

PUBLIC REPORT BY PROMTPRESS

# Channel audit

## ShMOT



@zashmot

Channel of fashion editor, stylist Alina Shkarupa (ex ELLE, Cosmo)  
@alinashkarupa My YouTube show «Star Wardrobe»: [https://youtube.com/@pro\\_shmot](https://youtube.com/@pro_shmot) In the RKN registry...

SUBSCRIBERS

**108 972**

-745 per month

ERR (% SEE POSTS)

**24.0%**

last day **17.9%**

REACH/POST

**26.3K**

ad reach **19.6K**/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.

|                                                                                        |                                                                                                      |                                                                                                                             |                                                                                                         |
|----------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------|
| <div><div></div><div>SUBSCRIBERS</div></div> <div>108 972</div> <div>—</div>           | <div><div></div><div>SUBSCRIBER REACH</div></div> <div>24.1%</div> <div>avg % of subs see post</div> | <div><div></div><div>VIEWS/POST</div></div> <div>26.3K</div> <div>median 24.7K · 29 days</div>                              | <div><div></div><div>POSTS/WEEK</div></div> <div>22.0</div> <div>for the period</div>                   |
| <div><div></div><div>7D TREND</div></div> <div>+0.4%</div> <div>vs previous week</div> | <div><div></div><div>REACTIONS/POST</div></div> <div>—</div> <div>MTPROTO only</div>                 | <div><div></div><div>POST LENGTH</div></div> <div>212 chars</div> <div>median 183 · 29 days</div>                           | <div><div></div><div>POSTS ANALYZED</div></div> <div>93</div> <div>29 days</div>                        |
| <div><div></div><div>AD REACH</div></div> <div>19.6K</div> <div>24h avg</div>          | <div><div></div><div>CHURN / MONTH</div></div> <div>-745</div> <div>last month</div>                 | <div><div></div><div>CITATION RATE</div></div> <div>881</div> <div>citation index · 1,970 channels mentioned all time</div> | <div><div></div><div>CHANNEL AGE</div></div> <div>7 years 11 months</div> <div>created 13.07.2018</div> |

AI EDITOR SUMMARY

Channel «SHMOT» — 108 972 subs. Each post averages 26.3K people (24% from subs), this is average reach — room to grow. Publishes 22 posts per week (~3/day) — active posting. For the week of June 22–28, reach stable (+0.4% vs week Jun 15–21).

SECTION 02 · CONTENT ANALYSIS

# What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 93 posts over 29 days.
- 02 Dominant format — Photo (74/93 posts).
- 03 Avg post length — 212 chars (median 183).
- 04 Peak audience activity — Sunday, 20:00 MSK.
- 05 Top posts get 3x more views than the weakest (57.3K avg top vs 21.3K worst) — among 93 posts over 29 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

|                                                                                                                                                                     |        |           |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------|-----------|
| №115.06 · 11:18TEXT                                                                                                                                                 | VIEWS  | REACTIONS |
|                                                                                                                                                                     | 62 171 | —         |
| AAAAA RUN TO WATCH HOW I DRESS MARIANNA ELISEEVA!!! <a href="https://youtu.be/EDvG0aWI-8I?si=OI1qHRVil2JOkTVD">https://youtu.be/EDvG0aWI-8I?si=OI1qHRVil2JOkTVD</a> | REP.   | ER        |
|                                                                                                                                                                     | 81     | 57.1%     |
| №229.06 · 13:48TEXT                                                                                                                                                 | VIEWS  | REACTIONS |
|                                                                                                                                                                     | 57 434 | —         |
| My close friend, a PERSON in all caps Natasha Borisova in an interview with Madonna. I was behind the scenes on this shoot and at some point...                     | REP.   | ER        |
|                                                                                                                                                                     | 65     | 52.7%     |
| №328.06 · 17:46PHOTO                                                                                                                                                | VIEWS  | REACTIONS |
|                                                                                                                                                                     | 52 327 | —         |
| I think Hedi Slimane is physically sick of the skinny trend, because he's ALWAYS done it. At Celine even more so)) and now everyone...                              | REP.   | ER        |
|                                                                                                                                                                     | 66     | 48.0%     |

