

PUBLIC REPORT BY PROMTPRESS

Channel audit

Podrygka



@podrygka_ru

Official channel of Podrygka cosmetics chain So easy to be beautiful! <https://www.podrygka.ru/> RKN registration: <https://clck.ru/3FM2xC> We're on MAX https://max.ru/podrygka_ru

SUBSCRIBERS

173 474

+35357 per month

ERR (% WHO SEE
POSTS)

4.0%

per day 3.3%

REACH/POST

7.4K

ad reach 4.6K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 173 474 —	 SUBS REACH 4.25% avg % subs see post	 VIEWS/POST 7.4K median 6.8K · 29 days	 POSTS/DAY 7.2 ~50 per week
 7D TREND -14.3% vs previous week	 REACTIONS/POST 318.4 total 68,458 reactions, 8,557 reposts, 2,100 comments	 POST LENGTH 379 chars. median 346 · 29 days	 POSTS ANALYZED 215 29 days
 AD REACH 4.6K 24h avg	 CHURN / MONTH +35357 over the last month	 CITATION RATE 296 citation index · 871 channels mentioned it ever	 CHANNEL AGE 4 years 11 months created 28.07.2021

AI EDITOR SUMMARY

Channel «Podruzhka» – 173 474 subs. Each post avg views 7.4K people (4% from subs), reach is low – should expand audience. Publishes 50 posts per week (~7/day) – active posting. For week 22–28 Jun reach dropped -14.3% to week 15–21 Jun – worth analyzing reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **215** posts in 29 days.
- 02 Dominant format – **Photo** (127/215 posts).
- 03 Avg post length – **379** chars (median 346).
- 04 Peak audience activity – **Tuesday**, 15:00 MSK.
- 05 Top posts get **7x** more views than the weakest (top avg 35.2K vs worst 5.2K) – among 215 posts in 29 days. Worth analyzing what top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 16.06 · 12:59 PHOTO Graphic, cat-eye effect, ultra-thin – with this applicator you'll draw arrows like a pro 🍷 Liquid eyeliner...	VIEWS 48 391 REPOSTS 25	REACTIONS 152 ER 27.9%
Nº2 22.06 · 15:03 PHOTO Many on forums say whitening was tough. But with MIXIT it becomes your favorite beauty ritual ❤️ The tube...	VIEWS 43 289 REPOSTS 27	REACTIONS 209 ER 25.0%
Nº3 08.06 · 13:00 PHOTO Vibe: capybara from essence contest makeup bag 🍷 We'll gift it with this fluffy cutie and a big set of cosmetics from the brand...	VIEWS 14 004 REPOSTS 590	REACTIONS 3 230 ER 8.1%

Nº4

19.06 • 07:00

PHOTO

Did you know there's a gloss with zero stickiness? 🧴 We'll send 3 winners a set of 4 such new products from...

VIEWS

13 746

REPOSTS

576

REACTIONS

3 161

ER

7.9%

Nº5

17.06 • 09:00

PHOTO

Giveaway: STELLARY SKIN STUDIO set — makes you want to start a blog 🧴 It's not just the moisturizing line, after which...

VIEWS

12 647

REPOSTS

509

REACTIONS

2 581

ER

7.3%

WORST 3

↓ 28.06 • 07:17 TEXT

Questionnaire for friends. Page 2 💖 Comment what your name reminds you of.

VIEWS

5 299

REPOSTS

1

REACTIONS

157

ER

3.1%

↓ 03.07 • 07:42 PHOTO

☀️ The longest daylight has passed, midsummer is approaching... How are your summer bucket list goals going? Already done all your plans...

VIEWS

5 149

REPOSTS

8

REACTIONS

136

ER

3.0%

↓ 03.07 • 07:51 PHOTO

Ready to conquer any skyscrapers and stay beautiful even at 443 meters 💖 Get inspired and be irresistible every day.

