

PROMTPRESS PUBLIC REPORT

Channel audit

TAPOLOGY |

Elena Kalino



@vip_tape

👤 Elena Kalino. Aesthetic taping expert, teacher, school founder 🌸
I'll teach you to look younger without injections ❤️ Over 25,000
students completed programs <https://clck.ru/3N2LFT>

SUBSCRIBERS

30 681

-101 per month

ERR (% WHO SEE
POSTS)

5.0%

Daily 1.6%

REACH/POST

1.3K

Ad reach 488/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 30 681 –	 SUBSCRIBER REACH 4.18% Avg % subs see post	 VIEWS/POST 1.3K Median 1.3K · 28 days	 POSTS/WEEK 8.7 For period
 7D TREND -18.8% vs previous week	 REACTIONS/POST 20.6 742 reactions, 154 reposts, 50 comments	 POST LENGTH 639 chars Median 583 · 28 days	 POSTS ANALYZED 36 28 days
 AD REACH 488 24h avg	 CHURN / MONTH -101 Last month	 CITATION RATE 1 029 Citation index · 786 channels mentioned ever	 CHANNEL AGE 4 years 4 months Created 25.02.2022

AI EDITOR SUMMARY

Channel «TAPOLOGY | Elena Kalino» – 30 681 subs. Avg views per post: 1.3K people (4% subs), low reach – expand audience. Publishes 9 posts/week (~1/day) – regular. Week Jun 22–28 reach dropped -18.8% To week Jun 15–21 – analyze 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 TOP POSTS HAVE IN COMMON

- 01 Analysis based on **36** posts in 28 days.
- 02 Dominant format — **Photo** (13/36 posts).
- 03 Avg post length — **639** chars (median 583).
- 04 Peak audience activity — **Thu, 07:00 MSK**.
- 05 Top posts get **2x** More views than weakest (1.7K top avg vs 1K worst) — among 36 posts in 28 days. Analyze top's common traits: topic, format, timing.

TOP 5 POSTS

Nº1 25.06 · 04:44 PHOTO While you collect <u>100</u> reactions under the post (almost there!), let me share my recent trip. I was at a women's...	VIEWS 1 828 REP. 1	REACTIONS 27 ER 6.0%
Nº2 12.06 · 05:13 PHOTO Since childhood I've had a habit of twirling my hair. First I twirled my mom's hair, then when mine grew long I switched to them 😊And...	VIEWS 1 711 REP. 4	REACTIONS 34 ER 5.6%
Nº3 11.06 · 05:14 PHOTO How actively you took the test 🥰 Important note: the girl in comments is right — there's an error in question 3! Of course the correct...	VIEWS 1 696 REP. 1	REACTIONS 16 ER 5.5%

Nº4 10.06 · 06:18 POLL (captionless post — poll)	VIEWS 1 680 REP. —	REACTIONS — ER 5.5%
Nº5 26.06 · 05:03 VIDEO Practice for brow gap & hooded lids🔥 Well done! Quick reactions. Here's my fave effective practice...	VIEWS 1 673 REP. 57	REACTIONS 44 ER 5.5%