|                                                                                                                                                                                                                                                      |                                                                   |                                                                  |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------|------------------------------------------------------------------|
| <div><div>Nº4</div><div>03.07 · 08:29</div><div>PHOTO</div></div> <div>I love that this stripper aesthetic has infiltrated big houses. At David Koma resort, all models pose in stripper heels! And also...</div>                                    | <div>VIEWS</div> <div>52 036</div> <div>REP.</div> <div>142</div> | <div>REACTIONS</div> <div>—</div> <div>ER</div> <div>47.8%</div> |
| <div><div>Nº5</div><div>02.07 · 06:13</div><div>VIDEO</div></div> <div>Они &gt;&gt;&gt; everything else! A couple of rooftop climbers got onto the Empire State Building with a banner 'When the power of love beats the love of power, the...</div> | <div>VIEWS</div> <div>50 294</div> <div>REP.</div> <div>402</div> | <div>REACTIONS</div> <div>—</div> <div>ER</div> <div>46.2%</div> |

|

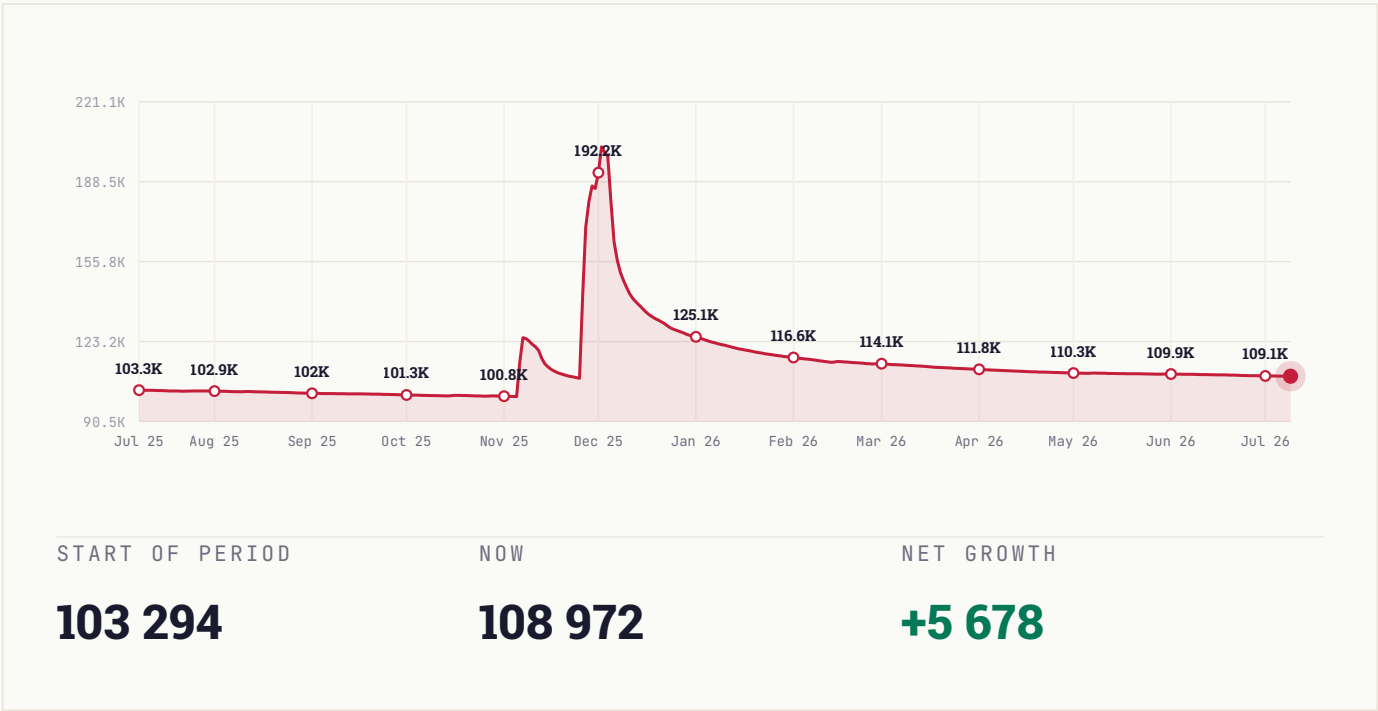
WORST 3

