

— PUBLIC REPORT BY PROMTPRESS

Channel audit

Women's Hairstyles

**@women_hairr**

New hairstyle ideas for every day 🥰 Applications accepted automatically ! Link: https://t.me/+PUJs7ben__Q5MWEy
@admk07 Exchange: https://telega.in/c/+PUJs7ben__Q5MWEy
RKN: <https://clck.ru/3LTq2d>

SUBS

115 471

-1251 per month

ERR (% SEE POSTS)

6.0%

per day 2.3%

REACH/POST

5.7K

ad reach 2.7K/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 Ad potential

How long a post generates reach

05 Competitors

Niche neighbors · your spot

06 Mention dynamics

6 months · monthly

07 Niche comparison

Rank in «Fashion & Beauty»

08 Strategy

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBS 115 471 —	 SUB REACH 4.96% avg % of subs see post	 VIEWS/POST 5.7K median 5.9K · 28 days	 POSTS/WK 26.9 over period
 7D TREND -7.6% vs previous week	 REACTS/POST 73.2 total 7,980 reactions, 1,909 reposts, 0 comments	 POST LENGTH 78 chars median 58 · 28 days	 POSTS ANALYZED 109 28 days
 AD REACH 2.7K 24h avg	 CHURN / MONTH -1251 over last month	 CITATION RATE 1 361 citation index · 963 channels mentioned all time	 CHANNEL AGE 3 years 6 months created 04.01.2023

AI EDITOR SUMMARY

Channel «Women's Hairstyles 🧑🏻💇» — 115 471 subs. Each post averages 5.7K people (5% from subs), reach is low — consider expanding audience. Publishes 27 posts per week (~4 per day) — active posting mode. For the week of June 22–28, reach dropped by -7.6% by week Jun 15–21 — analyze causes.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **109** posts over 28 days.
- 02 Dominant format — **Video** (73/109 posts).
- 03 Avg post length — **78** chars (median 58).
- 04 Audience peak — **Saturday**, 17:00 MSK.
- 05 Top posts get **2x** more views than the weakest (7.3K avg for top vs 4.3K for worst) — among 109 posts in 28 days. Analyze what the top shares: topic, format, timing.

