

PUBLIC REPORT PROMTPRESS

Channel audit

Arina Alex.

REELS & sales



@arinaalexx

How to earn 300k+ on Reels, I tell here: <https://clck.ru/3PJMXg> Fresh trends, reel ideas, my blogging & sales tips My inst 1 📺arina_alexx Support @stepbybit #BGVCW

SUBSCRIBERS

105 861

+7284 per month

ERR (% SEE POSTS)

7.0%

per day 3.0%

REACH/POST

6.7K

ad reach 3.1K/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 105 861 —	 SUBSCRIBER REACH 6.32% avg % of subs who see a post	 VIEWS/POST 6.7K median 6.7K · 28 days	 POSTS/WK 12.1 for the period
 7D TREND -10.9% vs previous week	 REACTIONS/POST 81.1 total 3,976 reactions, 909 reposts, 214 comments	 POST LENGTH 508 chars median 421 · 28 days	 POSTS ANALYZED 49 28 days
 AD REACH 3.1K 24h avg	 CHURN / MONTH +7284 last month	 CITATION RATE 7 citation index · 51 channels mentioned it ever	 CHANNEL AGE 4 years 3 months created 01.03.2022

AI EDITOR SUMMARY

Channel «Arina Alex. REELS & Sales» — 105 861 subs. Each post averages 6.7K people (6% from subs), reach is low — need to grow audience. Publishes 12 posts per week (~2/day) — consistent. For week June 8–14, reach dropped -10.9% vs week 1–7 June — worth analyzing why.

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 **49** posts in 28 days.
- 02 Dominant format – **Video** (23/49 posts).
- 03 Avg post length – **508** chars (median 421).
- 04 Peak audience activity – **Tuesday**, 19:00 MSK.
- 05 Top posts get **2x** more views than the weakest (8.9K avg for top vs 5.2K for worst) – among 49 posts in 28 days. Worth analyzing what the top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 02.06 · 16:11 PHOTO Bride's Morning	VIEWS 9 127 REP. 13	REACTIONS 364 ER 8.6%
Nº2 02.06 · 12:26 VIDEO If you have nothing to show in your blog, I have good news for you☑ It used to be: everyone subscribed to watch beautiful videos and photos...	VIEWS 8 908 REP. 23	REACTIONS 55 ER 8.4%
Nº3 26.05 · 09:35 PHOTO How to make your blog earn money while you sleep? You need to build funnels☑ Simply put, a funnel is the path...	VIEWS 8 713 REP. 70	REACTIONS 40 ER 8.2%

Nº4 31.05 · 08:46 PHOTO "How to find time for a blog if you need to shoot every day? At this rate I'll quit." Launching new series #Арина_ответь, will briefly...	VIEWS 8 150 REP. 31	REACTIONS 68 ER 7.7%
Nº5 04.06 · 10:05 VIDEO App roundup that make photos like a 2000s point-and-shoot Seen the trend where many specifically buy old iPhones to...	VIEWS 8 061 REP. 189	REACTIONS 62 ER 7.6%

