

PROMTPRESS PUBLIC REPORT

Channel audit

VSRAP Shop



@vsrapshop

www.vsrp.shop Official channel of VSRAP Shop brand Moscow:
B.Novodmitrovskaya 36/2, design factory «Flacon», 3rd floor St.
Petersburg: Ligovsky 74, loft project «Etazhi» TikTok, VK: vsrapshop
Customer support:...

SUBSCRIBERS

110 726

-3062 per month

ERR (% SEE POSTS)

17.0%

in 24 hrs 6.6%

REACH/POST

18.2K

ad reach 7.4K/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

Yearly chart · growth

04 Citation rate

Who mentions the channel and how

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 «Fashion & Beauty» category

09 Strategy

5 priority actions

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 110 726 —	 SUBS REACH 16.44% avg % subs see post	 VIEWS/POST 18.2K median 17.4K · 29 days	 POSTS/WEEK 9.8 over period
 7D TREND +35.8% vs previous week	 REACTIONS/POST 296.7 total 12,165 reactions, 2,511 reposts, 568 comments	 POST LENGTH 210 chars median 214 · 29 days	 POSTS ANALYZED 41 29 days
 AD REACH 7.4K 24h avg	 CHURN / MONTH -3062 last month	 CITATION RATE 186 citation index · 1,200 channels mentioned ever	 CHANNEL AGE 3 years 3 days created 15.07.2023

AI EDITOR SUMMARY

Channel «VSRAP Shop» — 110 726 subs. Each post gets avg 18.2K people (16% of subs), this is average reach — room to grow. Publishes 10 posts/week (~1/day) — regular pace. For week Jul 6–12 reach grew +35.8% by week 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 SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 41 posts in 29 days.
- 02 Dominant format — Photo (24/41 posts).
- 03 Avg post length — 210 chars (median 214).
- 04 Peak audience activity — Wed, 17:00 MSK.
- 05 Strongest posts get 4× more views than the weakest (43.7K avg for top vs 11.8K for worst) — among 41 posts over 29 days. Worth analyzing what the top shares: topic, format, timing.

TOP 5 POSTS

Nº1 08.07 · 14:52 PHOTO ❤️❤️❤️ DROP ❤️❤️❤️ OBJECTS ❤️❤️❤️ tap tap tap ...	VIEWS 47 634 REPOSTS 301	REACTIONS 388 ER 43.0%
Nº2 07.07 · 12:06 PHOTO (photo post without caption)	VIEWS 43 185 REPOSTS 94	REACTIONS 540 ER 39.0%
Nº3 08.07 · 13:01 PHOTO First collab on the site. vsrap.shop/hofmannita 🍀🍀🍀	VIEWS 40 152 REPOSTS 164	REACTIONS 339 ER 36.3%

Nº4 08.07 · 13:01 PHOTO ANGELS HAVE UGLY FACES G ❤️❤️HOFMANNITA X VSRAP	VIEWS 38 156 REPOSTS 129	REACTIONS 318 ER 34.5%
--	--	--

Nº5 26.06 · 10:52 PHOTO Really, almost everything?.. 🐶 We're talking about the last items on the site. Not trying to scare you with a sell-out, but that's where it's heading, so...	VIEWS 26 323 REPOSTS 107	REACTIONS 304 ER 23.8%
---	--	--