TOP 5 POSTS

Nº1

14.06 · 12:58

VIDEO

For everyday or a holiday 🥳 Women's Hairstyles 👩💇 Our channel in MAX

VIEWS	REACTS
7 383	61
REPOSTS	ER
36	6.4%

Nº2

14.06 · 21:00

PHOTO

Great 👍 Women's Hairstyles 👩💇 Our channel in MAX

VIEWS	REACTS
7 247	119
REPOSTS	ER
2	6.3%

Nº3

13.06 · 19:38

VIDEO

Messy bun 👍 Women's Hairstyles 👩💇 Our channel in MAX

VIEWS	REACTS
7 173	71
REPOSTS	ER
71	6.2%

Nº4

13.06 · 07:10

VIDEO

Here's a lifehack💕 Women's Hairstyles👩🏻 Our channel in MAX

VIEWS

7 056

REPOSTS

26

REACTS

53

ER

6.1%

Nº5

13.06 · 14:02

VIDEO

Unusual ponytail😁 Women's Hairstyles👩🏻 Our channel in MAX

VIEWS

7 039

REPOSTS

65

REACTS

66

ER

6.1%

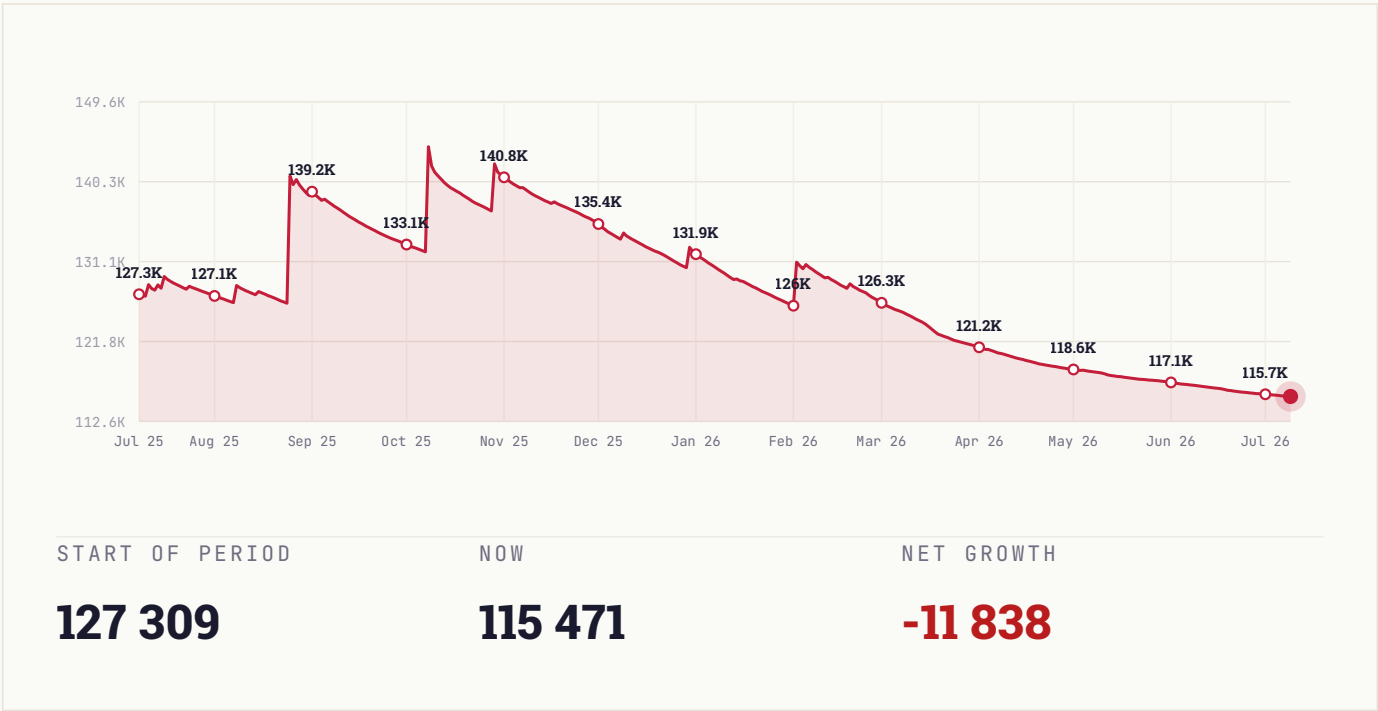
WORST 3

↓ 05.07 · 07:50 VIDEO Hair coloring🔥 Women's Hairstyles👩🏻 Our channel in MAX	VIEWS 4 333 REPOSTS 7 REACTS 67 ER 3.8%
↓ 05.07 · 12:13 VIDEO Beautiful everyday hairstyle for kids Women's Hairstyles👩🏻 Our channel in MAX	VIEWS 4 305 REPOSTS 29 REACTS 52 ER 3.7%
↓ 05.07 · 21:05 VIDEO Gorgeous voluminous braid😍 Women's Hairstyles👩🏻 Our channel in MAX	VIEWS 4 127 REPOSTS 27 REACTS 45 ER 3.6%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

