

PROMTPRESS PUBLIC REPORT

Channel audit

СТОКМАНН



@stockmann_russia

Стокманн community - outfit options for every day from global and Russian brands. stockmann.ru Registration in Roskomnadzor registry: <https://www.gosuslugi.ru/snet/67a5f14a01234b69883cd9d9>

SUBS

69 498

+11220 per month

ERR (% SEE POSTS)

7.0%

per day 3.8%

REACH/POST

4.6K

ad reach 2.7K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBS 69 498 —	 SUBSCRIBER REACH 6.61% avg % of subs see post	 VIEWS/POST 4.6K median 4.6K · 28 days	 POSTS/WK 12.1 for period
 TREND 7D -18.2% vs previous week	 REACTS/POST 42.1 total 2 104 reactions, 350 reposts, 54 comments	 POST LENGTH 570 chars. median 527 · 28 days	 POSTS ANALYZED 50 28 days
 AD REACH 2.7K 24h avg	 CHURN / MONTH +11220 last month	 CITATIONS 202 citation index · 292 channels mentioned all time	 CHANNEL AGE 4 years 10 months created 11.10.2021

EDITOR'S AI SUMMARY

Channel «Стокманн» — 69 498 subs. Average views per post 4.6K people (7% from subs), low reach — expand audience. Publishes 12 posts per week (~2 per day) — regular pace. For the week Aug 10–16 reach down -18.2% for the week of Aug 3–9 — worth analyzing causes.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and outsiders – to see what to repeat and what to remove from rotation.

WHAT SUCCESSFUL POSTS SHARE

- 01 Analysis based on **50** posts in 28 days.
- 02 Dominant format – **Photo** (35/50 posts).
- 03 Average post length – **570** characters (median 527).
- 04 Peak audience activity – **Tuesday**, 18:00 MSK.
- 05 Strongest posts get **2 times** more views than the weakest (6K avg for top vs 3.6K for worst) – among 50 posts over 28 days. Worth analyzing what top has in common – topic, format, posting time.

TOP-5 POSTS

Nº131.07 · 15:06 TEXT (post without caption – text)	VIEWS	REACTIONS
	6 212	233
	REPOSTS	ER
	133	8.9%
Nº204.08 · 15:57 VIDEO Olive in the spotlight With black and white, olive becomes more graphic: a light top refreshes the palette, and black details add...	VIEWS	REACTIONS
	5 995	40
	REPOSTS	ER
	13	8.6%
Nº303.08 · 15:01 PHOTO Why wait for a special occasion when you can create one? Dresses with vivid prints, silky sets, lace knitwear and...	VIEWS	REACTIONS
	5 848	33
	REPOSTS	ER
	4	8.4%

