
PROMTPRESS PUBLIC REPORT

Channel audit

POWER IN BEAUTY - Красивые новости без фильтров



@power_beauty_media

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SUBSCRIBERS

142 803

-51044 per month

ERR (% SEE POSTS)

56.0%

per day 22.2%

REACH/POST

73.7K

ad reach 31.8K/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 142 803 —	 SUBS REACH 51.58% avg % subs see post	 VIEWS/POST 73.7K median 80.9K · 29 days	 POSTS/WEEK 3.4 for the period
 7D TREND -13.8% vs prev week	 REACTIONS/POST 4421.7 total 61,904 reactions, 1 repost, 0 comments	 POST LENGTH 997 chars median 1K · 29 days	 POSTS ANALYZED 14 29 days
 AD REACH 31.8K 24h avg	 CHURN / MONTH -51044 for the last month	 CITATION RATE 19 citation index · 9 channels mentioned all time	 CHANNEL AGE 6 months 12 days created 01/06/2026

AI EDITOR SUMMARY

Channel «POWER IN BEAUTY - Beautiful news without filters» — 142 803 subs. Avg views per post 73.7K people (52% of subs), wide reach for a channel this size. Posts 3 posts per week (~0/day) — rare. Week Jul 6–12 reach dropped -13.8% by week Jun 29 – Jul 5 — worth analyzing why.

SECTION 02 · CONTENT ANALYSIS

What Works Best

Top posts by engagement and outsiders – to see what to repeat and what to drop.

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on 14 posts in 29 days.
- 02 Dominant format – Photo (12/14 posts).
- 03 Avg post length – 997 chars (median 1000).
- 04 Peak audience activity – Thursday, 23:00 MSK.
- 05 Top posts get 2× more views than the weakest (95K avg for top vs 61.8K for worst) – among 14 posts in 29 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 18.06 · 20:14 PHOTO How to add +100 style to your beach look (even in a stuffy city)? No magic filters, just sea jewelry – and you're already not...	VIEWS 95 236 REPOSTS —	REACTIONS 4 953 ER 66.7%
Nº2 18.06 · 16:54 PHOTO  WHICH LIPSTICK SHADE THIS SUMMER? Or: "kiss me if you guess my trend" 🤔☀️ Girls, summer isn't just watermelon, sand, and...	VIEWS 94 953 REPOSTS 1	REACTIONS 4 962 ER 66.5%
Nº3 18.06 · 13:46 PHOTO  Lavender scent: activates femininity 200% Laugh all you want, but yesterday I slathered on lavender oil – and almost fell in love with myself 😊💜 ...	VIEWS 94 844 REPOSTS —	REACTIONS 4 971 ER 66.4%

Nº4 23.06 • 19:12 **PHOTO**

How sports boosted my confidence (and my wardrobe – unexpectedly too) 🦵👟 I used to think sports were for crossfit fanatics who eat...

VIEWS
92 073

REPOSTS
—

REACTIONS
4 957
ER
64.5%

Nº5 23.06 • 15:54 **PHOTO**

How to find your perfect lipstick shade? (and not spend your whole salary on it) You pick a lipstick – and then the quiz "Who are you today...

VIEWS
92 064

REPOSTS
—

REACTIONS
4 955
ER
64.5%

WORST 3

↓ 08.07 • 17:46 **PHOTO**

🍫 Why do you crave sweets every evening? Familiar? Held it together all day... but at night your hand reaches for chocolate, cookies, or...

VIEWS
70 621

REPOSTS
—

REACTIONS
4 957
ER
49.5%

↓ 10.07 • 14:42 **PHOTO**

💧 Ladies, confession time – some cosmetologists might throw a cream jar at me. 🐼 No. Home care won't replace...

VIEWS
65 242

REPOSTS
—

REACTIONS
4 919
ER
45.7%

↓ 14.07 • 15:10 **PHOTO**

☁️ Left home with perfect hair... five minutes later it had a mind of its own? 😂 If your hair turns into a fluffy mess in summer...

