

PROMTPRESS PUBLIC REPORT

Channel audit

IRISHA

MOTHER OF

SHOPPING



@popka_foreverlove

Stylish finds from everywhere! • IG https://www.instagram.com/popka_foreverlove/ • MAX https://max.ru/popka_foreverlove • VK https://vk.ru/popka_foreverlove ✉ collab @volkalexa_work RKN:...

SUBSCRIBERS	ERR (% SEE POSTS)	REACH/POST
148 998	13.0%	17.8K
18.07.2026 -501 per month	daily 6.4%	ad reach 9.6K/24h
HTTPS://PROMTPRESS.COM/AUDIT/POPKA_FOREVERLOVE		

— CONTENTS · 2026

What's inside the report

01 Channel snapshot

12 key metrics · AI summary

02 Content analysis

Top 5 posts · worst 3 · takeaways

03 Subscriber dynamics

Year chart · growth

04 Citation rate

Who mentions the channel & how

05 Ad potential

How long a post brings reach

06 Competitors

Niche neighbors · your place

07 Mention dynamics

6 months · monthly

08 Niche comparison

Rank in «Fashion & Beauty» category

09 Strategy

5 priority actions

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 148 998 —	 SUBSCRIBER REACH 11.97% avg % subs see post	 VIEWS/POST 17.8K median 18.5K · 29 days	 POSTS/WEEK 16.1 over period
 7D TREND -7.1% vs previous week	 REACTIONS/POST 107.1 7,281 reactions, 2,087 reposts, 5 comments	 POST LENGTH 622 chars median 686 · 29 days	 POSTS ANALYZED 68 29 days
 AD REACH 9.6K 24h avg	 CHURN / MONTH -501 last month	 CITATION RATE 50 citation index · 113 channels mentioned ever	 CHANNEL AGE 4 years 4 months created 03.03.2022

AI EDITOR SUMMARY

Channel «IRISHA MOTHER OF SHOPPING 🛍️» — 148 998 subs. Each post averages 17.8K people (12% from subs), reach is low — should expand audience. Publishes 16 posts per week (~2/day) — regular schedule. For week Jul 6–12, reach dropped -7.1% to week Jun 29 – Jul 5 — worth analyzing causes.

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 **68** posts over 29 days.
- 02 Dominant format – **Video** (42/68 posts).
- 03 Avg post length – **622** chars (median 686).
- 04 Audience peak activity – **Friday, 07:00 MSK**.
- 05 Top posts get **2x** more views than the weakest (24.5K avg for top vs 13.8K for worst) – across 68 posts in 29 days. Worth analyzing what top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 19.06 · 04:49 VIDEO If you were thinking about this viral bag... don't think, grab it while in stock and price dropped ☀️ I didn't expect it to be so...	VIEWS 25 795 REPOSTS 121	REACTIONS 154 ER 17.3%
Nº2 18.06 · 14:41 VIDEO How I love such shape-holding T-shirts, literally a find for any outfit – for everyday, work, walk, anywhere 👍 U...	VIEWS 24 563 REPOSTS 49	REACTIONS 129 ER 16.5%
Nº3 19.06 · 08:42 VIDEO Trendy pot post: here hide tops with open back, trendy asymmetrical skirts and dresses for summer events 🌿 I...	VIEWS 23 230 REPOSTS 36	REACTIONS 91 ER 15.6%

Nº4 19.06 • 15:55 VIDEO Infantile lingerie in summer is my weakness: ruffles, mesh, prints and bright colors 🌸 I thought these panties would be just for home...	VIEWS 21 672 REACTIONS 162 REPOSTS 69 ER 14.5%
Nº5 21.06 • 11:57 VIDEO Seamless lingerie is even more relevant in summer – under tops, tight and sheer tops are indispensable 👍 In this beige bodysuit you see me more often...	VIEWS 21 568 REACTIONS 142 REPOSTS 129 ER 14.5%

WORST 3

↓ 13.07 • 15:10 PHOTO And here's the email newsletter, liked the phrase – «Some things can't be bought later» 😊🔪	VIEWS 14 045 REACTIONS 52 REPOSTS 2 ER 9.4%
↓ 15.07 • 06:50 VIDEO Can't stay silent, these Ali earrings are gorgeous, look 10x pricier 💥 Compliments confirm it, plus my ears don't...	VIEWS 13 727 REACTIONS 115 REPOSTS 77 ER 9.2%
↓ 15.07 • 05:45 PHOTO I don't know how people refuse to buy on Ali 🍷 well there are just the most beautiful things that look 10x more expensive than...	VIEWS 13 515 REACTIONS 159 REPOSTS 8 ER 9.1%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

