

PUBLIC PROMTPRESS REPORT

Channel audit

NIKIFILINI®



@nikifilini

RKN statement No. 5661508844 Official site — clck.ru/3Lf7ng
 Support — @nikifiliniBot VK — <https://vk.com/nikifilini> Insider channel
 — <https://t.me/+qCCsbucalbQ1Mzky>

SUBSCRIBERS

143 785

+12101 per month

ERR (% SEE POSTS)

8.0%

in 24h **4.0%**

REACH/POST

11.7K

ad reach **5.5K/24h**

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

SUBSCRIBERS 143 785 —	SUBSCRIBER REACH 8.12% avg % subs see post	VIEWS/POST 11.7K median 10.5K · 29 days	POSTS/WEEK 15.2 for period
7D TREND -25.3% vs previous week	REACTIONS/POST 79.6 total 5,014 reactions, 1,838 reposts, 514 comments	POST LENGTH 406 chars median 335 · 29 days	POSTS ANALYZED 63 29 days
AD REACH 5.5K 24h avg	CHURN / MONTH +12101 last month	CITATION RATE 221 citation index · 449 channels mentioned ever	CHANNEL AGE 6 years 8 months created 28.10.2019

AI EDITOR SUMMARY

Channel «NIKIFILINI®» — 143 785 subs. Each post averages 11.7K people (8% from subs), reach low — need to grow audience. Posts 15 posts per week (~2/day) — steady pace. Week Jun 22–28 reach dropped -25.3% to week Jun 15–21 — worth analyzing causes.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on **63** posts in 29 days.
- 02 Dominant format – **Photo** (33/63 posts).
- 03 Avg post length – **406** chars (median 335).
- 04 Peak audience activity – **Wednesday**, 16:00 MSK.
- 05 Top posts get **5x** more views than the weakest (35.8K avg for top vs 7.8K for worst) – among 63 posts over 29 days. Worth analyzing what top posts have in common: topic, format, timing.

TOP 5 POSTS

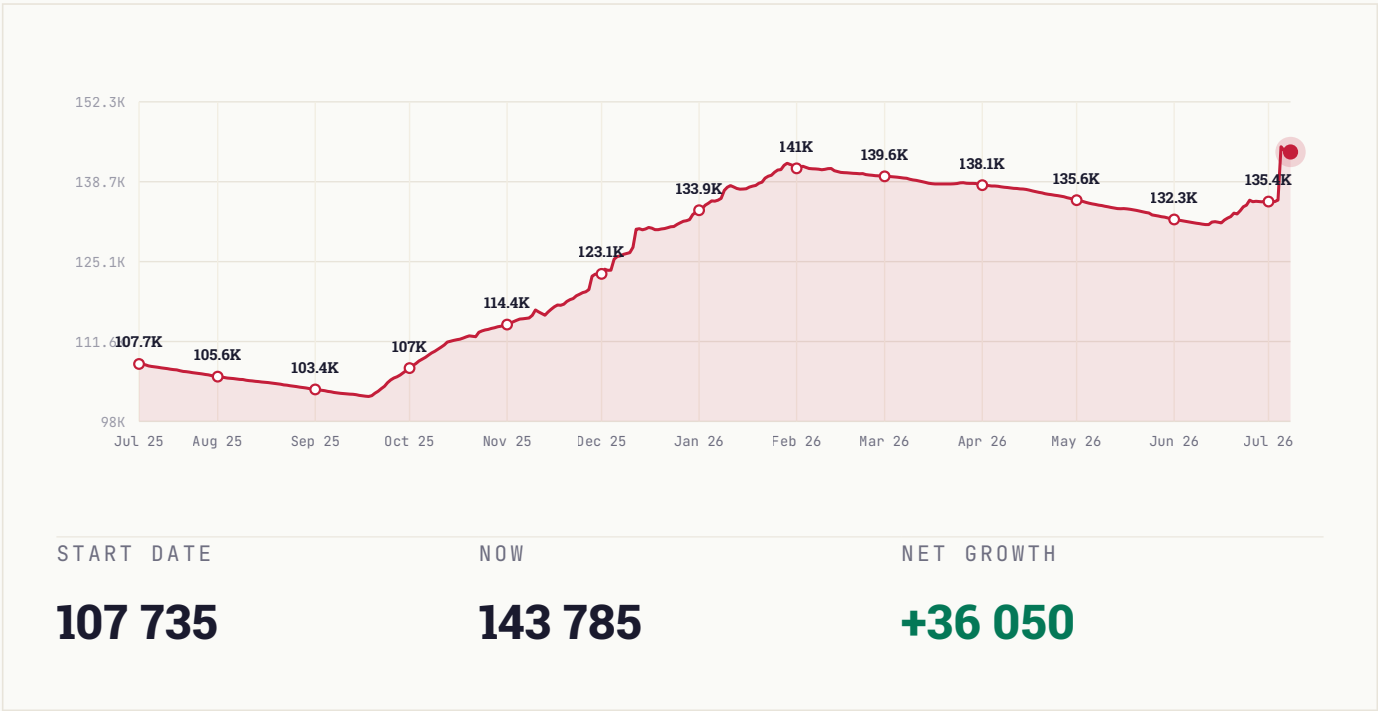
Nº1 12.06 · 14:02 VIDEO Custom mask + 2 mystery boxes giveaway for subscription *All giveaway items in stock. Just subscribe to: •...	VIEWS 53 670 REP. 130	REACTIONS 135 ER 37.3%
Nº2 17.06 · 13:39 VIDEO Quick giveaway of 3 mystery boxes with hoodies ⚡ *All giveaway items in stock. Entry rules: • tap «Participate» •...	VIEWS 35 299 REP. 331	REACTIONS 353 ER 24.5%
Nº3 22.06 · 11:23 VIDEO 🧠 We're giving away 10 secret boxes with hoodies *All from stock. Which hoodie is inside - you'll only know when you open it. Terms of participation: • click...	VIEWS 18 442 REP. 212	REACTIONS 336 ER 12.8%

