

— PUBLIC REPORT BY PROMTPRESS

Channel audit

VÁ



@vyacheslavnabrand

VYACHESLÁVNA.BRAND order: <https://vyacheslavnabrand.ru/>
questions: @vyacheslavnaorders

SUBSCRIBERS

17 046

+395 per month

ERR (% SEE POSTS)

128.0%

per day **33.3%**

REACH/POST

16.5K

ad reach **5.6K/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 17 046 —	 SUBS REACH 96.83% avg % subs see post	 VIEWS/POST 16.5K median 15.2K · 23 days	 POSTS/WEEK 3.2 over period
 7D TREND -35.3% vs prev week	 REACTIONS/POST 265.2 only 2,917 reactions, 151 reposts, 0 comments	 POST LENGTH 99 chars median 45 · 23 days	 POSTS ANALYZED 11 23 days
 AD REACH 5.6K 24h avg	 CHURN / MONTH +395 last month	 CITATION RATE 20 citation index · 32 channels mentioned all time	 CHANNEL AGE 2 years 5 months created 29.01.2024

AI EDITOR SUMMARY

Channel «VÁ» – 17 046 subs. Avg views per post: 16.5K people (97% of subs), wide reach for a channel this size. Publishes 3 posts/week (~0/day) – rare. Week Jul 6–12 reach dropped -35.3% by week Jun 29 – Jul 5 – worth analyzing.

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 11 posts over 23 days.
- 02 Dominant format — **Photo** (6/11 posts).
- 03 Avg post length — **99** chars (median 45).
- 04 Peak audience activity — **Friday**, 17:00 MSK.
- 05 Top posts get **2×** more views than the weakest (25.7K avg for top vs 10.5K for worst) — among 11 posts over 23 days. Worth analyzing what the top have in common: topic, format, timing.

TOP 5 POSTS

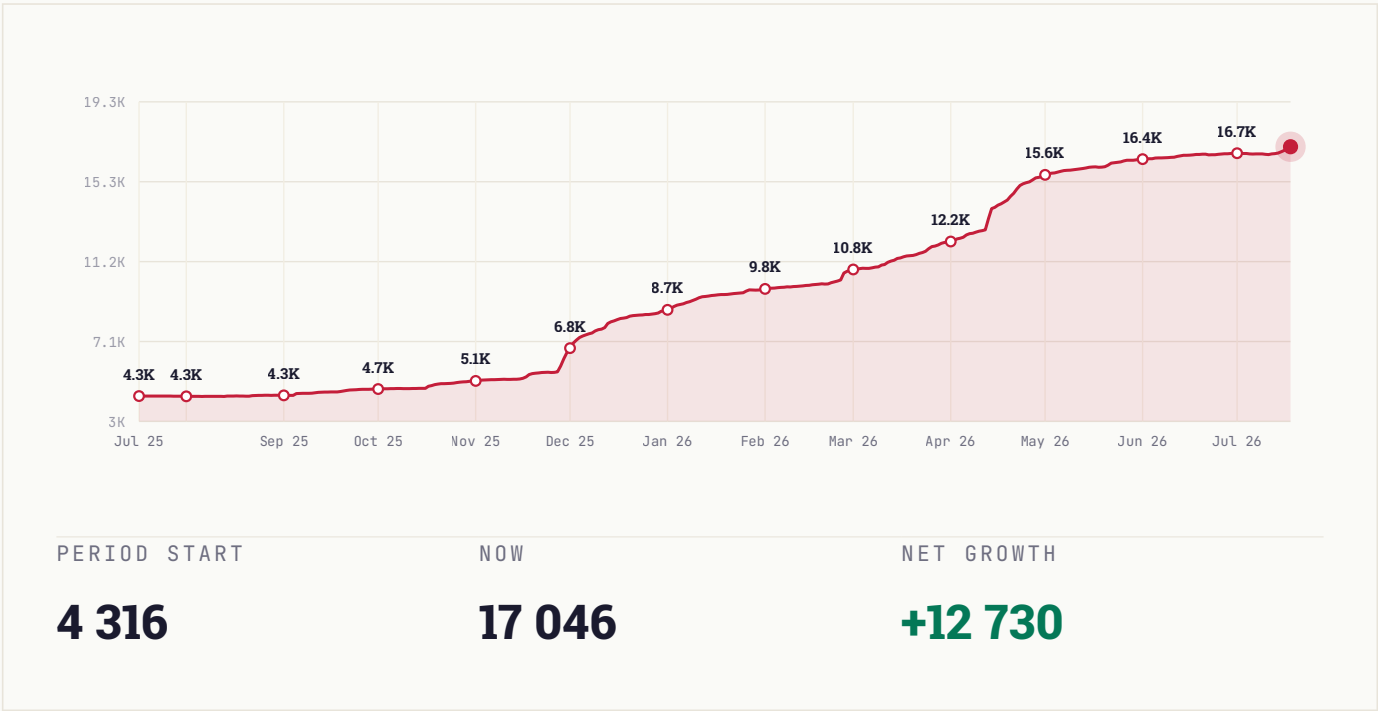
Nº1 26.06 · 14:18 VIDEO VÁ swans 🦢🦢 thank you for tagging our beautiful swans	VIEWS 36 739 REPOSTS 51	REACTIONS 533 ER 215.5%
Nº2 05.07 · 11:21 PHOTO The Swan Lake preorder Reminder: you can preorder our delicate The Swan Lake dress until 16.07 This is a chance to get...	VIEWS 20 974 REPOSTS 12	REACTIONS 174 ER 123.0%
Nº3 22.06 · 13:50 PHOTO "Daisy" dress is back *limited stock	VIEWS 19 329 REPOSTS 9	REACTIONS 359 ER 113.4%