Nº4 03.08 • 08:05 PHOTO Best of the week. Save ideas you'll want to return to: • Outfit of the day Black bermudas and a minimal top, complemented with a jacket with...	<table> <tr> <td>VIEWS</td><td>REACTIONS</td></tr> <tr> <td>5 632</td><td>64</td></tr> <tr> <td>REPOSTS</td><td>ER</td></tr> <tr> <td>2</td><td>8.1%</td></tr> </table>	VIEWS	REACTIONS	5 632	64	REPOSTS	ER	2	8.1%
VIEWS	REACTIONS								
5 632	64								
REPOSTS	ER								
2	8.1%								
Nº5 25.07 • 12:20 VIDEO Combinations with sky blue ❤️ Paired with pink it looks bright and bold. Next to chocolate it becomes softer, deeper and warmer. And black...	<table> <tr> <td>VIEWS</td><td>REACTIONS</td></tr> <tr> <td>5 607</td><td>48</td></tr> <tr> <td>REPOSTS</td><td>ER</td></tr> <tr> <td>5</td><td>8.1%</td></tr> </table>	VIEWS	REACTIONS	5 607	48	REPOSTS	ER	5	8.1%
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5 607	48								
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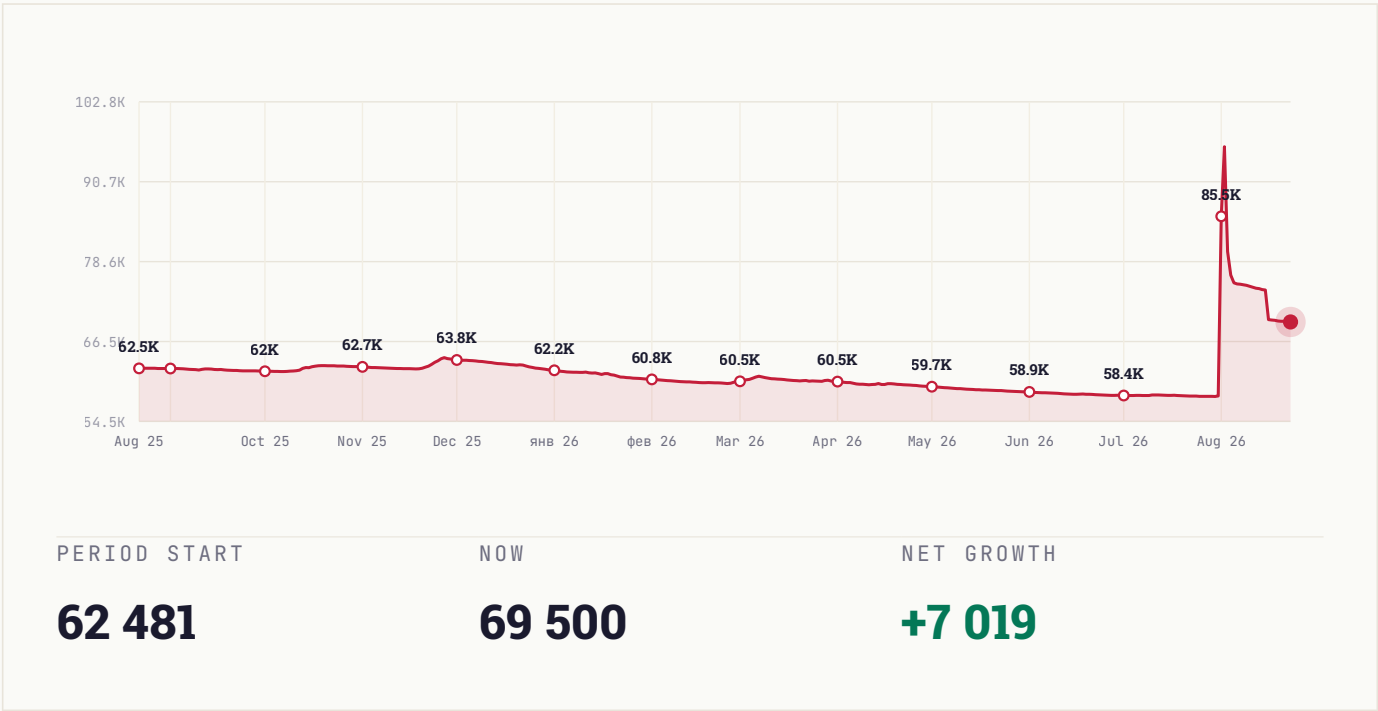
WORST 3

