

PUBLIC REPORT PROMTPRESS

Channel audit

Scandal, lipstick, luxury / Beauty, stars, gossip



@skandal_pomada

Ad manager: @Anastacy_pr Registered in RKN: <https://clck.ru/3UDZkH>

SUBSCRIBERS

288 629

50 posts 25 days
29.06.2026

ERR (% SEE POSTS)

29.0%

for day 10.4%

REACH/POST

84.6K

ad reach 31.9K/24h

[HTTPS://PROMTPRESS.COM/AUDIT/SKANDAL_POMADA](https://promptpress.com/audit/skandal_pomada)

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 288 629 —	 SUBSCRIBER REACH 29.29% avg % subs see post	 VIEWS/POST 84.6K median 89K · 25 days	 POSTS/WEEK 13.9 for period
 7D TREND -11.1% vs previous week	 REACT./POST 4890.0 total 244 501 reactions, 1 rep, 0 comments	 POST LENGTH 999 chars median 1000 · 25 days	 POSTS ANALYZED 50 25 days
 AD REACH 31.9K 24h avg	 CITATIONS 0 citation index (cumulative)	 CHANNEL AGE 5 months 23 days created 06.01.2026	

AI EDITOR SUMMARY

Channel «Scandal, Lipstick, Luxury / Beauty, Stars, Intrigue» – 288 629 subs. Each post averages 84.6K people (29% from subs), good reach. Publishes 14 posts per week (~2/day) – regular schedule. Week 15–21 Jun reach dropped by -11.1% by week 8–14 Jun – worth analyzing reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on 50 posts over 25 days.
- 02 Dominant format — Photo (40/50 posts).
- 03 Avg post length — 999 chars (median 1000).
- 04 Audience peak activity — Wednesday, 08:00 MSK.
- 05 Top posts get 2x more views than the weakest (94.3K avg for top vs 60.6K for worst) — among 50 posts over 25 days. Worth analyzing what the top has in common — topic, format, timing.

TOP 5 POSTS

Nº1 03.06 · 05:38 PHOTO ☒ Girls, let's be honest. We've all compared ourselves to others. To the one with the «perfect figure», to the one with the «happy...	VIEWS 94 734 REP. —	REACT. 4 989 ER 32.8%
Nº2 03.06 · 07:55 PHOTO ☒ Girls, let's be honest: in winter we're all a bit... tired, pale, and "I don't feel like anything". And then the main question appears...	VIEWS 94 081 REP. 1	REACT. 4 985 ER 32.6%
Nº3 03.06 · 12:33 PHOTO ☒ Girls... Patrick Ta decided to close May 2026 beautifully and did it through lips. Well, logically. Because if the year was eventful — closing...	VIEWS 93 993 REP. —	REACT. 4 982 ER 32.6%

