

PUBLIC REPORT BY PROMTPRESS

Channel audit

Fashion | Trends

2026



@odezhda_stil_moda

Style inspiration for your wardrobe ✨ Ads: @VSOB63 If no reply:
@serejka63 Invite friends: <https://t.me/+W2zG2fRx1TBkYWy6> RKN:
<https://vk.cc/clUOp6> Manager: @Spiral_Miya

SUBS

437 478

-5718 per month

ERR (% SEE POSTS)

5.0%

per day 1.9%

REACH/POST

17.9K

ad reach 8.2K/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.

 SUBS 437 478 —	 SUBSCRIBER REACH 4.08% avg % of subs see post	 VIEWS/POST 17.9K median 18.3K · 29 days	 POSTS/WEEK 23.6 for the period
 7D TREND -17.0% vs previous week	 REACTIONS/POST 170.5 total 16,881 reactions, 5,372 reposts, 1,389 comments	 POST LENGTH 114 chars. median 83 · 29 days	 POSTS ANALYZED 99 29 days
 AD REACH 8.2K 24h avg	 CHURN / MONTH -5718 last month	 CITATION RATE 1 990 citation index · 6,748 channels mentioned all time	 CHANNEL AGE 2 years 5 months created 19.01.2024

AI EDITOR SUMMARY

Channel «Fashion | Trends 2026» — 437 478 subs. Each post averages 17.9K people (4% from subs), reach is low — need to grow audience. Publishes 24 posts per week (~3/day) — active posting. For week 22–28 Jun reach dropped by -17.0% to week 15–21 Jun — worth analyzing reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and outsiders – to see what to repeat and what to drop.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 99 posts over 29 days.
- 02 Dominant format – Video (83/99 posts).
- 03 Avg post length – 114 chars (median 83).
- 04 Peak audience activity – Wed, 18:00 MSK.
- 05 Top posts get 2x more views than the weakest (23K avg for top vs 12.6K for worst) – among 99 posts over 29 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 11.06 · 05:00 VIDEO Trendy Aladdins for plus-size 😊 More tips 👉 🇷🇺 We in MAX Fashion I Trends 2026 🧑	VIEWS 23 283 REP. 60	REACTIONS 185 ER 5.3%
Nº2 15.06 · 08:30 VIDEO Beautiful combinations 😊 More tips 👉 🇷🇺 We're in MAX Fashion I Trends 2026 🧑	VIEWS 22 853 REP. 153	REACTIONS 184 ER 5.2%
Nº3 17.06 · 13:00 VIDEO Shoulders won't be stretched 🧥 More tips 👉 🇷🇺 We're in MAX Fashion I Trends 2026 🧑	VIEWS 22 739 REP. 79	REACTIONS 143 ER 5.2%

Nº4 15.06 · 13:00 VIDEO Outfit picks for hourglass figure More tips 👉🇷🇺 We're in MAX Fashion l Trends 2026 🧑	VIEWS 22 713 REP. 47	REACTIONS 63 ER 5.2%
Nº5 16.06 · 05:00 VIDEO Shades for blondes & brunettes 😊 More tips 👉🇷🇺 We're in MAX Fashion l Trends 2026 🧑	VIEWS 22 437 REP. 89	REACTIONS 140 ER 5.1%

