

PROMTPRESS PUBLIC REPORT

Channel audit

Trends Reports



@trendsreports

Personal take on fashion, style, and aesthetics. From runways to street looks, trends to personal observations. Ads/PR @vlad_astah

SUBS

262 000

+159036 per month

ERR (% SEE POSTS)

56.0%

per day 22.7%

REACH/POST

139.7K

ad reach 60K/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 262 000 —	 SUBSCRIBER REACH 53.31% avg % subs see post	 VIEWS/POST 139.7K median 110.8K · 24 days	 POSTS/WK 1.4 over period
 7D TREND — no data for period	 REACTS/POST 777.2 only 3,886 reactions, 1,382 reposts, 0 comments	 POST LENGTH 868 chars median 842 · 24 days	 POSTS ANALYZED 5 24 days
 AD REACH 60K 24h avg	 CHURN / MONTH +159036 last month	 CITATION RATE 0 citation index · 12 channels mentioned ever	 CHANNEL AGE 2 years 1 month created 30.05.2024

AI EDITOR SUMMARY

Channel «Trends Reports» — 262 000 subs. Each post averages 139.7K people (53% from subs), wide reach for a channel this size. Posts 1 posts/week (~0/day) — rare updates.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS SHARE

- 01 Analysis based on 5 posts over 24 days.
- 02 Dominant format – Photo (5/5 posts).
- 03 Avg post length – 868 chars (median 842).
- 04 Peak audience activity – Sunday, 21:00 MSK.
- 05 Top posts get 2x more views than the weakest (165.6K avg for top vs 104.2K for worst) – among 5 posts over 24 days. Worth analyzing what the top has in common – topic, format, timing.

TOP 5 POSTS

№105.07 · 18:58PHOTO	Stripes hit manicure After bold denim, stripes are the season's key visual accent. And they're not just for...		VIEWS	REACTS
			243 811	987
№210.07 · 16:30PHOTO	The jelly shoes trend didn't appear out of nowhere – it's been slowly brewing since that loud Melissa x Y/Project collab But it seems that exactly...		REPOSTS	ER
			236	93.1%
№315.07 · 09:02PHOTO			VIEWS	REACTS
			142 063	1 010
	Geometry of fashion by Durand Lantink In his debut couture collection for Jean Paul Gaultier, the designer clearly decided not to hold back: cranked up...		REPOSTS	ER
			242	54.2%
			VIEWS	REACTS
			110 822	1 010
			REPOSTS	ER
			205	42.3%

Nº420.06 · 15:29 PHOTO First men's collection by Simone Rocha shown at Pitti Uomo The debut was quite expected for a brand whose visual language is built...	VIEWS	REACTS
	109 185	603
	REPOSTS	ER
	347	41.7%

Nº529.06 · 16:56 PHOTO The 'want/can' rubric on clear soles This summer ALAÏA dropped slides that look like a futuristic fashion artifact: transparent...	VIEWS	REACTS
	92 531	276
	REPOSTS	ER
	352	35.3%

|

WORST 3

↓ 15.07 · 09:02 PHOTO Geometry of fashion by Durand Lantink In his debut couture collection for Jean Paul Gaultier, the designer clearly decided not to hold back: cranked up...	VIEWS	REACTS
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SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