|                                                                                                                                                                                                                             |                                                                  |                                                                  |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------|------------------------------------------------------------------|
| <div><div>↓</div><div>02.07 · 11:22</div><div>PHOTO</div></div> <div>Loved this shot from the new Gate31 campaign. Clearly the brand is reinventing itself: the visuals look 100x fresher</div>                             | <div>VIEWS</div> <div>22 517</div> <div>REP.</div> <div>21</div> | <div>REACTIONS</div> <div>—</div> <div>ER</div> <div>20.7%</div> |
| <div><div>↓</div><div>16.06 · 12:42</div><div>VIDEO</div></div> <div>God, Marc Jacobs again has the coolest campaign - these girls crying, fixing their hair, gossiping in the bathroom so...</div>                         | <div>VIEWS</div> <div>21 519</div> <div>REP.</div> <div>87</div> | <div>REACTIONS</div> <div>—</div> <div>ER</div> <div>19.7%</div> |
| <div><div>↓</div><div>30.06 · 15:16</div><div>VIDEO</div></div> <div>Can't pass by the details of Michael Rider's new collection for Celine, and there's plenty to see. For example, the brand announced the first...</div> | <div>VIEWS</div> <div>19 788</div> <div>REP.</div> <div>6</div>  | <div>REACTIONS</div> <div>—</div> <div>ER</div> <div>18.2%</div> |

SECTION 03 • SUBSCRIBER DYNAMICS

# How the channel grew over the year

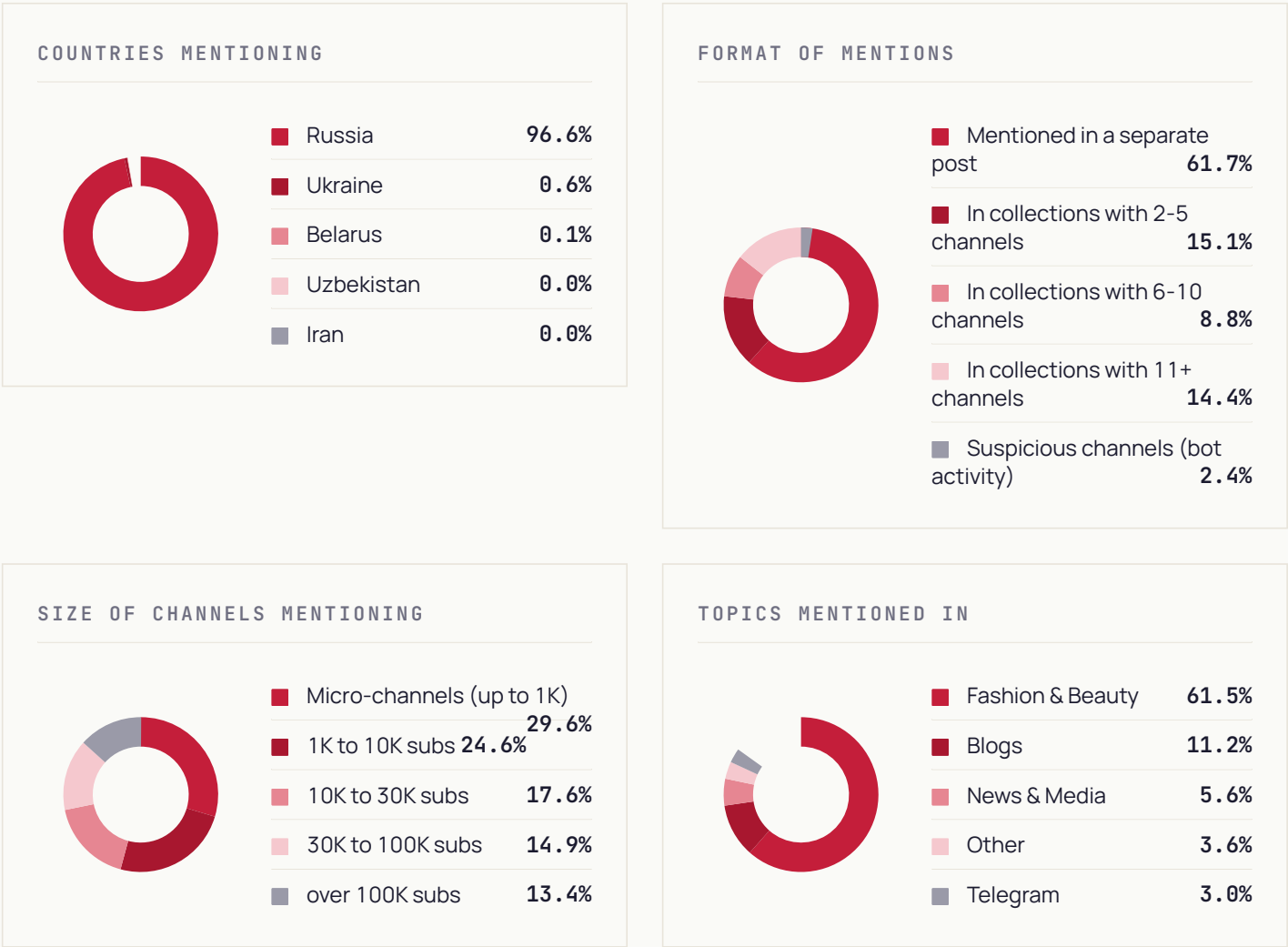
Subscriber growth chart for the year. Key months show exact subscriber count.  
Shows months of growth and decline.