Nº4 03.06 · 09:31 VIDEO (post without caption – video)	VIEWS 93 788 REP. —	REACT. 4 986 ER 32.5%
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Nº5 03.06 · 14:31 PHOTO ☒ Girls, attention. I officially announce a fashion and psychology test that everyone needs now: Are you “rich & classy” or...	VIEWS 93 398 REP. —	REACT. 4 989 ER 32.4%
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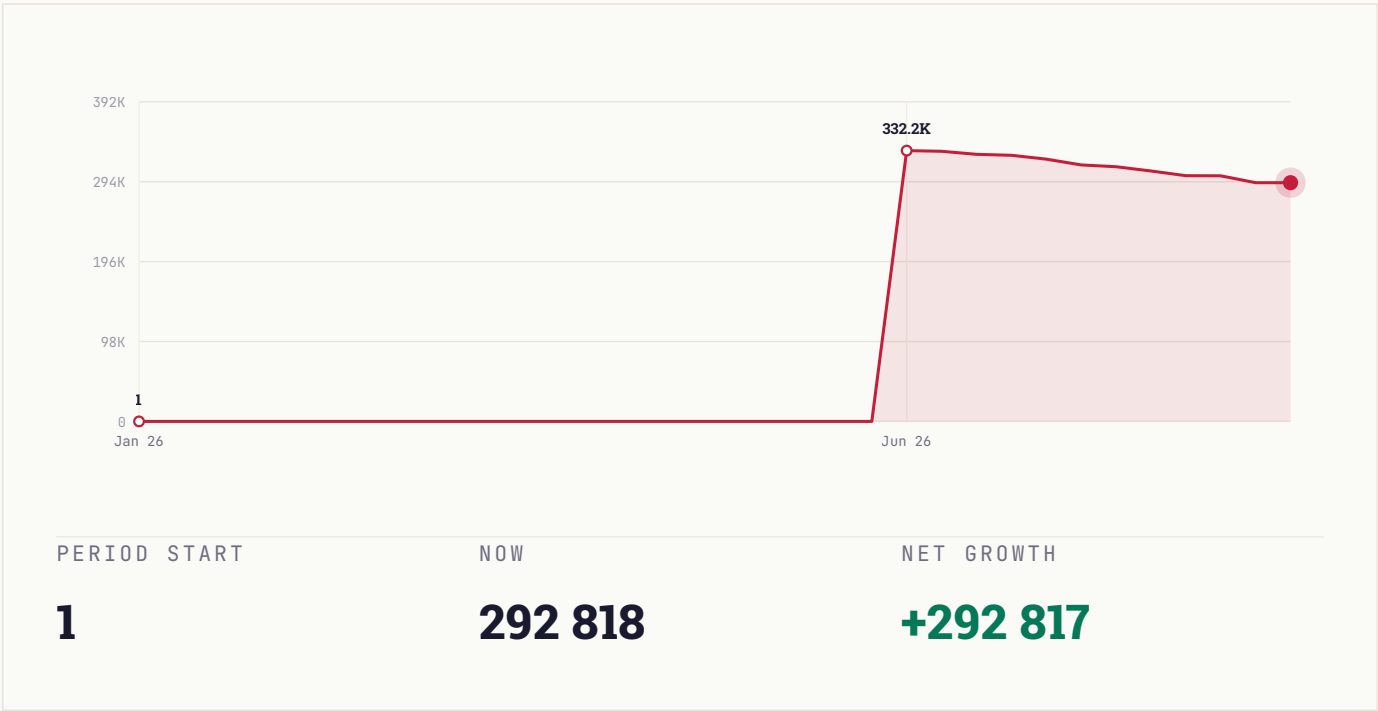
WORST 3

↓ 23.06 · 14:52 PHOTO Girls, get ready for nostalgic vibes + fresh inspiration ☺☒ Hilary Duff officially announced her world tour Lucky Me Tour – and...	VIEWS 60 991 REP. —	REACT. 4 798 ER 21.1%
↓ 23.06 · 16:48 PHOTO ☒☒☒☒ New from Jones Road Beauty – one-swipe shadows and first evening fragrance Girls, I'm officially in «I need this because...» mode	VIEWS 60 546 REP. —	REACT. 4 781 ER 21.0%
↓ 23.06 · 18:29 VIDEO Girls, be honest ☺ Did you think 2026 denim trends are only skinny or mom-jeans? Then Jennifer Lawrence steps out like: «No...	VIEWS 60 386 REP. —	REACT. 4 764 ER 20.9%