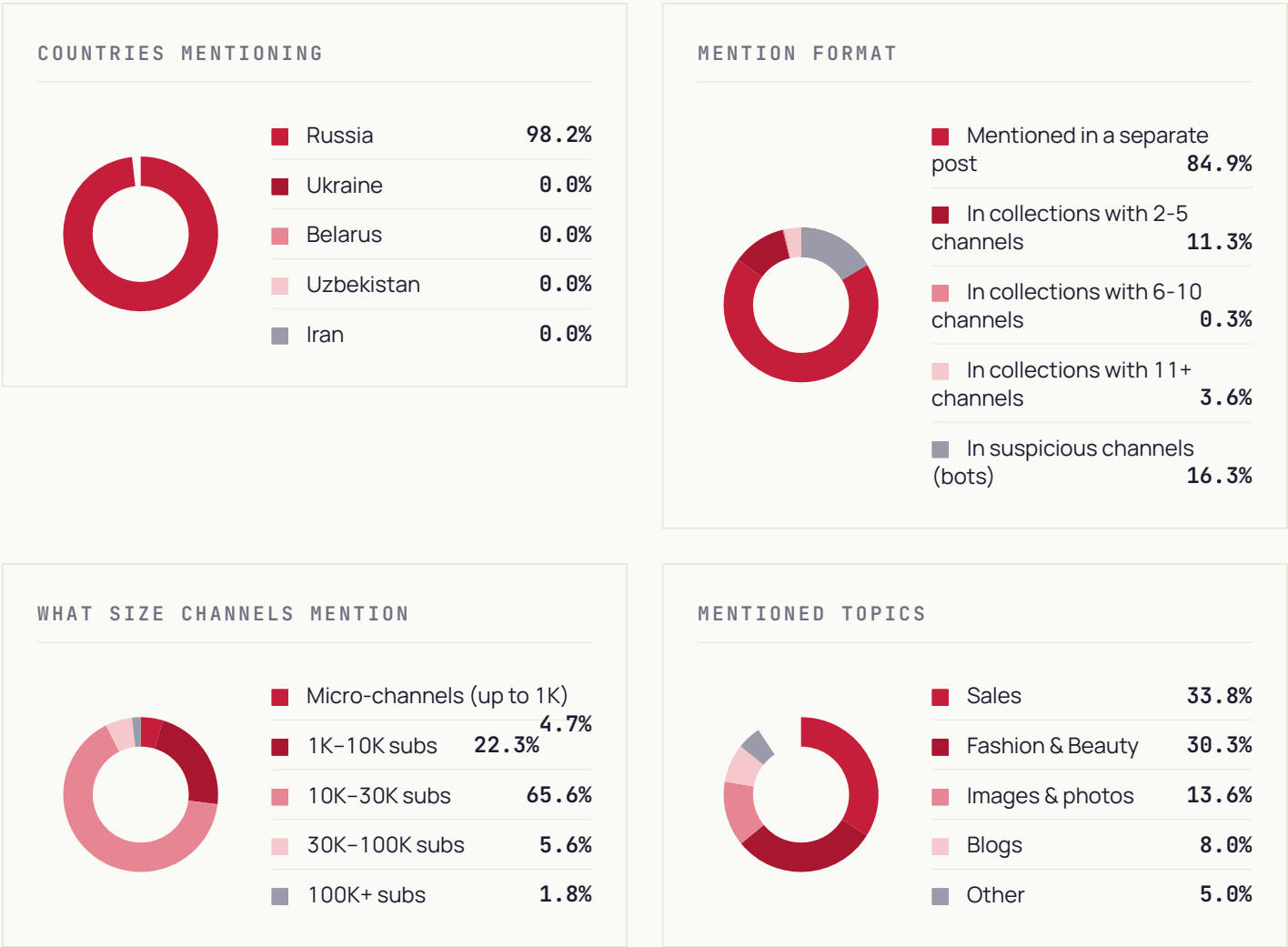
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel & how