|

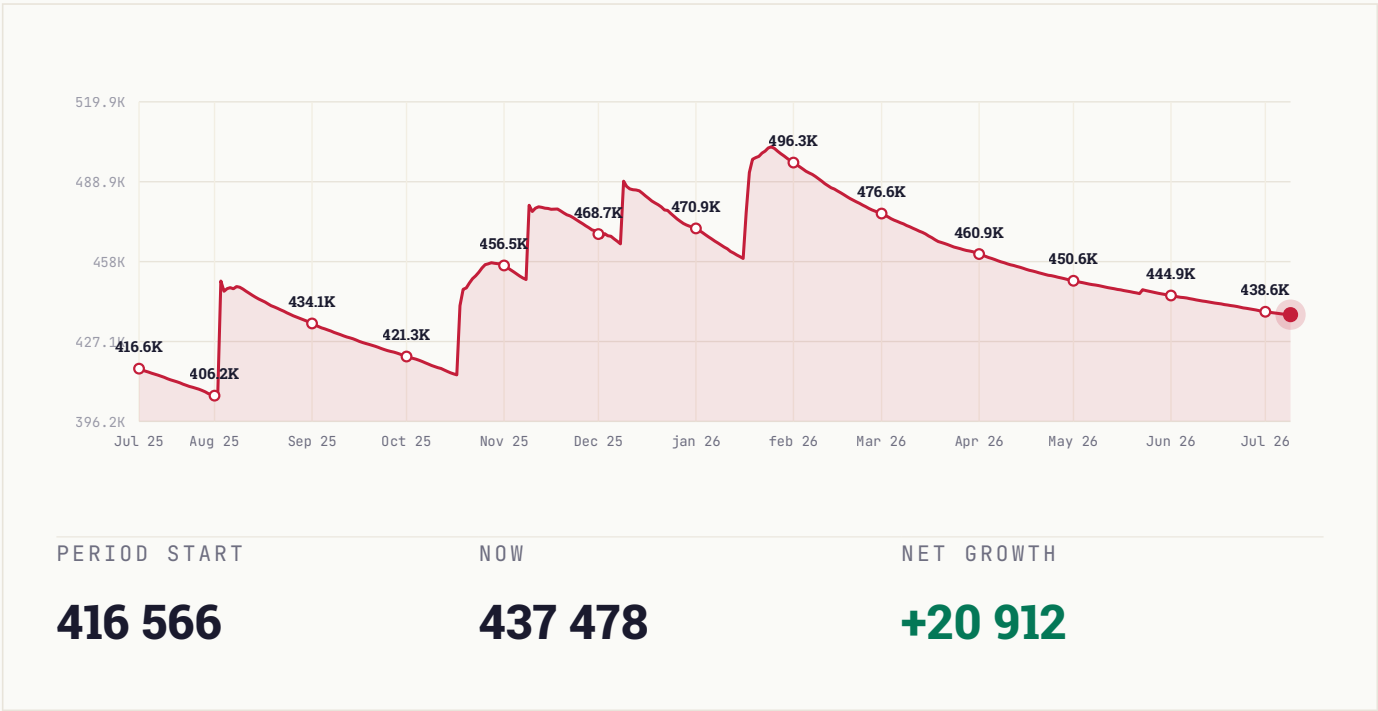
WORST 3

↓ 03.07 · 08:30 VIDEO Beautiful looks 😍 More tips 👉🇷🇺 We're in MAX Fashion l Trends 2026 🧑	VIEWS 13 153 REP. 24	REACTIONS 87 ER 3.0%
↓ 05.07 · 08:30 PHOTO Which look did you like more? 1 - 🔥 2 - ❤️ 3 - 👍 More tips 👉🇷🇺 We're in MAX Fashion l Trends 2026 🧑	VIEWS 12 760 REP. 11	REACTIONS 493 ER 2.9%
↓ 05.07 · 13:00 VIDEO Ideas for matching outfits 🥰 More tips 👉🇷🇺 We're in MAX Fashion l Trends 2026 🧑	VIEWS 11 879 REP. 14	REACTIONS 114 ER 2.7%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

