

— PROMTPRESS PUBLIC REPORT

Channel audit

Female | Shopping with Olya



@shoppingsole

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SUBSCRIBERS	ERR (% SEE POSTS)	REACH/POST
13 203 16.07.2026 -119 per month	2.0% per day 1.2%	199 HTTPS://PROMTPRESS.COM/AUDIT/SHOPPINGSOLE ad reach 159/24h

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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 was calculated for.

 SUBSCRIBERS 13 203 —	 SUBS REACH 1.51% avg % of subs see post	 VIEWS/POST 199 median 190 · 26 days	 POSTS/WEEK 40.1 over period
 7D TREND -12.1% vs previous week	 REACTIONS/POST 0.3 only 49 reactions, 142 reposts, 0 comments	 POST LENGTH 375 chars. median 374 · 26 days	 POSTS ANALYZED 149 26 days
 AD REACH 159 24h avg	 CHURN / MONTH -119 over last month	 CITATION RATE 820 citation index · 778 channels mentioned all time	 CHANNEL AGE 7 years 9 months created 30.09.2018

AI EDITOR SUMMARY

Channel «Female | Shopping with Olya» – 13 203 subs. Each post averages 199 people (2% of subs), reach is low – consider expanding audience. Publishes 40 posts per week (~6/day) – active posting. For week Jun 29 – Jul 5, reach dropped -12.1% by week 22–28 Jun – worth analyzing the 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 SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **149** posts over 26 days.
- 02 Dominant format – **Photo** (95/149 posts).
- 03 Avg post length – **375** chars (median 374).
- 04 Peak audience activity – **Thursday, 06:00 MSK**.
- 05 Top posts get **3×** more views than the weakest (409 avg for top vs 127 for worst) – among 149 posts over 26 days. Analyze what top posts have in common – topic, format, time.

TOP 5 POSTS

Nº1 25.06 · 03:38 PHOTO Girls, we have sunny news! While summer delights with beautiful sunsets, we decided to delight you with beautiful purchases. 📺 Offer 2 = 3...	VIEWS	REACTIONS
	434	—
	REPOSTS	ER
	1	3.3%
Nº2 19.06 · 16:30 PHOTO Chanel stylish makeup bag with contrasting logo and restrained palette easily fits any look and becomes an ideal companion both in...	VIEWS	REACTIONS
	411	—
	REPOSTS	ER
	2	3.1%
Nº3 23.06 · 12:33 PHOTO CHANEL A bit of St. Tropez, a bit of French Riviera, and lots of love. 💙 Chanel denim mules with iconic gold details – a true...	VIEWS	REACTIONS
	384	—
	REPOSTS	ER
	—	2.9%

Nº4 01.07 · 16:02 VIDEO Clash de Cartier collection  masterfully combines opposites: bold lines and impeccable elegance, audacity and refinement. Exactly...	VIEWS 364 REPOSTS 1	REACTIONS — ER 2.8%
Nº5 19.06 · 14:37 PHOTO 100 Original Swatch × Royal Pop collection. Where Swiss design meets vibrant pop art. Light, unusual and very stylish...	VIEWS 328 REPOSTS 2	REACTIONS 3 ER 2.5%

