

PUBLIC PROMTPRESS REPORT

Channel audit

ÖMANKÖ



@omanko

Creative union / Fashion & culture media / Creative agency Our site:
www.omanko.ru 🛒: www.omanko.ru/store – @omankostore 📢:
 News – @omanko_news 📺 Ads & collab...

SUBSCRIBERS

115 180

-11 per month

ERR (% WHO SEE
POSTS)

9.0%

daily 6.4%

REACH/POST

9.3K

ad reach 7.4K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card – a separate channel health indicator. Subtitle shows the period.

SUBSCRIBERS 115 180 —	SUBS REACH 8.07% avg % subs see post	VIEWS/POST 9.3K median 8.9K · 29 days	POSTS/WEEK 38.3 for period
7D TREND +5.9% vs previous week	REACTIONS/POST 127.0 total 20,453 reactions, 12,576 reposts, 73 comments	POST LENGTH 481 chars median 399 · 29 days	POSTS ANALYZED 161 29 days
AD REACH 7.4K 24h avg	CHURN / MONTH -11 last month	CITATION RATE 1 169 citation index · 3,264 channels mentioned all time	CHANNEL AGE 9 years 7 months created 23.11.2016

AI EDITOR SUMMARY

Channel «ÖMANKÖ» – 115 180 subs. Each post averages 9.3K people (8% subs), low reach – need to grow audience. Publishes 38 posts/week (~5/day) – active. Week Jun 22–28 reach up +5.9% week Jun 15–21 – positive trend.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and outsiders – to see what to repeat and what to remove from rotation.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **161** posts over 29 days.
- 02 Dominant format – **Photo** (122/161 posts).
- 03 Avg post length – **481** chars (median 399).
- 04 Peak audience activity – **Sun**, 13:00 MSK.
- 05 Top posts get **3×** more views than the weakest (20.2K avg for top vs 6.7K for worst) – among 161 posts over 29 days. Worth analyzing what top posts have in common: topic, format, publish time.

TOP 5 POSTS

Nº1 28.06 · 10:00 VIDEO Ö DAY 2026: DAY 1  First day of ÖMANKÖ DAY 2026 is over – thanks to everyone who spent this time with us. But this is just the beginning. Already...	VIEWS 21 077 REP. 91	REACTIONS 62 ER 18.3%
Nº2 15.06 · 17:05 PHOTO LECTÖRIUM at ÖMANKÖ DAY 2026  Friends, during our long-awaited festival there will also be several discussions, with headline blocks...	VIEWS 20 154 REP. 165	REACTIONS 74 ER 17.5%
Nº3 29.06 · 16:44 VIDEO ÖMANKÖ DAY 2026 – IT'S OVER! Two days, 10,000+ guests, dozens of artists and partners, hundreds of friends and countless smiles, meetings...	VIEWS 19 230 REP. 96	REACTIONS 58 ER 16.7%

Nº4 19.06 • 17:31 PHOTO !! Friends, great news: Öhota is back! This time we're launching it together with an app for chatting with friends on a map – Blink...	VIEWS 19 067 REACTIONS 41 REP. 283 ER 16.6%
Nº5 25.06 • 18:10 PHOTO 🌍 2 days left until ÖMANKÖ DAY – showing the festival map and what will happen there Friends, we've prepared a lot of interesting stuff and...	VIEWS 19 033 REACTIONS 48 REP. 399 ER 16.5%
WORST 3	
↓ 24.06 • 14:01 TEXT BTW, our friends from DISCO CLUB also gathered references for bright looks at Ö DAY 2026 🧑🏻🧑🏼🧑🏽	VIEWS 6 990 REACTIONS 11 REP. 1 ER 6.1%
↓ 10.06 • 16:04 VIDEO The biggest Louis Vuitton ad campaign that never was 🚫 A video of over a hundred... recently went viral on social media.	VIEWS 6 534 REACTIONS 95 REP. 57 ER 5.7%
↓ 15.06 • 12:31 PHOTO !! HUMAN MADE buys UNDERCOVER HUMAN MADE, founded by NIGO, announced plans to acquire 100% of shares of Japanese brand...	VIEWS 6 435 REACTIONS 57 REP. 30 ER 5.6%

