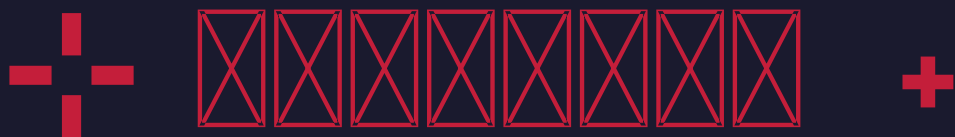


— PUBLIC REPORT BY PROMTPRESS

Channel audit



@vanillas_me
📱 tiktok (9k+): vanillas_me review / BEAUTY / skincare ' -
——◆—— ✉ vanillas_me@mail.ru

SUBSCRIBERS	ERR (% SEE POSTS)	REACH/POST
1 518 +126 per month	84.0% in 24h 32.0%	1.3K ad reach 481/24h

— 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 and how mentions the channel

05 Ad Potential

How long a post generates reach

06 Competitors

Niche neighbors · your spot

07 Mention dynamics

6 months · monthly

08 Niche comparison

Rank in «Sales» Category

09 Strategy

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card – a separate channel health indicator. Subtitle below the number shows the period it covers.

 SUBSCRIBERS 1 518 —	 SUBS REACH 85.63% avg % subs see post	 VIEWS/POST 1.3K median 1.4K · 27 days	 POSTS/WEEK 4.0 over period
 7D TREND -5.8% vs previous week	 REACTIONS/POST 58.0 total 928 reactions, 13 reposts, 1 comment	 POST LENGTH 75 chars median 71 · 27 days	 POSTS ANALYZED 16 27 days
 AD REACH 481 24h avg	 CHURN / MONTH +126 over last month	 CITATION RATE 0 citation index · 19 channels mentioned all time	 CHANNEL AGE 2 years 9 months created 29.08.2023

AI EDITOR SUMMARY

Channel «- » — 1 518 subs. Each post averages 1.3K people (86% of subs), wide reach for a channel this size. Posts 4 posts per week (~1/day) – rare posts. For week Jun 1–7 reach dropped -5.8% to week May 25–31 – worth analyzing why.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 16 posts in 27 days.
- 02 Dominant format — Text (8/16 posts).
- 03 Avg post length — 75 chars (median 71).
- 04 Peak Audience Activity — Wednesday, 20:00 MSK.
- 05 Top Posts Get 3x more views than the weakest (2.1K avg for top vs 753 for worst) — among 16 posts in 27 days. Worth analyzing what the top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 20.05 · 17:40 TEXT 👁️👁️ quick mini review of flower knows lipstick!! link 📄 https://vt.tiktok.com/ZSxBqxrj5/	VIEWS 2 241 REPOSTS —	REACTIONS 39 ER 147.6%
Nº2 19.05 · 21:38 VIDEO 👁️new video!! item codes in comments link 📄 https://vt.tiktok.com/ZSxhDsJ4Q/	VIEWS 2 152 REPOSTS 1	REACTIONS 67 ER 141.8%
Nº3 24.05 · 20:22 PHOTO 👁️new video!! link 📄 https://vt.tiktok.com/ZSxuM67Qf/	VIEWS 1 990 REPOSTS 3	REACTIONS 64 ER 131.1%

Nº4 04.06 · 18:11 PHOTO hi everyone ☒ does anyone know if this rom&nd gloss is limited edition or not? chatgpt said it's limited, but google said it's...	VIEWS 1 624 REPOSTS 1	REACTIONS 112 ER 107.0%
Nº5 30.05 · 12:38 TEXT new video! random pics ☒ link ☒ https://vt.tiktok.com/ZSxtNj7mB/	VIEWS 1 594 REPOSTS —	REACTIONS 44 ER 105.0%