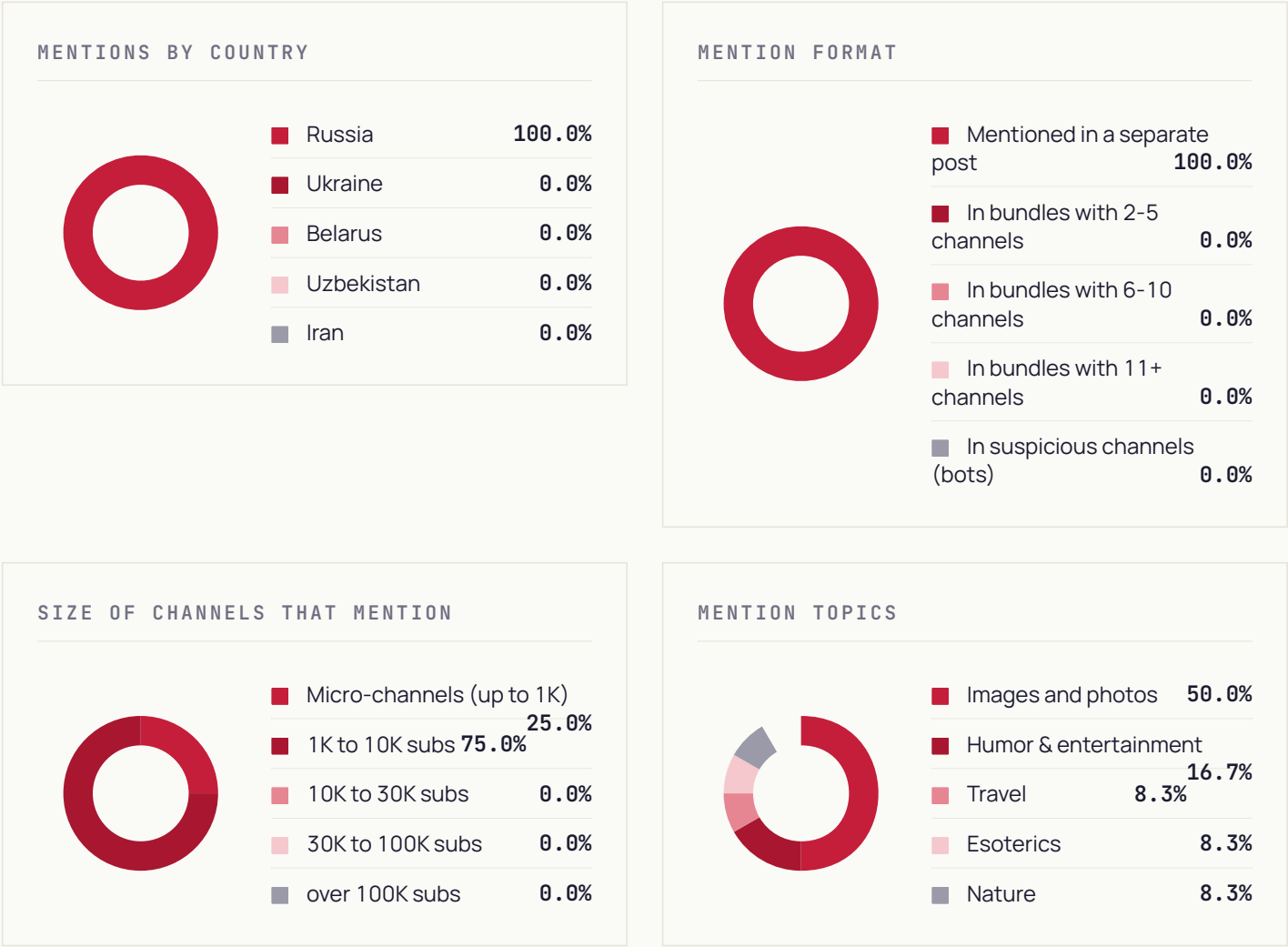
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained and which it lost subs.