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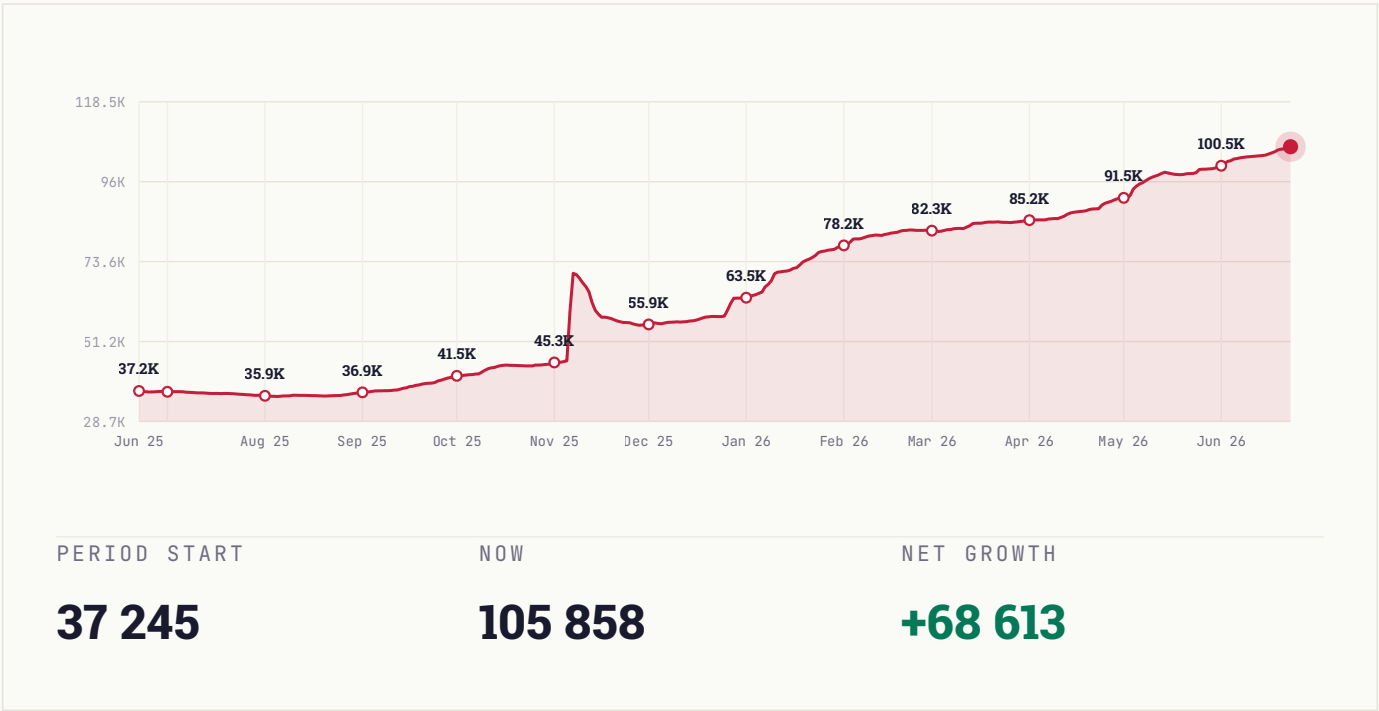
WORST 3

↓ 08.06 · 10:28 VIDEO (video post without caption)	VIEWS 5 481 REP. 2	REACTIONS 15 ER 5.2%
↓ 13.06 · 13:16 PHOTO Got a question from a subscriber yesterday: Answer below, everyone must read!!!	VIEWS 5 234 REP. 3	REACTIONS 18 ER 4.9%
↓ 13.06 · 16:29 VIDEO (video post without caption)	VIEWS 4 944 REP. 3	REACTIONS 43 ER 4.7%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