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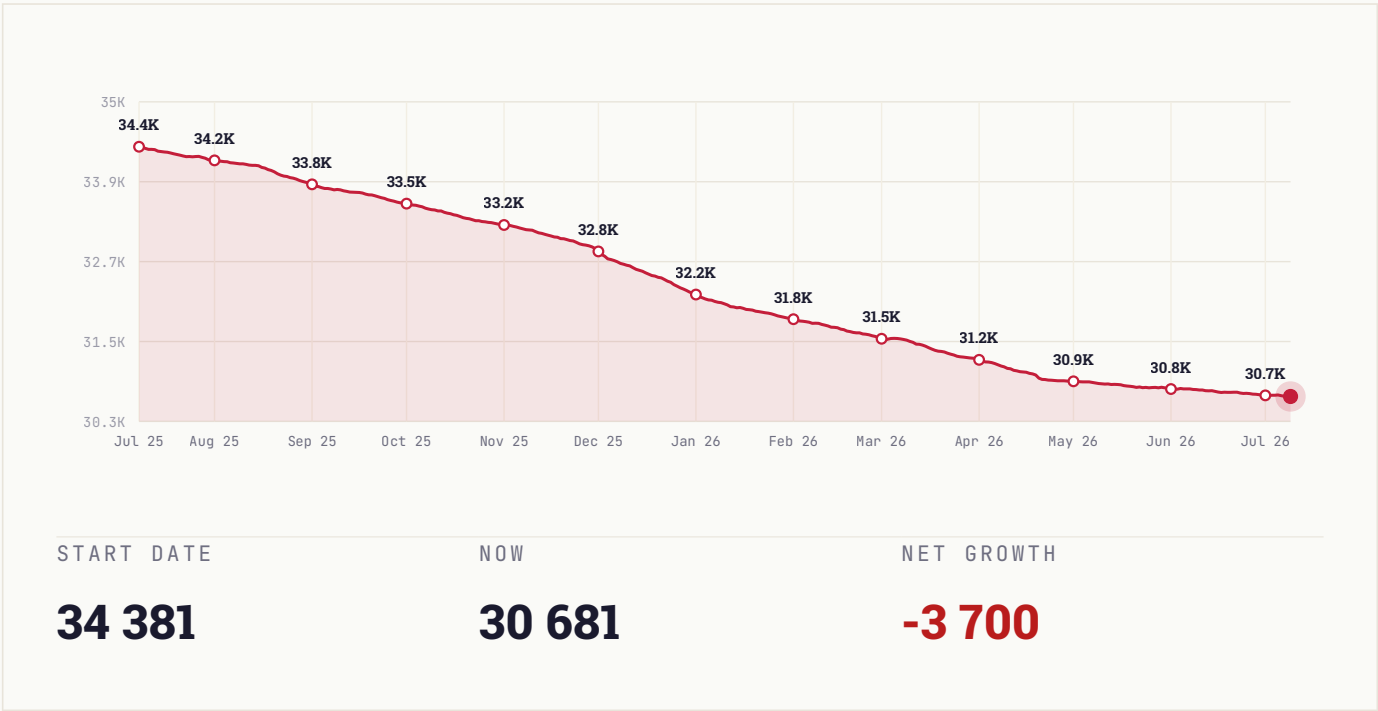
WORST 3

↓ 23.06 · 04:44 POLL (captionless post — poll)	VIEWS 1 050 REP. 1	REACTIONS 3 ER 3.4%
↓ 23.06 · 04:43 TEXT 🔗 Test for the MOST common causes of glabellar lines There are many more, but if you track at least these, you'll already know what...	VIEWS 1 010 REP. 1	REACTIONS 2 ER 3.3%
↓ 04.07 · 06:26 PHOTO If you haven't been to the Makovsky brothers' exhibition at the Fabergé Museum, I highly recommend! Aesthetic bliss and such a warm...	VIEWS 953 REP. 1	REACTIONS 17 ER 3.1%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

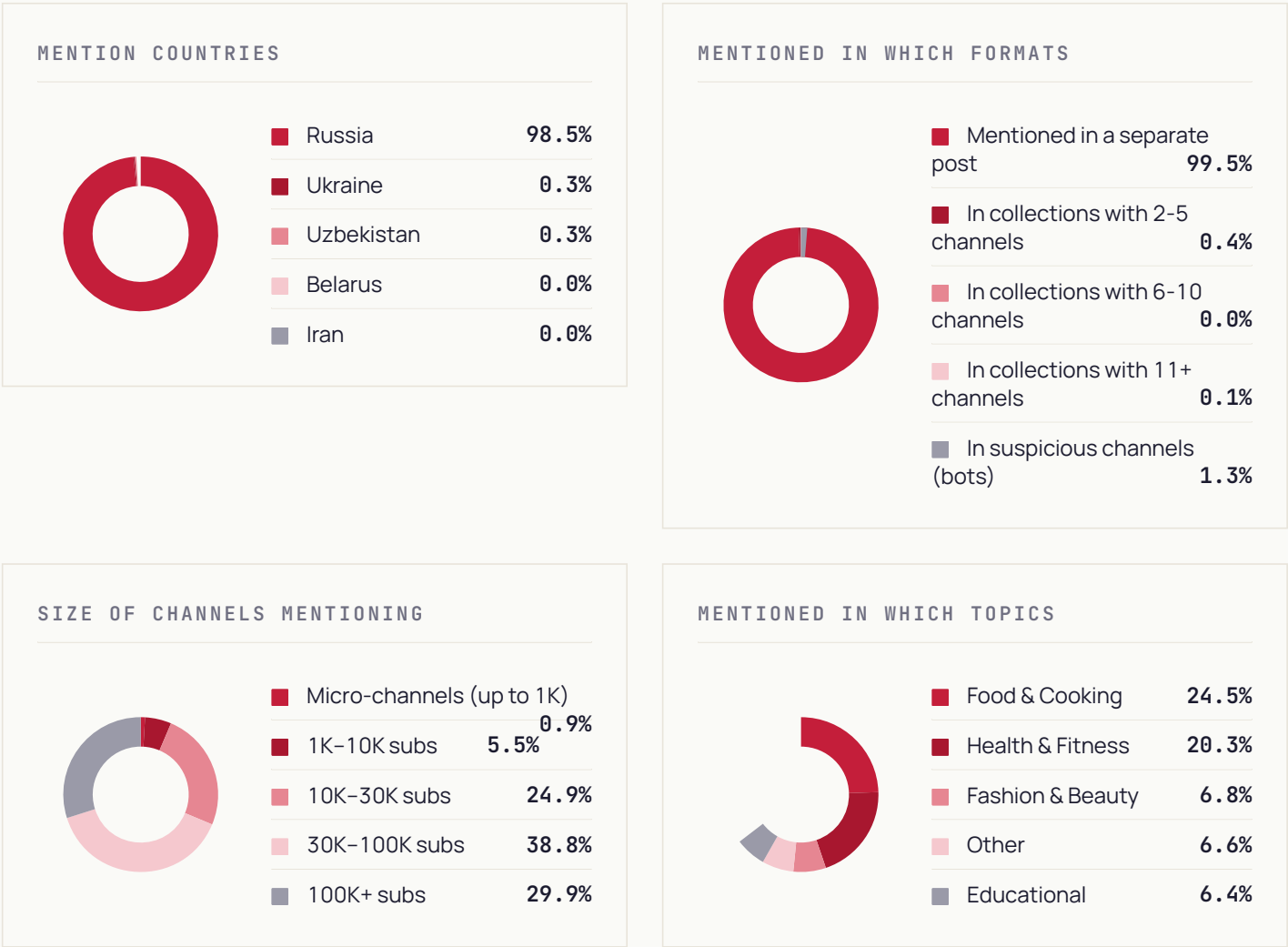
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth vs churn.