SECTION 03 · SUBSCRIBER DYNAMICS

Channel growth over the year

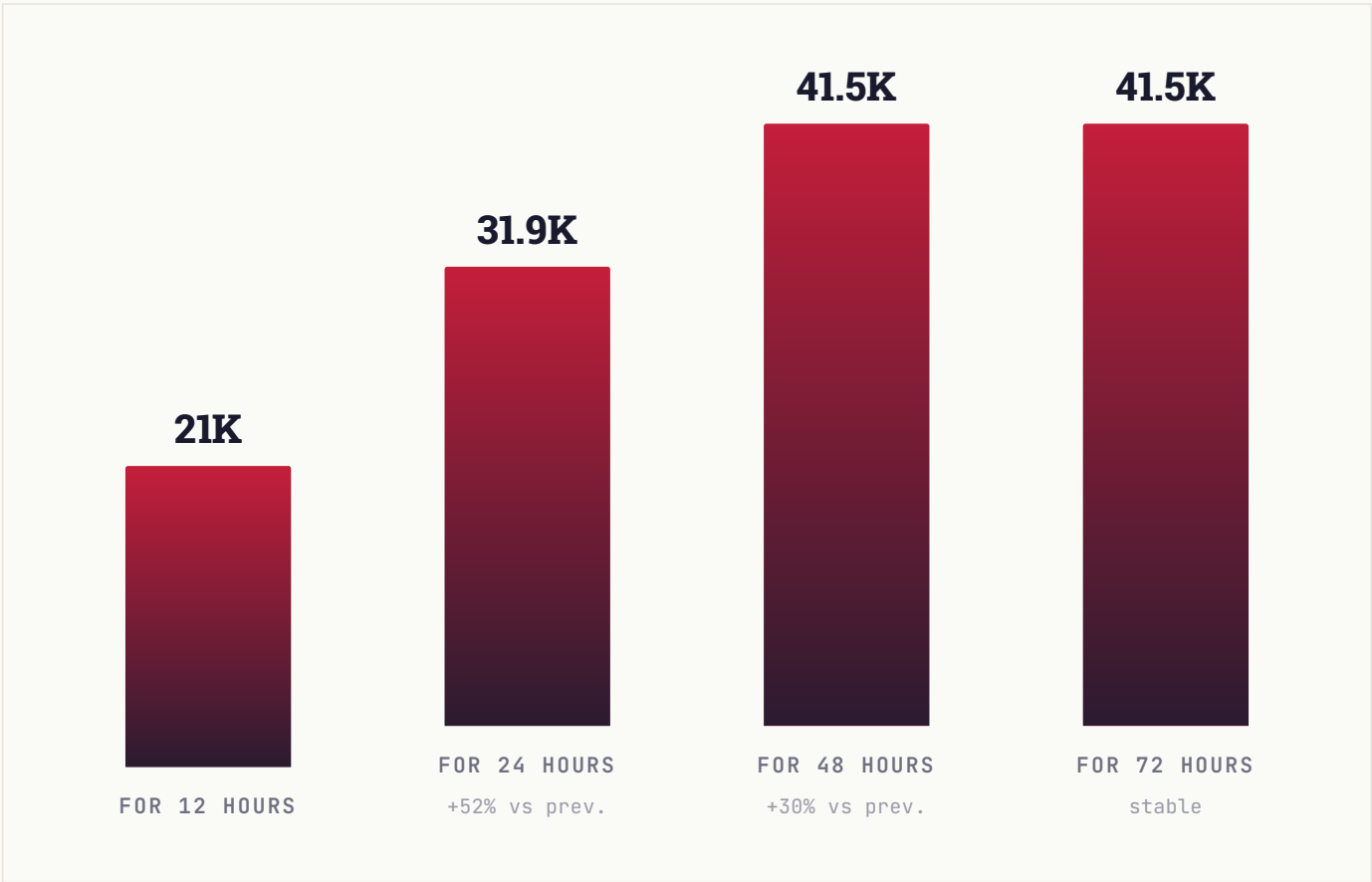
Subscriber growth chart over the year. Key months show exact subscriber count. Highlights months of growth vs. churn.



SECTION 04 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post over time since publication. Helps estimate how long a placement should 'live'.



SECTION 05 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Highlighted your channel — shows its place among niche neighbors.

CHANNEL	SUBSCRIBERS
DM Dima Maslennikov	2.2M
RR Ranbir Roy (VSG)	2.1M
LI LITVIN	1.6M
AZ Alexander Zubarev	1.4M
EX Exile	1.4M
B Booster	1.2M
E1 EVELONE 192	1.2M
KB Bloody Lady	1.1M
LJ here lives broen	1.1M
PA PARADEEVICH	1M
SP Scandal, lipstick, luxury / Beauty, stars, gossip YOU	288.6K

