

— PUBLIC REPORT BY PROMTPRESS

Channel audit

OP, MANIKYURCHIK | NAILS | MANICURE



@op_manic

№ 5215764964 AD: @Irina_Manager_tg THE MOST BEAUTIFUL
NAILCHANNEL IN TG ✨💅 Buy ad on exchange: https://telega.in/c/op_manic

SUBSCRIBERS

266 925

ERR (% SEE POSTS)

12.0%

REACH/POST

29.9K

+4976 per month	in 24 hours 4.2%	ad reach 11.2K/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.

 SUBSCRIBERS 266 925 —	 SUBSCRIBER REACH 11.22% avg % subs see post	 VIEWS/POST 29.9K median 31.1K · 21 days	 POSTS/WEEK 1.6 for period
 7D TREND -14.5% vs previous week	 REACTIONS/POST 472.2 only 2,361 reactions, 144 reposts, 0 comments	 POST LENGTH 68 chars median 66 · 21 days	 POSTS ANALYZED 5 21 days
 AD REACH 11.2K 24h avg	 CHURN / MONTH +4976 last month	 CITATION RATE 16 citation index · 150 channels mentioned all time	 CHANNEL AGE 6 years 3 months created 18.04.2020

AI EDITOR SUMMARY

Channel «OH, MANICURE | NAILS | MANICURE» — 266 925 subs. Avg views per post 29.9K people (11% of subs), reach low — expand audience. Publishes 2 posts/week (~0/day) — rare. Week Jul 6–12 reach dropped -14.5% by week Jun 29 – Jul 5 — worth analyzing.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 5 posts in 21 days.
- 02 Dominant format — Video (3/5 posts).
- 03 Avg post length — 68 chars (median 66).
- 04 Audience peak activity — Monday, 18:00 MSK.
- 05 Top-performing posts get 1× more views than the weakest (31.9K avg for top vs 28.4K for worst) — among 5 posts over 21 days. Analyze commonalities: topic, format, timing.

TOP 5 POSTS

Nº1 18.06 · 08:40 VIDEO Amazing design 🐱🍒 Best TG channels 😍 Boost channel ✨	VIEWS 32 439 REACTIONS 526 REPOSTS 71 ER 12.2%
Nº2 29.06 · 15:10 VIDEO Gorgeous 🔥 But with nails like that you gotta be super careful ✨🌟❤️ Best TG channels 😍 Boost your channel ✨	VIEWS 32 115 REACTIONS 420 REPOSTS 18 ER 12.0%
Nº3 02.07 · 08:11 PHOTO 🦋🌸🦋🌸🦋🌸🦋🌸 Best TG channels 😍 Boost your channel ✨	VIEWS 31 086 REACTIONS 510 REPOSTS 30 ER 11.6%

Nº4 06.07 · 08:11 PHOTO 💖💖💖💖💖💖💖💖💖💖 Best TG channels 🥰 Boost your channel ✨	VIEWS 30 151 REPOSTS 13	REACTIONS 480 ER 11.3%
Nº5 10.07 · 07:52 VIDEO Beautiful shiny design 💎🦋 Best TG channels 🥰 Boost your channel ✨	VIEWS 23 893 REPOSTS 12	REACTIONS 425 ER 9.0%

WORST 3

↓ 02.07 · 08:11 PHOTO 🦋💖🦋💖🦋💖🦋💖 Best TG channels 🥰 Boost your channel ✨	VIEWS 31 086 REPOSTS 30	REACTIONS 510 ER 11.6%
↓ 06.07 · 08:11 PHOTO 💖💖💖💖💖💖💖💖💖💖 Best TG channels 🥰 Boost your channel ✨	VIEWS 30 151 REPOSTS 13	REACTIONS 480 ER 11.3%
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SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

