

— PROMTPRESS PUBLIC REPORT

Channel audit spending money with pz



@spendingwithpz

by @polinazlnv for contact @evmamalygo <https://clck.ru/3GqYgY>

SUBSCRIBERS

35 414

-380 per month

ERR (% SEE POSTS)

31.0%

last day **20.3%**

REACH/POST

10.7K

ad reach **7.2K/24h**

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. The subtitle under the number shows the period it covers.

 SUBSCRIBERS 35 414 —	 SUBS REACH 30.27% avg % subs see post	 VIEWS/POST 10.7K median 10.8K · 29 days	 POSTS/WEEK 37.7 for period
 7D TREND -4.5% vs previous week	 REACTIONS/POST 129.8 total 20,894 reactions, 5,885 reposts, 138 comments	 POST LENGTH 119 chars median 81 · 29 days	 POSTS ANALYZED 161 29 days
 AD REACH 7.2K 24h avg	 CHURN / MONTH -380 last month	 CITATION RATE 518 citation index · 902 channels mentioned ever	 CHANNEL AGE 4 years 5 months created 24.01.2022

AI EDITOR SUMMARY

Channel «spending money with pz» — 35 414 subs. Each post averages 10.7K people (30% from subs), that's good reach. Publishes 38 posts/week (~5/day) — active posting. For week Jun 22–28 reach stable (-4.5% vs week of June 15–21).

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 SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **161** posts over 29 days.
- 02 Dominant format – **Photo** (131/161 posts).
- 03 Avg post length – **119** chars (median 81).
- 04 Peak audience activity – **Saturday**, 12:00 MSK.
- 05 Top posts get **2×** more views than the weakest (20.1K avg for top vs 9.4K for worst) – among 161 posts over 29 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 21.06 · 12:45 PHOTO took the new pervert jumpsuit out for a Sunday brunch – perfect lazy-day piece and a base for tons of styling)	VIEWS 20 456 REPOSTS 17	REACTIONS 126 ER 57.8%
Nº2 22.06 · 17:24 PHOTO tried on new ekonika sense collection – lots of red, lacquer and interesting details in the capsule love how the 'lips' become the focal point...	VIEWS 20 205 REPOSTS 33	REACTIONS 163 ER 57.1%
Nº3 20.06 · 09:16 PHOTO another beautiful summer drop dress by stesha: lace, sheer flowing textures and the most summer photos 📸	VIEWS 19 748 REPOSTS 39	REACTIONS 100 ER 55.8%

Nº4

21.06 • 13:12

VIDEO

I'd rather go to an archive sale with the guys today, but I'm heading to yet another costume party...

VIEWS

14 488

REPOSTS

29

REACTIONS

56

ER

40.9%

Nº5

13.06 • 12:49

PHOTO

stopped by pitkina's new house on Petrovsky, tried on non vacation & non special drop – now I want to spend all summer in it... now...

VIEWS

14 074

REPOSTS

40

REACTIONS

218

ER

39.7%

WORST 3

↓ 05.07 • 13:52 PHOTO

lost count of how many Togas items I have at home)) morning starts in their perfect lightweight robe (perfect for +30) and my...

VIEWS

9 705

REPOSTS

38

REACTIONS

96

ER

27.4%

↓ 05.07 • 12:48 PHOTO

arrived 🥺🌸 found and delivered by ✨ <https://t.me/thedeliverybureau>

VIEWS

9 539

REPOSTS

29

REACTIONS

146

ER

26.9%

↓ 06.07 • 09:22 PHOTO

mood of the day :)

VIEWS

9 086

REPOSTS

13

REACTIONS

158

ER

25.7%

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 grew and which lost subs.

