

PUBLIC REPORT BY PROMTPRESS

Channel audit

Faberlic Official



@official_faberlic

Faberlic — вдохновляем на лучшее и делаем красоту доступнее!
29 лет создаем эффективный уход за кожей, парфюмерию,
декоративную косметику, одежду, продукты для дома и
здоровья. Регистрационный...

SUBS

143 702

-2029 per month

ERR (% SEE POSTS)

20.0%

daily 6.7%

REACH/POST

27.7K

ad reach 9.7K/24h

— CONTENTS · 2026

What's inside the report

01 Channel snapshot

12 key metrics · AI summary

02 Content analysis

Top 5 posts · worst 3 · insights

03 Subscriber dynamics

Year chart · growth

04 Citation rate

Who mentions the channel and how

05 Ad potential

How long a post brings reach

06 Competitors

Niche neighbors · your spot

07 Mention dynamics

6 months · monthly

08 Niche comparison

Position in «Sales» category

09 Strategy

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. The subtitle under the number shows the period it covers.

 SUBS 143 702 —	 SUBSCRIBER REACH 19.25% avg % subs see post	 VIEWS/POST 27.7K median 27.7K · 29 days	 POSTS/WEEK 5.8 for period
 7D TREND -16.0% vs prev week	 REACTIONS/POST 185.2 total 4,444 reactions, 7,261 reposts, 249 comments	 POST LENGTH 915 chars median 1,000 · 29 days	 POSTS ANALYZED 24 29 days
 AD REACH 9.7K 24h avg	 CHURN / MONTH -2029 last month	 CITATION RATE 555 citation index · 945 channels mentioned all time	 CHANNEL AGE 6 years 10 months created 13.08.2019

AI EDITOR SUMMARY

Channel «Faberlic Official» — 143 702 subs. Each post avg views 27.7K people (19% of subs), this is average reach — room to grow. Publishes 6 posts/week (~1/day) — infrequent. For week Jun 1–7, reach dropped -16.0% vs week May 25–31 — worth analyzing reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on 24 posts in 29 days.
- 02 Dominant format – Photo (13/24 posts).
- 03 Avg post length – 915 chars (median 1,000).
- 04 Audience peak activity – Friday, 09:00 MSK.
- 05 Strongest posts get 2x more views than weakest (42K avg top vs 22.8K worst) – among 24 posts in 29 days. Worth analyzing what top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 21.05 · 06:35 PHOTO International Tea Day: a traditional way to care for yourself ☕ May 21 – a day when even the busiest find time to...	VIEWS 44 701 REP. 448	REACTIONS 189 ER 31.1%
Nº2 22.05 · 06:31 PHOTO Best new product of catalog 7 – Aora women's eau de parfum ☒ Most ordered in period 7: Aora women's eau de parfum (art...	VIEWS 43 396 REP. 383	REACTIONS 180 ER 30.2%
Nº3 26.05 · 06:30 PHOTO iSeul Series Giveaway: Korean care for fresh, radiant skin on hot days ☒ Summer is about lightness, bright emotions, and a special ritual...	VIEWS 37 906 REP. 922	REACTIONS 639 ER 26.4%

