

PUBLIC PROMTPRESS REPORT

Channel audit

TREND ISLAND



@trendisland

Over 200 fashion and jewelry brands, food hall and lecture hall.
Moscow locations: m. CSKA, Aviapark, Khodyn'sky Boulevard 4, 3rd floor / m. Kievskaya, Evropeysky Mall, Kiev'sky Railway Station sq...

SUBSCRIBERS

19 997

+10462 per month

ERR (% SEE POSTS)

5.0%

per day 1.8%

REACH/POST

903

ad reach 372/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 19 997 —	 SUBSCRIBER REACH 4.51% avg % subs see post	 VIEWS/POST 903 median 882 · 29 days	 POSTS/WK 12.2 for the period
 TREND 7D -9.4% vs previous week	 REACTS/POST 46.2 total 2 402 react., 161 rep., 6 comm.	 POST LENGTH 418 chars median 328 · 29 days	 POSTS ANALYZED 52 29 days
 AD REACH 372 avg per 24h	 CHURN / MONTH +10462 last month	 CITATIONS 116 citation index · 301 channels mentioned all time	 CHANNEL AGE 4 years 5 months created 04.03.2022

EDITOR'S AI SUMMARY

Channel 'TREND ISLAND' – 19 997 subs. Each post on average gets 903 people (5% from subs), reach is low – worth expanding the audience. Publishes 12 posts per week (~2 per day) – regular schedule. For the week of Aug 10–16, reach down -9.4% by the week of Aug 3–9 – worth analyzing reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS SHARE

- 01 Analysis based on **52** posts in 29 days.
- 02 Dominant format – **Video** (18/52 posts).
- 03 Avg post length – **418** chars (median 328).
- 04 Audience activity peak – **Sunday**, 19:00 MSK.
- 05 Best posts get **3 times** more views than the weakest (2.2K avg for top vs 631 for worst) – among 52 posts in 29 days. Worth analyzing what the top posts share – topic, format, timing.

TOP 5 POSTS

Nº1 16.08 · 16:10 VIDEO Today we checked out the NIKIFILINI corner, where Japanese aesthetics unfold into a whole universe: manga, art pieces, Asian motifs and...	VIEWS 2 726 REP. 4	REACTS 21 ER 13.6%
Nº2 24.07 · 12:09 VIDEO Top brand news from TREND ISLAND New collections, new drops, archive sales, collaborations and nice bonuses from brands –...	VIEWS 2 189 REP. 6	REACTS 20 ER 10.9%
Nº3 09.08 · 06:22 TEXT (post without caption – text)	VIEWS 1 645 REP. 2	REACTS 121 ER 8.2%

Nº4 08.08 · 11:45 TEXT All new arrivals are already waiting for you at the TREND ISLAND АВИАПАРК. And to make updating your wardrobe even nicer, we remind you about the TREND contest...	VIEWS 1 461 REP. —	REACTS 106 ER 7.3%
Nº5 08.08 · 11:45 PHOTO 1 — ❤️ 2 — 🔥	VIEWS 1 417 REP. 2	REACTS 120 ER 7.1%

|

WORST 3

↓ 18.08 · 14:31 TEXT (post without caption — text)	VIEWS 664 REP. 3	REACTS 13 ER 3.3%
↓ 17.08 · 15:16 VIDEO Updating plans for the penultimate week of summer at the chess pop-up РЕП ЧЕСС: Monday / Aug 17 / 19:30 – anti-chess (6 rounds, 3+2) –...	VIEWS 616 REP. 1	REACTS 13 ER 3.1%
↓ 19.08 · 08:03 TEXT Reminder: Aug 20 free pilates at Trend Island. Together with onit brand and trainers of PMP fitness studio we prepared for you...	VIEWS 614 REP. 2	REACTS 16 ER 3.1%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