Nº4 15.06 • 15:38 PHOTO How do you like the new TOAD SAGE? ❤️ - like 💔 - dislike	VIEWS 16 362 REACTIONS 319 REP. 18 ER 11.4%
Nº5 21.06 • 14:10 PHOTO Community, you're all so beautiful 😊 Thanks for sharing photos, it makes us very happy!	VIEWS 15 293 REACTIONS 122 REP. 16 ER 10.6%
WORST 3	
↓ 28.06 • 11:10 VIDEO Kira gave out Gothic for Berserk drop. Sergey (Art Dir) set the form. He detailed the collection — where the sharp...	VIEWS 7 969 REACTIONS 25 REP. 11 ER 5.5%
↓ 29.06 • 13:13 TEXT (post without caption — text)	VIEWS 7 956 REACTIONS 29 REP. 4 ER 5.5%
↓ 28.06 • 13:02 VIDEO 🎁 Guys, everyone who places an order during the sale on the site enters the giveaway. We're giving away one Nikado mask and four doormats...	VIEWS 7 620 REACTIONS 24 REP. 6 ER 5.3%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

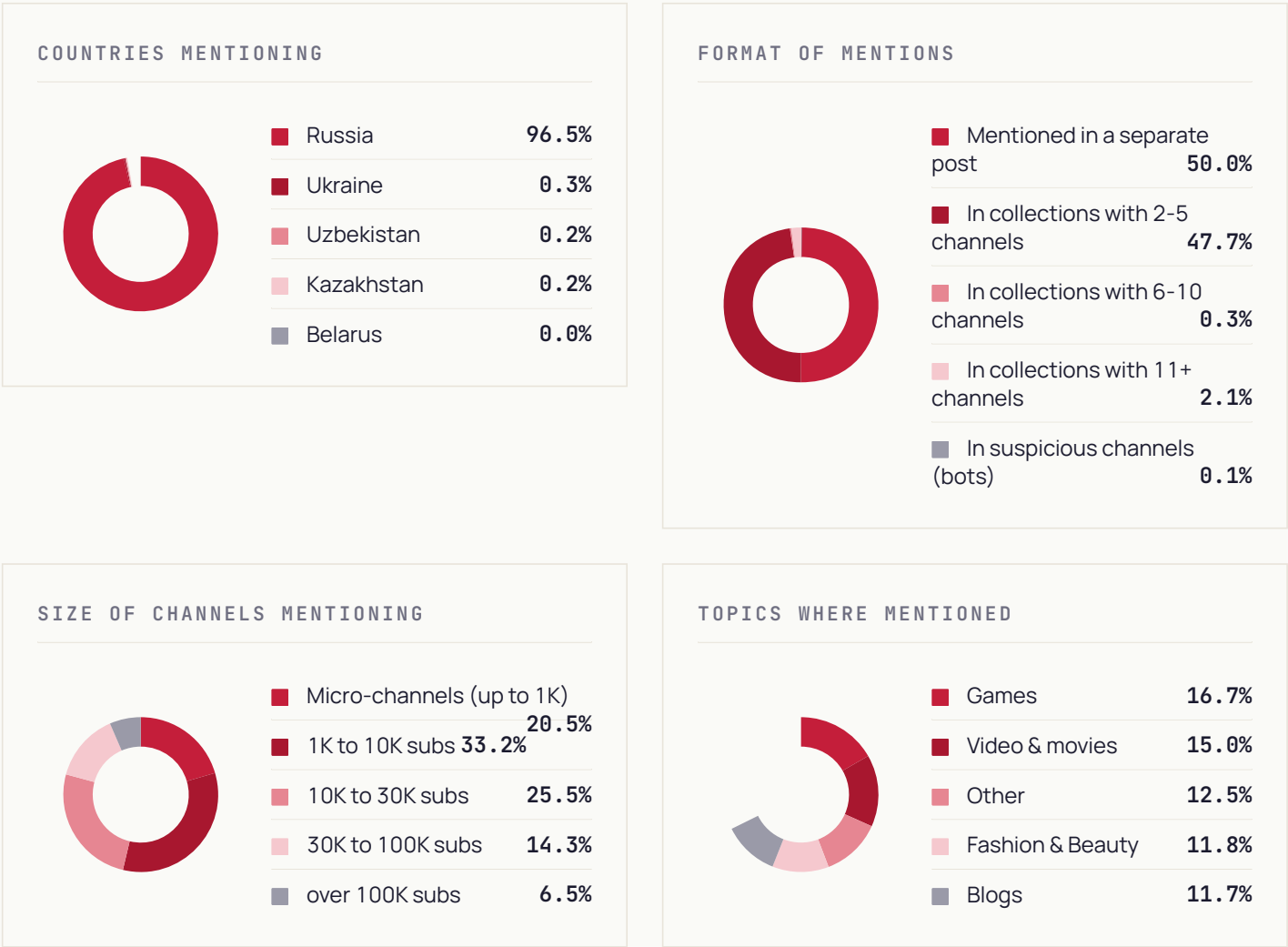
Subscriber growth chart for the year. Key months show exact sub count. See which months gained or lost subs.



SECTION 04 · MENTIONS

Who & how mentions the channel

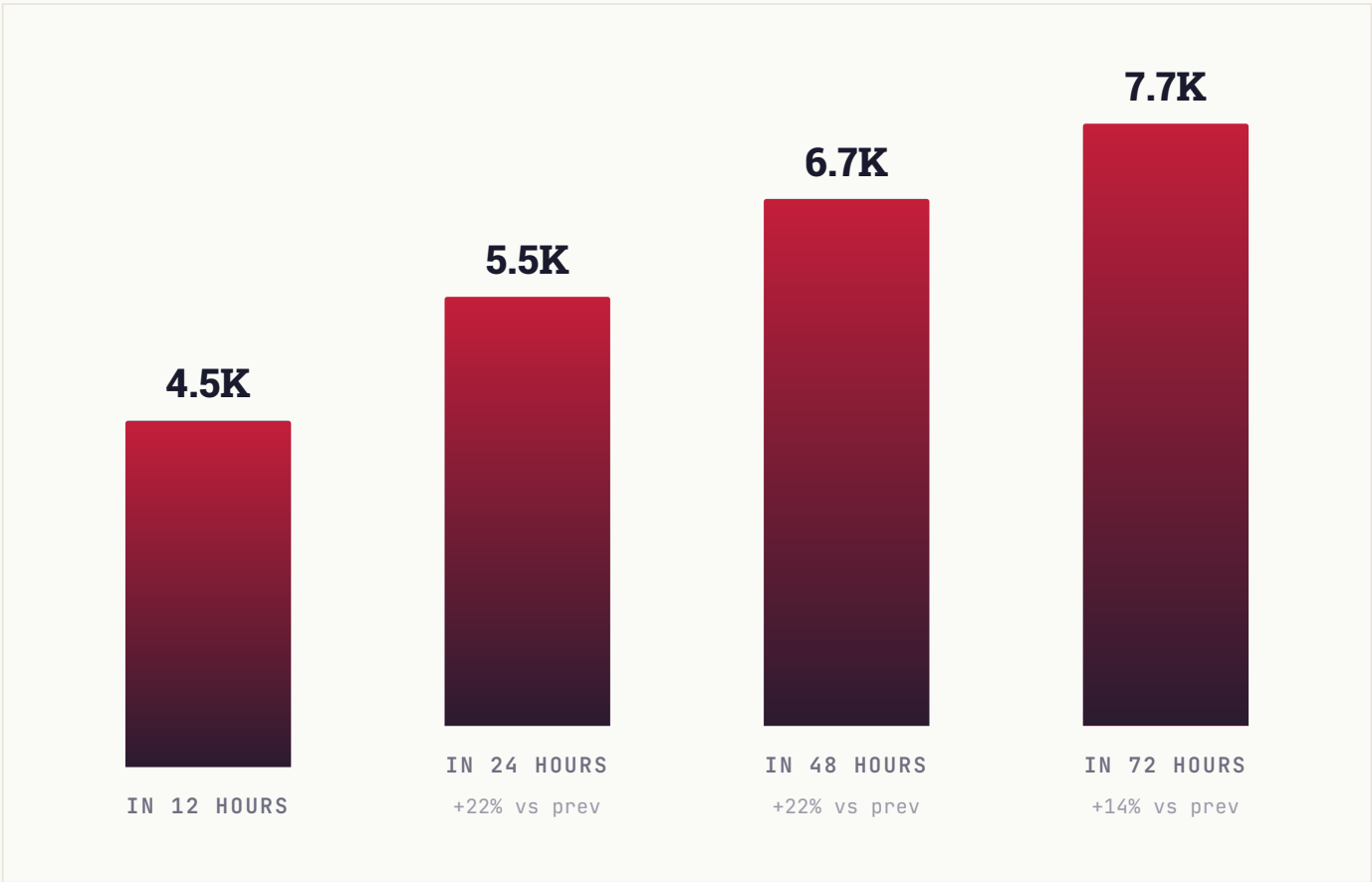
Citation index **221** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned **449** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

