

PUBLIC REPORT BY PROMTPRESS

Channel audit

Yves Rocher | Belarus



@YvesRocherBeLarus

Official channel of Yves Rocher cosmetics & perfume brand Online store: <https://www.y-r.by> App Store: <https://vk.cc/cSzM3W> Android app: <https://vk.cc/cSzMdn> Online...

SUBSCRIBERS

9 968

+186 per month

ERR (% SEE POSTS)

29.0%

per day 18.4%

REACH/POST

2.8K

ad reach 1.8K/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 9 968 —	 SUBSCRIBER REACH 28.52% avg % of subs see post	 VIEWS/POST 2.8K median 2.8K · 29 days	 POSTS/WEEK 22.1 over period
 7D TREND -24.5% vs previous week	 REACTIONS/POST 59.0 total 5,547 reactions, 354 reposts, 54 comments	 POST LENGTH 476 chars. median 449 · 29 days	 POSTS ANALYZED 94 29 days
 AD REACH 1.8K 24h avg	 CHURN / MONTH +186 last month	 CITATION RATE 1 citation index · 6 channels mentioned ever	 CHANNEL AGE 6 years 3 months created 27.02.2020

AI EDITOR SUMMARY

Channel «Yves Rocher | Belarus» — 9 968 subs. Each post gets avg 2.8K people (29% from subs), that's good reach. Publishes 22 posts per week (~3/day) — active posting. For week 25–31 May reach dropped by -24.5% to week 18–24 May — worth analyzing why.

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 **94** posts over 29 days.
- 02 Dominant format — **Photo** (52/94 posts).
- 03 Avg post length — **476** chars (median 449).
- 04 Peak audience activity — **Sunday**, 14:00 MSK.
- 05 Top posts drive **3x** more views than the weakest (4.6K avg for top vs 1.4K for worst) — among 94 posts in 29 days. Worth analyzing what top posts share — topic, format, timing.

TOP 5 POSTS

Nº1 11.05 · 07:30 PHOTO 📦 GIVEAWAY OF 3 NEW O'FRESH FRAGRANCES! 📦 Ready to refresh your perfume collection? We're giving away three exclusive new eau de toilettes...		VIEWS	REACTIONS
		5 004	1 675
		REPOSTS	ER
		109	50.2%
Nº2 10.05 · 11:31 PHOTO We're jumping back to the 2000s! A time when every scent told a story. Which perfume or lip gloss...		VIEWS	REACTIONS
		4 430	92
		REPOSTS	ER
		8	44.4%
Nº3 11.05 · 11:00 PHOTO Picture this: sun-drenched fields of La Gacilly in Brittany... That's where we lovingly grow Organic Calendula🌼, making it the heart of your...		VIEWS	REACTIONS
		4 318	123
		REPOSTS	ER
		3	43.3%

Nº4 30.04 · 14:03 **PHOTO**

May holidays are heating up – time to switch to SPF 50+. We've got the perfect combo for you: ✨ Body protection...

VIEWS	REACTIONS
3 607	23
REPOSTS	ER
2	36.2%

Nº5 01.05 · 10:16 **VIDEO**

⚡Yves Rocher App = Your Discount!⚡ Download the mobile app (📱App Store,📱Google Play) and get 10% off your first...

VIEWS	REACTIONS
3 586	15
REPOSTS	ER
4	36.0%

WORST 3↓ 27.05 · 17:03 **PHOTO**

Your favorite shampoo now in Eco-refill format (600 ml). Self-care meets planet care. Why this...

VIEWS	REACTIONS
1 800	49
REPOSTS	ER
4	18.1%

↓ 28.05 · 04:19 **PHOTO**

We often feature picks from this catalog – it's the month's standout event. But here's the catch: this promo is exclusive. It...