VIEWS
49 408

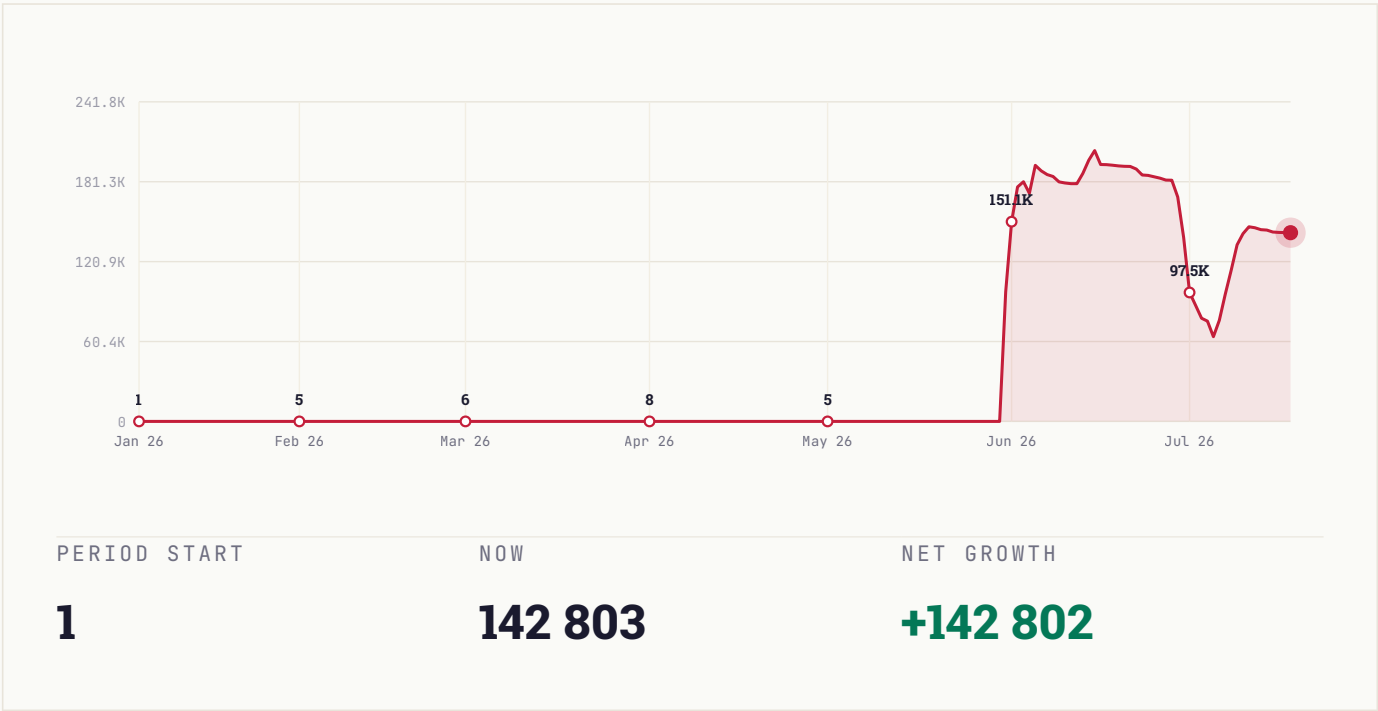
REPOSTS
—

REACTIONS
3 901
ER
34.6%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

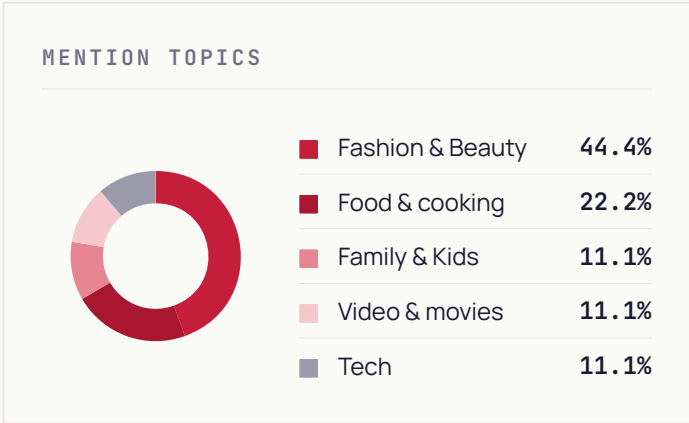
