

PUBLIC PROMTPRESS REPORT

Channel audit

Velesmoda С любовью к Вам



@velesmoda_im_ru

Official channel of Belarusian clothing online store velesmoda.ru

New arrivals at <https://velesmoda.ru/>

SUBSCRIBERS

10 919

-58 per month

ERR (% SEE POSTS)

10.0%

per day 4.4%

REACH/POST

1.1K

ad reach 484/24h

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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.

 SUBSCRIBERS 10 919 —	 SUBS REACH 10.19% avg % subs see post	 VIEWS/POST 1.1K median 1.2K · 29 days	 POSTS/WEEK 7.2 over period
 7D TREND -9.8% vs previous week	 REACTIONS/POST 11.4 total 341 reactions, 53 reposts, 7 comments	 POST LENGTH 341 chars median 331 · 29 days	 POSTS ANALYZED 30 29 days
 AD REACH 484 24h avg	 CHURN / MONTH -58 last month	 CITATION RATE 0 citation index · 1 channels mentioned ever	 CHANNEL AGE 3 years 10 months created 16.08.2022

AI EDITOR SUMMARY

Channel «Velesmoda 🍷 With love to you» – 10 919 subs. Each post averages 1.1K people (10% of subs), reach is low – consider expanding audience. Publishes 7 posts per week (~1 per day) – regular schedule. For week 22–28 Jun reach dropped by -9.8% by week 15–21 Jun – worth analyzing reasons.

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 **30** posts over 29 days.
- 02 Dominant format — **Photo** (23/30 posts).
- 03 Avg post length — **341** chars (median 331).
- 04 Peak audience activity — **Monday**, 11:00 MSK.
- 05 Top posts get **2×** more views than the weakest (1.5K avg for top vs 830 for worst) — among 30 posts in 29 days. Worth analyzing what the top has in common: topic, format, time.

TOP 5 POSTS

Nº1 16.06 · 09:04 PHOTO The secret to a stylish look ❤️ Basic shades, proper fit, and comfort in every detail 1. Trouser suit 1114 2...	VIEWS 1 514 REPOSTS 2	REACTIONS 6 ER 13.9%
Nº2 15.06 · 09:01 PHOTO 💕 Looks that easily fit your wardrobe 1. Blouse 22-893-6 2. Pants 25-547-2 3. Dress 1565 4. Shorts suit ПП0141-ХЛ4 5...	VIEWS 1 490 REPOSTS 2	REACTIONS 11 ER 13.6%
Nº3 23.06 · 09:04 PHOTO ✈️ Comfy & stylish looks for walks, travel & leisure 1. Dress 26-716-2 2. Dress 728 3. Dress 210 4. Dress...	VIEWS 1 414 REPOSTS 2	REACTIONS 5 ER 12.9%

Nº4

12.06 · 08:59

PHOTO

Perfect moment for great deals 1. Trouser suit 2025 2. Dress 2356 3. Dress 1222 4. Dress 25-578-1 5. Dress 5094 👉More...

VIEWS

1 399

REPOSTS

1

REACTIONS

5

ER

12.8%

Nº5

10.06 · 09:35

VIDEO

🦊 Love a look? Upload a photo on the site & find similar items in one click. 📺 Watch how to use the new...

