

PROMTPRESS PUBLIC REPORT

Channel audit

Quiet upgrade



@tihiy_upgrade

Every day — a new version of yourself: skincare, style, and trends without the noise. Collaboration: <https://clck.ru/3RrZyt> <https://clck.ru/3Nk87H> RKN: <https://gosuslugi.ru/snet/6994560cf5ddee6be60a1ed>

SUBS

195 977

+6979 per month

ERR (% SEE POSTS)

52.0%

per day 41.1%

REACH/POST

101K

ad reach 80.8K/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.

 SUBS 195 977 —	 SUBS REACH 51.55% avg % subs see post	 VIEWS/POST 101K median 101K · 14 days	 POSTS/WEEK 1.0 over period
 7D TREND — no data for period	 REACTIONS/POST 901.5 only 1,803 reactions, 741 reposts, 0 comments	 POST LENGTH 650 chars median 650 · 14 days	 POSTS ANALYZED 2 14 days
 AD REACH 80.8K 24h avg	 CHURN / MONTH +6979 last month	 CITATION RATE 2 citation index · 11 channels mentioned ever	 CHANNEL AGE 3 years 1 month created 03.06.2023

AI EDITOR SUMMARY

Channel «Quiet Upgrade» – 195 977 subs. Each post averages 101K people (52% from subs), wide reach for a channel this size. Publishes 1 posts/week (~0/day) – rare posts.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS SHARE

- 01 Analysis based on 2 posts in 14 days.
- 02 Dominant format – Photo (2/2 posts).
- 03 Avg post length – 650 chars (median 650).
- 04 Peak audience activity – Friday, 15:00 MSK.
- 05 Top posts get 1× more views than the weakest (67.4K avg for top vs 101K for worst) – among 2 posts in 14 days. Analyze what top shares – topic, format, timing.

TOP 2 POSTS

№103.07 · 12:00PHOTO	VIEWS	REACTIONS
	101 428	987
Looks like I've got another bad habit. Korean skincare. Every time I tell myself: 'That's it, I'm not buying anything else.' U...	REPOSTS	ER
	392	51.8%
№219.06 · 10:05PHOTO	VIEWS	REACTIONS
	100 635	816
When you walk into Le Labo in Seoul, you realize minimalism can be very expensive. No visual noise, only wood...	REPOSTS	ER
	349	51.4%

WORST 2

↓03.07 · 12:00PHOTO	VIEWS	REACTIONS
	101 428	987
Looks like I've got another bad habit. Korean skincare. Every time I tell myself: 'That's it, I'm not buying anything else.' U...	REPOSTS	ER
	392	51.8%

↓ 19.06 · 10:05 PHOTO When you walk into Le Labo in Seoul, you realize minimalism can be very expensive. No visual noise, only wood...		VIEWS 100 635 REPOSTS 349	REACTIONS 816 ER 51.4%
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SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