↓ 17.08 • 08:47 PHOTO How about a cup of coffee? ☕ Sharing ideas on how to add flavor notes to your favorite drink: • Black pepper in cappuccino – a couple of turns...	<table> <tr> <td>VIEWS</td><td>REACTIONS</td></tr> <tr> <td>3 898</td><td>43</td></tr> <tr> <td>REPOSTS</td><td>ER</td></tr> <tr> <td>10</td><td>5.6%</td></tr> </table>	VIEWS	REACTIONS	3 898	43	REPOSTS	ER	10	5.6%
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3 898	43								
REPOSTS	ER								
10	5.6%								
↓ 19.08 • 14:54 PHOTO New season – new rhythm August is the time to gradually refresh your wardrobe and look at pieces for the new season. We've put together three men's looks...	<table> <tr> <td>VIEWS</td><td>REACTIONS</td></tr> <tr> <td>3 765</td><td>31</td></tr> <tr> <td>REPOSTS</td><td>ER</td></tr> <tr> <td>2</td><td>5.4%</td></tr> </table>	VIEWS	REACTIONS	3 765	31	REPOSTS	ER	2	5.4%
VIEWS	REACTIONS								
3 765	31								
REPOSTS	ER								
2	5.4%								
↓ 20.08 • 09:29 VIDEO «Business people»: trends with a brilliant reputation – at StoriesOKMAHH Since Aug 20, top new arrivals for those who... hit stores and online	<table> <tr> <td>VIEWS</td><td>REACTIONS</td></tr> <tr> <td>3 234</td><td>32</td></tr> <tr> <td>REPOSTS</td><td>ER</td></tr> <tr> <td>3</td><td>4.7%</td></tr> </table>	VIEWS	REACTIONS	3 234	32	REPOSTS	ER	3	4.7%
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SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

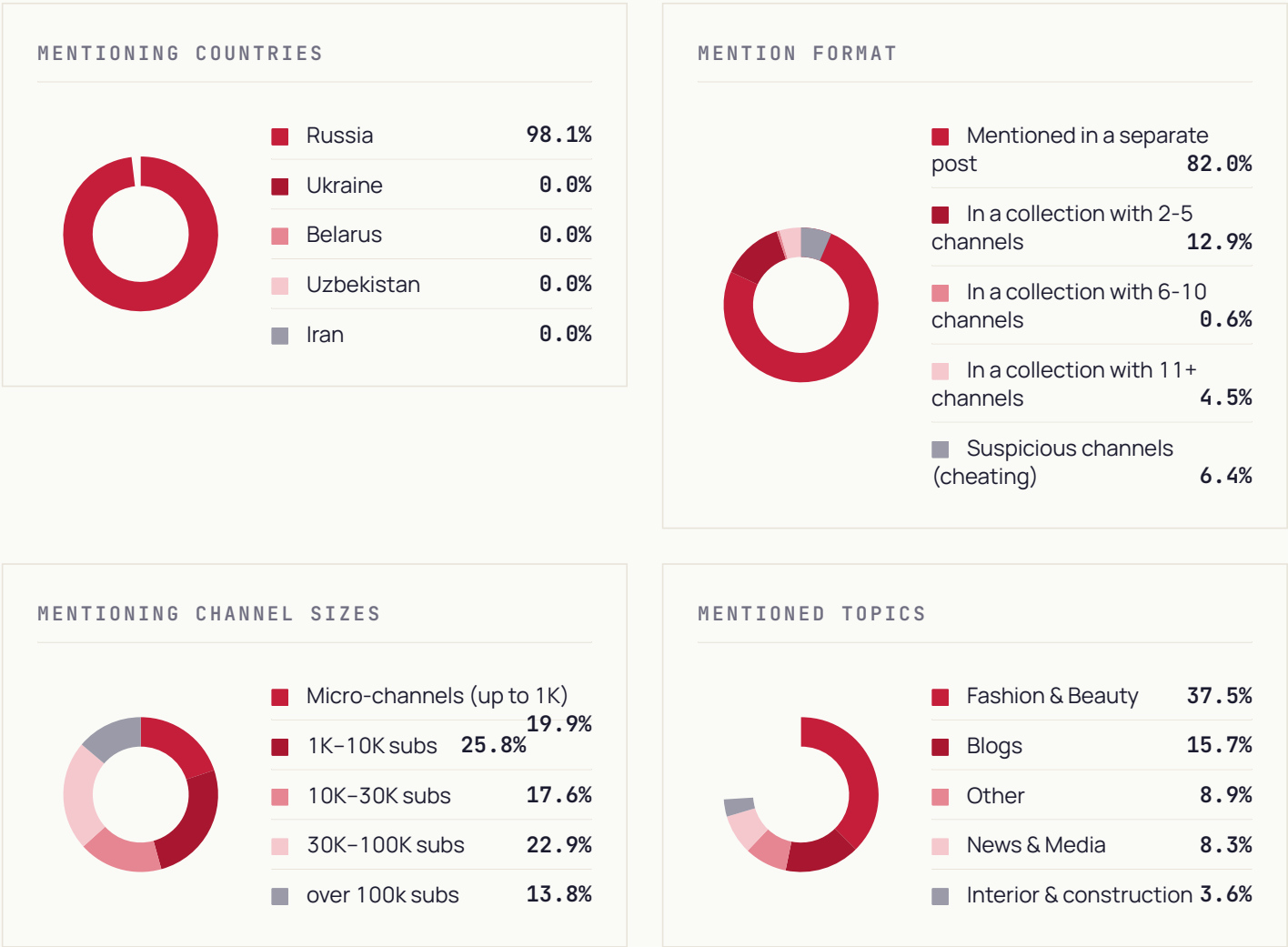
Subscriber growth chart for the year. Exact subs on key months. Shows months of gain and loss.



