

PROMTPRESS PUBLIC REPORT

Channel audit

iStudio



@istudioshop

Apple tech sales & service and more 📱 • Cashback on every purchase; • Installment up to 36 months; • Trade-In with up to 60% savings • Found cheaper? We'll match ♥ For inquiries...

SUBSCRIBERS

269 751

+35095 per month

ERR (% WHO SEE POSTS)

3.0%

per day 0.9%

REACH/POST

6.7K

ad reach 2.6K/24h

— CONTENTS · 2026

What's inside the report

01 Channel snapshot

12 key metrics · AI summary

02 Content analysis

Top 5 posts · worst 3 · takeaways

03 Subscriber dynamics

Yearly chart · growth

04 Citation rate

Who mentions the channel and how

05 Ad potential

How long a post generates reach

06 Competitors

Niche neighbors · your place

07 Mention dynamics

6 months · monthly

08 Niche comparison

Rank in «Sales» category

09 Strategy

5 priority actions

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 269 751 —	 SUBSCRIBER REACH 2.48% avg % subs see post	 VIEWS/POST 6.7K median 5.4K · 29 days	 POSTS/WEEK 28.2 over period
 7D TREND +2.4% vs previous week	 REACTIONS/POST 91.0 only 10,642 reactions, 4,163 reposts, 0 comments	 POST LENGTH 315 chars median 320 · 29 days	 POSTS ANALYZED 117 29 days
 AD REACH 2.6K 24h avg	 CHURN / MONTH +35095 last month	 CITATION RATE 416 citation index · 492 channels mentioned ever	 CHANNEL AGE 4 years 3 months created 26.02.2022

AI EDITOR SUMMARY

Channel «iStudio» — 269 751 subs. Each post avg views 6.7K people (2% from subs), reach low — need to grow audience. Publishes 28 posts/week (~4/day) — active publishing. Week Jun 1–7 reach stable (+2.4% vs week of May 25–31).

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and outsiders – to see what to repeat and what to drop.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 117 posts in 29 days.
- 02 Dominant format – **Photo** (55/117 posts).
- 03 Avg post length – **315** chars (median 320).
- 04 Audience peak – **Saturday**, 15:00 MSK.
- 05 Strongest posts get **15x** more views than weakest (41.7K avg top vs 2.7K worst) – among 117 posts in 29 days. Worth analyzing what top have in common: topic, format, timing.

TOP 5 POSTS

Nº1 23.05 · 12:03 TEXT (captionless post – text only)	VIEWS 46 325 REPOSTS 258	REACTIONS 352 ER 17.2%
Nº2 19.05 · 12:21 TEXT (captionless post – text only)	VIEWS 40 799 REPOSTS 264	REACTIONS 307 ER 15.1%
Nº3 05.06 · 11:00 TEXT (captionless post – text only)	VIEWS 37 993 REPOSTS 369	REACTIONS 361 ER 14.1%

Nº4

27.05 · 12:04

TEXT

(captionless post — text only)

VIEWS

23 474

REACTIONS

278

REPOSTS

264

ER

8.7%

Nº5

10.06 · 12:18

TEXT

(captionless post — text only)

VIEWS

20 654

REACTIONS

336

REPOSTS

240

ER

7.7%

WORST 3

↓

08.06 · 17:16

PHOTO

Apple showed the list of devices supporting iOS 27, including iPhone 11! айстудио.рф Max | Telegram | VK

VIEWS

2 807

REACTIONS

50

REPOSTS

24

ER

1.0%

↓

08.06 · 17:09

PHOTO

Starting with design: Apple unveiled updated Liquid Glass and new blur settings. айстудио.рф Max | Telegram | VK

VIEWS

2 738

REACTIONS

29

REPOSTS

5

ER

1.0%

↓

08.06 · 17:12

PHOTO

The company focused on performance; apps now open up to 30% faster. aystudio.rf Max | Telegram | VK

VIEWS

2 688

REACTIONS

30

REPOSTS

7

ER

1.0%

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 vs. loss.



— SECTION 04 · MENTIONS

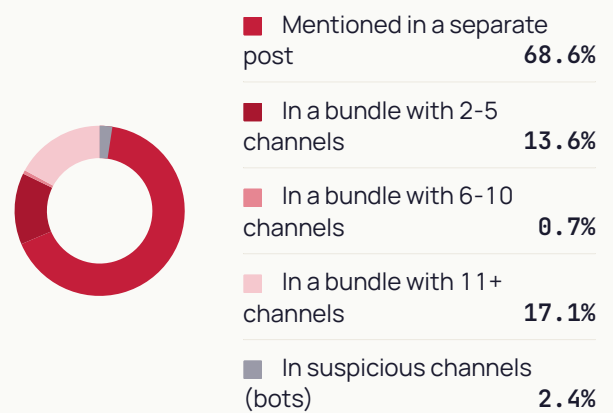
Who mentions the channel and how

Citation index **416** — channel popularity score based on mentions. Considers both count and weight of mentioning channels: a post from a 100K-sub channel weighs more than from a 1K-sub one. All-time mentions: **492** different channels.

