

PUBLIC PROMTPRESS REPORT

Channel audit

Nu Esthetic



@new_esthetic

@nuesthetic - for online management, programs and other questions. Ads / collaboration @ermediapr Instagram: _nuesthetic TikTok: newestheticcc YouTube: nuesthetic RKN: <https://clck.ru/3Q2Ynw>

SUBSCRIBERS

22 720

-441 per month

ERR (% SEE POSTS)

43.0%

per day 18.6%

REACH/POST

9.5K

ad reach 4.2K/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 22 720 -	 SUBSCRIBER REACH 41.83% avg % subs see post	 VIEWS/POST 9.5K median 9.3K · 26 days	 POSTS/WEEK 8.4 over period
 7D TREND -26.0% vs previous week	 REACTIONS/POST 184.8 only 5,915 reactions, 338 reposts, 538 comments	 POST LENGTH 78 chars median 79 · 26 days	 POSTS ANALYZED 32 26 days
 AD REACH 4.2K 24h avg	 CHURN/MONTH -441 last month	 CITATION RATE 3 citation index · 11 channels mentioned ever	 CHANNEL AGE 1 year 11 months created 07.08.2024

AI EDITOR SUMMARY

Channel "New Aesthetic" – 22 720 subs. Each post avg views 9.5K people (42% from subs), wide reach for channel this size. Publishes 8 posts/week (~1/day) – regular. Week Jun 22–28 reach dropped -26.0% to week Jun 15–21 – analyze reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on **32** posts in 26 days.
- 02 Dominant format — **Video** (19/32 posts).
- 03 Avg post length — **78** chars (median 79).
- 04 Peak audience activity — **Monday**, 12:00 MSK.
- 05 Top posts get **3x** more views than weakest (top avg 14.9K vs worst 5.5K) — among 32 posts in 26 days. Analyze common traits: topic, format, timing.

TOP 5 POSTS

Nº1 08.06 · 09:35 VIDEO Format.	VIEWS 15 932 REPOSTS 31	REACTIONS 301 ER 70.1%
Nº2 14.06 · 13:11 PHOTO Here.	VIEWS 14 542 REPOSTS 23	REACTIONS 278 ER 64.0%
Nº3 16.06 · 16:00 PHOTO Wow... where I ended up today. Long story short - P&G. How I got here...	VIEWS 14 122 REPOSTS 6	REACTIONS 200 ER 62.2%

Nº414.06 · 11:59 **VIDEO**
(post without caption – video)

VIEWS	REACTIONS
12 313	109
REPOSTS	ER
6	54.2%

Nº512.06 · 20:26 **VIDEO**
(post without caption – video)

VIEWS	REACTIONS
11 886	318
REPOSTS	ER
7	52.3%

WORST 3

↓ 04.07 · 22:29 **VIDEO**
(post without caption – video)

VIEWS	REACTIONS
5 717	64
REPOSTS	ER
2	25.2%

↓ 04.07 · 22:16 **VIDEO**
(post without caption – video)

