

PROMTPRESS PUBLIC REPORT

Channel audit

SERGEY NAUMOV



@naumita

Beauty consultant with experience. Honest with myself and others.
A breath of fresh air in the info field. Ads: @sergeynaumov_tg

SUBSCRIBERS

62 001

-618 per month

ERR (% SEE POSTS)

14.0%

per day 7.6%

REACH/POST

8.6K

ad reach 4.7K/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 62 001 —	SUBS REACH 13.85% avg % subs see a post	VIEWS/POST 8.6K median 8.3K · 29 days	POSTS/WEEK 14.6 for the period
7D TREND -8.7% vs previous week	REACTIONS/POST 220.6 total 13,455 reactions, 976 reposts, 282 comments	POST LENGTH 222 chars median 98 · 29 days	POSTS ANALYZED 61 29 days
AD REACH 4.7K 24h avg	CHURN / MONTH -618 last month	CITATION RATE 865 citation index · 1,527 channels mentioned all time	CHANNEL AGE 9 years 27 days created 12.06.2017

AI EDITOR SUMMARY

Channel «SERGEY NAUMOV» — 62 001 subs. Each post averages 8.6K people (14% subs), reach is low — expand audience. Publishes 15 posts/week (~2/day) — consistent. Week Jun 22–28 reach dropped -8.7% vs week Jun 15–21 — investigate reasons.

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 **61** posts in 29 days.
- 02 Dominant format — **Photo** (44/61 posts).
- 03 Avg post length — **222** chars (median 98).
- 04 Peak audience activity — **Wednesday**, 16:00 MSK.
- 05 Top posts get **2x** more views than the weakest (16.8K avg top vs 7.3K worst) — among 61 posts in 29 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 01.07 · 13:01 PHOTO On the 'velvet firmament' of yesterday's news — three luxurious stars in the person of my beloved 'pleated' Masha Minogarova with eyebrows...	VIEWS 27 192 REP. 8	REACTIONS 110 ER 43.9%
Nº2 12.06 · 13:37 PHOTO Perfectionist on the line!	VIEWS 11 615 REP. 7	REACTIONS 279 ER 18.7%
Nº3 10.06 · 17:03 VIDEO From the archive: tutorial by Olga Seryabkina on how to use my liquid blushes. And of course, gloss for those who asked how it...	VIEWS 11 568 REP. 22	REACTIONS 200 ER 18.7%

Nº4 10.06 · 16:18 PHOTO Olya Seryabkina's makeup by Alena Famina — yes.	VIEWS 11 361 REP. 5	REACTIONS 221 ER 18.3%
Nº5 11.06 · 19:42 PHOTO All Moscow women +25 at night:	VIEWS 11 228 REP. 35	REACTIONS 462 ER 18.1%

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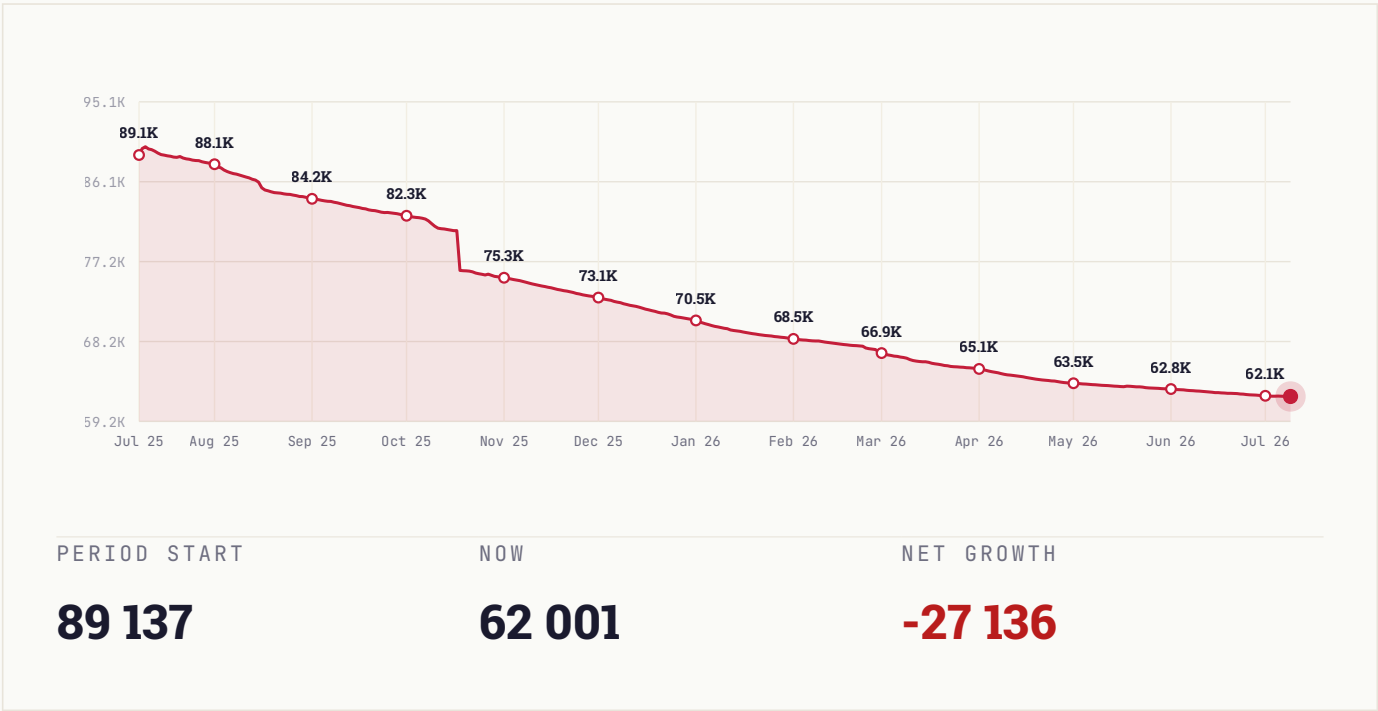
WORST 3

