

PUBLIC REPORT BY PROMTPRESS

Channel audit

Shopping for friends



@shopping_svoy

Ad manager: @Nastya889_pr Registered in RKN: <https://clck.ru/3TuxR3>

SUBS

173 386

+7378 per month

ERR (% SEE POSTS)

55.0%

per day 34.7%

REACH/POST

87.6K

ad reach 60.1K/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.

 SUBS 173 386 —	 SUBS REACH 50.54% avg % subs see post	 VIEWS/POST 87.6K median 95.8K · 24 days	 POSTS/WEEK 2.3 over period
 7D TREND — no data for period	 REACTS/POST 3309.9 only 26,479 reactions, 45 reposts, 0 comments	 POST LENGTH 976 chars median 1K · 24 days	 POSTS ANALYZED 8 24 days
 AD REACH 60.1K 24h avg	 CHURN / MONTH +7378 last month	 CITATION RATE 23 citation index · 9 channels mentioned all time	 CHANNEL AGE 6 months 12 days created 06.01.2026

AI EDITOR SUMMARY

Channel «Shopping for Friends» — 173 386 subs. Avg views per post: 87.6K people (51% 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 8 posts in 24 days.
- 02 Dominant format — Photo (6/8 posts).
- 03 Avg post length — 976 chars (median 1000).
- 04 Peak audience activity — Friday, 09:00 MSK.
- 05 Top posts get 2x more views than the weakest (106.3K avg top vs 63.5K worst) — across 8 posts in 24 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 26.06 · 06:49 PHOTO  Ladies, I have one question: have we officially reached the era where blush looks like a lip pencil, liner, and magic wand...	VIEWS 107 696 REPOSTS 12	REACTS 3 900 ER 62.1%
Nº2 14.07 · 15:43 VIDEO  Mineral SPF without the "I accidentally face-planted into a bag of flour" look? Yes, they exist! 🤪 Come on, admit it... Who hasn't...	VIEWS 107 248 REPOSTS 5	REACTS 2 918 ER 61.9%
Nº3 23.06 · 11:44 PHOTO  ✨ Ladies, it's official. If last summer we were hunting for woven bags, summer 2026 is all about... seashells. 😊 I mean...	VIEWS 104 054 REPOSTS 12	REACTS 3 925 ER 60.0%

Nº4 08.07 · 19:26 PHOTO 👟 STOP! The trendiest summer shoes cost less than your morning latte with syrup. 😊 While everyone hunts for the next "it" sneakers...	VIEWS 96 615 REPOSTS 2	REACTS 4 261 ER 55.7%
Nº5 07.07 · 19:14 PHOTO 💣 Ladies, many will be mad at me now... But there's one thing that ages you 10 years faster than a sleepless night. And the worst...	VIEWS 94 980 REPOSTS 3	REACTS 3 949 ER 54.8%