SECTION 04 · CITATIONS

Who mentions the channel and how

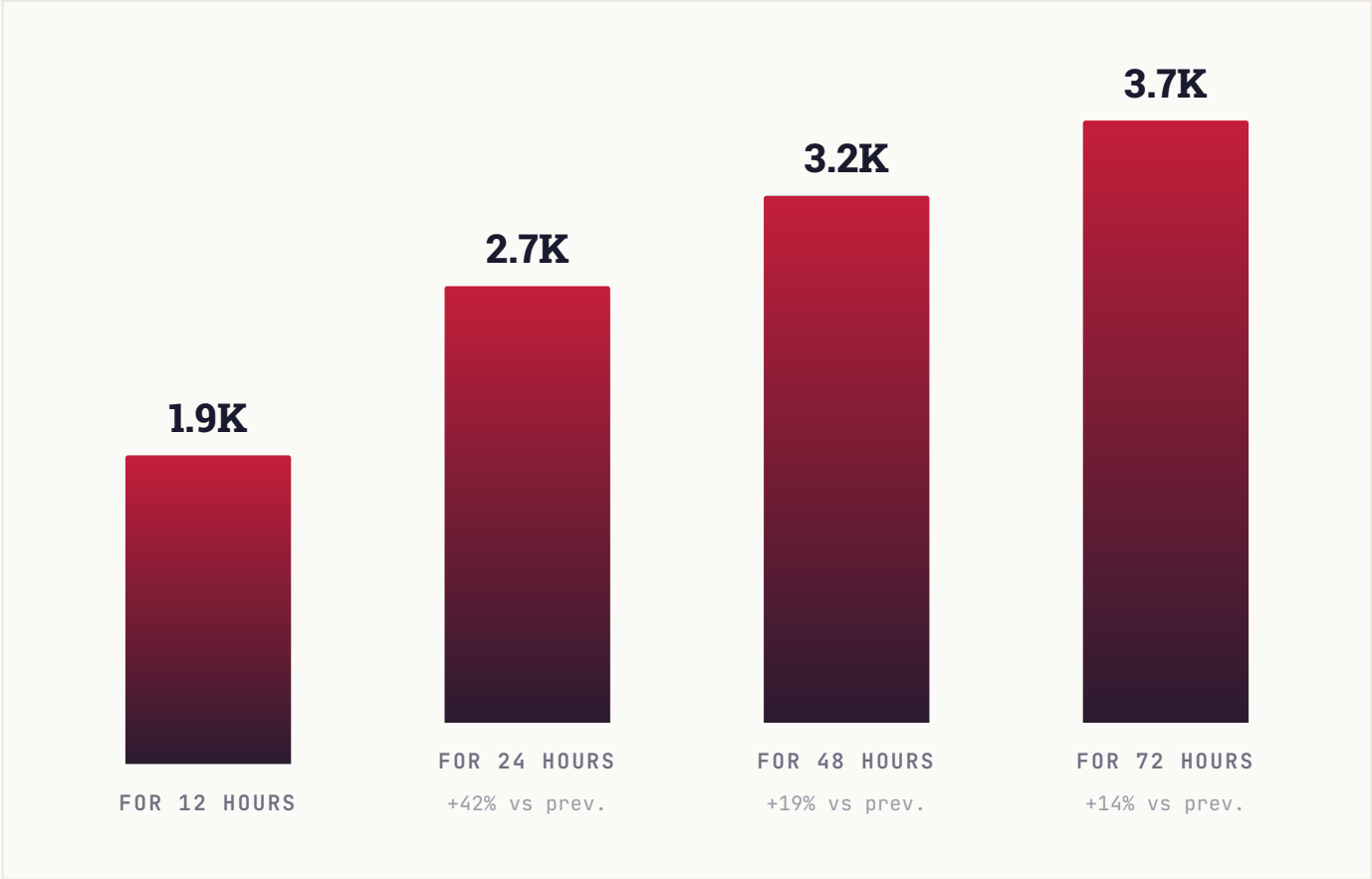
Citation index **202** – channel popularity rating based on mentions. Counts not only their count, but also the weight of mentioners: a post from a channel with 100 thousand subscribers 'weighs' more than from a channel with 1 thousand. Over all time the channel has been mentioned **292** different channels.