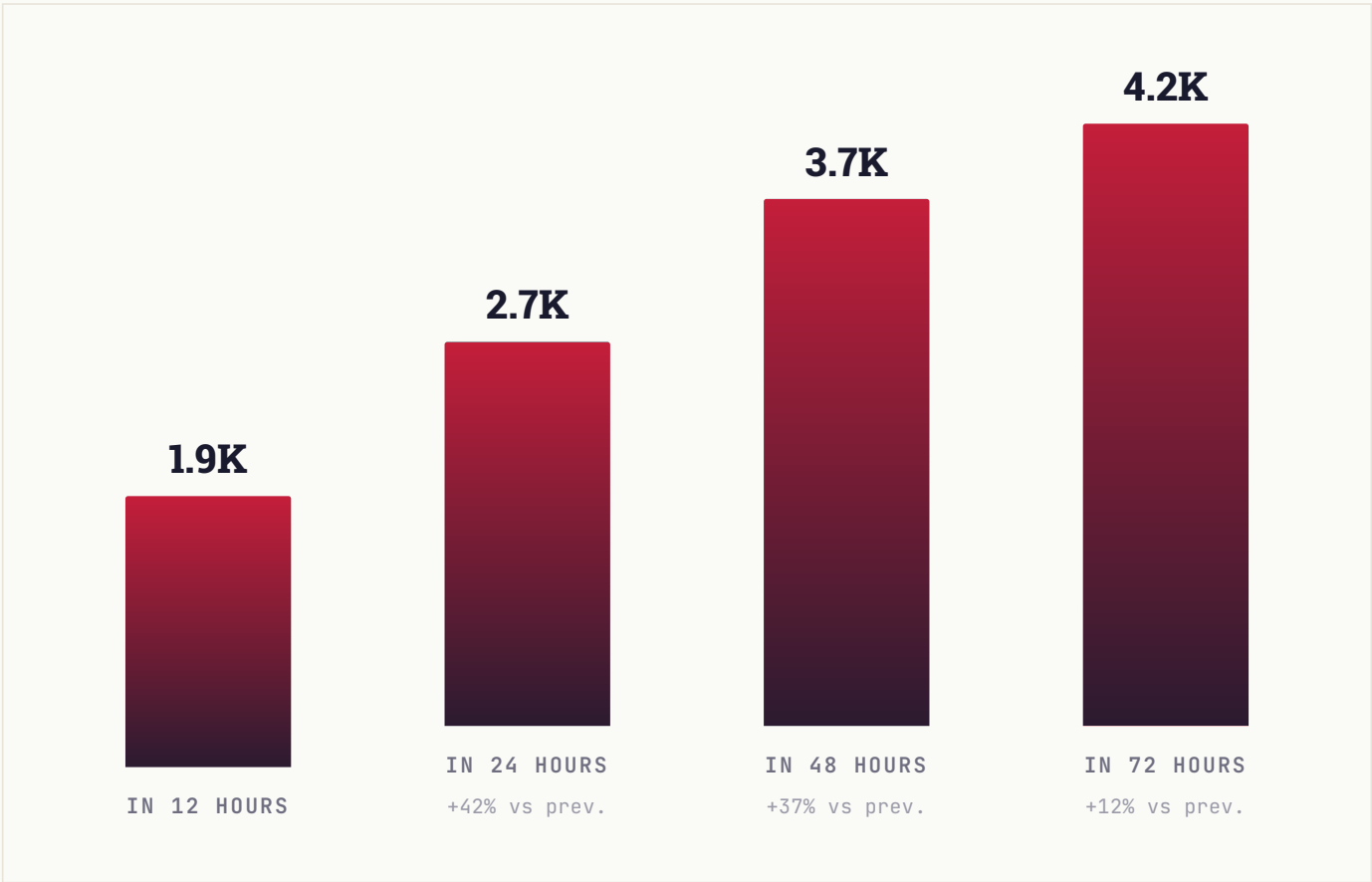
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · AD POTENTIAL

How long a post generates reach

Avg ad post reach by time since publication. Helps gauge how long a placement stays relevant.



SECTION 05 · COMPETITORS

Who you compete with

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

CHANNEL	SUBS
ZY Golden Apple	1.1M
NN Found on Wildberries	635.3K
MI MIXIT.RU	614.6K
M Manicure Nails	573.8K
NN Finds on Wildberries / WB	537.2K
EM Elena Mixit	521.6K
GD Face gymnastics	472.5K
PM Fashion Trends	437.6K
PR Primebery	398.9K
NW WB OZON finds	393.5K
HP Women's Hairstyles  YOU	115.5K

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#93 of 96). Niche median — 171K subs.
First KPI: reach median. Leader: Golden Apple (1.1M).

SECTION 06 · MENTION DYNAMICS

How often the channel is mentioned

Each month we track posts in other channels that mention yours. Over the last **6 months** such mentions were **404**, they brought **39 207** new subs.

PERIOD	MENTIONS	CHANNELS	GAINED SUBS
Jan 2026	7	7	56
December 2025	28	27	3 074
Nov 2025	5	3	190
Oct 2025	123	123	17 617
Sep 2025	89	77	558
August 2025	152	129	17 712