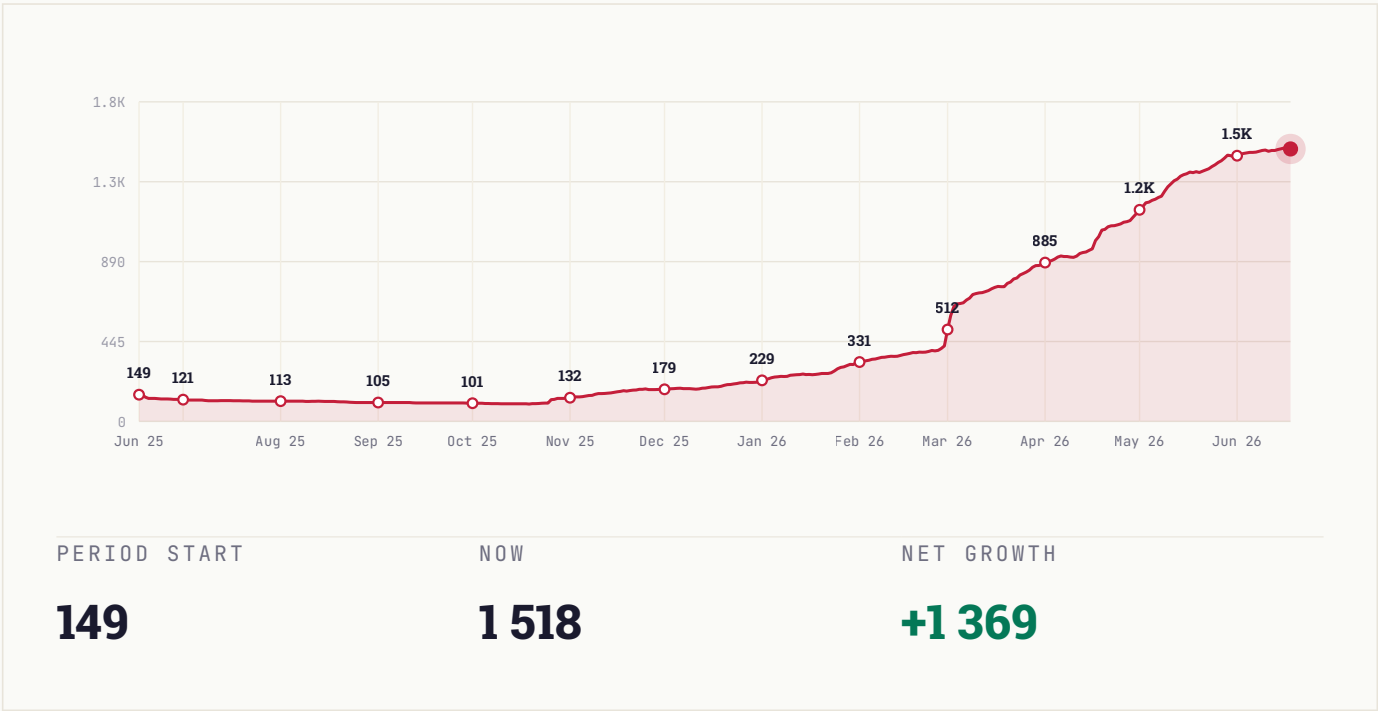
WORST 3

↓ 12.06 · 08:55 VIDEO new video! ☒ unboxing that wings hoodie☒ link ☒ https://vt.tiktok.com/ZSQ5GbGB/ wb article: 1027858796	VIEWS 845 REPOSTS 1	REACTIONS 41 ER 55.7%
↓ 11.06 · 18:39 TEXT ☒new video!! link ☒ https://vt.tiktok.com/ZSQfECvYE/	VIEWS 821 REPOSTS —	REACTIONS 28 ER 54.1%
↓ 14.06 · 09:51 VIDEO ☒new video!! link ☒ https://vt.tiktok.com/ZSQxnsXbE/	VIEWS 594 REPOSTS 1	REACTIONS 43 ER 39.1%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

