

— PROMTPRESS PUBLIC REPORT

Channel audit

SHE BUYS FIRST

- Первая в находках и трендах



@she_buys

Statement to Roskomnadzor No. 7902495949

SUBS

173 296

ERR (% SEE POSTS)

28.0%

REACH/POST

49.6K

+173290 per month

in a day 20.1%

ad reach 31.8K/24h

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2 months · monthly

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card – a separate channel health metric. Subtitle under the number shows the period it covers.

 SUBS 173 296 —	 SUBS REACH 28.65% avg. % of subs see post	 VIEWS/POST 49.6K median 52K · 2 days	 POSTS/WK 21.1 for period
 TREND 7D — no data for period	 REACTS/POST 3917.8 total 35 260 reactions, 0 reposts, 0 comments.	 POST LENGTH 988 chars median 1000 · 2 days	 POSTS ANALYZED 9 2 days
 AD REACH 31.8K avg. over 24h	 CHURN / MONTH +173290 last month	 CITATIONS 0 citation index (cumulative)	 CHANNEL AGE 7 months 17 days created 06.01.2026

EDITOR'S AI SUMMARY

Channel “SHE BUYS FIRST - First in finds and trends” – 173 296 subs. Each post is viewed on avg. by 49.6K people (29% from subscribers), this is good reach. Publishes 21 posts per week (~3 per day) – active posting mode.

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 TOP POSTS SHARE

- 01 Analysis based on 9 posts over 2 days.
- 02 Dominant format – Photo (8/9 posts).
- 03 Average post length – 988 characters (median 1000).
- 04 Audience activity peak – Tuesday, 19:00 MSK.
- 05 Strongest posts get 1 time More views than the weakest (56K on average for top vs 40.9K for bottom) – among 9 posts over 2 days. Worth analyzing what the top has in common – topic, format, timing.

TOP 5 POSTS

Nº1 18.08 · 16:19 PHOTO Hi, my dears 🙌 Today I want to tell you why white should be in your wardrobe? Five solid reasons: 1 Versatility...	VIEWS 56 283 REPOSTS —	REACTS 4 446 ER 32.5%
Nº2 18.08 · 15:05 PHOTO 👙 Is the bra really about to be only for special occasions? 🤔 It seems in the last couple of years, silicone breast covers have become...	VIEWS 56 196 REPOSTS —	REACTS 4 477 ER 32.4%
Nº3 18.08 · 19:43 VIDEO 💣 Viral beauty buys that the whole beauty internet is talking about Seems social media has done its thing again – and we have a new list...	VIEWS 55 511 REPOSTS —	REACTS 4 418 ER 32.0%

Nº4 19.08 • 12:14 PHOTO 🔥 Girls... attention, summer has officially begun. And if your skin has already written a resignation letter «I'm tired, I want to hibernate», well, I have news...	VIEWS 52 364 REPOSTS — REACTS 4 174 ER 30.2%
Nº5 19.08 • 14:20 PHOTO ✨ "Clear skin without filters is not genetics. It's a system." I look at this photo and think... how many years ago perfect skin was considered...	VIEWS 51 992 REPOSTS — REACTS 4 125 ER 30.0%

