

PUBLIC PROMTPRESS REPORT

Channel audit

Your cosmetologist



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SUBSCRIBERS

68 180

-1071 per month

ERR (% SEE POSTS)

3.0%

Daily 1.6%

REACH/POST

1.9K

Ad reach 1.1K/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

Yearly chart · growth

04 Citation rate

Who mentions the channel and how

05 Ad potential

How long a post brings reach

06 Competitors

Niche neighbors · your place

07 Mention dynamics

6 months · monthly

08 Niche comparison

Rank in «Fashion & Beauty»

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 covers.

 SUBSCRIBERS 68 180 —	 SUBS REACH 2.85% Avg % subs see post	 VIEWS/POST 1.9K Median 2K · 29 days	 POSTS/WEEK 29.0 For period
 7D TREND -7.6% vs previous week	 REACTIONS/POST 19.0 Only 2,313 reactions, 1,105 reposts, 2 comments	 POST LENGTH 249 chars Median 228 · 29 days	 POSTS ANALYZED 122 29 days
 AD REACH 1.1K 24h avg	 CHURN / MONTH -1071 Last month	 CITATION RATE 697 Citation index · 617 channels mentioned all time	 CHANNEL AGE 2 years 8 months Created 21.10.2023

AI EDITOR SUMMARY

Channel «Your Cosmetologist» — 68 180 subs. Each post avg views 1.9K people (3% subs), reach is low — should grow audience. Publishes 29 posts/week (~4/day) — active posting. Week Jun 22–28 reach dropped -7.6% vs week Jun 15–21 — worth analyzing causes.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 122 posts over 29 days.
- 02 Dominant format — Photo (68/122 posts).
- 03 Avg post length — 249 chars (median 228).
- 04 Audience peak — Thu, 22:00 MSK.
- 05 Top posts get 2× More views than weakest (top avg 2.6K vs worst 1.4K) — among 122 posts over 29 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 12.06 · 18:26 VIDEO Stylish hairstyle in 3 minutes ✓🥰 Your cosmetologist	VIEWS 2 601 REP. 13	REACTIONS 18 ER 3.8%
Nº2 14.06 · 09:46 PHOTO 🌸 Which concealer to choose? 🌸💜 beige – for face contouring, adds volume ❤️pink or peach – covers dark...	VIEWS 2 575 REP. 15	REACTIONS 22 ER 3.8%
Nº3 14.06 · 18:49 PHOTO “Brush your hair in the shower” Salons often recommend brushing hair in the shower with conditioner or mask on. This...	VIEWS 2 511 REP. 8	REACTIONS 21 ER 3.7%

Nº4 09.06 · 06:33 VIDEO Bridal makeup🔥😄 Your cosmetologist	VIEWS 2 420 REP. 2	REACTIONS 28 ER 3.5%
Nº5 11.06 · 19:02 VIDEO Quick night styling✔️😄 Your cosmetologist	VIEWS 2 416 REP. 42	REACTIONS 43 ER 3.5%