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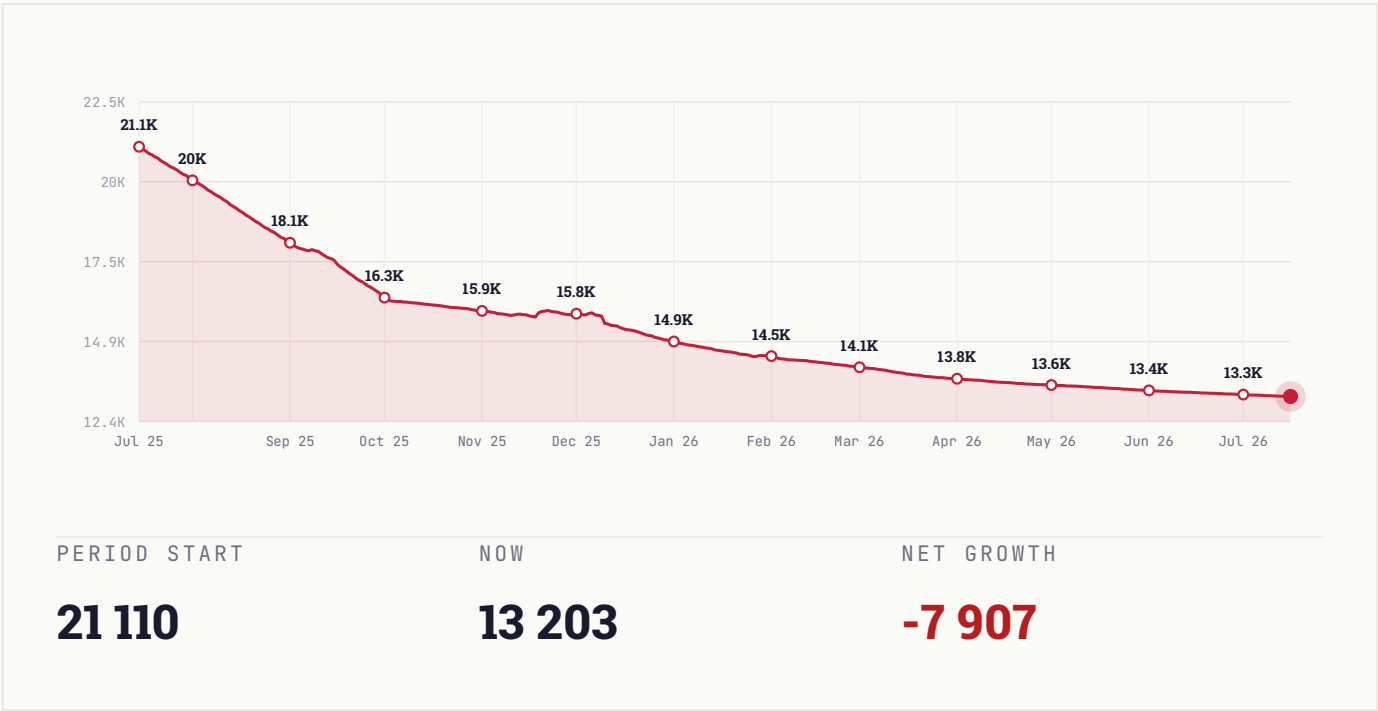
WORST 3

↓ 01.07 · 10:20 VIDEO (video post without caption)	VIEWS 129 REPOSTS 1	REACTIONS — ER 1.0%
↓ 01.07 · 09:23 VIDEO (video post without caption)	VIEWS 128 REPOSTS 1	REACTIONS — ER 1.0%
↓ 01.07 · 09:24 VIDEO LORO PIANA Our long-time love. And judging by your orders, not just ours anymore.  That pair that ends up in your cart every season...	VIEWS 126 REPOSTS 2	REACTIONS — ER 1.0%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