Nº4 02.06 · 06:31 PHOTO Summer basics from Faberlic makeup artist ☒ Summer started, time to refresh your makeup bag and go lighter...	VIEWS 37 661 REP. 451	REACTIONS 160 ER 26.2%
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Nº5 20.05 · 07:00 VIDEO New Suyami series – harmony of body, spirit, and Japanese traditions in every capsule ☒ ☒ Watch on VK Interest in the new Suyami supplement line...	VIEWS 34 734 REP. 307	REACTIONS 146 ER 24.2%
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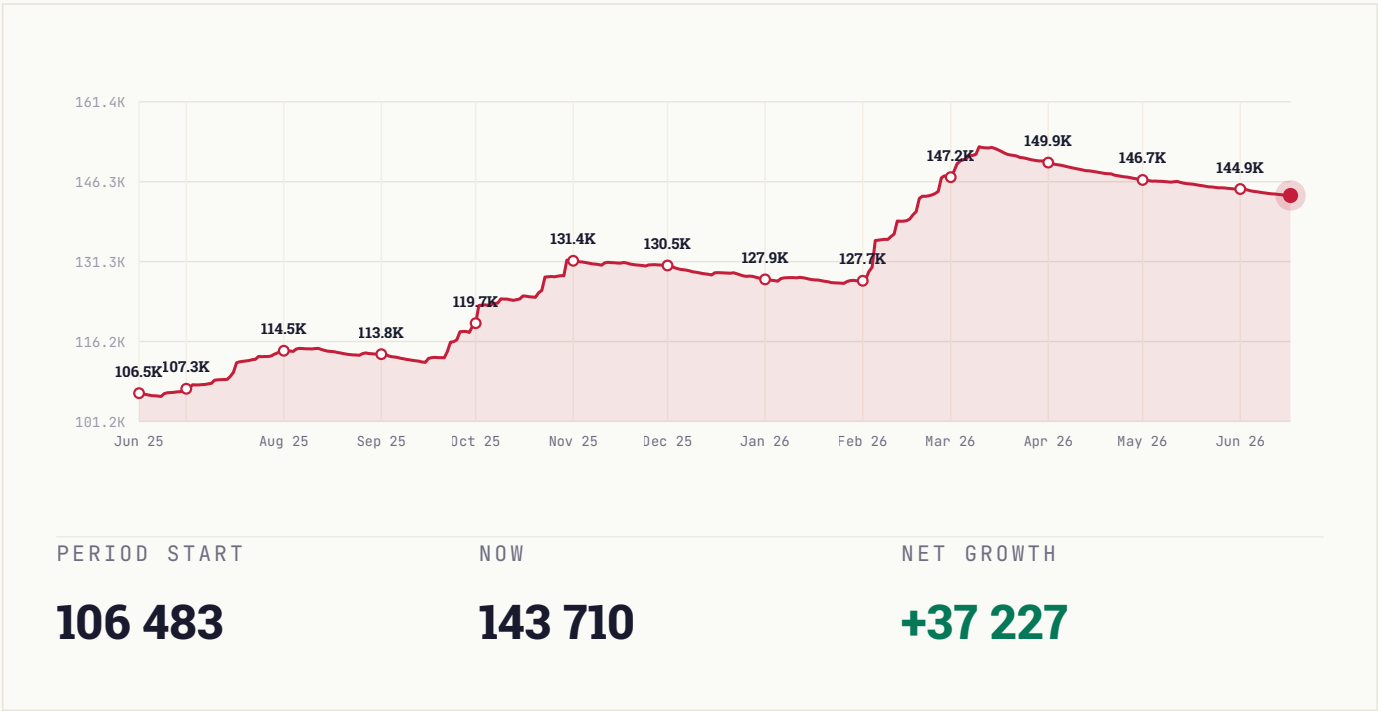
WORST 3

↓ 08.06 · 09:02 VIDEO Sun-kissed makeup: light, fresh, summer ☒ ☒ Watch on VK In summer, we want makeup that looks...	VIEWS 23 679 REP. 245	REACTIONS 152 ER 16.5%
↓ 01.06 · 06:30 PHOTO Safe childhood with Faberlic Today, June 1, Children's Day, we remind: child protection is not just love...	VIEWS 22 335 REP. 80	REACTIONS 119 ER 15.5%
↓ 02.06 · 12:00 TEXT ☒ Giveaway Results: ☒ Winners: 1. ☒☒☒☒☒☒☒☒☒☒ (@uwuxanax) 2. Alevtina 3. Мря (@vezynchik_kk) 4. M Zali (@magzalik) 5...	VIEWS 22 237 REP. 6	REACTIONS 127 ER 15.5%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