|

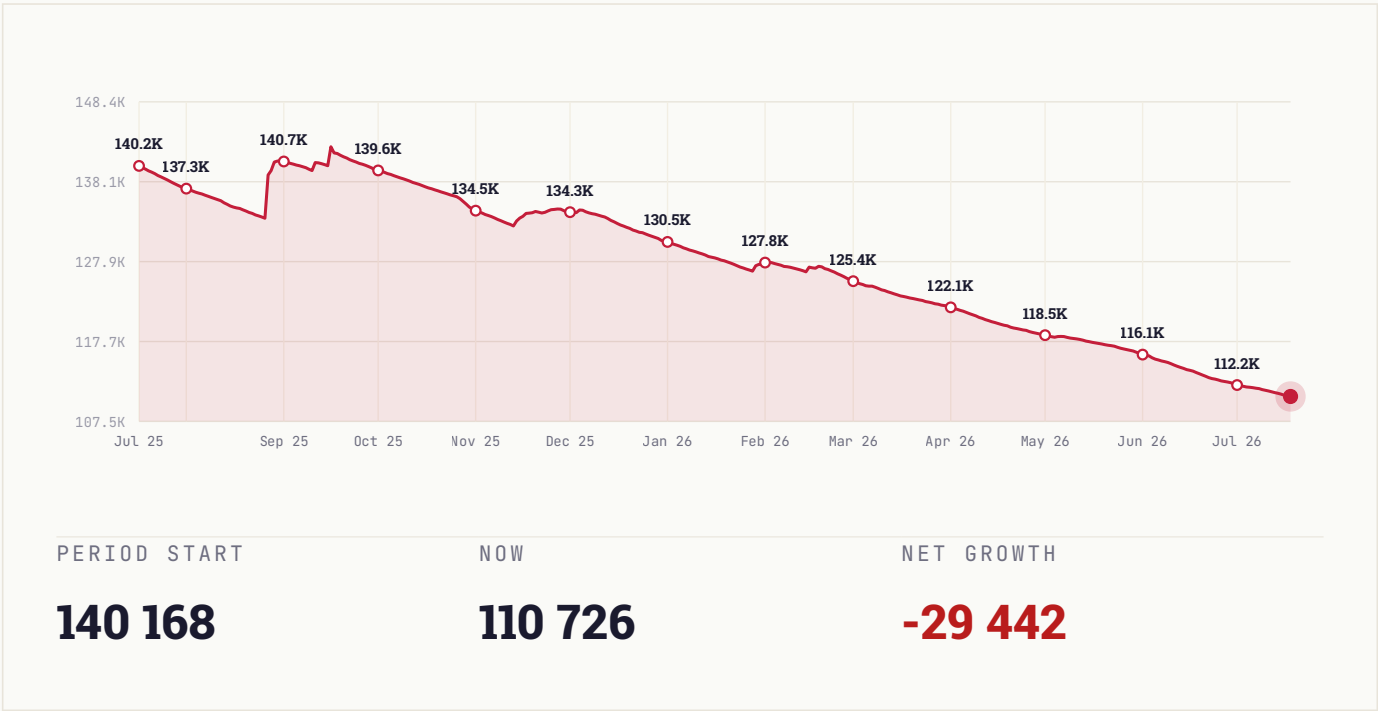
WORST 3

↓ 12.07 · 16:45 VIDEO (video post without caption)	VIEWS 13 671 REPOSTS 51	REACTIONS 272 ER 12.3%
↓ 14.07 · 14:25 PHOTO The legend itself. As we see it today. vsrap.shop/kuzma	VIEWS 11 124 REPOSTS 104	REACTIONS 416 ER 10.0%
↓ 14.07 · 14:24 PHOTO (photo post without caption)	VIEWS 10 638 REPOSTS 24	REACTIONS 252 ER 9.6%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