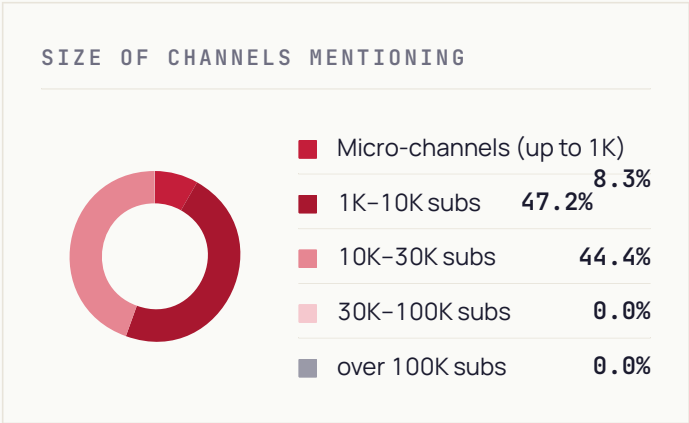
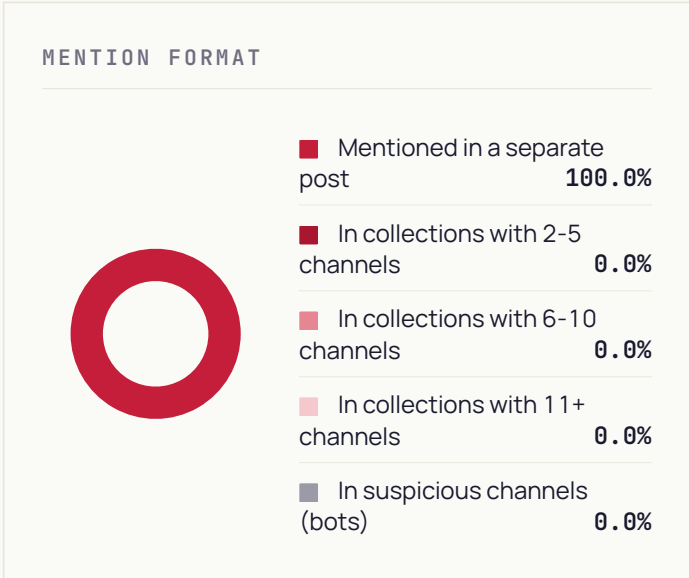
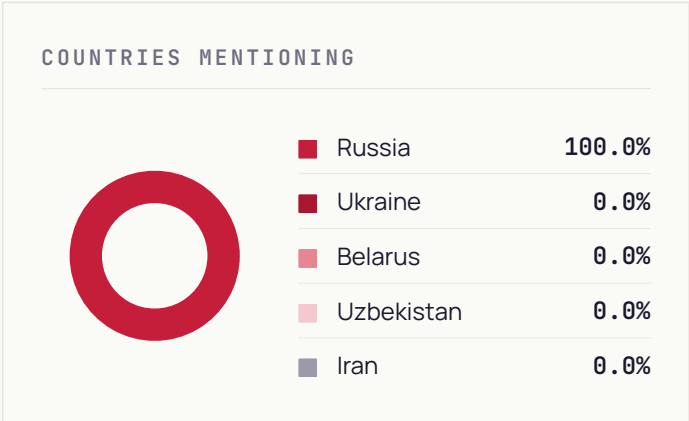
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel grew and which lost subs.



