

PUBLIC REPORT BY PROMTPRESS

Channel audit

Clever Housewife



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Simple & useful daily hacks! Collab: @cristaleva1 Manager:
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SUBS

81 660

+670 per month

ERR (% SEE POSTS)

6.0%

Daily **3.2%**

REACH/POST

4.3K

Ad reach **2.7K/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.

 SUBS 81 660 —	 SUBS REACH 5.31% Avg % subs see post	 VIEWS/POST 4.3K Median 4.5K · 29 days	 POSTS/WEEK 37.8 Over period
 7D TREND -5.5% vs previous week	 REACTS/POST 36.9 Only 5,938 reactions, 9,649 reposts, 0 comments	 POST LENGTH 86 chars Median 66 · 29 days	 POSTS ANALYZED 161 29 days
 AD REACH 2.7K 24h avg	 CHURN / MONTH +670 Last month	 CITATION RATE 1 013 Citation index · 758 channels mentioned all time	 CHANNEL AGE 4 years 2 months Created 04.05.2022

AI EDITOR SUMMARY

Channel «Crafty Housewife» — 81 660 subs. Avg views per post 4.3K people (5% From subs), low reach — expand audience. Publishes 38 posts/week (~5/day) — active posting. Week Jun 29–Jul 5 reach dropped -5.5% To week Jun 22–28 — analyze reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **161** posts in 29 days.
- 02 Dominant format — **Video** (159/161 posts).
- 03 Avg post length — **86** chars (median 66).
- 04 Audience peak — **Thursday**, 18:00 MSK.
- 05 Top posts get **2×** More views than weakest (top avg 5.5K vs worst 3.5K) — among 161 posts in 29 days. Analyze top's common traits: topic, format, timing.

TOP 5 POSTS

Nº1 14.06 · 12:00 VIDEO Boil eggs in one minute 🍳 Clever Housewife 🍳 → 📱 Our channel in MAX	VIEWS 5 633 REP. 207	REACTS 43 ER 6.9%
Nº2 14.06 · 16:42 VIDEO Real cheese vs fake 🍳 Clever Housewife 🍳 → 📱 Our channel in MAX	VIEWS 5 449 REP. 80	REACTS 40 ER 6.7%
Nº3 18.06 · 15:05 VIDEO For a quality clean you need: a cloth and a bucket ✅ JONR H Series — a solution for those who want cleanliness without feats. 📌 Can be tilted to...	VIEWS 5 355 REP. 6	REACTS 13 ER 6.6%

Nº4 21.06 · 16:00 VIDEO Clean the microwave 🧹 Clever Housewife 🧹 ➡️📱Our channel in MAX	VIEWS 5 255 REP. 92	REACTS 41 ER 6.4%
Nº5 16.06 · 16:00 VIDEO Cabbage hack 🧹 Clever Housewife 🧹 ➡️📱Our channel in MAX	VIEWS 5 205 REP. 80	REACTS 60 ER 6.4%

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WORST 3

↓ 10.07 · 12:00 VIDEO How to quickly remove the core? 🧹 Crafty Housewife 🧹 ➡️📱Our channel in MAX	VIEWS 3 574 REP. 36	REACTS 25 ER 4.4%
↓ 10.07 · 14:45 VIDEO Idea for a beautiful summer fruit platter 🧹 Crafty Housewife 🧹 ➡️📱Our channel in MAX	VIEWS 3 555 REP. 22	REACTS 31 ER 4.4%
↓ 11.07 · 05:30 VIDEO How to quickly clean a grill 🧹 Crafty Housewife 🧹 ➡️📱Our channel in MAX	VIEWS 3 479 REP. 16	REACTS 22 ER 4.3%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