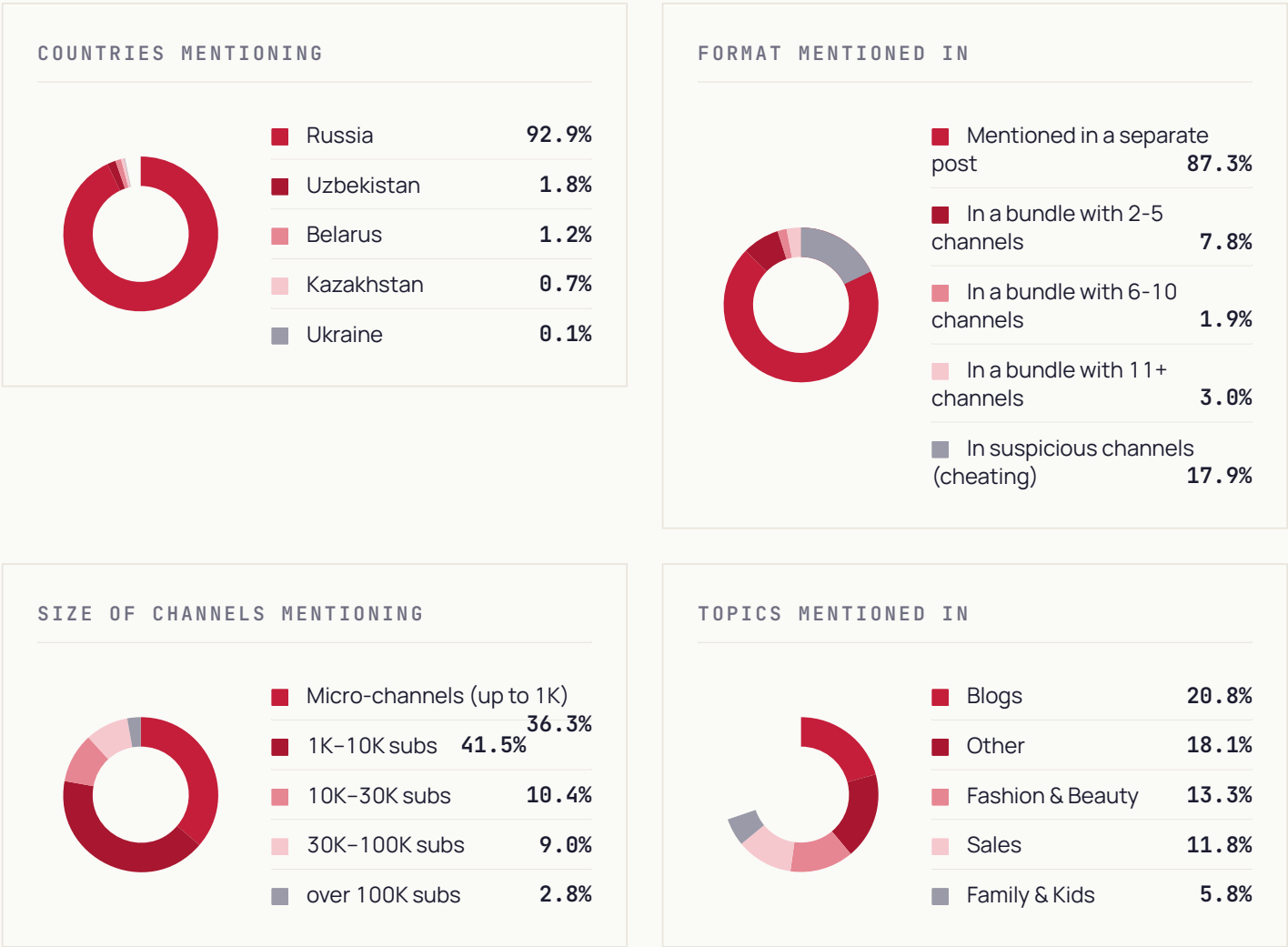
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth vs. loss.



