

PROMTPRESS PUBLIC REPORT

Channel audit

Shopaholee



@shopaholee

I talk about fashion and style. Sharing inspiration, better than Pinterest. Here you'll find: fashion show reviews, fashion news and trend analysis. The resource is included in the Roskomnadzor list...

SUBSCRIBERS

46 418

-959 per month

ERR (% WHO SEE
POSTS)

6.0%

per day **2.3%**

REACH/POST

2.3K

ad reach **1.1K/24h**

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card – a separate channel health indicator. Subtitle shows the period.

 SUBSCRIBERS 46 418 —	 SUBS REACH 5.04% avg % subs see post	 VIEWS/POST 2.3K median 2.6K · 29 days	 POSTS/WEEK 5.2 for period
 7D TREND -8.2% vs previous week	 REACTIONS/POST 47.2 total 1,039 reactions, 251 reposts, 6 comments	 POST LENGTH 248 chars median 212 · 29 days	 POSTS ANALYZED 22 29 days
 AD REACH 1.1K 24h avg	 CHURN / MONTH -959 last month	 CITATION RATE 519 citation index · 912 channels mentioned it ever	 CHANNEL AGE 8 years 2 months created 12.04.2018

AI EDITOR SUMMARY

Channel «ShopagoLee» – 46 418 subs. Each post avg views 2.3K people (5% of subs), reach low – should expand audience. Publishes 5 posts/week (~1/day) – rare posts. For week Jun 22–28 reach dropped -8.2% vs week Jun 15–21 – worth analyzing reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on 22 posts in 29 days.
- 02 Dominant format – Photo (16/22 posts).
- 03 Avg post length – 248 chars (median 212).
- 04 Peak audience activity – Tuesday, 18:00 MSK.
- 05 Top posts get 2x more views than the weakest (3.5K avg top vs 2.2K worst) – among 22 posts in 29 days. Worth analyzing what top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 09.06 · 15:30 PHOTO On Sunday, the 79th Tony Awards 2026 took place at Radio City Music Hall in New York. Let's take a look...	VIEWS 3 893 REP. 2	REACTIONS 31 ER 8.4%
Nº2 16.06 · 09:36 VIDEO Madonna is the new face of KIKO Milano. She's turning 68 soon. Still got it...	VIEWS 3 600 REP. 21	REACTIONS 67 ER 7.8%
Nº3 19.06 · 16:20 PHOTO Anne Hathaway is pregnant! In her social media, Anne showed her baby bump to the song "Baby, I'm Yours". The 43-year-old actress is expecting her third...	VIEWS 3 007 REP. 19	REACTIONS 126 ER 6.5%

Nº4 30.06 · 18:45 POLL (post without caption – poll)	VIEWS 2 850 REP. 5	REACTIONS — ER 6.1%
Nº5 29.06 · 14:44 PHOTO Just now in Corsica, JACQUEMUS spring/summer 2027 show ended, simply called “Le Bonheur (Happiness)”. ShopahoLee	VIEWS 2 811 REP. 10	REACTIONS 46 ER 6.1%

