

PUBLIC PROMTPRESS REPORT

Channel audit

Vrednayamoda / Вредная Moda



@vrednayamoda

I write about trends, wear Chanel with aliexpress ❤️ And I know what will be fashionable in a year. 📍 Moscow For ads:
@Patrick_mgmt (Alexander) Registered in RKN registry: <https://clck.ru/3Qop6p>

SUBSCRIBERS

188 546

+1465 per month

ERR (% SEE POSTS)

28.0%

daily 14.8%

REACH/POST

51.2K

ad reach 28K/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 188 546 —	 SUBSCRIBER REACH 27.15% avg % subs see post	 VIEWS/POST 51.2K median 52.8K · 27 days	 POSTS/WEEK 10.0 over period
 7D TREND +16.4% vs prev week	 REACTIONS/POST 816.9 total 32,675 reactions, 4,572 reposts, 60 comments	 POST LENGTH 507 chars median 451 · 27 days	 POSTS ANALYZED 40 27 days
 AD REACH 28K 24h avg	 CHURN / MONTH +1465 last month	 CITATION RATE 134 citation index · 409 channels mentioned all time	 CHANNEL AGE 8 years 4 months created 01.03.2018

AI EDITOR SUMMARY

Channel «Vrednayamoda / Вредная Мода» — 188 546 subs. Each post avg views 51.2K people (27% of subs), good reach. Publishes 10 posts/week (~1/day) — regular schedule. Week of Jul 6–12 reach up +16.4% week of Jun 29 – Jul 5 — positive trend.

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 SHARE

- 01 Analysis based on 40 posts over 27 days.
- 02 Dominant format — Photo (34/40 posts).
- 03 Avg post length — 507 chars (median 451).
- 04 Audience peak activity — Tuesday, 18:00 MSK.
- 05 Top posts get 2x more views than the weakest (74.7K avg for top vs 36.6K for worst) — among 40 posts over 27 days. Worth analyzing what the top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 07.07 · 15:57 PHOTO I took this at 6:30 AM, 10 min before my taxi to the airport, because I had to show you this cool newsletter 🥥🌴 Especially since it...	VIEWS 103 863 REP. 105	REACTIONS 920 ER 55.1%
Nº2 29.06 · 19:53 PHOTO А у меня firkin вот такая 😄 Кстати! Ходят слухи, что в кругах настоящих богачей стало стремно не статусно носить сумки Hermes (Kelly и...	VIEWS 63 026 REP. 70	REACTIONS 749 ER 33.4%
Nº3 29.06 · 19:27 VIDEO А что мы думаем про jelly firkin? 🛍️👉👄 FIRKIN = fake + birkin - сумка, своей формой повторяющая Birkin от Hermes, но сделанная из мягкой...	VIEWS 57 222 REP. 245	REACTIONS 678 ER 30.3%

Nº4 20.06 • 18:11 PHOTO What I'm wearing this summer (before they take back samples from my collab)))	VIEWS 57 014 REACTIONS 1 148 REP. 88 ER 30.2%
Nº5 19.06 • 07:48 PHOTO If you have a RIV GOSH card, check your balance - everyone got 10,000 bonus points 💰 And if you don't have a card...	VIEWS 56 417 REACTIONS 308 REP. 296 ER 29.9%