VIEWS

5 052

REPOSTS

17

REACTIONS

188

ER

2.9%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

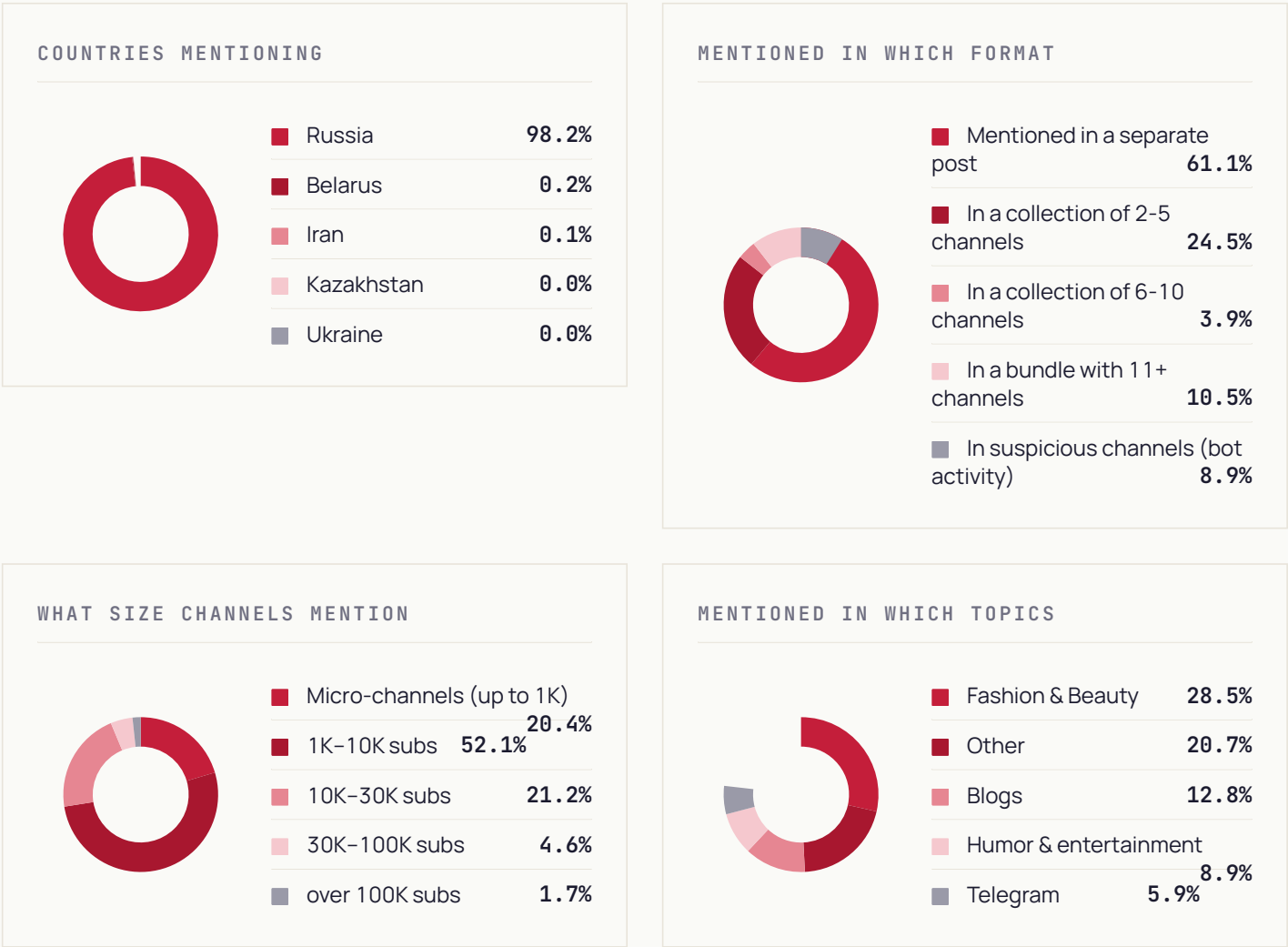
Subscriber growth chart over the year. Key months show exact subscriber count.
Shows which months the channel gained and which lost subs.