VIEWS

1 365

REPOSTS

2

REACTIONS

7

ER

12.5%

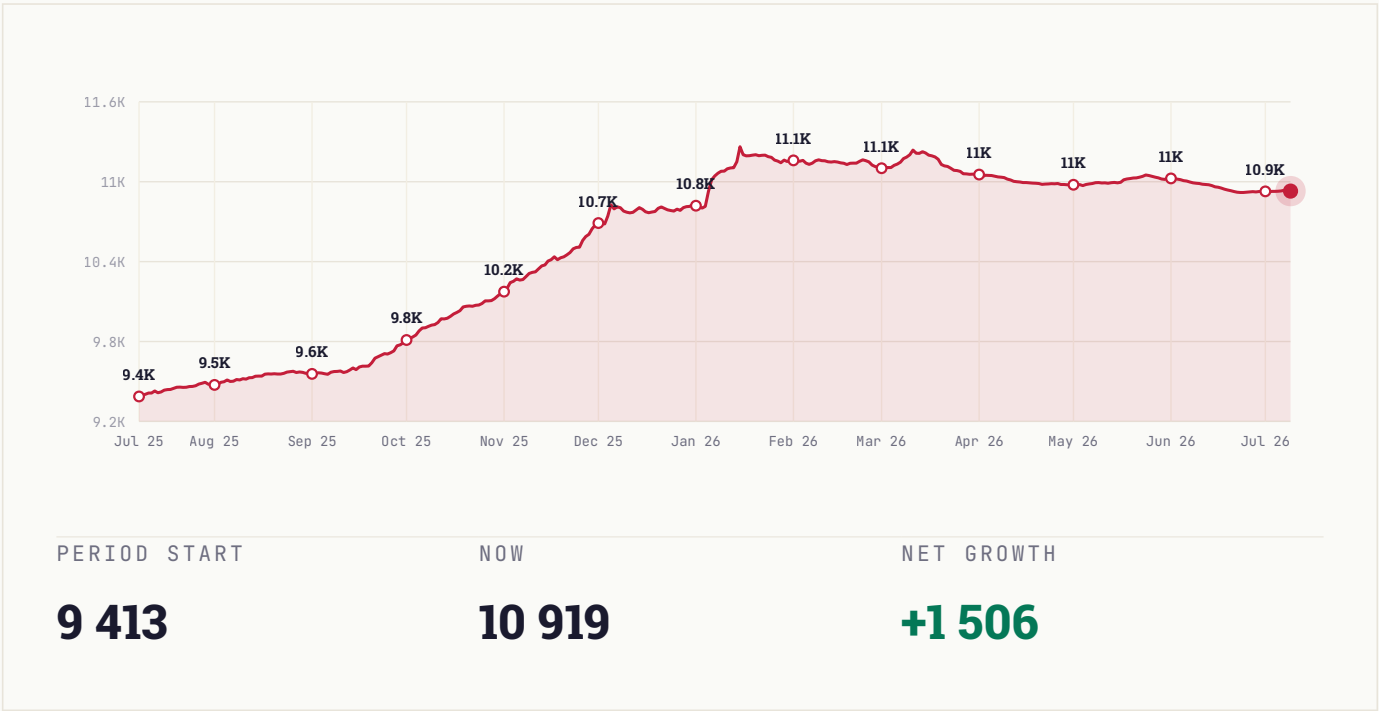
WORST 3

↓ 04.07 · 09:05 PHOTO 💕 Light, airy & incredibly comfy 1. Pants art. 2102-02 2. Pants art. 2698 3. Suit pants art. 2169 4. Pants art. 3010-1 5...	VIEWS 880 REPOSTS 1 REACTIONS 24 ER 8.1%
↓ 05.07 · 09:03 PHOTO Stay in the spotlight with a flawless look 1. Jacket art. 0305602 2. Skirt suit art. 23-240-2 3. Trouser suit art. 320 4...	VIEWS 826 REPOSTS 1 REACTIONS 25 ER 7.6%
↓ 06.07 · 09:02 PHOTO 💕 New styles in the catalog 1. Blouse art. 2470 2. Shorts suit art. 1392 3. Dress art. 210 4. Jacket art. 2135 5. Bag art. 6226...	VIEWS 784 REPOSTS 3 REACTIONS 29 ER 7.2%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

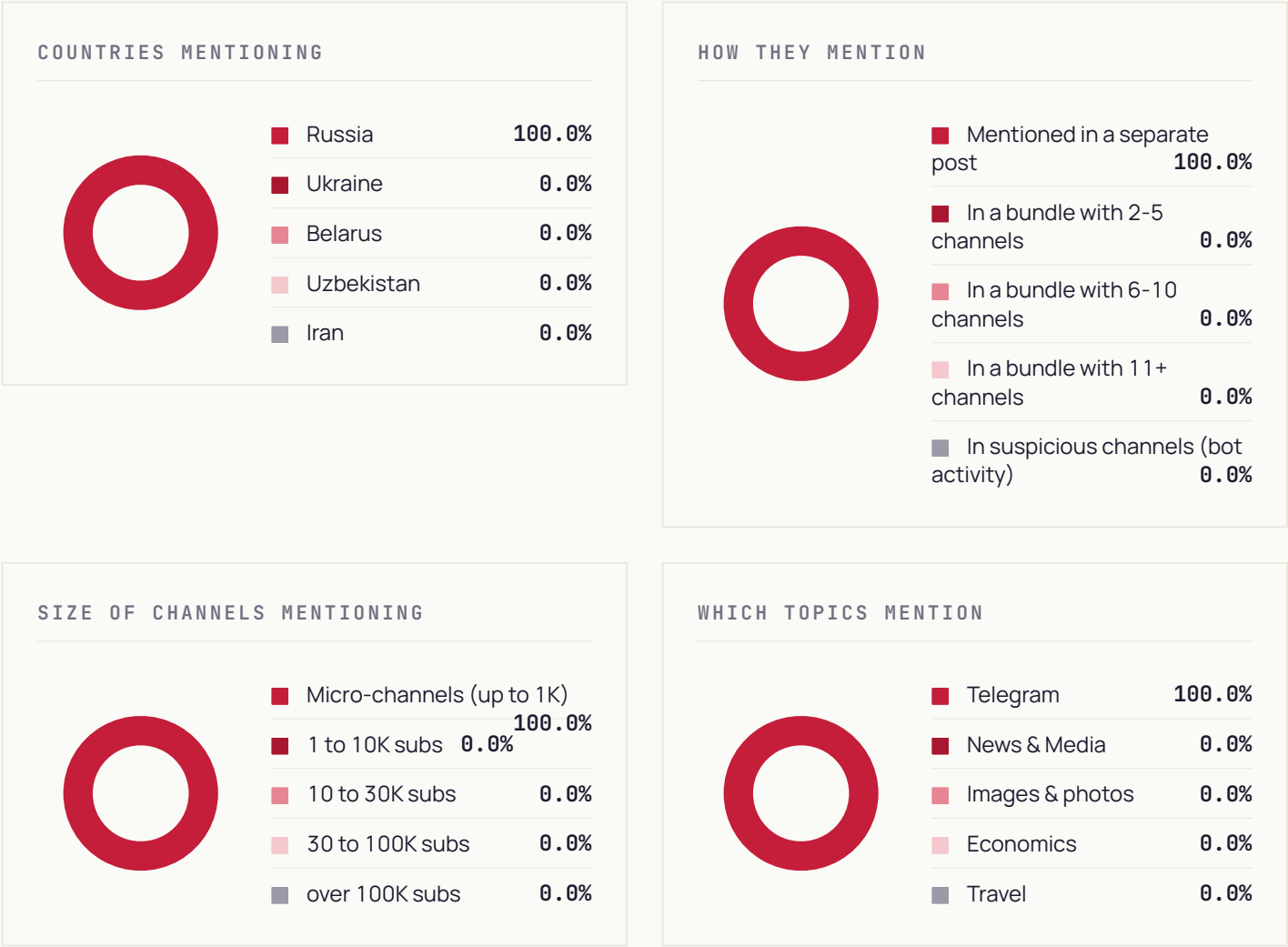
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth vs. loss.



