

PROMTPRESS PUBLIC REPORT

Channel audit

Keep it simple



@straightface

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SUBSCRIBERS

21 273

-113 per month

ERR (% SEE POSTS)

15.0%

Daily **3.3%**

REACH/POST

2.9K

Ad reach **699**/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 covers.

 SUBSCRIBERS 21 273 —	 SUBS REACH 13.61% Avg % subs see post	 VIEWS/POST 2.9K Median 2K · 29 days	 POSTS/WEEK 18.3 For period
 7D TREND -14.7% vs prev week	 REACTIONS/POST 36.0 Only 2,770 reactions, 1,164 reposts, 16 comments	 POST LENGTH 387 chars. Median 236 · 29 days	 POSTS ANALYZED 77 29 days
 AD REACH 699 24h avg	 CHURN / MONTH -113 Last month	 CITATION RATE 581 Citation index · 1,115 channels mentioned ever	 CHANNEL AGE 7 years 9 months Created 10.09.2018

AI EDITOR SUMMARY

Channel «Make a Simpler Face» — 21 273 subs. Each post avg views 2.9K people (14% From subs), reach low — need to grow audience. Publishes 18 posts/week (~3/day) — steady pace. Week Jun 22–28 reach dropped -14.7% vs week Jun 15–21 — worth analyzing reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on 77 posts in 29 days.
- 02 Dominant format: **Photo** (58/77 posts).
- 03 Avg post length — **387** chars (median 236).
- 04 Peak audience activity — **Thu**, 14:00 MSK.
- 05 Top posts get **13x** More views than weakest (21.2K top avg vs 1.7K worst) — among 77 posts in 29 days. Worth analyzing top commonalities: topic, format, timing.

TOP 5 POSTS

Nº1 11.06 · 11:33 PHOTO After yet another cover with Jonathan Anderson, this time for M, I thought that the productive designer might soon moonlight as...	VIEWS 28 285 REPOSTS 30	REACTIONS 38 ER 133.0%
Nº2 17.06 · 12:05 PHOTO In a world worried about yesterday's school jock Nate Jacobs, I'm more curious about Adam Groff from 'Sex...'	VIEWS 19 346 REPOSTS 60	REACTIONS 53 ER 90.9%
Nº3 25.06 · 12:28 PHOTO We continue to examine shoes from men's shows in Paris thanks to designers from brand teams. Next up — shots by Antoine...	VIEWS 15 954 REPOSTS 14	REACTIONS 35 ER 75.0%

Nº4 29.06 • 09:53 VIDEO Goosebump of the day — SZA & Doechii's tribute performance at BET Awards honoring Lauryn Hill's musical legacy and her Living Legend award...	VIEWS 4 867 REPOSTS 15 REACTIONS 28 ER 22.9%
Nº5 23.06 • 11:50 PHOTO Everyone who hasn't posted a Reel about the trend of crazy-print, vintage, and distressed tees has simply cut themselves off from social media and...	VIEWS 4 513 REPOSTS 22 REACTIONS 25 ER 21.2%
WORST 3	
↓ 24.06 • 12:32 PHOTO Our Legacy x Fred Perry collab, subtly highlighted in street style, skillfully mimicking a tousled-carefree life.	VIEWS 1 707 REPOSTS 9 REACTIONS 22 ER 8.0%
↓ 05.07 • 22:33 VIDEO When talent drives the work, no explanation needed. You just see a clear thought, neatly transferred from mind to...	VIEWS 1 687 REPOSTS 12 REACTIONS 38 ER 7.9%
↓ 25.06 • 15:41 PHOTO 💎 and 🍷 proved a viable duo at jewelry designer Jessica McCormack's Mayfair party. We note not only...	VIEWS 1 643 REPOSTS 7 REACTIONS 27 ER 7.7%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

