

PUBLIC REPORT BY PROMTPRESS

Channel audit

PEOPLETALK



@peopletalkru

Stars, fashion, memes, movies and the fastest news. Official channel of PEOPLETALK Ads: @Tatiana_Pershina Contact: @lleeahhhexr A+ registration in the RKN list: <https://clck.ru/3Fmy3p>

SUBSCRIBERS

185 301

+3627 per month

ERR (% SEE POSTS)

10.0%

daily 6.5%

REACH/POST

17K

ad reach 12K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 185 301 —	 SUBSCRIBER REACH 9.19% avg % subs see post	 VIEWS/POST 17K median 15.8K · 29 days	 POSTS/DAY 9.0 ~63 per week
 7D TREND -9.5% vs previous week	 REACTS/POST 249.0 total 66,484 reactions, 19,266 reposts, 0 comments	 POST LENGTH 452 chars median 406 · 29 days	 POSTS ANALYZED 267 29 days
 AD REACH 12K 24h avg	 CHURN / MONTH +3627 last month	 CITATION RATE 1 579 citation index · 4,169 channels mentioned ever	 CHANNEL AGE 9 years created 09.07.2017

AI EDITOR SUMMARY

Channel «PEOPLETALK» — 185 301 subs. Each post avg views 17K people (9% from subs), reach low — should expand audience. Publishes 63 posts/week (~9/day) — active publishing. Week 22–28 Jun reach dropped -9.5% 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 from rotation.

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on **267** posts over 29 days.
- 02 Dominant format – **Photo** (199/267 posts).
- 03 Avg post length – **452** chars (median 406).
- 04 Peak audience activity – **Tuesday**, 16:00 MSK.
- 05 Top posts get **5x** more views than the weakest (64.8K avg top vs 13.2K worst) – among 267 posts over 29 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 22.06 · 16:09 PHOTO Olya Buzova and Madonna synced their hairstyles in their new shoots   PEOPLETALK channel on Max	VIEWS 65 849 REPOSTS 43	REACTS 251 ER 35.5%
Nº2 10.06 · 13:50 VIDEO Ida Galich reminds us of the eternal rule «never say never». A couple of years ago, after a painful marriage experience, the blogger claimed...	VIEWS 64 455 REPOSTS 34	REACTS 405 ER 34.8%
Nº3 11.06 · 12:24 VIDEO We at the editorial team are big fans of Eteri Tutberidze and especially closely follow her students. The renowned figure skating coach...	VIEWS 64 099 REPOSTS 30	REACTS 93 ER 34.6%

Nº4 16.06 · 11:20 PHOTO Vacation: Ida Galich and her fiancé Oleg Ledvich💕 The blogger shared photos from Belek with family. Comments say all the couple's kids look alike...	VIEWS 62 660 REPOSTS 15	REACTS 345 ER 33.8%
Nº5 23.06 · 09:09 PHOTO Ida Galich brightly said goodbye to her unmarried life. Her friends organized a cool bachelorette party – a mini-trip to Saratov. Yes, not...	VIEWS 62 574 REPOSTS 56	REACTS 251 ER 33.8%

|

WORST 3

↓ 05.07 · 13:27 PHOTO Meanwhile Anne Hathaway at the 'Odyssey' promo in London chose a dress from Blumarine 2027 cruise collection, whose face she became...	VIEWS 13 296 REPOSTS 21	REACTS 1 034 ER 7.2%
↓ 03.07 · 16:01 VIDEO Too early to celebrate warm weather and sun☺️ Moscow City Economy Complex reports that today from 21:00 to 10:00 Saturday the capital...	VIEWS 13 214 REPOSTS 68	REACTS 124 ER 7.1%
↓ 04.07 · 15:32 PHOTO Our Anna Kournikova warming up before Wimbledon, 1999	VIEWS 13 066 REPOSTS 11	REACTS 303 ER 7.1%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

