

PUBLIC REPORT PROMTPRESS

Channel audit

VMBEAUTY_BLOG



@vmbeauty_blog1

Love animals and people who love animals 🐶✔ with me you'll want to buy all jars and clothes 🧡✔ see the world 🌍✔ fall in love with country life 🏡✔ discover interesting places 📍✔ Resource...

SUBSCRIBERS

18 028

+2937 per month

ERR (% WHO SEE POSTS)

44.0%

daily 7.7%

REACH/POST

6.8K

ad reach 1.1K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. The subtitle under the number shows the period it covers.

 SUBSCRIBERS 18 028 —	 SUBS REACH 37.9% avg % subs see post	 VIEWS/POST 6.8K median 7.7K · 28 days	 POSTS/WEEK 1.7 over period
 7D TREND — no data for period	 REACTIONS/POST 9.7 total 68 reactions, 11 reposts, 12 comments	 POST LENGTH 432 chars. median 349 · 28 days	 POSTS ANALYZED 7 28 days
 AD REACH 1.1K avg 24h	 CHURN / MONTH +2937 last month	 CITATION RATE 2 citation index · 42 channels mentioned ever	 CHANNEL AGE 2 years 11 months created 16.08.2023

AI EDITOR SUMMARY

Channel «VMBEAUTY_BLOG» – 18 028 subs. Each post avg views 6.8K people (38% of subs), good reach. Publishes 2 posts/week (~0/day) – rare publications.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 7 posts in 28 days.
- 02 Dominant format — Video (6/7 posts).
- 03 Avg post length — 432 chars (median 349).
- 04 Audience peak — Tue, 03:00 MSK.
- 05 Top posts get 2x more views than weakest (9.3K avg top vs 4.1K worst) — among 7 posts in 28 days. Worth analyzing what top have in common: topic, format, timing.

TOP 5 POSTS

Nº1 23.06 · 00:03 VIDEO This is a miracle for our fun company of 7 cats and 7 dogs! 😄 👉 Powerful, truly working gadget! I'm shocked! 🤖 washing vacuum cleaner on WB...	VIEWS 11 942 REP. 1	REACTIONS 12 ER 66.2%
Nº2 08.07 · 13:21 VIDEO I've known the 'Khoroshiy' store chain since school. But the assortment keeps up with the times! 😍🔥 I'm shocked how many trendy outfits there are...	VIEWS 8 096 REP. 3	REACTIONS 12 ER 44.9%
Nº3 10.07 · 21:46 VIDEO Love, dream, create! On July 1, the VI congress of the political party 'New People' was held 🗳️ The main event of the congress was of course the nomination...	VIEWS 7 883 REP. 1	REACTIONS 6 ER 43.7%

Nº4 25.06 · 20:02 VIDEO Girls, I think we need to look stunning everywhere and smell dizzying! 🙈 I love the updated Aromio 🌸 line...	VIEWS 7 703 REP. 1	REACTIONS 16 ER 42.7%
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Nº5 15.07 · 12:50 VIDEO Favorite shopping ritual – buying at 'Globus'. Now also at the new store in Zarechye! Very convenient that they have literally everything! Came...	VIEWS 6 033 REP. 2	REACTIONS 10 ER 33.5%
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WORST 3

↓ 15.07 · 12:50 VIDEO Favorite shopping ritual – buying at 'Globus'. Now also at the new store in Zarechye! Very convenient that they have literally everything! Came...	VIEWS 6 033 REP. 2	REACTIONS 10 ER 33.5%
↓ 18.07 · 19:09 VIDEO I'm still a total newbie, but I'm starting to really enjoy it, even feeling calm and relaxed 🥗 (and also today's high...	VIEWS 5 715 REP. 1	REACTIONS 5 ER 31.7%
↓ 21.07 · 21:41 PHOTO Love packing a makeup bag for my husband! 😂 And you? But secretly, he appreciated everything I picked so much that he even named his favorites...	VIEWS 453 REP. 2	REACTIONS 7 ER 2.5%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