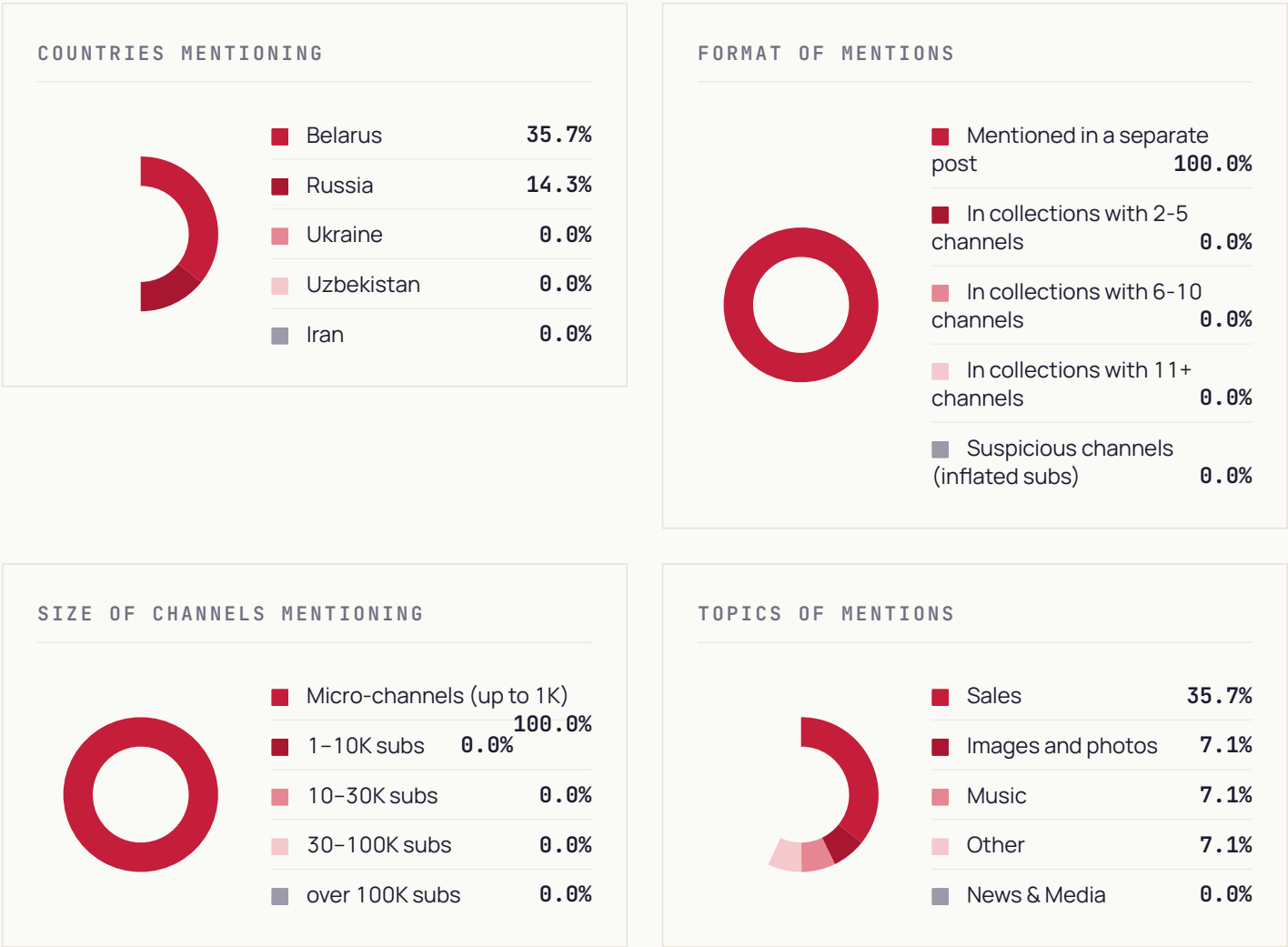
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who and how mentions the channel