VIEWS	REACTIONS
1 416	47
REPOSTS	ER
1	14.2%

↓ 28.05 · 08:58 **PHOTO**

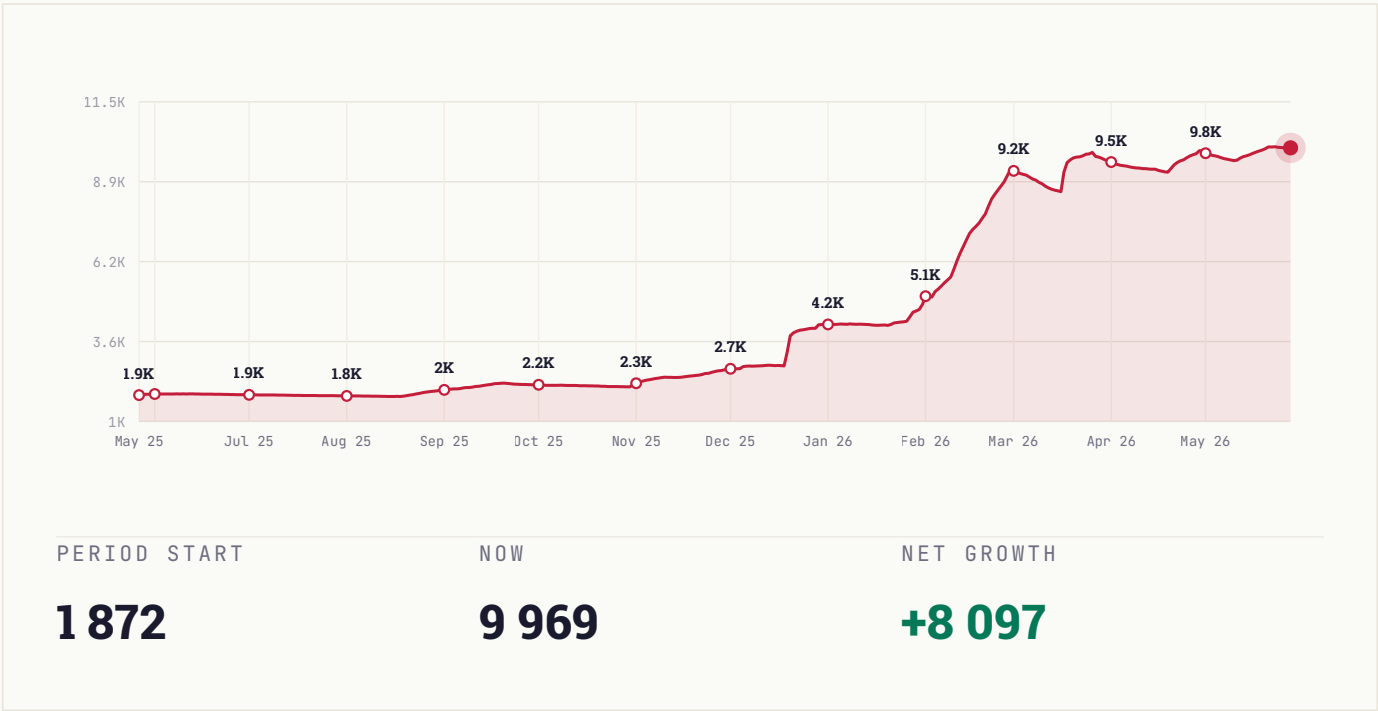
If you're looking for scents that bring cleanliness, sun warmth, and absolute freedom – the Eau Fraiche collection is for you! We...

VIEWS	REACTIONS
874	27
REPOSTS	ER
1	8.8%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

