

PUBLIC REPORT BY PROMTPRESS

# Channel audit

## Everyday Look



@obraz\_budnyi

Style, details that make every day better. Collab - <https://clck.ru/3QRZn4> <https://clck.ru/3Nk87H> <https://gosuslugi.ru/snet/68a5800ea8f3e3290c6906cb>

SUBS

**123 647**

-27678 per month

ERR (% SEE POSTS)

**79.0%**

per day **63.3%**

REACH/POST

**97.3K**

ad reach **82.7K**/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.

|                                                                                                                                                  |                                                                                                                                                                                    |                                                                                                                                                                                 |                                                                                                                                                                        |
|--------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <div> SUBS</div> <div>123 647</div> <div>—</div>                | <div> SUBSCRIBER REACH</div> <div>78.69%</div> <div>avg % subs see post</div>                     | <div> VIEWS/POST</div> <div>97.3K</div> <div>median 97.3K · 15 days</div>                      | <div> POSTS/WK</div> <div>0.9</div> <div>over period</div>                          |
| <div> 7D TREND</div> <div>—</div> <div>no data for period</div> | <div> REACTS/POST</div> <div>848.5</div> <div>only 1,697 reactions, 520 reposts, 0 comments</div> | <div> POST LENGTH</div> <div>391 chars.</div> <div>median 391 · 15 days</div>                  | <div> POSTS ANALYZED</div> <div>2</div> <div>15 days</div>                          |
| <div> AD REACH</div> <div>82.7K</div> <div>24h avg</div>      | <div> CHURN / MONTH</div> <div>-27678</div> <div>last month</div>                               | <div> CITATION RATE</div> <div>1</div> <div>citation index · 7 channels mentioned ever</div> | <div> CHANNEL AGE</div> <div>3 years 2 months</div> <div>created 15.05.2023</div> |

AI EDITOR SUMMARY

Channel «Everyday Look» — 123 647 subs. Avg views per post 97.3K people (79% from subs), wide reach for a channel this size. Publishes 1 posts/week (~0/day) — rare posts.

SECTION 02 · CONTENT ANALYSIS

# What works best

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

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on 2 posts in 15 days.
- 02 Dominant format — Video (1/2 of posts).
- 03 Avg post length — 391 chars (median 391).
- 04 Peak audience activity — Saturday, 16:00 MSK.
- 05 Top posts get 1× more views than weakest (64.9K avg top vs 97.3K worst) — among 2 posts in 15 days. Analyze commonalities: topic, format, timing.

TOP 2 POSTS

|                                                                                                                                |         |        |
|--------------------------------------------------------------------------------------------------------------------------------|---------|--------|
| №104.07 · 13:58PHOTO                                                                                                           | VIEWS   | REACTS |
|                                                                                                                                | 99 286  | 864    |
| Maison Margiela released Lost Eden — «Потерянный рай». If you've been looking for a perfume that enters the room before you... | REPOSTS | ER     |
|                                                                                                                                | 105     | 80.3%  |
| №219.06 · 10:16VIDEO                                                                                                           | VIEWS   | REACTS |
|                                                                                                                                | 95 299  | 833    |
| While we try to pick one summer scent, the brand drops Late Lunch — a new perfume collab with beach club Casa Jondal on...     | REPOSTS | ER     |
|                                                                                                                                | 415     | 77.1%  |

WORST 2

|                                                                                                                                |         |        |
|--------------------------------------------------------------------------------------------------------------------------------|---------|--------|
| ↓04.07 · 13:58PHOTO                                                                                                            | VIEWS   | REACTS |
|                                                                                                                                | 99 286  | 864    |
| Maison Margiela released Lost Eden — «Потерянный рай». If you've been looking for a perfume that enters the room before you... | REPOSTS | ER     |
|                                                                                                                                | 105     | 80.3%  |

|                                                                                                                                                                                                       |  |                                                                      |                                                                 |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|----------------------------------------------------------------------|-----------------------------------------------------------------|
| <div><div>↓</div><div>19.06 · 10:16</div><div>VIDEO</div></div> <div>While we try to pick one summer scent, the brand drops Late Lunch – a new perfume collab with beach club Casa Jondal on...</div> |  | <div>VIEWS</div> <div>95 299</div> <div>REPOSTS</div> <div>415</div> | <div>REACTS</div> <div>833</div> <div>ER</div> <div>77.1%</div> |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|----------------------------------------------------------------------|-----------------------------------------------------------------|