SECTION 04 · MENTIONS

Who & how mentions the channel

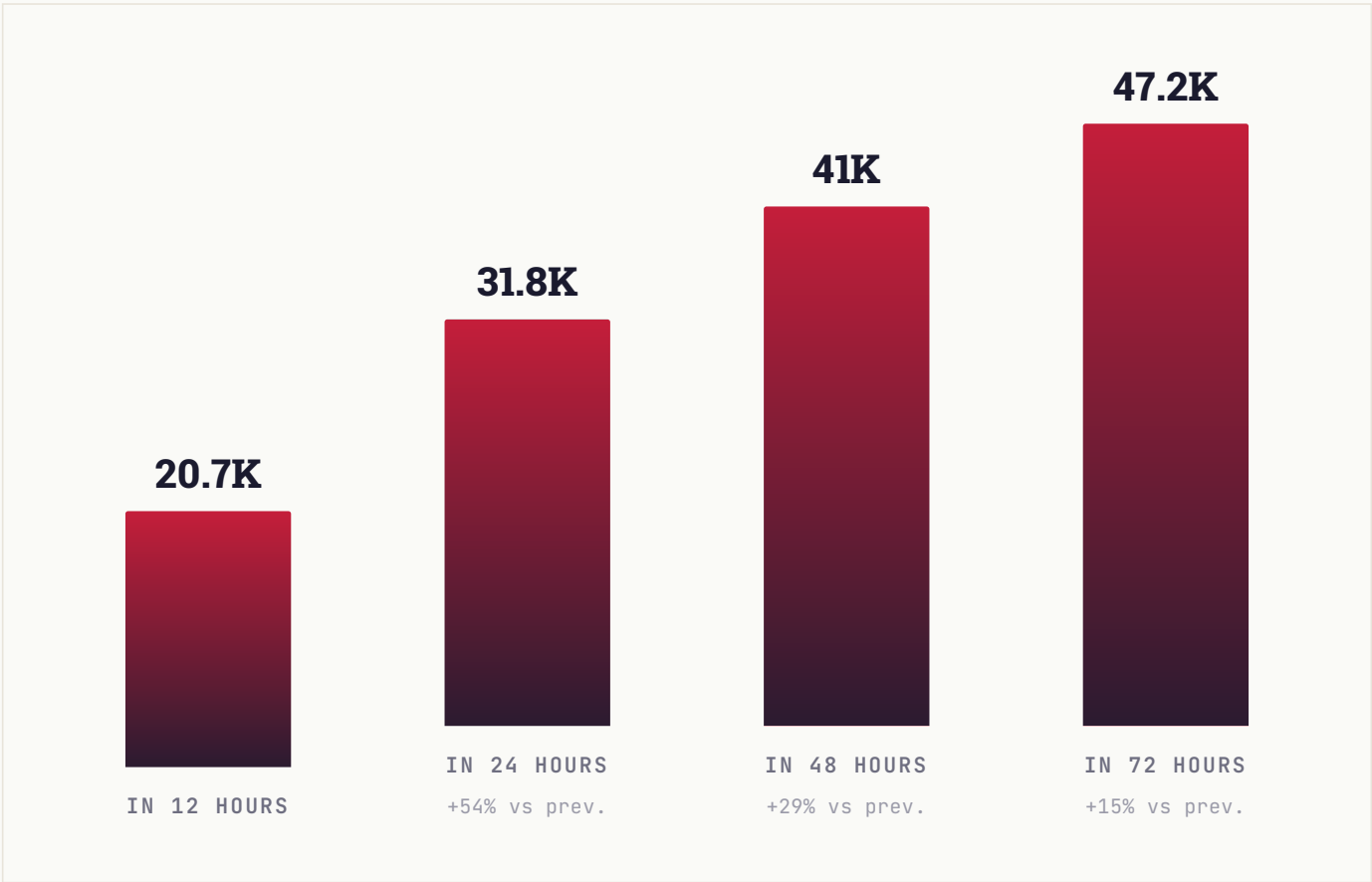
Citation index **19** – channel popularity score based on mentions. Considers both count and weight of mentioners: a post from a 100K subs channel weighs more than from 1K. All-time mentions: **9** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg ad post reach over 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 peers.