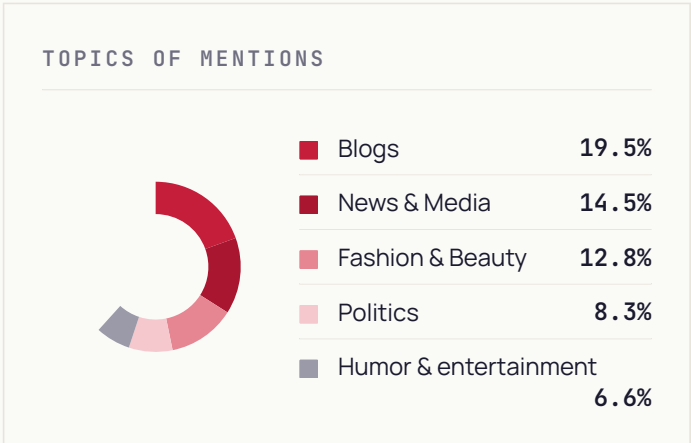
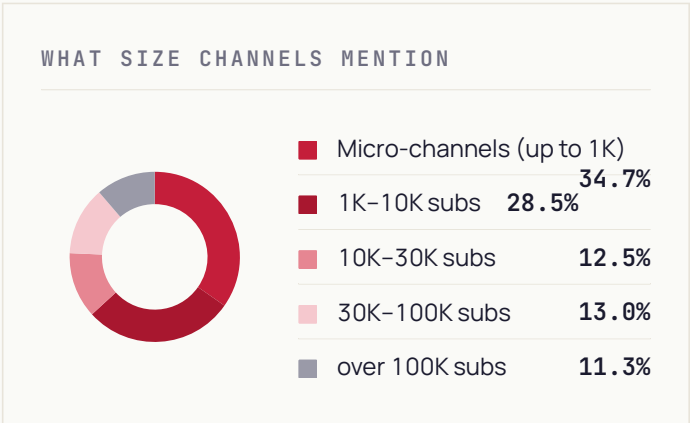
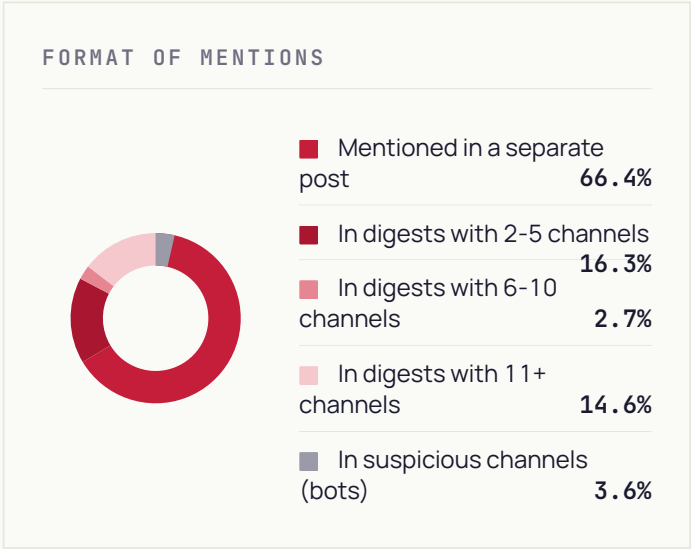
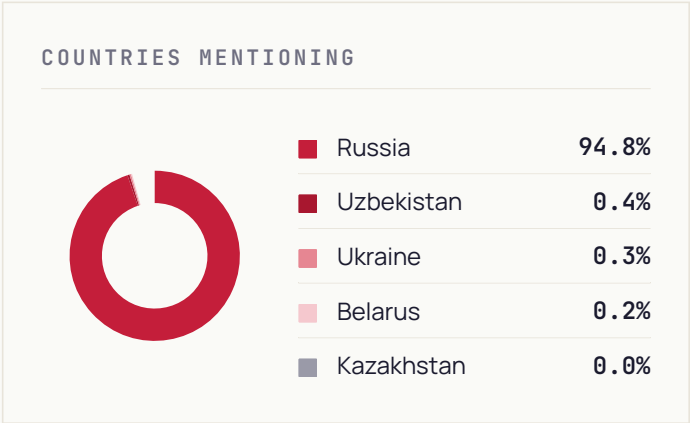
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