SECTION 03 · SUBSCRIBER DYNAMICS

# How the channel grew over the year

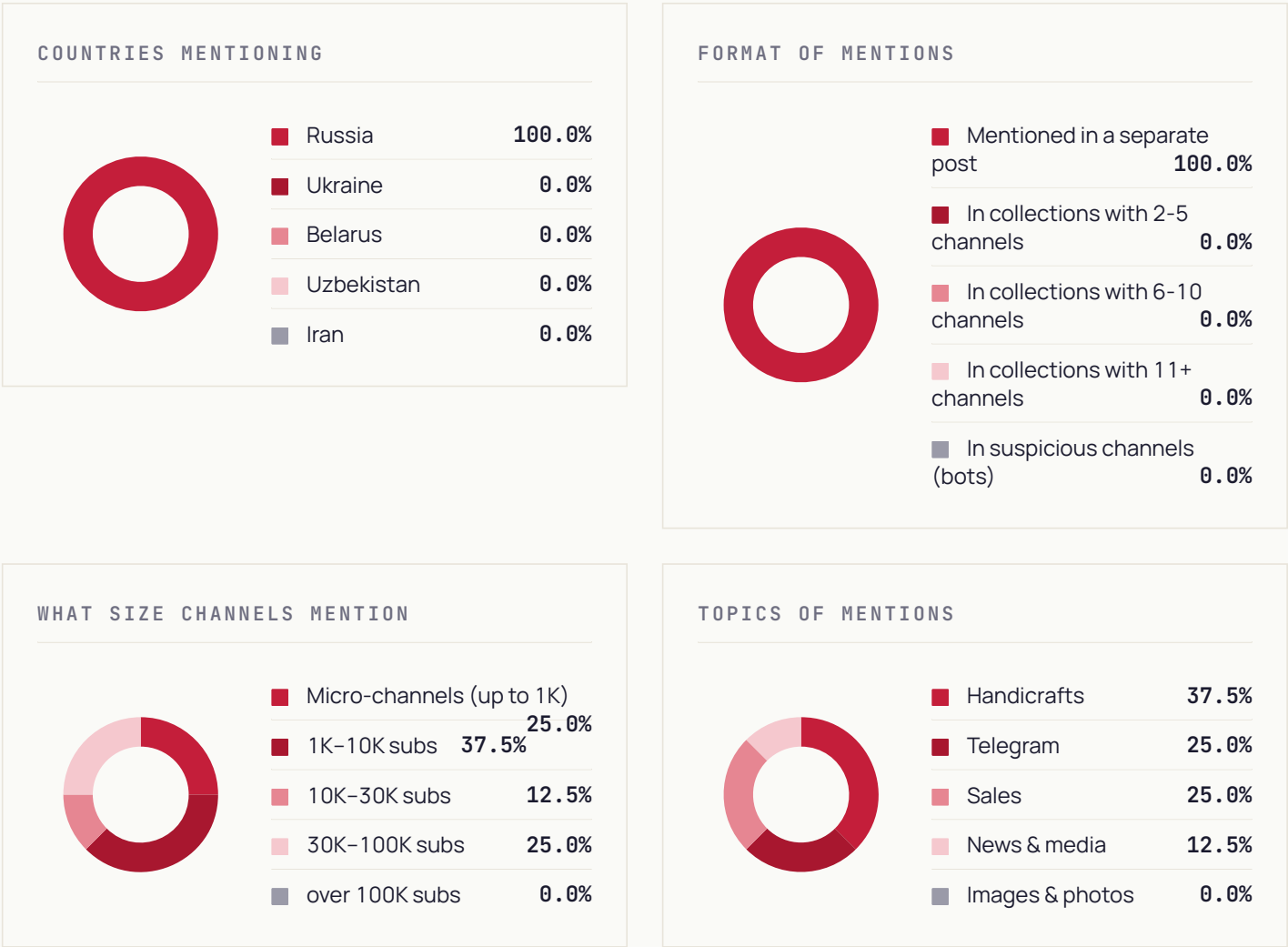
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · MENTIONS

