

PUBLIC REPORT PROMTPRESS

Channel audit

Digital SMM: brand packaging by birth date



@hamster_zina_numerology

Packaging expert & blogger brands by birth date: — digital core:
content, visuals, audience — channel audits through numbers —
mobile proxies / SMM tools Order services - @hamster_zina

SUBSCRIBERS	ERR (% SEE POSTS)	REACH/POST
14 017	76.0%	10.4K
14.07.2026 +82 per month	per day 59.6% HTTPS://PROMTPRESS.COM/AUDIT/HAMSTER_ZINA_NUMEROLOGY	ad reach 8.3K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 14 017 —	 SUBS REACH 74.24% avg % of subs see post	 VIEWS/POST 10.4K median 10.4K · 29 days	 POSTS/WEEK 5.8 over period
 7D TREND -2.7% vs previous week	 REACTIONS/POST 8085.4 total 194,049 reactions, 1,958 reposts, 6,005 comments	 POST LENGTH 966 chars median 1,000 · 29 days	 POSTS ANALYZED 24 29 days
 AD REACH 8.3K 24h avg	 CHURN / MONTH +82 last month	 CITATION RATE 0 citation index · 2 channels mentioned it ever	 CHANNEL AGE 1 yr 4 mo created 10.03.2025

AI EDITOR SUMMARY

Channel «Digital SMM: brand packaging by birth date¹²³⁴» — 14 017 subs. Each post gets avg 10.4K people (74% of subs), wide reach for a channel this size. Publishes 6 posts per week (~1/day) — rare. For the week Jun 29 – Jul 5, reach stable (-2.7% vs week of June 22–28).

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and laggards – to see what to repeat and what to drop from rotation.

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on **24** posts in 29 days.
- 02 Dominant format – **Photo** (22/24 posts).
- 03 Avg post length – **966** chars (median 1,000).
- 04 Peak audience activity – **Wednesday**, 11:00 MSK.
- 05 Top posts get **1×** more views than the weakest (11.8K avg for top vs 10.3K for bottom) – across 24 posts in 29 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 08.07 · 08:19 PHOTO THEORY IS GOOD. BUT PRACTICE IS BETTER. Yesterday I gave you a checklist «10 questions to bring your voice back into content». You answered...	VIEWS 13 281 REPOSTS 75	REACTIONS 8 431 ER 94.7%
Nº2 24.06 · 07:51 PHOTO TRENDS THAT WORK WHILE YOU'RE AT THE BEACH Summer is a litmus test for your blog. I love looking at stats in June-July. It...	VIEWS 11 276 REPOSTS 91	REACTIONS 8 052 ER 80.4%
Nº3 26.06 · 16:22 PHOTO WEEKLY RESULTS. AND AN OFFER FOR THOSE WHO WANT MORE THAN JUST KNOWING The week is over. Some acted, some read. Some already see changes...	VIEWS 10 723 REPOSTS 79	REACTIONS 8 477 ER 76.5%

Nº4

23.06 · 08:02

PHOTO

WHY PEOPLE READ DIFFERENTLY IN SUMMER. AND HOW TO USE IT. You're not dumb. You just haven't switched. You think your audience stopped...

VIEWS

10 710

REPOSTS

92

REACTIONS

8 608

ER

76.4%

Nº5

18.06 · 12:27

PHOTO

THE DAY YOU RECOGNIZED YOURSELF Yesterday I analyzed three posts. But the truth is, everyone who wrote — already won. Because you did what...

VIEWS

10 486

REPOSTS

86

REACTIONS

7 661

ER

74.8%

|

WORST 3

↓

07.07 · 08:28

PHOTO

WE'VE COVERED THE SIGNS. YOU GOT THE TOOL. BUT THAT'S ONLY HALF THE JOB. Yesterday I asked: 'Do you recognize yourself in these points?' And you know what...

VIEWS

10 268

REPOSTS

86

REACTIONS

7 718

ER

73.3%

↓

15.06 · 07:04

PHOTO

THE WEEK AFTER WHICH YOUR BLOG WON'T RECOGNIZE ITSELF. The weekend is over. You rested. Or pretended to. Maybe even got stuck in other blogs — like...

VIEWS

10 267

REPOSTS

90

REACTIONS

8 237

ER

73.2%

↓

17.06 · 12:17

PHOTO

THE DAY THE NUMBERS SPOKE Yesterday you did what you'd been putting off for months. Someone wrote about money for the first time. Someone admitted failure...

