

— PUBLIC REPORT BY PROMTPRESS

Channel audit

CONTE



@conte_official

Official brand channel CONTE New collections, private sales, outfit picks & inspiration. conteshop.com Collaborations: smm@conte.by

SUBSCRIBERS

15 679

-329 per month

ERR (% SEE POSTS)

37.0%

per day 15.7%

REACH/POST

6.4K

ad reach 2.5K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 15 679 —	 SUB REACH 40.75% avg % subs see post	 VIEWS/POST 6.4K median 6.4K · 21 days	 POSTS/WEEK 2.6 over period
 7D TREND — no data for period	 REACTIONS/POST 62.4 only 499 reactions, 52 reposts, 2 comments	 POST LENGTH 257 chars median 177 · 21 days	 POSTS ANALYZED 8 21 days
 AD REACH 2.5K 24h avg	 CHURN / MONTH -329 over last month	 QUOTE RATE 10 citation index · 45 channels mentioned all time	 CHANNEL AGE 8 years 23 days created 05.05.2018

AI EDITOR SUMMARY

Channel «CONTE» – 15 679 subs. Each post averages 6.4K people (41% of subs), wide reach for a channel this size. Publishes 3 posts per week (~0 per day) – rare publications.

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 8 posts over 21 days.
- 02 Dominant format – Photo (4/8 posts).
- 03 Avg post length – 257 chars (median 177).
- 04 Peak audience activity – Friday, 17:00 MSK.
- 05 Top posts get 2× more views than the weakest (7.9K avg for top vs 4.9K for worst) – among 8 posts over 21 days. Worth analyzing what the top has in common: topic, format, time.

TOP 5 POSTS

Nº1 08.05 · 14:33 VIDEO had time for offline shopping on holidays, stopped by Okhotny Ryad unexpectedly found a new CONTE store (usually buy from them...	VIEWS 8 764 REPOSTS 7	REACTIONS 69 ER 55.9%
Nº2 11.05 · 15:30 PHOTO CONTE T-shirts – a story of contrasts: soft cotton and precise cut work as a quiet base, while slogans and prints become expressive...	VIEWS 7 503 REPOSTS 5	REACTIONS 69 ER 47.9%
Nº3 04.05 · 11:20 PHOTO Simplicity becomes meaningful when backed by precise construction. Fabric, fit, tactility – that's where it starts...	VIEWS 7 364 REPOSTS 4	REACTIONS 77 ER 47.0%

Nº4 14.05 · 10:00 VIDEO In the rhythm of a noisy city, the CONTE t-shirt becomes a focal point.	VIEWS 6 513 REPOSTS 3 REACTIONS 48 ER 41.5%
Nº5 06.05 · 13:40 VIDEO In the new editorial, lingerie is not about visibility, but about feeling. About how it lays on the skin, how it moves with the body and how...	VIEWS 6 385 REPOSTS 2 REACTIONS 63 ER 40.7%

WORST 3

↓ 20.05 · 07:43 VIDEO The other day I stopped by Okhotny Ryad and couldn't pass by CONTE. Yes, that same Belarusian brand whose tights we wear) Today at...	VIEWS 6 201 REPOSTS 12 REACTIONS 59 ER 39.5%
↓ 18.05 · 10:23 PHOTO 5=4 IN CONTE Until June 14 in CONTE stores and online at conteshop.by: special offer 5 for the price of 4 on women's and children's...	VIEWS 5 379 REPOSTS 13 REACTIONS 51 ER 34.3%
↓ 26.05 · 08:57 PHOTO Walk, business meeting or date – create concise combos for any scenario with CONTE SS'26.	VIEWS 3 009 REPOSTS 6 REACTIONS 63 ER 19.2%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