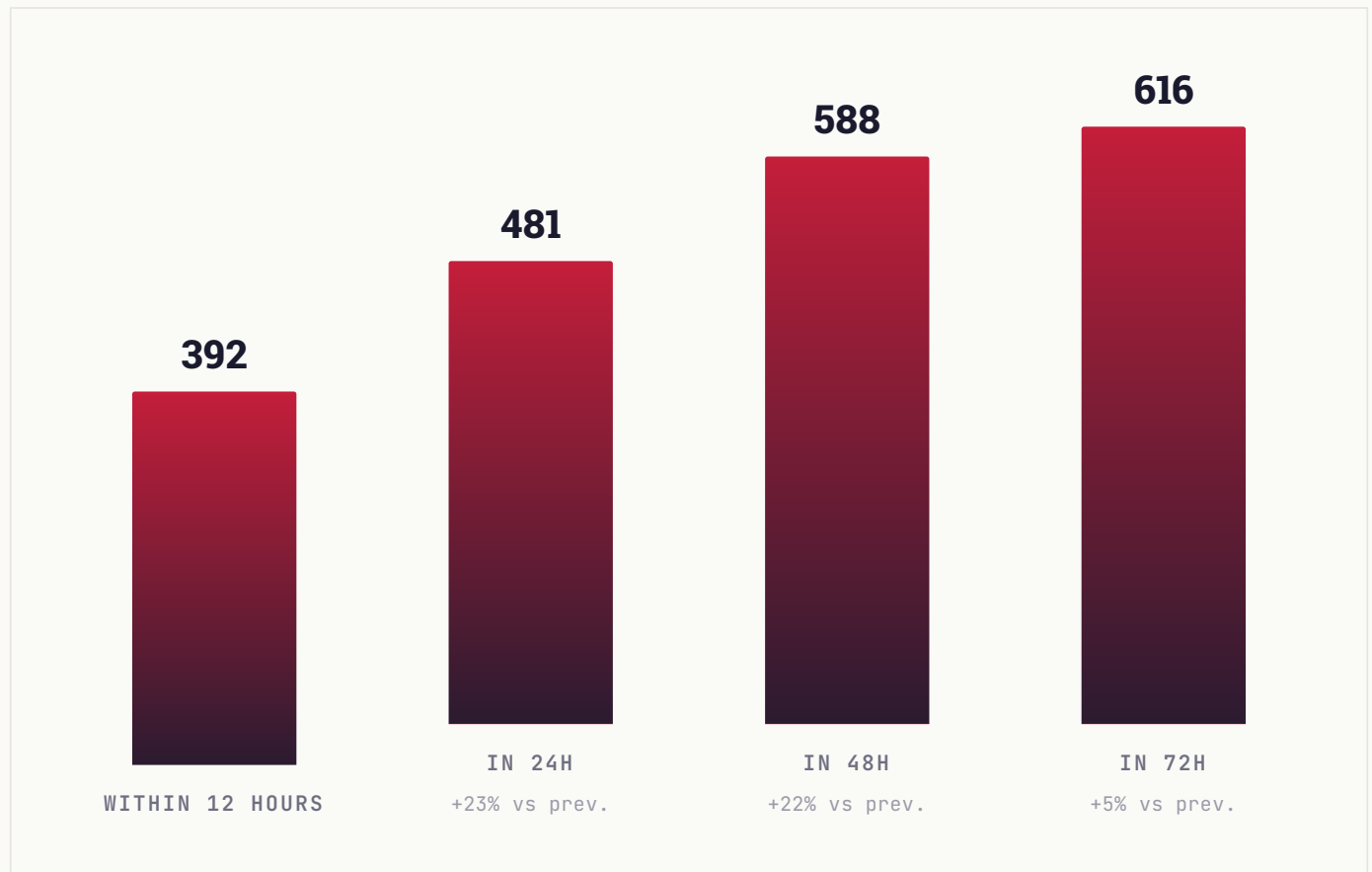
Citation index 0 – channel popularity rating based on mentions. Considers not only quantity but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned 19 different channels.



— SECTION 05 · AD POTENTIAL

How long a post generates 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 nearest channels by topic and audience. Your channel is highlighted — you can see its rank among niche neighbors.

CHANNEL	SUBSCRIBERS
53 5 element 5element.by	105.2K
Sat Belarus discounts	75.2K
F- Flatty - Rent apartments in Minsk Housing from owners	43.6K
PI Promocodes & Discounts Belarus	41.4K
Sun Belarus discounts & new arrivals	36.2K
H2 2lvek.by finds	35.5K
RE Realt	32.3K
SI SMARTECH luxury tech	27.3K
K- Kupon.by – promo codes Belarus	26.3K
KO Onliner Catalog	21.5K
     + YOU	1.5K

COMPARATIVE SUMMARY

Channel in bottom half of top-100 niche (#54 of 100). Niche median — 1.8K subs.
First growth KPI — reach median. Leader: 5 element | 5element.by (105.2K).

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 **0**, they brought **139** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
December 2025	0	0	48	
November 2025	0	0	54	
October 2025	0	0	34	
September 2025	0	0	0	
August 2025	0	0	2	
July 2025	0	0	1	

