

PROMTPRESS PUBLIC REPORT

Channel audit

Osd



@theosdnew

18+ On Style Duty «За деньги да» - @osdadv <https://knd.gov.ru/license?id=676d7f406aa9672b96280fc7&istryType=bloggersPermission>

SUBSCRIBERS

48 116

+338 per month

ERR (% SEE POSTS)

19.0%

per day 6.8%

REACH/POST

9.9K

ad reach 3.3K/24h

— CONTENTS · 2026

What's inside the report

01 Channel snapshot

12 key metrics · AI summary

02 Content analysis

Top 5 posts · worst 3 · insights

03 Subscriber dynamics

Year chart · growth

04 Citation rate

Who & how mentions the channel

05 Ad potential

How long a post brings reach

06 Competitors

Niche neighbors · your place

07 Mention dynamics

6 months · monthly

08 Niche comparison

Position in «Fashion & Beauty» category

09 Strategy

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. The subtitle below the number shows the period it was calculated for.

SUBSCRIBERS 48 116 —	SUBSCRIBER REACH 20.67% avg % subs see post	VIEWS/POST 9.9K median 7.9K · 25 days	POSTS/WEEK 6.0 over period
7D TREND -4.3% vs previous week	REACTIONS/POST 165.6 3,644 reactions, 887 reposts, 40 comments	POST LENGTH 415 chars median 302 · 25 days	POSTS ANALYZED 22 25 days
AD REACH 3.3K 24h avg	CHURN / MONTH +338 last month	CITATION RATE 578 citation index · 1,201 channels mentioned ever	CHANNEL AGE 6 years 3 months created 04.04.2020

AI EDITOR SUMMARY

Channel «Osd» — 48 116 subs. Each post averages 9.9K people (21% of subs), average reach — room to grow. Publishes 6 posts/week (~1/day) — rare publications. For the week of Jun 22–28, reach stable (-4.3% vs week of June 15–21).

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 22 posts in 25 days.
- 02 Dominant format – Photo (16/22 posts).
- 03 Avg post length – 415 chars (median 302).
- 04 Audience peak activity – Sunday, 12:00 MSK.
- 05 Top posts get 5x More views than the weakest (24.6K avg top vs 5.3K worst) – among 22 posts in 25 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

№105.07 · 09:52VIDEO	I don't care what they blame Blazi for, I will adore him forever for these cartoons.	VIEWS	REACTIONS
		39 210	226
		REPOSTS	ER
		105	81.5%
№220.06 · 13:53PHOTO	David Sims made a beautiful ad for Ruinart house - a charming wedding story of Dua Lipa. Chanel dress, must admit, is magnificent.	VIEWS	REACTIONS
		22 825	268
		REPOSTS	ER
		43	47.4%
№323.06 · 11:24VIDEO	Yesterday I luckily got to the pre-premiere screening of «Mark through the eyes of Sophia» which was cozily arranged for close friends by beloved Poletaeva in...	VIEWS	REACTIONS
		11 815	148
		REPOSTS	ER
		10	24.6%

Nº4 10.06 • 10:40 TEXT Oh friends, I have such a luxurious gift for you. It's not mine but still - David Mardashev (a great friend and rare luxury pro)...	VIEWS 11 362 REPOSTS 168 REACTIONS 108 ER 23.6%
Nº5 16.06 • 15:36 PHOTO That's why I love redhead Klats - she's whole. Now in St. Petersburg she is shooting her directorial debut - the one for which I meaninglessly...	VIEWS 10 188 REPOSTS 53 REACTIONS 198 ER 21.2%

WORST 3

↓ 04.07 • 09:14 PHOTO How I love such simple stories - perfect face, a couple of trinkets and good light. Nothing else needed. Australian July market...	VIEWS 5 504 REPOSTS 36 REACTIONS 259 ER 11.4%
↓ 03.07 • 13:47 PHOTO First Balmain campaign by Antonina Tron as creative director! Little remains of the usual Balmain and it looks cute!...	VIEWS 5 281 REPOSTS 24 REACTIONS 130 ER 11.0%
↓ 03.07 • 07:33 PHOTO Chanel купил Charvet. Существовавшее с 1838 года независимо, ателье по пошиву лучших рубашек в мире будет обслуживать интересы Chanel. И...	VIEWS 5 034 REPOSTS 28 REACTIONS 136 ER 10.5%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