↓ 25.06 · 16:57 PHOTO Yes! 100%	VIEWS 7 381 REP. 2	REACTIONS 75 ER 11.9%
↓ 24.06 · 09:55 TEXT I'll be back! Lots of work, even too much! Missed you. Give me 500 likes! I need your magic kick... Smooch.	VIEWS 7 374 REP. 3	REACTIONS 791 ER 11.9%
↓ 25.06 · 12:07 PHOTO Watch out! Though one eye is enough here.	VIEWS 7 274 REP. 5	REACTIONS 131 ER 11.7%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

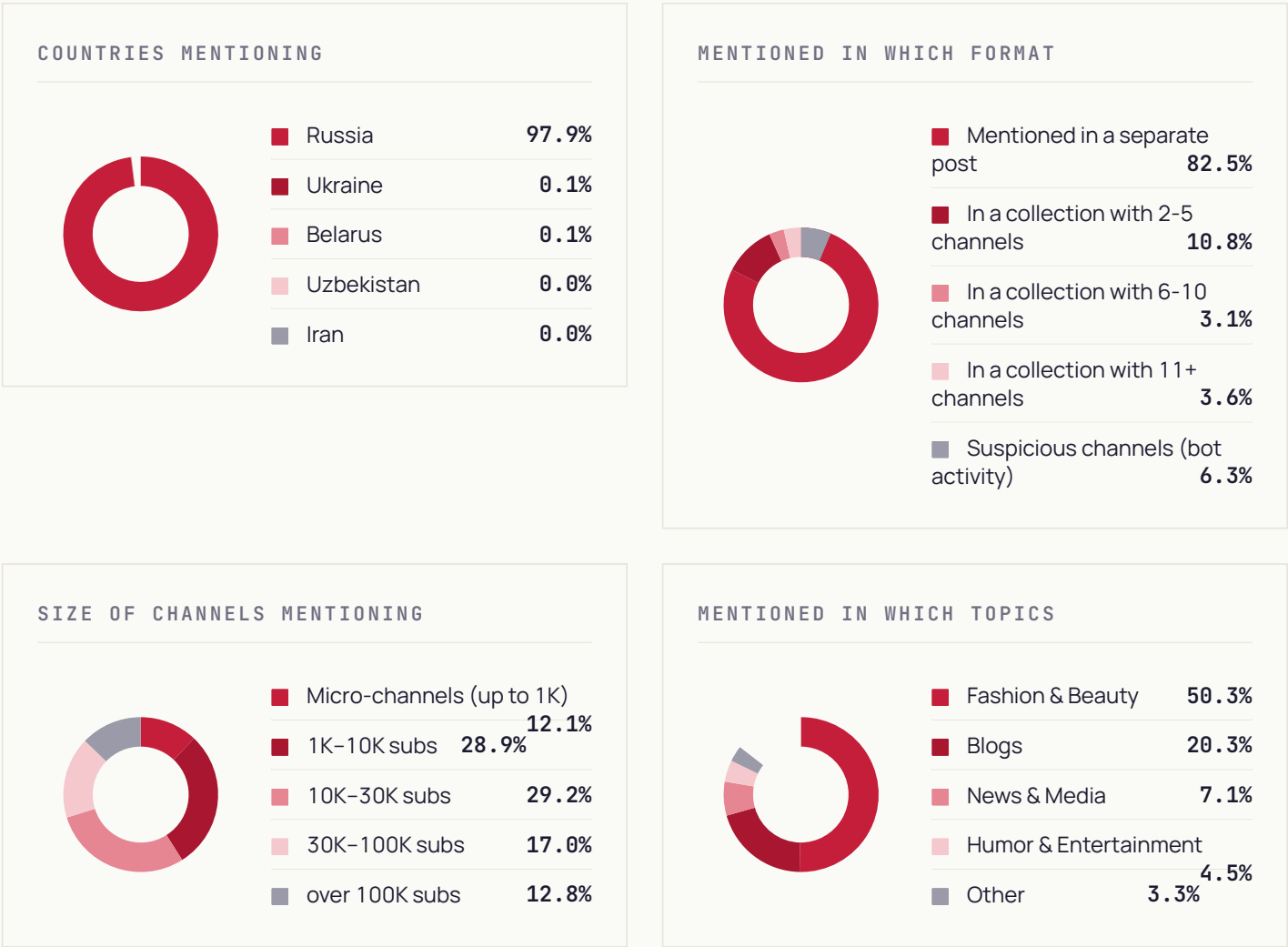
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