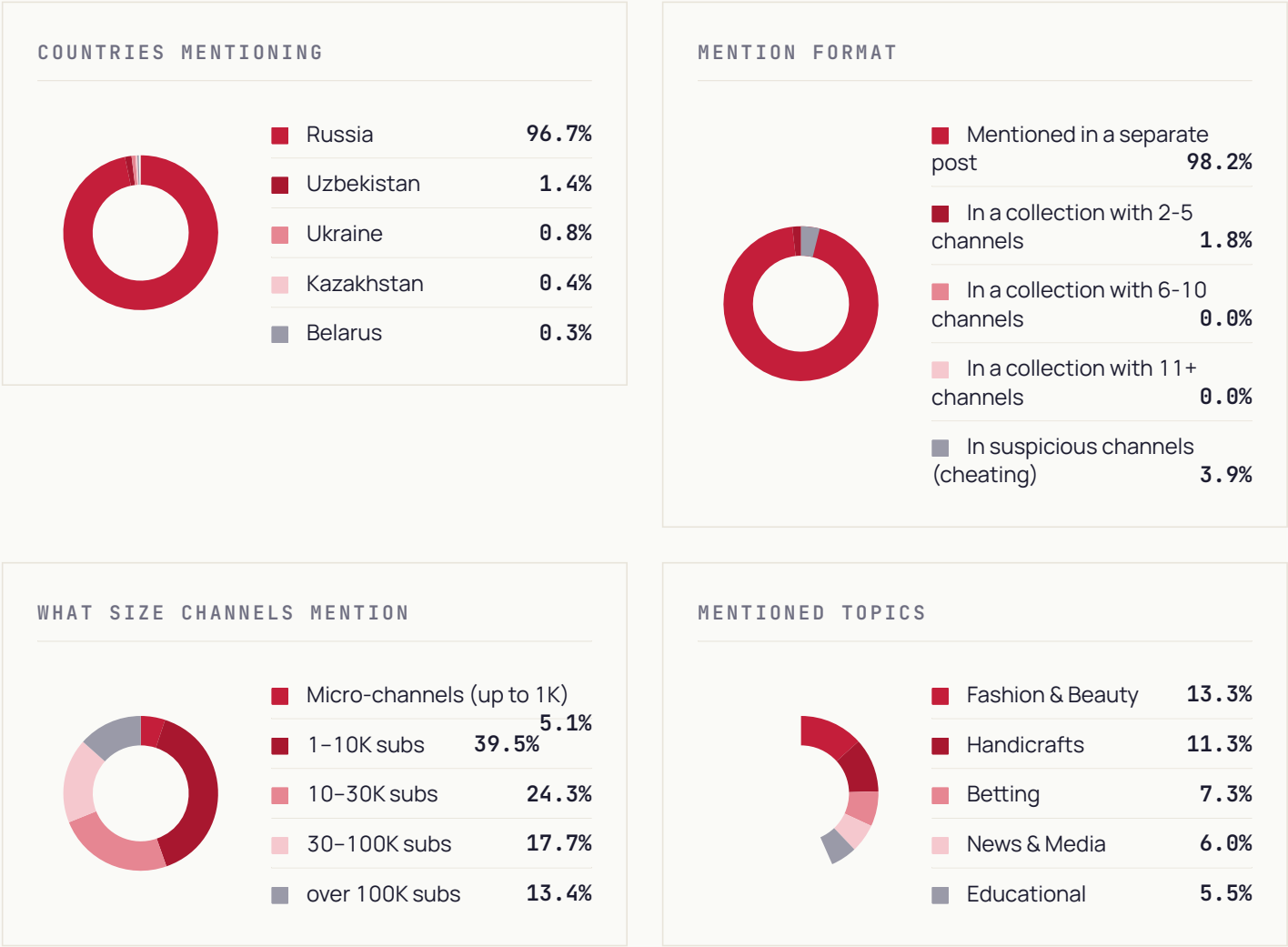
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who and how mentions the channel

