

PROMTPRESS PUBLIC REPORT

Channel Audit

Стилево | Тренды




@stilevotrend

Today we write about tomorrow's trends. Partnership:
@alina_mediasales We work with BidFox We work with
@Tgpodbor_official

SUBS

237 783

+26051 per month

ERR (% SEE POSTS)

12.0%

per day 7.9%

REACH/POST

27.2K

ad reach 20.2K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card – a separate channel health indicator. The subtitle under the number shows for which period it was calculated.

 SUBS 237 783 —	 SUBS REACH 11.43% avg % of subs see post	 VIEWS/POST 27.2K median 27K · 29 days	 POSTS/WK 20.9 for the period
 TREND 7D -11.9% vs previous week	 REACTIONS/POST 214.1 total 19 056 reactions, 13 864 reposts, 0 comments	 POST LENGTH 284 chars median 296 · 29 days	 POSTS ANALYZED 89 29 days
 AD REACH 20.2K avg over 24h	 CHURN / MONTH +26051 last month	 CITATIONS 1 citation index · 1 channel mentioned all time	 CHANNEL AGE 3 months 19 days created 04.05.2026

AI EDITOR SUMMARY

Channel «Стилево | Тренды 🦄» – 237 783 subscribers. Each post on average gets 27.2K people (11% from subscribers), reach is low – worth expanding the audience. Publishes 21 posts per week (~3 a day) – steady pace. For the week Aug 10–16, reach down -11.9% by the week of Aug 3–9 – worth investigating why.

SECTION 02 · CONTENT ANALYSIS

What performs best

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

WHAT SUCCESSFUL POSTS SHARE

- 01 Analysis based on **89** posts over 29 days.
- 02 Dominant format — **Photo** (50/89 posts).
- 03 Avg post length — **284** characters (median 296).
- 04 Peak audience activity — **Thursday**, 14:00 MSK.
- 05 Top posts drive **by 1×** more views than the weakest (31.9K avg for top vs 24.2K for worst) — among 89 posts in 29 days. Worth analyzing what the top have in common — topic, format, publish time.

TOP-5 POSTS

Nº1 27.07 · 07:05 PHOTO Flight sale ends soon 😁 Стилево Тренды 🦄	VIEWS 32 110 REPOSTS 141	REACTIONS 109 ER 13.5%
Nº2 27.07 · 17:32 PHOTO Lol, in Japan, due to the influx of Russians, the RUSSIAN LANGUAGE has appeared on signs, directions, menus, and ads at shops and parking lots. Spare parts not...	VIEWS 31 938 REPOSTS 135	REACTIONS 126 ER 13.4%
Nº3 27.07 · 13:15 PHOTO Чистая Линия will release ice cream based on the ЧЕРЕМИША meme — it will apparently join the meme lineup alongside Сикс Севен. Unknown if the dessert will have...	VIEWS 31 658 REPOSTS 237	REACTIONS 110 ER 13.3%

Nº4 31.07 • 17:15 PHOTO A Minsk women's pub came up with promos that make girls in the comments demand to open such a place in EVERY CITY. For those who...	VIEWS 31 308 REPOSTS 118 REACTIONS 412 ER 13.2%
Nº5 28.07 • 07:33 PHOTO A mushroom-shaped house is for rent in the Moscow suburbs – you can live in it for just 8 thousand rubles a day. Very niche. Стилево Тренды...	VIEWS 31 236 REPOSTS 76 REACTIONS 114 ER 13.1%

WORST 3

↓ 20.08 • 13:20 PHOTO Trendsetters found a way around the Kanye ticket ban. Vanya Vanye Dmitrienko is everywhere, even here 😂 Стилево ...	VIEWS 24 262 REPOSTS 56 REACTIONS 329 ER 10.2%
↓ 16.08 • 07:25 PHOTO “Coco 2” – first frames of the cartoon. They show an older Miguel heading back to the Land of the Dead. In...	VIEWS 24 195 REPOSTS 64 REACTIONS 237 ER 10.2%
↓ 13.08 • 07:25 VIDEO Learning English with MEMES – foreign language teachers are starting a new trend and gaining MILLIONS of views. They say a phrase in Russian...	VIEWS 24 168 REPOSTS 267 REACTIONS 173 ER 10.2%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