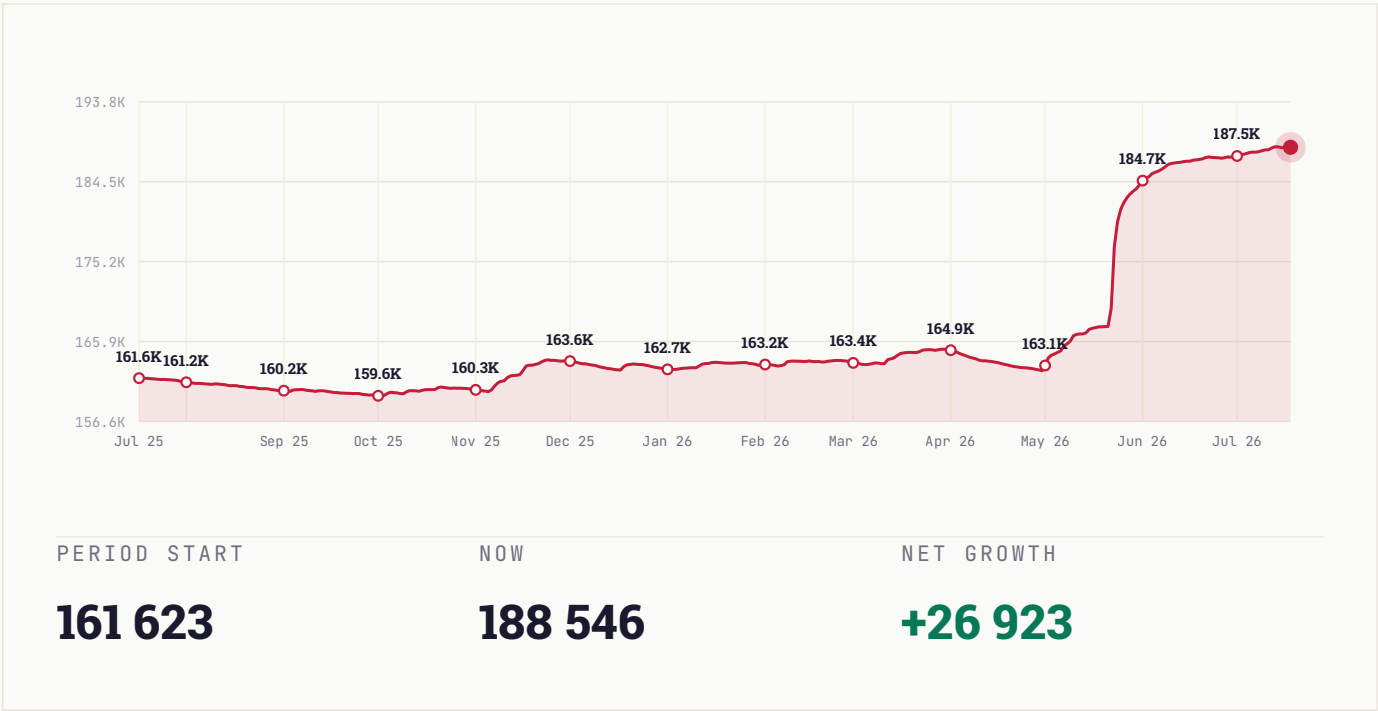
WORST 3

↓ 13.07 • 15:31 PHOTO Seems everyone has figured out beauty bonuses at Zolotoe Yabloko - you can buy bonuses (and pay part of purchase) and promo codes for...	VIEWS 38 666 REACTIONS 277 REP. 79 ER 20.5%
↓ 14.07 • 16:48 PHOTO Haven't updated on my Mstudio collection and pre-order status in a while. Current stage -...	VIEWS 36 200 REACTIONS 1 195 REP. 58 ER 19.2%
↓ 14.07 • 17:33 TEXT Conclusions: 1. At this rate, I'll start believing in retrograde Mercury 2. Only a brand like Zara can handle our demand, I'll...	VIEWS 35 059 REACTIONS 760 REP. 8 ER 18.6%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