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
404	6	39 207

— SECTION 07 · NICHE COMPARISON

Where your channel ranks in its league

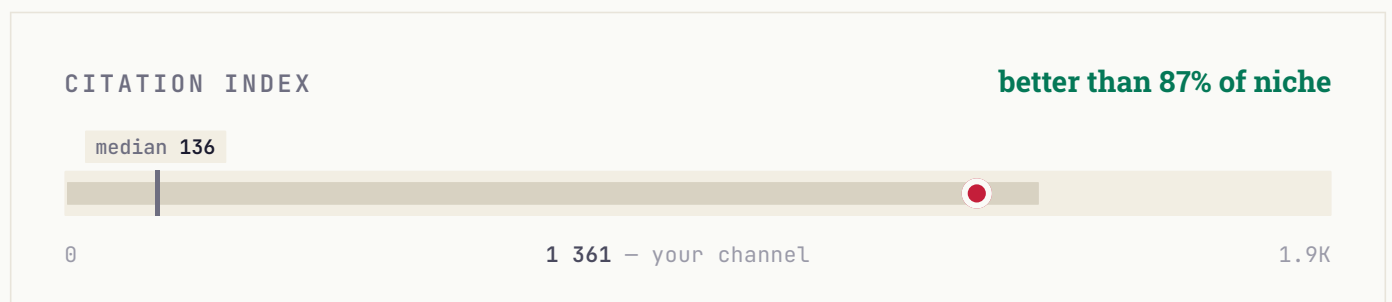
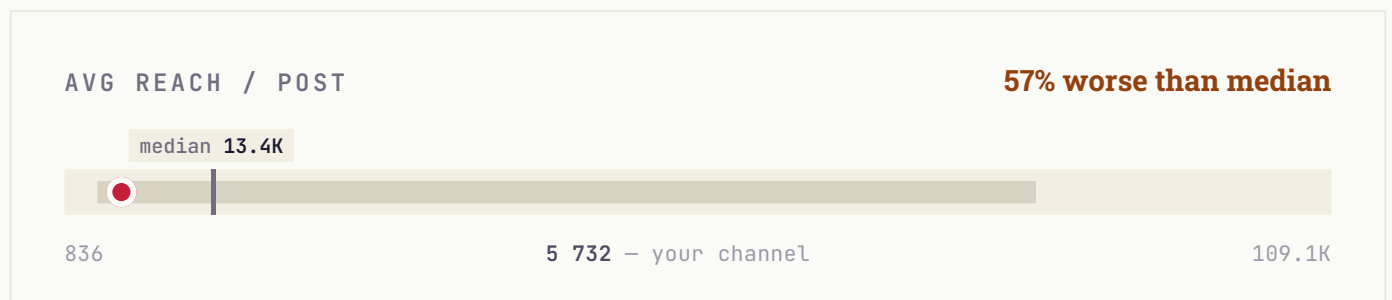
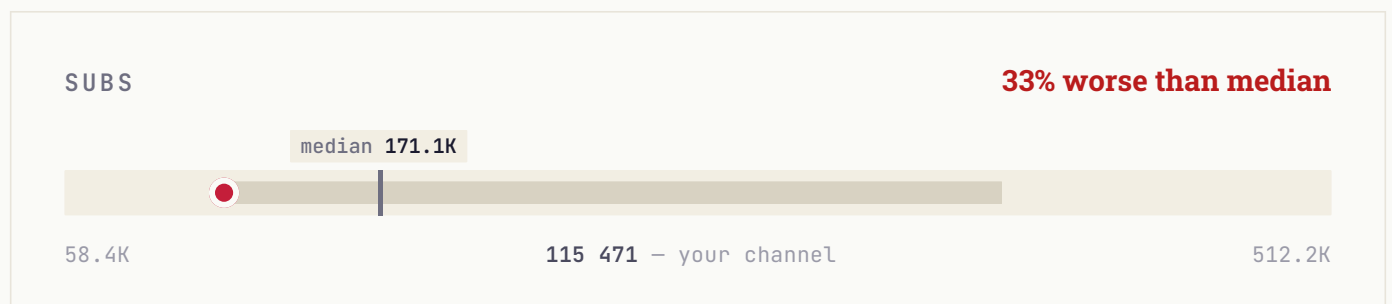
Took top-100 channels in category "Fashion & Beauty» (Russia) and saw how your channel compares. Gray band = 80% of niche channels (p10-p90). Black vertical = median. Red dot = your channel.

#93

/100

RANK IN NICHE

Channel in the lower half of the ranking



— SECTION 08 · STRATEGY

What to do right now

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

- 01

Top post of the week — on Saturday
 Audience most active on this day at 17:00 MSK.

EFFECT
Best window for an important post
- 02

ER below niche benchmark — rethink formats
 Current ER 4.96% vs norm 5.5%. Try polls & interactive formats.

EFFECT
+0.5pp 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 & interactive formats
 Posts with polls/reactions usually boost ER by +5-15%.
 One poll per week on a hot topic — easy win.

EFFECT
+5-15% ER
- 05

Cross-promo with neighboring channels
 Cross-post with same-niche 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 from public data. To go further — run ads with us & hit your growth plan in a month.

01

**Launch ads in
Telegram**

<https://panel.promptpress.com/register>

02

Contact manager

t.me/PromptPress_manager