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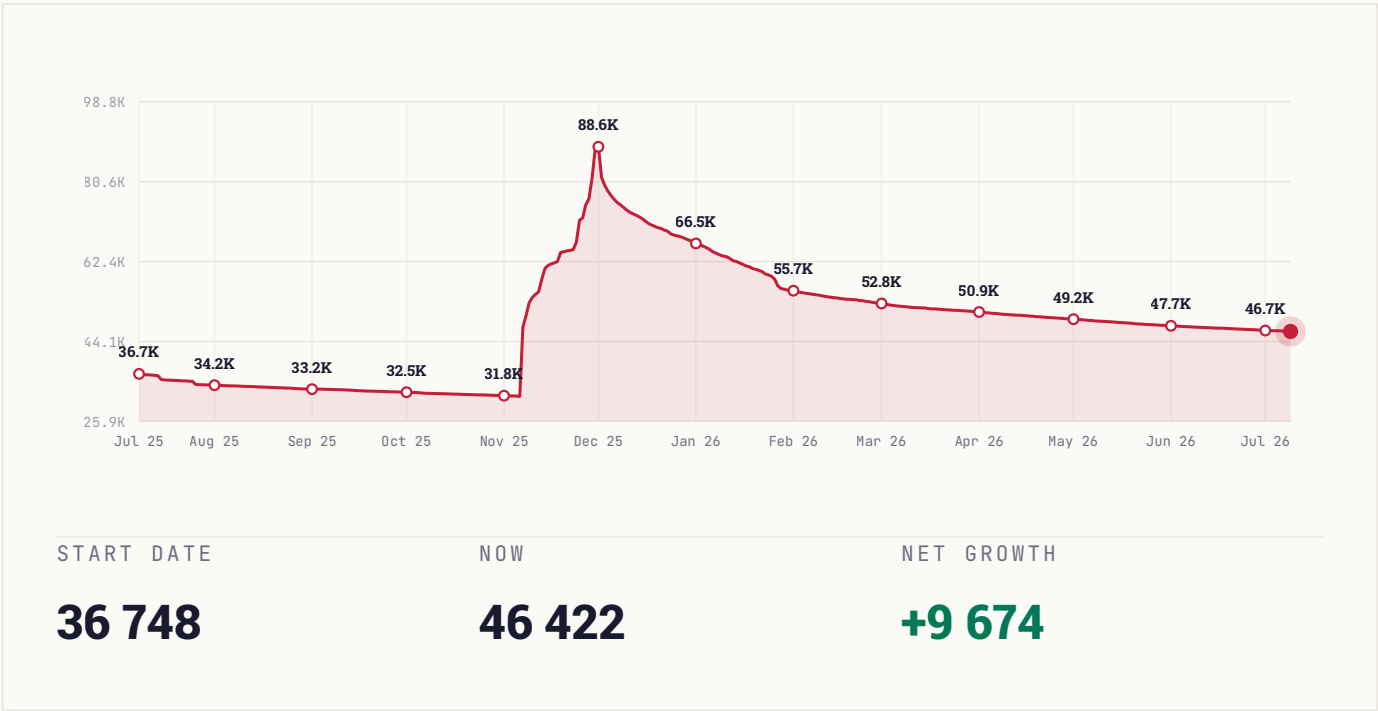
WORST 3

↓ 29.06 · 10:53 PHOTO Madonna graced the July cover of Vogue Italia. The 67-year-old singer continues her music career and actively participates in...	VIEWS 2 202 REP. 12	REACTIONS 48 ER 4.7%
↓ 27.06 · 09:49 VIDEO Charming Natalia Vodianova before the Vetements show in Paris. ShopahoLee	VIEWS 2 177 REP. 2	REACTIONS 63 ER 4.7%
↓ 29.06 · 12:42 VIDEO Are you in economy mode too? ShopahoLee	VIEWS 2 101 REP. 16	REACTIONS 59 ER 4.5%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