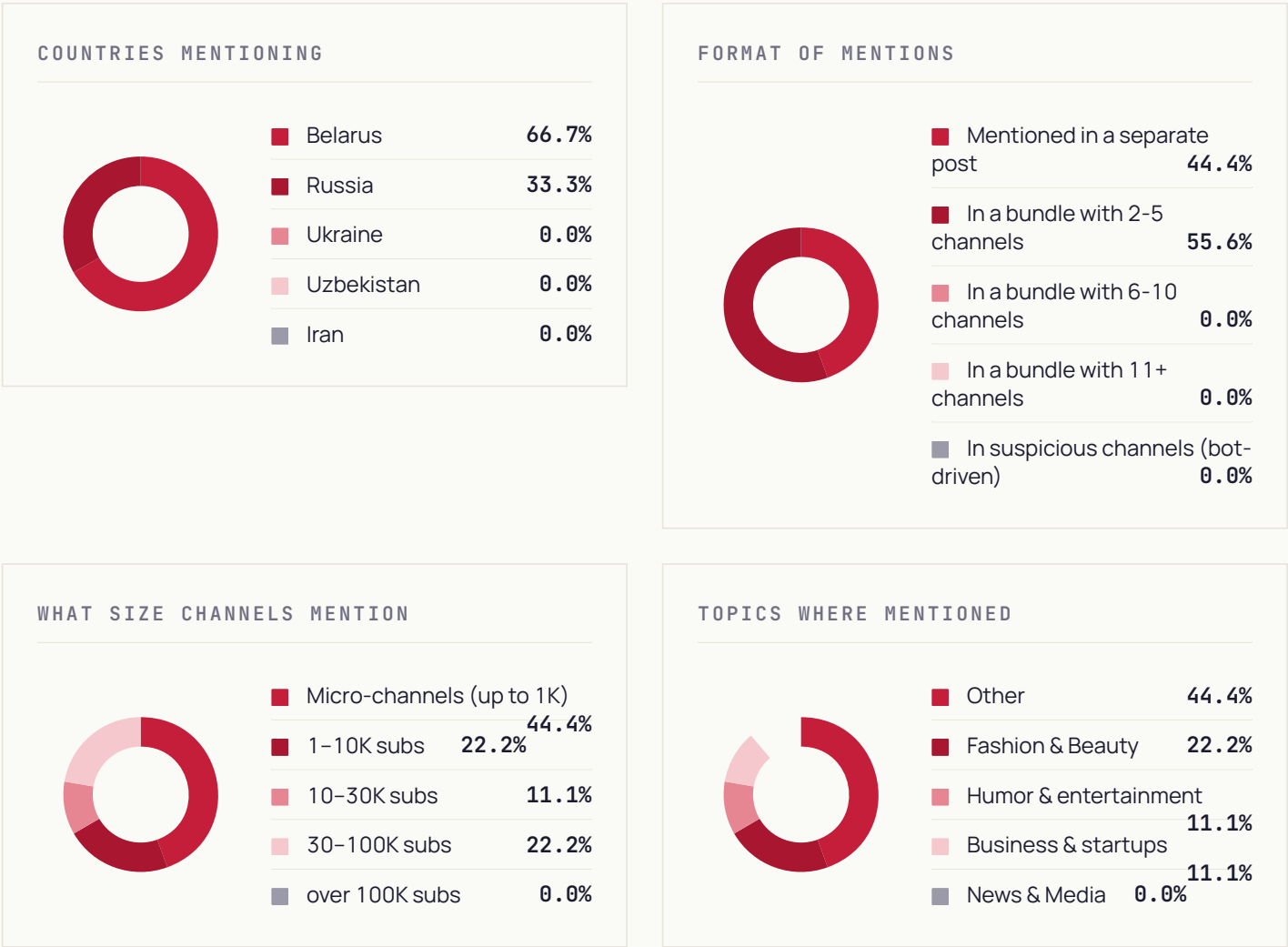
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · CITATIONS

