

PUBLIC PROMTPRESS REPORT

Channel audit

Manicure | Nails

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We share the best nail art ideas & trends Questions: @dogi_boss

@Esheval Invite link: <https://t.me/+D9wrcnQkFckzZDM6>

SUBSCRIBERS

571 791

-5649 per month

ERR (% SEE POSTS)

12.0%in 24 hrs **4.9%**

REACH/POST

61.6Kad reach **27.8K**/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 571 791 —	 SUBS REACH 10.77% avg % subs see post	 VIEWS/POST 61.6K median 64K · 29 days	 POSTS/WEEK 23.0 over period
 7D TREND -10.9% vs previous week	 REACTIONS/POST 478.9 total 46,454 reactions, 24,228 reposts, 0 comments	 POST LENGTH 42 chars median 17 · 29 days	 POSTS ANALYZED 97 29 days
 AD REACH 27.8K 24h avg	 CHURN / MONTH -5649 over last month	 CITATION RATE 4 564 citation index · 4,983 channels mentioned ever	 CHANNEL AGE 3 years 6 months created 13.01.2023

AI EDITOR SUMMARY

Channel «Manicure | Nails» — 571 791 subs. Each post averages 61.6K people (11% of subs), reach is low — consider expanding audience. Publishes 23 posts per week (~3/day) — active posting. For week Jul 6–12 reach dropped -10.9% by week Jun 29 – Jul 5 — worth analyzing.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 97 posts in 29 days.
- 02 Dominant format — Video (73/97 posts).
- 03 Avg post length — 42 chars (median 17).
- 04 Peak audience activity — Monday, 15:00 MSK.
- 05 Top posts get 2× more views than the weakest (87.7K avg for top vs 42.2K for worst) — among 97 posts over 29 days. Worth analyzing what top posts share: topic, format, publish time.

TOP 5 POSTS

Nº1 19.06 · 12:51 VIDEO Manicure Nails	VIEWS 90 067 REPOSTS 327	REACTIONS 606 ER 15.8%
Nº2 22.06 · 16:30 VIDEO Manicure Nails	VIEWS 86 613 REPOSTS 155	REACTIONS 428 ER 15.1%
Nº3 22.06 · 12:30 VIDEO Manicure Nails	VIEWS 86 465 REPOSTS 396	REACTIONS 553 ER 15.1%

Nº4 19.06 · 06:51 VIDEO  Manicure Nails	VIEWS 85 910 REPOSTS 257	REACTIONS 594 ER 15.0%
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Nº5 21.06 · 16:12 VIDEO  Manicure Nails	VIEWS 84 224 REPOSTS 361	REACTIONS 839 ER 14.7%
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WORST 3

↓ 15.07 · 06:49 VIDEO  Manicure Nails	VIEWS 43 522 REPOSTS 187	REACTIONS 388 ER 7.6%
↓ 15.07 · 17:01 VIDEO  Manicure Nails	VIEWS 41 638 REPOSTS 135	REACTIONS 541 ER 7.3%
↓ 15.07 · 13:35 PHOTO  Manicure Nails	VIEWS 41 462 REPOSTS 221	REACTIONS 388 ER 7.3%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