VIEWS	REACTIONS
5 470	75
REPOSTS	ER
3	24.1%

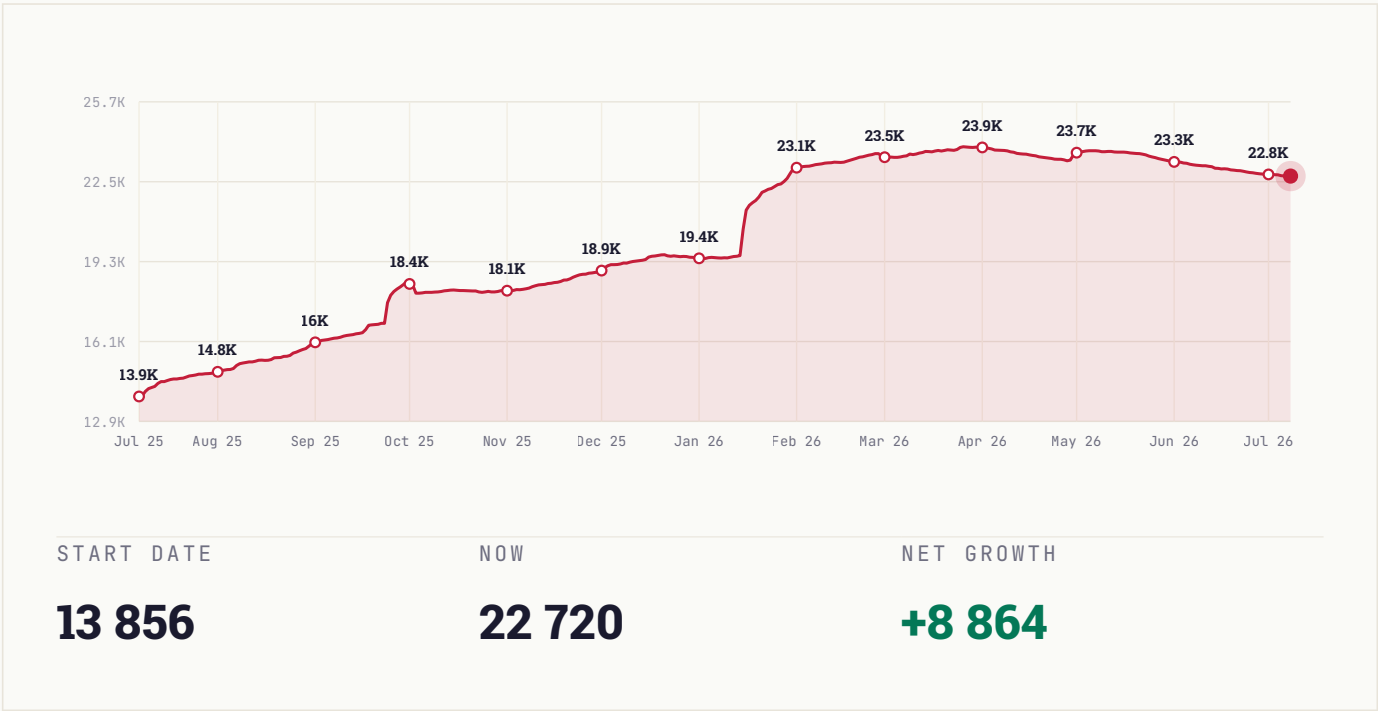
↓ 04.07 · 22:14 **VIDEO**
(post without caption – video)

VIEWS	REACTIONS
5 348	87
REPOSTS	ER
3	23.5%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

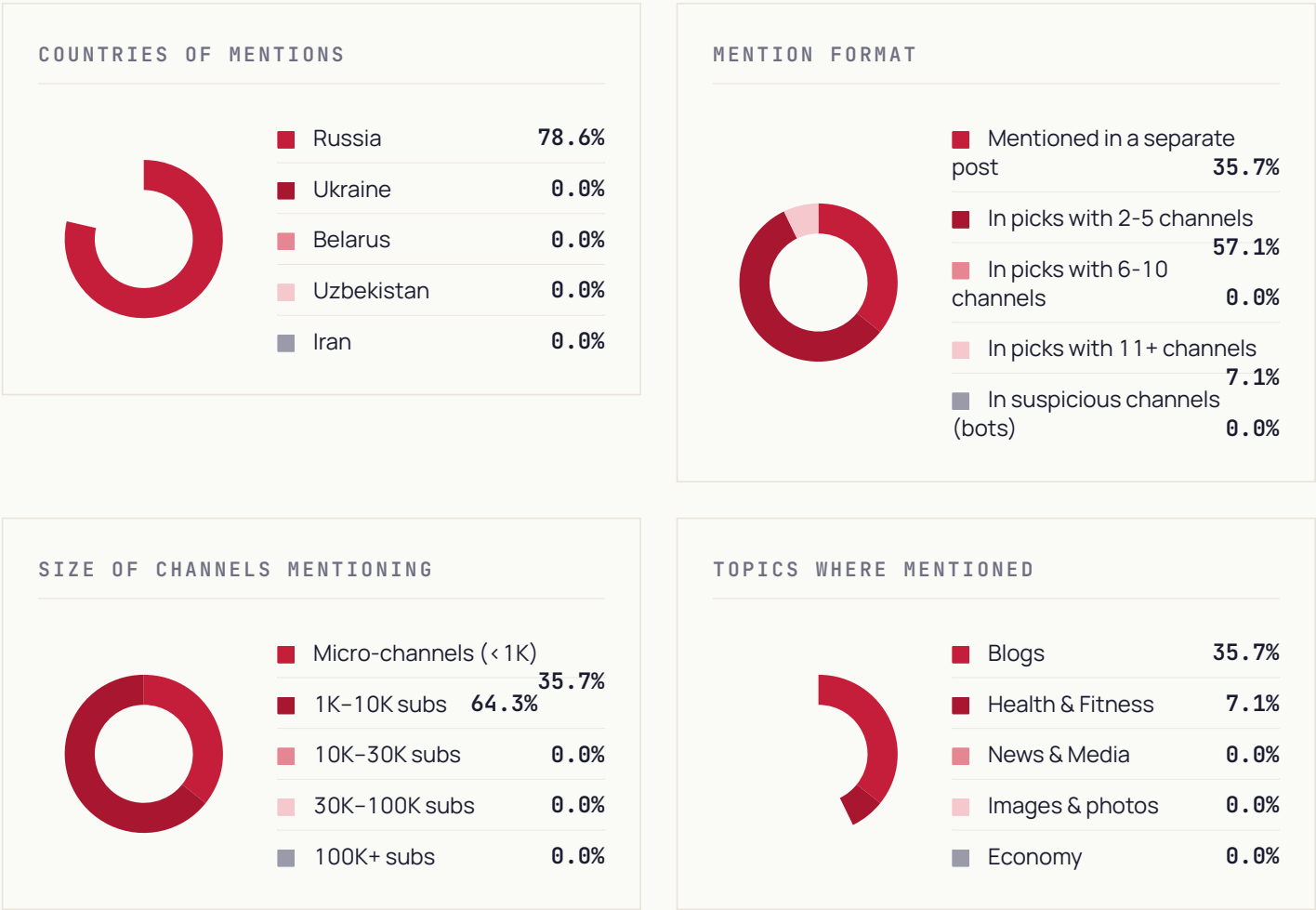
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth vs. loss.