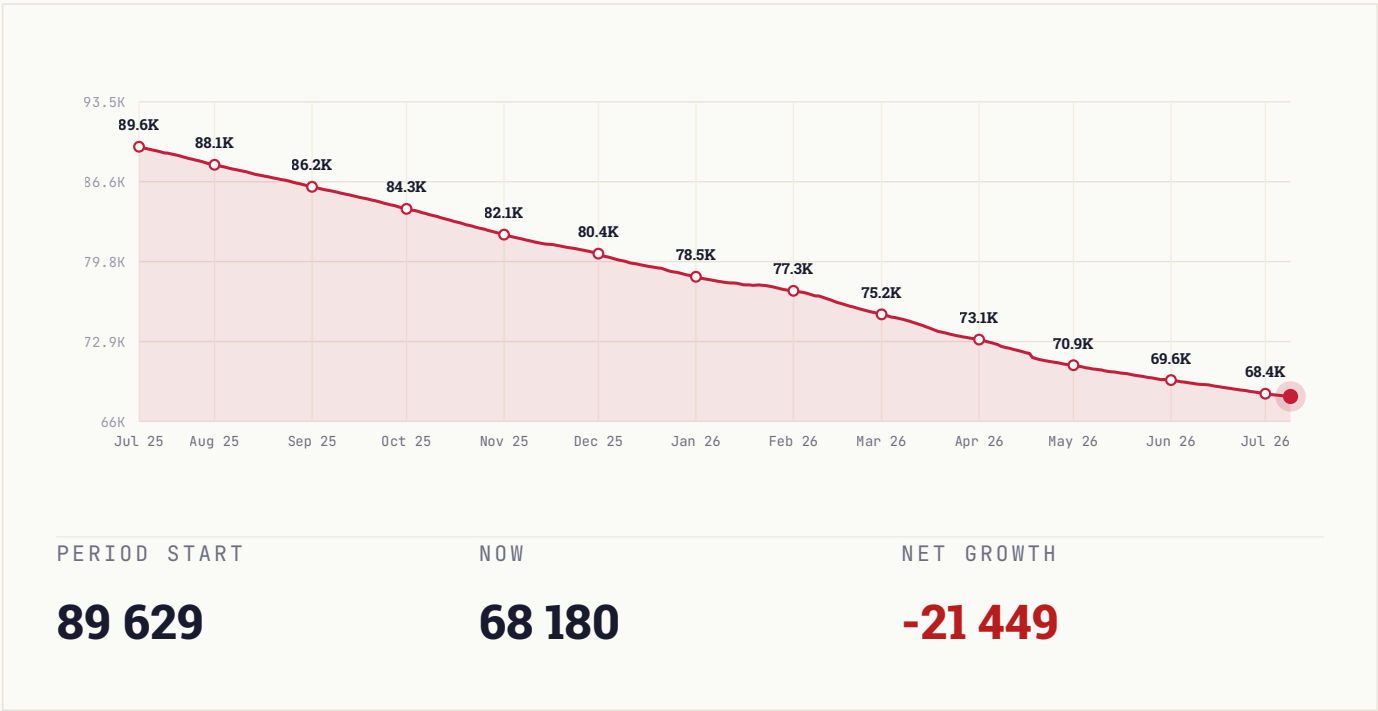
WORST 3

↓ 05.07 · 07:50 VIDEO Get rid of forehead wrinkles👍😄 Your Cosmetologist	VIEWS 1 414 REP. 22	REACTIONS 13 ER 2.1%
↓ 05.07 · 09:52 PHOTO How fast hair grows ♦ Per day — about 0.05 cm (0.5 mm). ♦ Per week — about 0.35 cm. ♦ Per month — about 1.3 cm. ♦ Per year —...	VIEWS 1 357 REP. 5	REACTIONS 15 ER 2.0%
↓ 05.07 · 13:44 VIDEO Life hack for lush eyelashes✔️😄 Your Cosmetologist	VIEWS 1 357 REP. 18	REACTIONS 21 ER 2.0%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

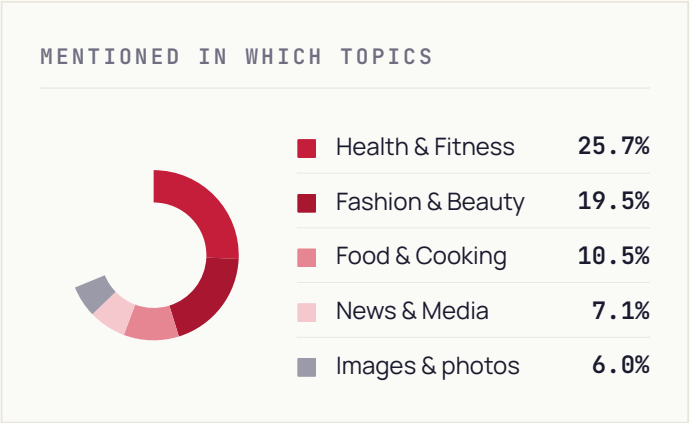
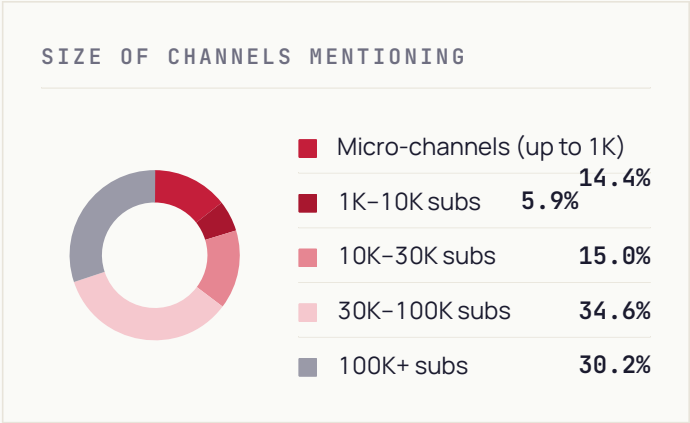
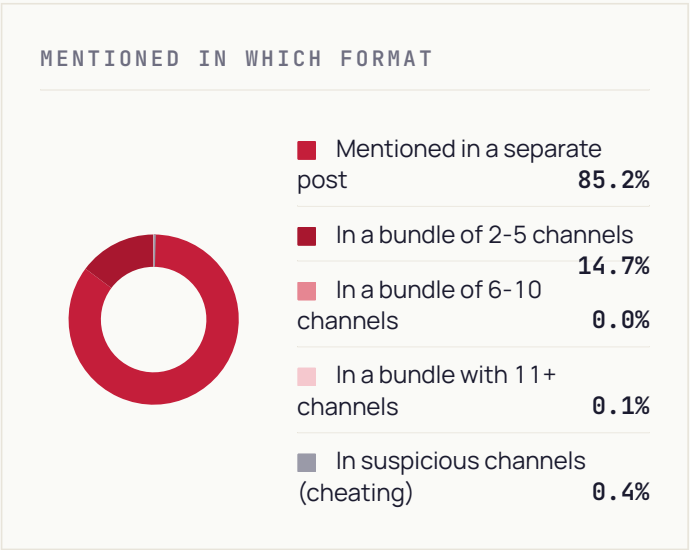
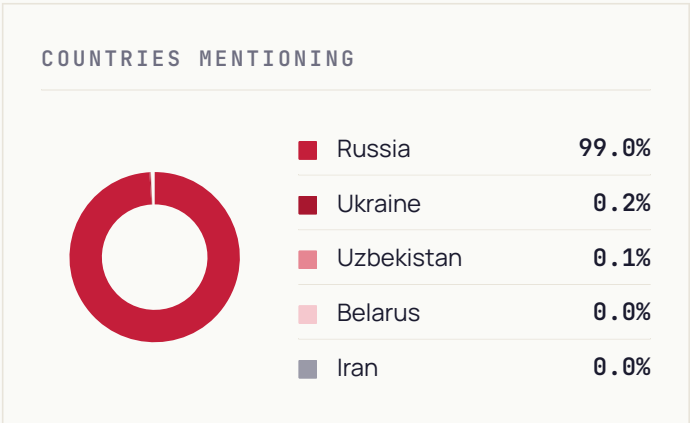
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel grew and which it lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