|

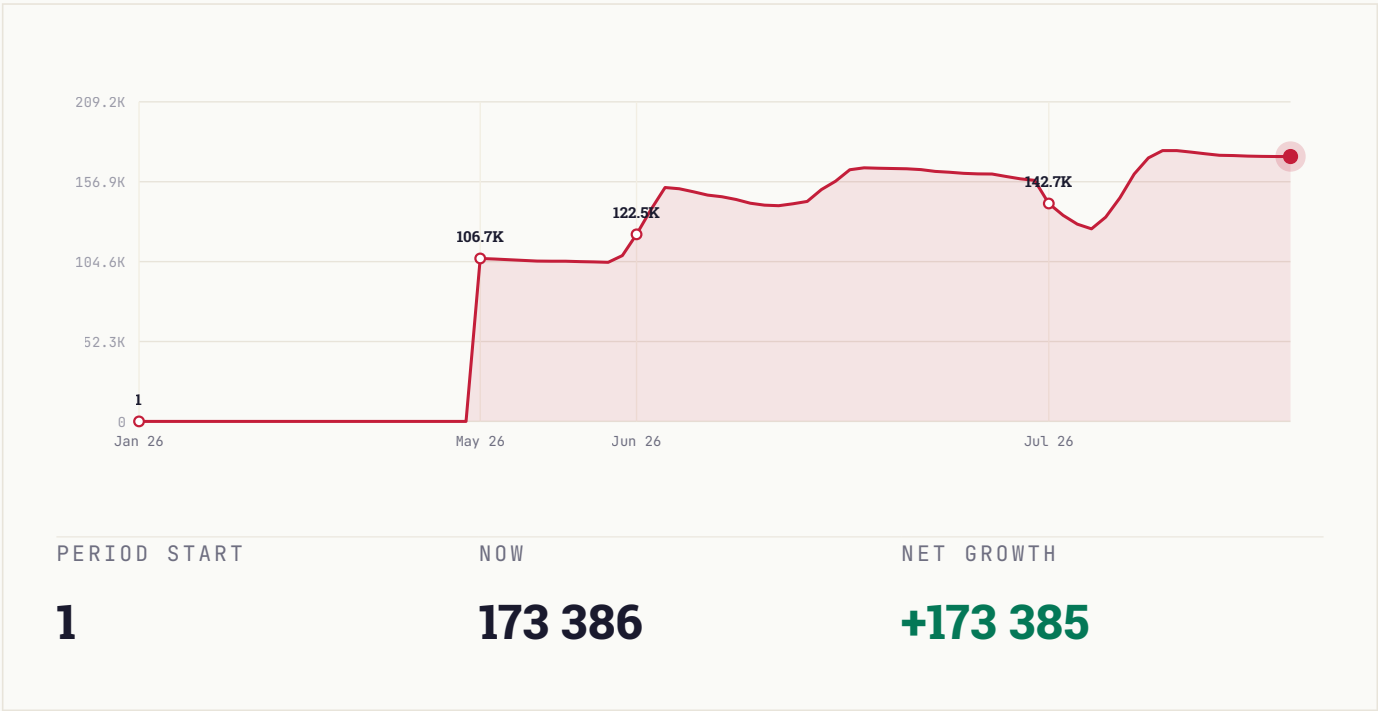
WORST 3

↓ 10.07 · 16:47 PHOTO Every June in the beauty world, the same thing happens. Marketers gather for a secret meeting and say: — So... last month we...	VIEWS 90 374 REPOSTS 3	REACTS 4 301 ER 52.1%
↓ 16.07 · 11:25 PHOTO 🔥 SOMETIMES THE FRONT ROW OUTSHINES THE RUNWAY. AND PARIS PROVED IT AGAIN. 😊 Ladies, be honest... When Fashion Week...	VIEWS 71 926 REPOSTS 6	REACTS 2 514 ER 41.5%
↓ 17.07 · 18:07 VIDEO (captionless post — video)	VIEWS 28 148 REPOSTS 2	REACTS 711 ER 16.2%