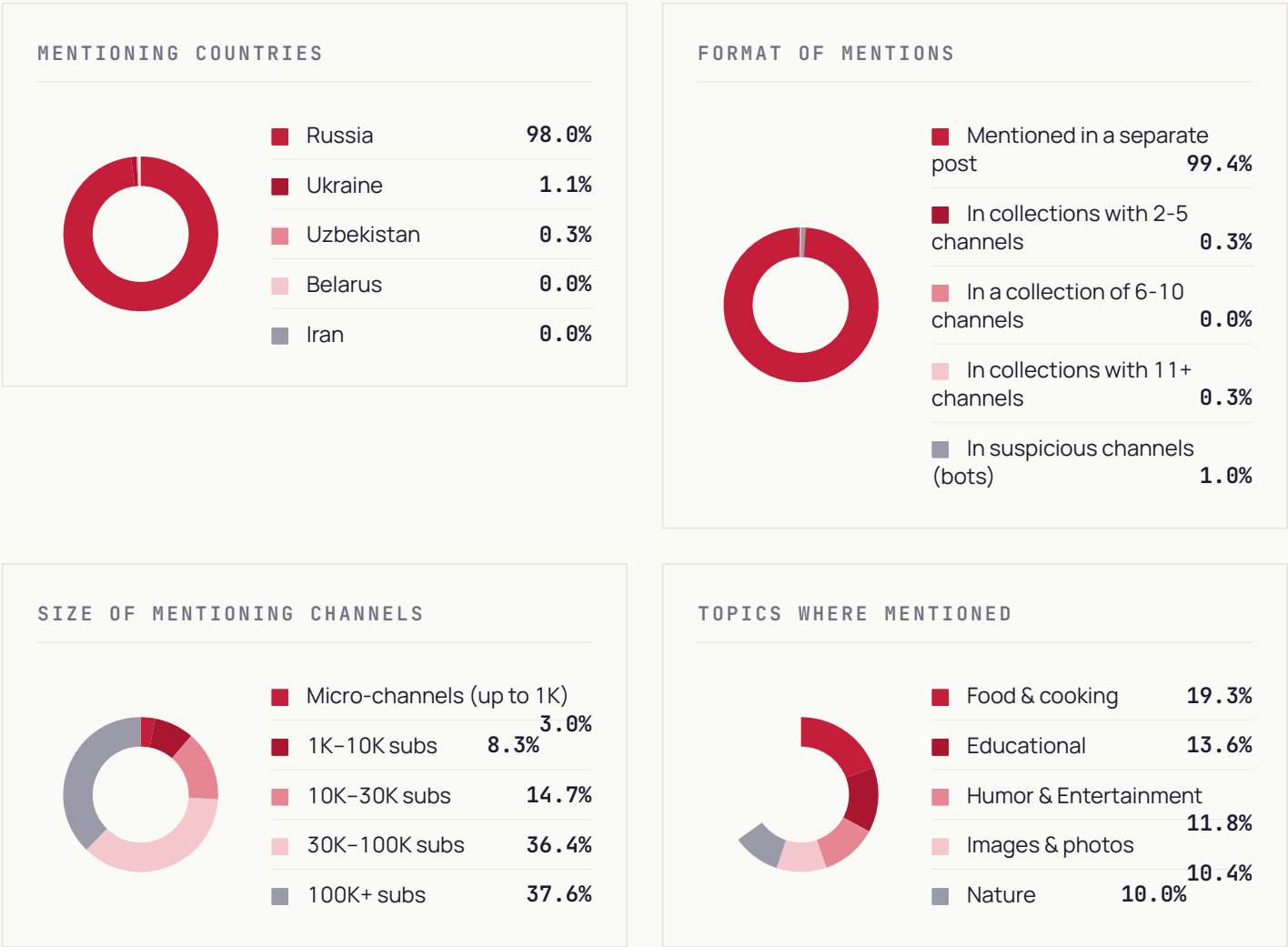
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