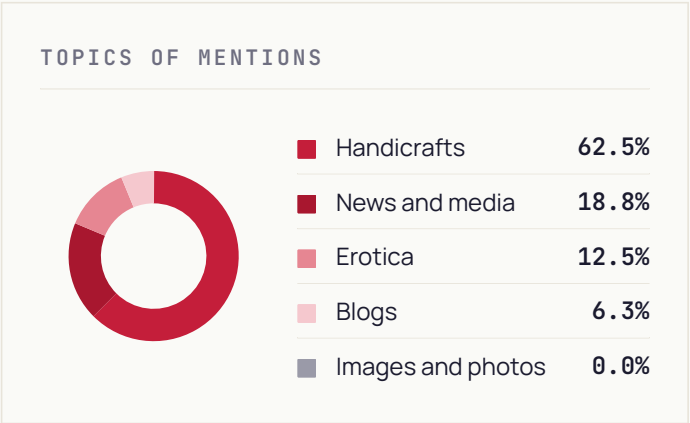
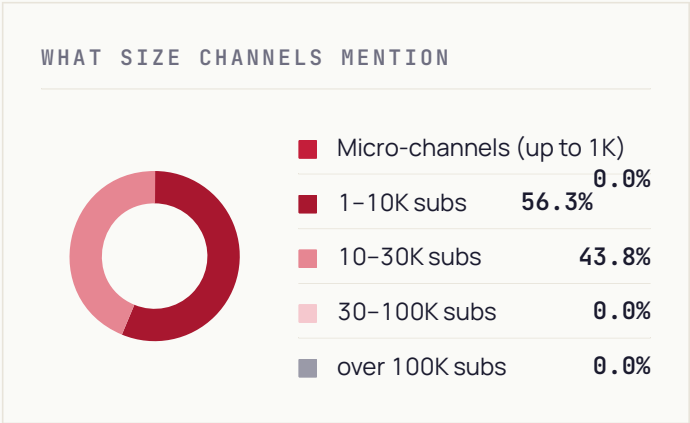
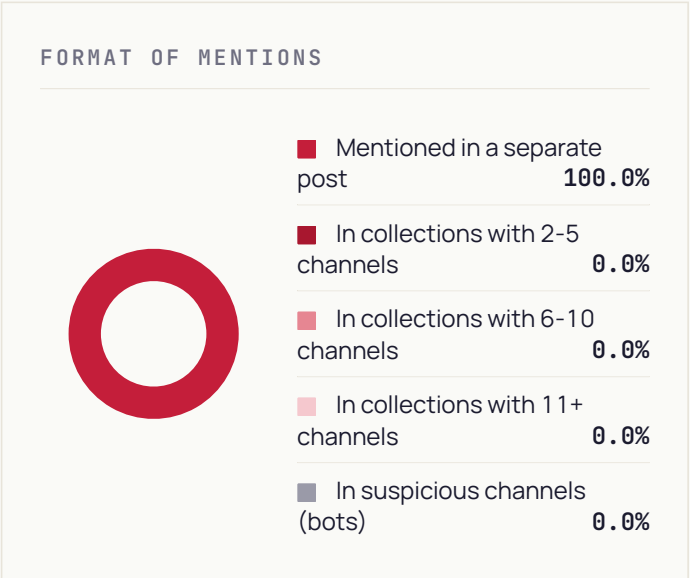
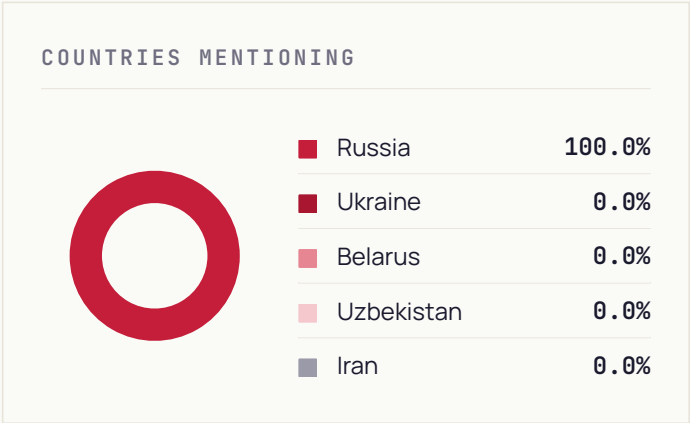
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · CITATIONS