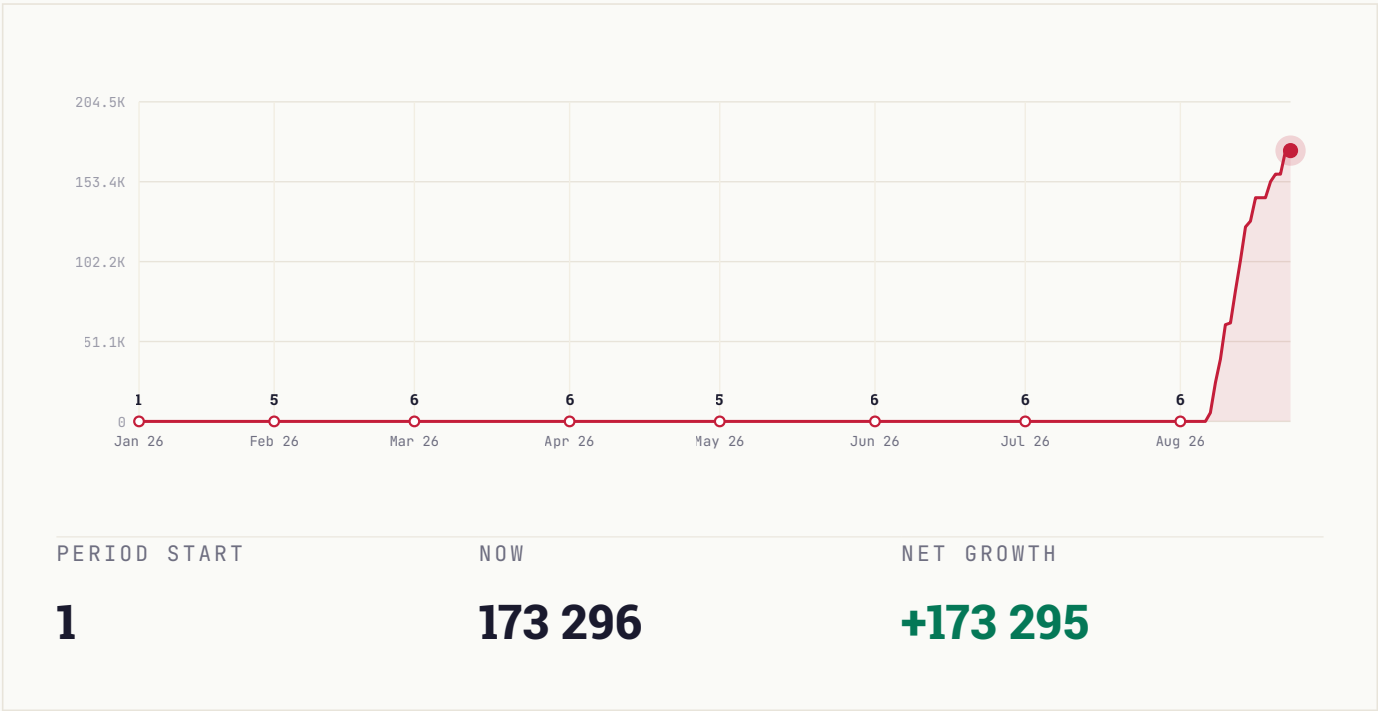
WORST 3

↓ 21.08 • 09:03 PHOTO Girls, 2026 is officially the year of sneakers 🏆👟 And if you still think sneakers are only for workouts and going out "I don't know what..."	VIEWS 41 970 REPOSTS — REACTS 3 262 ER 24.2%
↓ 21.08 • 10:11 PHOTO Girls, that's it. London Fashion Week 2026 has officially started 🇬🇧✨ And guess what's the most interesting? London said: "Enough of the circus. Let's...	VIEWS 41 182 REPOSTS — REACTS 3 205 ER 23.8%
↓ 21.08 • 14:54 PHOTO 🔥 Girls, official news June 2026: Merit has again decided our lips should look like we live in a movie, not in...	VIEWS 39 556 REPOSTS — REACTS 3 062 ER 22.8%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew in a year