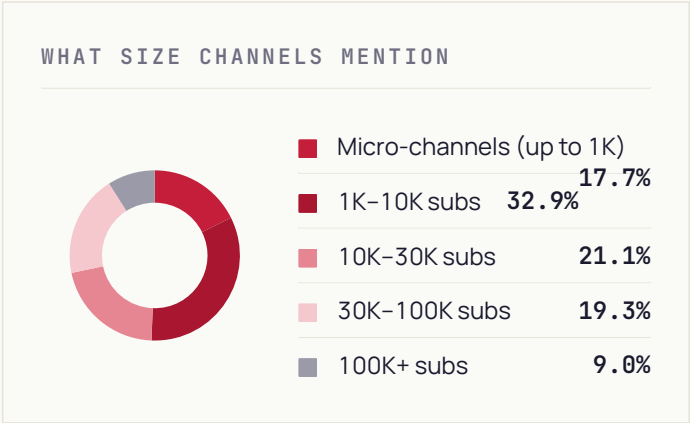
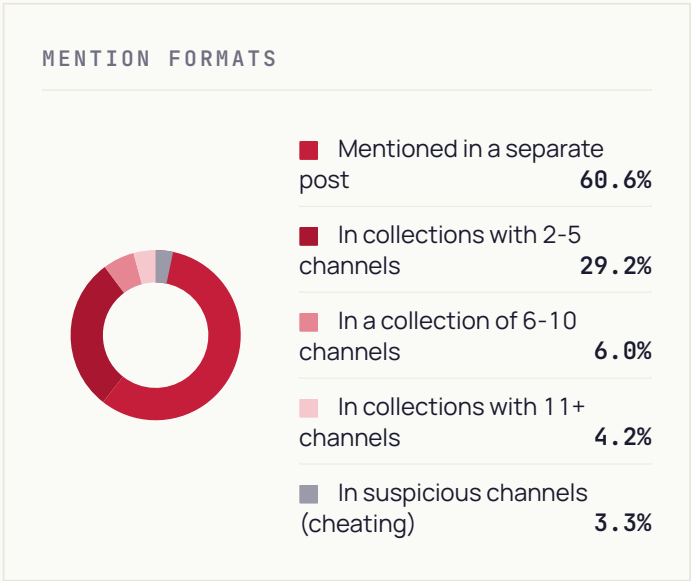
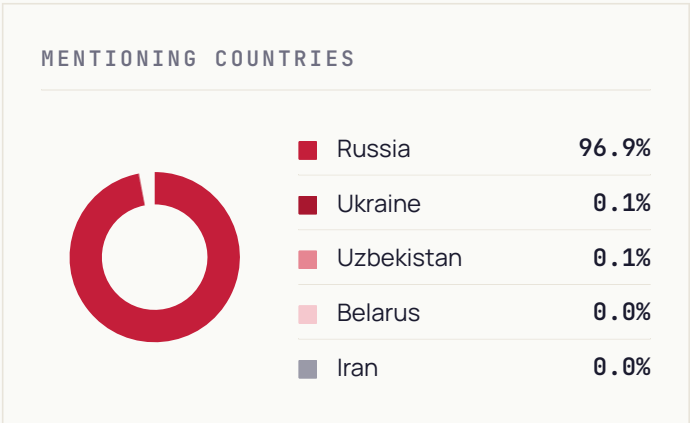
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who & how mentions the channel