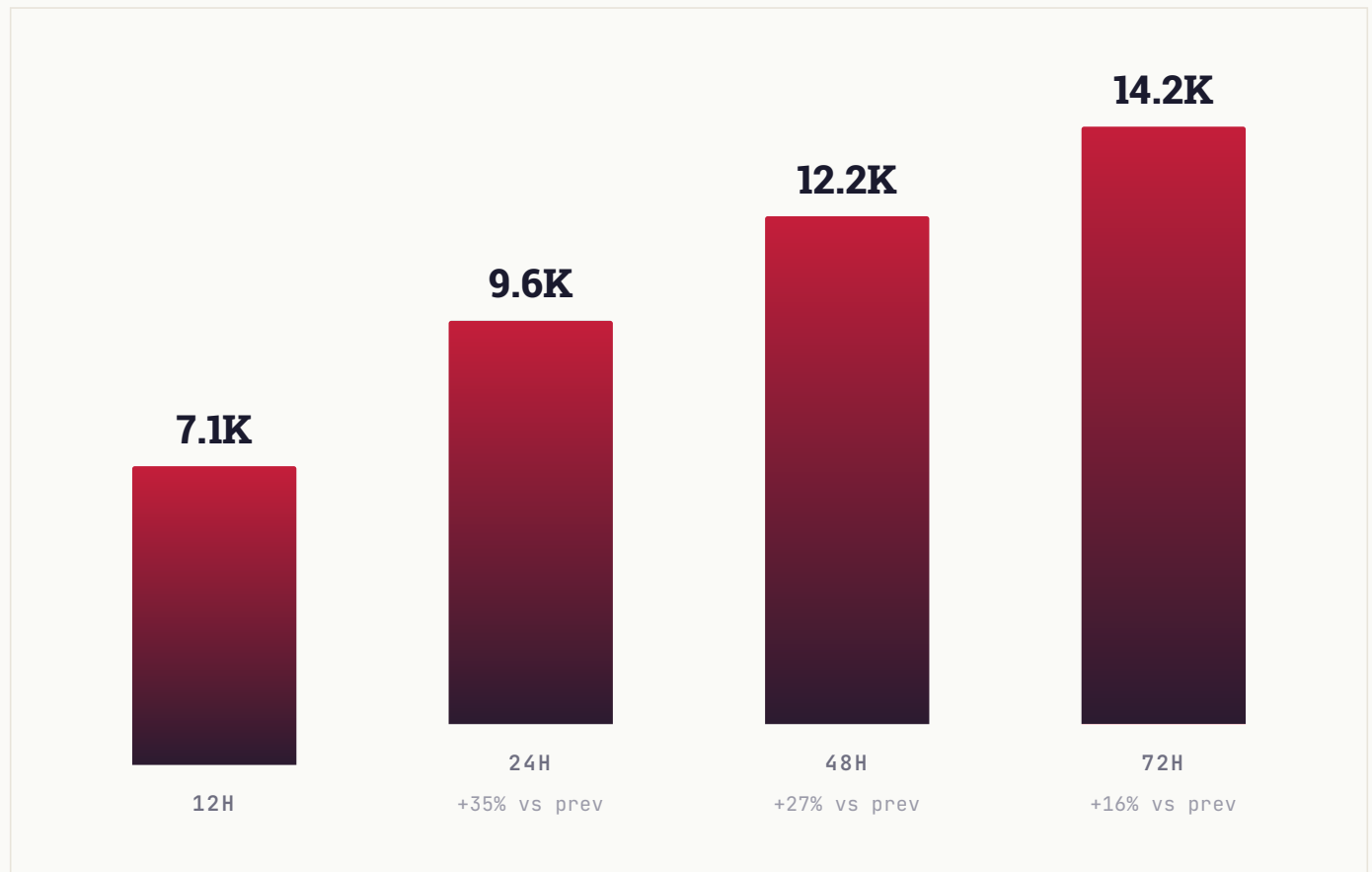
Citation index **50** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from 1K. All time channel was mentioned **113** different channels.



— 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 and audience. Highlighted your channel — you can see its place among niche neighbors.

CHANNEL	SUBSCRIBERS
ZY Zolotoe Yabloko	1M
PC Pandabuy CnFans MuleBuy ACBuy Hacco Find🔍🐼	790.3K
NN Found on Wildberries	633.3K
MI MIXIT.RU	624.7K
MJ 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
IM IRISHA MOTHER OF SHOPPING🏆YOU	149K

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#73 of 97). Niche median — 189.3K subs. First growth KPI — reach median. Leader: Zolotoe Yabloko (1M).