VIEWS

10 248

REPOSTS

90

REACTIONS

8 167

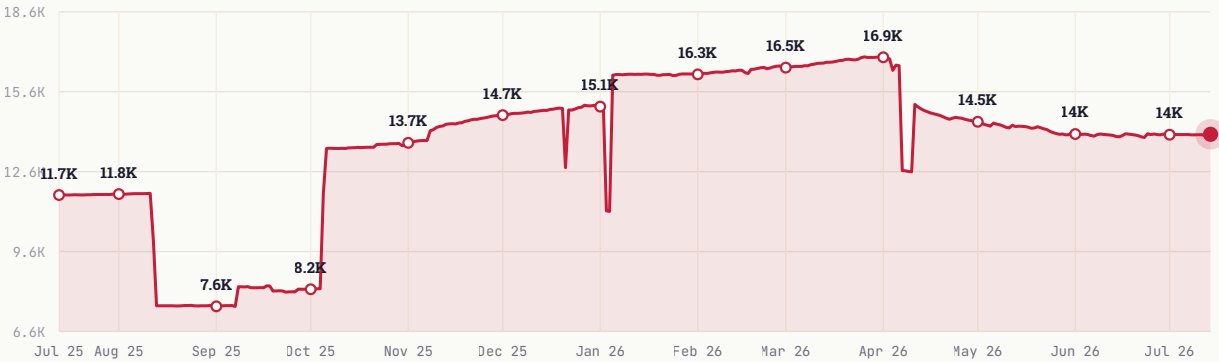
ER

73.1%

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.

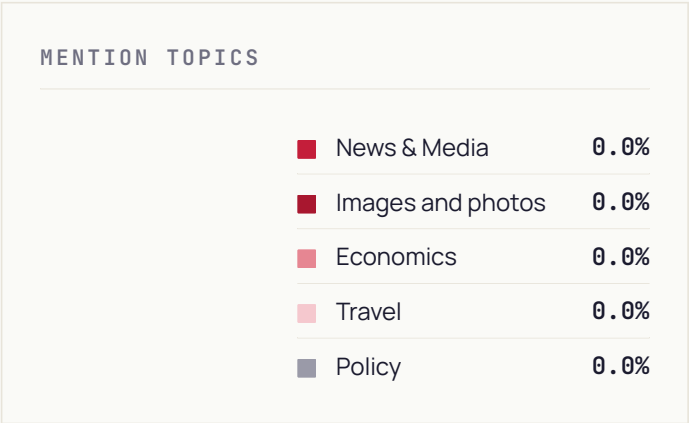
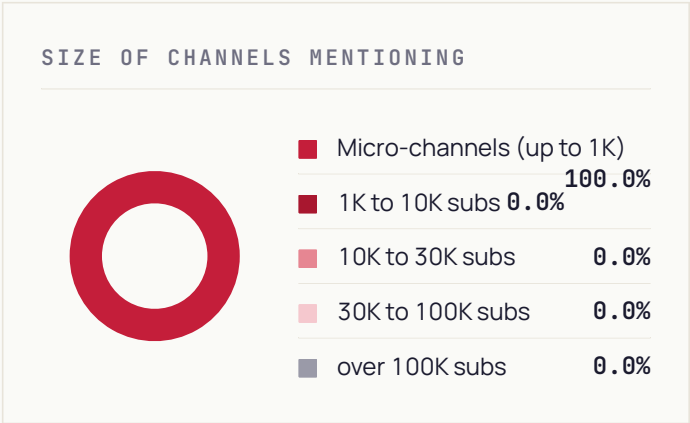
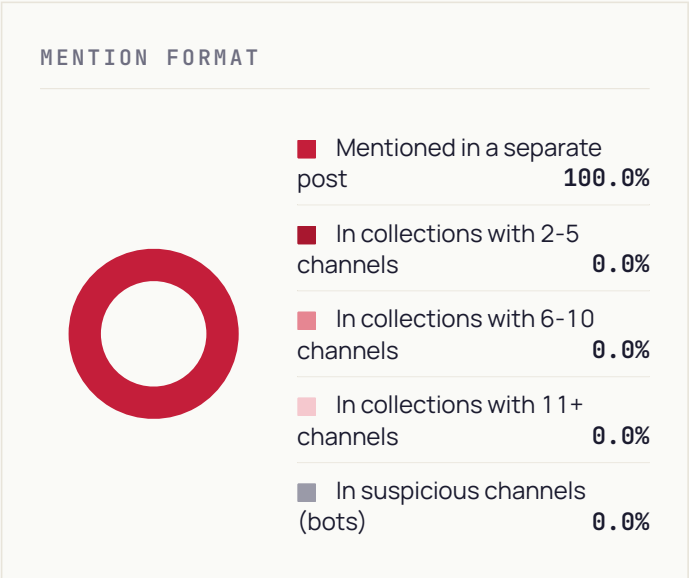


