

PROMTPRESS PUBLIC REPORT

Channel audit

Pod kablukom



@pod_kablukom_club

SUBSCRIBERS

12 736

+11487 per month

ERR (% SEE POSTS)

303.0%

per day 878.7%

REACH/POST

54.7K

ad reach 47.5K/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 covers.

 SUBSCRIBERS 12 736 —	 SUBS REACH 429.38% avg % subs see post	 VIEWS/POST 54.7K median 37.7K · 24 days	 POSTS/WEEK 19.2 over period
 7D TREND — no data for period	 REACTIONS/POST 1.0 only 65 reactions, 51 reposts, 0 comments	 POST LENGTH 384 chars median 365 · 24 days	 POSTS ANALYZED 66 24 days
 AD REACH 47.5K 24h avg	 CHURN / MONTH +11487 last month	 CITATION RATE 0 citation index · 1 channels mentioned ever	 CHANNEL AGE 1 yr 8 mo created 06.11.2024

AI EDITOR SUMMARY

Channel «Pod kablukom» – 12 736 subs. Each post averages 54.7K people (429% of subs), broad reach for a channel this size. Publishes 19 posts per week (~3/day) – regular schedule.

SECTION 02 · CONTENT ANALYSIS

What Works Best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 66 posts over 24 days.
- 02 Dominant format — Text (66/66 posts).
- 03 Avg post length — 384 chars (median 365).
- 04 Peak audience activity — Friday, 21:00 MSK.
- 05 Top posts get 4× more views than the weakest (101.8K avg for top vs 28.2K for worst) — among 66 posts over 24 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

№112.06 · 18:05TEXT	VIEWS	REACTIONS
	101 822	1
 Love beauty, style, big beauty launches & industry behind-the-scenes? Then @power_beauty_media is your spot! Fresh...	REPOSTS	ER
	—	799.5%
№212.06 · 18:49TEXT	VIEWS	REACTIONS
	101 793	1
 Love discussing celebs, following fashion trends, beauty launches & hottest celeb news? Then you'll love...	REPOSTS	ER
	1	799.3%
№314.06 · 09:55TEXT	VIEWS	REACTIONS
	101 708	1
 Love smart shopping, stylish finds & products you actually want to buy? Then this channel is for you!...	REPOSTS	ER
	1	798.6%

Nº4 12.06 • 18:56 TEXT 👑 If fashion, beauty, stylish living & daily inspiration are your thing – this channel is for you! @queen_modeon Trends curated...	VIEWS 101 665 REACTIONS 1 REPOSTS 1 ER 798.2%
Nº5 12.06 • 19:20 TEXT ✨ Dream of beautiful, healthy skin & want to understand skincare without myths & overspending? Then this channel is for you!...	VIEWS 101 589 REACTIONS 1 REPOSTS 1 ER 797.7%