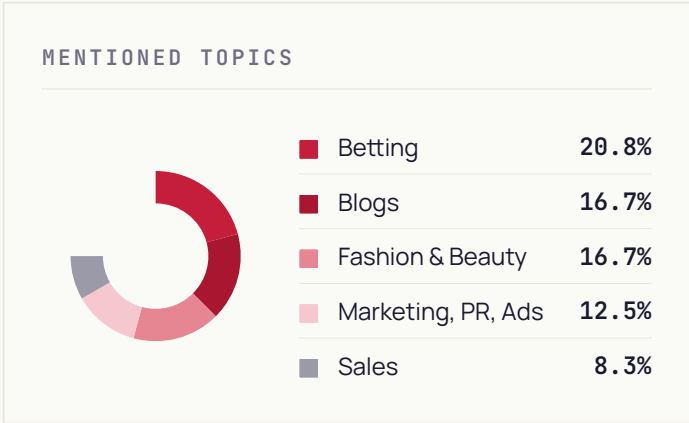
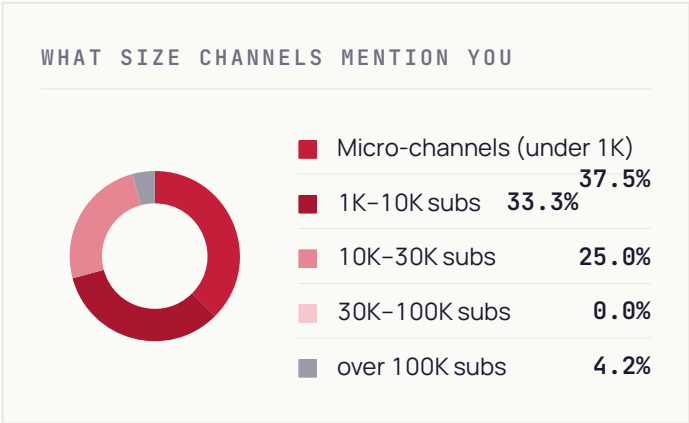
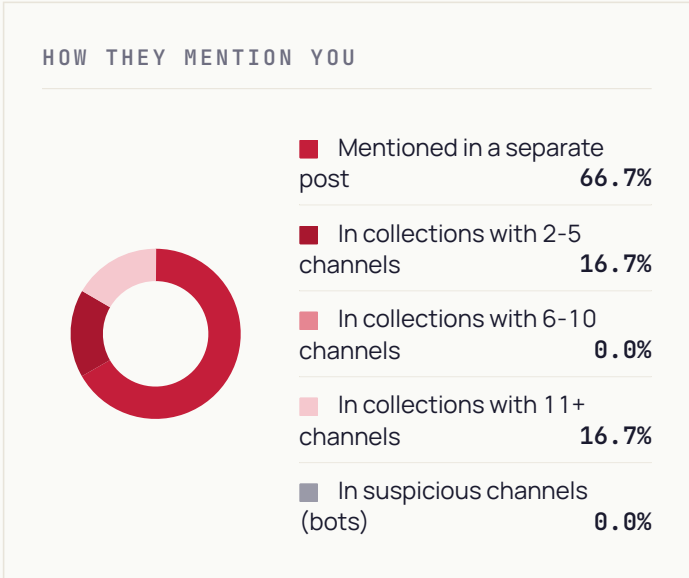
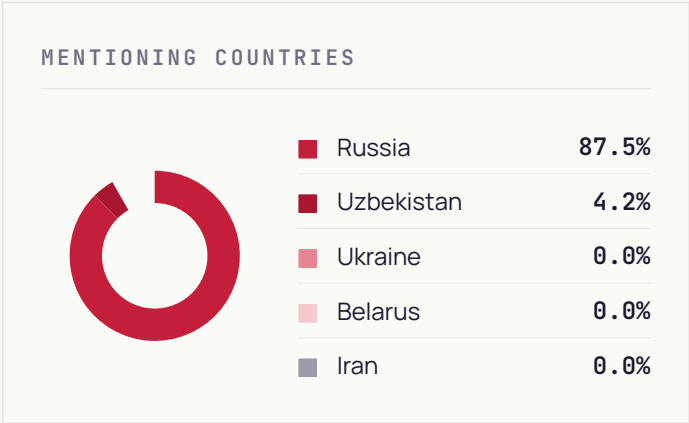
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