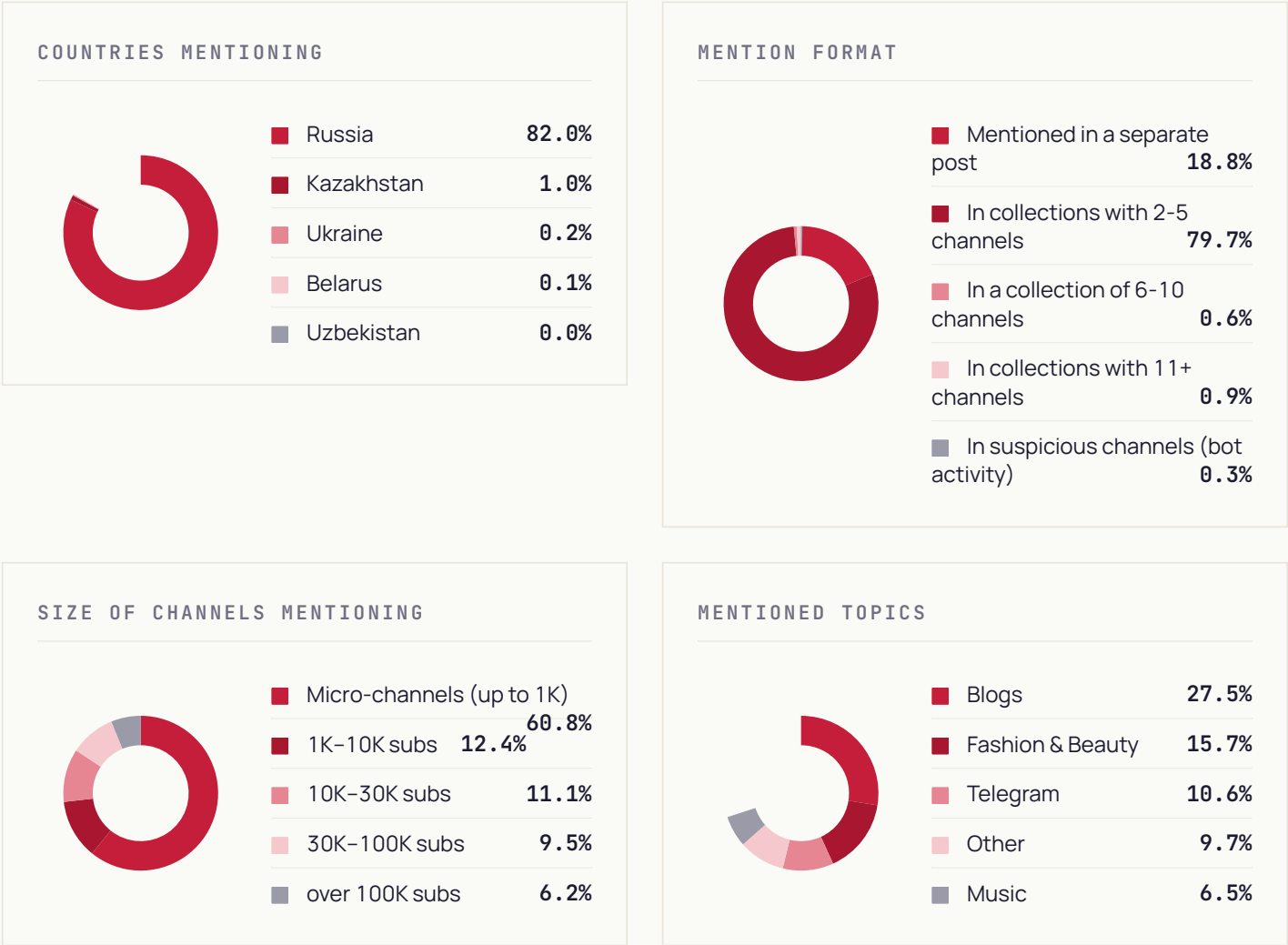
Subscriber growth chart over the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