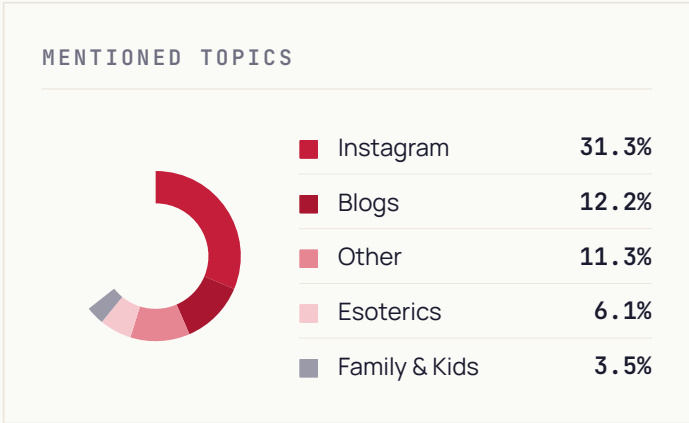
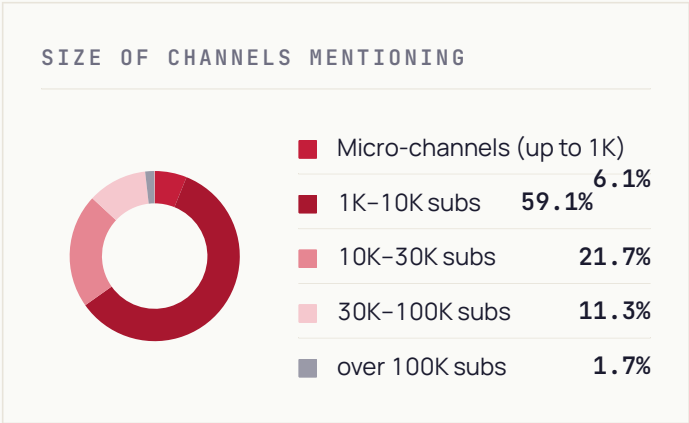
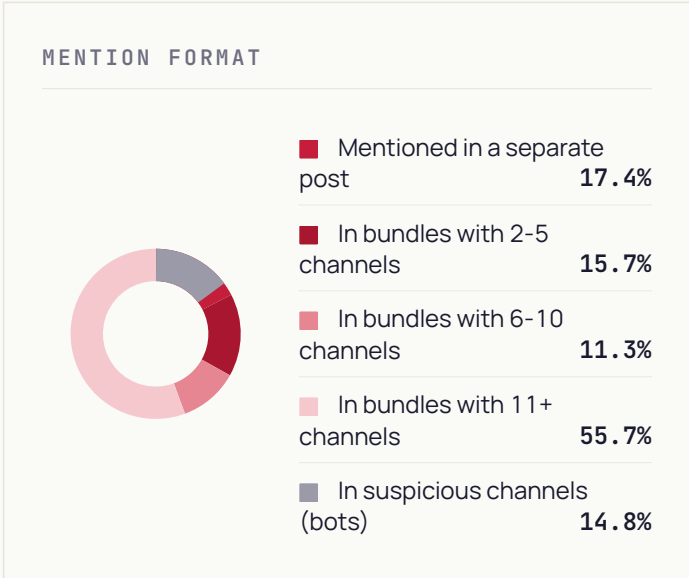
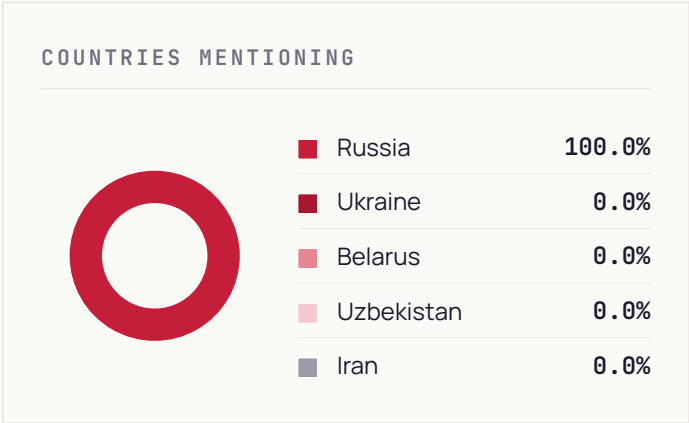
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