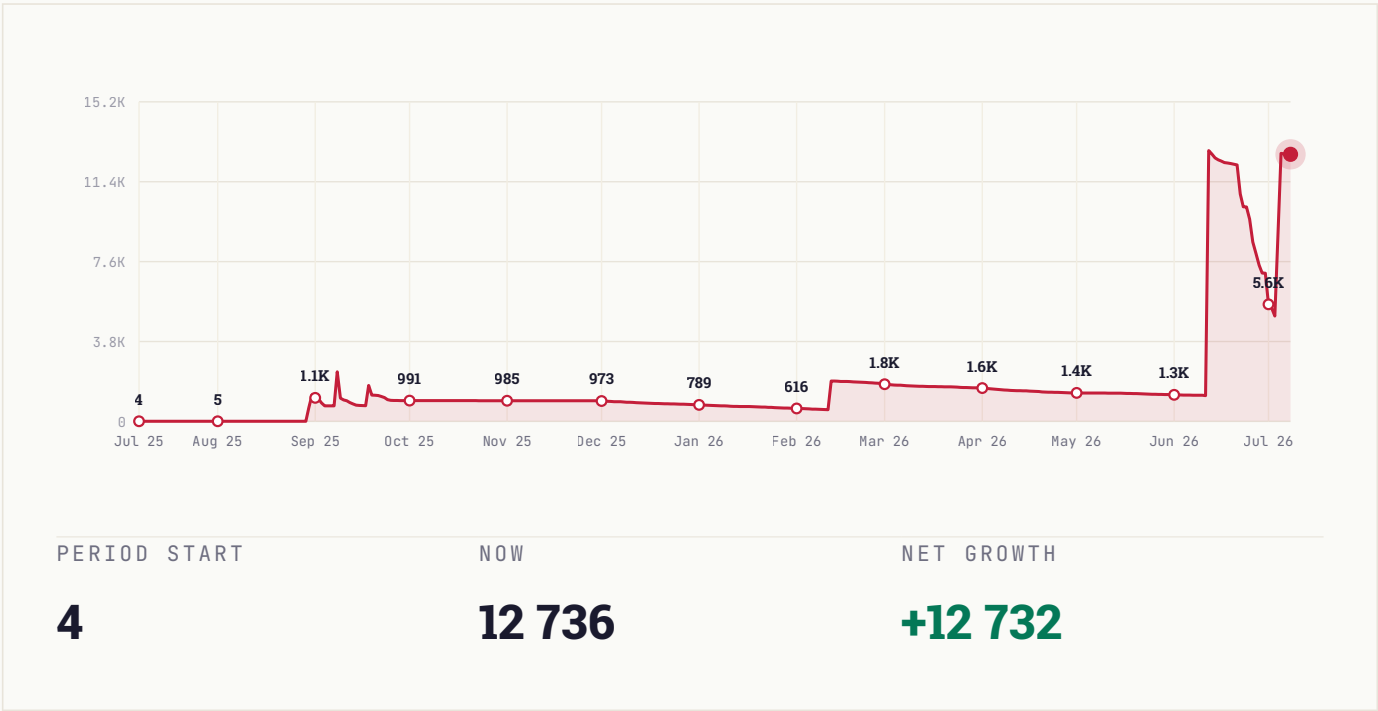
WORST 3

↓ 04.07 • 22:35 TEXT ✨ Love glamour, beauty, fashion and celeb life? Then this is for you! @glanez_novosty Fresh news every day...	VIEWS 29 523 REACTIONS 1 REPOSTS 1 ER 231.8%
↓ 04.07 • 22:01 TEXT 🔥 Love discussing celebs, following fashion trends, beauty launches & hottest celeb news? Then you'll love...	VIEWS 28 000 REACTIONS 1 REPOSTS 1 ER 219.8%
↓ 04.07 • 21:59 TEXT ✨ Love beauty, fashion, shopping & celeb news? Then this channel @krasivo_govoryat is for you! Here we discuss the hottest...	VIEWS 27 123 REACTIONS 1 REPOSTS 1 ER 213.0%