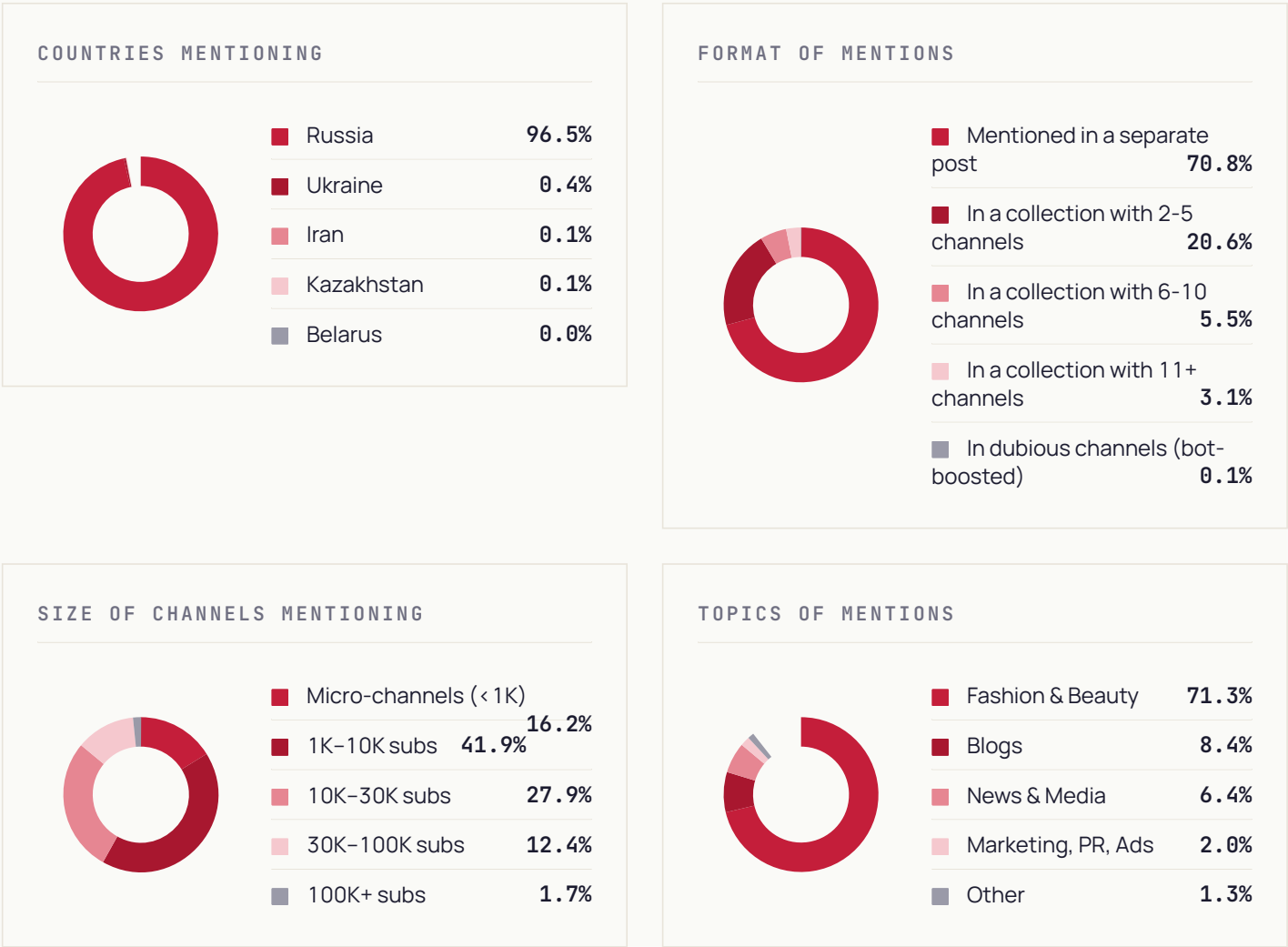
Subscriber growth chart for the year. Key months show exact subscriber count. See which months gained or lost subs.