SECTION 04 · MENTIONS

Who and how mentions the channel

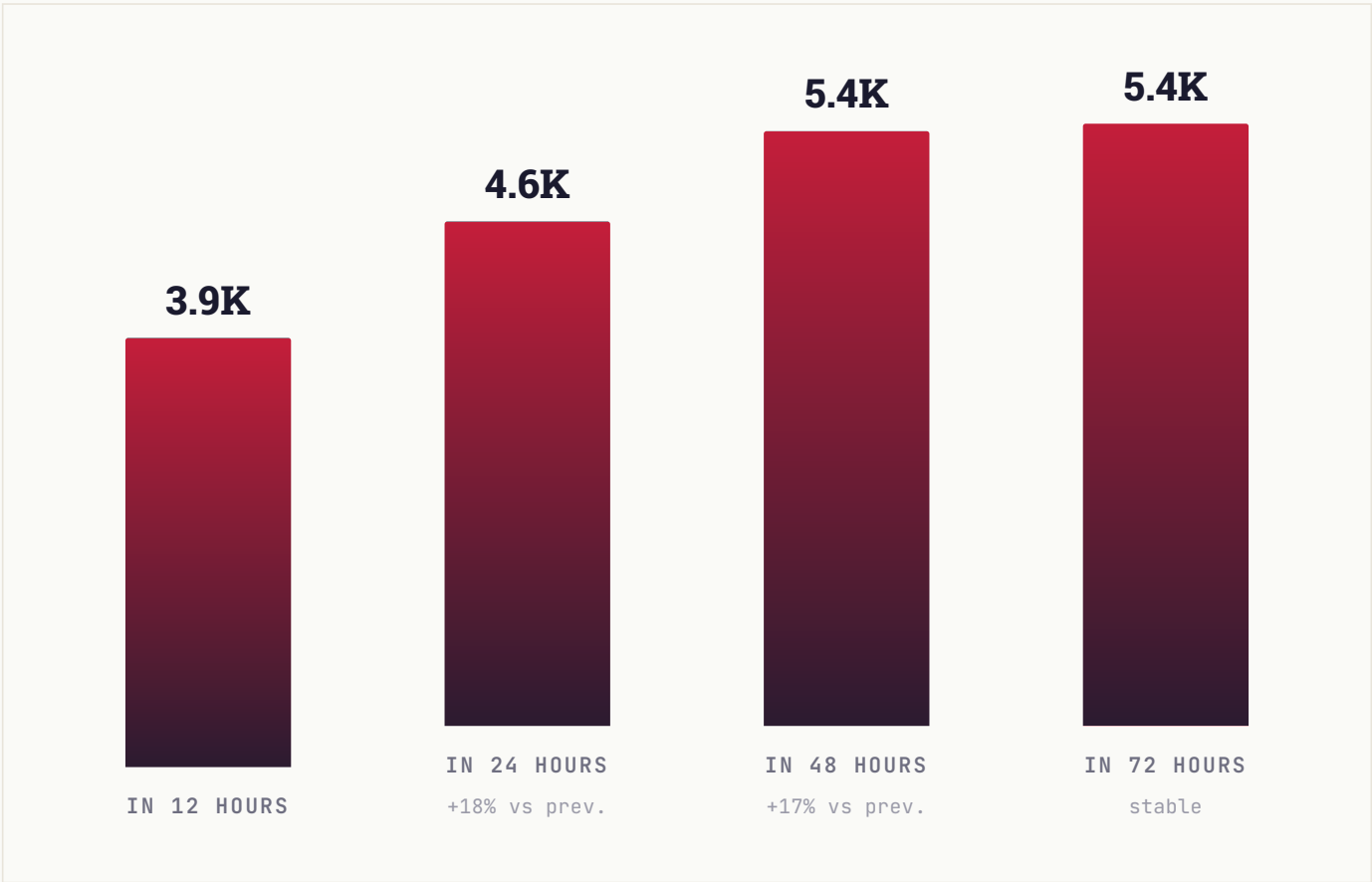
Citation index **296** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned **871** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post over 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 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
PO Podrygka YOU	173.5K

COMPARATIVE CONCLUSION

Channel in top half of niche (#47 of 96). Niche leader — Golden Apple (1.1M), median subs 171K. Aim for top quarter — a realistic 6-12 month horizon.

SECTION 07 · MENTION TRENDS

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 **568**, they brought **79 859** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
January 2026	93	53	18 558
December 2025	127	80	10 766
Nov 2025	93	63	5 006
Oct 2025	86	63	13 318
September 2025	101	63	15 725
August 2025	68	37	16 486