SECTION 04 · MENTIONS

Who mentions the channel & how

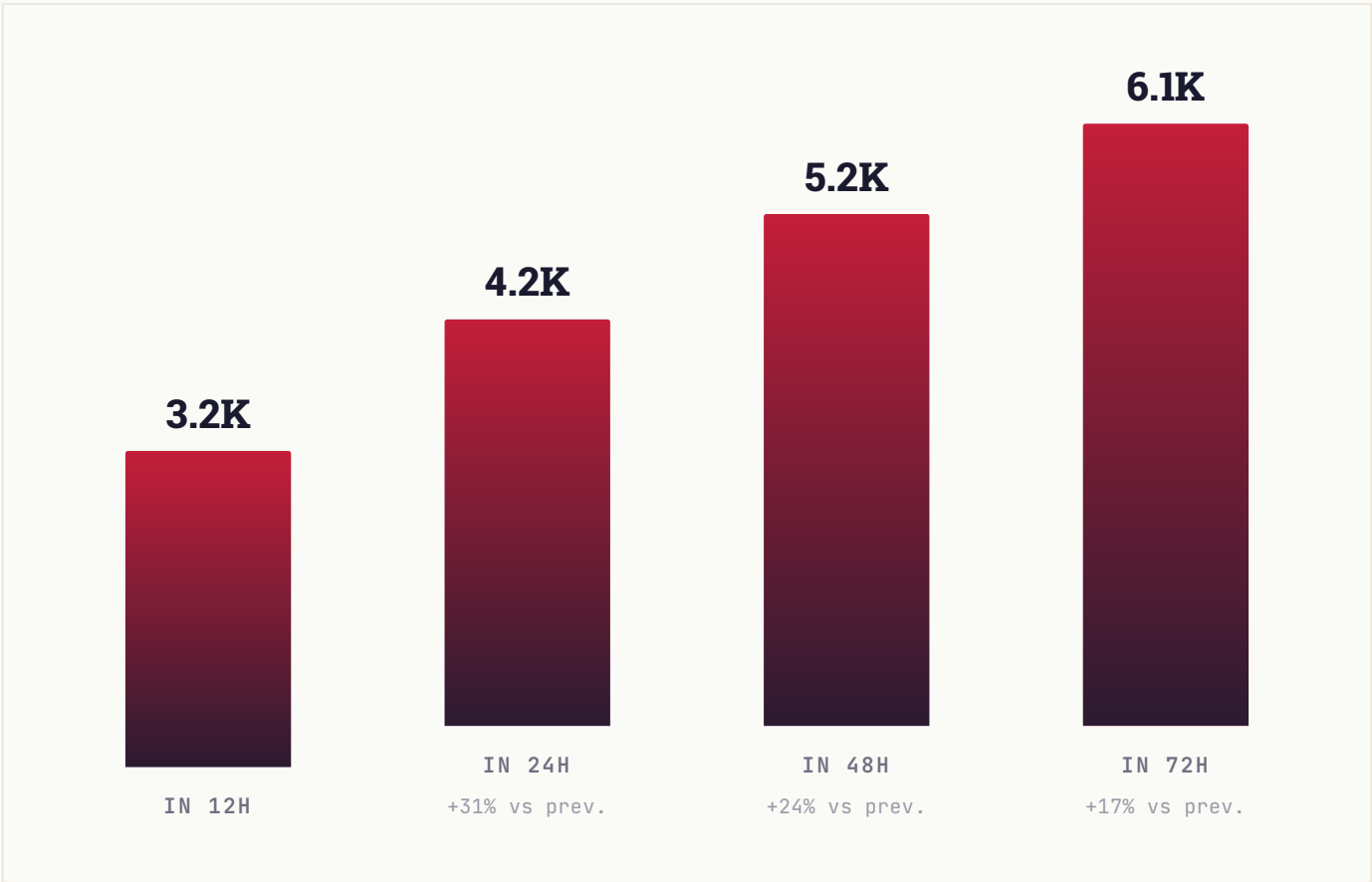
Citation index 3 – channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time channel mentions 11 different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