Nº4 22.06 • 13:50 TEXT place order 📧	VIEWS 19 164 REPOSTS 4 REACTIONS 117 ER 112.4%
Nº5 05.07 • 11:21 TEXT pre-order	VIEWS 15 225 REPOSTS 4 REACTIONS 77 ER 89.3%
WORST 3	
↓ 10.07 • 16:52 TEXT alisa in our polka dot set	VIEWS 10 790 REPOSTS 4 REACTIONS 163 ER 63.3%
↓ 10.07 • 16:50 PHOTO today for @vyacheslavnabrand 🎀	VIEWS 10 473 REPOSTS 12 REACTIONS 306 ER 61.4%
↓ 11.07 • 07:40 VIDEO we love pairing our items “Blue” shirt & “Polka dot” skirt available on site	VIEWS 10 212 REPOSTS 21 REACTIONS 390 ER 59.9%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

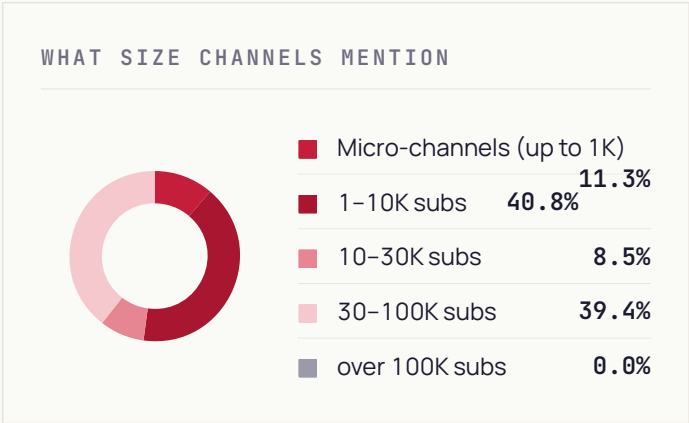
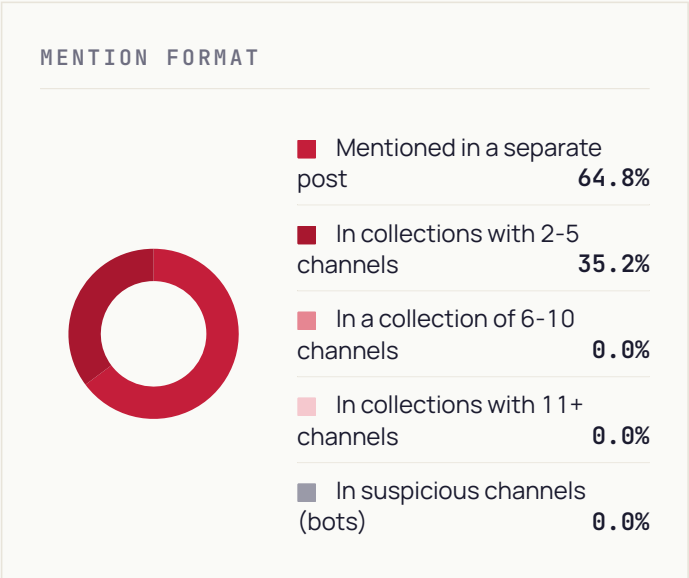
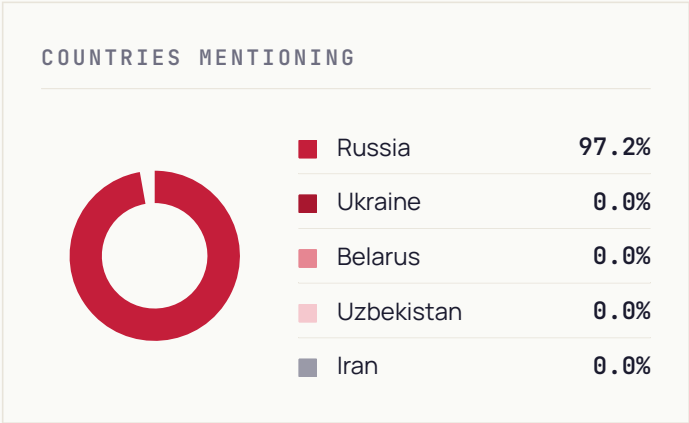
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

