

PROMTPRESS PUBLIC REPORT

Channel audit

Zefirka's Secrets



@sekretiki_ot_zefirki

🏆 Winner of "Woman of the Year 2024" award "PRO-expert in beauty industry" ✨ From nuclear engineer to advanced beauty connoisseur. ✅ Registered in the RKN registry:...

SUBS

51 073

-14520 per month

ERR (% SEE POSTS)

82.0%

daily 57.4%

REACH/POST

41.8K

ad reach 28.9K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBS 51 073 —	 SUBSCRIBER REACH 81.83% avg % of subs see post	 VIEWS/POST 41.8K median 41.8K · 7 days	 POSTS/WEEK 2.0 over period
 7D TREND — no data for period	 REACTIONS/POST 829.5 only 1,659 reactions, 202 reposts, 0 comments	 POST LENGTH 694 chars median 694 · 7 days	 POSTS ANALYZED 2 7 days
 AD REACH 28.9K 24h average	 CHURN / MONTH -14520 last month	 CITATION RATE 4 citation index · 13 channels mentioned all time	 CHANNEL AGE 6 months 28 days created 20.12.2025

AI EDITOR SUMMARY

Channel «Secrets from Zephyrka» – 51 073 subs. Each post averages 41.8K people (82% of subs), wide reach for a channel this size. Publishes 2 posts/week (~0/day) – rare posts.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 2 posts in 7 days.
- 02 Dominant format — Video (2/2 posts).
- 03 Avg post length — 694 chars (median 694).
- 04 Peak audience activity — Monday, 18:00 MSK.
- 05 Top posts get 1x more views than the weakest (27.9K avg for top vs 41.8K for worst) — among 2 posts in 7 days. Analyze commonalities: topic, format, timing.

TOP 2 POSTS

Nº1 29.06 · 15:21 VIDEO We celebrated our son's 5th birthday at the «Nebo» trampoline center! Invited his friends — 14 kids total, and everyone...	VIEWS	REACTIONS
	59 617	707
Nº2 06.07 · 15:50 VIDEO «Знакомая картина: мальчишки на лавочке капризничают, и кажется, что этот шум не закончится никогда... 😞 У меня есть лайфхак, который поможет...	REPOSTS	ER
	178	116.7%

Nº2 06.07 · 15:50 VIDEO «Знакомая картина: мальчишки на лавочке капризничают, и кажется, что этот шум не закончится никогда... 😞 У меня есть лайфхак, который поможет...	VIEWS	REACTIONS
	23 971	952
	REPOSTS	ER
	24	46.9%

WORST 2

↓ 29.06 · 15:21 VIDEO We celebrated our son's 5th birthday at the «Nebo» trampoline center! Invited his friends — 14 kids total, and everyone...	VIEWS	REACTIONS
	59 617	707
	REPOSTS	ER
	178	116.7%

↓ 06.07 · 15:50 VIDEO «Знакомая картина: мальчишки на лавочке капризничают, и кажется, что этот шум не закончится никогда... 🙄 У меня есть лайфхак, который поможет...		VIEWS 23 971 REPOSTS 24	REACTIONS 952 ER 46.9%
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SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