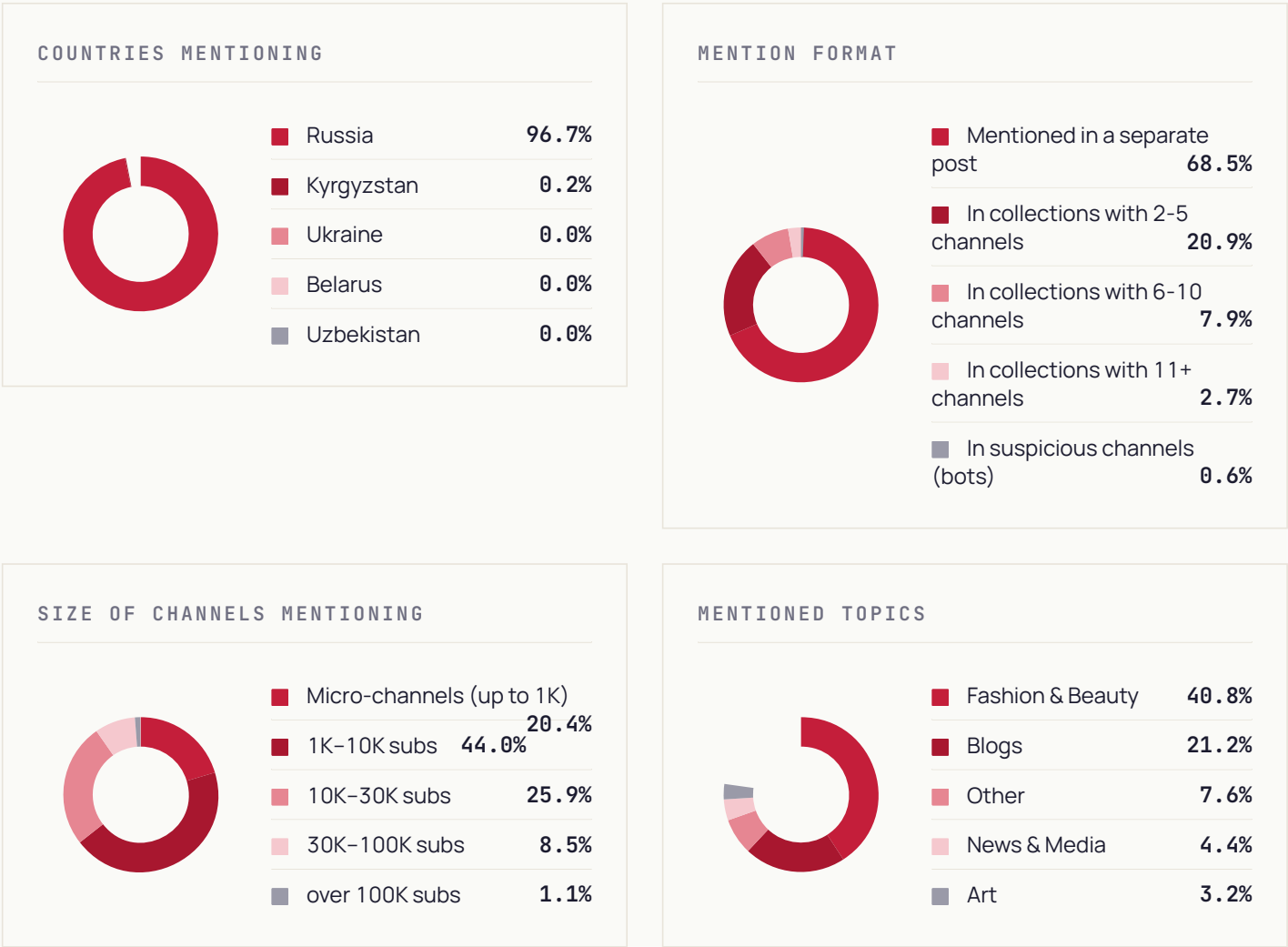


PERIOD START	NOW	NET GROWTH
35 043	35 416	+373

SECTION 04 · MENTIONS

Who and how mentions the channel

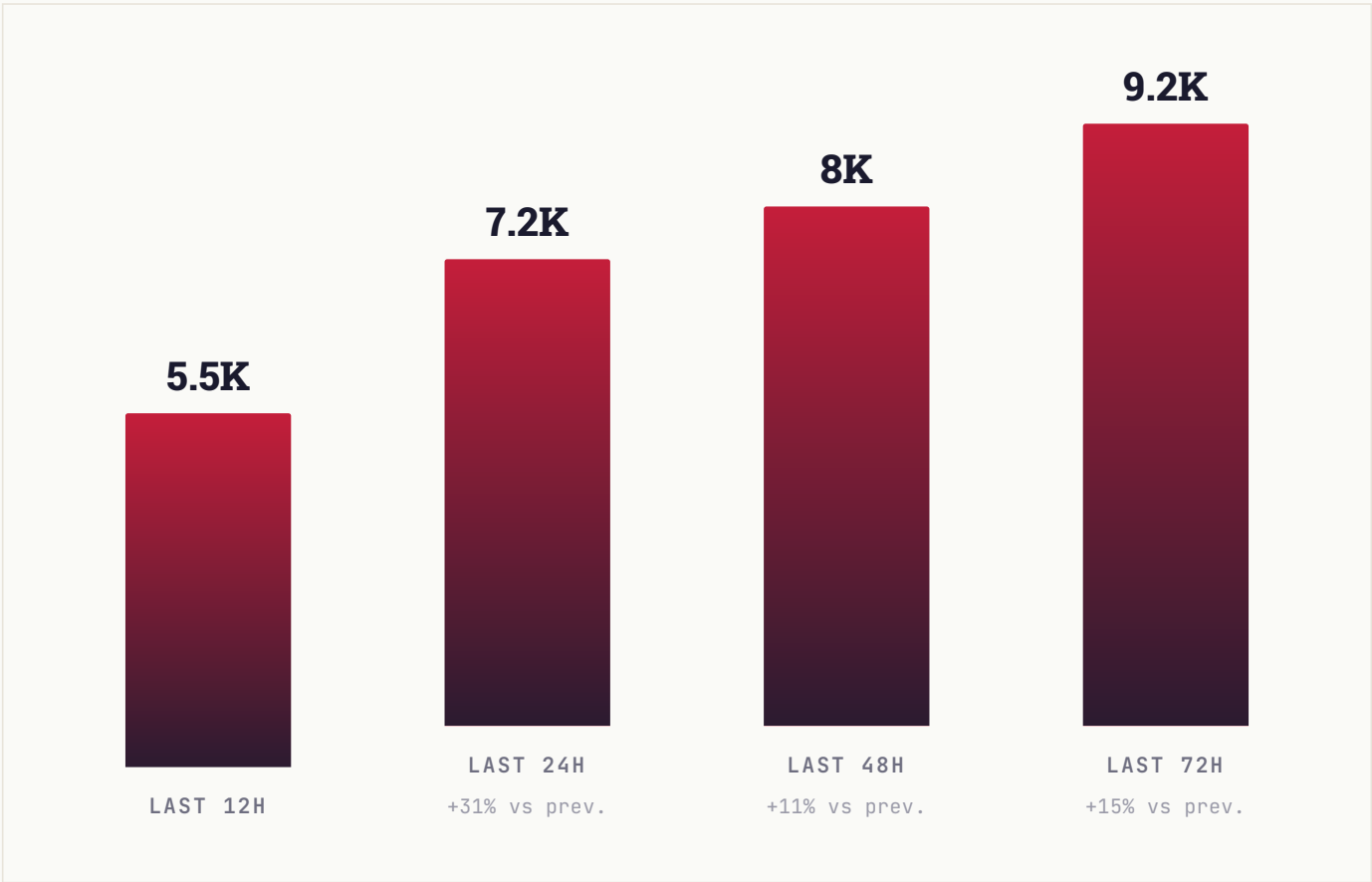
Citation index **518** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **902** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post over time since publication. Helps estimate how long a placement stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
ZY Golden Apple	1.1M
HH Found on Wildberries	635.3K
MI MIXIT.RU	614.6K
M Manicure Nails	573.8K
HH Wildberries / WB finds	537.2K
EM Elena Mixit	521.6K
GD Face gymnastics	472.5K
PM Fashion Trends	437.6K
PR Primebery	398.9K
HW WB OZON finds	393.5K
SM spending money with pz YOU	35.4K

COMPARATIVE CONCLUSION

Channel not yet outside top 96 of niche — early growth stage. Niche leader — Golden Apple (1.1M), top-96 median: 171K. First goal: enter top-96 through systematic traffic and 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 **112**, they brought **2 670** new subs.