SECTION 03 • SUBSCRIBER DYNAMICS

How the channel grew over the year

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



START DATE

110 525

NOW

115 180

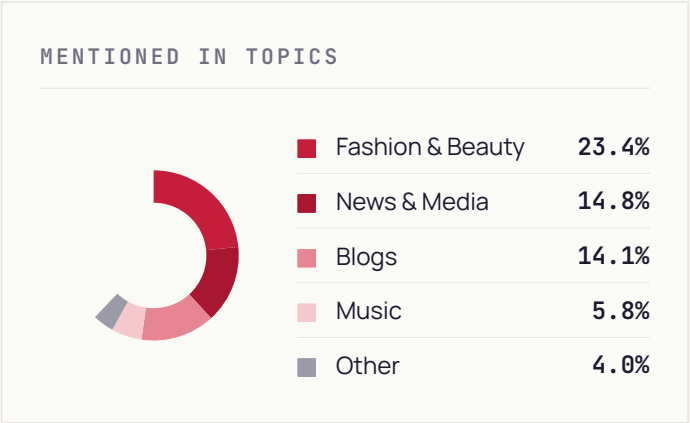
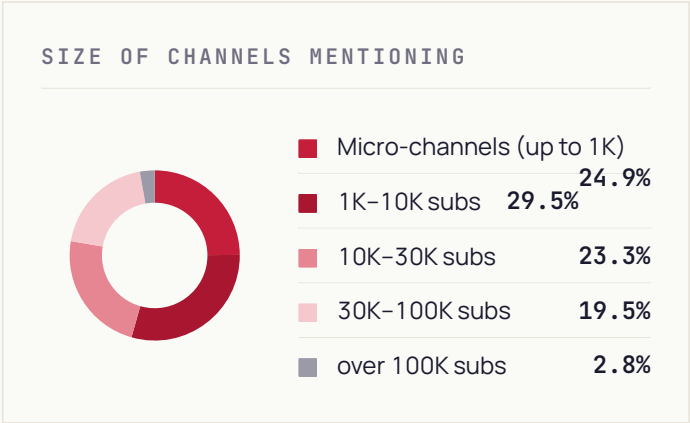
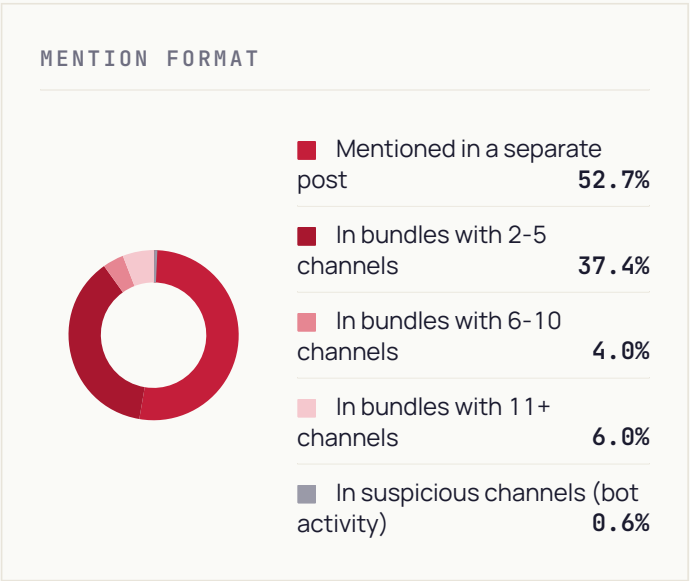
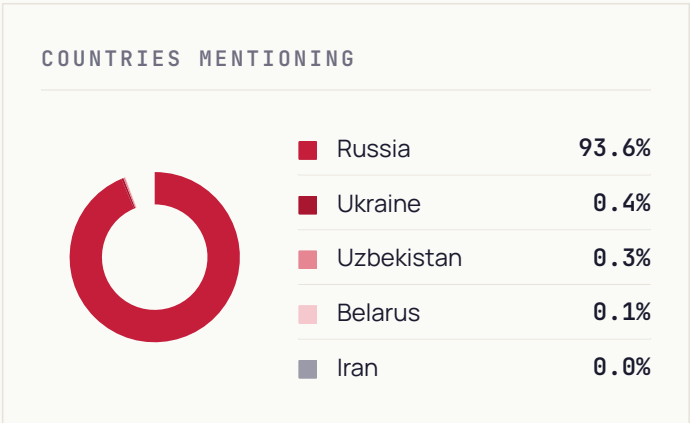
NET GROWTH