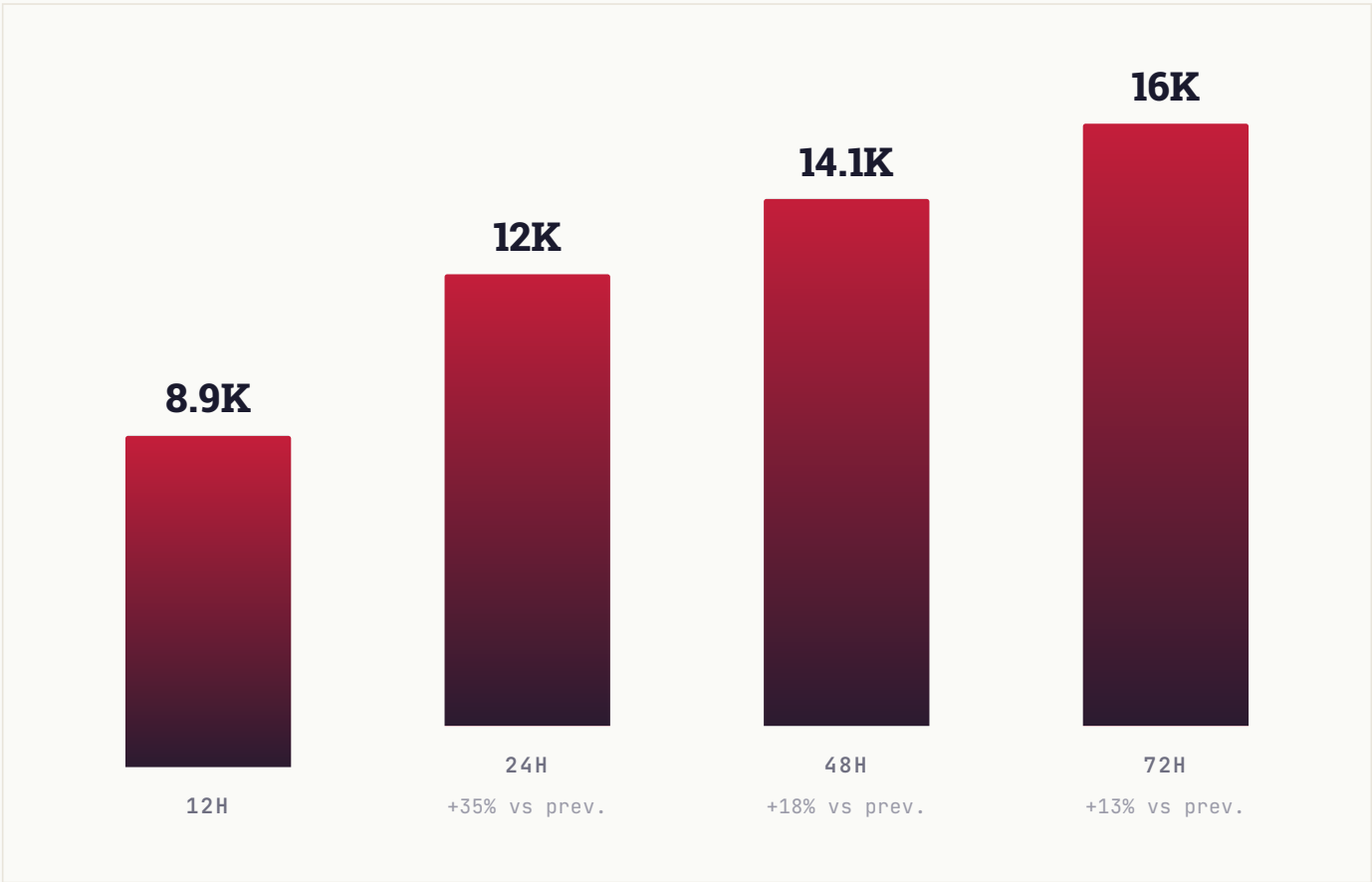
Citation index **1 579** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from 1K subs. All time channel was mentioned **4 169** different channels.



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 should 'live'.



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
ZY Zolotoe Yabloko	1.1M
HH Found on Wildberries	635.3K
MI MIXIT.RU	614.6K
M Manicure Nails	573.8K
HH Finds on Wildberries / WB	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
PE PEOPLETALK YOU	185.3K

COMPARATIVE CONCLUSION

Channel in top half of niche (#43 of 96). Niche leader — Zolotoe Yabloko (1.1M), median subs 171K. Aim for top quartile — realistic 6-12 month horizon.

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 **396**, they brought **47 989** new subs.