SECTION 03 • SUBSCRIBER DYNAMICS

How the channel grew over the year

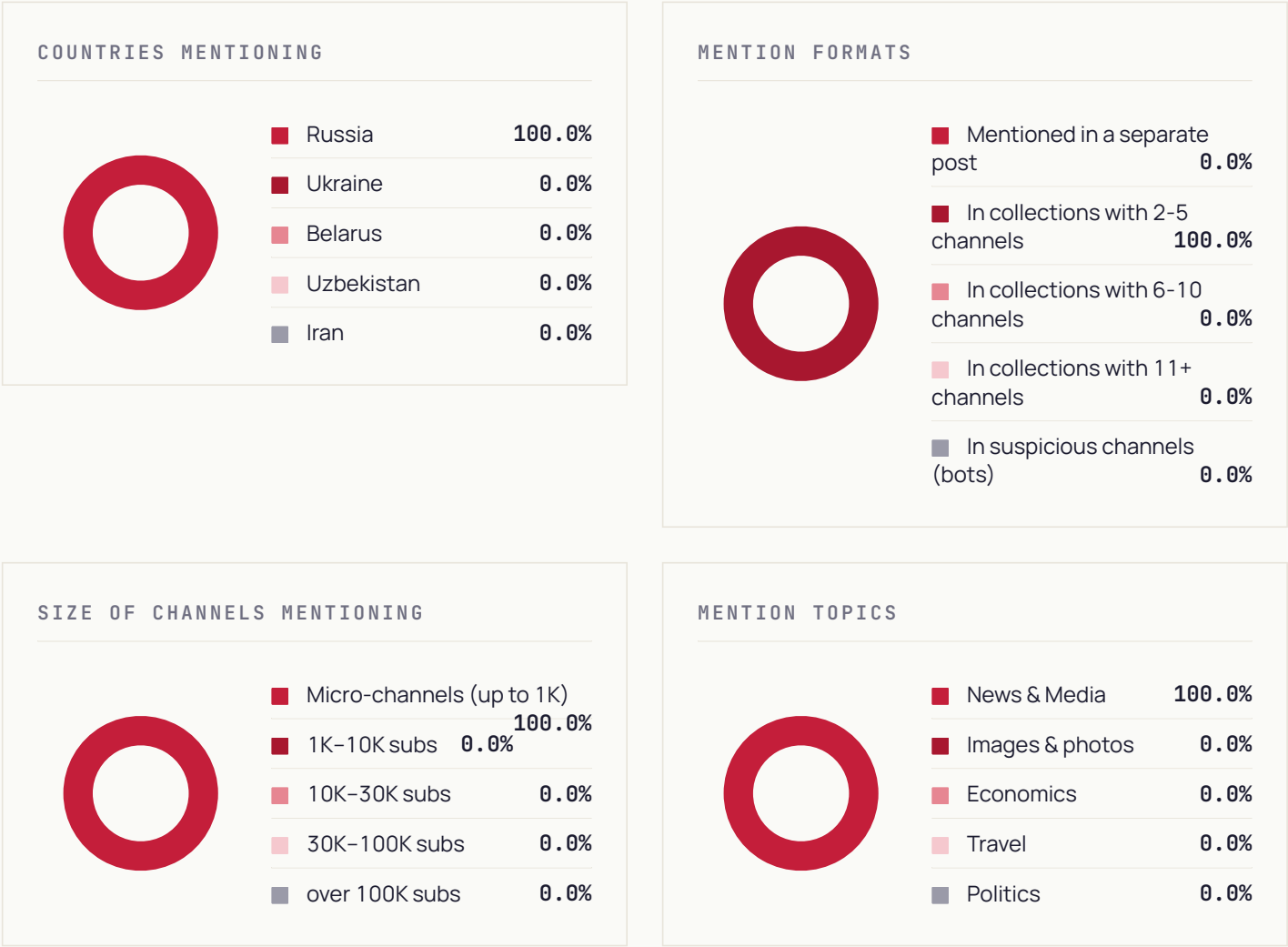
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel grew and which it lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