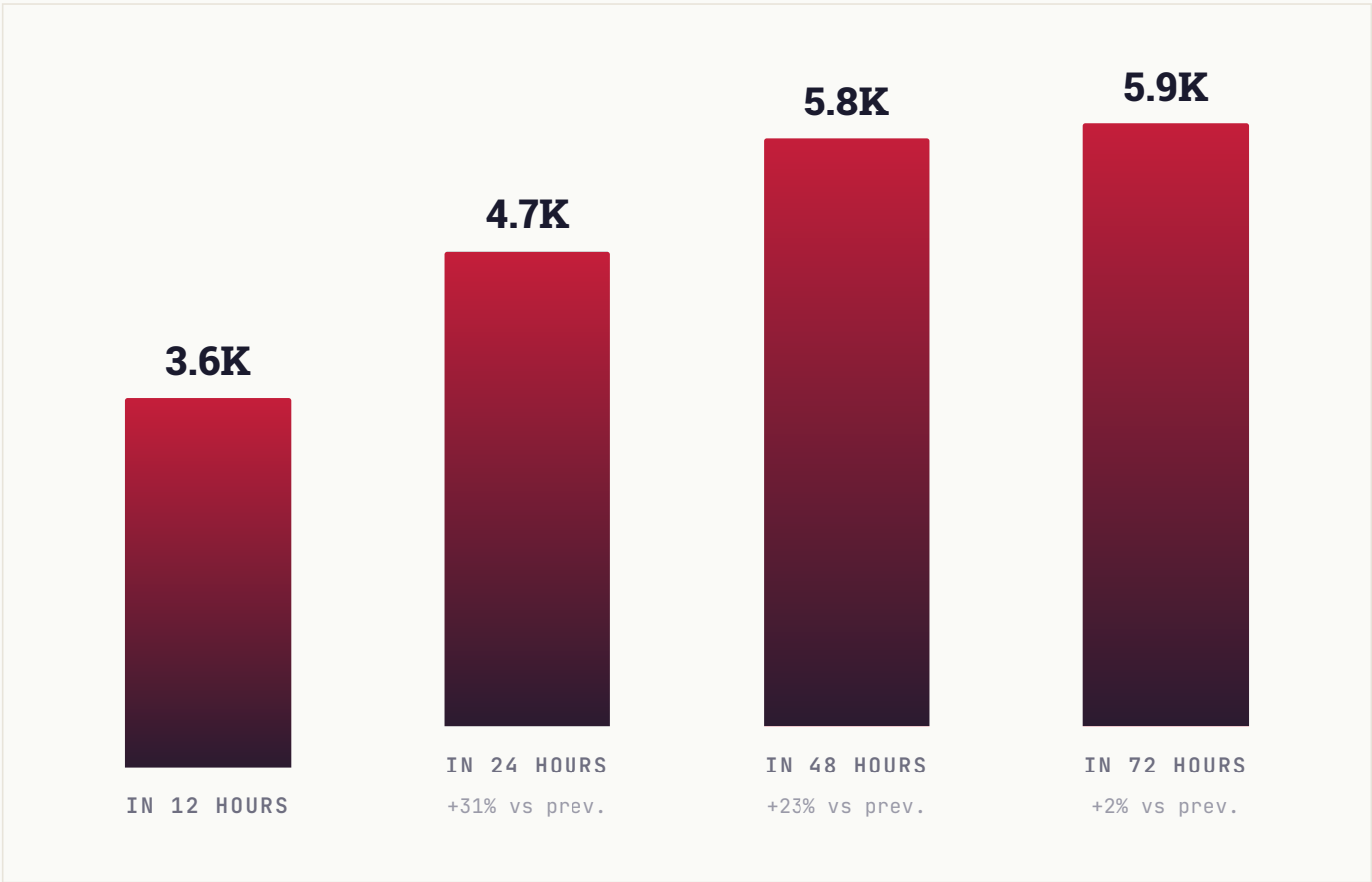
Citation index **865** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time channel mentions **1 527** different channels.