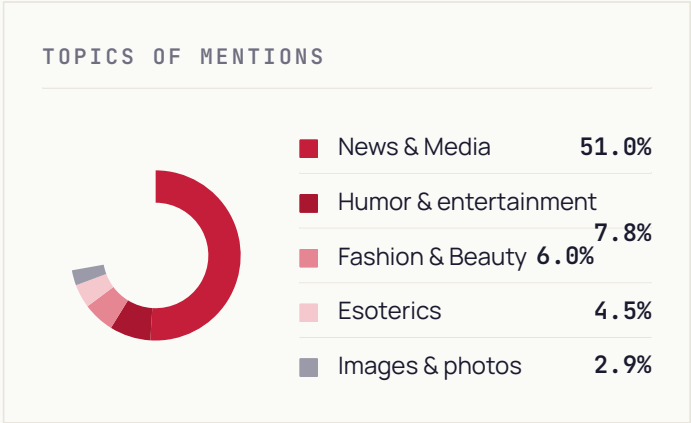
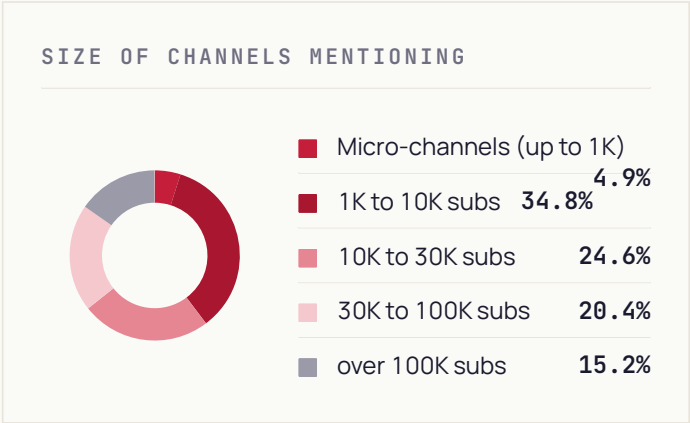
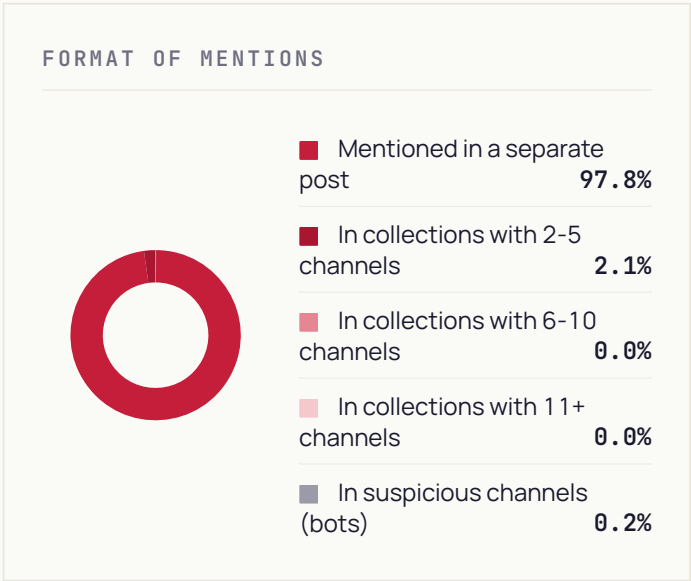
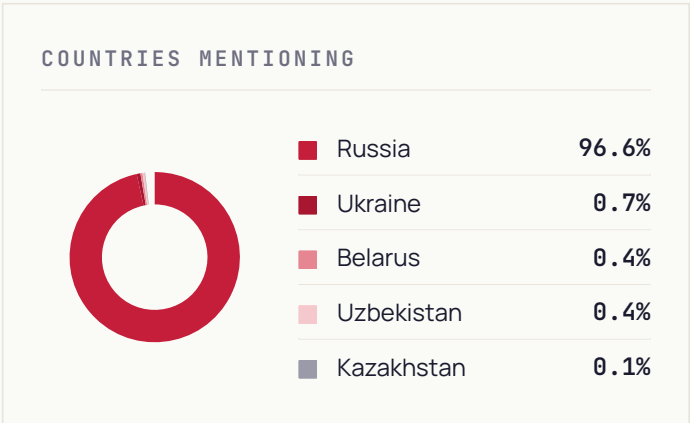
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