SECTION 04 · CITATIONS

Who mentions the channel and how

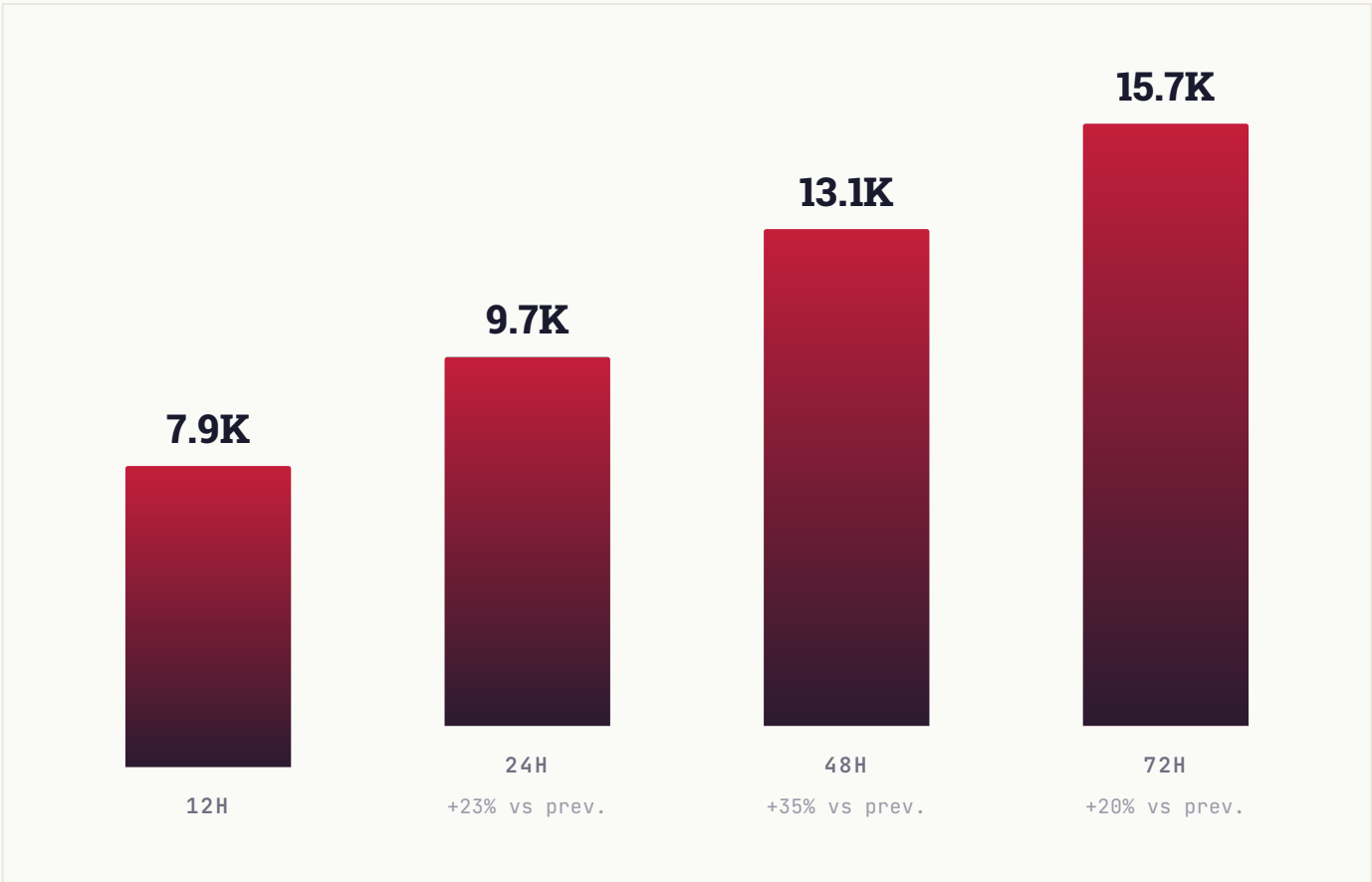
Citation index **555** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from 1K subs. All-time channel mentioned **945** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings 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 its rank among niche peers.