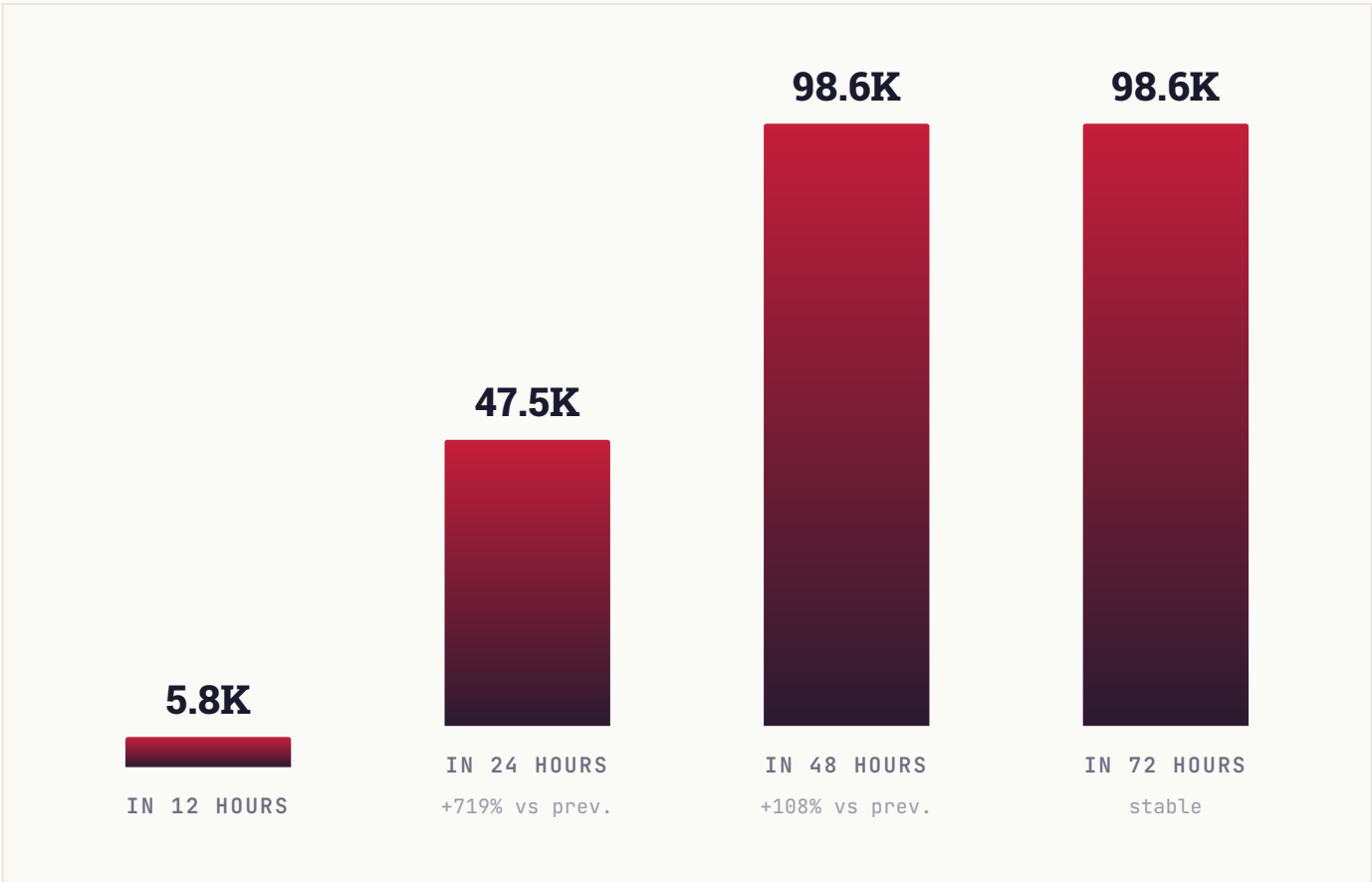
Citation index 0 – channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: 1 different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg ad post reach by time since publication. Helps gauge 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 its rank among niche neighbors.

CHANNEL	SUBSCRIBERS
ZY Zolotoe Yabloko	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
NW WB OZON finds	393.5K
PK Pod kablukom YOU	12.7K

COMPARATIVE INSIGHT

Channel not yet outside niche top 96 — early growth stage. Niche leader — Zolotoe Yabloko (1.1M), top-96 median: 171K. First goal: enter top-96 via systematic traffic & content work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Each month we track posts in other channels that mention yours. Over the last **6 months** such mentions were **1**, they brought **3 855** new subs.