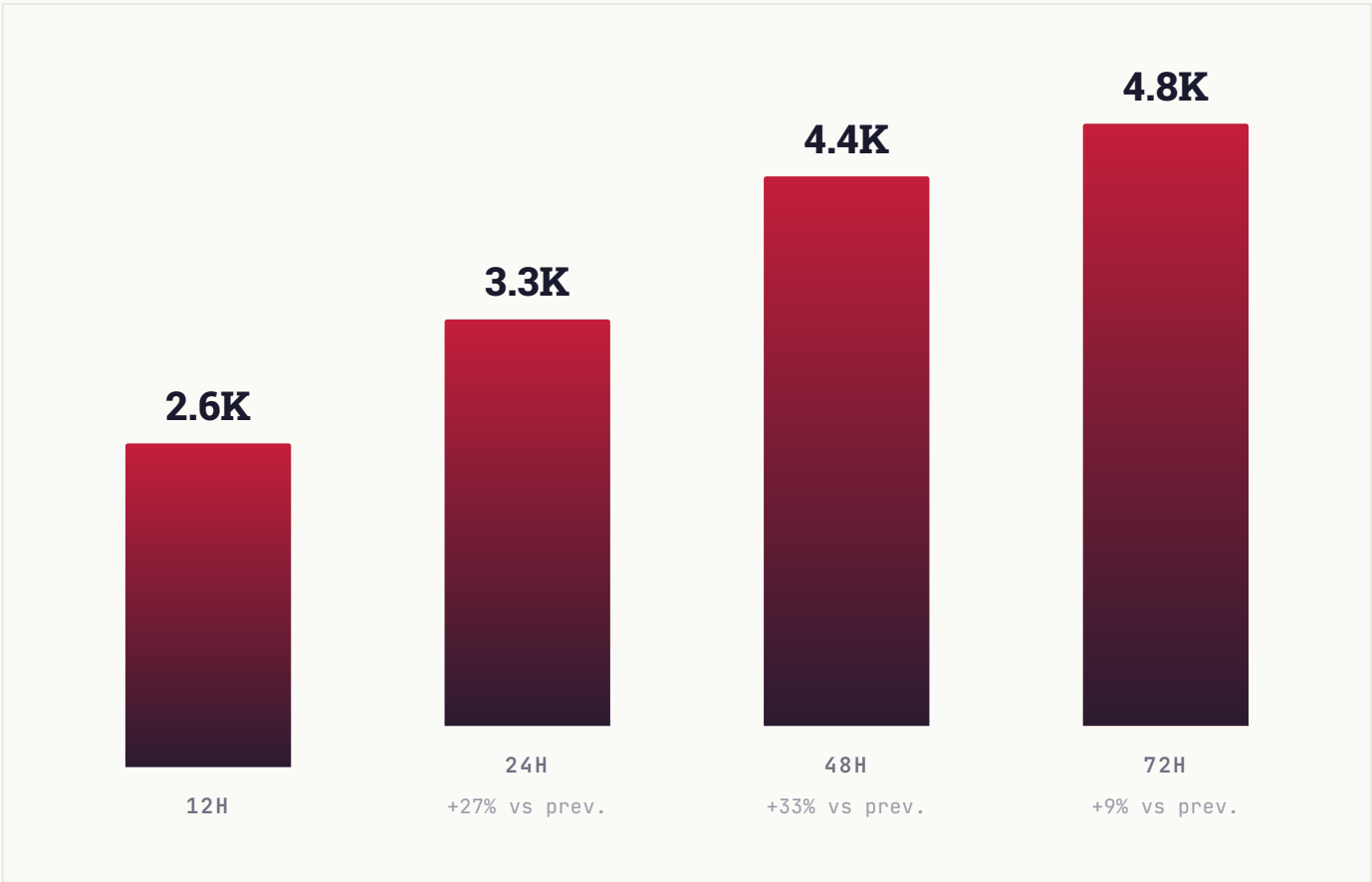
Citation index **578** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time channel mentions: **1 201** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

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



SECTION 06 · COMPETITORS

Who you compete with

11 Nearby channels by topic & audience. Your channel is highlighted — see its rank among niche neighbors.

CHANNEL	SUBSCRIBERS
ZY Golden Apple	1.1M
HH Found on Wildberries	635.3K
MI MIXIT.RU	614.6K
M Manicure Nails	573.8K
HH Finds on Wildberries / WB	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
OS Osd YOU	48.1K