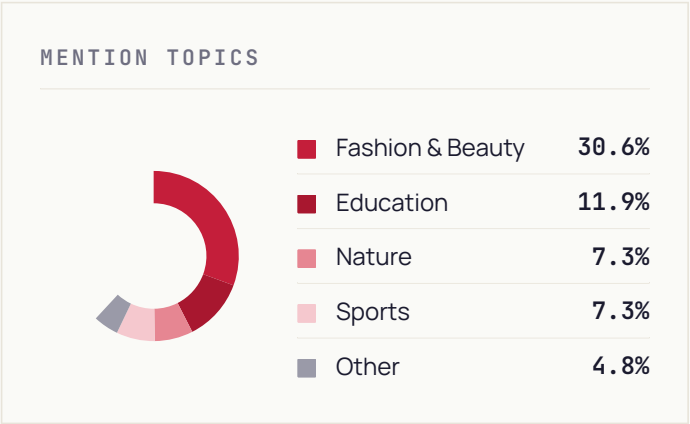
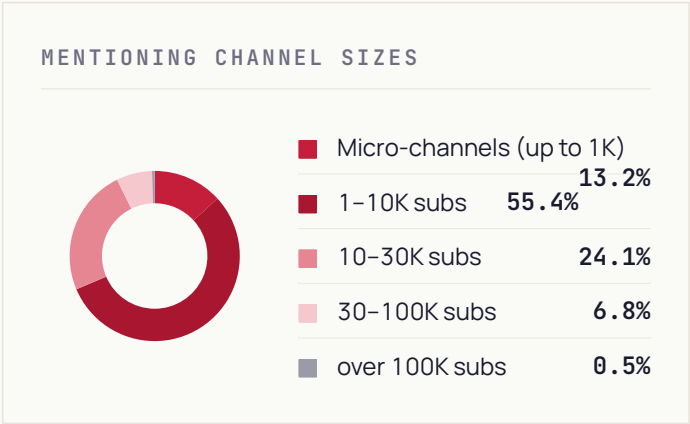
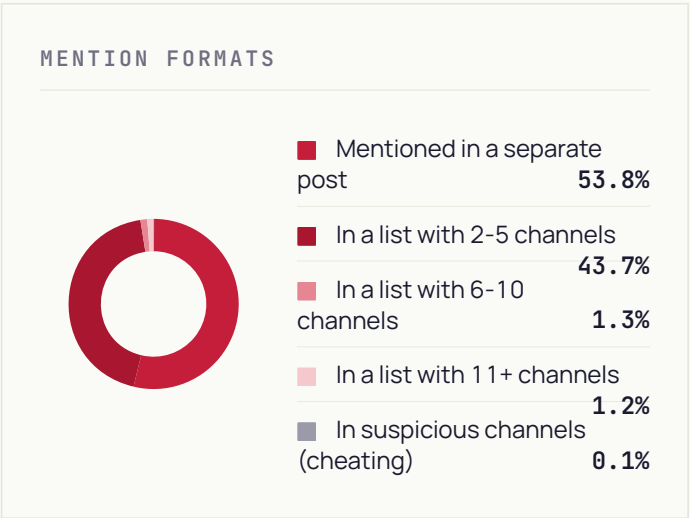
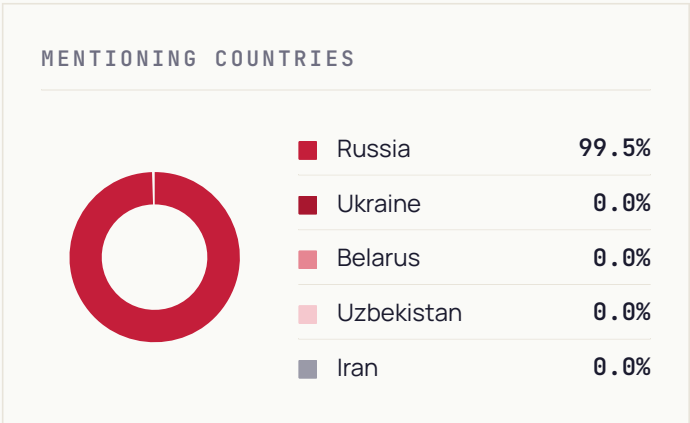
Subscriber growth graph for the year. Exact subscriber counts are shown for key months. Shows in which months the channel grew and in which lost subscribers.