START OF PERIOD	NOW	NET GROWTH
11 741	14 017	+2 276

SECTION 04 · CITATIONS

Who and how mentions the channel

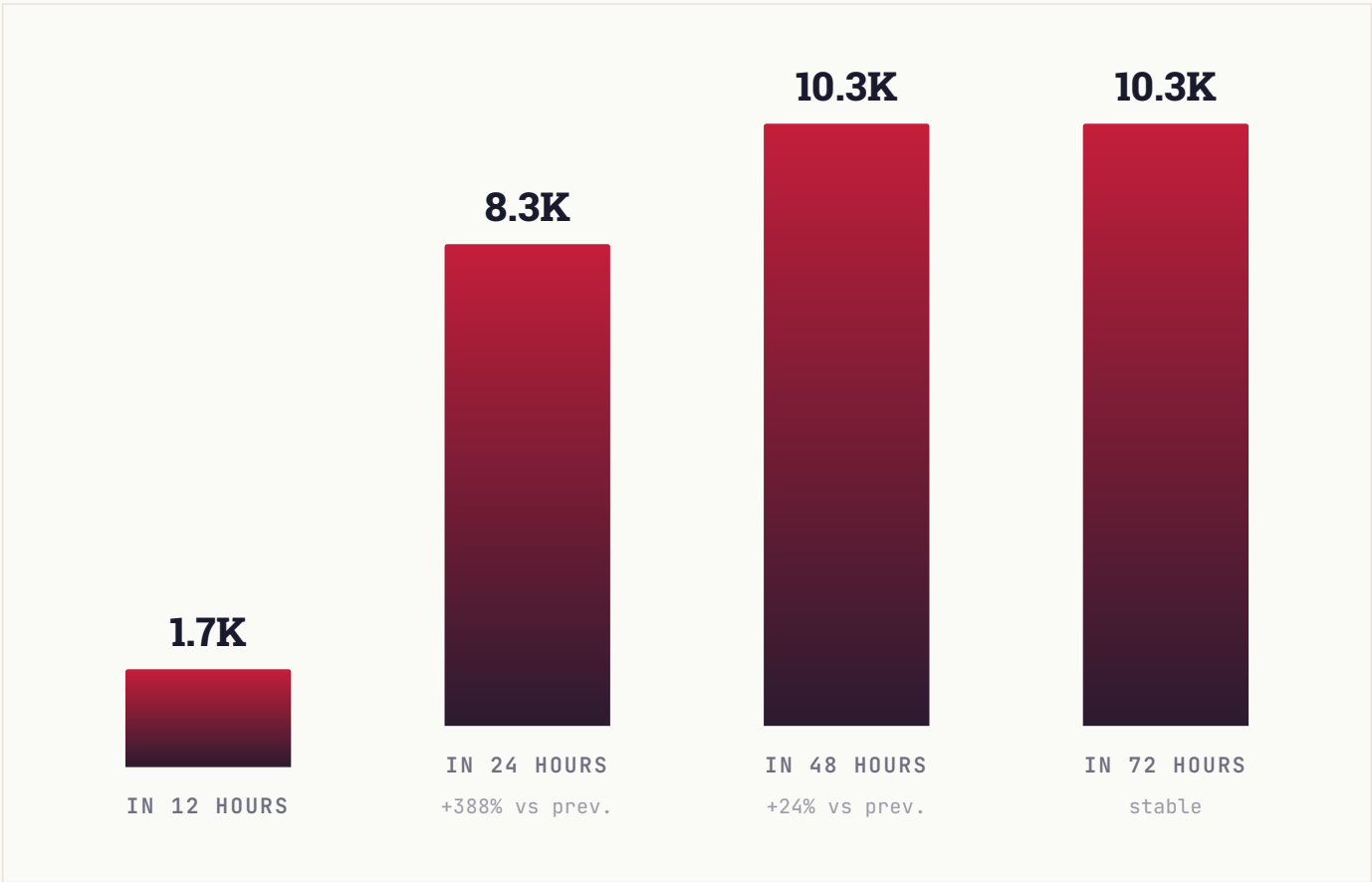
Citation index 0 – channel popularity rating based on mentions. Considers not just count but also mentioner weight: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: 2 different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

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



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
TM My feed trends	2.5M
MO Ice cream	1.7M
OK Okak	1.6M
SE Search	1.5M
TR Trendly	1.2M
TB Trends by Russia	1.1M
KV Customer is always right	1.1M
TZ Set trends	1M
SV Trending today	1M
TV Trend or leave	990K
CS Digital SMM: brand packaging by birth date 1234 YOU	14K

COMPARATIVE INSIGHT

Channel is still outside top 99 of niche — early growth stage. Niche leader — My feed trends (2.5M), top-99 median: 145.1K. First goal: enter top-99 through systematic work on traffic and content.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we track posts in other channels that mention your channel. Over the last **6 months** such mentions were **0**, they brought **15 616** new subs.