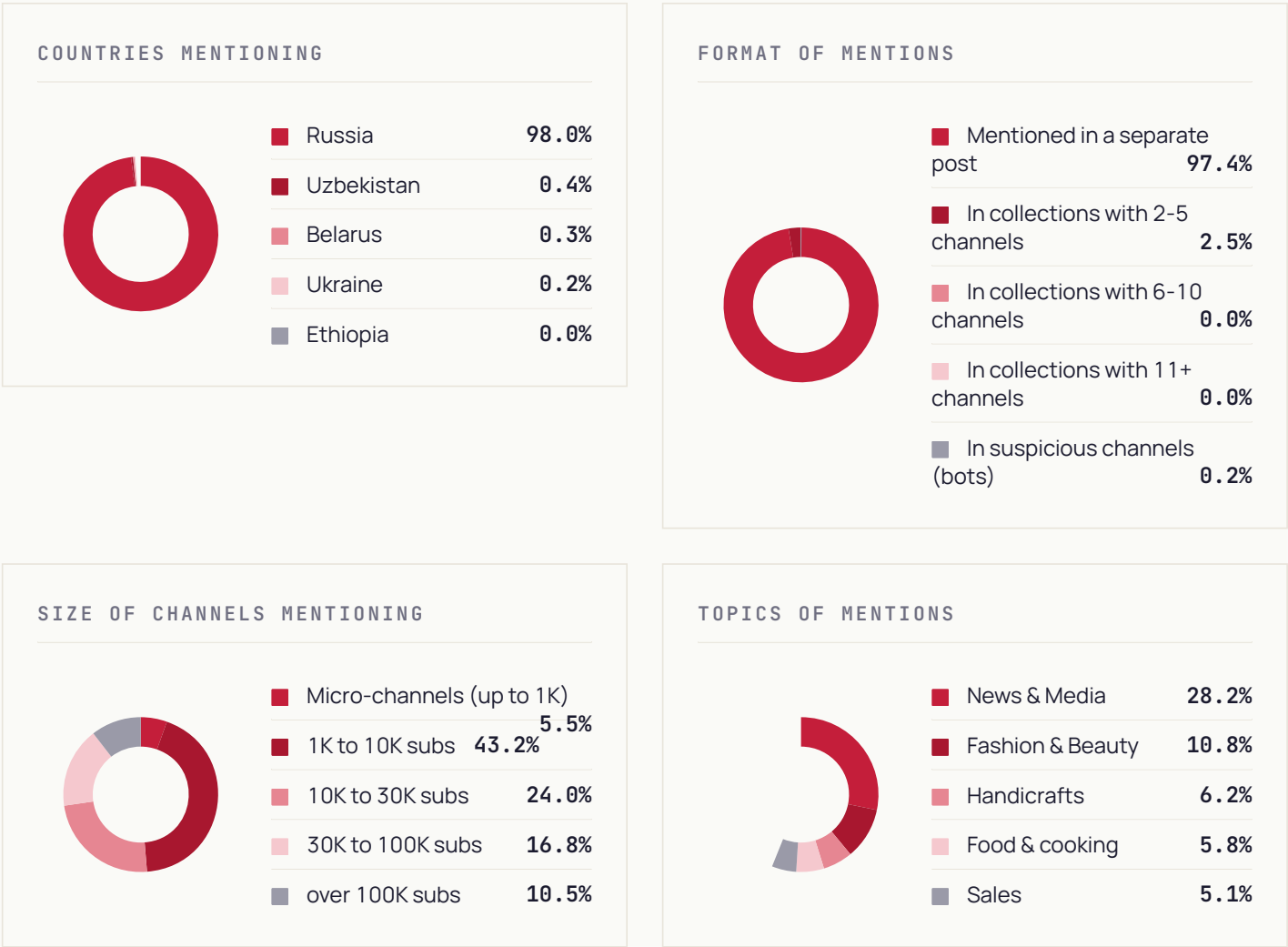
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