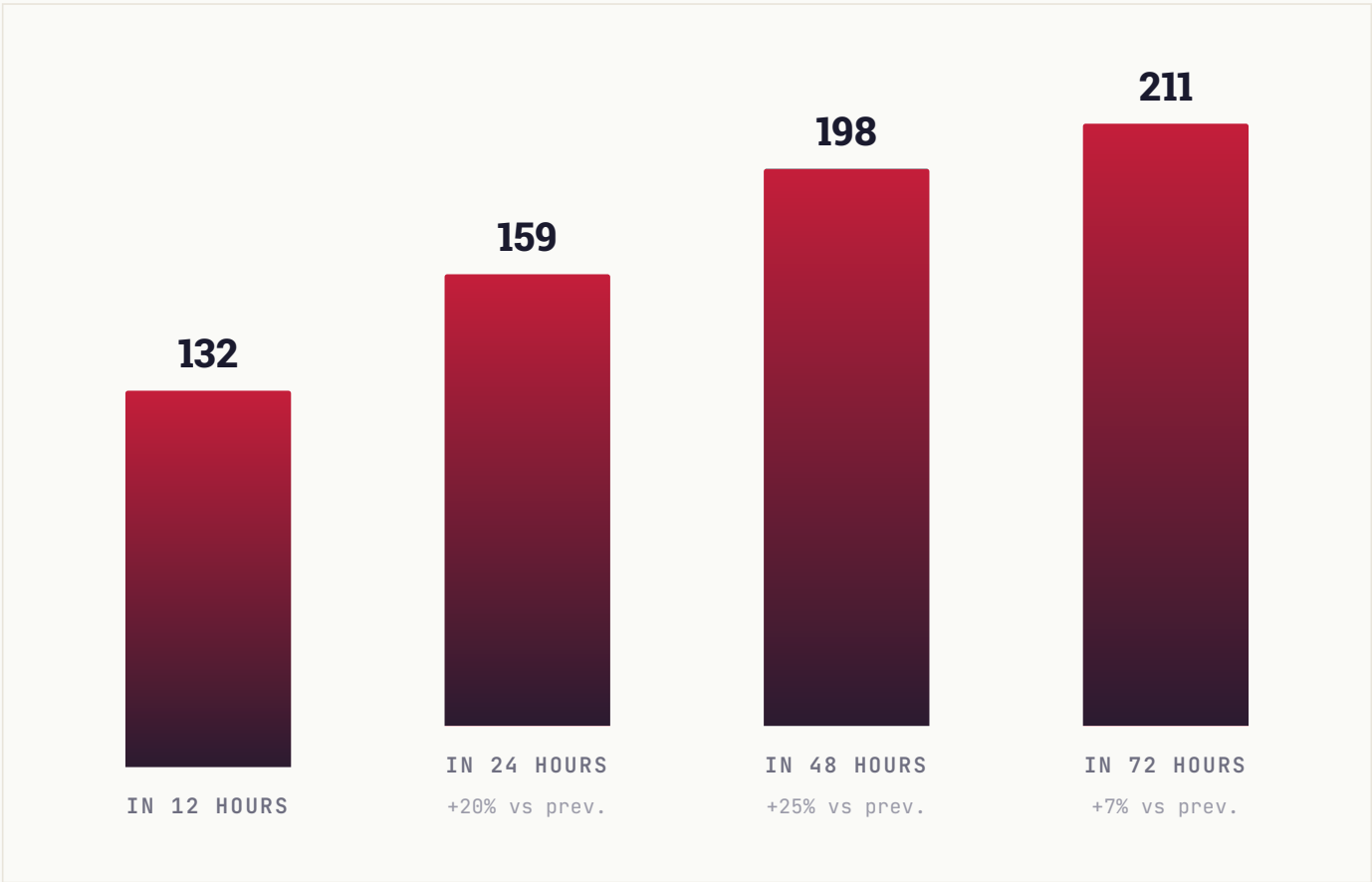
Citation index **820** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from 1K. All-time mentions: **778** different channels.



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 stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

11 closest channels by topic and audience. Your channel is highlighted — see its rank among niche neighbors.

CHANNEL	SUBSCRIBERS
02 Offerzone 2.	5.8M
OF Offerzone	4.2M
OF Offerzone	1.2M
03 Offerzone 3.	3.5M
DE Dealdost	3.1M
04 Offerzone 4.	2.4M
G- GrowDealz - Shopping Deals & Offers	2.2M
AL AliBaba Loot Deals	2.2M
PD Premium Deals	1.5M
SQ Shoppers Quest	1.3M
F Female Shopping with Olya YOU	13.2K

COMPARATIVE CONCLUSION

Channel not yet outside niche top 95 — early growth stage. Niche leader — Offerzone 2. (5.8M), top-95 median: 408K. First goal: enter top-95 through systematic traffic & content work.

SECTION 07 · MENTION DYNAMICS

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 **24**, they brought **425** new subs.