SECTION 04 · MENTIONS

Who mentions the channel and how

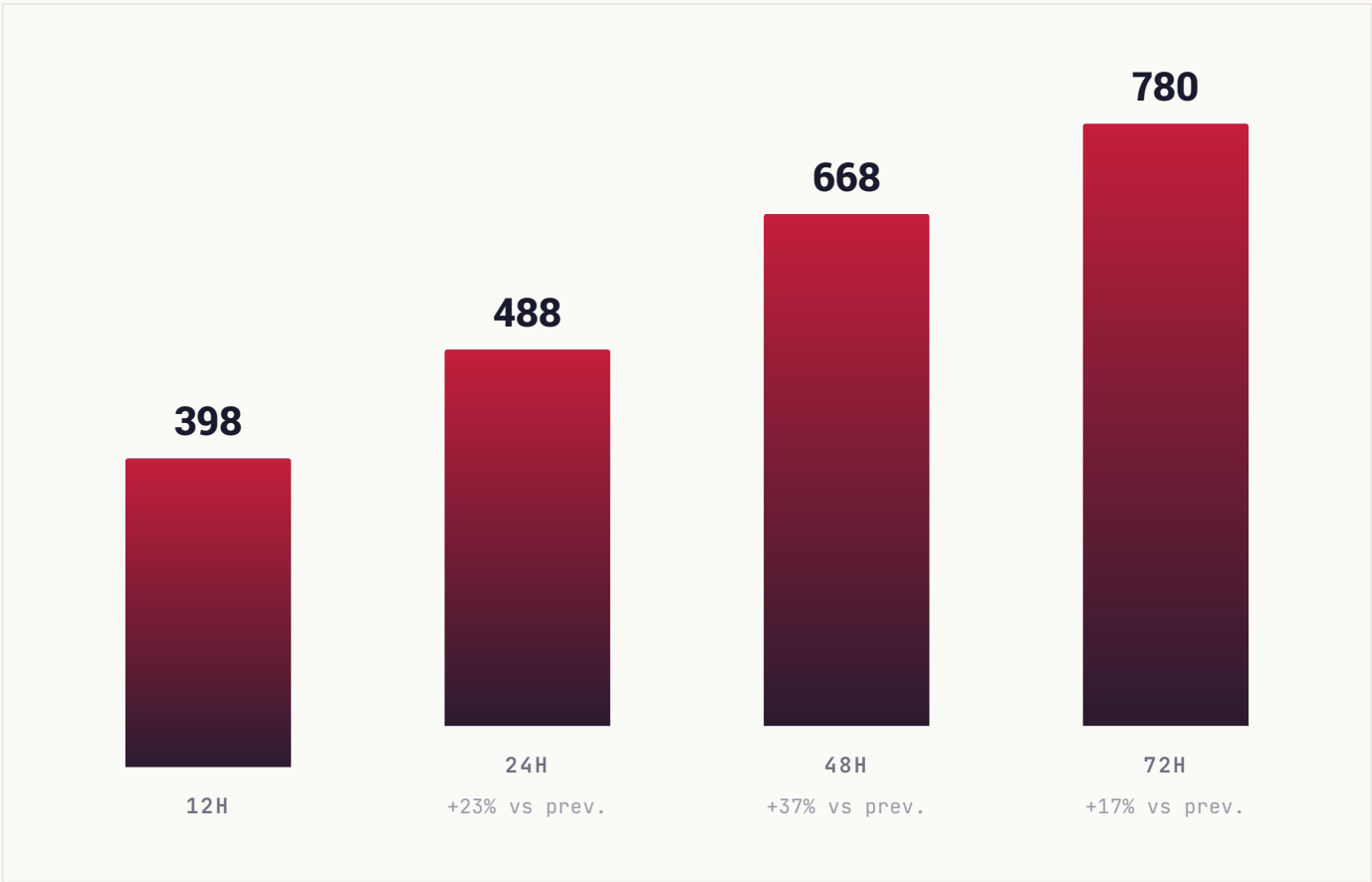
Citation index **1 029** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time channel mentions: **786** different channels.