CHANNEL	SUBS
oz OZON	1.1M
Yandex Yandex Market	1M
Market X- Freebie seekers - Lightning	1M
CIS Market discounts	993.1K
WS WB Sniper Wildberries finds Discounts Promos	932.9K
PB Po Blatu	888K
Z Hare Promos Discounts	877.5K
W Wildberries finds	799.3K
VI ITEMS FROM VIDEO	711.7K
AL Alpha-Profitable	563K
FO Faberlic Official YOU	143.7K

COMPARATIVE INSIGHT

Channel in bottom half of top-100 niche (#82 of 94). Niche median — 201.1K subs. First growth KPI — reach median. Leader: OZON (1.1M).

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we record posts in other channels that mention your channel. Over the last **6 months** such mentions were **885**, they brought **30 571** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
December 2025	143	93	587
November 2025	155	100	934
October 2025	213	118	13 106
Sep 2025	232	122	7 079
August 2025	60	37	1 093
July 2025	82	35	7 772

TOTAL MENTIONS	MONTHS IN DATA	ACQUIRED SUBS
885	6	30 571

— SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category "Sales» (Russia) and compared your channel.

Gray band — range for 80% of niche channels (p10 to p90). Black vertical — median.

Red dot — your channel.

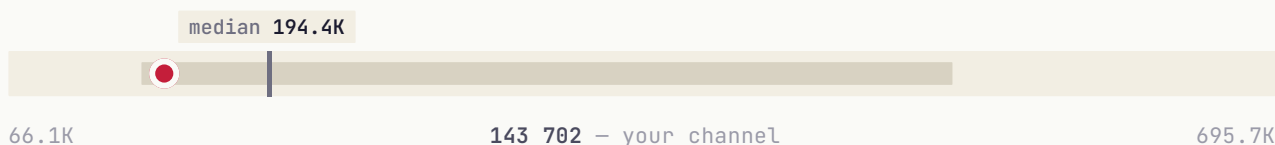
#82 /100

POSITION IN NICHE

Channel in the bottom half of the ranking

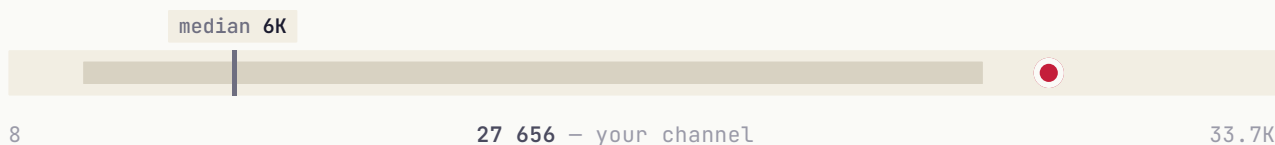
SUBS

worse than median by 26%



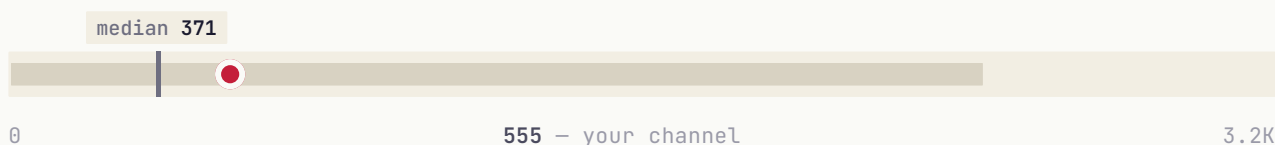
AVG REACH / POST

better than 90% of niche



CITATION INDEX

better than 53% of niche



— SECTION 09 · STRATEGY

What to do right now

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

01

Main post of the week — on Friday

Audience is most active on this day at 09:00 MSK.

EFFECT

**Best window
for an
important post**

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 give +5-15% to ER.
One poll per week on a hot topic — easy growth point.

EFFECT

+5-15% ER

04

Cross-promo with neighboring channels

Swap posts with same-segment channels once a quarter. No need 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 — organic traffic source.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want us to do this **PromptPress?**

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

01 Launch Telegram ad <https://panel.promptpress.com/register>

02 Contact manager t.me/PromptPress_manager