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 should 'live'.



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
ZY Golden Apple	1.1M
HH Found on Wildberries	635.3K
MI MIXIT.RU	614.6K
M Manicure Nails	573.8K
HH Wildberries / WB finds	537.2K
EM Elena Mixit	521.6K
GD Face gymnastics	472.5K
PM Fashion Trends	437.6K
PR Primebery	398.9K
HW WB OZON finds	393.5K
SN SERGEY NAUMOV YOU	62K

COMPARATIVE CONCLUSION

Channel not yet outside top-96 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 07 · MENTION DYNAMICS

How often the channel is mentioned

Monthly we track posts in other channels that mention yours. Over the last **6 months** such mentions were **119**, they brought **111** new subs.

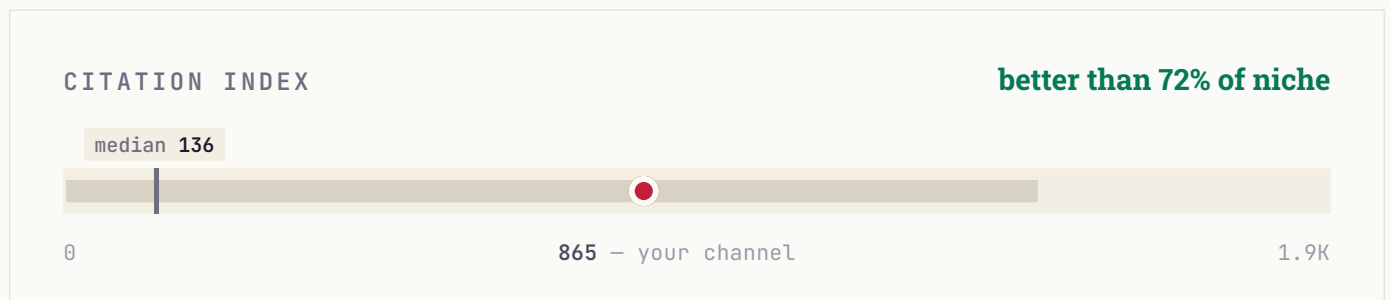
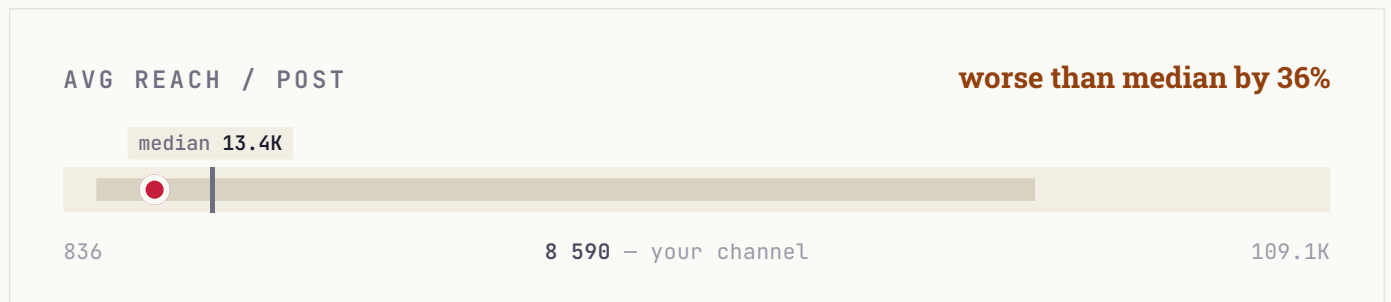
PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
January 2026	5	3	0	
December 2025	2	2	0	
November 2025	13	6	0	
October 2025	31	11	95	
September 2025	20	3	16	
August 2025	48	34	0	

TOTAL MENTIONS	MONTHS IN DATA	ATTRACTED SUBS
119	6	111

— SECTION 08 • NICHE COMPARISON

Where the channel ranks in its league

Took top-**100** channels in category «**Fashion & Beauty**» (Russia) and compared your channel. Gray band – range covering 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 them off and revisit this report in a month.

01

Top post of the week — on Wednesday

Audience is most active on this day at 16:00 MSK.

EFFECT

**Best window
for an
important post**

02

Increase share of video posts

Video in Telegram retains audience longer and is favored by the algorithm. Recommend reaching 15-25% share.

EFFECT

**Video retains
audience
better**

03

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**

04

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.

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

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

EFFECT

**Growth from
relevant
audience**

★ WHAT'S NEXT

Want this done by **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 plan in a month.

01	Launch Telegram ads	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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