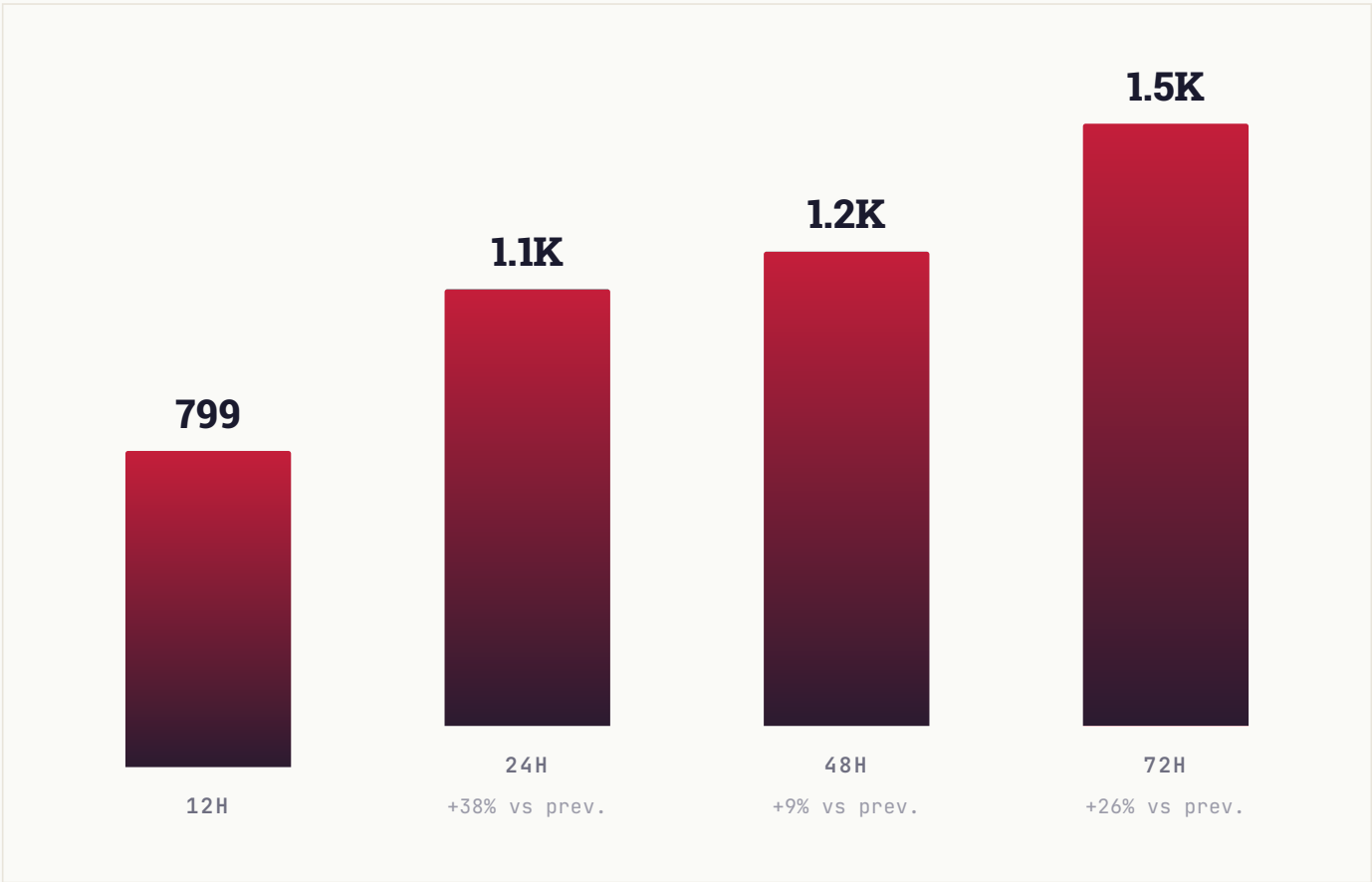
Citation index **697** — channel popularity rating based on mentions. Considers not only quantity but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time channel mentions: **617** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of ad post by time since publication. Helps estimate how long a 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
NN Found on Wildberries	635.3K
MI MIXIT.RU	614.6K
M Manicure Nails	573.8K
NN Wildberries finds / 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
TK Your cosmetologist YOU	68.2K