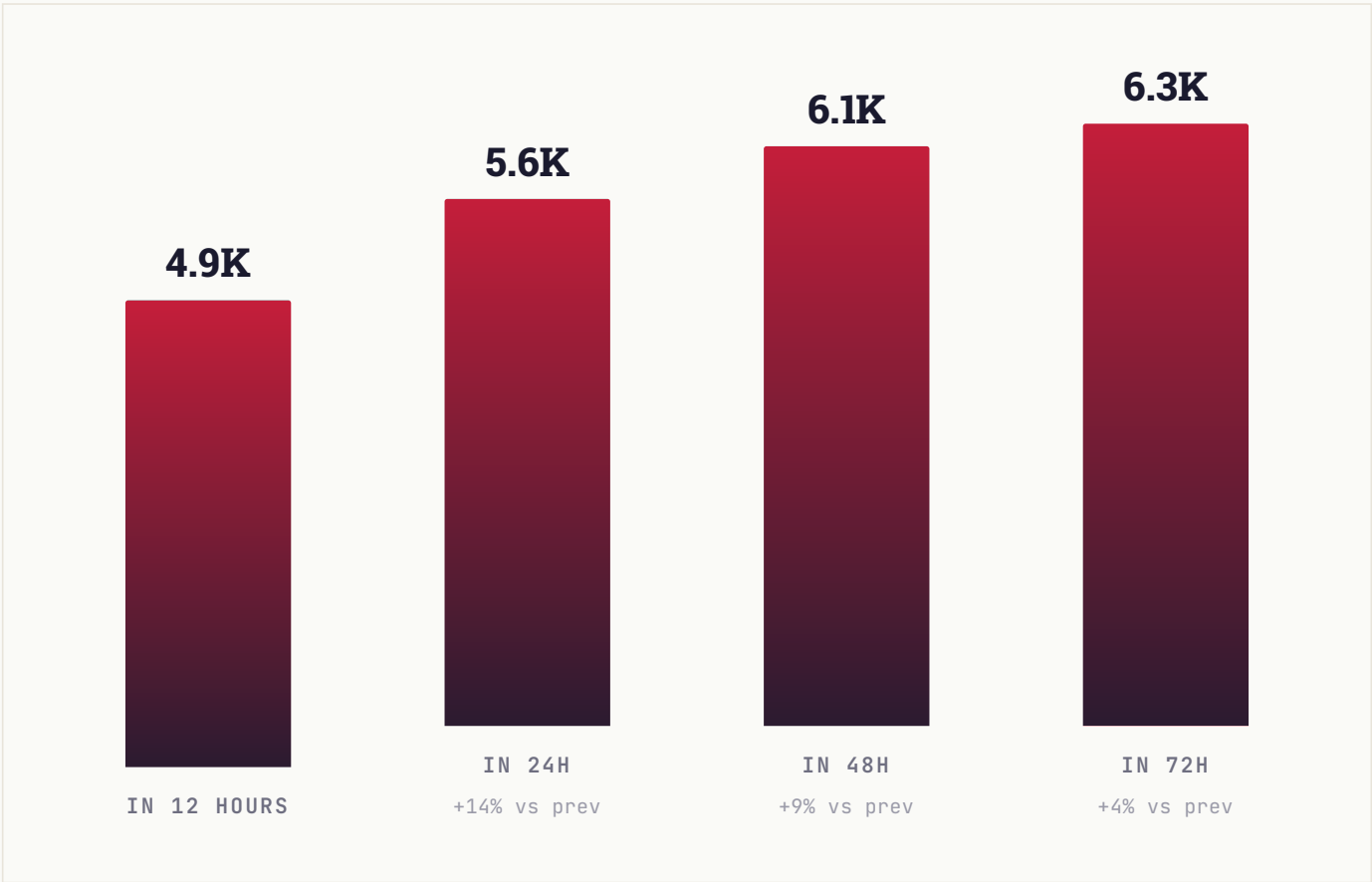
Citation index **20** – channel popularity rating based on mentions. Considers not only count but also mentioner weight: a post from a 100K-sub channel weighs more than from a 1K-sub channel. All-time mentions: **32** different channels.