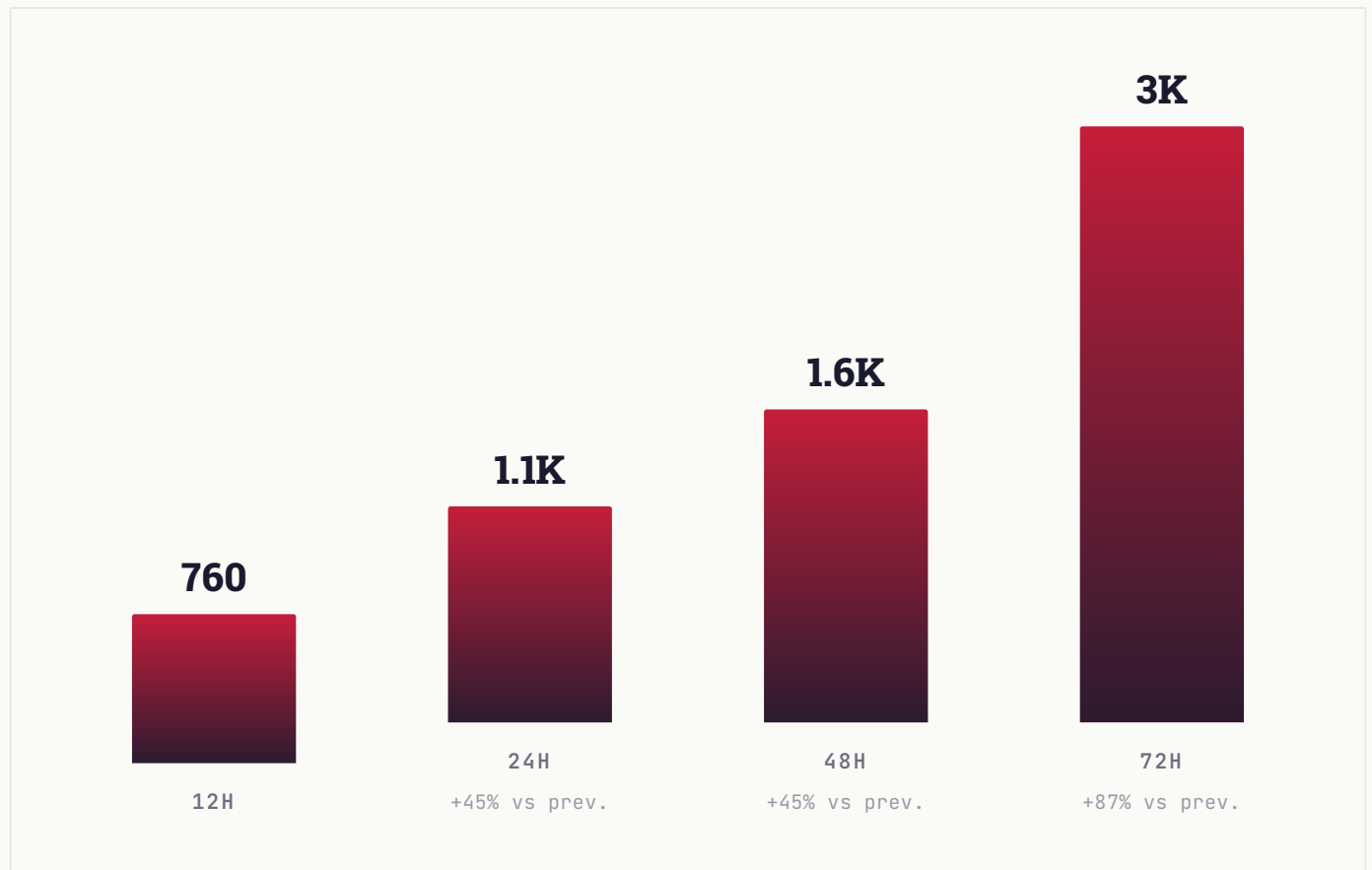
Citation index 2 – channel popularity score based on mentions. Considers not just count but also weight of mentioners: a post from a 100K subs channel weighs more than from 1K. All-time mentions: **42** different channels.



— SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post by time since publication. Helps gauge how long placement stays effective.



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic & audience. Your channel is highlighted — see its place among niche neighbors.

CHANNEL	SUBSCRIBERS
DD DOMEO. DESIGN RENOVATION REAL ESTATE	539.3K
PL Layout	451.9K
AI Interior & decor	448.6K
MK My Apartment	427.1K
MS Wise Builder	409.3K
LK Favorite apartment	407.2K
GF GC FSK	376.9K
PR ProRealty	373.6K
US Smart Builder	353.3K
PI PIK	334.8K
VM VMBEAUTY_BLOG YOU	18K

COMPARATIVE CONCLUSION

Channel not yet outside top 91 niche — early growth stage. Niche leader — DOMEO. DESIGN | RENOVATION | REAL ESTATE (539.3K), top-91 median: 128K. First goal: enter top-91 via systematic traffic & content work.

SECTION 07 · MENTION TRENDS

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 **30**, they brought **25 786** new subs.