Who & how mentions the channel

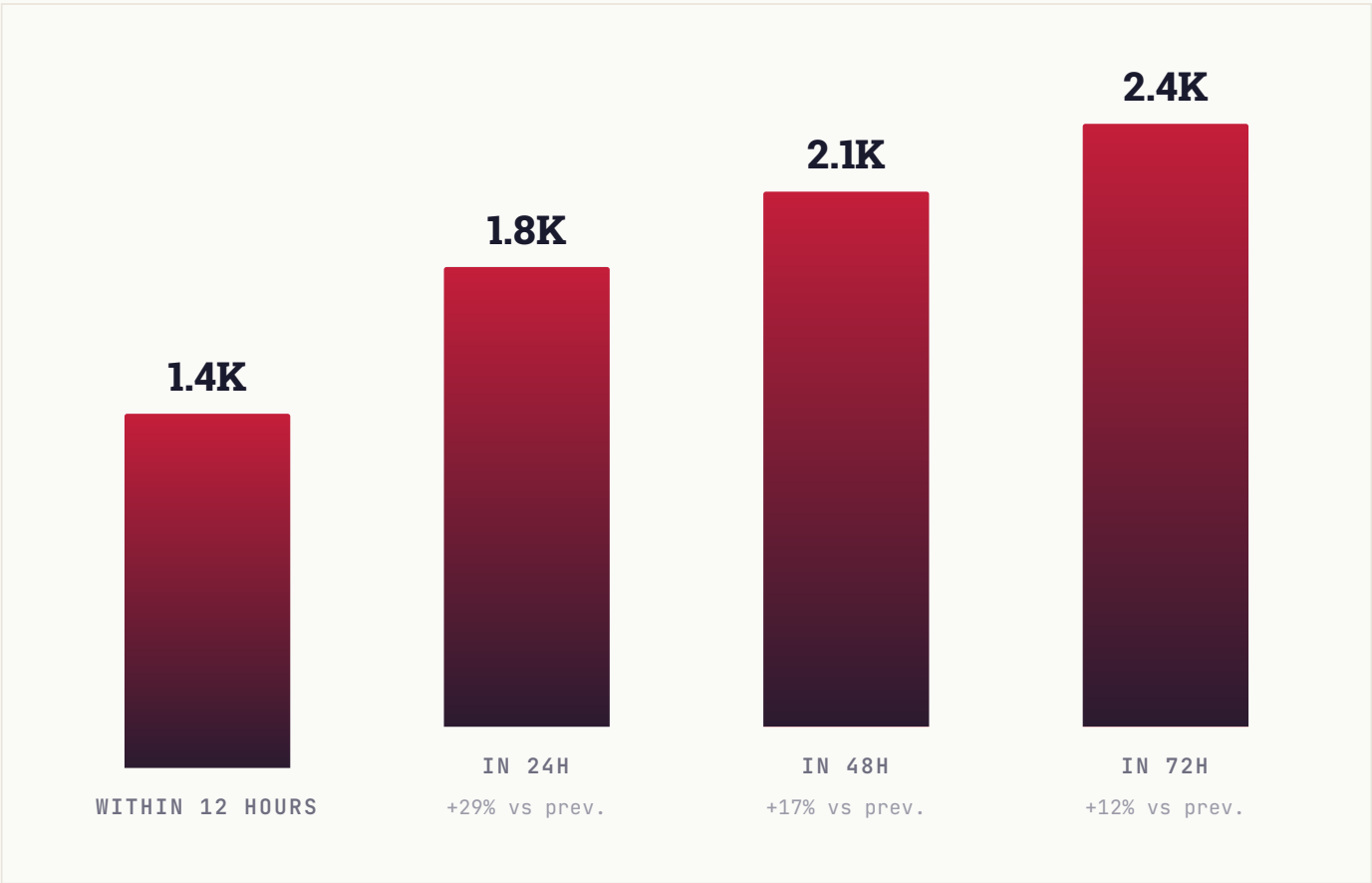
Citation index 1 – channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a channel with 100K subs weighs more than from 1K subs. All time channel was mentioned 6 different channels.



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 should 'live'.



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Highlighted your channel — shows its rank among niche neighbors.

CHANNEL	SUBSCRIBERS
MF Mark Formelle Марк Формэль	31.7K
WE Live on Belbazar	27.7K
B Bogdan BENCH CLO	19K
BE bellavka	17.6K
WY wyzardly	16.9K
3P 3pmwear	16.6K
R- Ramonki – goods from Belarus	16.5K
CO CARHARTT OPT	16.4K
RE Respectshoes	16K
PO POIZON__BELARUS	14.1K
IR Yves Rocher Belarus	10K

COMPARATIVE INSIGHT

Channel in top quartile of niche (#16 of 99). Leader — Mark Formelle | Марк Формэль (31.7K). Goal for coming months: enter niche top-10 through systematic traffic work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Monthly we track posts in other channels that mention yours. Over the last **6 months** such mentions were **0**, they brought **1 057** new subs.