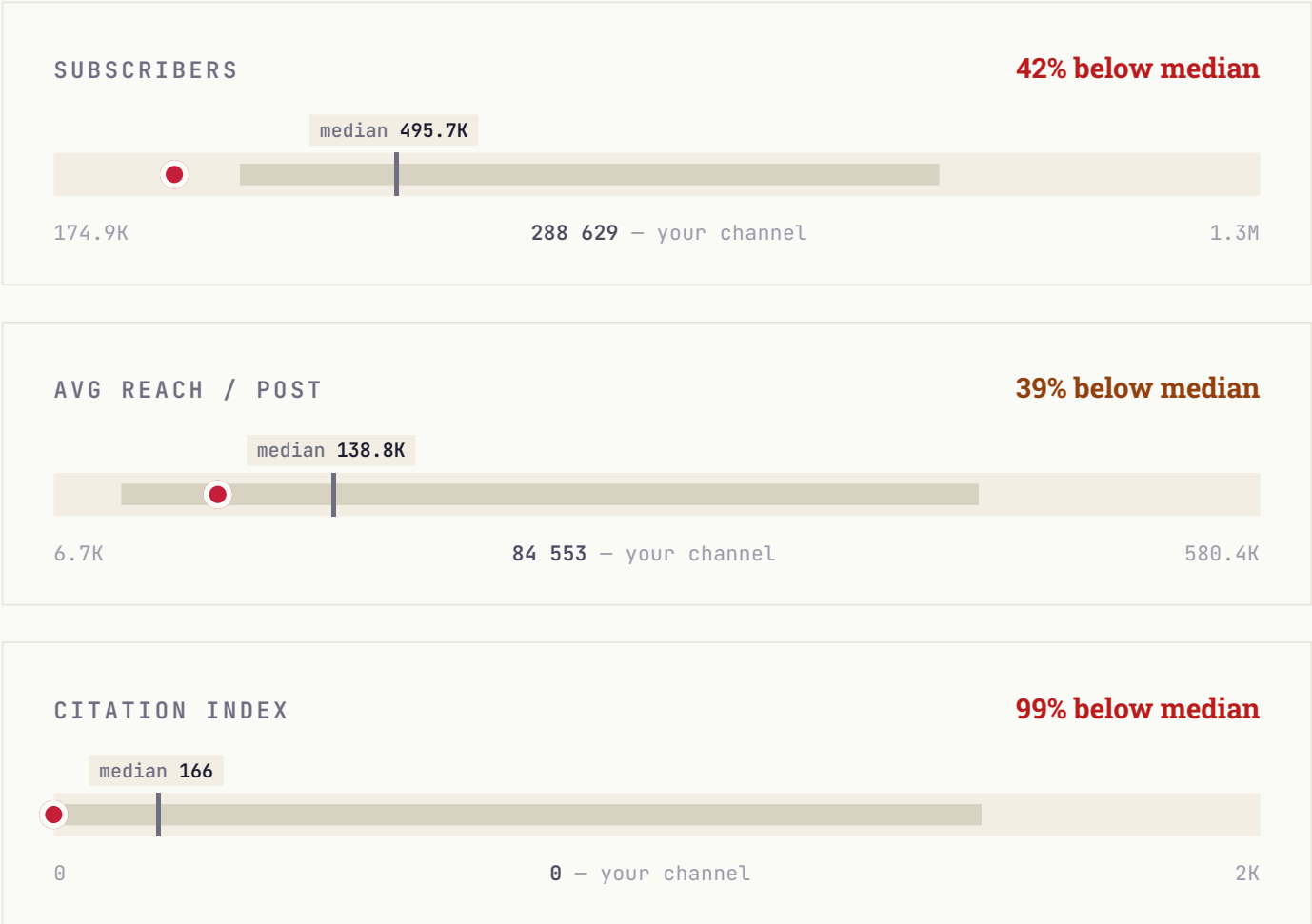
COMPARATIVE INSIGHT

Channel not yet outside niche top-100 — early growth stage. Niche leader — Dima Maslennikov (2.2M), top-100 median: 493.6K. First goal — enter top-100 via systematic traffic & content work.

SECTION 06 · NICHE COMPARISON

Where your channel stands in its league

Took top-100 channels in category «Blogs» (Russia) and compared your channel. Gray band = 80% of niche channels (p10-p90). Black vertical = median. Red dot = your channel.



— SECTION 07 · STRATEGY

What to do right now

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

- 01

Best post day — Wednesday
Audience most active on this day at 08:00 MSK.

EFFECT
Best window for important post
- 02

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

EFFECT
+1000-3000 subs
- 03

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
- 04

Cross-promo with neighboring channels
Exchange posts with same-segment channels once a quarter. No need daily — 2-3 collabs give relevant growth.

EFFECT
Growth from relevant audience
- 05

Update channel description for Telegram search
Telegram search scans descriptions. Add 3-5 niche keywords — organic traffic source.

EFFECT
Organic traffic source

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — is what we can do in a few minutes based on public data. 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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