# Who mentions the channel and how

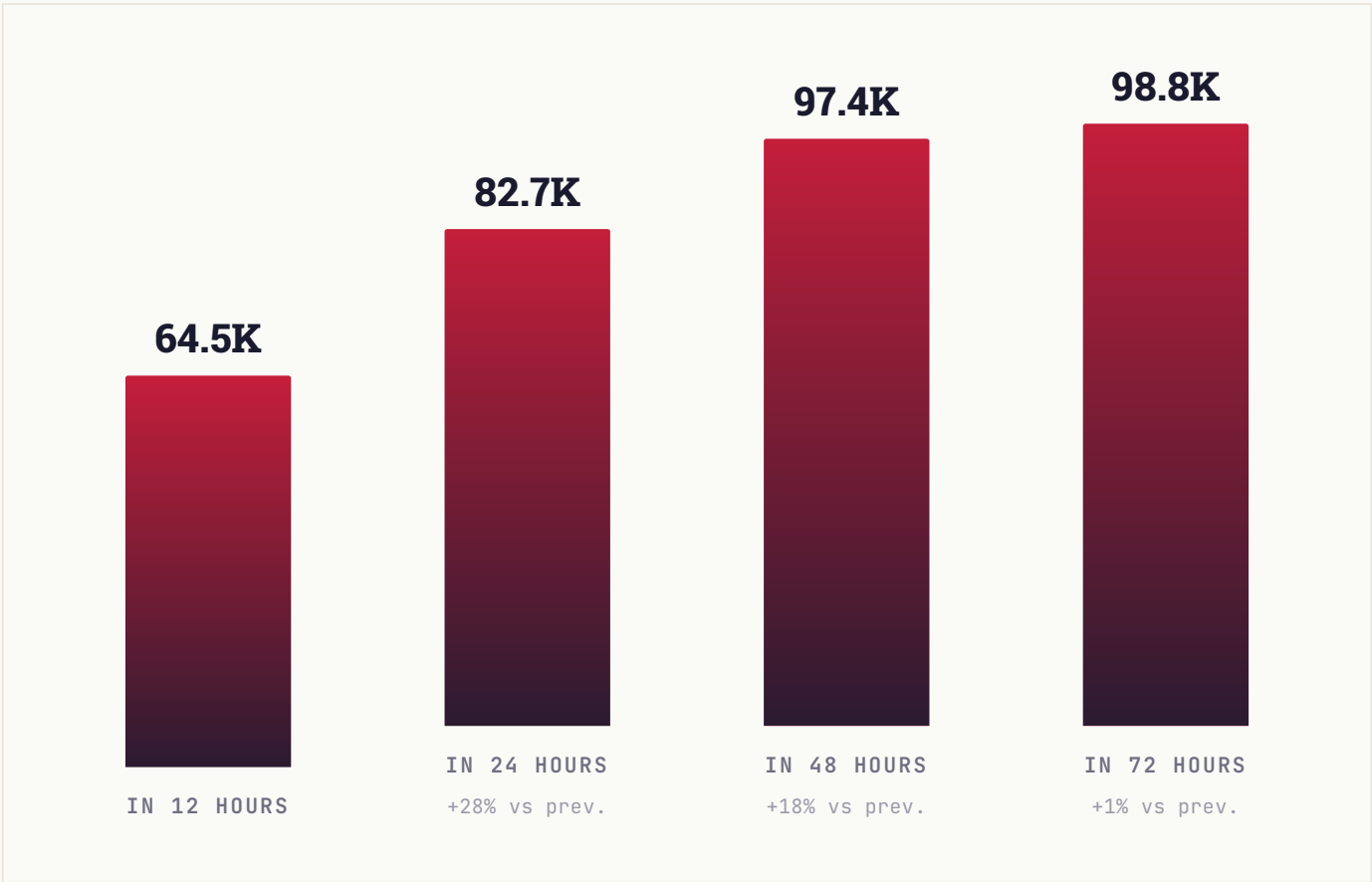
Citation index 1 — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: 7 different channels.



SECTION 05 · 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 06 · COMPETITORS

# Who you compete with

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

| CHANNEL                                                  | SUBS   |
|----------------------------------------------------------|--------|
| <div>ZY</div> Golden Apple                               | 1M     |
| <div>PC</div> Pandabuy CnFans MuleBuy ACBuy Hacco Find🔍🐼 | 790.3K |
| <div>NN</div> Found on Wildberries                       | 633.3K |
| <div>MI</div> MIXIT.RU                                   | 624.7K |
| <div>M </div> Manicure   Nails                           | 572K   |
| <div>NN</div> Finds on Wildberries / WB                  | 533.2K |
| <div>EM</div> Elena Mixit                                | 518K   |
| <div>GD</div> Facial exercises                           | 472.4K |
| <div>PM</div> By Style   Trends                          | 436K   |
| <div>PS</div> Prime Savers                               | 428.8K |
| <div>OB</div> Everyday Look <div>YOU</div>               | 123.6K |

COMPARATIVE INSIGHT

Channel not yet outside top-97 niche — early growth stage. Niche leader — Golden Apple (1M), top-97 median: 189.3K. First goal — enter top-97 via systematic traffic & content work.