SECTION 03 · SUB DYNAMICS

How the channel grew over the year

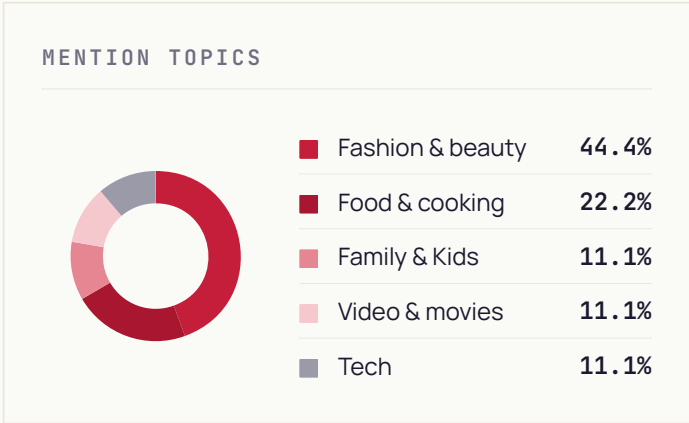
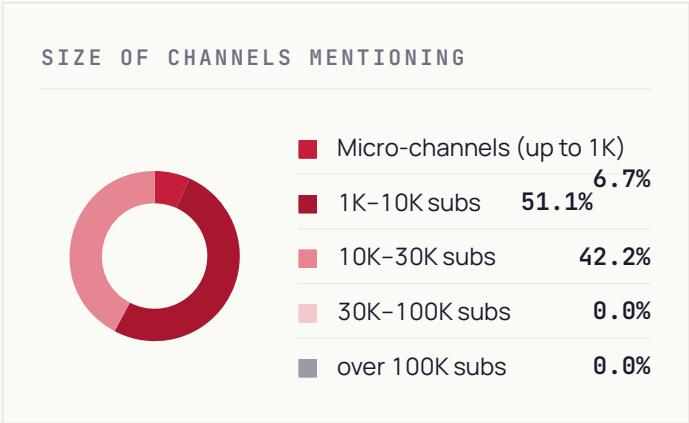
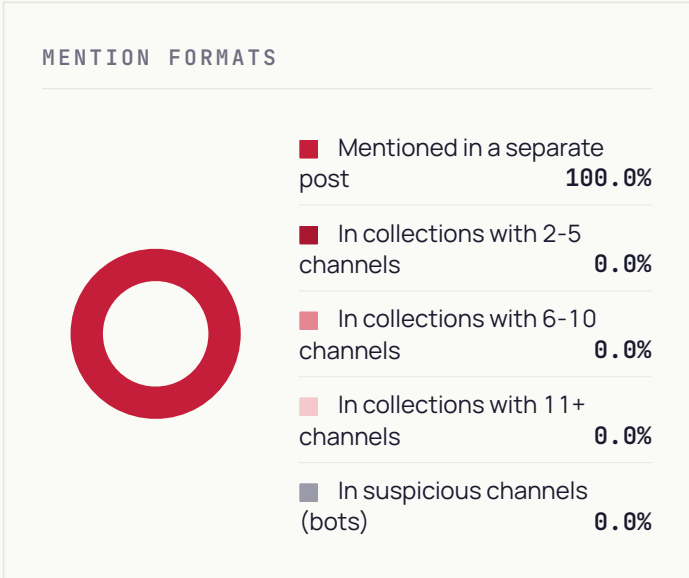
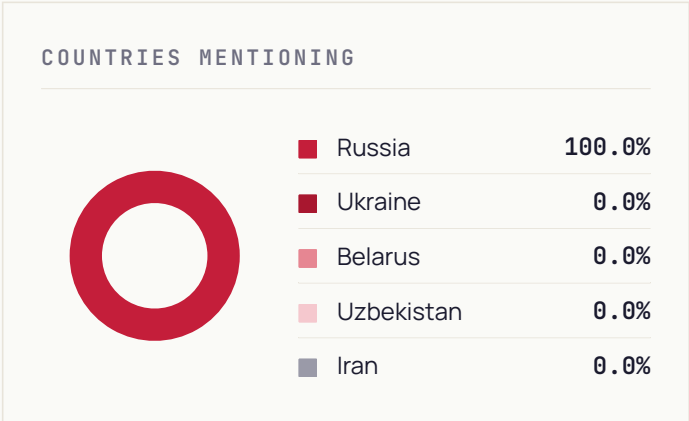
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth vs. loss.