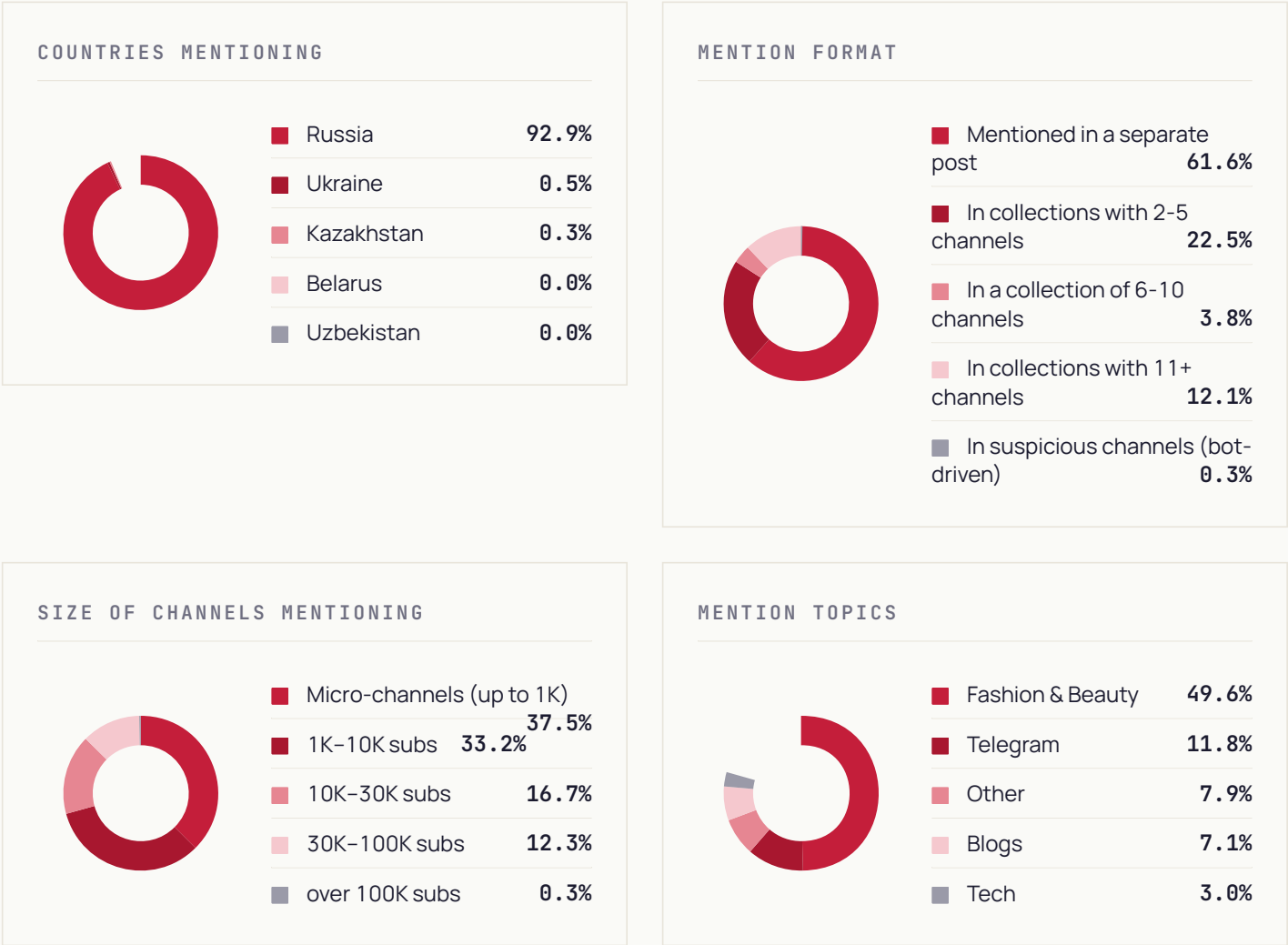
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