SECTION 04 · CITATIONS

Who mentions the channel and how

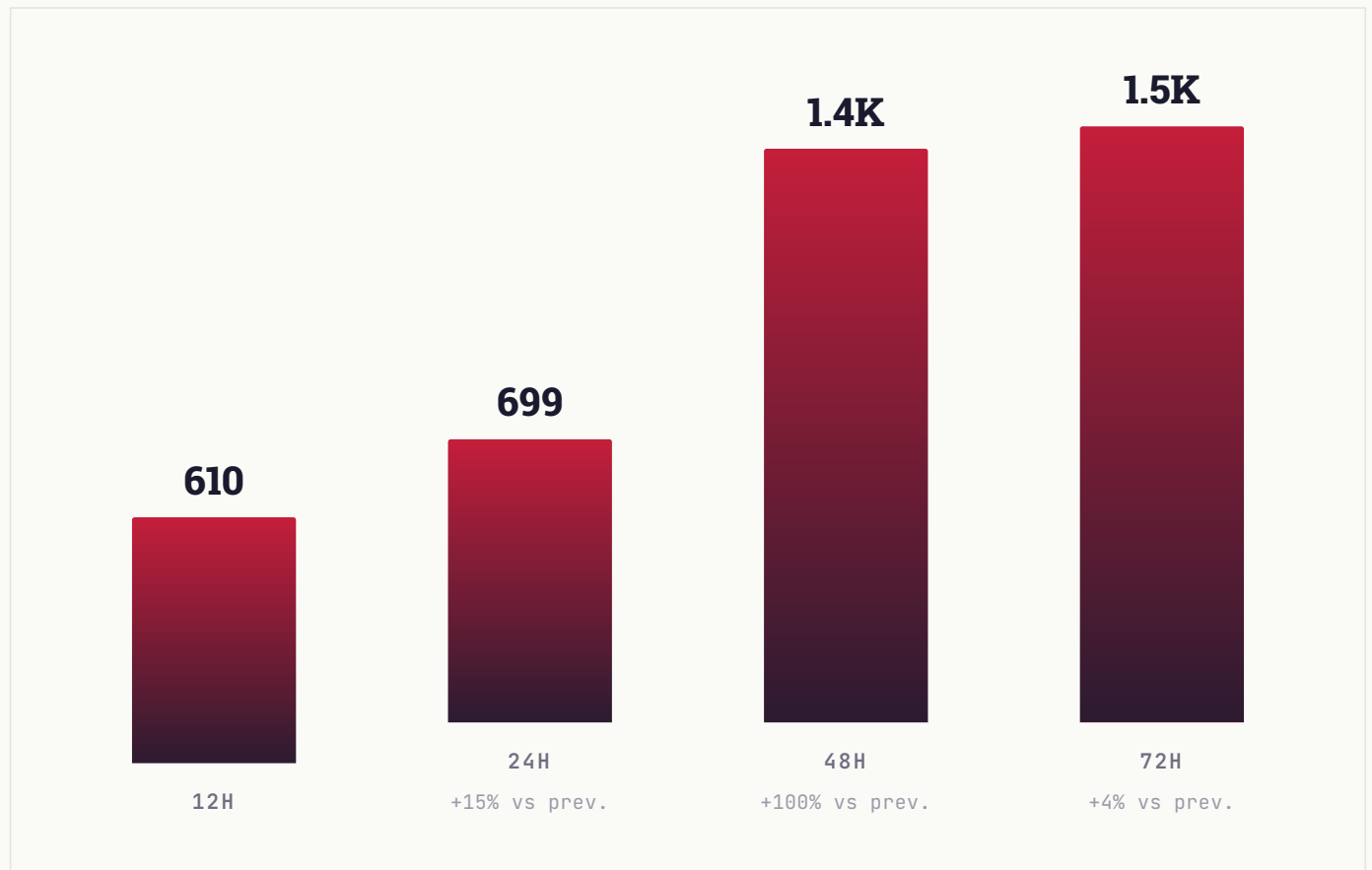
Citation index **581** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **1 115** different channels.



— SECTION 05 · AD POTENTIAL

How long a post generates reach

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



SECTION 06 · COMPETITORS

Who you compete with

11 Nearest channels by topic & audience. Your channel highlighted — see its rank among niche peers.

CHANNEL	SUBSCRIBERS
ZY Zolotoe Yabloko	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
SL Keep it simple YOU	21.3K

COMPARATIVE INSIGHT

Channel not yet Outside niche top 96 — early growth stage. Niche leader — Zolotoe Yabloko (1.1M), top-96 median: 171K. First goal: enter top-96 via systematic traffic & content work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Monthly we track posts in other channels that mention yours. Over the last **6 months** Such mentions: **129**, they brought **1 369** New subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
Jan 2026	31	23	280
December 2025	19	16	443
Nov 2025	25	20	72
Oct 2025	17	16	273
Sep 2025	19	17	165
August 2025	18	17	136

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS
129	6	1 369

Where the channel stands in its league

SUBSCRIBERS

worse than median by 88%

Median 171.1K

58.4K 21 273 – your channel 512.2K

AVG REACH / POST

78% below median

Median 13.4K

836 2 894 – your channel 109.1K

CITATION INDEX

Better than 63% of niche

Median 136

0 581 – your channel 1.9K

— SECTION 09 · STRATEGY

What to do right now

5 priority actions sorted by expected impact. Check them off and revisit next month.

- 01

Week's top post: Thursday

Best time: today at 2 PM MSK — audience most active.

EFFECT

Best window for an important post
- 02

Systematic traffic buying

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

EFFECT

+1000-3000 subs.
- 03

Test polls & interactive formats

Posts with polls/reactions usually boost ER by 5-15%.
One weekly poll on a hot topic is an easy growth lever.

EFFECT

+5-15% ER
- 04

Cross-promo with neighboring channels

Swap posts with channels in the same segment once a quarter. No need daily — 2-3 collabs bring relevant growth.

EFFECT

Growth from relevant audience
- 05

Update channel description for Telegram search

Telegram search scans descriptions. Add 3-5 niche keywords — it's a source of 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 — run ads with us and close your growth plan in a month.

01 Launch Telegram ad <https://panel.promptpress.com/register>

02 Contact manager t.me/PromptPress_manager