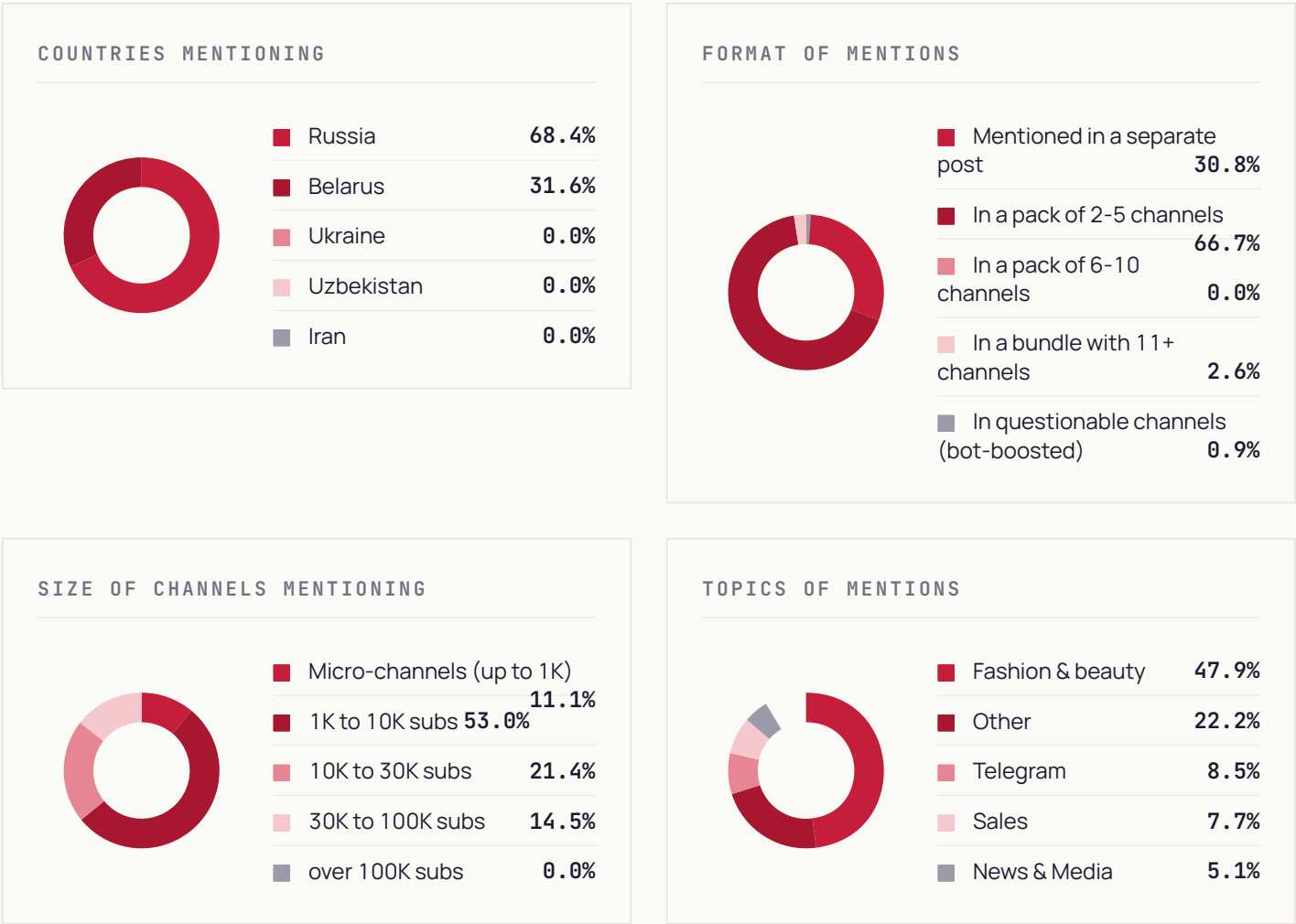
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained and which months subscribers left.