TOTAL MENTIONS	MONTHS IN DATA	ACQUIRED SUBS
568	6	79 859

SECTION 08 · NICHE COMPARISON

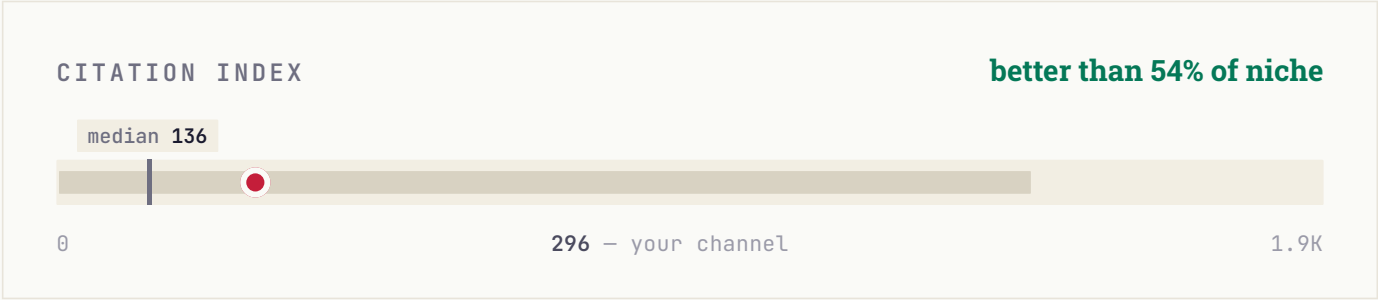
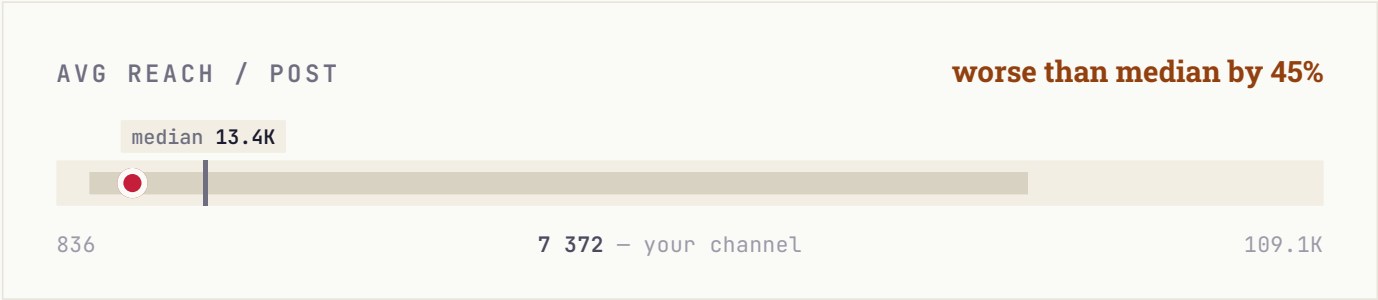
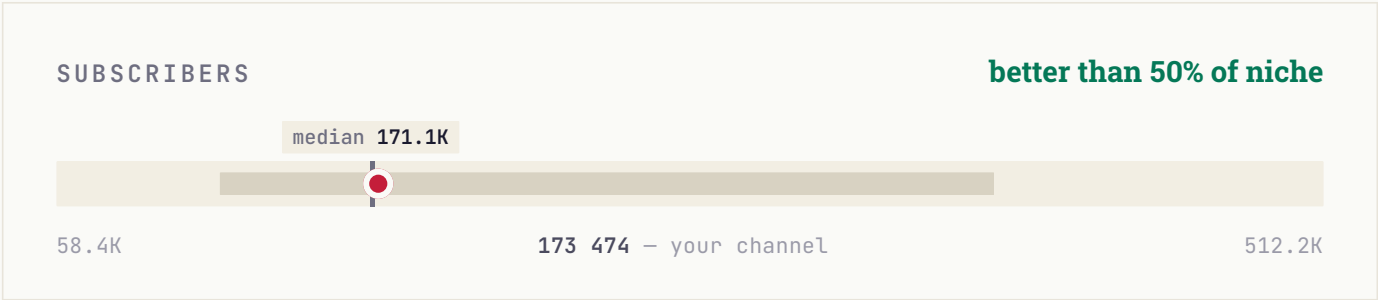
Where the channel stands in its league

Took top-100 channels in category "Fashion & Beauty» (Russia) and saw how your channel compares. Gray band shows the range for 80% of niche channels (p10 to p90). Black line is median. Red dot is your channel.

#47/100

RANK IN NICHE

Channel in the top half of the ranking



— 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

Main post of the week — on Tuesday

On this day at 15:00 MSK audience is most active.

EFFECT

Best window for an important post
- 02

ER below niche benchmark — rethink formats

Current ER 4.25% vs norm 5.5%. Try polls & interactive formats.

EFFECT

+1.2pp ER
- 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 poll per week on a hot topic is an easy win.

EFFECT

+5-15% ER
- 05

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

★ WHAT'S NEXT

Want us to do this **PromptPress?**

This audit is what we can do in minutes from public data. Want to go further? Run ads with us & hit your growth plan in a month.

01

**Launch ads in
Telegram**

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

02

Contact manager

t.me/PromptPress_manager