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 highlighted — see its rank among niche neighbors.

CHANNEL	SUBSCRIBERS
ZY Zolotoe Yabloko	1.1M
NN Found on Wildberries	635.3K
MI MIXIT.RU	614.6K
M Manicure Nails	573.8K
NN Wildberries / WB Finds	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
T TAPOLOGY Elena Kalino YOU	30.7K

COMPARATIVE INSIGHT

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

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Monthly we track posts in other channels that mention yours. Over the last **6 months** Such mentions: **9**, they brought **16** New subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
Jan 2026	1	1	4	
December 2025	0	0	0	
November 2025	2	1	2	
October 2025	3	2	0	
Sep 2025	2	1	9	
August 2025	1	1	1	

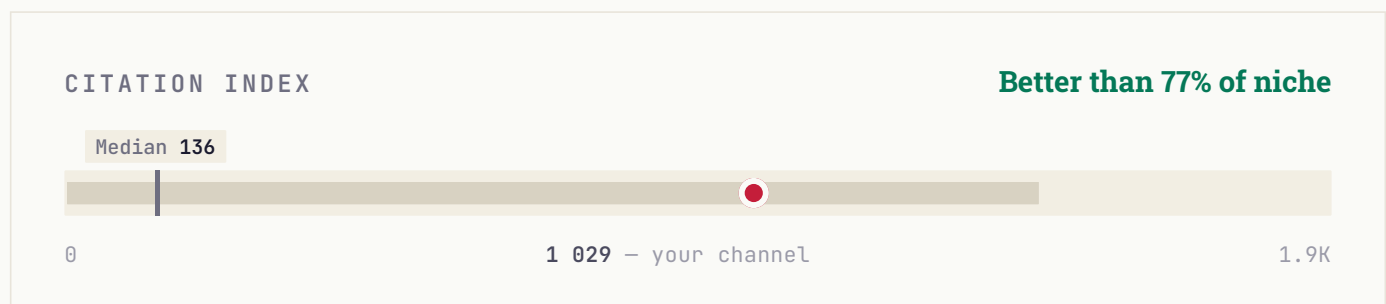
TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
9	6	16

Where channel stands in its league

SUBSCRIBERS **82% 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 a red dot on the left. A vertical line marks the median at 171.1K. The channel's count is 30,681, which is 82% below the median. The range from 58.4K to 512.2K is shown at the bottom.

Metric	Value
Channel Subscribers	30 681
Median	171.1K
Range (Min)	58.4K
Range (Max)	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

Top post of the week — Thursday

Audience most active on this day at 07:00 MSK.

EFFECT

**Best window
for important
post**

02

ER below niche benchmark — rethink formats

Current ER 4.18% vs norm 5.5%. Try polls and interactive formats.

EFFECT

+1.3pp 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 similar channels once a quarter. No need daily — 2-3 collabs give relevant growth.

EFFECT

**Growth from
relevant
audience**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in a few minutes from public data.
To go further — run ads through us and close 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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