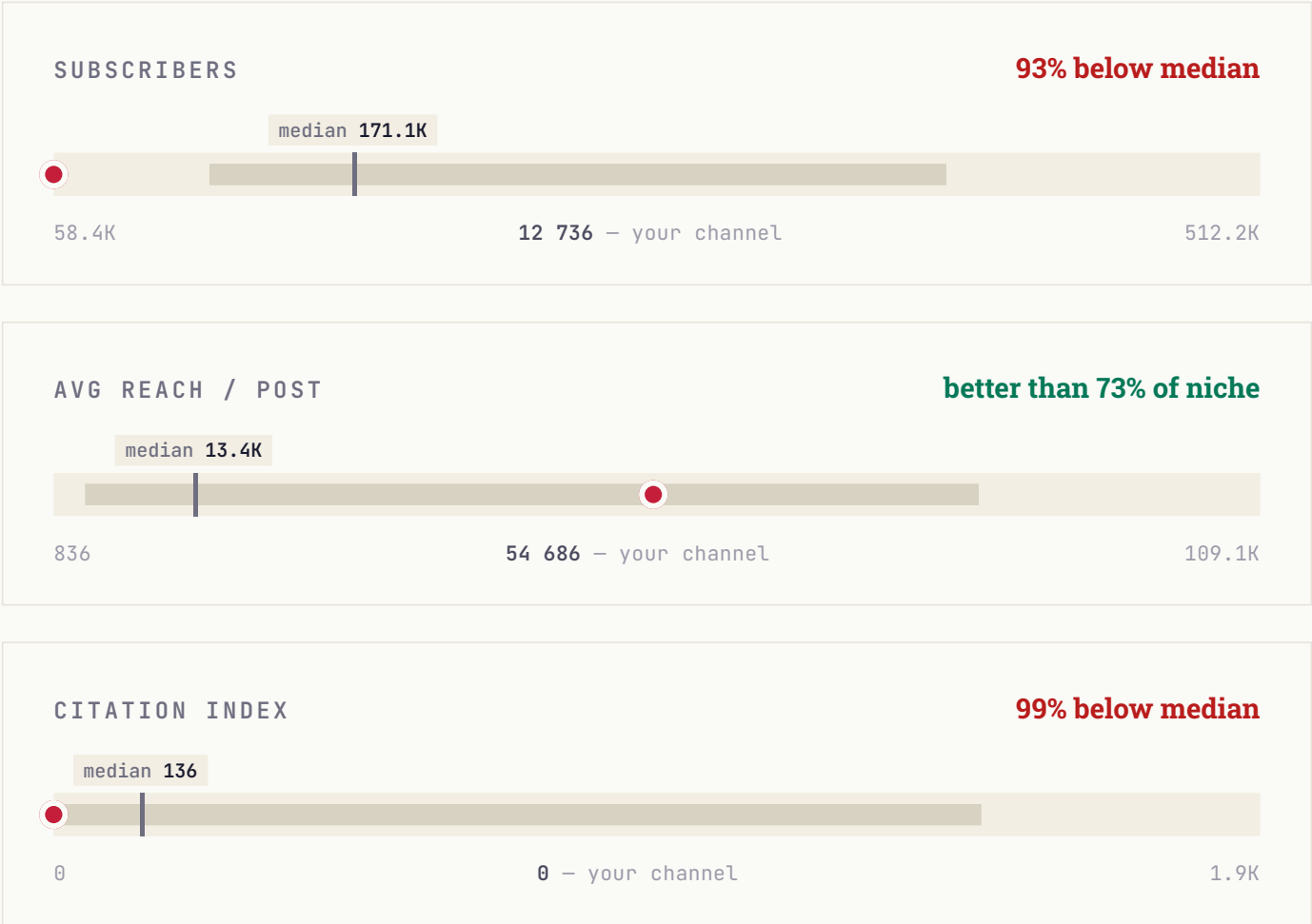
PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
January 2026	0	0	0	
December 2025	0	0	0	
Nov 2025	0	0	0	
Oct 2025	0	0	0	
Sep 2025	1	1	2 594	
August 2025	0	0	1 261	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
1	6	3 855

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: range of 80% of niche channels (p10-p90). Black vertical: median. Red dot: your channel.



— 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 Friday

Audience most active on this day at 21:00 MSK.

EFFECT

**Best window
for an
important post**

02

Increase video post share

Video in Telegram retains audience longer and is algorithm-friendly. Recommend increasing share to 15-25%.

EFFECT

**Video retains
audience
better**

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 is an easy win.

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

Exchange posts 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 — what we can do in minutes from 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