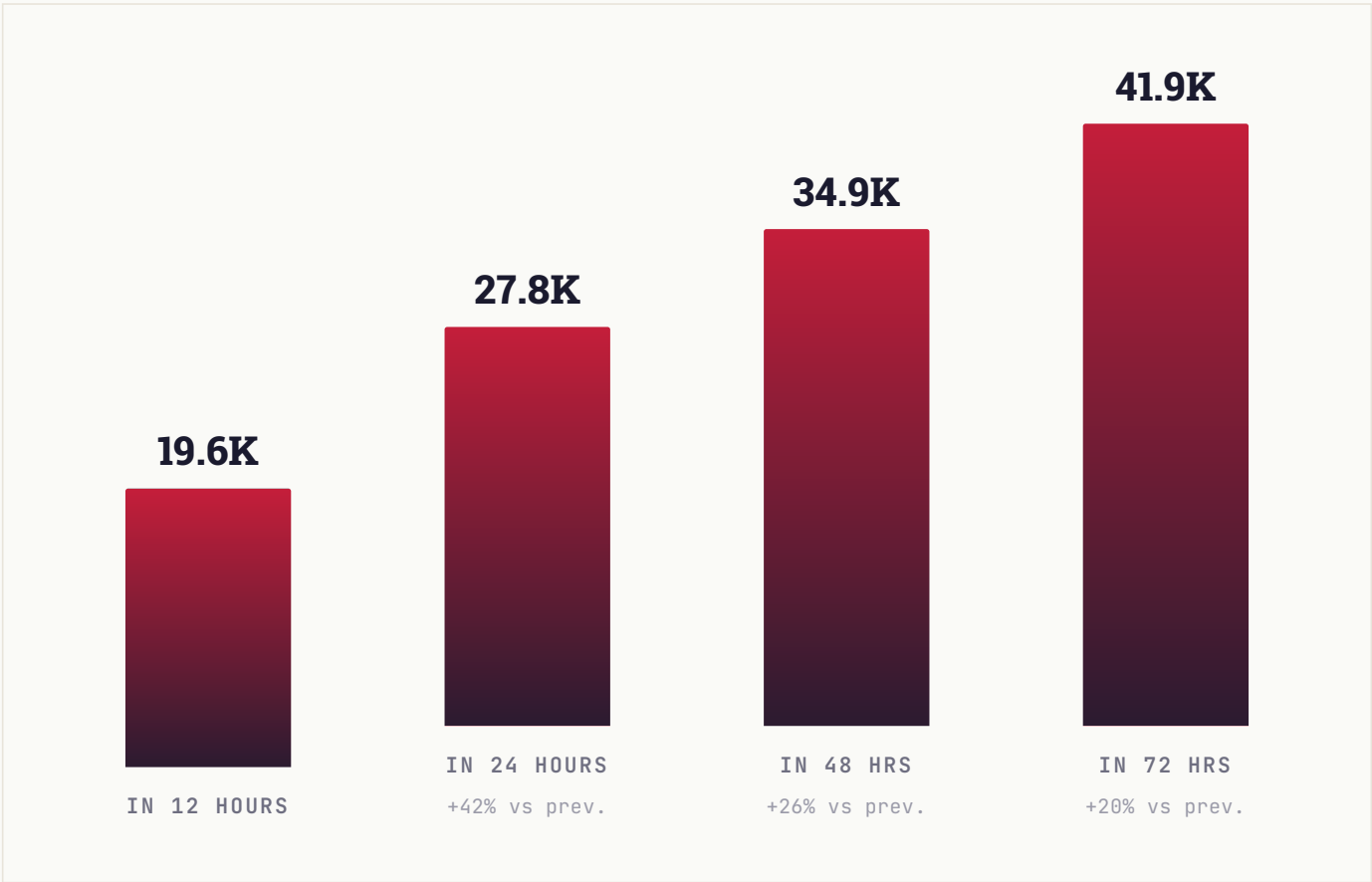
Citation index **4 564** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100k subs channel weighs more than from 1k. All time the channel was mentioned **4 983** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

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



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Your channel is highlighted — you can see its rank among niche peers.

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
MI Manicure Nails YOU	571.8K
NN Wildberries Finds / WB	533.2K
EM Elena Mixit	518K
GD Face gymnastics	472.4K
PM Fashion Trends	436K
PS Prime Savers	428.8K
PR Primebery	399.5K

COMPARATIVE CONCLUSION

Channel in top-10 niche (#5 of 97). Strong position. Niche leader — Zolotoe Yabloko (1M), room to grow to #1. Mutual exchanges with other top-10 channels as equals.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Each month we track posts in other channels that mention yours. Over the last **6 months** such mentions were **3 046**, they brought **199 712** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
Jan 2026	8	3	0	
December 2025	297	292	54 168	
Nov 2025	373	359	0	
Oct 2025	701	683	36 234	
Sep 2025	1 402	1 076	109 310	
August 2025	265	246	0	
TOTAL MENTIONS		MONTHS OF DATA	ATTRACTED SUBS	
3 046		6	199 712	