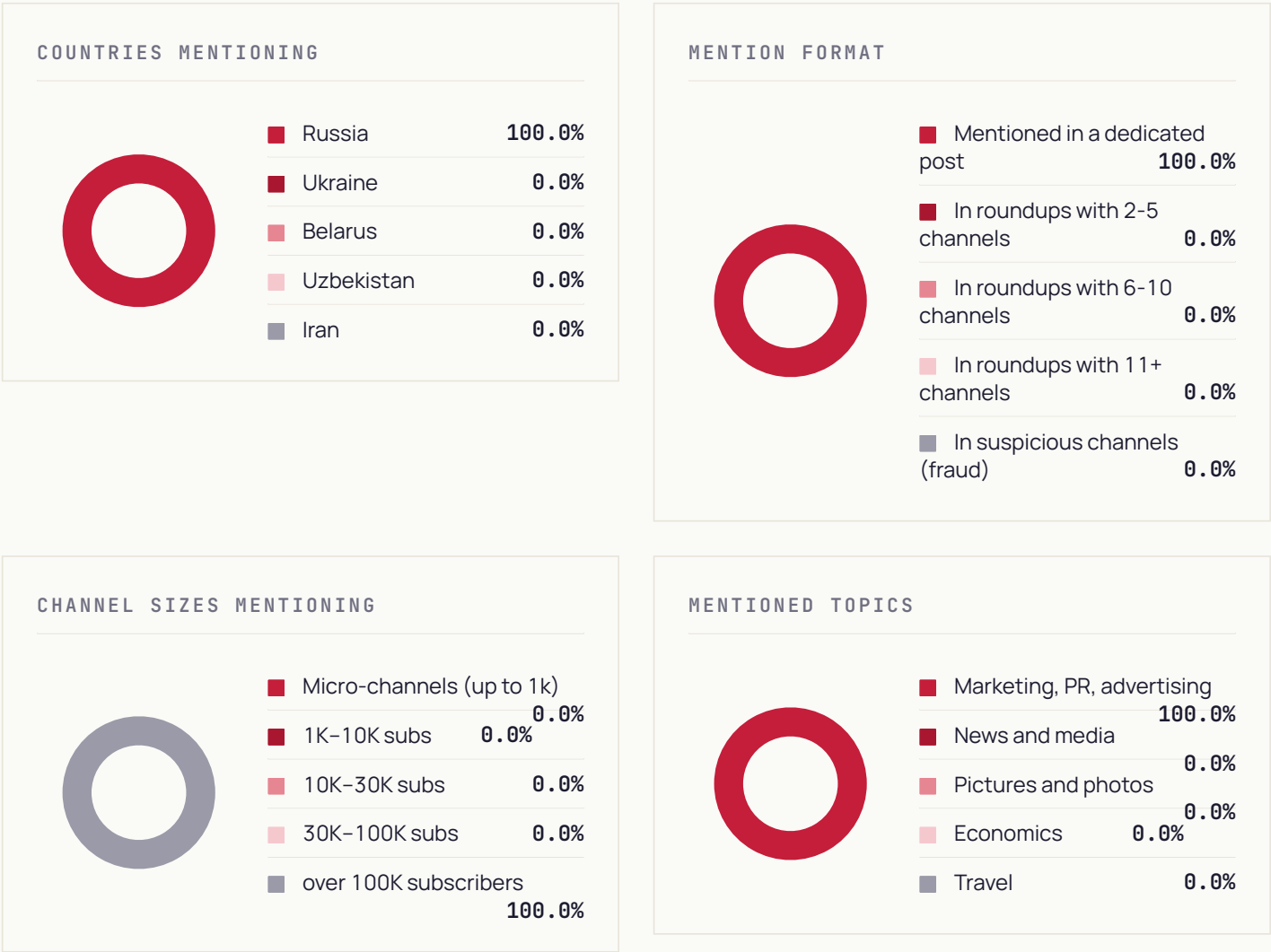
Subscriber growth chart for the year. On key months, the exact number of subscribers is shown. It shows in which months the channel gained subscribers and in which they left.