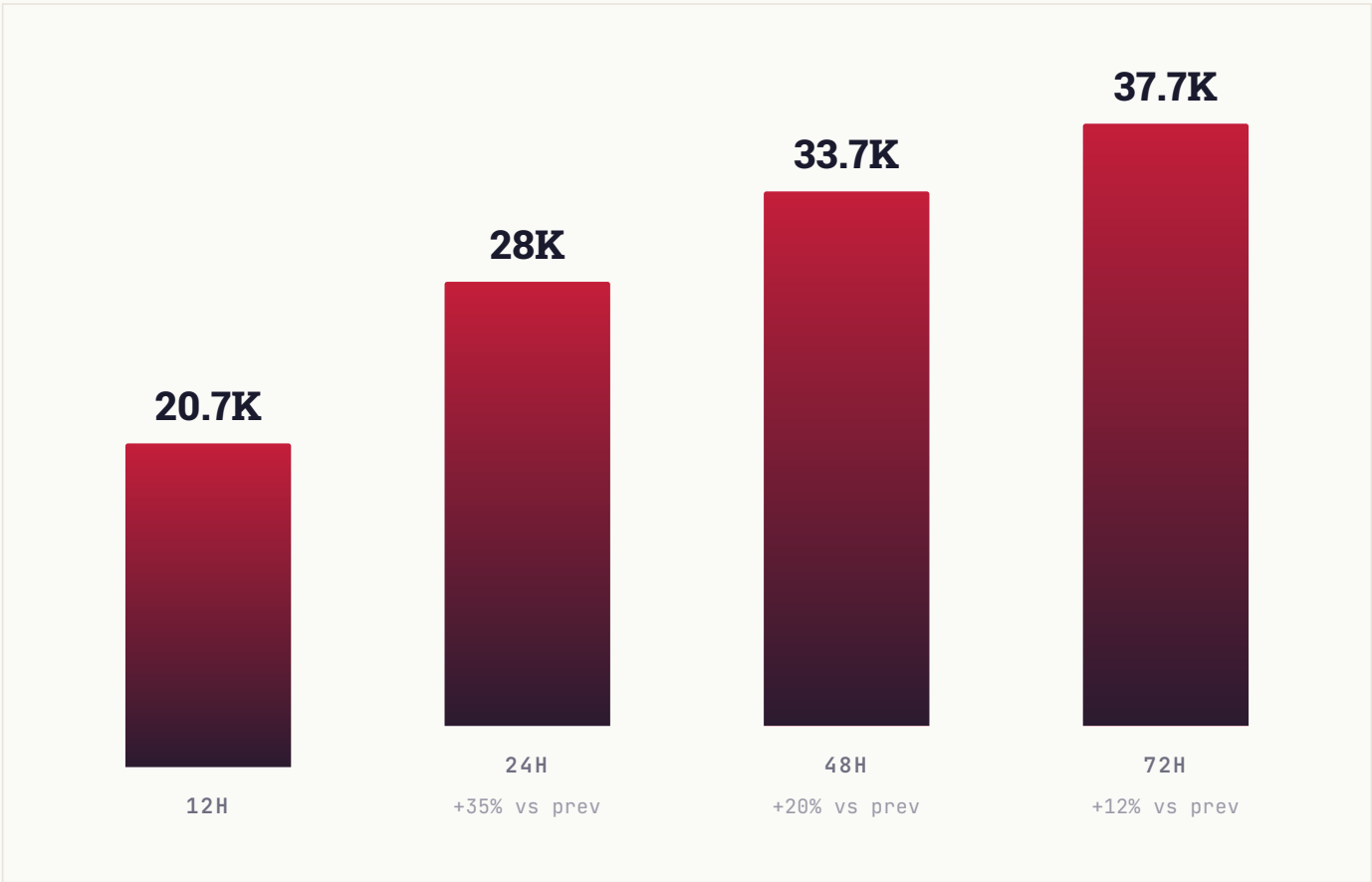
Citation index **134** – channel popularity score based on mentions. Considers both count and mentioner weight: a post from a 100K subs channel weighs more than from 1K subs. All-time mentions: **409** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post over time since publication. Helps estimate how long a placement should 'live'.



SECTION 06 · COMPETITORS

Who you compete with

11 closest channels by topic and audience. Your channel is highlighted — see where you rank among niche neighbors.

CHANNEL	SUBSCRIBERS
ZY Zolotoe Yabloko	1M
PC Pandabuy CnFans MuleBuy ACBuy Hacco Find🔍🐼	790.3K
NN Found on Wildberries	633.3K
MI MIXIT.RU	624.7K
M Manicure Nails	572K
NN Finds on Wildberries / WB	533.2K
EM Elena Mixit	518K
GD Facial gymnastics	472.4K
PM Fashion Trends	436K
PS Prime Savers	428.8K
V/ Vrednayamoda / Вредная Moda YOU	188.5K

COMPARATIVE INSIGHT

Channel in bottom half of top-100 niche (#52 of 97). Niche median — 189.3K subs. First growth KPI — reach median. Leader: Zolotoe Yabloko (1M).

