

PUBLIC REPORT BY PROMTPRESS

Channel audit

RIVE GAUCHE



@rivegaucheru

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SUBSCRIBERS

118 737

+10860 per month

ERR (% WHO SEE
POSTS)

3.0%

per day **1.8%**

REACH/POST

3.5K

ad reach **2.1K/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 118 737 —	 SUBSCRIBER REACH 2.93% avg % subs see post	 VIEWS/POST 3.5K median 3.4K · 29 days	 POSTS/WEEK 26.8 for the period
 7D TREND +3.8% vs previous week	 REACTIONS/POST 305.2 total 34,181 reactions, 2,019 reposts, 12,659 comments	 POST LENGTH 295 chars median 299 · 29 days	 POSTS ANALYZED 112 29 days
 AD REACH 2.1K 24h avg	 CHURN / MONTH +10860 last month	 CITATION RATE 805 citation index · 1,550 channels mentioned all time	 CHANNEL AGE 8 years 5 months created 31.01.2018

AI EDITOR SUMMARY

Channel «RIW GOSH» — 118 737 subs. Each post averages 3.5K people (3% from subs), reach is low — consider growing audience. Publishes 27 posts per week (~4/day) — active posting. For week Jun 22–28 reach stable (+3.8% vs week of June 15–21).

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 112 posts over 29 days.
- 02 Dominant format — Video (63/112 posts).
- 03 Avg post length — 295 chars (median 299).
- 04 Audience peak — Tuesday, 09:00 MSK.
- 05 Top posts get 2x more views than the weakest (6.7K avg top vs 2.7K worst) — among 112 posts over 29 days. Worth analyzing what top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 22.06 · 15:00 PHOTO Summer + favorite makeup + walk in St. Petersburg = perfect    We're giving this to you for the Scarlet Sails holiday! We've prepared a whole...	VIEWS 8 100 REPOSTS 199	REACTIONS 730 ER 6.8%
Nº2 23.06 · 06:59 VIDEO Look what we found: Fugazzi shower gel that leaves skin velvety and nourished even without lotion.  Its thick, soft...	VIEWS 6 115 REPOSTS 3	REACTIONS 279 ER 5.2%
Nº3 22.06 · 14:57 VIDEO (post without caption — video)	VIEWS 5 779 REPOSTS 4	REACTIONS 384 ER 4.9%

Nº4 22.06 · 13:15 VIDEO  Imagine: you're slowly strolling through the narrow streets of Rome, while from small bakery windows come the aromas of desserts and...	VIEWS 5 667 REACTIONS 413 REPOSTS 3 ER 4.8%
Nº5 10.06 · 16:41 PHOTO This little Payot is all your skin needs this summer. We're giving away a restoring serum with ginkgo biloba leaf extract...	VIEWS 4 955 REACTIONS 842 REPOSTS 212 ER 4.2%

WORST 3

↓ 04.07 · 07:05 VIDEO Drop ❤️ if you can't imagine vacation makeup without Bobbi Brown. ✈️ This combo is always handy: in carry-on, in the glove compartment...	VIEWS 2 683 REACTIONS 160 REPOSTS 4 ER 2.3%
↓ 05.07 · 07:58 VIDEO Scented body mists — our summer favorites ☀️ When it's hot and heavy perfumes feel too much, mists are perfect. They leave...	VIEWS 2 675 REACTIONS 160 REPOSTS 4 ER 2.3%
↓ 05.07 · 11:36 PHOTO Want to try Genyum perfumes but unsure? The brand now offers minis! 🛍️ Love anything in a convenient format...	VIEWS 2 669 REACTIONS 192 REPOSTS 6 ER 2.2%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