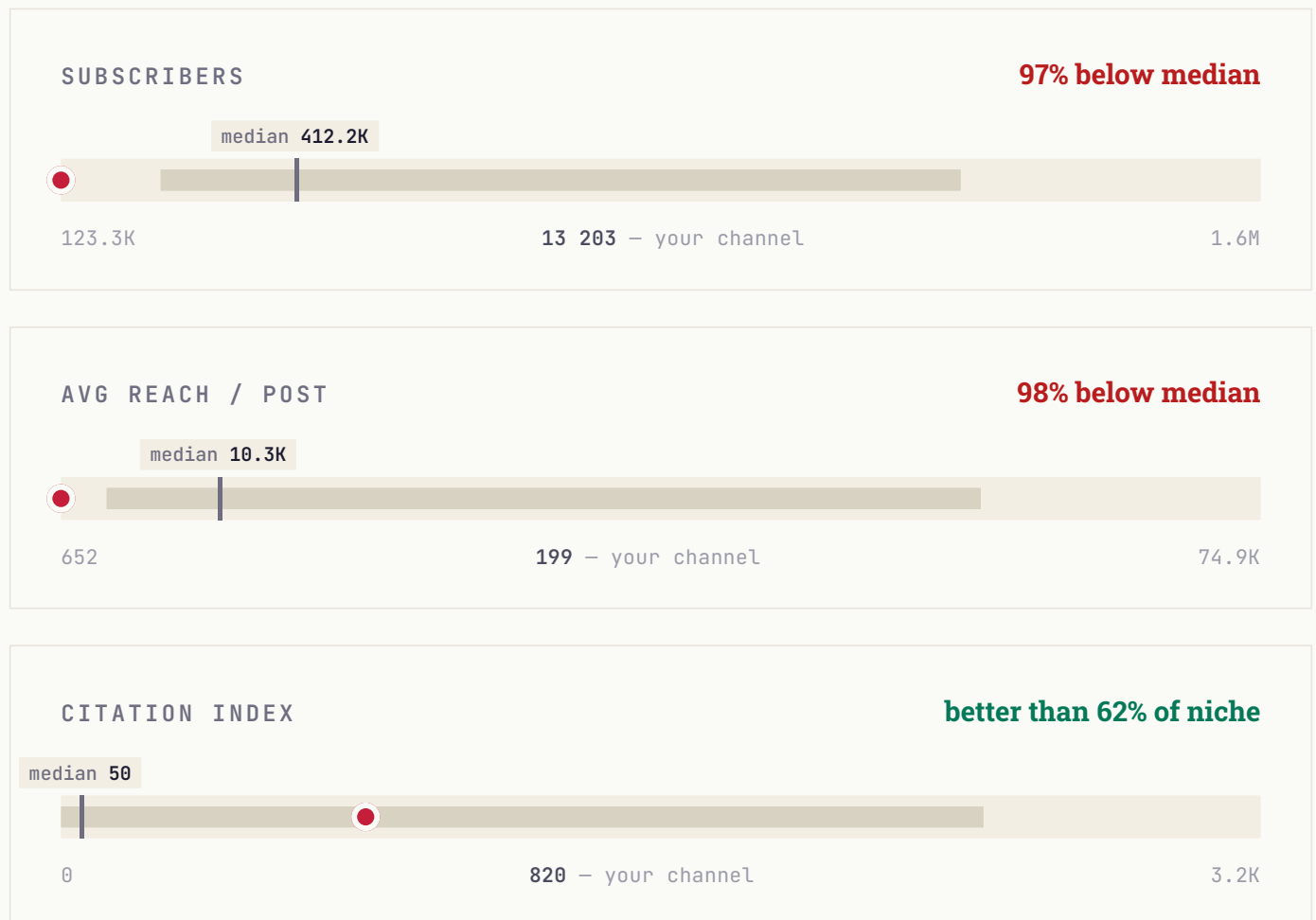
PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
January 2026	2	2	37
December 2025	1	1	103
Nov 2025	10	10	250
Oct 2025	0	0	0
Sep 2025	11	10	35
August 2025	0	0	0

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS
24	6	425

SECTION 08 • NICHE COMPARISON

Where the channel stands in its league

Took top-**100** channels in category "**Sales**» (Russia) and compared your channel.
Gray band = range where 80% of niche channels fall (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 them off and revisit next month.

01**Main post of the week — on Thursday**

On this day and at 06:00 MSK the audience is most active.

EFFECT

**Best window
for an
important post****02****ER below niche benchmark — rethink formats**

Current ER 1.51% vs norm 5.5%. Try polls and interactive formats.

EFFECT

+4.0pp ER**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 and 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**

Exchange posts with channels in the same segment 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 — what we can do in a few minutes based on public data. If you want to go further — run ads through us and close your growth plan in a month.

01	Launch Telegram ads	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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