PERIOD	MENTIONS	CHANNELS	SUBS ACQUIRED
Jan 2026	52	51	9 689
December 2025	126	111	10 387
November 2025	17	17	10 711
October 2025	53	47	13 454
Sep 2025	61	48	3 590
August 2025	87	78	158
TOTAL MENTIONS	396	MONTHS OF DATA	6
		SUBS ATTRACTED	47 989

SECTION 08 · NICHE COMPARISON

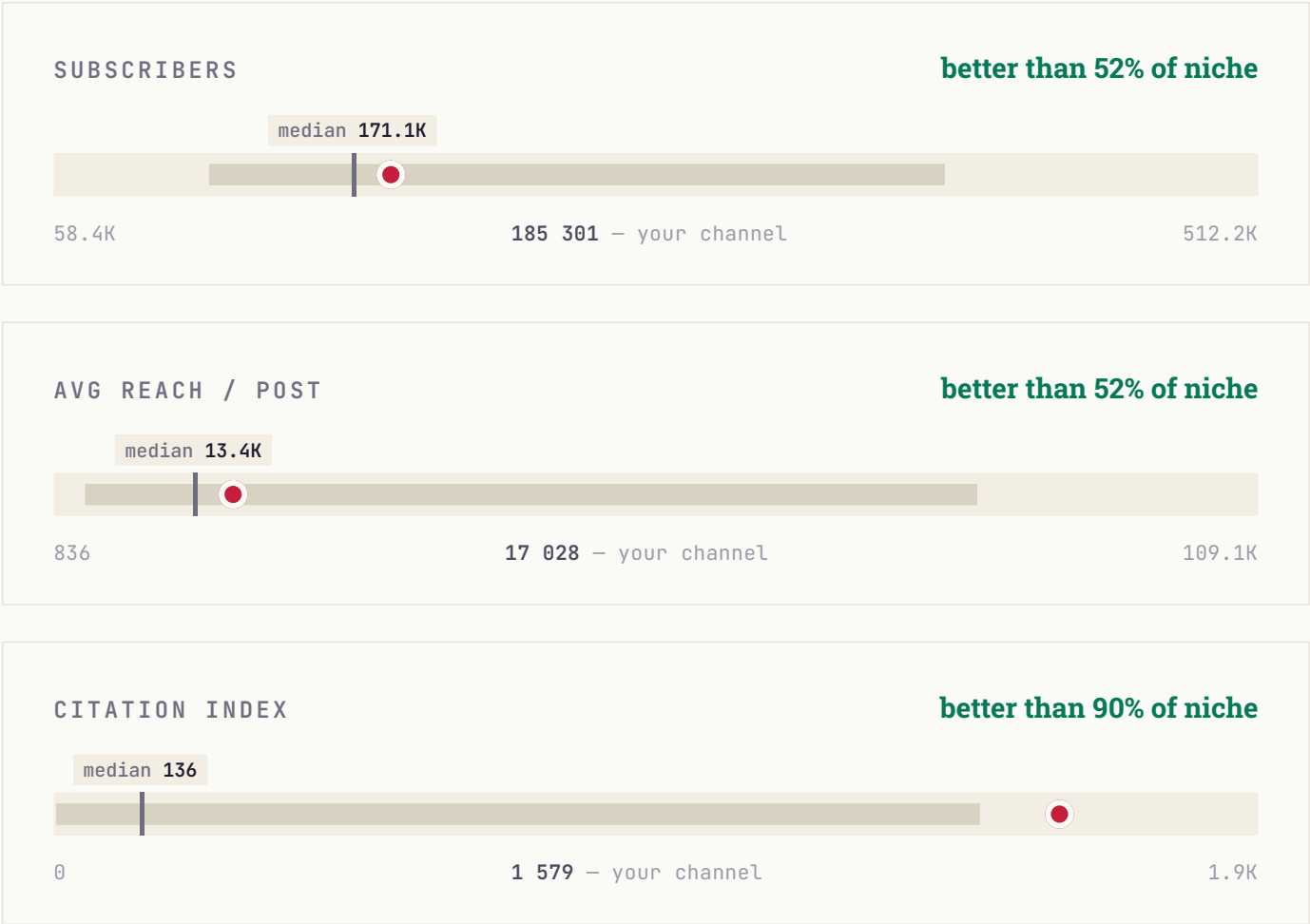
Where channel ranks in its league

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

#43/100

RANK IN NICHE

Channel in top half of ranking



— SECTION 09 · STRATEGY

What to do right now

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

- 01

Top post of the week — on Tuesday

Audience is most active on this day at 16:00 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 and interactive formats

Posts with polls/reactions usually boost ER by +5-15%.
One poll per week on a hot topic — easy growth lever.

EFFECT

+5-15% ER
- 04

Cross-promo with neighboring channels

Exchange posts quarterly with channels in the same segment. 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. If you want to go further — run ads through us and close your growth plan in a month.

01

Launch ads in Telegram

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

02

Contact manager

t.me/PromptPress_manager