SECTION 04 · MENTIONS

# Who and how mentions the channel

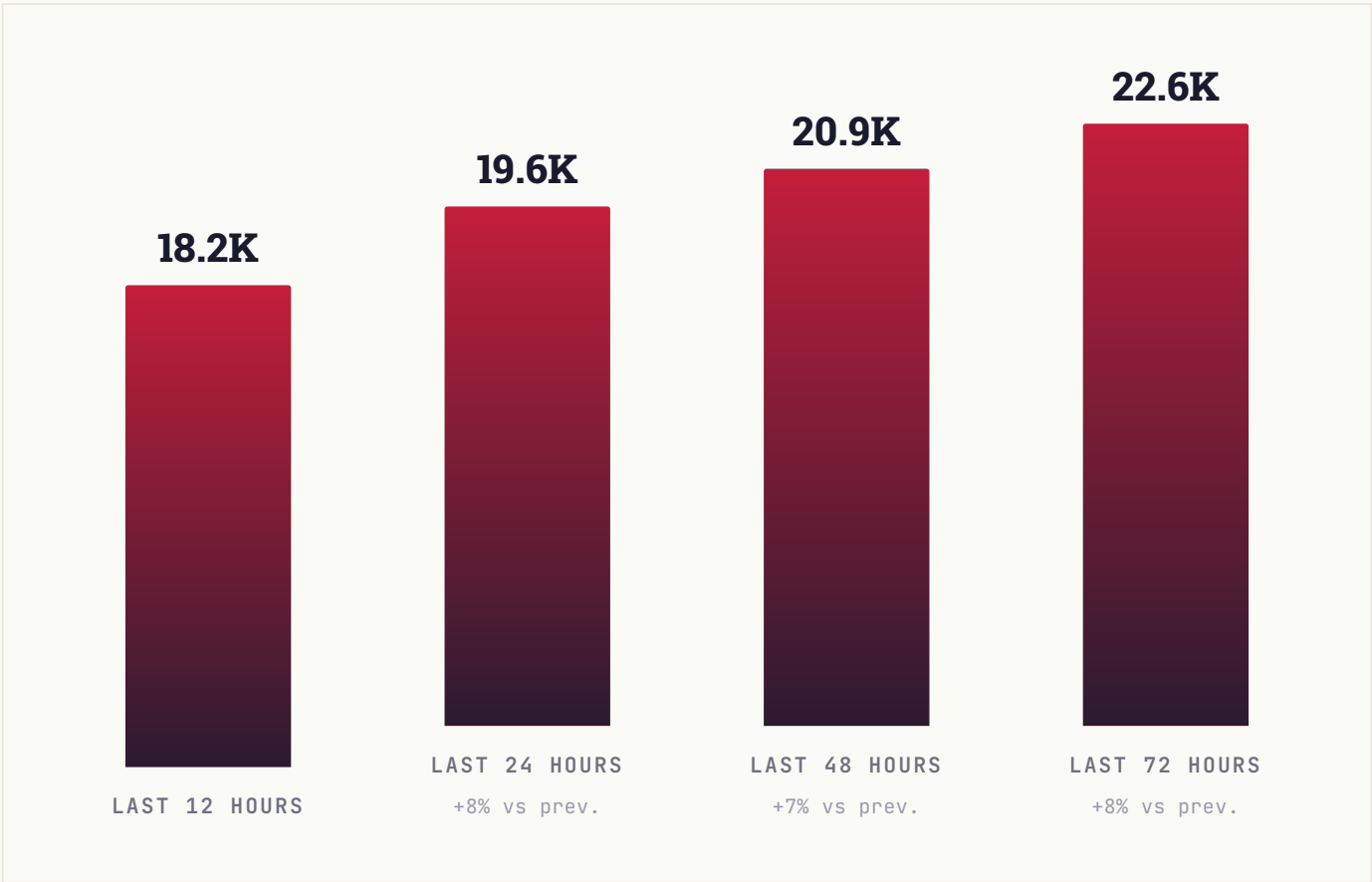
Citation index **881** — channel popularity rating based on mentions. Considers not only quantity but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **1 970** different channels.