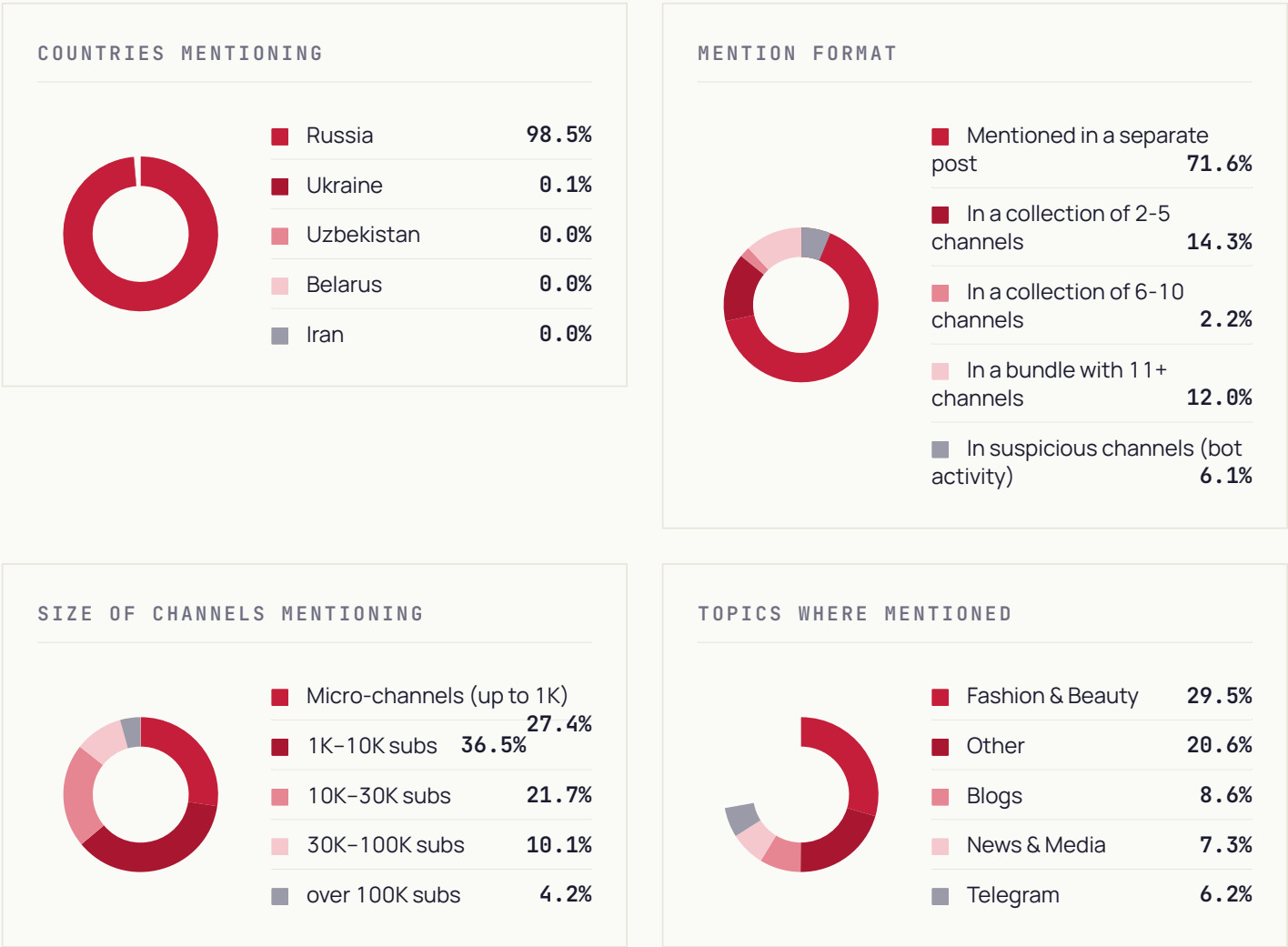
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subscribers.