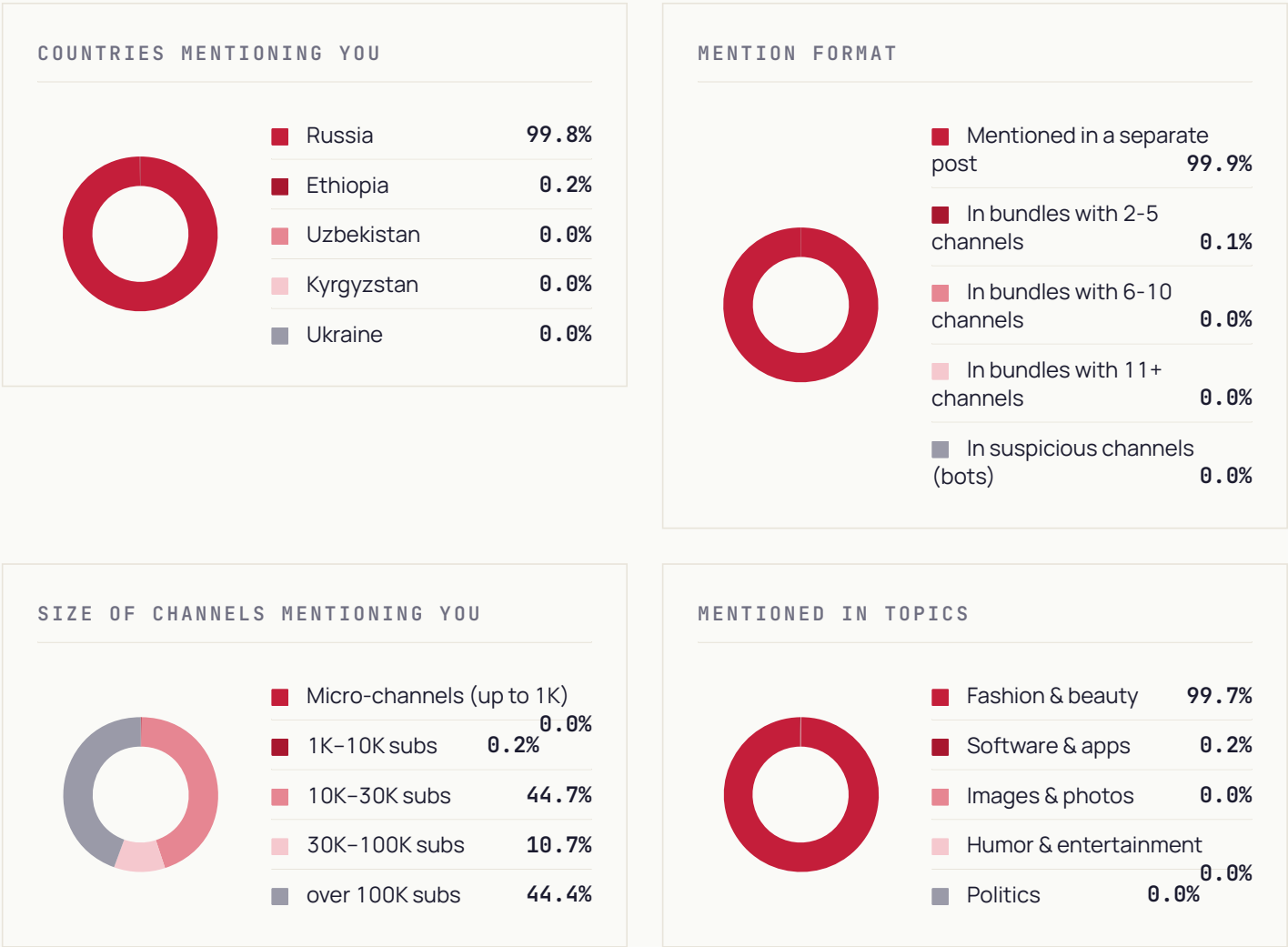
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