COMPARATIVE CONCLUSION

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

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Every month we record posts in other channels that mention yours. Over the last **6 months** Such mentions: **104**, they brought **35** New subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
January 2026	15	8	35	
December 2025	13	8	0	
November 2025	18	2	0	
October 2025	24	5	0	
September 2025	16	2	0	
August 2025	18	1	0	
TOTAL MENTIONS	MONTHS IN DATA		ATTRACTED SUBS	
104	6		35	

Where channel stands in its league

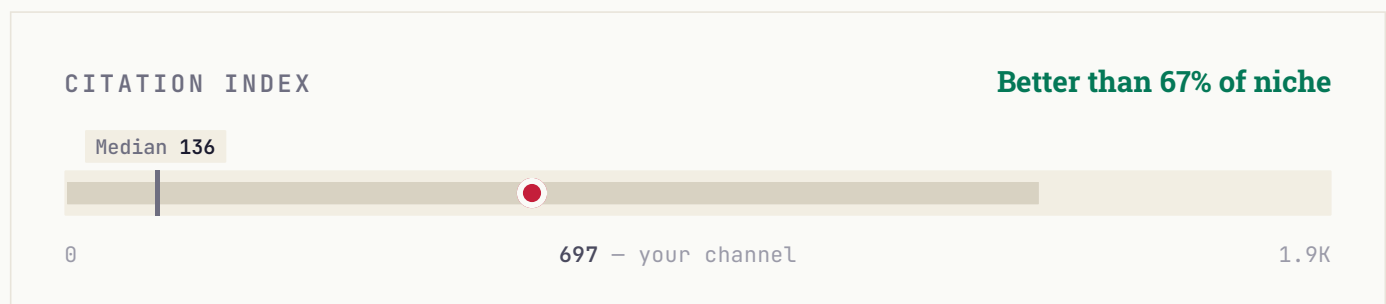
SUBSCRIBERS **60% below median**

A horizontal bar chart comparing a channel's subscriber count to a median. The chart has a light beige background. A dark beige bar represents the channel's performance, starting from the left axis at 58.4K and ending at 171.1K. A vertical line marks the median at 171.1K. A red dot is placed on the left axis at 58.4K. The text '60% below median' is written in red at the top right.

Metric	Value
Channel Subscribers	68 180
Median	171.1K
Range (Left)	58.4K
Range (Right)	512.2K

Median 171.1K

58.4K 68 180 — your channel 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 Thursday

Audience is most active on this day at 22:00 MSK.

EFFECT

**Best window
for important
post**

02

ER below niche benchmark — rethink formats

Current ER 2.85% vs norm 5.5%. Try polls and interactive formats.

EFFECT

+2.6pp ER

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 and interactive formats

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

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

Cross-post with same-segment channels quarterly. 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 minutes from public data. To go further, run ads with us and close your growth plan in a month.

01

Launch ads in Telegram

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

02

Contact manager

t.me/PromptPress_manager