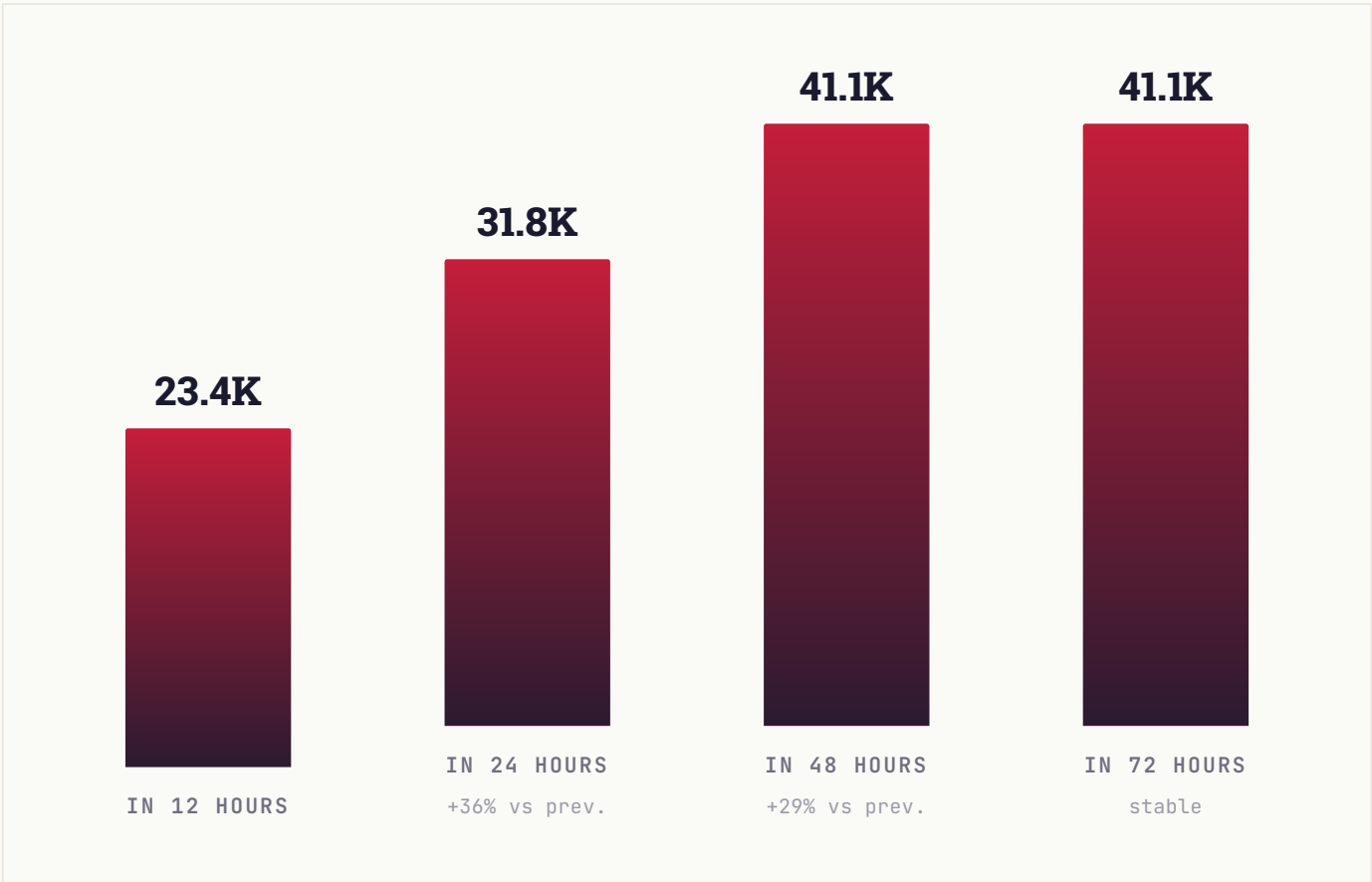
Subscriber growth chart for the year. Key months show exact subscriber counts. See in which months the channel gained and in which it lost subs.



SECTION 04 · AD POTENTIAL

How long a post drives reach

Average reach of an ad post over time since publication. Helps estimate how long a placement makes sense to 'live'.



SECTION 05 · COMPETITORS

Who you compete with

11 Closest channels by topic and audience. Highlighted your channel — see where it stands among niche peers.

CHANNEL	SUBS
ЗЯ Golden Apple	1M
HH Found on Wildberries	616.3K
MI MIXIT.RU	570.5K
Tue Trending with girls	568K
M Manicure Nails	566.4K
EM Elena Mixit	526.9K
HH Finds on Wildberries / WB	523.5K
Where Face gym	470.5K
ПМ Fashion Trends	430.4K
HW Finds WB OZON	411.5K
SB SHE BUYS FIRST - Первая в находках и трендах YOU	173.3K

COMPARISON

Channel in Top half of niche (#48 of 96). Niche leader — Golden Apple (1M), median subs 165.5K. Target the top quartile — a realistic 6-12 month horizon.