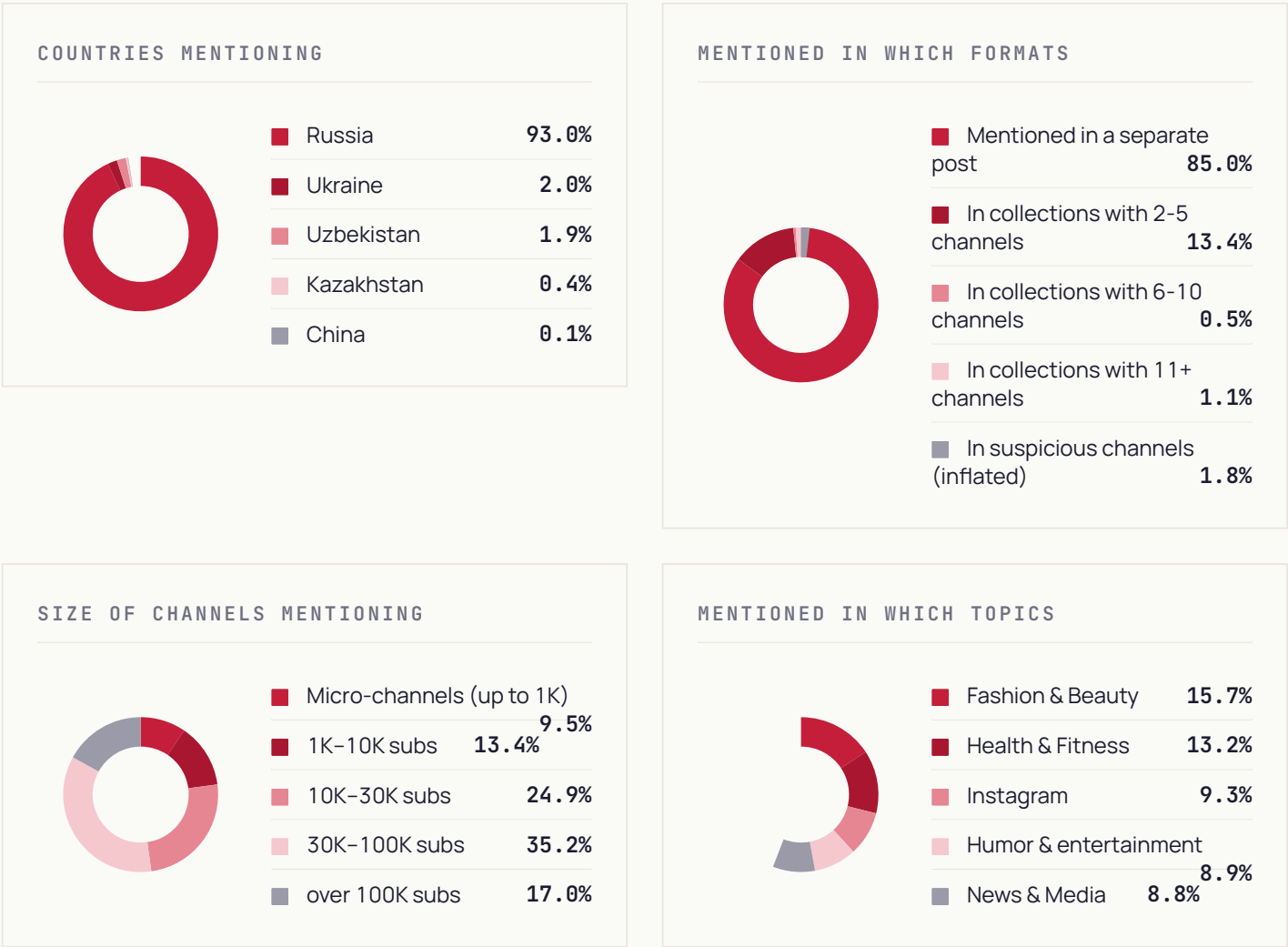
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth vs loss.