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



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
KZ Test purchase	766.3K
BI Biohackers	581.9K
BI Biohacking	532.6K
SL Sport Life	524.2K
VN Eternity in Tibet	493.1K
NT Our body	480.9K
AU Ales Ulischenko Osteopath, PhD Author of faceplasty	477K
BZ Stay Healthy	447.7K
ZE Healthy food	416.8K
DZ Doctor Zubareva / Doctor Zubareva	413.5K
NE Nu Esthetic YOU	22.7K

COMPARATIVE INSIGHT

Channel not yet outside niche top 97 — early growth stage. Niche leader — Test purchase (766.3K), median top-97: 154.7K. First goal — enter top-97 through systematic work with traffic and content.

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Monthly we track posts in other channels that mention yours. Over the last **6 months** such mentions were **7**, they brought **9 042** new subs.

PERIOD	MENTIONS	CHANNELS	SUBS ACQUIRED
January 2026	1	1	3 656
December 2025	4	2	739
Nov 2025	0	0	748
Oct 2025	1	1	226
September 2025	1	1	2 492
August 2025	0	0	1 181

TOTAL MENTIONS	MONTHS OF DATA	SUBS ACQUIRED
7	6	9 042

Where channel stands in its league

The figure consists of three horizontal bar charts, each representing a different performance metric. Each chart has a light beige background with a darker beige bar representing the range of other channels. A red dot indicates the channel's position, and a vertical line marks the median. The data is summarized in the table below:

Metric	Channel Value	Median	Comparison
SUBSCRIBERS	22,720	155.2K	85% below median
AVG REACH / POST	9,504	9.1K	better than 50% of niche
CITATION INDEX	3	296	worse than median by 99%

SUBSCRIBERS 85% below median

median 155.2K

42.7K 22 720 — your channel 496.4K

AVG REACH / POST better than 50% of niche

median 9.1K

1.2K 9 504 — your channel 38.4K

CITATION INDEX worse than median by 99%

median 296

0 3 — your channel 2.7K

— SECTION 09 · STRATEGY

What to do right now

5 priority actions sorted by expected impact. Check them off and return to this report in a month.

01

Top post of the week — Monday

Audience most active on this day at 12:00 MSK.

EFFECT

**Best time for
important
posts**

02

Systematic traffic buying

Three formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromptPress selects 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 similar channels

Swap posts quarterly with channels in the same niche.
No need daily — 2-3 collabs bring relevant growth.

EFFECT

**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.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want us to do this **PromptPress?**

This audit is what we can do in minutes from public data. Want to go further? Run ads with us & close your growth plan in a month.

01

Launch Telegram ad

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

02

Contact manager

t.me/PromptPress_manager