+4 655

SECTION 04 · MENTIONS

Who mentions the channel and how

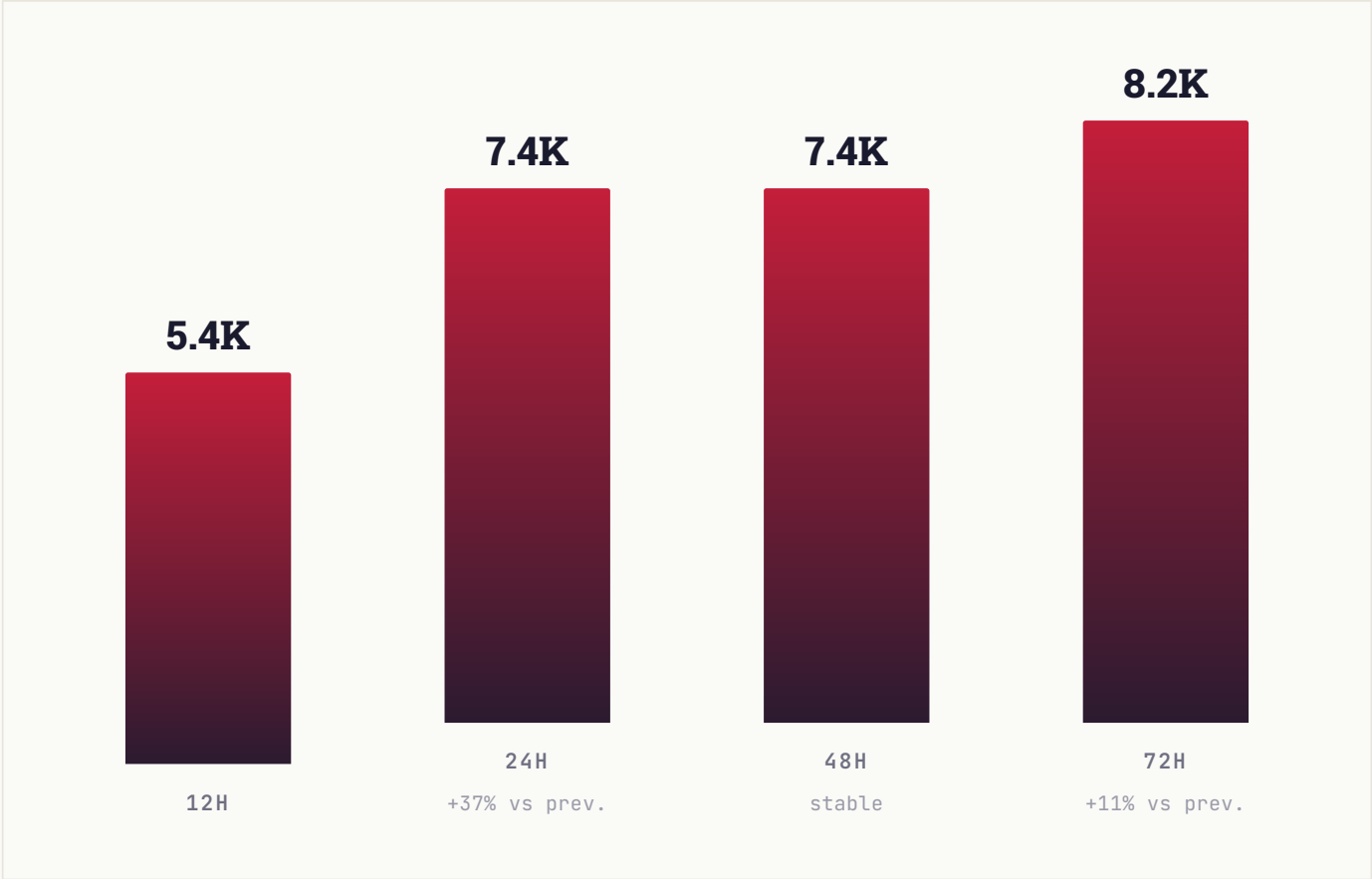
Citation index **1 169** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **3 264** different channels.