SECTION 04 · MENTIONS

Who mentions the channel and how

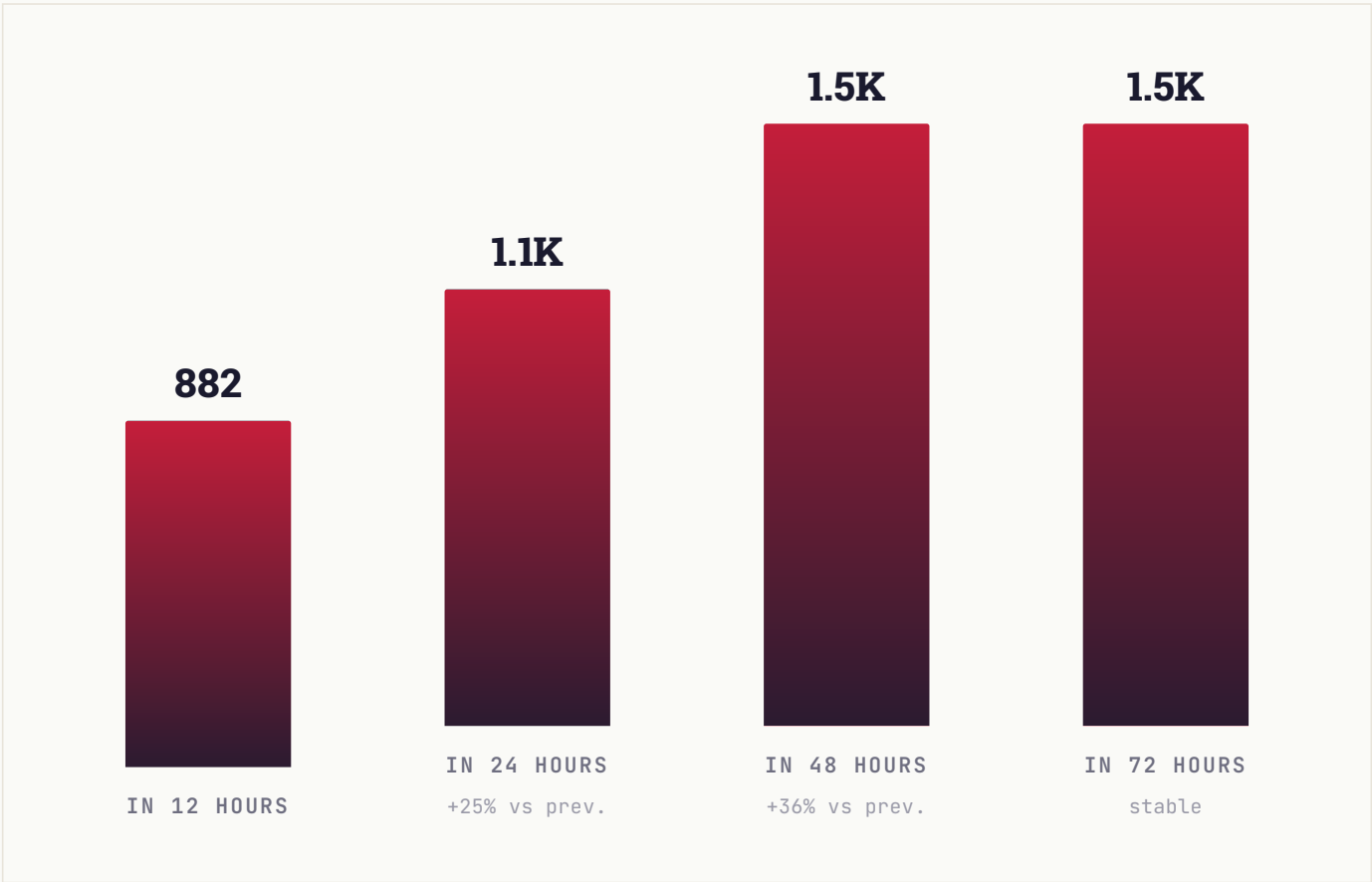
Citation index **519** — channel popularity rating based on mentions. Considers not only quantity but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **912** different channels.



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 & audience. Your channel is highlighted — see its rank among niche neighbors.

CHANNEL	SUBSCRIBERS
ZY Zolotoe Yabloko	1.1M
NN Found on Wildberries	635.3K
MI MIXIT.RU	614.6K
M Manicure Nails	573.8K
NN Wildberries / WB finds	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
SHO ShopahoLee YOU	46.4K

COMPARATIVE CONCLUSION

Channel not yet outside top 96 of niche — early growth stage. Niche leader — Zolotoe Yabloko (1.1M), top-96 median: 171K. First goal — enter top-96 through systematic traffic & content work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Each month we track posts in other channels that mention yours. Over the last **6 months** such mentions **211**, they brought **57 053** new subs.