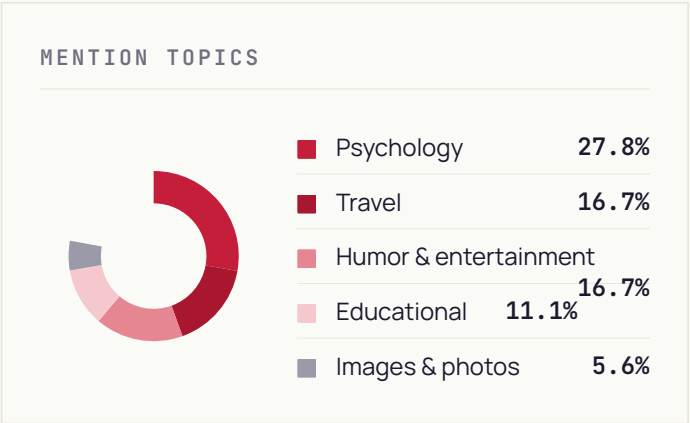
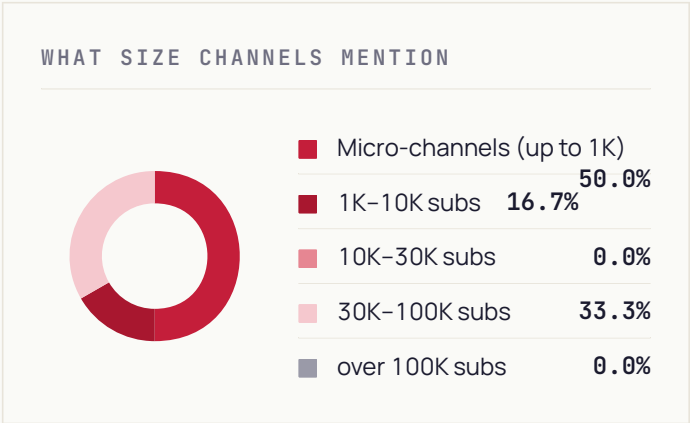
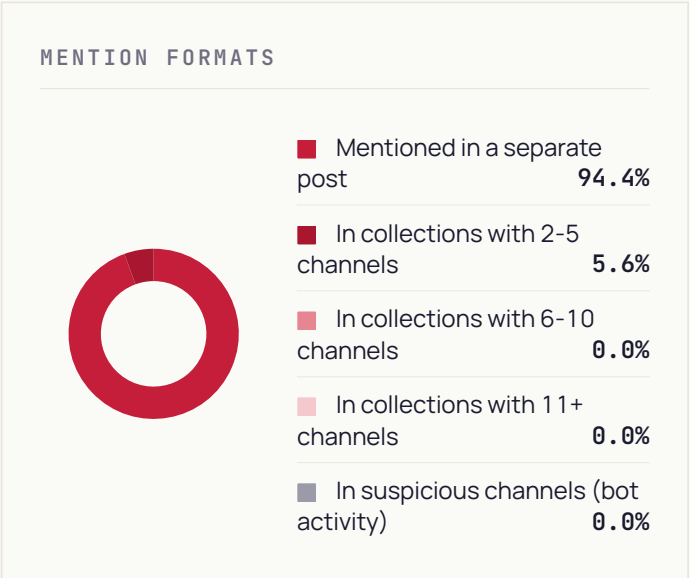
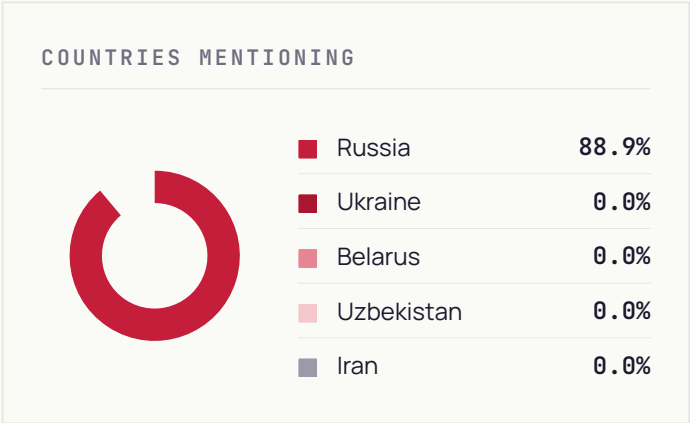
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · CITATIONS

