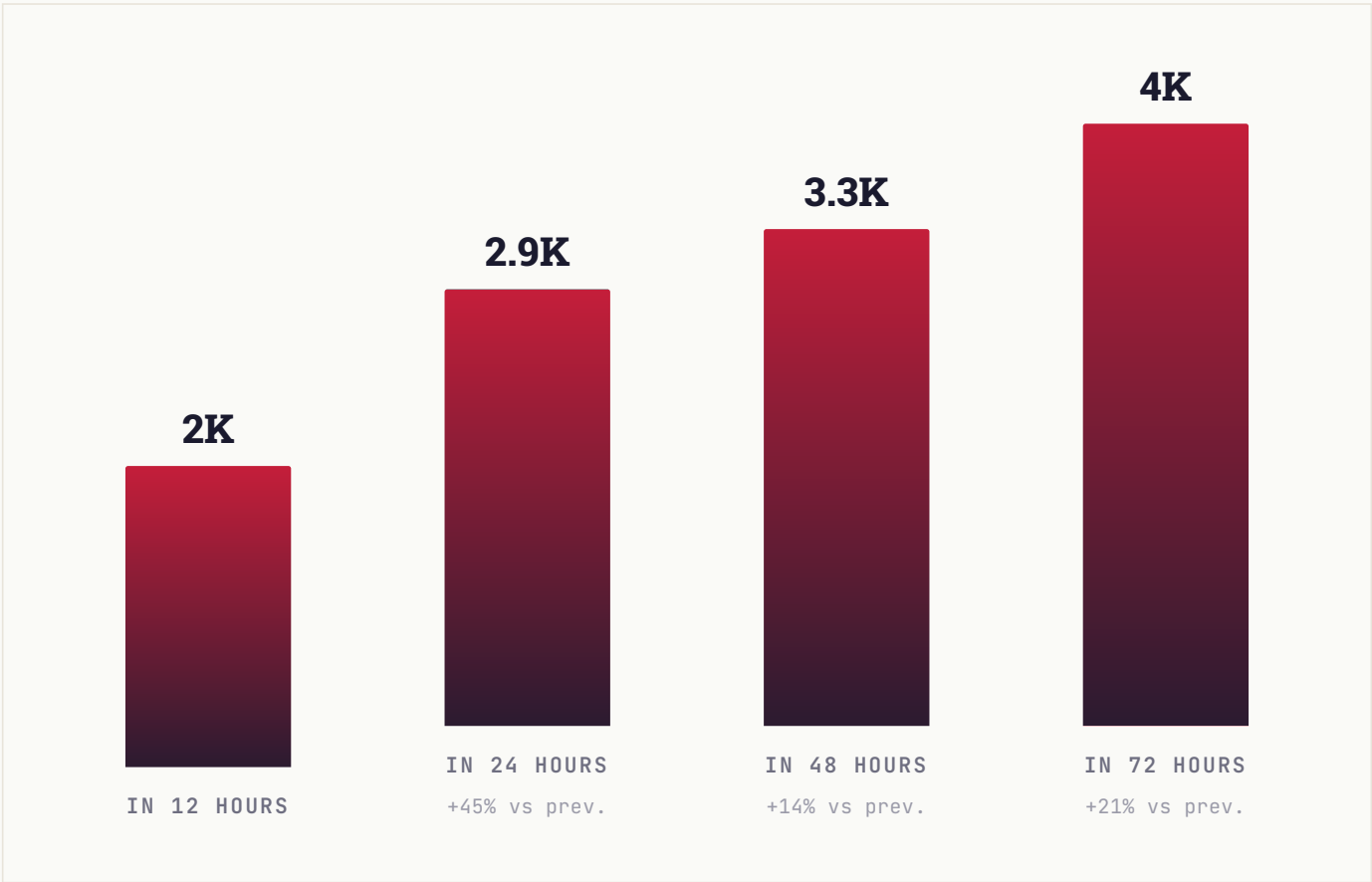
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · AD POTENTIAL

How long a post generates reach

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



SECTION 05 · COMPETITORS

Who you compete with

11 closest channels by topic & audience. Your channel is highlighted — see its rank among niche peers.

CHANNEL	SUBSCRIBERS
ZY Golden Apple	1.1M
NN Found on Wildberries	635.3K
MI MIXIT.RU	614.6K
M Manicure Nails	573.8K
NN Finds on Wildberries / WB	537.2K
EM Elena Mixit	521.6K
GD Face gymnastics	472.5K
PM Fashion Trends	437.6K
PR Primebery	398.9K
NW WB OZON finds	393.5K
MU Mukhins YOU	55.4K

COMPARATIVE CONCLUSION

Channel not yet outside top 96 of niche — early growth stage. Niche leader — Golden Apple (1.1M), top-96 median: 171K. First goal — enter top-96 via systematic traffic & content work.

SECTION 06 · MENTION DYNAMICS

How often the channel is mentioned

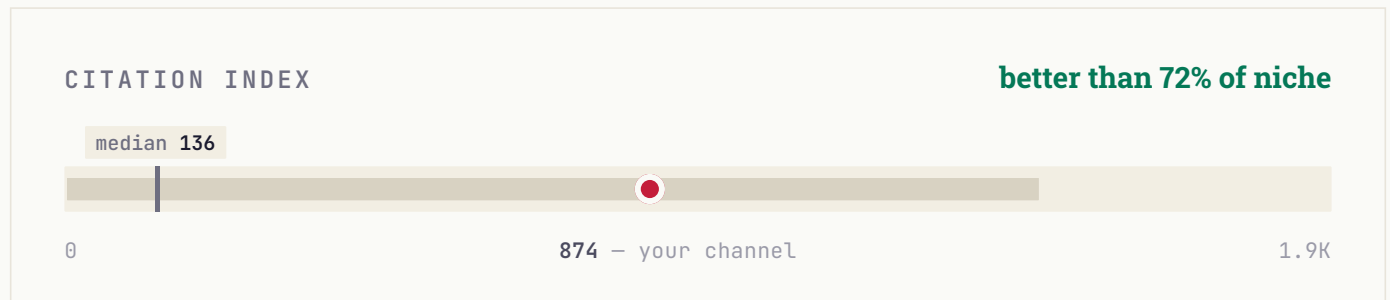
Every month we record posts in other channels that mention your channel. Over the last **6 months** such mentions were **129**, they brought **626** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
Jan 2026	12	9	24	
Dec 2025	26	23	189	
Nov 2025	28	22	48	
Oct 2025	30	28	219	
September 2025	27	22	74	
August 2025	6	6	72	

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS
129	6	626

Where channel ranks in its league

Black vertical – median. Red dot – your channel.



— SECTION 08 · 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 Friday**

Audience most active on this day at 13:00 MSK.

IMPACT

**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 finds sources for your niche.

IMPACT

**+1000-3000
subs****03****Test polls & interactive formats**

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

IMPACT

+5-15% ER**04****Cross-promo with neighboring channels**

Exchange posts with channels in the same segment once a quarter. No need daily — 2-3 collabs give relevant growth.

IMPACT

**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.

IMPACT

**Organic traffic
source**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in minutes using public data. Want to go further? Run ads with us and hit your growth target in a month.

01

Launch ads in Telegram

<https://panel.promptpress.com/register>

02

Contact manager

t.me/PromptPress_manager