COUNTRIES MENTIONING



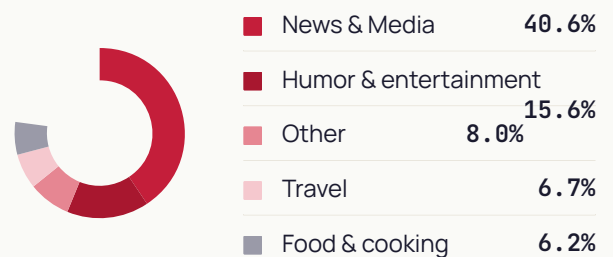
FORMAT MENTIONED



SIZE OF CHANNELS MENTIONING



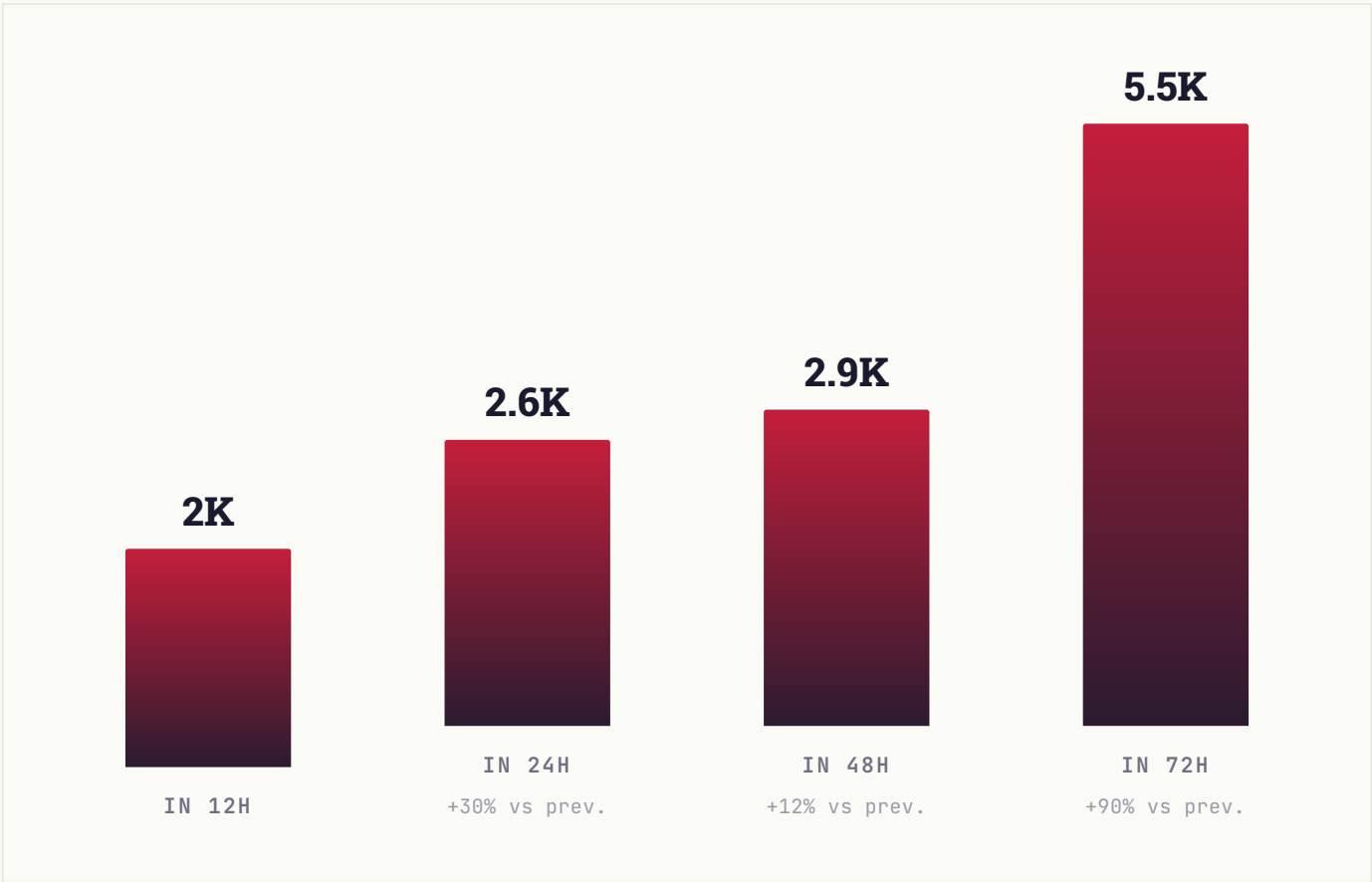
TOPICS MENTIONED



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg ad post reach over time from publication. Helps estimate how long placement should 'live'.