SECTION 05 · AD POTENTIAL

How long a post gets reach

Avg reach of an ad post by 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 is highlighted — see its place 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
HW WB OZON finds	393.5K
ÖM ÖMANKÖ YOU	115.2K

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#94 of 96). Niche median — 171K subs. First growth KPI — reach median. Leader: Golden Apple (1.1M).

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Monthly we track posts in other channels that mention yours. Over the last **6 months** such mentions were **387**, they brought **10 377** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
Jan 2026	37	30	348
December 2025	138	97	6 328
Nov 2025	53	30	131
Oct 2025	40	21	167
Sep 2025	45	31	235
August 2025	74	35	3 168

TOTAL MENTIONS	MONTHS IN DATA	ATTRACTED SUBS
387	6	10 377

— SECTION 08 • NICHE COMPARISON

Where channel ranks in its league

Took top-100 channels in category «Fashion & Beauty» (Russia) and compared your channel. Gray band = range where 80% of niche channels fall (p10 to p90). Black vertical = median. Red dot = your channel.

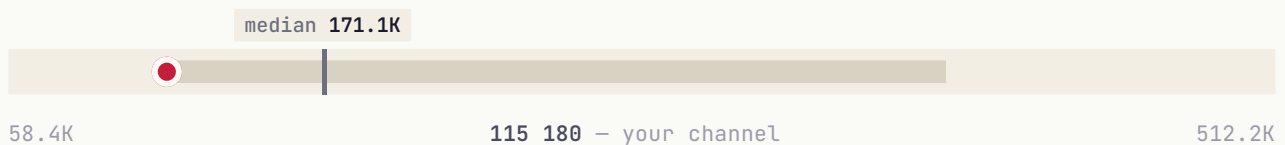
#94 /100

RANK IN NICHE

Channel in bottom half of ranking

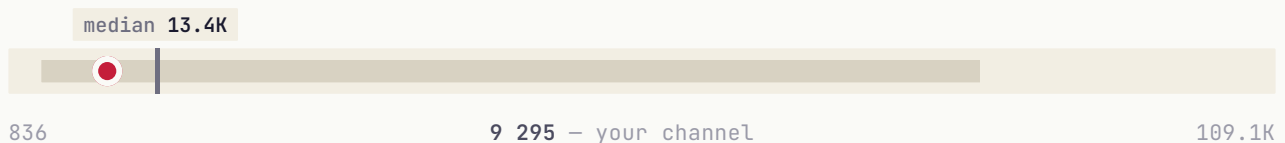
SUBSCRIBERS

33% below median



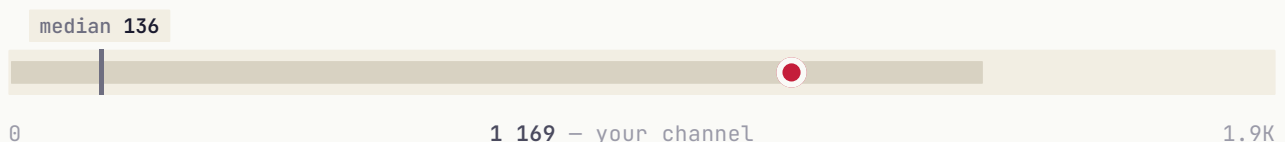
AVG REACH / POST

31% below median



CITATION INDEX

better than 81% of niche



— SECTION 09 · STRATEGY

What to do right now

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

01

Top post of the week — on Sunday

Most active on this day at 1 PM MSK.

EFFECT

**Best window
for 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 boost ER by +5-15%.
One poll per week on a hot topic is an easy win.

EFFECT

+5-15% ER

04

Cross-promo with nearby channels

Cross-post with same-segment channels quarterly. 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 — it's a source of organic traffic.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in a few minutes based on public data. If you 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