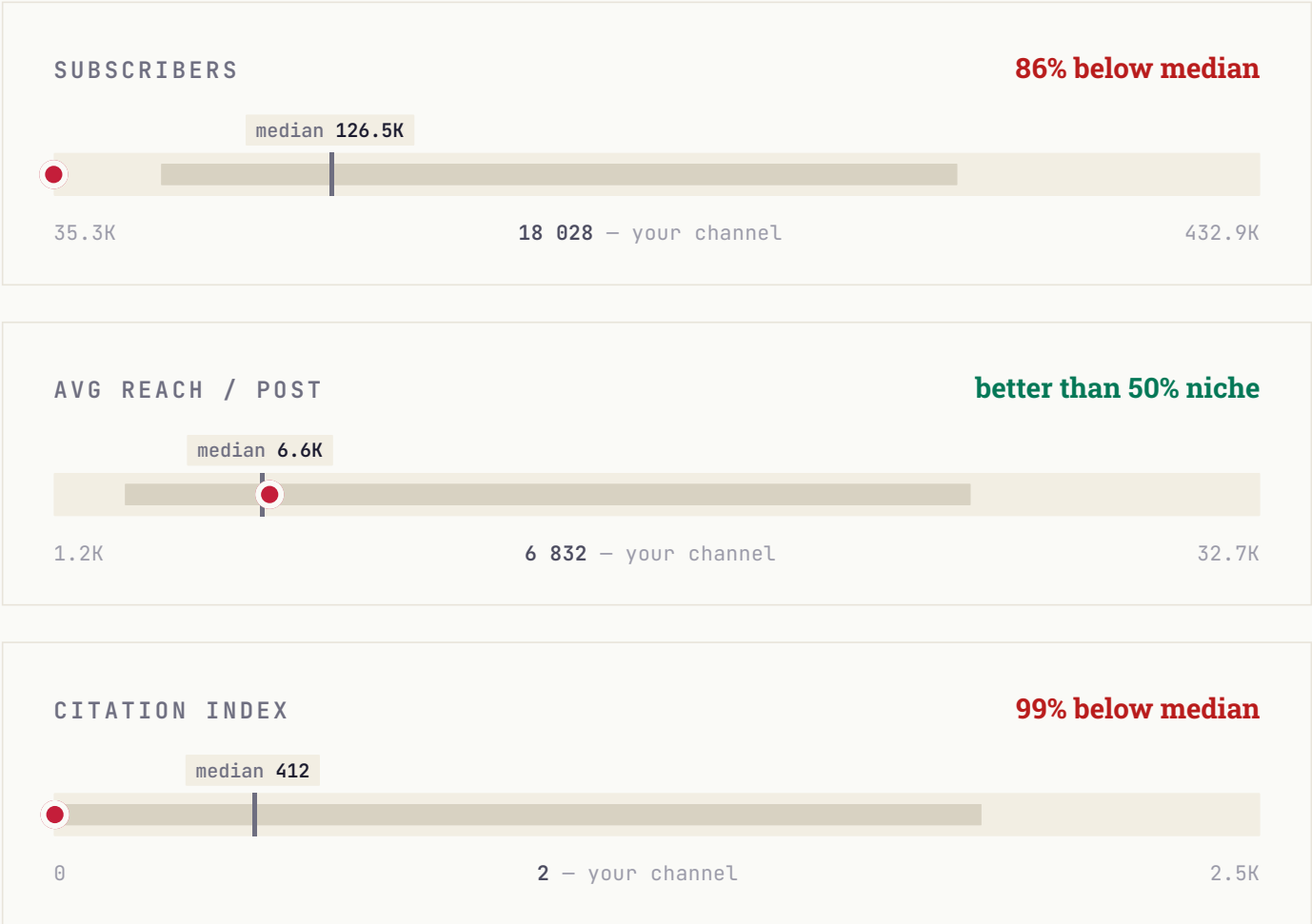
PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
January 2026	12	10	3 806
December 2025	5	4	777
Nov 2025	6	4	2 435
Oct 2025	4	2	8 753
September 2025	3	1	4 925
August 2025	0	0	5 090

TOTAL MENTIONS	MONTHS IN DATA	ACQUIRED SUBS
30	6	25 786

SECTION 08 · NICHE COMPARISON

Where channel stands in its league

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



— SECTION 09 · STRATEGY

What to do right now

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

01

Increase posting frequency

Now 1.7 posts/wk. Active channels do 7-10.
Consistency is key to retention.

EFFECT

Consistency > volume**02**

Top post of the week — on Tuesday

Peak audience activity: this day at 03:00 MSK.

EFFECT

Best window for an important post**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 & interactive formats

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

EFFECT

+5-15% ER**05**

Cross-promo with neighboring channels

Exchange posts with same-segment 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 minutes using public data. Want to go further? Run ads with us and hit your growth plan in a month.

01 **Launch ads in Telegram** <https://panel.promptpress.com/register>

02 **Contact manager** t.me/PromptPress_manager