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Every month we track posts in other channels that mention yours. Over the last **6 months** such mentions were **25**, they brought **11 697** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
January 2026	5	4	2 584
December 2025	5	4	739
Nov 2025	3	2	3 156
Oct 2025	4	2	3 033
September 2025	5	5	329
August 2025	3	2	1 856

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
25	6	11 697

SECTION 08 · NICHE COMPARISON

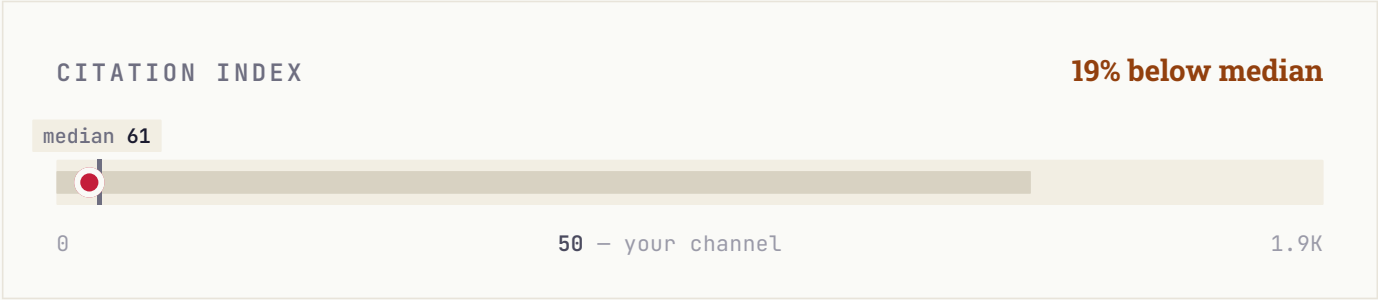
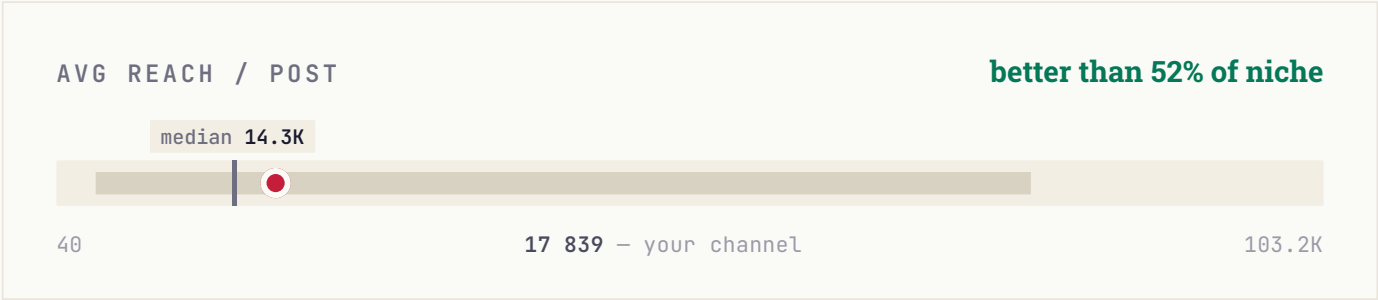
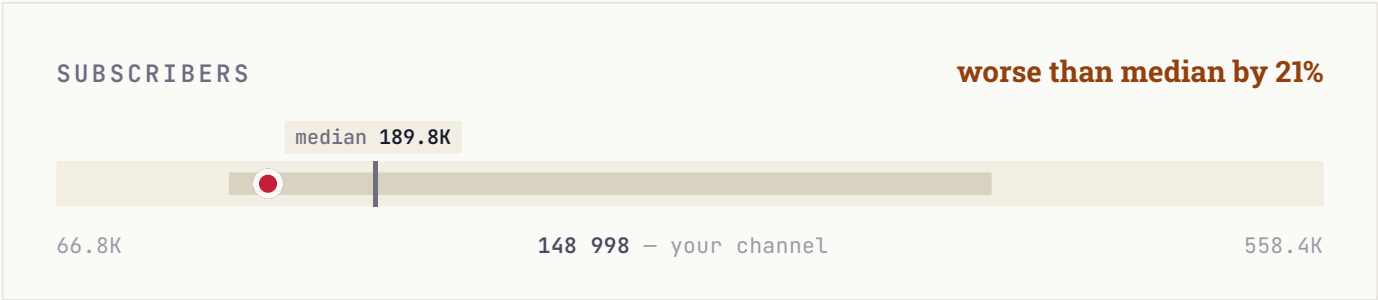
Where the channel stands in its league

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

#73/100

RANK IN NICHE

Channel in bottom 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 Friday
Audience is most active on this day at 07:00 MSK.

EFFECT
Best time for an important post
- 02

Systematic traffic buying
Three formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromtPress 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 — easy growth point.

EFFECT
+5-15% ER
- 04

Cross-promo with nearby channels
Swap posts with same-segment channels once a quarter. 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 hit your growth plan in a month.

01	Launch ads in Telegram	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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