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
oz OZON	1.1M
ym Yandex Market	1M
x- Freeloaders - Lightning	1M
sn Market discounts	993.1K
ws WB Sniper Wildberries Finds Discounts Promos	932.9K
pb By Blat	888K
z Hare Promos Discounts	877.5K
w Wildberries finds	799.3K
vi ITEMS FROM VIDEO	711.7K
al Alpha-Profitable	563K
is iStudio YOU	269.8K

COMPARATIVE CONCLUSION

Channel in top half of niche (#32 of 94). Niche leader: OZON (1.1M), median subs 201.1K. Aim for the top quartile — a realistic 6–12 month goal.

SECTION 07 · MENTION TRENDS

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 **385**, they brought **316 828** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	91	63	73 441
November 2025	48	35	77 697
October 2025	53	36	13 919
September 2025	62	43	47 334
August 2025	99	50	63 589
July 2025	32	28	40 848
TOTAL MENTIONS			385
MONTHS OF DATA			6
ATTRACTED SUBSCRIBERS			316 828

— SECTION 08 · NICHE COMPARISON

Where the channel ranks in its league

Took top-100 channels in category "Sales» (Russia) and compared your channel.

Gray band = range where 80% of niche channels fall (p10 to p90). Black vertical = median. Red dot = your channel.

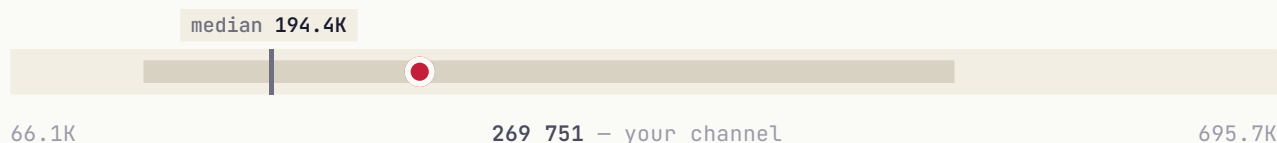
#32

/100

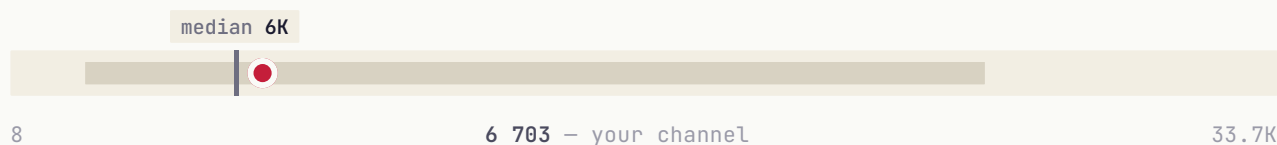
RANK IN NICHE

Channel in the top half of the ranking

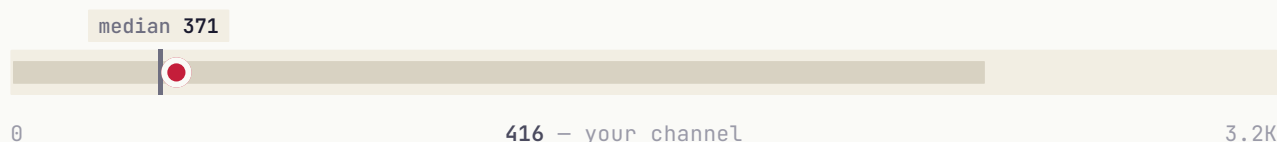
SUBSCRIBERS

better than 58% of niche

AVG REACH / POST

better than 51% of niche

CITATION INDEX

better than 50% of niche

— SECTION 09 · STRATEGY

What to do right now

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

01**Top post of the week — on Saturday**

Audience is most active on this day at 15:00 MSK.

EFFECT

**Best time for
key posts****02****ER below niche benchmark — rethink formats**

Current ER 2.48% vs norm 5.5%. Try polls and interactive formats.

EFFECT

+3.0pp ER**03****Systematic traffic buying**

Three formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromptPress finds sources for your niche.

EFFECT

**+1000-3000
subs****04****Test polls and interactive formats**

Posts with polls/reactions typically boost ER by +5-15%. One weekly poll on a hot topic is an easy win.

EFFECT

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

★ 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 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