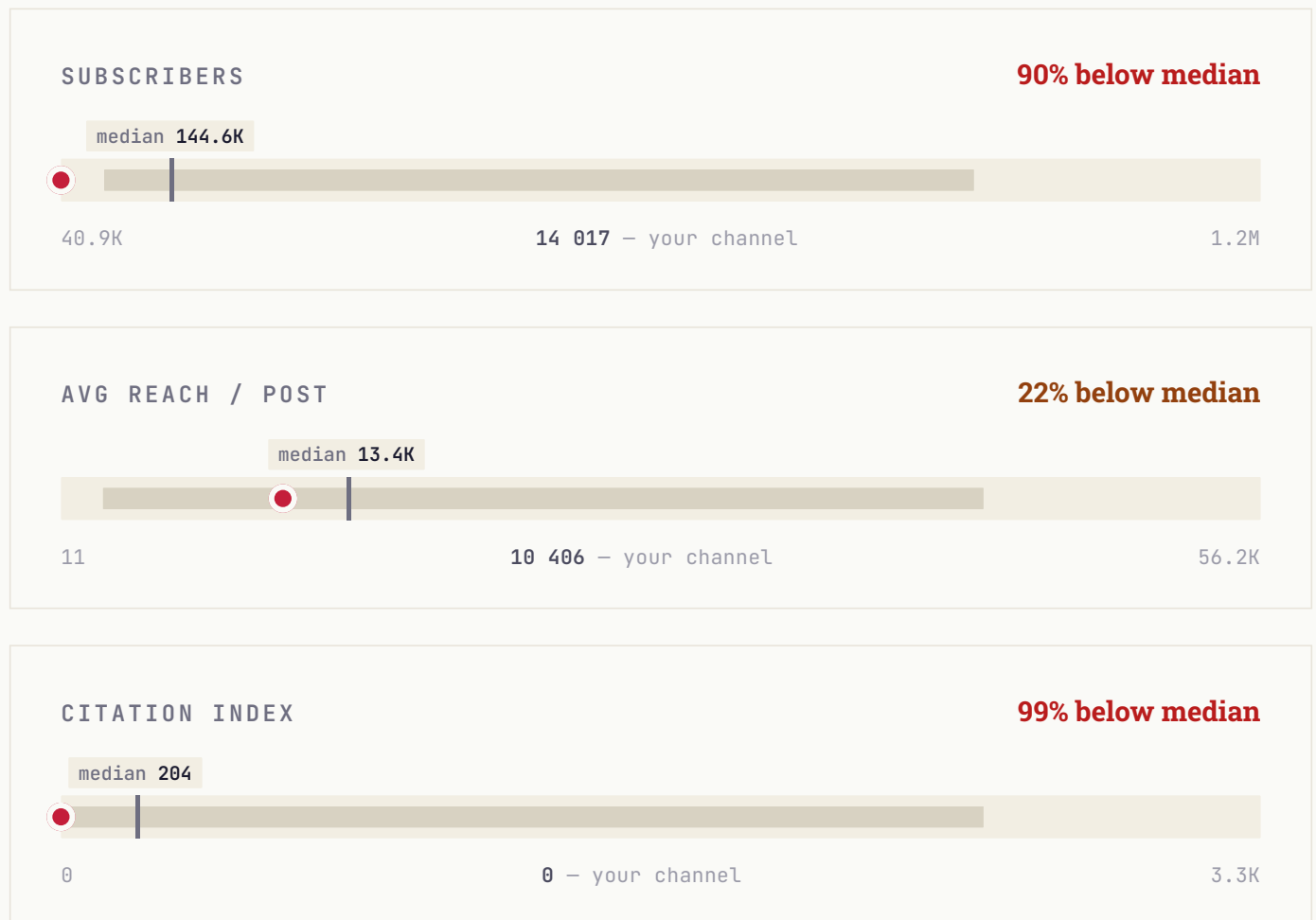
PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
Jan 2026	0	0	5 273
December 2025	0	0	2 653
Nov 2025	0	0	1 135
Oct 2025	0	0	5 500
September 2025	0	0	980
August 2025	0	0	75

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS
0	6	15 616

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

Took top **100** channels in category «**Marketing, PR, advertising**» (Russia) 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 ranked by expected impact. Check off and revisit this report in a month.

- 01

Top post of the week — on Wednesday
Audience most active on this day at 11:00 MSK.

EFFECT
Best window for an important post
- 02

Increase video post share
Video in Telegram retains audience longer and is favored by the algorithm. Aim for 15-25%.

EFFECT
Video retains audience better
- 03

System traffic buying
Three formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromtPress finds 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 is an easy win.

EFFECT
+5-15% ER
- 05

Cross-promo with neighboring channels
Swap posts with same-segment channels once a quarter. Not daily — 2-3 collabs give relevant growth.

EFFECT
Growth from relevant audience

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in minutes using 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