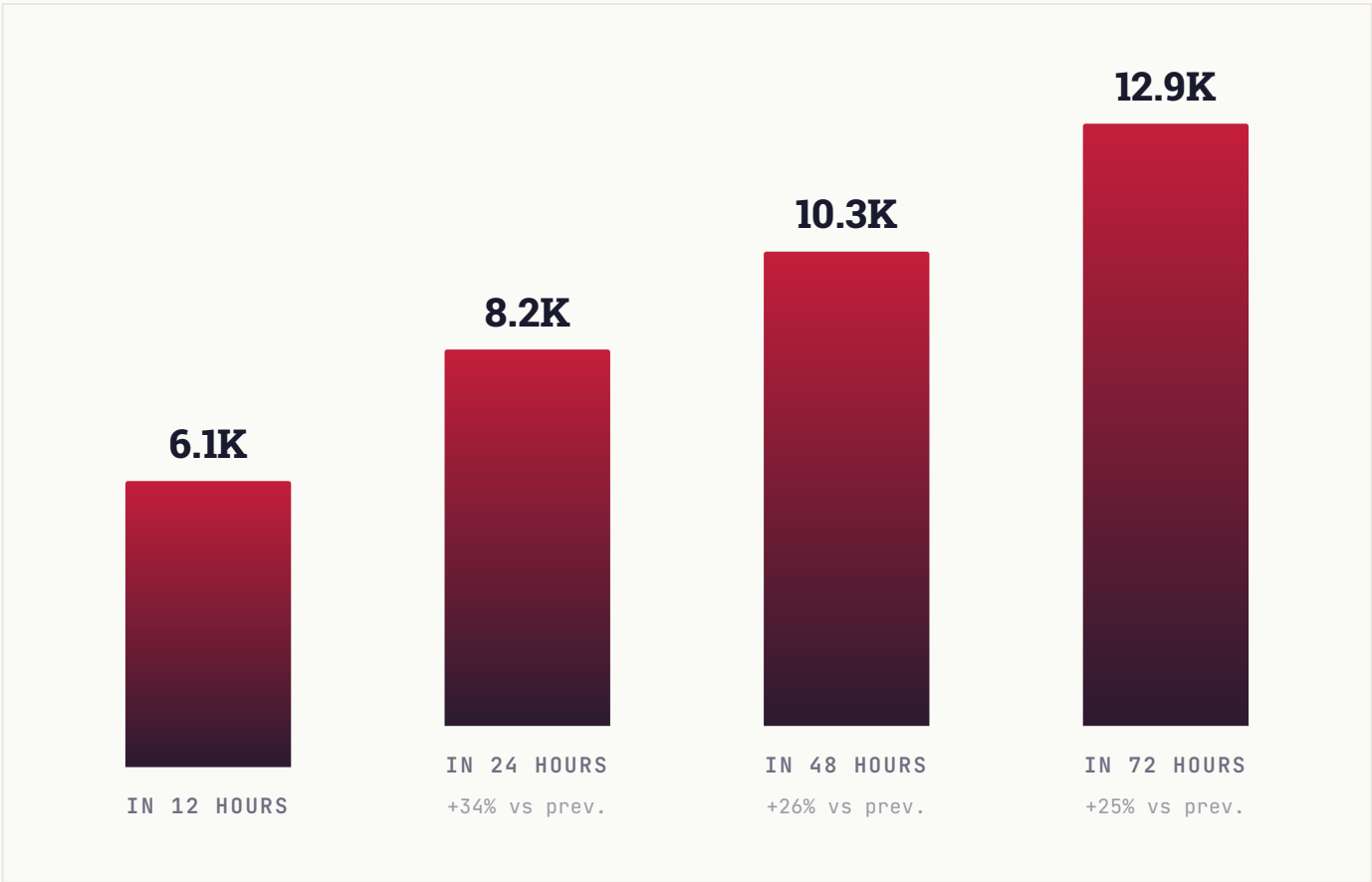
Citation index **1 990** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100k subs channel weighs more than from 1k. All time channel was mentioned **6 748** different channels.



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 and audience. Your channel is highlighted — see its place among niche neighbors.

CHANNEL	SUBS
ZY Golden Apple	1.1M
NN Found on Wildberries	635.3K
MI MIXIT.RU	614.6K
M Manicure Nails	573.8K
NN Finds on Wildberries / WB	537.2K
EM Elena Mixit	521.6K
GD Face gymnastics	472.5K
PM Fashion Trends 2026 YOU	437.5K
PR Primebery	398.9K
HW WB OZON finds	393.5K
MI World	355.5K

COMPARATIVE CONCLUSION

Channel in top 10 niche (#8 of 96). Strong position. Niche leader — Golden Apple (1.1M), room to grow to #1. Mutual exchanges with other top-10 channels as equals.