SECTION 08 · NICHE COMPARISON

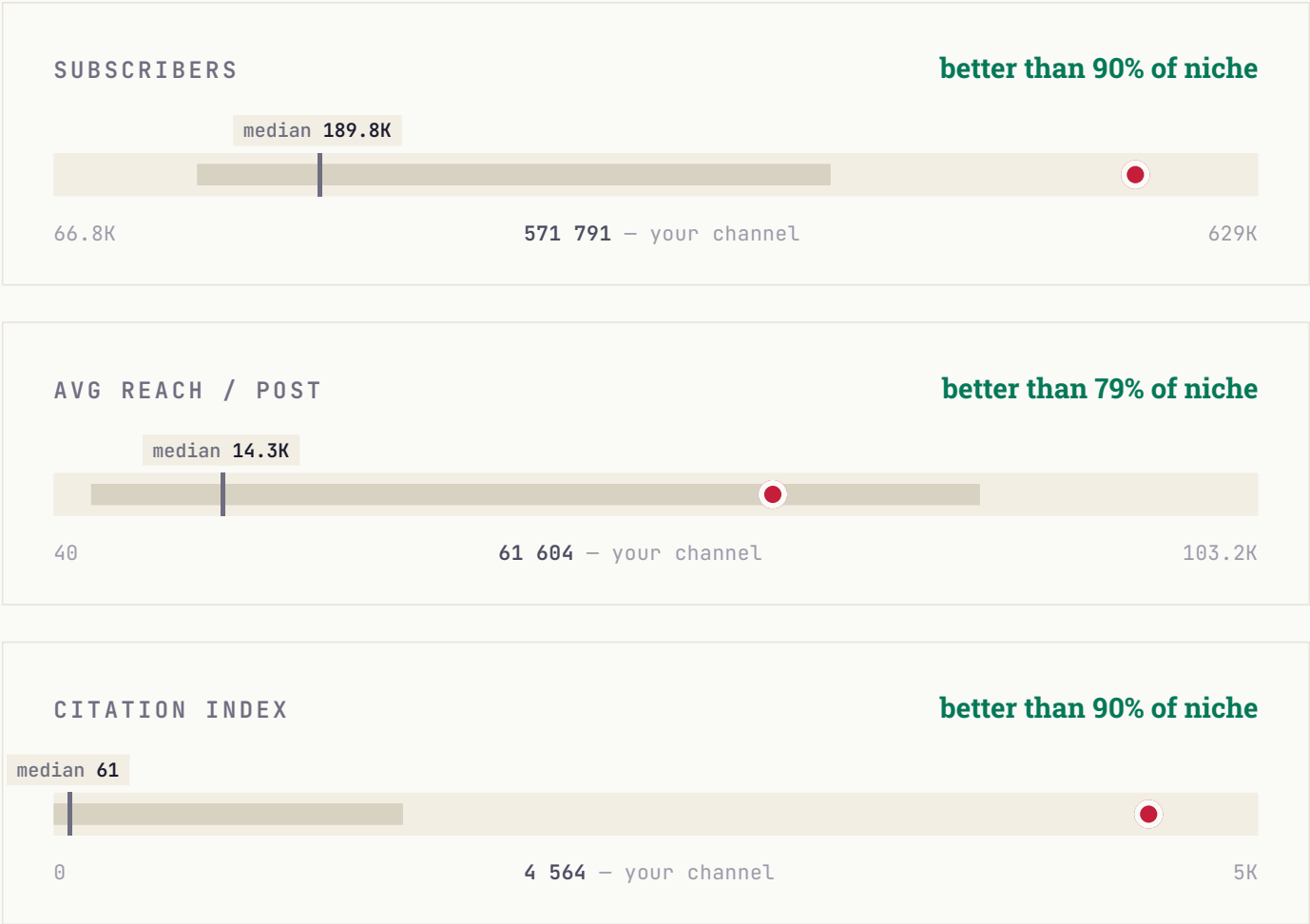
Where channel stands in its league

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

#5/100

RANK IN NICHE

Channel in top 5% Fashion & Beauty Russia



— 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 Monday

Audience most active on this day at 15:00 MSK.

EFFECT

**Best window
for an
important post**

02

System traffic buy

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 usually give +5-15% to ER.
One poll per week on a hot topic — easy growth point.

EFFECT

+5-15% ER

04

Cross-promo with neighboring channels

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

EFFECT

**Growth from
relevant
audience**

05

Update channel description for Telegram search

Telegram search scans descriptions. Add 3-5 niche keywords — organic traffic source.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in minutes using public data. To go further — run ads with us and hit your growth plan in a month.

01

Launch Telegram ads

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

02

Contact manager

t.me/PromptPress_manager