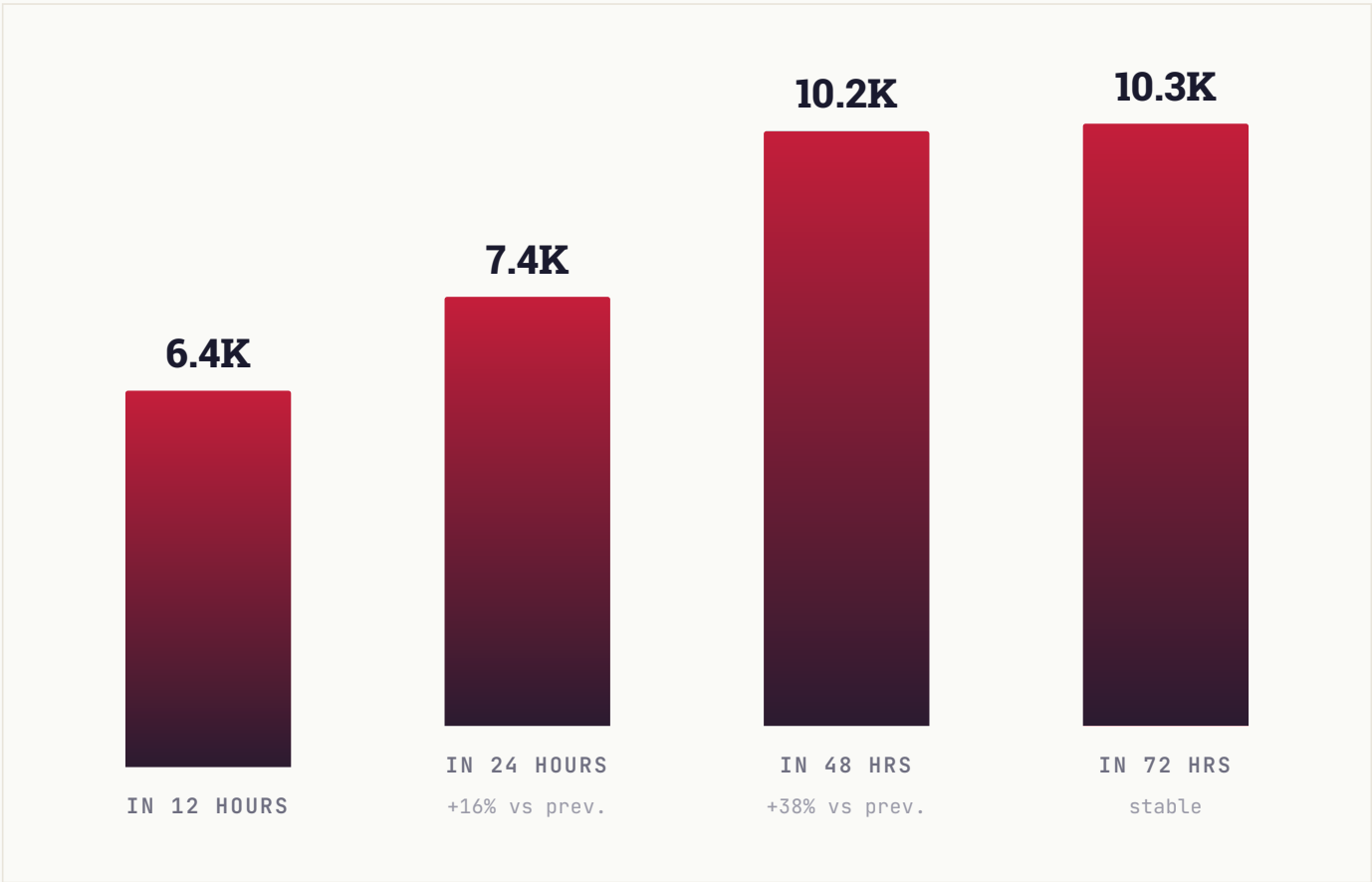
Citation index **186** — channel popularity rating based on mentions. Considers not only count but also mentioner weight: a post from a 100K subs channel weighs more than from 1K subs. All-time mentions: **1 200** different channels.



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 stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

11 closest channels by topic and audience. Your channel is highlighted — see its rank among niche peers.

CHANNEL	SUBSCRIBERS
ZY Golden Apple	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 Wildberries / WB Finds	533.2K
EM Elena Mixit	518K
GD Facial gymnastics	472.4K
PM Fashion Trends	436K
PS Prime Savers	428.8K
VS VSRAP Shop YOU	110.7K

COMPARATIVE INSIGHT

Channel not yet outside top 97 of niche — early growth stage. Niche leader — Golden Apple (1M), top-97 median: 189.3K. First goal: enter top-97 via systematic traffic & content work.

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Each month we track posts in other channels that mention your channel. Over the last **6 months** such mentions were **272**, they brought **14 389** new subs.