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Monthly we record posts in other channels that mention your channel. Over the last **6 months** such mentions were **43**, they brought **7 253** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	8	8	1 015
December 2025	9	7	725
Nov 2025	12	8	3 738
Oct 2025	8	8	1 366
Sep 2025	3	3	334
August 2025	3	3	75

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
43	6	7 253

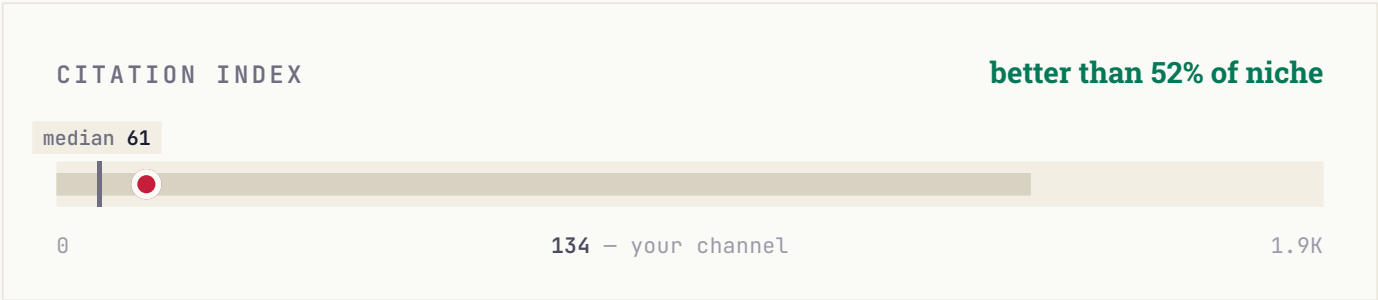
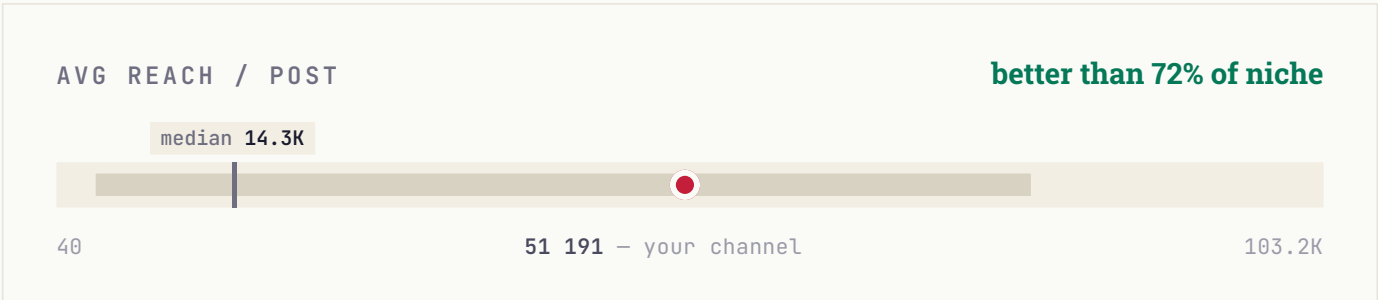
SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category "Fashion & Beauty» (Russia) and compared your channel. Gray band – range for 80% of niche channels (p10 to p90). Black vertical – median. Red dot – your channel.

#52/100

POSITION IN NICHE
Channel in the bottom half of the 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

Main post of the week — on Tuesday
 On this day and at 18:00 MSK the audience is most active.

EFFECT
Best time for an important post

02

Increase share of video posts
 Video in Telegram retains audience longer and is better perceived by the algorithm. We recommend increasing share to 15-25%.

EFFECT
Video retains audience better

03

Systematic traffic buying
 Three formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromtPress finds 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
 Swap posts quarterly with channels in the same segment. 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 through us and hit your growth plan in a month.

01	Launch ads in Telegram	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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