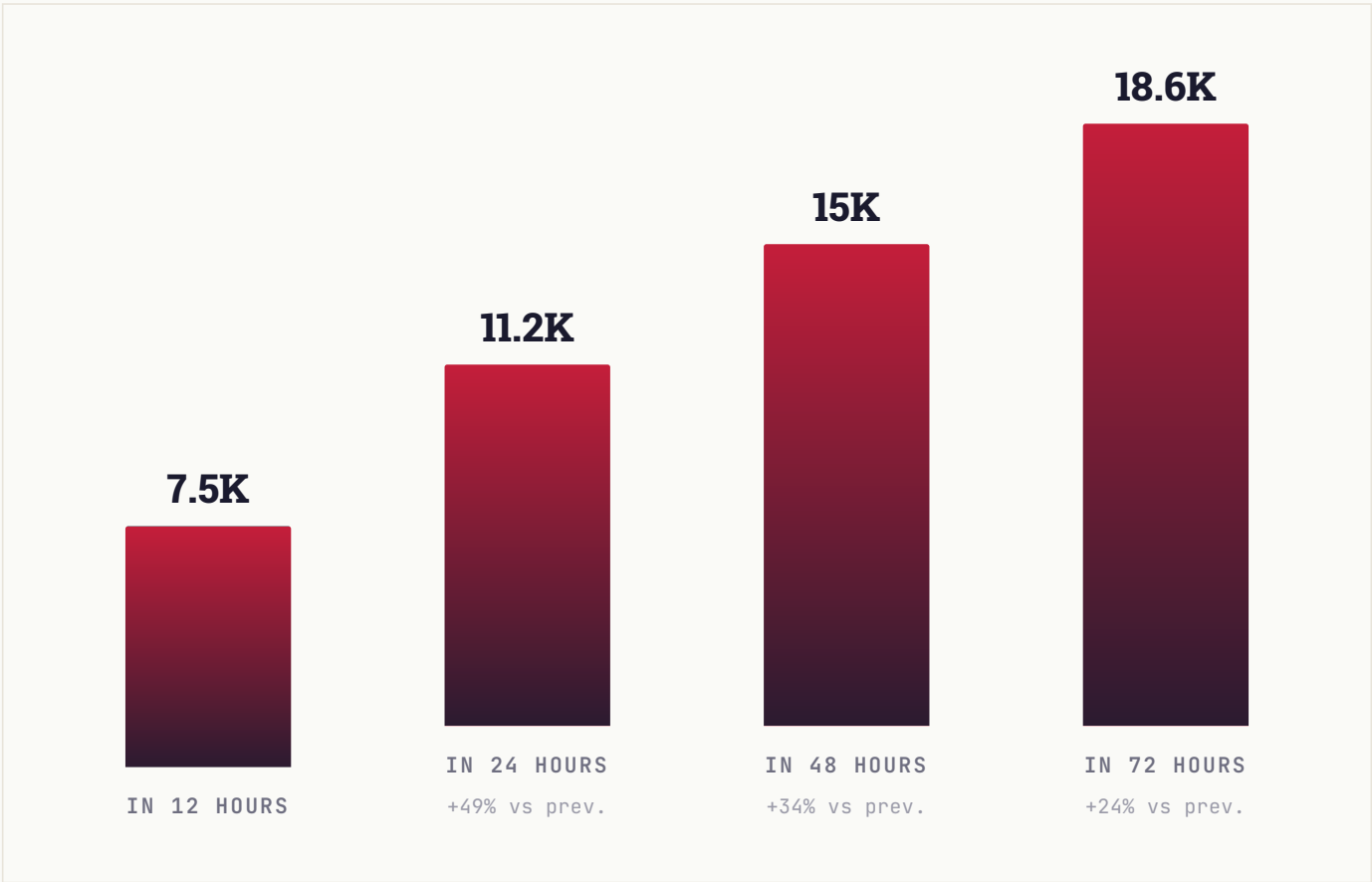
Citation index **16** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from 1K. All time channel was mentioned **150** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of ad post by time since publication. Helps estimate how long a placement stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Your channel is highlighted — see your rank among niche neighbors.