Who mentions the channel and how

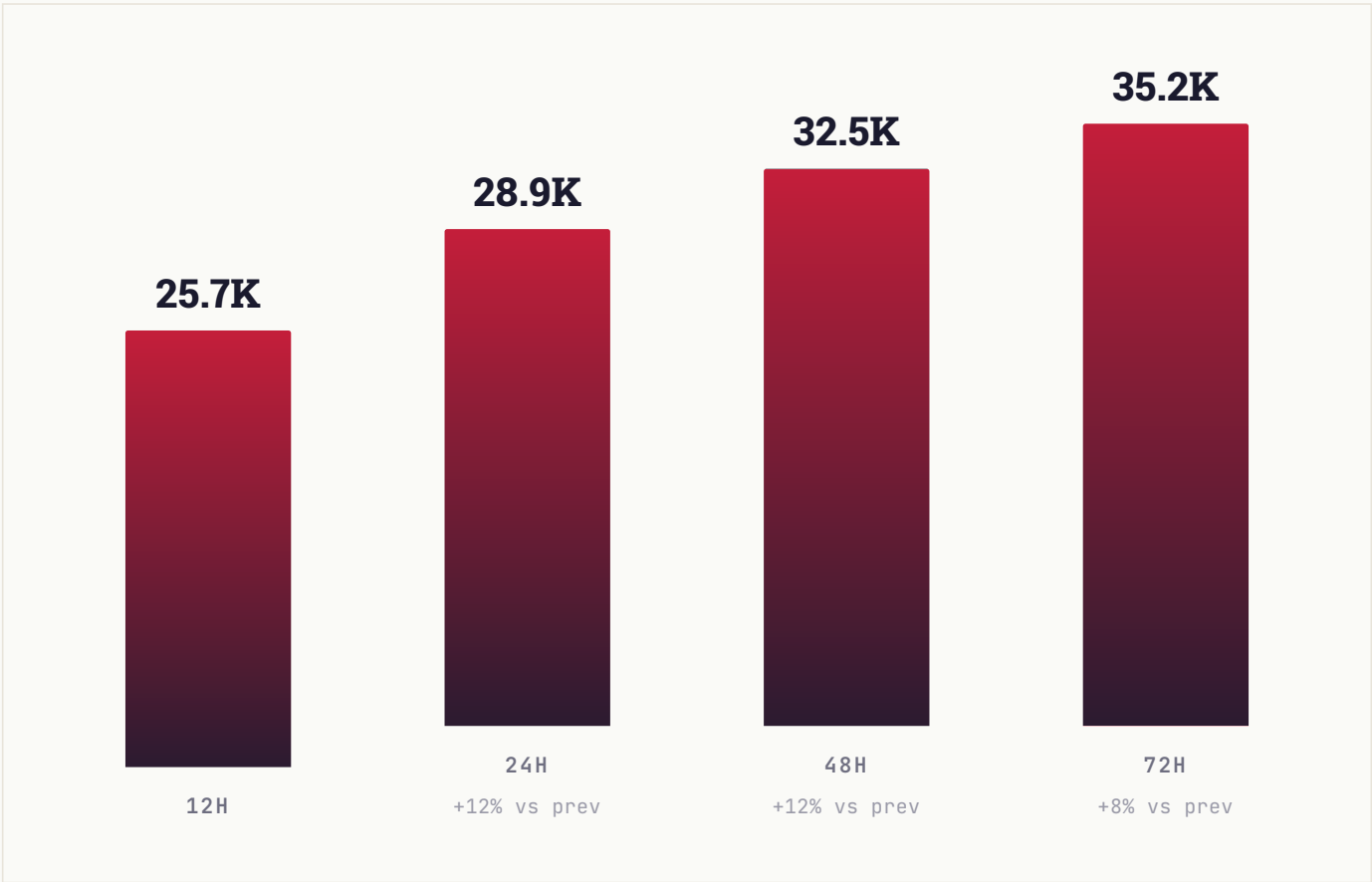
Citation index 4 – channel popularity score based on mentions. Considers not just count but weight of mentioners: a post from a 100K-sub channel weighs more than from a 1K-sub one. All-time mentions: 13 different channels.



SECTION 05 · AD POTENTIAL

How long a post brings 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 closest channels by topic and audience. Your channel is highlighted — see its rank among niche peers.

CHANNEL	SUBS
ZY Zolotoe Yabloko	1M
PC Pandabuy CnFans MuleBuy ACBuy Hacco Find🔍🐼	790.3K
NN Found on Wildberries	633.3K
MI MIXIT.RU	624.7K
M Manicure Nails	572K
NN Finds on Wildberries / WB	533.2K
EM Elena Mixit	518K
GD Face gymnastics	472.4K
PM By fashion Trends	436K
PS Prime Savers	428.8K
ER Zefirka's Secrets YOU	51.1K

COMPARATIVE INSIGHT

Channel yet outside top 97 of niche — early growth stage. Niche leader — Zolotoe Yabloko (1M), top-97 median: 189.3K. First goal: break into top-97 via systematic traffic & content work.