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
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
PI POWER IN BEAUTY - Красивые новости без фильтров YOU	142.8K

COMPARATIVE INSIGHT

Channel in bottom half of niche top-100 (#78 of 97). Niche median — 189.3K subs.
First growth KPI — reach median. Leader: Golden Apple (1M).

— SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Each month we track posts in other channels that mention yours. Over the last **1 month** such mentions **0**, they brought **4** new subs.

PERIOD	MENTIONS	CHANNELS	GAINED SUBS
Jan 2026	0	0	4



TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
0	1	4

— SECTION 08 · NICHE COMPARISON

Where the channel ranks in its league

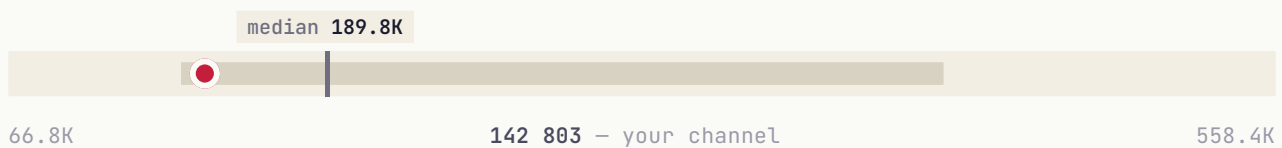
Took top **100** channels in category «**Fashion & Beauty**» (Russia) and compared your channel. Gray band — range for 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

#78 /100

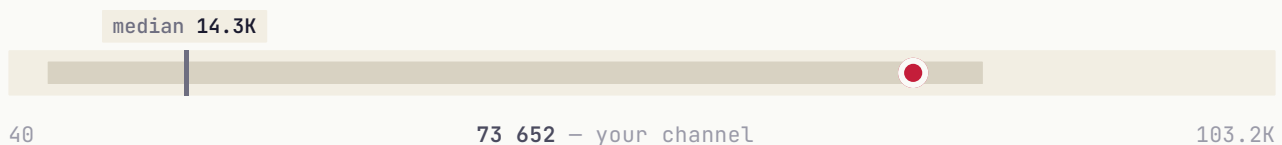
RANK IN NICHE

Channel in the bottom half of the ranking

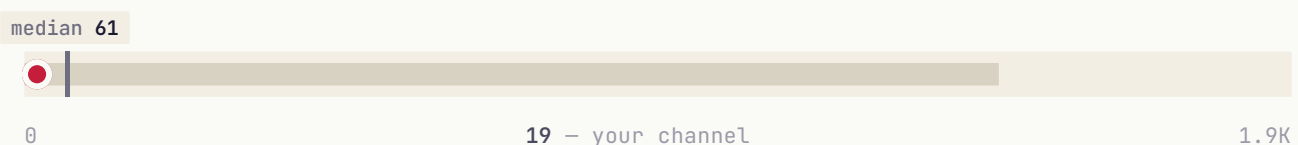
SUBSCRIBERS

25% below median

AVG REACH / POST

better than 86% of niche

CITATION INDEX

69% below median

— SECTION 09 · STRATEGY

What to Do Right Now

5 priority actions ranked by expected impact. Check off and revisit this report in a month.

01

Increase posting frequency

Now 3.4 posts/week. Active channels average 7-10.
Consistency is key to retention.

EFFECT

**Consistency
beats volume**

02

Main post of the week — Thursday

Audience most active on this day at 23:00 MSK.

EFFECT

**Best window
for an
important post**

03

Increase video post share

Video in Telegram holds audience longer & is favored by the algorithm. Aim for 15-25%.

EFFECT

**Video retains
audience
better**

04

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**

05

Test polls & 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

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in minutes using public data. Want to go further? Run ads through us and hit your growth plan in a month.

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