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



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic & audience. Your channel is highlighted — see where it ranks among niche neighbors.

CHANNEL	SUBSCRIBERS
ZY Golden Apple	1.1M
NN Found on Wildberries	635.3K
MI MIXIT.RU	614.6K
M Manicure Nails	573.8K
NN Wildberries / WB finds	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
NI NIKIFILINI® YOU	143.8K

COMPARATIVE INSIGHT

Channel in bottom half of top-100 niche (#65 of 96). Niche median — 171K subs. First KPI goal — reach the median. Leader: Golden Apple (1.1M).

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

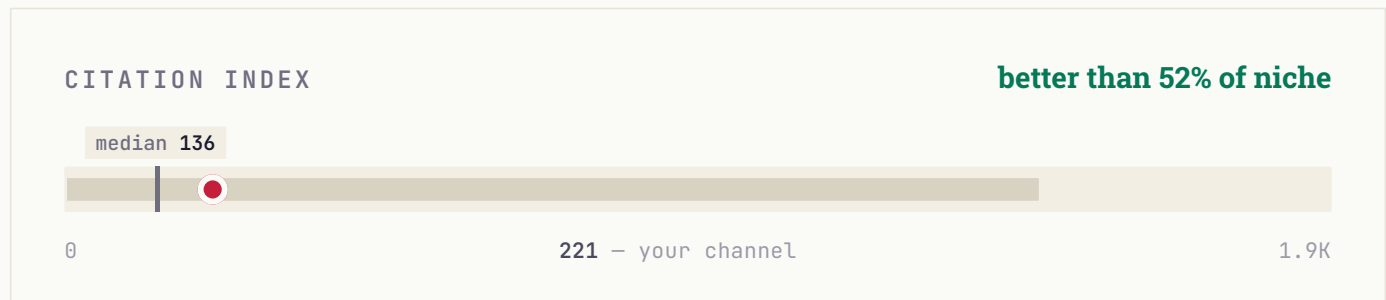
Monthly we track posts in other channels that mention yours. Over the last **6 months** such mentions: **165**, they brought **42 159** new subs.

PERIOD	MENTIONS	CHANNELS	GAINED SUBSCRIBERS	
Jan 2026	48	22	8 954	
December 2025	26	18	11 330	
Nov 2025	42	26	9 625	
Oct 2025	28	19	7 798	
Sep 2025	11	8	4 452	
August 2025	10	7	0	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
165	6	42 159

Where channel ranks in its league

#65 /100 RANK IN NICHE
Channel in bottom half of ranking



— 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 Wednesday

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

EFFECT

**Best time for
key posts**

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 & 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

Swap posts quarterly with same-segment channels.
Not 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 — 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 using public data. Want to go further? Run ads through us and hit your growth plan in a month.

01 **Launch ads in Telegram** <https://panel.promptpress.com/register>

02 **Contact manager** t.me/PromptPress_manager