SECTION 04 · MENTIONS

Who mentions the channel and how

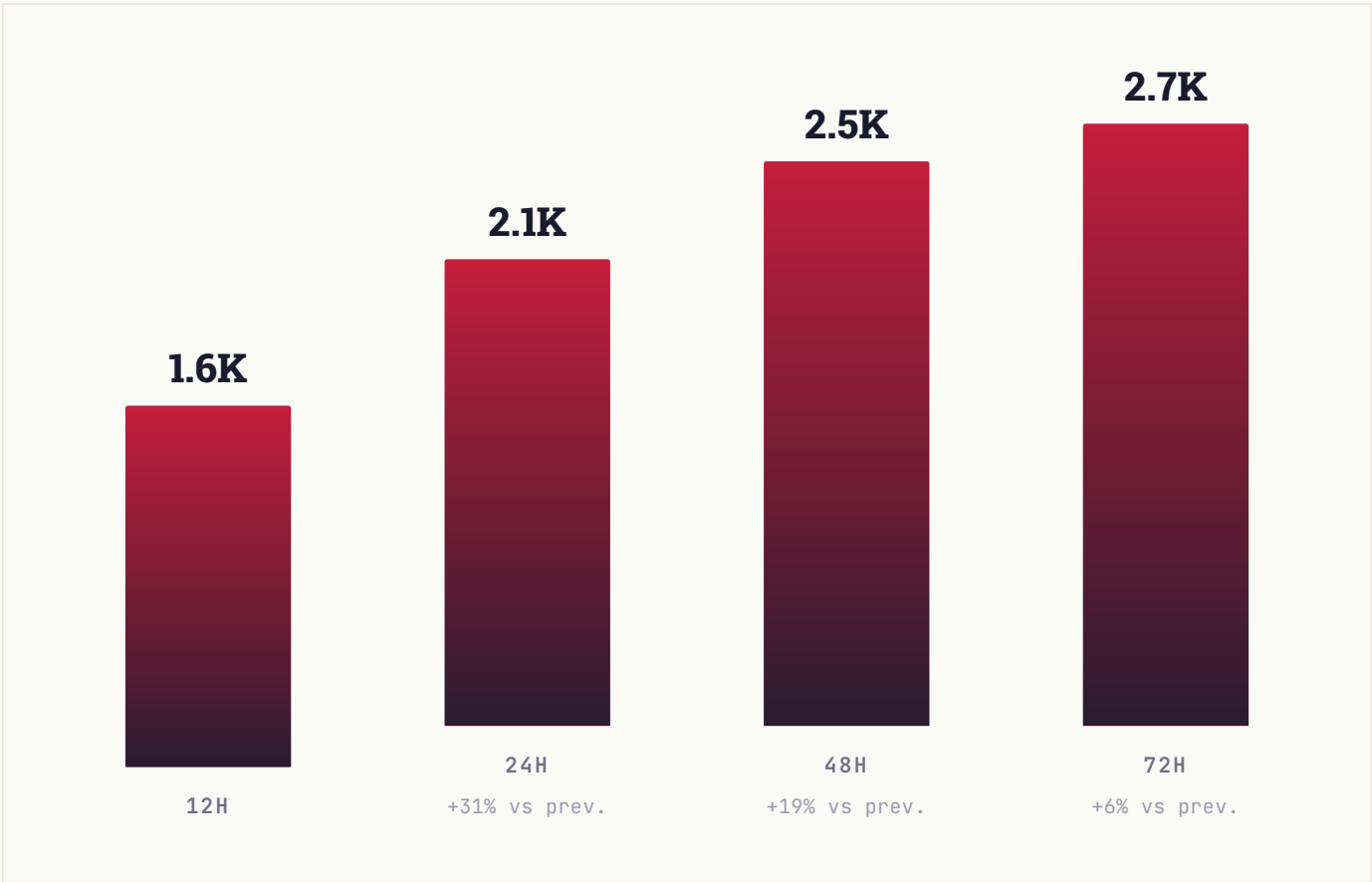
Citation index **805** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs one. All-time mentions: **1 550** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates 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 & audience. Your channel is highlighted — see its rank among niche peers.