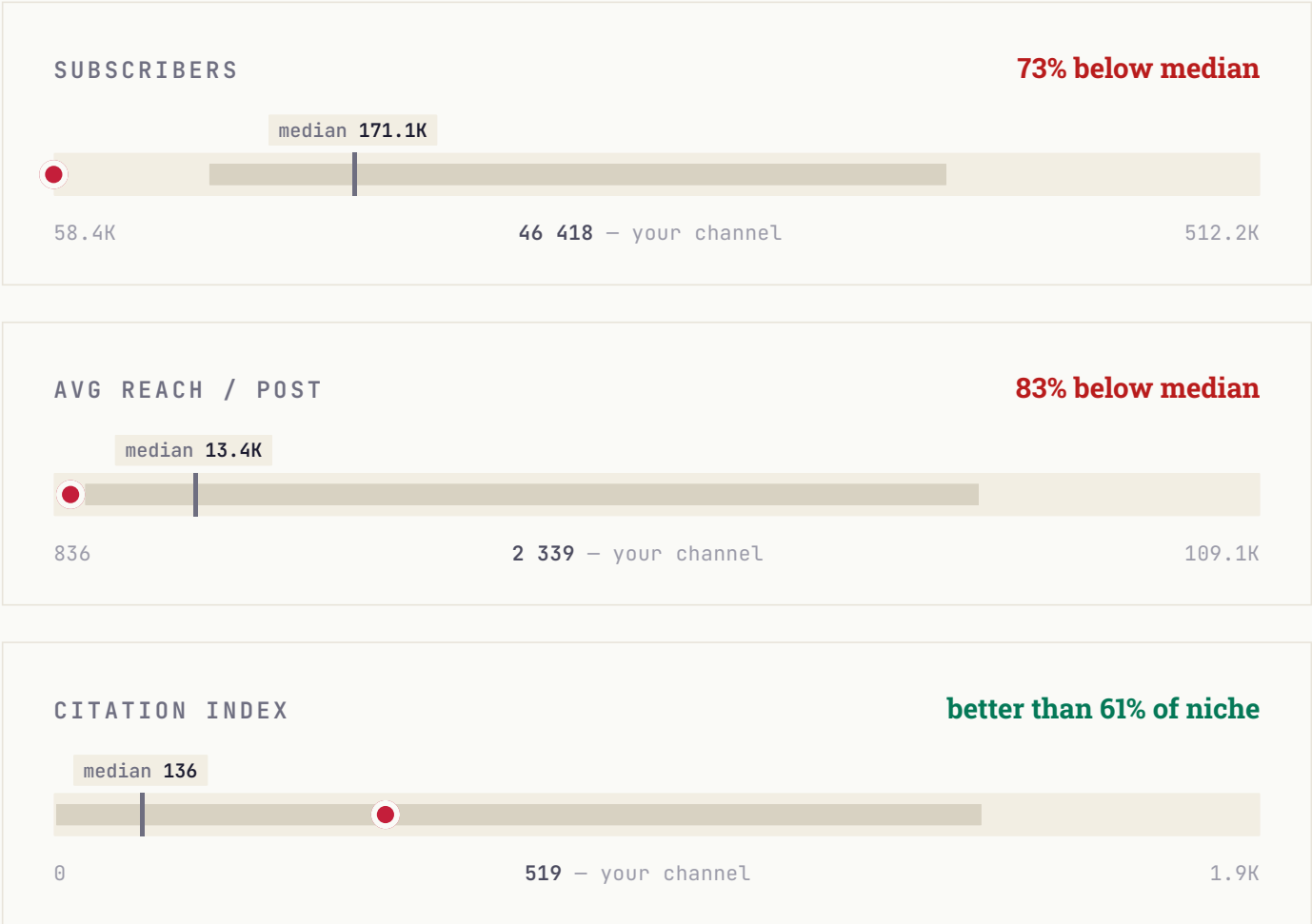
PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
Jan 2026	2	2	0	
December 2025	3	3	422	
Nov 2025	189	172	56 582	
Oct 2025	3	2	0	
Sep 2025	8	6	49	
August 2025	6	2	0	

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS
211	6	57 053

SECTION 08 · NICHE COMPARISON

Where channel stands 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.



— SECTION 09 · STRATEGY

What to do right now

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

01

Top post of the week — Tuesday

Audience is most active on this day at 18:00 MSK.

EFFECT

**Best window
for an
important post**

02

ER below niche benchmark — rethink formats

Current ER 5.04% vs norm 5.5%. Try polls & interactive formats.

EFFECT

+0.5pp ER

03

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**

04

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

05

Cross-promo with neighboring channels

Swap posts quarterly with channels in the same segment. 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 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 ad in Telegram	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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