SECTION 04 · CITATIONS

Who and how mentions the channel

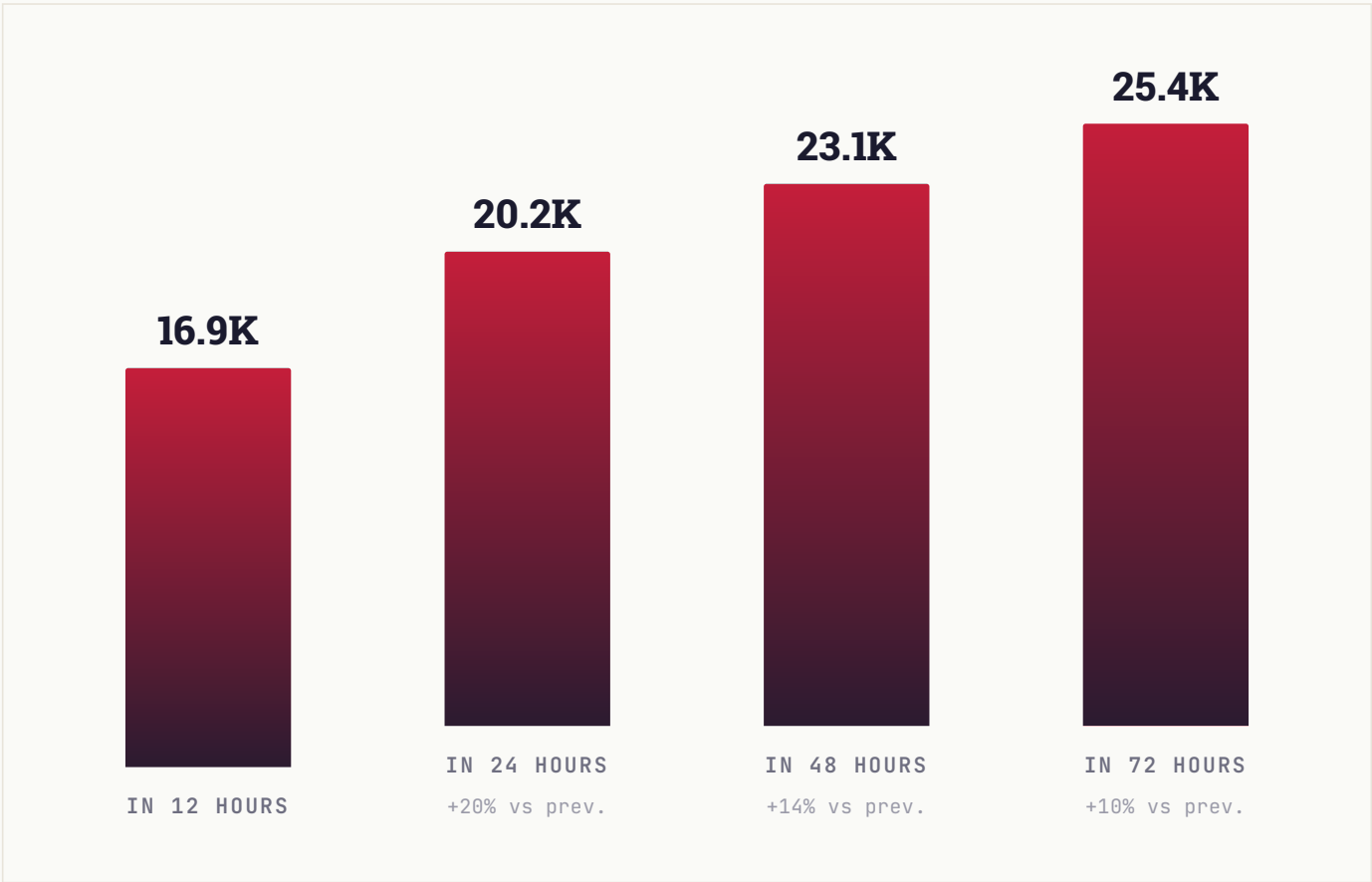
Mention index 1 — channel popularity rating based on mentions. Considers not only their count, but also weight of mentioners: post from channel with 100 k subs 'weighs' more than from channel with 1 k. All time channel mentions 1 different channels.



SECTION 05 · AD POTENTIAL

How long a post drives reach

Average reach of an ad post over time since publication. Helps assess how long a placement should 'live'.



SECTION 06 · COMPETITORS

Who you compete with

11 closest channels by topic and audience. Highlighted your channel — you can see what place it takes among niche neighbors.

CHANNEL	SUBS
M• Москвач • Moscow News	4.3M
TL Топор Live	4.1M
LB Live • News	4M
M- Moscow is interesting	3.3M
FM First Moscow	3.2M
MA Mash	3.1M
RN RIA Novosti	3M
NM Moscow News	2.7M
MS Moscow today	2.7M
MR Media Russia not Moscow	2.6M
SI Стилево Тренды 🦄 YOU	237.8K

COMPARISON

Channel so far outside niche top-99 — early growth stage. Niche leader — Москвач • Moscow News (4.3M), median top-99: 776.9K. First goal — enter into top-99 via systematic work with traffic and content.

Where the channel stands in its league

The figure consists of three horizontal bar charts, each representing a different performance metric. Each chart has a light beige background with a darker beige bar indicating the range of values. A vertical line marks the median, and a red dot indicates the channel's performance. The channel's performance is consistently below the median in all three metrics.

Metric	Channel Value	Median Value	Comparison
SUBS	237,783	782.3K	worse than median by 70%
AVERAGE REACH / POST	27,175	71K	worse than median by 62%
MENTION INDEX	1	2.6K	worse than median by 99%

SUBS

median 782.3K

237.783 — your channel

3.2M

AVERAGE REACH / POST

median 71K

27.175 — your channel

355.3K

MENTION INDEX

median 2.6K

1 — your channel

15.1K

— SECTION 08 · STRATEGY

What to do right now

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

01

Main weekly post — Thursday

Audience is most active on this day at 14:00 MSK.

EFFECT

**Best window
for important
posts**

02

Systematic traffic buying

Three formats for your media: **Inhouse** (premium channels), **Native** (organic integrations), **Premium** (target audience). PromptPress matches sources to niche.

EFFECT

**+1000-3000
subs**

03

Test polls and 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

04

Cross-promo with neighboring channels

Exchange posts with same-segment channels once a quarter. No need to do it daily — 2-3 collabs give relevant growth.

EFFECT

**Relevant
audience
growth**

05

Update channel description for Telegram search

Telegram search scans descriptions. Add 3-5 niche keywords for organic traffic.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in minutes from public data. Want to go further — launch ads through us and achieve your growth plan in a month.

01 **Run Telegram ads** <https://panel.promptpress.com/register>

02 **Contact manager** t.me/PromptPress_manager