SECTION 04 · MENTIONS

Who mentions the channel and how

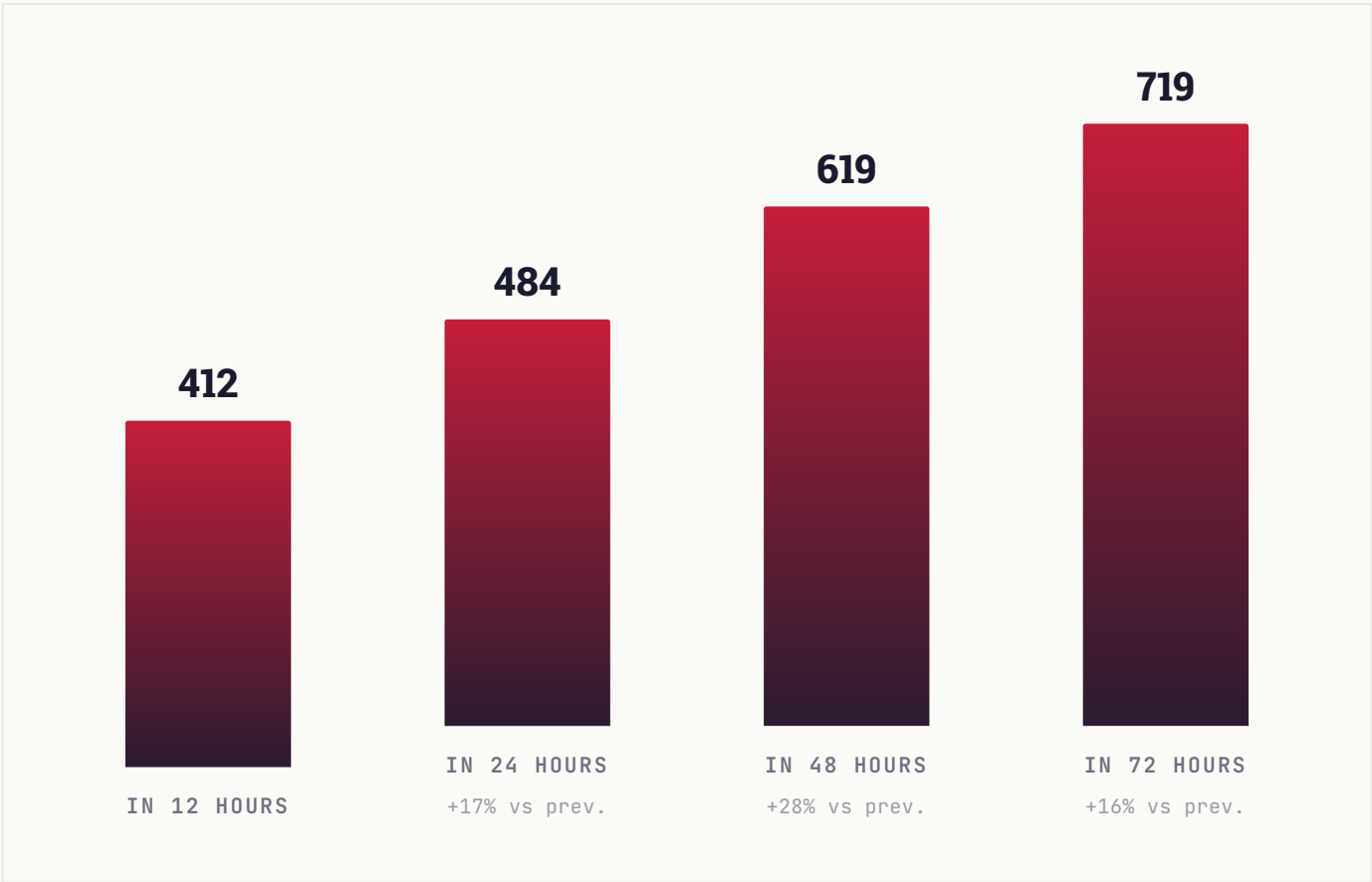
Citation index 0 – channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from 1K subs. All time channel mentioned 1 different channels.