SECTION 04 · MENTIONS

Who and how mentions the channel

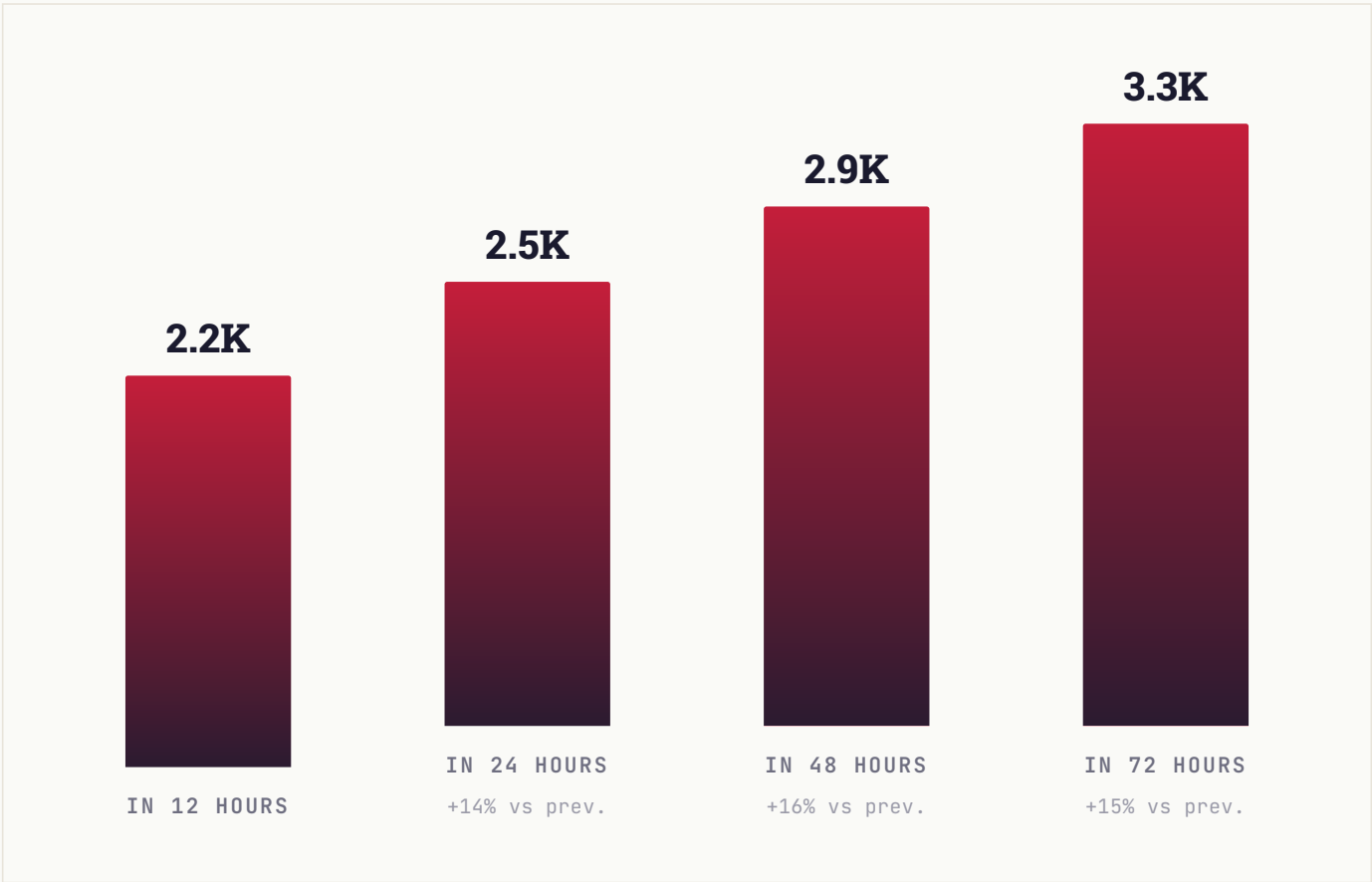
Citation index **10** – channel popularity rating based on mentions. Considers not only quantity but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **45** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg ad post reach 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 where it stands among niche neighbors.

CHANNEL	SUBSCRIBERS
MF Mark Formelle Марк Формэль	31.7K
VE On air 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
CO CONTE YOU	15.7K
PO POIZON__BELARUS	14.1K

COMPARATIVE CONCLUSION

Channel not yet outside top-99 of niche — early growth stage. Niche leader — Mark Formelle | Марк Формэль (31.7K), top-99 median: 3.8K. First goal — enter top-99 through systematic traffic and content work.

SECTION 07 · MENTION TRENDS

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 **1**, they brought **898** new subs.

PERIOD	MENTIONS	CHANNELS	NEW SUBS	
Nov 2025	0	0	462	
Oct 2025	1	1	0	
Sep 2025	0	0	226	
August 2025	0	0	154	
July 2025	0	0	0	
June 2025	0	0	56	
TOTAL MENTIONS		MONTHS OF DATA		ACQUIRED SUBS
1		6		898

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category «Fashion & beauty» (Belarus) and compared your channel. Gray band — range for 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.



— SECTION 09 · STRATEGY

What to do right now

5 priority actions ranked by expected impact. Check off and revisit this report in a month.

01

Increase posting frequency

Now 2.6 posts/week. Active channels do 7-10.
Consistency is key to retention.

EFFECT

**Consistency
beats volume**

02

Main post of the week — on Friday

On this day at 17:00 MSK the audience is most active.

EFFECT

**Best window
for an
important post**

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 give +5-15% to ER.
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 once a quarter. No need daily — 2-3 collabs bring relevant growth.

EFFECT

**Growth from
relevant
audience**

★ WHAT'S NEXT

Want this done by **PromptPress?**

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

01

Launch Telegram ads

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

02

Contact manager

t.me/PromptPress_manager