SECTION 04 · MENTIONS

Who mentions the channel and how

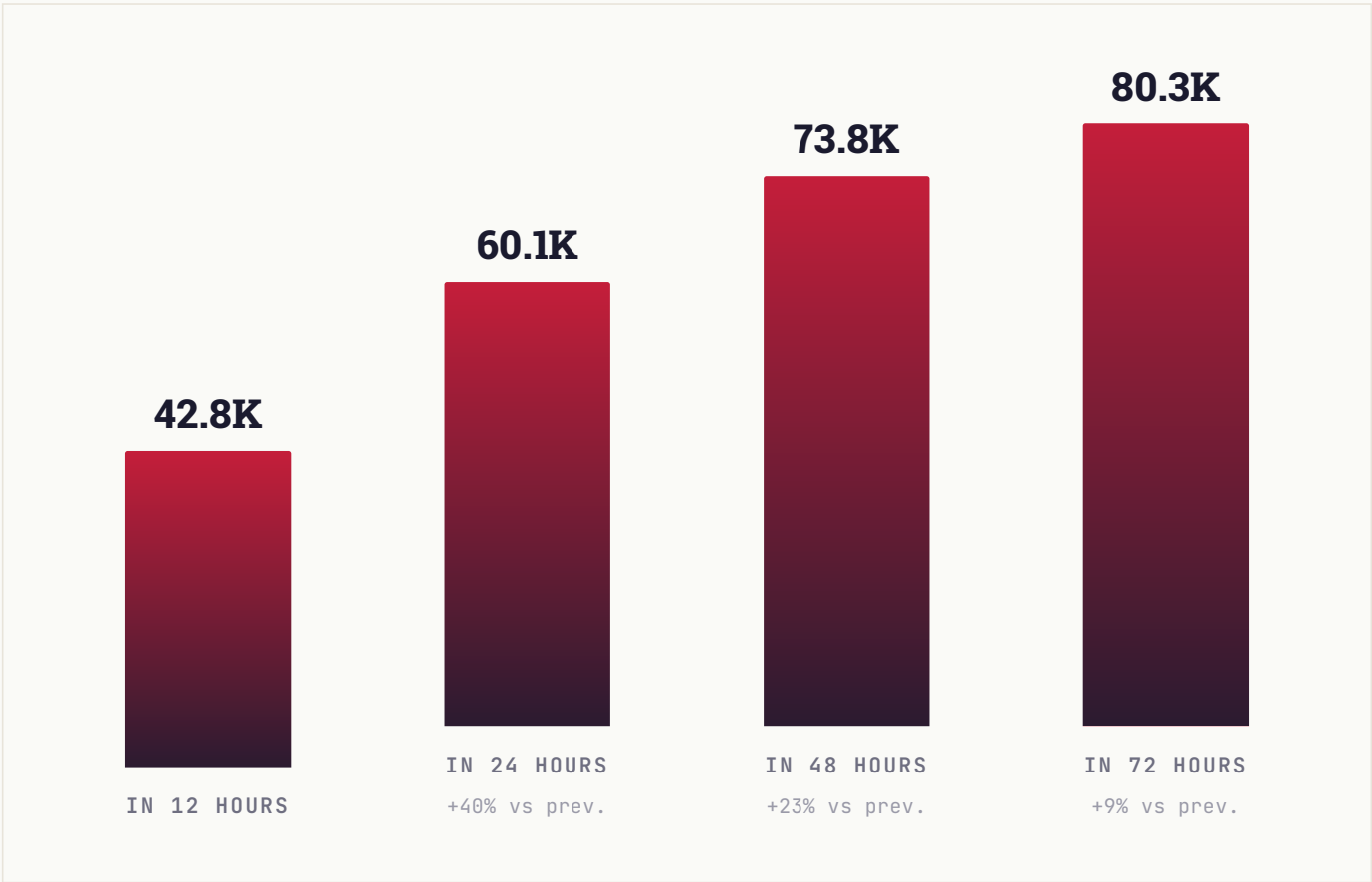
Citation index **23** – channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from 1K. All-time channel was mentioned **9** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg ad post reach over time since publication. Helps gauge how long placement stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic & audience. Your channel is highlighted — see where you stand 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
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
ShD Shopping for friends YOU	173.4K

COMPARATIVE INSIGHT

Channel in bottom half of top-100 niche (#60 of 97). Niche median — 189.3K subs.
First growth KPI — reach median. Leader: Zolotoe Yabloko (1M).

— SECTION 07 · MENTION DYNAMICS

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	BROUGHT SUBS
January 2026	0	0	4
TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS	
0	1	4	