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 nearest channels by topic and audience. Your channel is highlighted — see its rank among niche neighbors.

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
MJ Manicure Nails	572K
NN Wildberries / WB Finds	533.2K
EM Elena Mixit	518K
GD Face gymnastics	472.4K
PM Fashion Trends	436K
PS Prime Savers	428.8K
VÁ VÁ YOU	17K

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 through systematic traffic & content work.

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Every month we record posts in other channels that mention yours. Over the last **6 months** such mentions: **30**, they brought **5 551** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
January 2026	0	0	1 109
December 2025	18	16	2 137
Nov 2025	3	3	1 475
Oct 2025	2	2	413
September 2025	6	5	325
August 2025	1	1	92

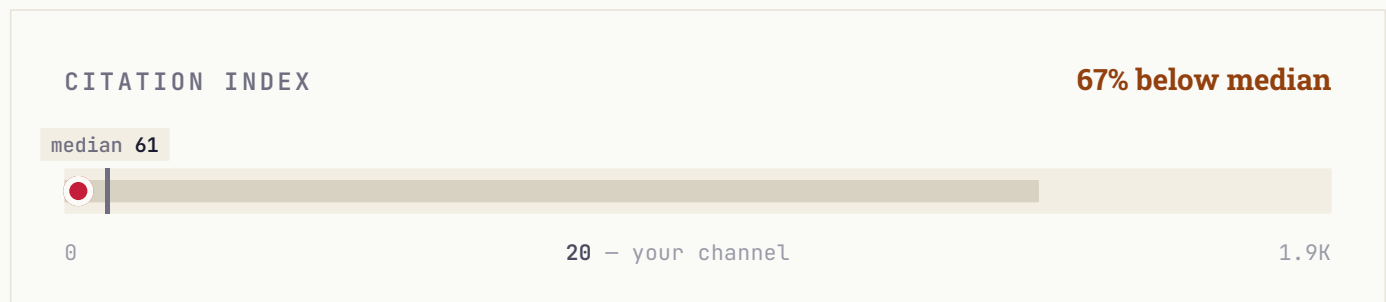
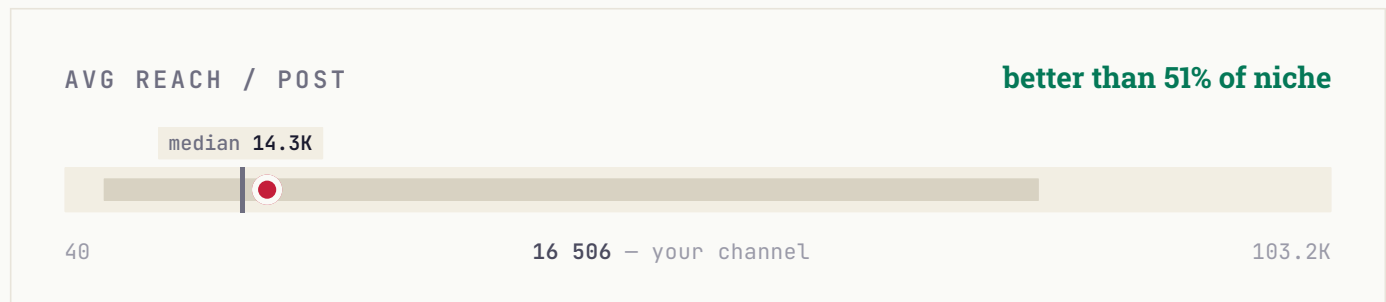
TOTAL MENTIONS	MONTHS OF DATA	GAINED SUBS
30	6	5 551

Where the channel ranks in its league

SUBSCRIBERS 91% below median

median 189.8K

66.8K 17 046 — your channel 558.4K



— 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 3.2 posts/week. Active channels do 7-10.
Consistency is key to retention.

EFFECT

Consistency > volume**02**

Top post of the week — on Friday

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

EFFECT

Best window for an important post**03**

System traffic buying

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

Cross-post with similar channels quarterly. 2-3 collabs give relevant growth — no need daily.

EFFECT

Growth from relevant audience

★ WHAT'S NEXT

Want us to do this **PromptPress?**

This audit is what we can do in minutes using public data. To go further — run ads through us and hit your growth plan in a month.

01 Launch Telegram ad <https://panel.promptpress.com/register>

02 Contact manager t.me/PromptPress_manager