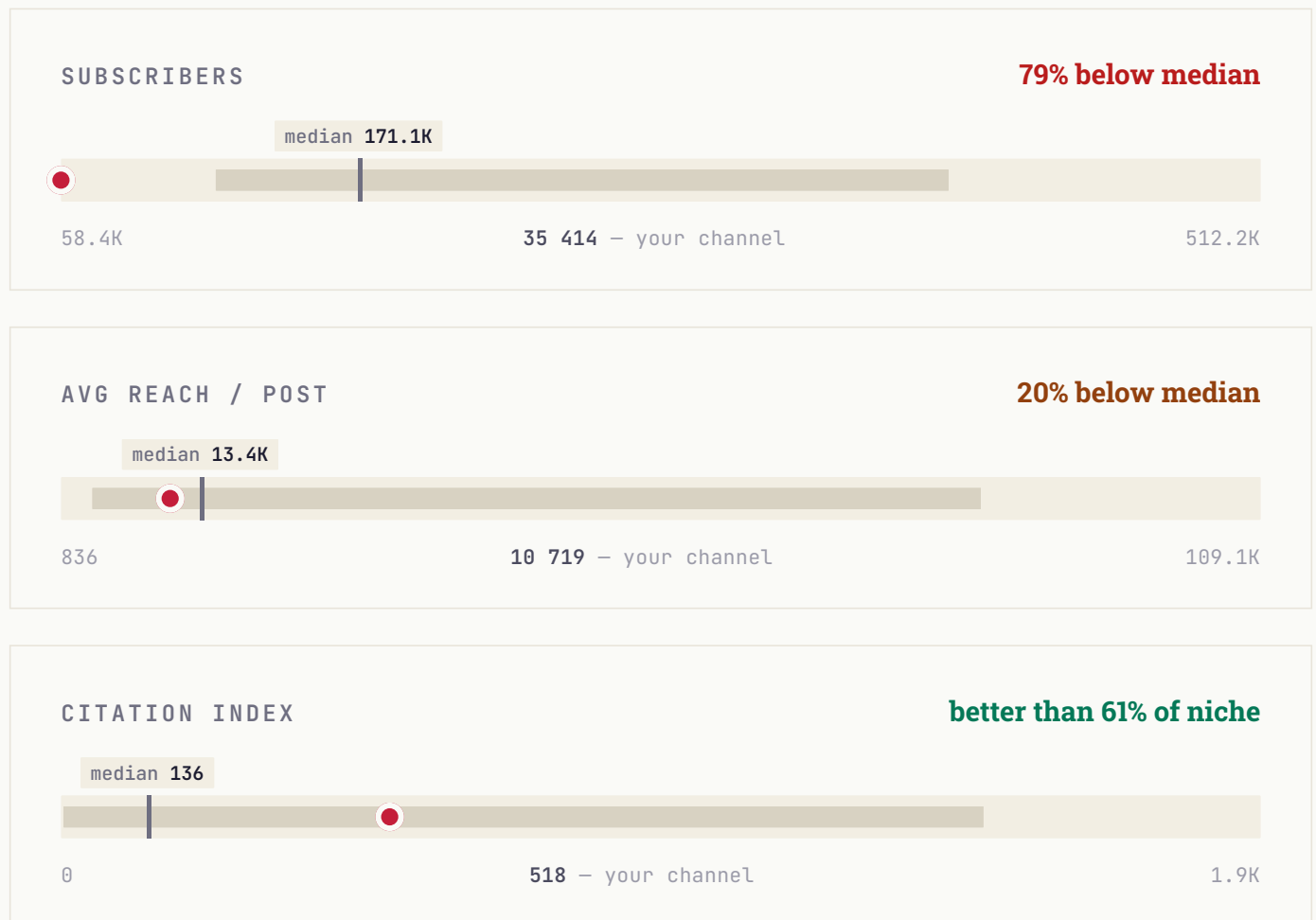
PERIOD	MENTIONS	CHANNELS	SUBS ACQUIRED
January 2026	14	11	87
December 2025	15	13	412
Nov 2025	15	13	589
Oct 2025	37	29	567
September 2025	18	17	350
August 2025	13	11	665

TOTAL MENTIONS	MONTHS OF DATA	SUBS ATTRACTED
112	6	2 670

SECTION 08 • NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category «Fashion & Beauty» (Russia) and compared your channel. Gray band: range for 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

Main post of the week — on Saturday

Audience is most active on this day at 12:00 MSK.

EFFECT

**Best window
for an
important post**

02

Increase video post share

Video in Telegram retains audience longer and is better perceived by the algorithm. We recommend increasing share to 15-25%.

EFFECT

**Video retains
audience
better**

03

System traffic purchase

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

EFFECT

**+1000-3000
subs**

04

Test polls & interactive formats

Posts with polls/reactions typically boost ER by +5-15%. One weekly poll on a hot topic is an easy win.

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

Cross-post with same-segment channels 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 minutes using public data. Want to go further — run ads through us and hit your growth target in a month.

01 **Launch ads in
Telegram**

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

02 **Contact manager**

t.me/PromptPress_manager