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 stays relevant.



SECTION 06 · COMPETITORS

# Who you compete with

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

| CHANNEL                              | SUBSCRIBERS |
|--------------------------------------|-------------|
| <div>ZY</div> Golden Apple           | 1.1M        |
| <div>HH</div> Found on Wildberries   | 635.3K      |
| <div>MI</div> MIXIT.RU               | 614.6K      |
| <div>M </div> Manicure   Nails       | 573.8K      |
| <div>HH</div> Wildberries / WB finds | 537.2K      |
| <div>EM</div> Elena Mixit            | 521.6K      |
| <div>GD</div> Face gymnastics        | 472.5K      |
| <div>PM</div> Fashion   Trends       | 437.6K      |
| <div>PR</div> Primebery              | 398.9K      |
| <div>HW</div> WB OZON finds          | 393.5K      |
| <div>ShM</div> ShMOT <div>YOU</div>  | 109K        |

COMPARATIVE CONCLUSION

Channel not yet outside top 96 of niche — early growth stage. Niche leader — Golden Apple (1.1M), top-96 median: 171K. First goal: enter top-96 via systematic traffic & content work.

SECTION 07 · MENTION DYNAMICS

# How often the channel is mentioned

Every month we record posts in other channels that mention your channel. Over the last **6 months** such mentions were **173**, they brought **120 253** new subs.