— 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 stays relevant.



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	SUBSCRIBERS
MF Mark Formelle Марк Формэль	31.7K
VE Live on Belbazar	27.4K
BJ Bogdan BENCH CLO	18.6K
BE bellavka	17.5K
WY wyzardly	17.1K
CO CARHARTT OPT	16.5K
R- Ramonki – goods from Belarus	16.4K
RE Respectshoes	15.7K
LI linmeew	15.5K
3P 3pmwear	14.9K
V Velesmoda С любовью к Вам YOU	10.9K

COMPARATIVE INSIGHT

Channel intop quartile of niche (#16 of 99). Leader — Mark Formelle | Марк Формэль (31.7K). Goal for coming months: enter niche top-10 through systematic traffic work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we track posts in other channels that mention yours. Over the last **6 months** such mentions were **0**, they brought **2 086** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
January 2026	0	0	487	
December 2025	0	0	308	
November 2025	0	0	532	
October 2025	0	0	364	
September 2025	0	0	266	
August 2025	0	0	129	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
0	6	2 086

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

Top-100 channels in category «Fashion & Beauty» (Belarus) and compared your channel against them. Gray band — range for 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

#16 /100

POSITION IN NICHE

Channel in top 16% — strong position

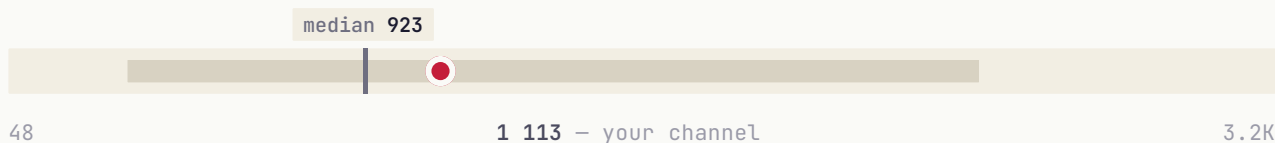
SUBSCRIBERS

better than 77% of niche



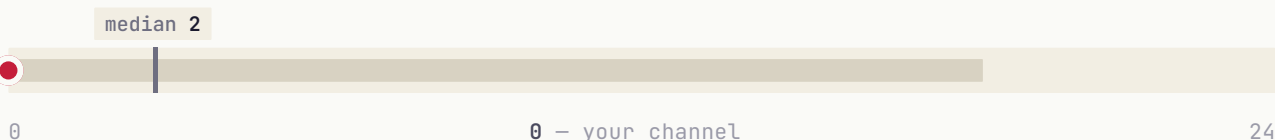
AVG REACH / POST

better than 54% of niche



CITATION INDEX

worse than median by 99%



— 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

Top post of the week — on Monday

Audience is most active on this day at 11:00 MSK.

EFFECT

**Best window
for an
important post**

02

System traffic purchase

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

EFFECT

**+1000-3000
subs**

03

Test polls & interactive formats

Posts with polls/reactions usually boost ER by +5-15%.
One weekly poll on a hot topic — easy growth point.

EFFECT

+5-15% ER

04

Cross-promo with neighboring channels

Cross-post with channels in the same segment once a quarter. No need daily — 2-3 collabs give relevant growth.

EFFECT

**Growth from
relevant
audience**

05

Update channel description for Telegram search

Telegram search scans descriptions. Add 3-5 niche keywords — organic traffic source.

EFFECT

**Organic traffic
source**

★ 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 ads	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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