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Each month we record posts in other channels that mention yours. Over the last **6 months** such mentions were **2 359**, they brought **190 039** new subs.

PERIOD	MENTIONS	CHANNELS	SUBS ACQUIRED
Jan 2026	662	624	43 239
December 2025	227	227	25 833
Nov 2025	108	106	30 690
Oct 2025	961	744	43 416
September 2025	2	2	0
August 2025	399	394	46 861

TOTAL MENTIONS	MONTHS OF DATA	SUBS ATTRACTED
2 359	6	190 039

SECTION 08 · NICHE COMPARISON

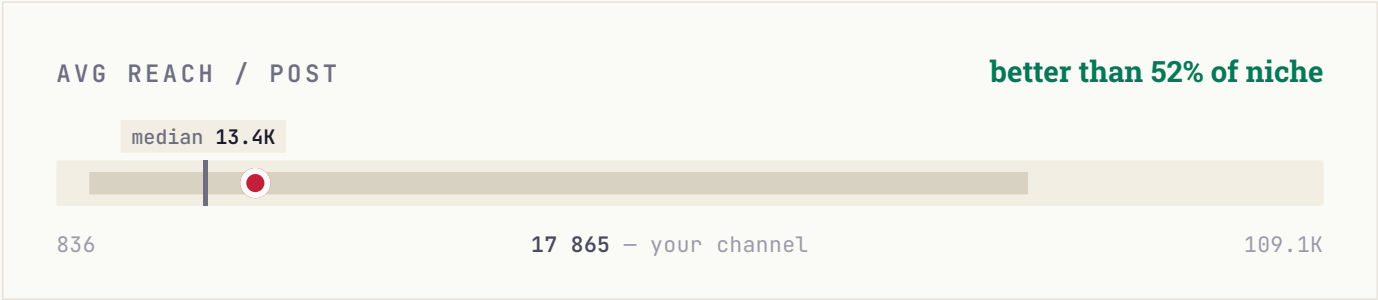
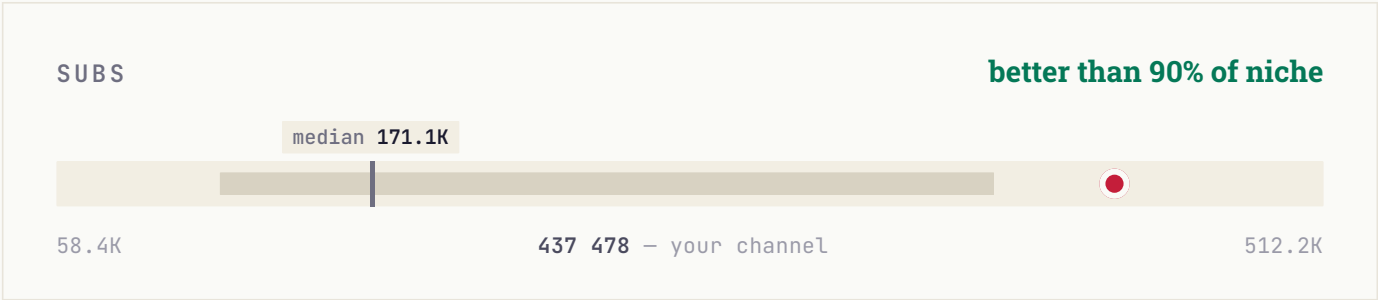
Where the channel stands in its league

Took 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.

#8/100

RANK IN NICHE

Channel in top 8% 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 Wednesday

Audience is most active on this day at 18:00 MSK.

EFFECT

**Best window
for an
important post**

02

ER below niche benchmark — rethink formats

Current ER 4.08% vs norm 5.5%. Try polls and interactive formats.

EFFECT

+1.4pp ER

03

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**

04

Test polls and interactive formats

Posts with polls/reactions usually boost ER by +5-15%.
One weekly poll on a hot topic is an easy win.

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

Swap 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 minutes from public data. To go further — run ads with 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