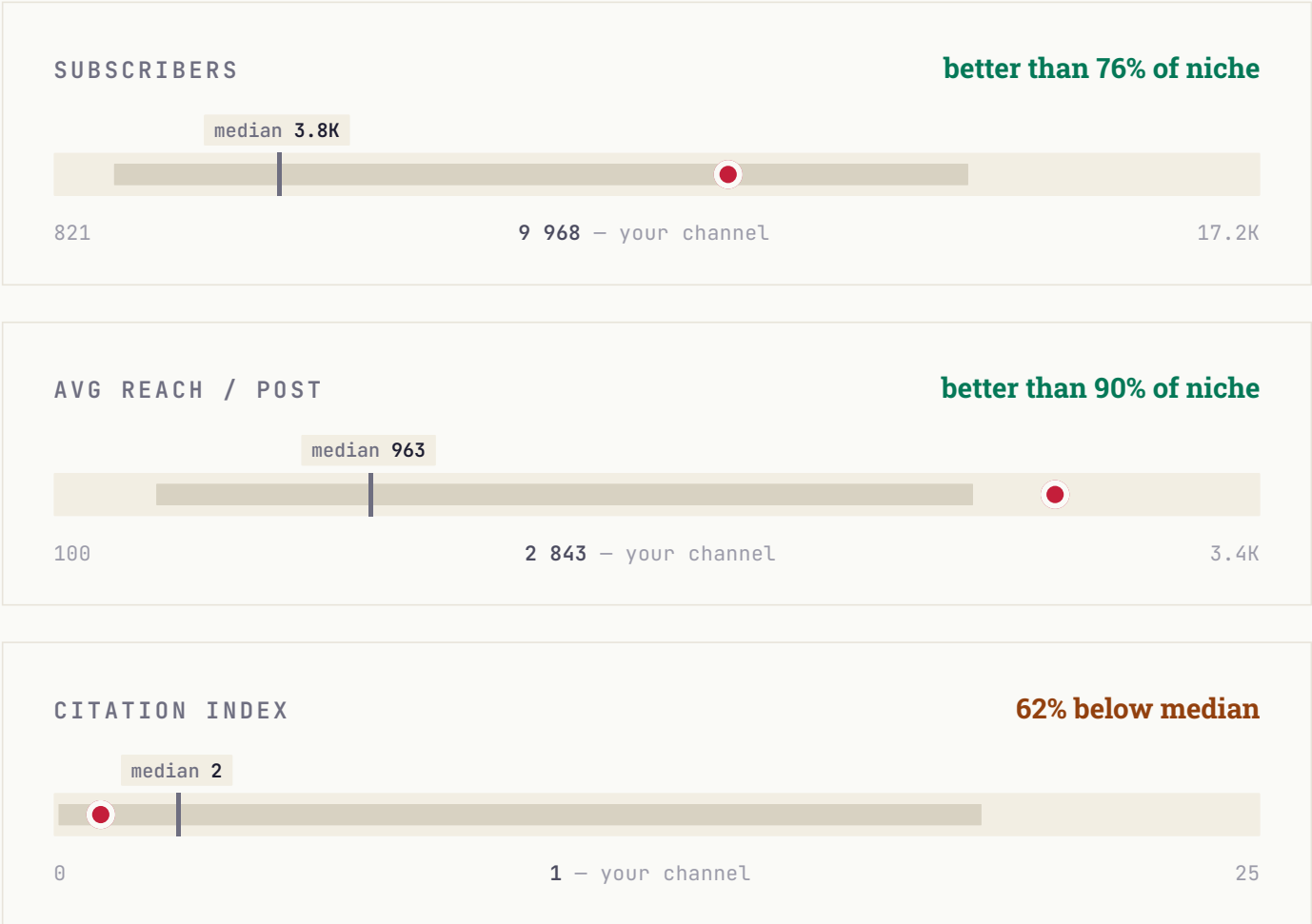
PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Nov 2025	0	0	530
Oct 2025	0	0	72
Sep 2025	0	0	226
August 2025	0	0	210
July 2025	0	0	4
June 2025	0	0	15

TOTAL MENTIONS	MONTHS IN DATA	GAINED SUBSCRIBERS
0	6	1 057

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

Top-100 channels in category «Fashion & Beauty» (Belarus) and compared your channel. Gray band: range where 80% of niche channels fall (p10 to 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 next month.

- | | | |
|----|---|--|
| 01 | Main post of the week — on Sunday
On this day at 14:00 MSK audience is most active. | EFFECT
Best window
for key posts |
| 02 | System 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 |
| 03 | Test polls & interactive formats
Posts with polls/reactions usually boost ER by 5-15%.
One poll per week on a hot topic is an easy growth point. | EFFECT
+5-15% ER |
| 04 | Cross-promo with neighboring channels
Swap posts with same-segment channels once a quarter. No need daily — 2-3 collabs bring 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 us to do this **PromptPress?**

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

01

**Launch ads on
Telegram**

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

02

Contact manager

t.me/PromptPress_manager