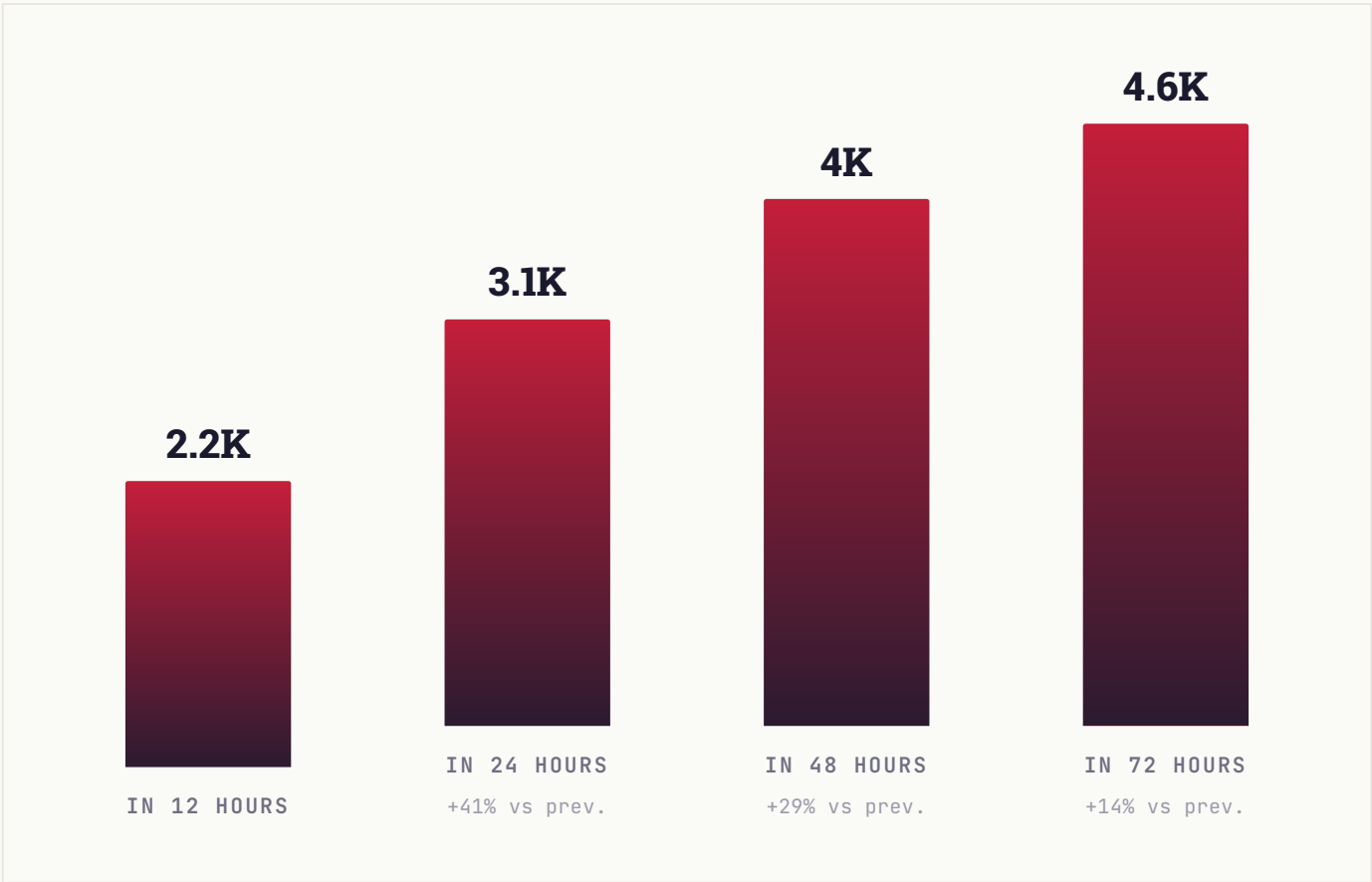
Citation index 7 – channel popularity score based on mentions. Considers both count and weight: a post from a 100K subs channel weighs more than from 1K. All-time mentions: **51** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of ad post by time since publication. Helps gauge 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 peers.