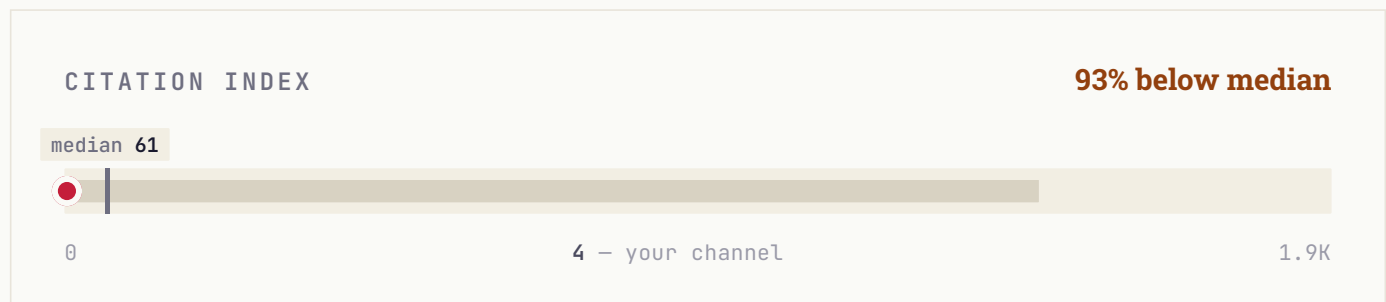
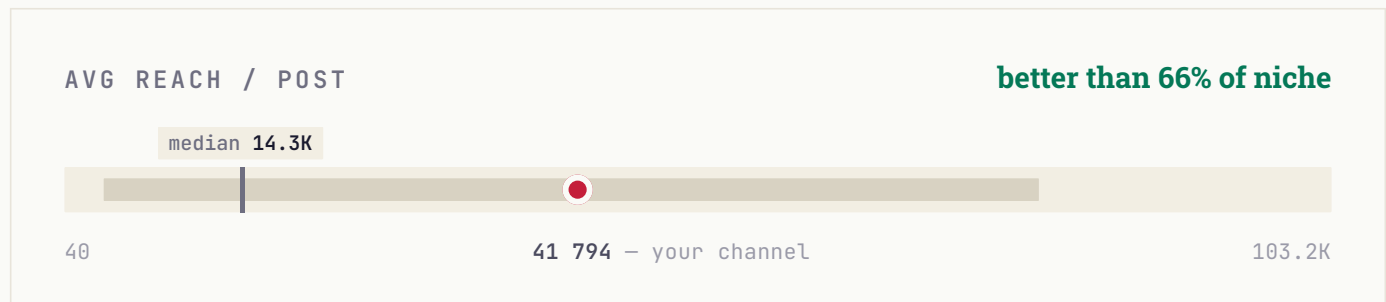
Where the channel stands in its league

SUBS

73% below median

A horizontal bar chart comparing a channel's subscriber count to a median. The chart has a light beige background. A dark beige bar represents the channel's performance, starting from a red dot on the left. A vertical line marks the median at 189.8K. The channel's count is 51,073, which is 73% below the median. The range from 66.8K to 558.4K is shown at the bottom.

Metric	Value
Median	189.8K
Channel Count	51 073
Channel Count Relative	73% below median
Range Start	66.8K
Range End	558.4K



— SECTION 08 · STRATEGY

What to do right now

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

- | | | |
|----|---|--|
| 01 | Post more often
Now 2.0 posts/week. Active channels do 7-10.
Consistency is key to retention. | EFFECT
Consistency beats volume |
| 02 | Main post of the week — on Monday
Peak audience activity: this day at 18:00 MSK. | EFFECT
Best window for an important post |
| 03 | Systematic traffic buying
3 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 weekly poll on a hot topic is an easy win. | EFFECT
+5-15% ER |
| 05 | Cross-promo with neighboring channels
Swap posts with similar channels quarterly. 2-3 collabs give relevant growth — no need daily. | EFFECT
Growth from relevant audience |

★ WHAT'S NEXT

Want us to do it **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 ad <https://panel.promptpress.com/register>

02 Contact manager t.me/PromptPress_manager