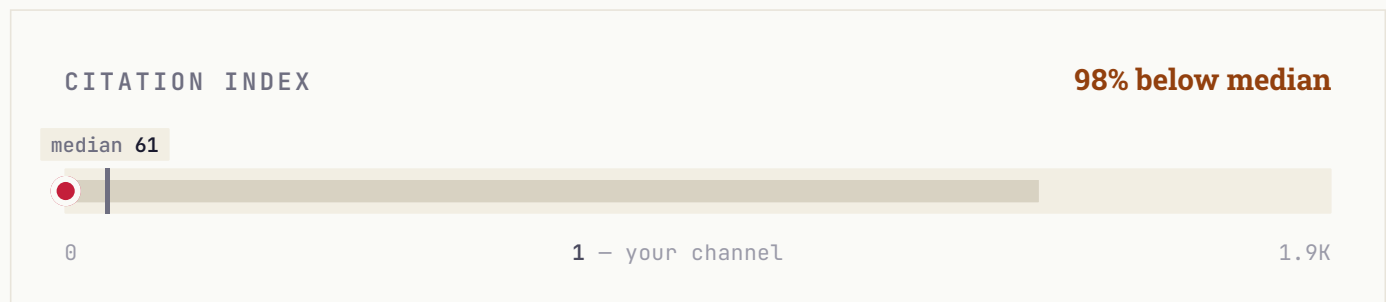
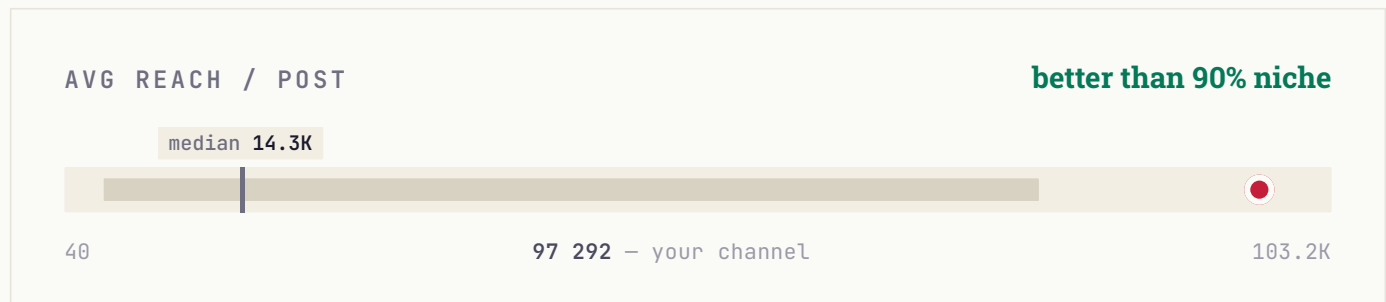
## Where the channel stands in its league

SUBS

35% below median

A horizontal bar chart comparing a channel's subscriber count to a median. The median is 189.8K, shown as a vertical line. The channel's count is 123,647, marked by a red dot. The bar is divided into three segments: light green for values below 66.8K, dark green for values between 66.8K and 189.8K, and light orange for values above 189.8K. The channel's position is in the dark green segment, indicating it is below the median.

| Value   | Label           |
|---------|-----------------|
| 66.8K   | Lower threshold |
| 123 647 | your channel    |
| 189.8K  | median          |
| 558.4K  | Upper threshold |



— SECTION 08 · STRATEGY

# What to do right now

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

- |           |                                                                                                                                                                                                                       |                                                    |
|-----------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------|
| <b>01</b> | <b>Increase posting frequency</b><br>Now 0.9 posts/wk. Active channels average 7-10.<br>Consistency is key to retention.                                                                                              | EFFECT<br><b>Consistency beats volume</b>          |
| <b>02</b> | <b>Main post of the week — on Saturday</b><br>Audience most active on this day at 16:00 MSK.                                                                                                                          | EFFECT<br><b>Best window for an important post</b> |
| <b>03</b> | <b>Systematic traffic buying</b><br>Three formats for your media: <b>Inhouse</b> (premium channels), <b>Native</b> (native integrations), <b>Premium</b> (target audience). PromptPress picks sources for your niche. | EFFECT<br><b>+1000-3000 subs.</b>                  |
| <b>04</b> | <b>Test polls and interactive formats</b><br>Posts with polls/reactions typically boost ER by +5-15%. One poll per week on a hot topic — an easy growth lever.                                                        | EFFECT<br><b>+5-15% ER</b>                         |
| <b>05</b> | <b>Cross-promo with neighboring channels</b><br>Swap posts with similar channels once a quarter. No need daily — 2-3 collabs give relevant growth.                                                                    | EFFECT<br><b>Growth from relevant audience</b>     |

★ WHAT'S NEXT

# Want this done by **PromptPress?**

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

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|    |                            |                                                                                             |
|----|----------------------------|---------------------------------------------------------------------------------------------|
| 01 | <b>Launch Telegram ads</b> | <a href="https://panel.promptpress.com/register">https://panel.promptpress.com/register</a> |
|----|----------------------------|---------------------------------------------------------------------------------------------|

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|    |                        |                                                                         |
|----|------------------------|-------------------------------------------------------------------------|
| 02 | <b>Contact manager</b> | <a href="https://t.me/PromptPress_manager">t.me/PromptPress_manager</a> |
|----|------------------------|-------------------------------------------------------------------------|

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