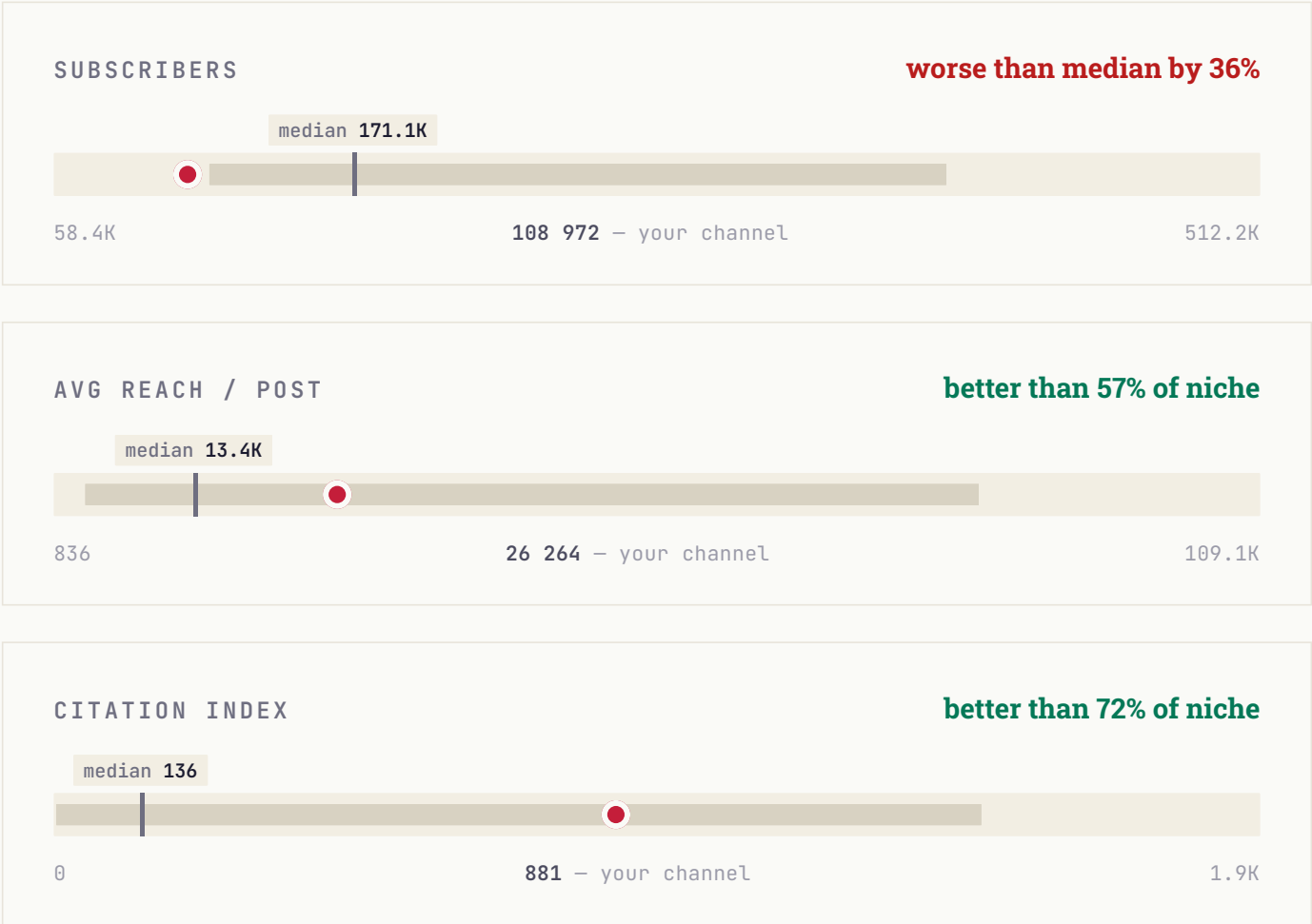
| PERIOD        | MENTIONS | CHANNELS | BROUGHT SUBSCRIBERS |
|---------------|----------|----------|---------------------|
| Jan 2026      | 3        | 3        | 0                   |
| December 2025 | 23       | 17       | 17 072              |
| Nov 2025      | 32       | 20       | 102 677             |
| Oct 2025      | 40       | 15       | 363                 |
| Sep 2025      | 48       | 20       | 38                  |
| August 2025   | 27       | 9        | 103                 |

|                |                |                       |
|----------------|----------------|-----------------------|
| TOTAL MENTIONS | MONTHS IN DATA | ATTRACTED SUBSCRIBERS |
| 173            | 6              | 120 253               |

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 = 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 off and revisit in a month.

**01****Main post of the week — on Sunday**

Audience is most active on this day at 20:00 MSK.

EFFECT

**Best window  
for an  
important post****02****Increase video posts share**

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). 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 growth point.

EFFECT

**+5-15% ER****05****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**

★ WHAT'S NEXT

# Want us to do it PromptPress?

This audit is what we can do in minutes from public data. Want to go further? Run ads with 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](https://t.me/PromptPress_manager)