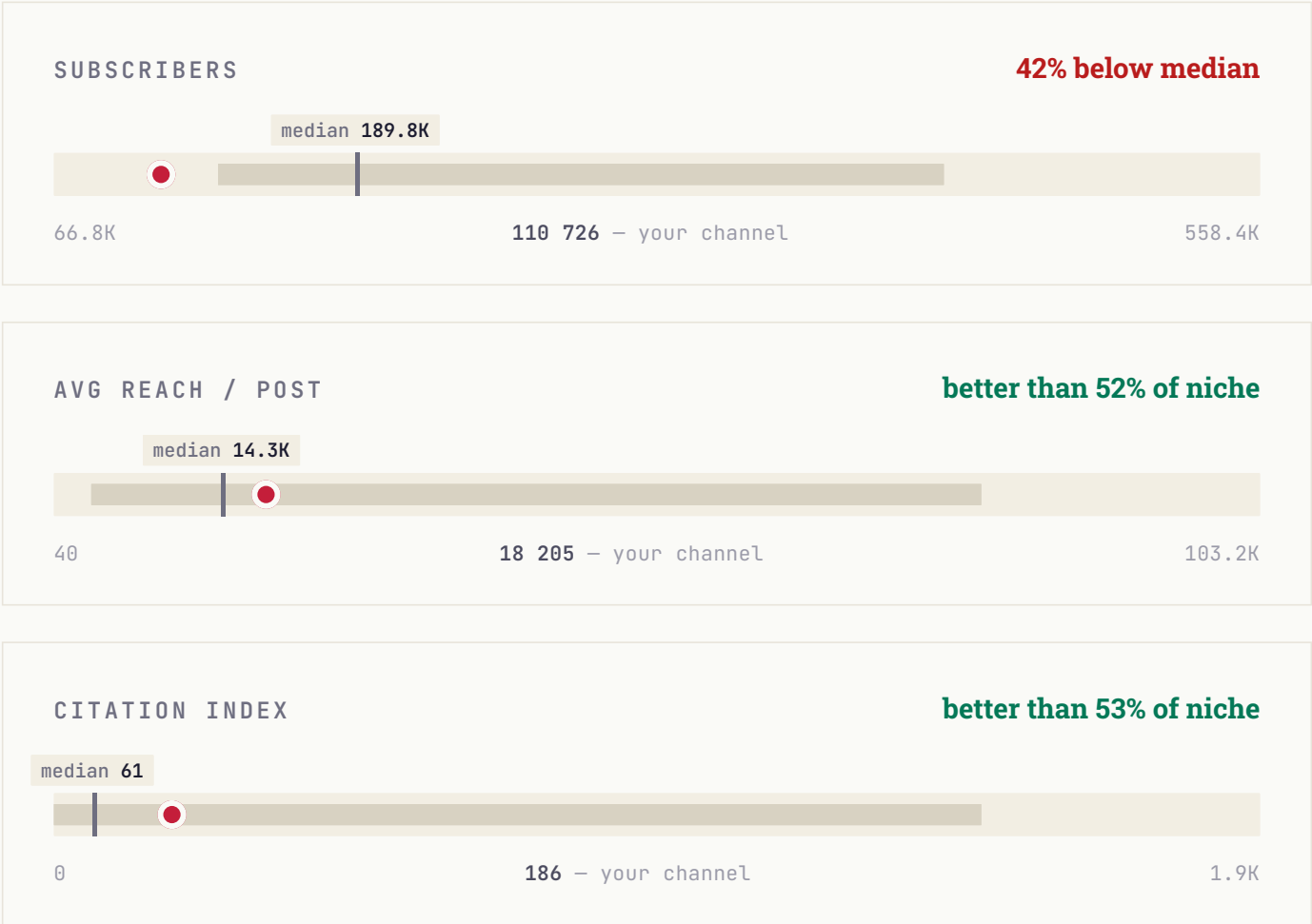
PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
Jan 2026	31	31	874
December 2025	29	25	349
Nov 2025	61	53	2 360
Oct 2025	42	39	0
Sep 2025	51	42	3 448
August 2025	58	47	7 358

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS
272	6	14 389

SECTION 08 · NICHE COMPARISON

Where the channel ranks 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–p90). Black vertical = median. Red dot = your channel.



— SECTION 09 · STRATEGY

What to do right now

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

01

Top post of the week — on Wednesday

Audience is most active on this day at 17:00 MSK.

EFFECT

**Best window
for an
important post**

02

System traffic buy

Three formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromptPress picks 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 is an easy win.

EFFECT

+5-15% ER

04

Cross-promo with neighboring channels

Exchange posts quarterly with channels in the same segment. 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 — it's a source of organic traffic.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in minutes from 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>

02

Contact manager

t.me/PromptPress_manager