SECTION 08 · NICHE COMPARISON

Where channel stands in its league

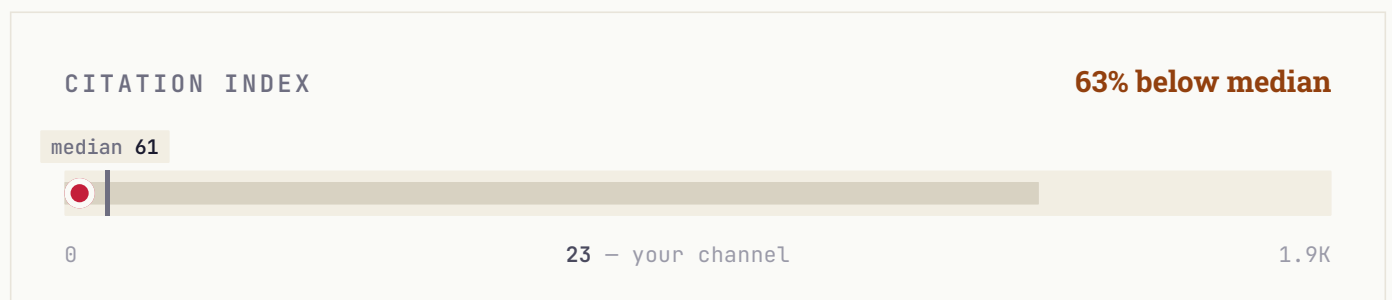
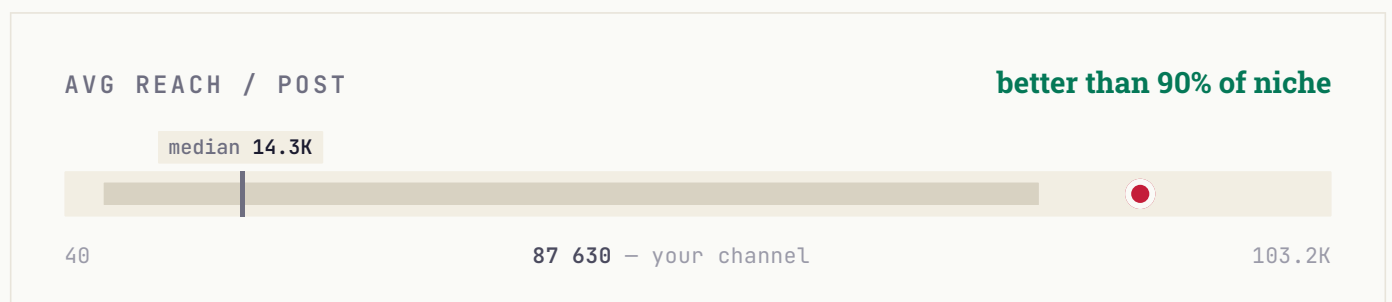
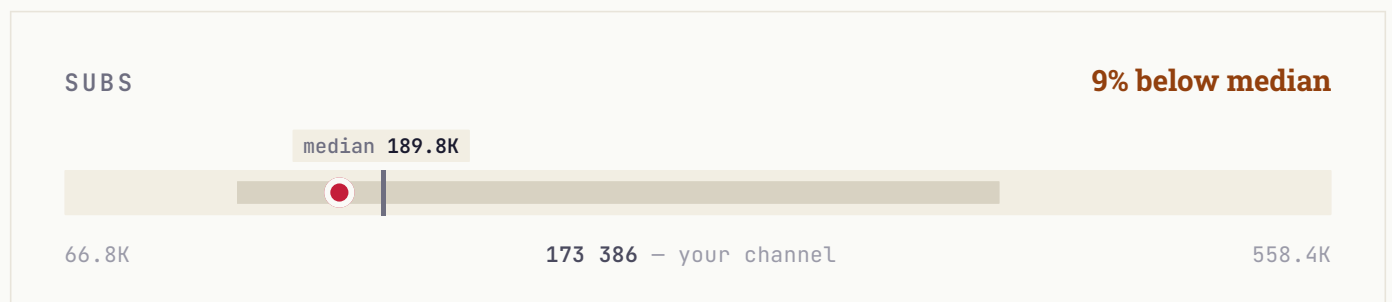
Took top-100 channels in category "Fashion & beauty» (Russia) and saw how your channel compares. Gray band — range for 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

#60

/100

RANK IN NICHE

Channel in the bottom half of the ranking



— 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 | Increase posting frequency
Now 2.3 posts/week. Active channels do 7-10.
Consistency is key for retention. | EFFECT
Consistency > volume |
| 02 | Main post of the week — on Friday
Audience most active on this day at 09:00 MSK. | EFFECT
Best window for an important post |
| 03 | Systematic traffic buying
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 & 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 same-segment channels.
Not 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 with 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