SECTION 05 · AD POTENTIAL

How long posts drive reach

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



SECTION 06 · COMPETITORS

Who you compete with

11 closest channels by topic and audience. We highlighted your channel – see where it ranks among niche neighbors.

CHANNEL	SUBS
ЗЯ Золотое Яблоко	1M
НН Found on Wildberries	616.3K
МИ MIXIT.RU	570.5K
Ту trending with girls	568K
М Manicure Nails	566.4K
ЕМ Елена Mixit	526.9K
НН Finds on Wildberries / WB	523.5K
ГД Facial gymnastics	470.5K
Posts/ Fashion Trends	430.4K
mo HW WB OZON finds	411.5K
Stories Стокманн YOU	69.5K

COMPARISON

Channel so far outside niche top-96 – early growth stage. Niche leader – Золотое Яблоко (1M), median top-96: 165.5K. First goal – get into top-96 through systematic work with traffic and content.

SECTION 07 · MENTION DYNAMICS

Mention frequency

Each month we track posts in other channels that mention your channel. Over the past **6 months** such mentions **84**, they brought **3 499** new subs.

PERIOD	MENTIONS	CHANNELS	SUBS ACQUIRED
February 2026	26	26	349
January 2026	1	1	199
December 2025	18	16	101
November 2025	11	11	1 713
October 2025	27	27	921
September 2025	1	1	216
TOTAL MENTIONS			84
MONTHS OF DATA			6
SUBS ATTRACTED			3 499

SECTION 08 • NICHE COMPARISON

Where the channel ranks in its league

Reached top-100 channels in category «**Fashion & Beauty**» (Russia) and looked at how the channel looks against their background. Gray bar – range in which 80% of niche channels fall (from p10 to p90). Black vertical line – median. Red dot – your channel.



— SECTION 09 · STRATEGY

What to do now

5 priority actions, sorted by expected impact. Tick off as a checklist and return to this report in a month.

- 01

Main post of the week — Tuesday

Most active on this day at 18:00 MSK.

EFFECT

Best time for a key post
- 02

Systematic traffic buying

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

EFFECT

+1000-3000 subs
- 03

Test polls and interactive formats

Posts with polls/reactions usually add +5-15% to ER. One weekly poll on a 'hot' topic — a low-hanging growth point.

EFFECT

+5-15% ER
- 04

Cross-promo with adjacent channels

Once a quarter, exchange posts with same-segment channels. No need to do daily — 2-3 collabs give relevant growth.

EFFECT

Relevant audience growth
- 05

Update channel description for Telegram search

Telegram search matches descriptions. Add 3-5 niche keywords — an organic traffic source.

EFFECT

Organic traffic source

★ WHAT'S NEXT

Want us to do this **PromptPress?**

This audit — is what we can do in minutes based on public data. If you want to go further — run ads through us and close your growth plan in a month.

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

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