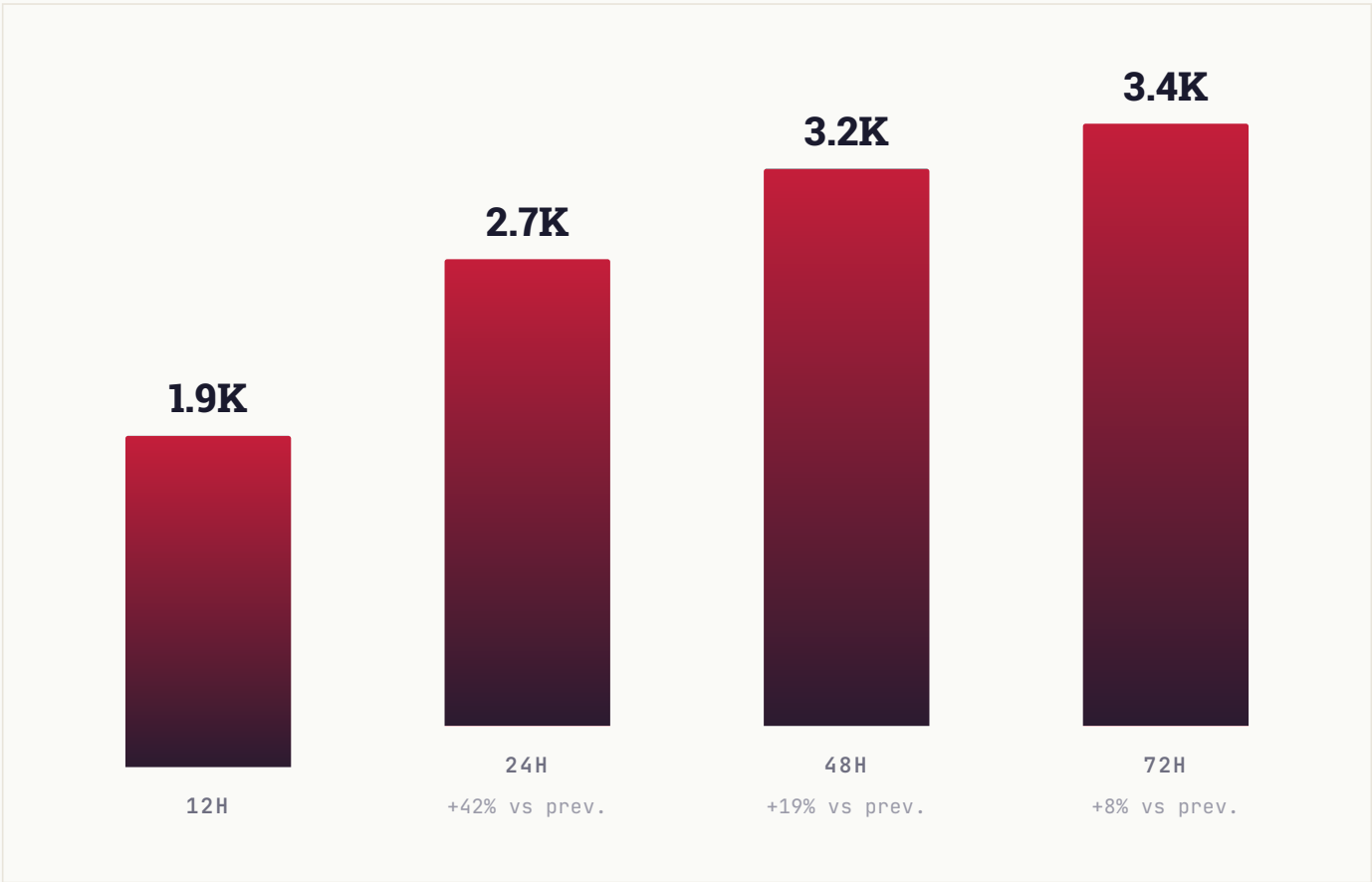
Citation index **1 013** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel 'weighs' more than from a 1K subs channel. All-time channel was mentioned **758** different channels.



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 stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBS
IT 1win Token	3.3M
KR Cooking Recipes Salads 🍳👩🍳	997K
Fri Pyaterochka	775.4K
🍰M 🍰 Mom's Recipes 😊	679.9K
A Air fryer Recipes	594K
Mon Simple Recipes	586.5K
KR Recipe book	558.3K
CN Kitchen Inside Out	532.8K
VI Tasty & cheap 🍲	487.1K
CR CHIZHIK	483.8K
XX Clever Housewife YOU	81.7K

COMPARATIVE CONCLUSION

Channel not yet Outside niche top 96 — early growth stage. Niche leader — 1win Token (3.3M), median top-96: 223.1K. First goal — enter top-96 through systematic work on traffic and content.

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 **463**, they brought **7 229** New subs.