CHANNEL	SUBSCRIBERS
ZY Golden Apple	1M
PC Pandabuy CnFans MuleBuy ACBuy Hacco Find🔍🐼	790.3K
NN Found on Wildberries	633.3K
MI MIXIT.RU	624.7K
M Manicure Nails	572K
NN Wildberries / WB finds	533.2K
EM Elena Mixit	518K
GD Face gymnastics	472.4K
PM Fashion Trends	436K
PS Prime Savers	428.8K
OM OP, MANIKYURCHIK NAILS MANICURE YOU	266.9K

COMPARATIVE CONCLUSION

Channel in top half of niche (#29 of 97). Niche leader — Golden Apple (1M), median subs 189.3K. Aim for top quartile — realistic 6-12 month horizon.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we track posts in other channels that mention yours. Over the last **6 months** such mentions **45**, they brought **27 198** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	10	3	4 211
Dec 2025	4	1	7 625
November 2025	8	2	6 218
October 2025	9	2	2 592
Sep 2025	7	1	3 453
August 2025	7	1	3 099

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
45	6	27 198

— SECTION 08 · NICHE COMPARISON

Where channel stands in its league

Took top-100 channels in category "Fashion & beauty» (Russia) and compared your channel. Gray band = 80% of niche channels (p10-p90). Black line = median. Red dot = your channel.

#29

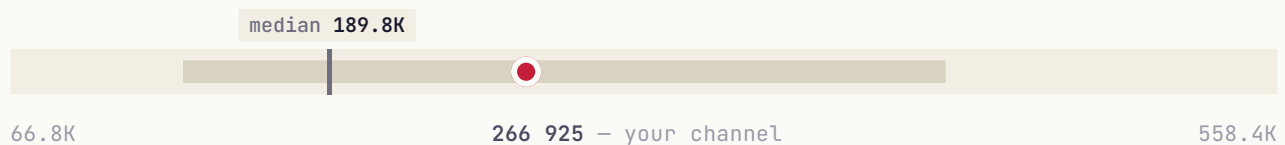
/100

RANK IN NICHE

Channel in top half of ranking

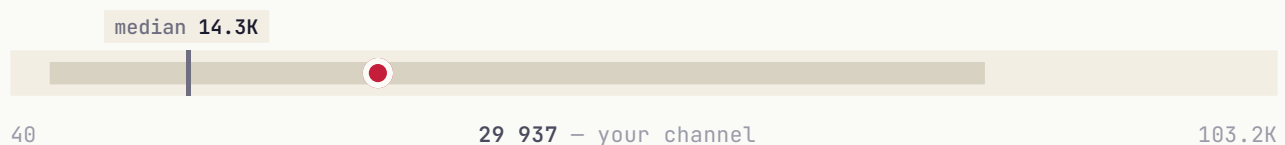
SUBSCRIBERS

better than 62% of niche



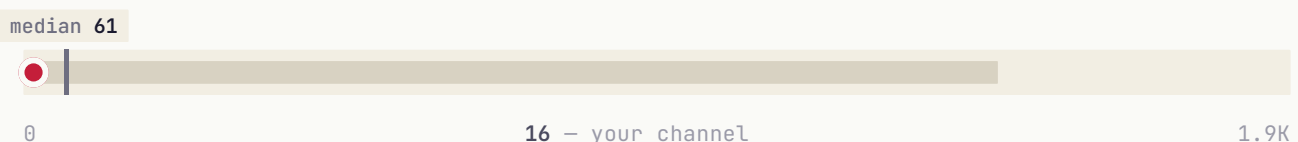
AVG REACH / POST

better than 59% of niche



CITATION INDEX

74% below median



— SECTION 09 · STRATEGY

What to do right now

5 priority actions sorted by expected impact. Check off and revisit next month.

01

Increase posting frequency

Now 1.6 posts/wk. Active channels avg 7-10.
Consistency is key to audience retention.

EFFECT

**Consistency
beats volume****02**

Main post of the week — on Monday

Best time: this day at 18:00 MSK.

EFFECT

**Best window
for an
important post****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 & interactive formats

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

EFFECT

+5-15% ER**05**

Cross-promo with neighboring channels

Cross-post with same-segment channels once a quarter. 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. Want to go further? Run ads with us and hit your growth plan in a month.

01

Launch Telegram ads

<https://panel.promptpress.com/register>

02

Contact manager

t.me/PromptPress_manager