TOTAL MENTIONS	MONTHS OF DATA	GAINED SUBSCRIBERS
0	6	139

SECTION 08 · NICHE COMPARISON

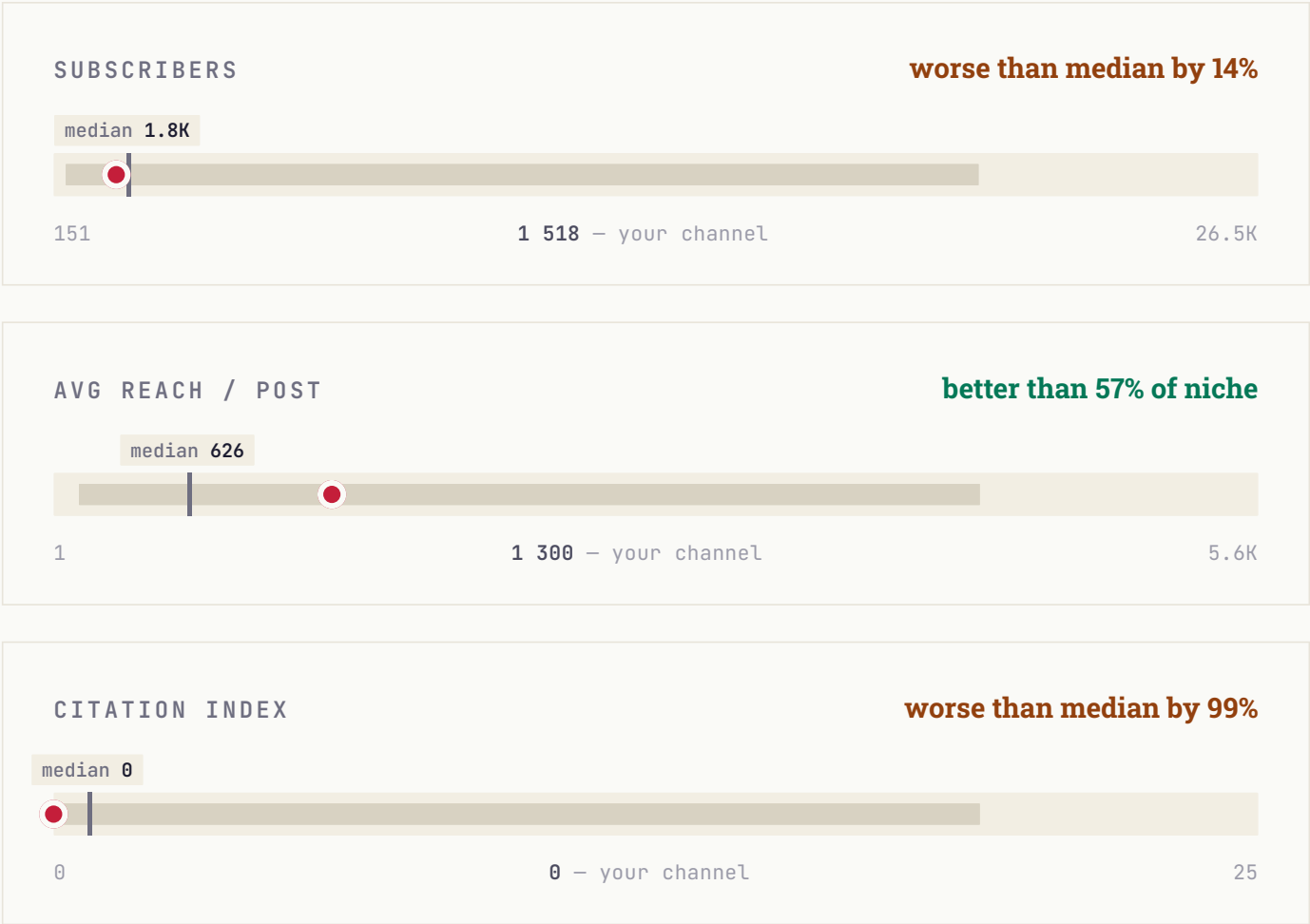
Where channel stands in its league

Took top-100 channels in category «Sales» (Belarus) and saw how your channel compares. Gray band — range covering 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

#54/100

RANK IN NICHE

Channel in bottom half of ranking



— SECTION 09 · STRATEGY

What to do right now

5 priority actions sorted by expected impact. Check them off and revisit this report in a month.

01

Increase posting frequency

Currently 4.0 posts/week. Active channels average 7-10. Consistency is key to retention.

EFFECT

Consistency > Volume

02

Top post of the week — on Wednesday

Audience is most active on this day at 20:00 MSK.

EFFECT

Best window for an important post

03

System traffic purchase

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 usually give +5-15% to ER. One poll per week on a hot topic is an easy growth point.

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

Exchange posts with channels in the same segment once a quarter. No need daily — 2-3 collabs bring relevant growth.

EFFECT

Growth from Relevant Audience

★ 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 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