COMPARATIVE CONCLUSION

Channel 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 **107**, they brought **2 185** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	19	17	162
December 2025	18	17	821
November 2025	29	25	472
October 2025	12	10	164
Sep 2025	23	20	307
August 2025	6	6	259

TOTAL MENTIONS	MONTHS IN DATA	ACQUIRED SUBSCRIBERS
107	6	2 185

Where the channel is in its league

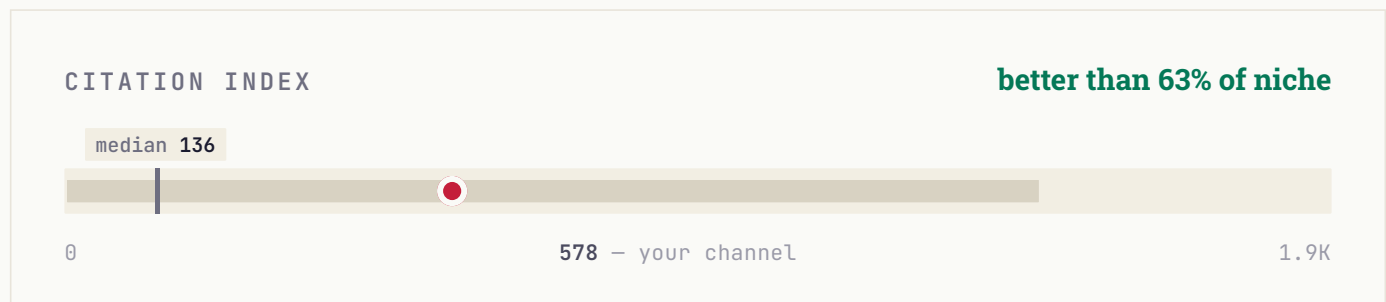
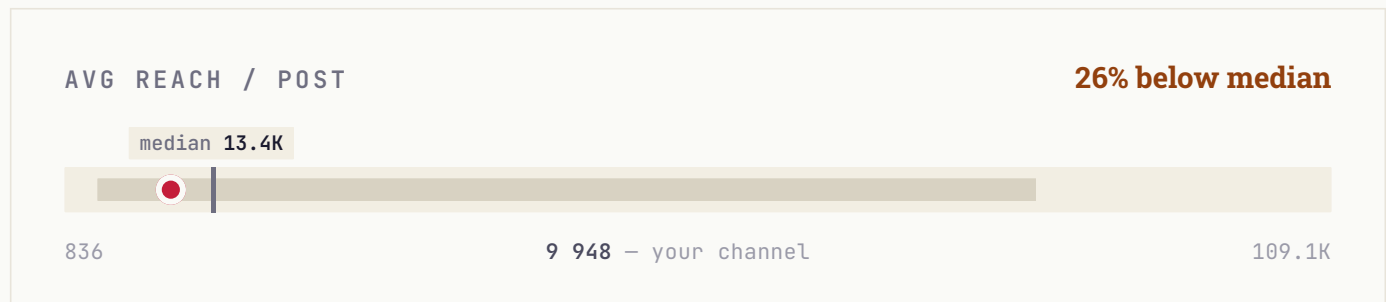
SUBSCRIBERS

worse than median by 72%

median 171.1K

58.4K 48 116 — your channel 512.2K

Metric	Value
Median	171.1K
Channel Count	48,116
Channel Count Relative to Median	worse than median by 72%
Range (Min)	58.4K
Range (Max)	512.2K



— 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 Sunday

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

EFFECT

**Best window
for important
post**

02 Increase video posts 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 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**

04 Test polls & interactive formats

Posts with polls/reactions typically boost ER by +5-15%. One poll per week on a hot topic — easy growth lever.

EFFECT

+5-15% ER

05 Cross-promo with nearby channels

Swap posts quarterly with channels in the same segment. 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 a few minutes from public data.
Want to go further — run ads through us and hit your growth plan
in a month.

01 **Launch ads in
Telegram**

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

02 **Contact manager**

t.me/PromptPress_manager