SECTION 04 · CITATIONS

Who mentions the channel and how

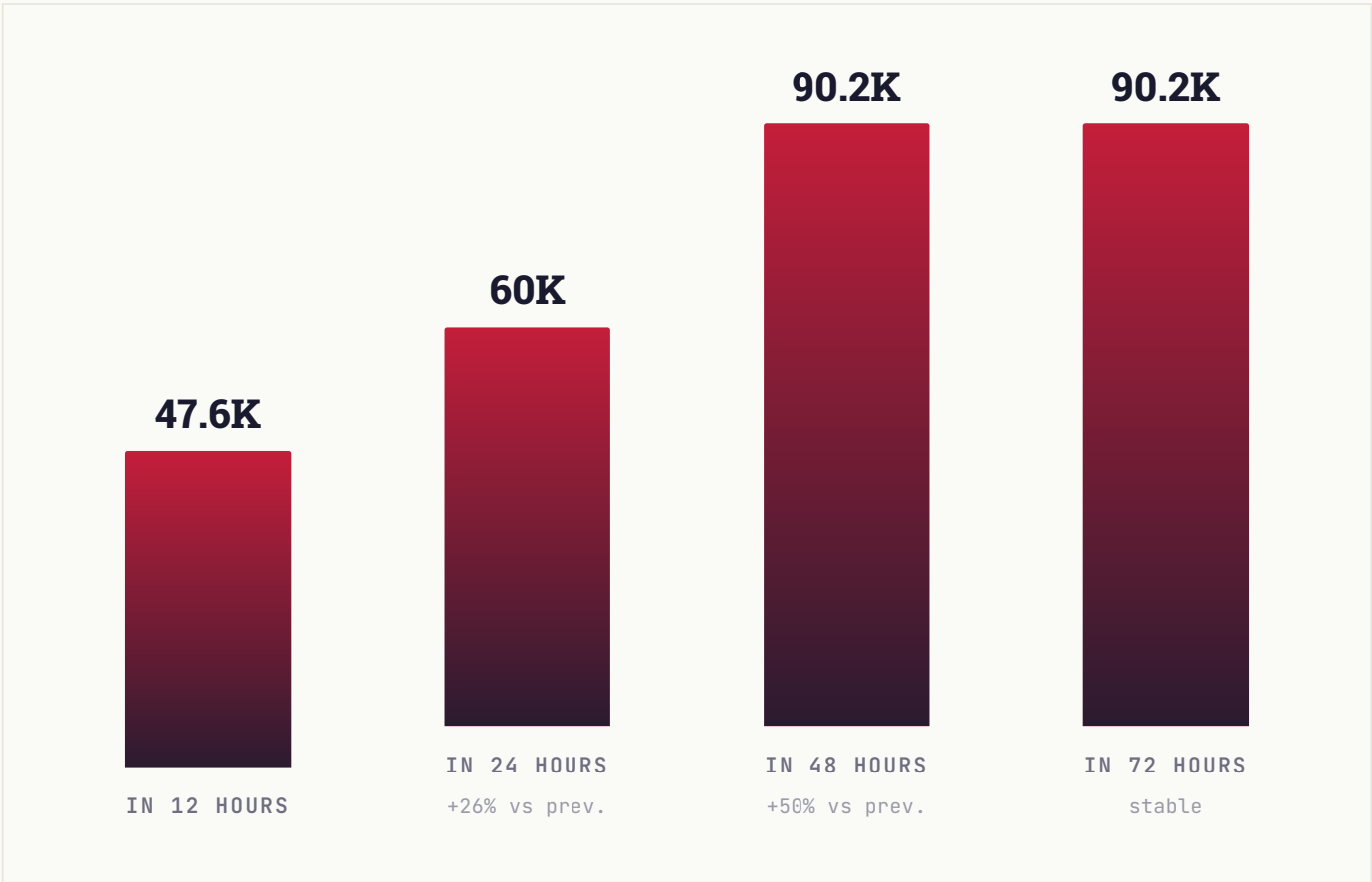
Citation index 0 – channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from 1K. All time channel was mentioned 12 different channels.



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 should 'live'.



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Your channel is highlighted — see its rank among niche peers.

CHANNEL	SUBS
ZY Golden Apple	1M
PC Pandabuy CnFans MuleBuy ACBuy Hacco Find🔍🐼	790.3K
NN Found on Wildberries	633.3K
MI MIXIT.RU	624.7K
M Manicure Nails	572K
NN Finds on Wildberries / WB	533.2K
EM Elena Mixit	518K
GD Facial exercises	472.4K
PM By Style Trends	436K
PS Prime Savers	428.8K
TR Trends Reports YOU	262K

COMPARATIVE INSIGHT

Channel in top half of niche (#30 of 97). Niche leader — Golden Apple (1M), median subs 189.3K. Aim for top quartile — realistic 6-12 month horizon.

— SECTION 07 · NICHE COMPARISON

Where the channel ranks in its league

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

#30

/100

RANK IN NICHE

Channel in top half of ranking

SUBS

better than 62% of niche

median 189.8K

66.8K

262 000 — your channel

558.4K

AVG REACH / POST

better than 90% of niche

median 14.3K

40

139 682 — your channel

153.7K

CITATION INDEX

99% below median

median 61

0

0 — your channel

1.9K

— SECTION 08 · STRATEGY

What to do right now

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

01**Increase posting frequency**

Now 1.4 posts/wk. Active channels average 7-10.
Consistency is key to audience retention.

EFFECT

**Consistency
beats volume****02****Top post of the week — on Sunday**

Audience most active on this day at 21:00 MSK.

EFFECT

**Best window
for an
important post****03****Increase video post share**

Video in Telegram retains audience longer and is
algorithm-friendly. Recommend increasing share to
15-25%.

EFFECT

**Video retains
audience
better****04****Systematic traffic buying**

3 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 growth lever.

EFFECT

+5-15% ER

★ WHAT'S NEXT

Want us to do it **PromptPress?**

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

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

02 Contact manager t.me/PromptPress_manager