SECTION 06 · MENTIONS DYNAMICS

How often the channel gets mentioned

Monthly we track posts in other channels that mention your channel. Over the last **2 months** such mentions **0**, they drove **5** new subscribers.

PERIOD	MENTIONS	CHANNELS	GAINED SUBS
February 2026	0	0	1
January 2026	0	0	4

TOTAL MENTIONS	MONTHS IN DATA	ATTRACTED SUBS
0	2	5

— SECTION 07 · NICHE COMPARISON

Where your channel ranks in its league

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

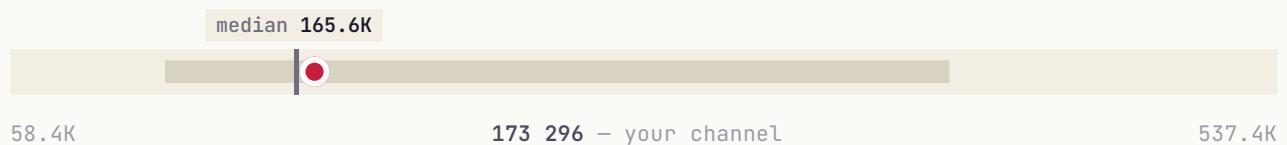
#48 /100

POSITION IN NICHE

Channel in the top half of the rating

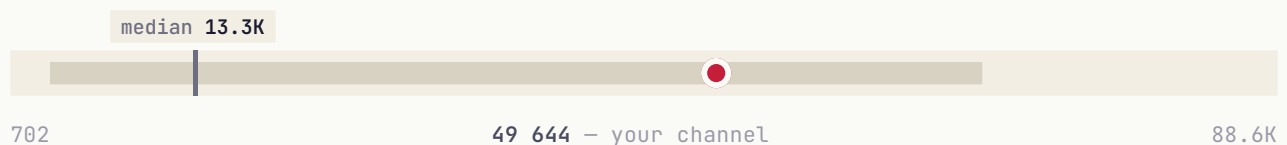
SUBS

beats 51% of niche



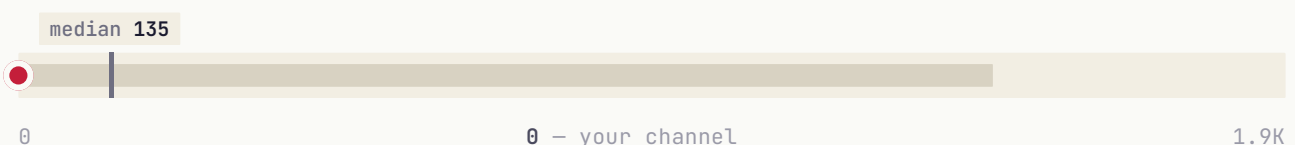
AVERAGE REACH / POST

beats 76% of niche



CITATION INDEX

worse than median by 99%



— SECTION 08 · STRATEGY

What to do now

5 priority actions ranked by impact. Use as a checklist and revisit in a month.

- 01

Main weekly post — Tuesday
 Most active on this day at 19:00 MSK.

EFFECT

Best slot for an important post
- 02

Increase video post share
 Video in Telegram holds attention longer and gets better algorithmic reach. Aim for a 15-25% share.

EFFECT

Video holds audience better
- 03

Systematic traffic buying
 Three formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromptPress matches sources to the niche.

EFFECT

+1000-3000 subs
- 04

Test polls and interactive formats
 Posts with polls/reactions usually add +5-15% to ER.
 One weekly poll on a hot topic — an easy win.

EFFECT

+5-15% ER
- 05

Cross-promo with nearby channels
 Exchange posts with same-segment channels quarterly. No need for daily posts — 2-3 collabs add relevant growth.

EFFECT

Relevant audience growth

★ WHAT'S NEXT

Want us to do this? **PromptPress?**

This audit — we can do in minutes based on public data. Want to go further — run ads with us and hit your growth plan in a month.

01

Launch Telegram ads

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

02

Contact manager

t.me/PromptPress_manager