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 finds / WB	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
RG RIVE GAUCHE YOU	118.7K

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#88 of 96). Niche median — 171K subs. First growth KPI — reach median. Leader: Golden Apple (1.1M).

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 **480**, they brought **7 981** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	79	57	419
December 2025	109	85	69
November 2025	63	24	536
October 2025	80	36	1 072
Sep 2025	116	37	1 151
August 2025	33	12	4 734

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS
480	6	7 981

— SECTION 08 · NICHE COMPARISON

Where the channel ranks in its league

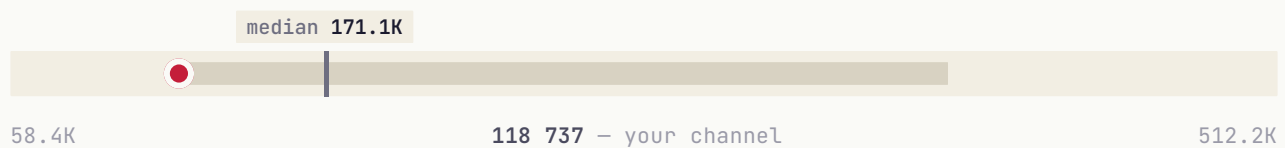
Took top-100 channels in category «Fashion & Beauty» (Russia) and compared your channel. Gray band — range covering 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

#88/100

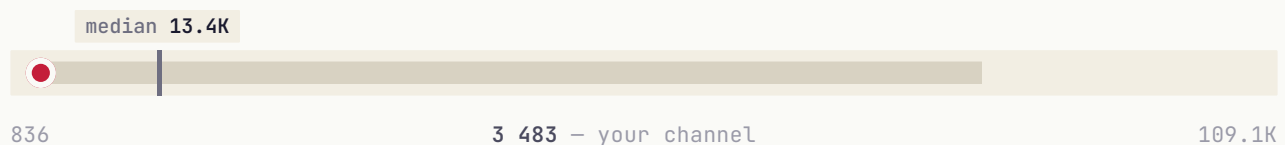
RANK IN NICHE

Channel in the bottom half of the ranking

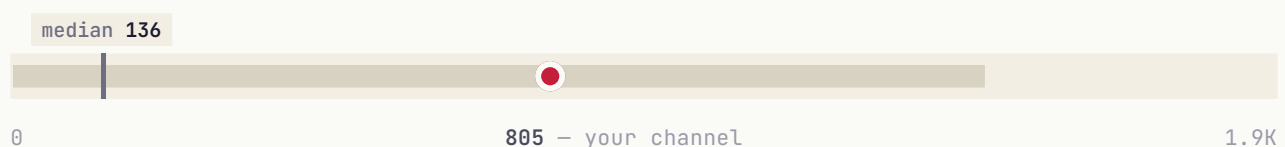
SUBSCRIBERS

worse than median by 31%

AVG REACH/POST

worse than median by 74%

CITATION INDEX

better than 70% of niche

— SECTION 09 · STRATEGY

What to do now

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

- 01

Top post of the week — on Tuesday
 Audience is most active on this day at 09:00 MSK.

EFFECT
Best time for key posts
- 02

ER below niche benchmark — rethink formats
 Current ER 2.93% vs norm 5.5%. Try polls and interactive formats.

EFFECT
+2.6pp ER
- 03

System traffic buy
 Three formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromptPress finds sources for your niche.

EFFECT
+1000-3000 subs
- 04

Test polls and interactive formats
 Posts with polls/reactions usually boost ER by +5-15%.
 One poll per week on a hot topic — easy win.

EFFECT
+5-15% ER
- 05

Cross-promo with neighboring channels
 Cross-post with similar 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 is what we can do in minutes from public data. Want more? Run ads through us and hit your growth plan in a month.

01

Launch ads in Telegram

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

02

Contact manager

t.me/PromptPress_manager