SECTION 04 · CITATIONS

Who and how mentions the channel

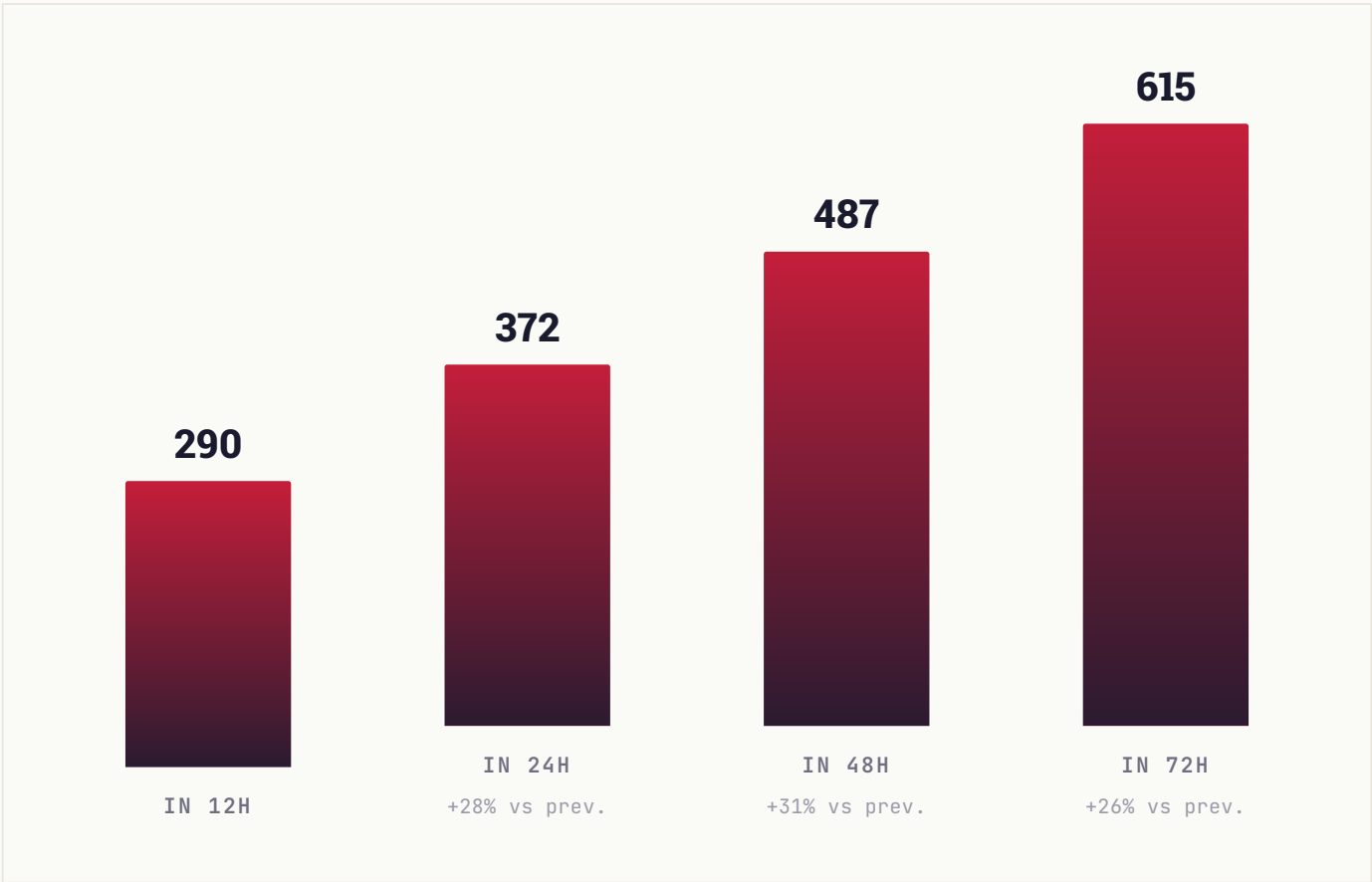
Citation Index **116** — channel popularity rating based on mentions. Takes into account not only their count but also the weight of those mentioning: a post from a 100k-subscriber channel weighs more than one from a 1k channel. Over all time, the channel was mentioned **301** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