CHANNEL	SUBSCRIBERS
TM My feed trends	2.5M
MO Ice Cream	1.8M
OK Okak	1.6M
SE Search	1.3M
TR Trendly	1.2M
ER Customer is always right	1.1M
SV Trending today	1M
TB Trends by Russia	1M
TV Trend or leave	935.3K
TR Trendach	909.3K
AA Arina Alex. REELS & sales YOU	105.9K

COMPARATIVE INSIGHT

Channel in bottom half of top-100 niche (#56 of 99). Niche median — 125.2K subs.
First growth KPI — reach median. Leader: My feed trends (2.5M).

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we track posts in other channels that mention yours. Over the last **6 months** such mentions were **10**, they brought **43 192** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	2	1	7 860
Nov 2025	4	2	25 554
Oct 2025	1	1	3 950
Sep 2025	2	2	4 421
August 2025	1	1	1 304
July 2025	0	0	103

TOTAL MENTIONS	MONTHS IN DATA	ACQUIRED SUBSCRIBERS
10	6	43 192

— SECTION 08 • NICHE COMPARISON

Where your channel ranks in its league

Took top-100 channels in category «Marketing, PR, Ads» (Russia) and compared your channel. Gray band — range for 80% of niche channels (p10 to p90). Black line — median. Red dot — your channel.

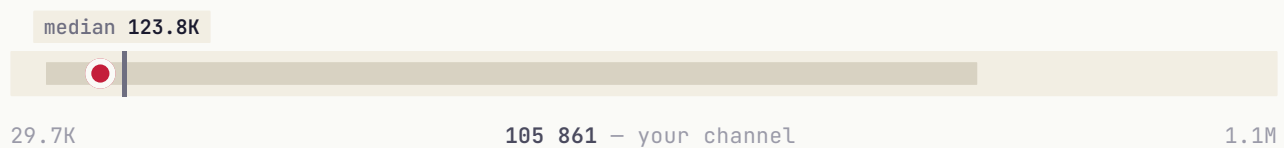
#56 /100

POSITION IN NICHE

Channel in the bottom half of the ranking

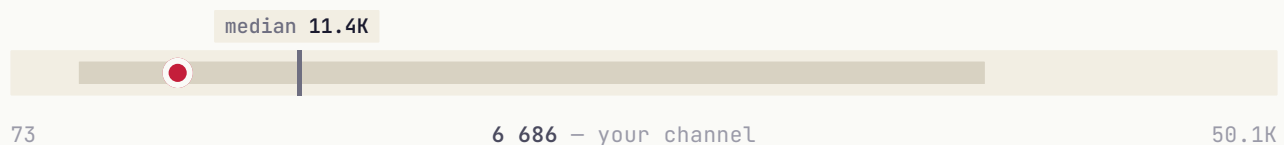
SUBSCRIBERS

14% below median



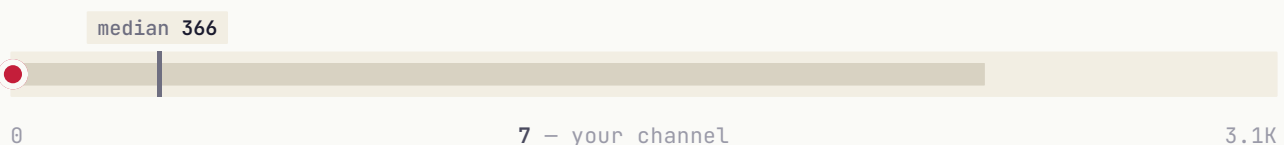
AVG REACH / POST

41% below median



CITATION INDEX

98% below median



— SECTION 09 · 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 Tuesday

Audience is most active on this day at 19:00 MSK.

EFFECT

**Best window
for an
important post**

02

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**

03

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

04

Cross-promo with neighboring channels

Swap 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 — organic traffic source.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in minutes from public data. Want more? Run ads with us and hit your growth plan in a month.

01

Launch Telegram ads

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

02

Contact manager

t.me/PromptPress_manager