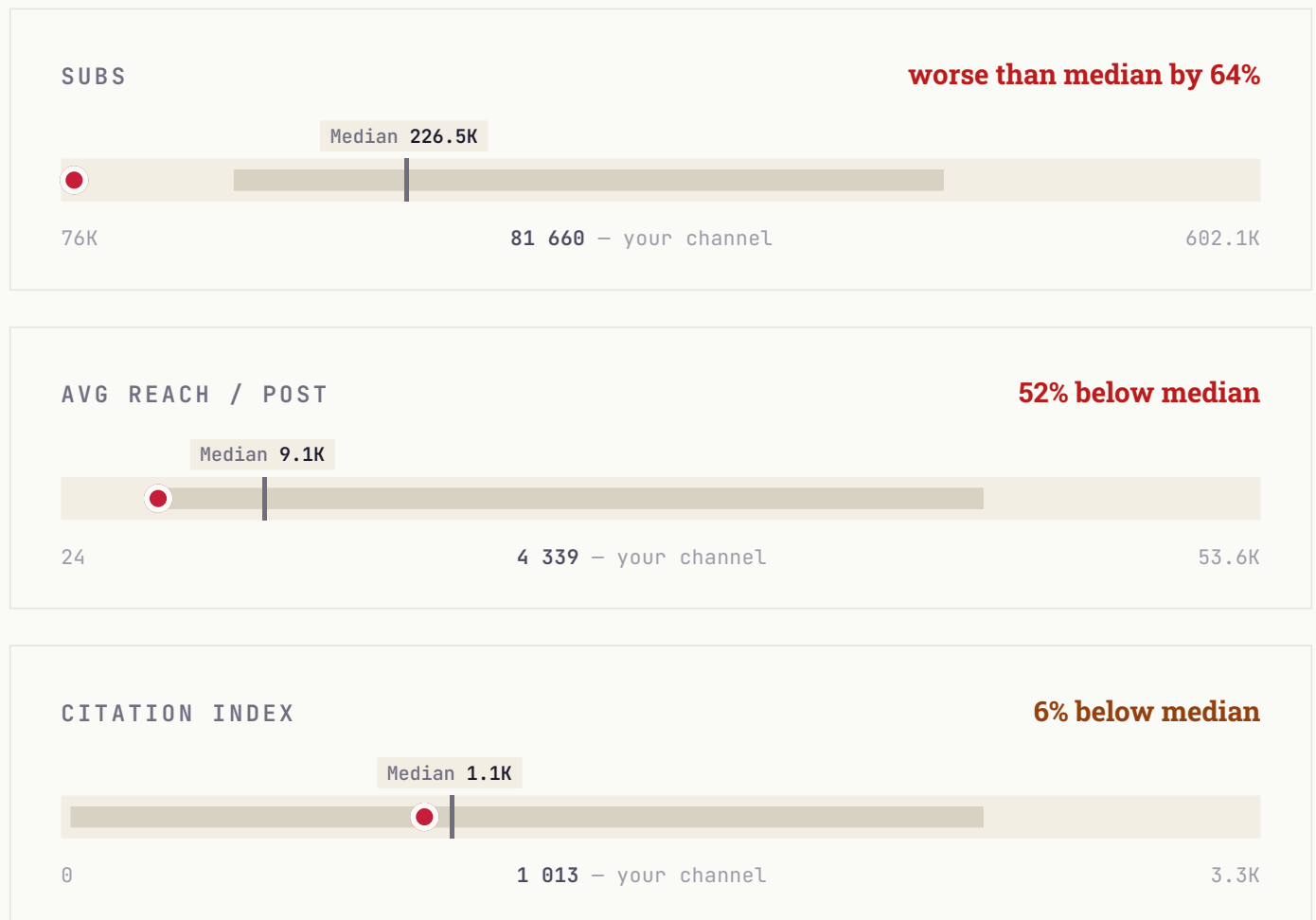
PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
January 2026	116	104	1 420
December 2025	93	86	2 538
November 2025	43	40	358
October 2025	79	67	854
September 2025	63	50	885
August 2025	69	53	1 174

TOTAL MENTIONS	MONTHS IN DATA	ACQUIRED SUBS
463	6	7 229

SECTION 08 • NICHE COMPARISON

Where the channel stands in its league

Took top-100 Channels in category "Food & cooking» (Russia) and compared your channel against them. 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 come back in a month.

- 01

Best post day — Thursday
 Audience is most active on this day at 18:00 MSK.

EFFECT
Best window for an important post
- 02

ER below niche benchmark — rethink formats
 Current ER 5.31% vs norm 9.0%. Try polls and interactive formats.

EFFECT
+3.7pp ER
- 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 and 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
 Swap posts quarterly with same-segment channels. No need daily — 2-3 collabs give relevant growth.

EFFECT
Growth from relevant audience

★ WHAT'S NEXT

Want this done by **PromptPress?**

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

01	Launch Telegram ads	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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