Who mentions the channel and how

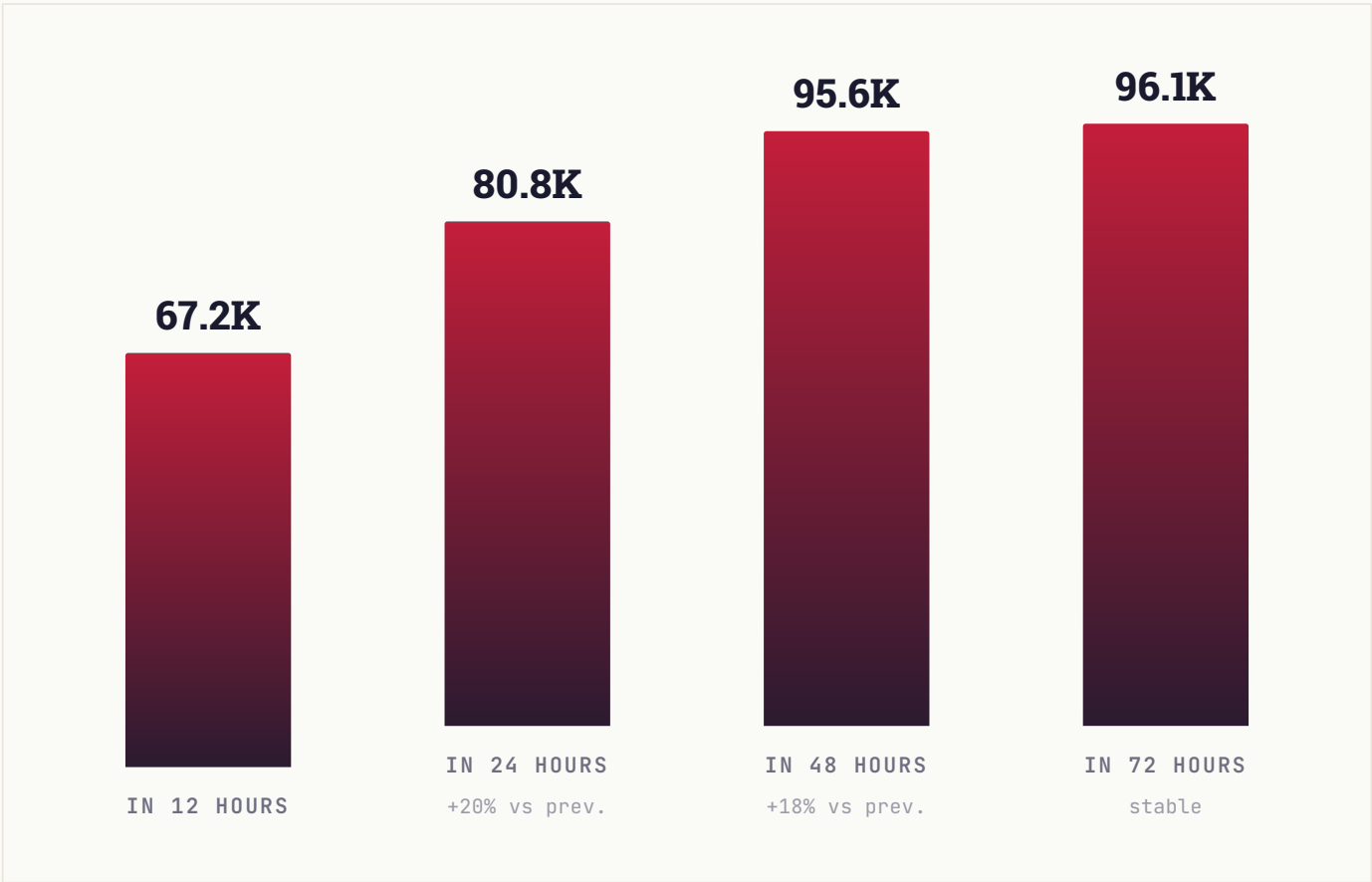
Citation index 2 – channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from 1K. All-time mentions: 11 different channels.



SECTION 05 · AD POTENTIAL

How long a post drives 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 closest channels by topic and audience. Your channel highlighted — see its rank among niche peers.

CHANNEL	SUBS
ZY Golden Apple	1.1M
NN Found on Wildberries	635.3K
MI MIXIT.RU	614.6K
M Manicure Nails	573.8K
NN Finds on Wildberries / WB	537.2K
EM Elena Mixit	521.6K
GD Facial exercises	472.5K
PM By fashion Trends	437.6K
PR Primebery	398.9K
NW WB OZON finds	393.5K
TA Quiet upgrade YOU	196K

COMPARATIVE INSIGHT

Channel in top half of niche (#38 of 96). Niche leader: Golden Apple (1.1M), median subs 171K. Aim for top quartile — realistic 6-12 month horizon.

SECTION 07 · NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category «Fashion and beauty» (Russia) and compared your channel. Gray band = 80% of niche channels (p10-p90). Black vertical = median. Red dot = your channel.

#38/100

POSITION IN NICHE

Channel in the top half of the ranking



— SECTION 08 · STRATEGY

What to do right now

5 priority actions ranked by expected impact. Check off and revisit in a month.

- | | | |
|-----------|--|--|
| 01 | Increase posting frequency
Now 1.0 posts/week. Active channels average 7-10.
Consistency is key to audience retention. | EFFECT
Consistency
beats volume |
| 02 | Main post of the week — on Friday
Audience most active on this day at 15:00 MSK. | EFFECT
Best window
for an
important post |
| 03 | Increase share of video posts
Video in Telegram retains audience longer and is
algorithm-friendly. Aim for 15-25% share. | EFFECT
Video retains
audience
better |
| 04 | 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 |
| 05 | Test polls & interactive formats
Posts with polls/reactions usually boost ER by 5-15%.
One weekly poll on a hot topic — easy win. | EFFECT
+5-15% ER |

★ 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 with us and hit your growth plan in a month.

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

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