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



SECTION 06 · COMPETITORS

Your competitors

11 closest channels by topic and audience. Highlighted your channel — see its place among niche neighbors.

CHANNEL	SUBSCRIBERS
ЗЯ Золотое Яблоко	1M
НН Found on Wildberries	616.3K
МІ MIXIT.RU	570.5K
Tue trending with girls	568K
МІ Manicure Nails	566.4K
Monthly Elena Mixit	526.9K
НН Finds on Wildberries / WB	523.5K
Where Face gymnastics	470.5K
Impr. Fashion Trends	430.4K
HW WB OZON Finds	411.5K
TI TREND ISLAND YOU	20K

COMPARATIVE TAKEAWAY

Channel so far outside top-96 niche — early growth stage. Niche leader — Золотое Яблоко (1M), top-96 median: 165.5K. First goal — break into 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 mentioned your channel.
For the last **6 months** such mentions: **101**, they brought **3 646** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
February 2026	5	5	45
January 2026	3	3	432
December 2025	5	3	135
November 2025	41	22	321
October 2025	22	16	1 928
September 2025	25	18	785

TOTAL MENTIONS	MONTHS IN DATA	ATTRACTED SUBS
101	6	3 646

Where the channel is in its league

The figure consists of three horizontal bar charts, each representing a different performance metric. Each chart has a light beige background bar representing the range of values, a darker beige bar representing the median, and a vertical line representing the peer channel's value. A red dot on the left indicates the channel's position.

- SUBSCRIBERS:** The channel has 19,997 subscribers, which is below the median of 165.6K by 88%. The range is from 58.4K to 537.4K.
- AVG REACH / POST:** The channel has 903 average reach per post, which is below the median of 13.3K by 93%. The range is from 702 to 88.6K.
- CITATION INDEX:** The channel has a citation index of 116, which is below the median of 135 by 14%. The range is from 0 to 1.9K.

Metric	Channel Value	Median	Comparison	Range (Min-Max)
SUBSCRIBERS	19 997	165.6K	below median by 88%	58.4K - 537.4K
AVG REACH / POST	903	13.3K	below median by 93%	702 - 88.6K
CITATION INDEX	116	135	below median by 14%	0 - 1.9K

— SECTION 09 · STRATEGY

What to do now

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

01

Main post of the week — on Sunday

Audience most active on this day at 19:00 MSK.

EFFECT

**Best window
for an
important post**

02

ER below niche benchmark — rethink formats

Current ER 4.51% vs norm 5.5%. Try polls and interactive formats.

EFFECT

+1.0pp ER

03

Systematic traffic buying

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

EFFECT

**+1000-3000
subs**

04

Test polls and interactive formats

Posts with polls/reactions typically give +5-15% to ER.
One poll a week on a hot topic — an easy growth win.

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

Exchange posts with channels in same segment quarterly. No need daily — 2-3 collabs give relevant growth.

EFFECT

**Relevant
audience
growth**

★ WHAT'S NEXT

Want this done? **PromptPress?**

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

01

Run ads in Telegram

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

02

Contact manager

t.me/PromptPress_manager