

PUBLIC REPORT BY PROMTPRESS

Channel audit

Women's Home



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Stories for all occasions ❤️ Ad managers: @Cactusq1, @olinka2, @massondiq, @Kristi_de, @kristiina_tii, @kaluchka_dot (pay us only) . Ads: @Social_Energy

SUBSCRIBERS

96 423

-1073 per month

ERR (% SEE POSTS)

7.0%

per day 3.0%

REACH / POST

6.3K

ad reach 2.9K/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 96 423 —	 SUBSCRIBER REACH 6.55% avg % subs see post	 VIEWS / POST 6.3K median 6.8K · 29 days	 POSTS / WEEK 28.4 for the period
 7D TREND -14.3% vs prev week	 REACTIONS / POST 17.7 total 2,143 reactions, 811 reposts, 0 comments	 POST LENGTH 8 chars median 7 · 29 days	 POSTS ANALYZED 121 29 days
 AD REACH 2.9K 24h avg	 CHURN / MONTH -1073 for the last month	 QUOTE RATE 53 citation index · 60 channels mentioned all time	 CHANNEL AGE 6 years 4 months created 01.03.2020

AI EDITOR SUMMARY

Channel «Women's Home» — 96 423 subs. Each post averages 6.3K people (7% of subs), reach is low — consider expanding audience. Publishes 28 posts per week (~4/day) — active posting. For week Jul 6–12, reach dropped -14.3% by week Jun 29 – Jul 5 — worth analyzing why.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 121 posts over 29 days.
- 02 Dominant format – Photo (121/121 posts).
- 03 Avg post length – 8 chars (median 7).
- 04 Audience peak – Friday, 21:00 MSK.
- 05 Top posts get 2x more views than the weakest (8.5K avg for top vs 4.3K for worst) – among 121 posts over 29 days. Worth analyzing what top posts have in common – topic, format, time.

TOP 5 POSTS

Nº1 18.06 · 15:05 PHOTO #traveling We in Max 	VIEWS 8 607 REPOSTS 10	REACTIONS 24 ER 8.9%
Nº2 17.06 · 19:06 PHOTO #shopping We in Max 	VIEWS 8 484 REPOSTS 6	REACTIONS 16 ER 8.8%
Nº3 22.06 · 19:05 PHOTO #manicure We in Max 	VIEWS 8 367 REPOSTS 4	REACTIONS 15 ER 8.7%

Nº4

22.06 · 07:05

PHOTO

#shopping We in Max 

VIEWS	REACTIONS
8 216	22
REPOSTS	ER
6	8.5%

Nº5

18.06 · 19:05

PHOTO

#manicure

VIEWS	REACTIONS
7 987	16
REPOSTS	ER
5	8.3%

|

WORST 3

↓

14.07 · 07:05

PHOTO

#traveling

VIEWS	REACTIONS
4 359	18
REPOSTS	ER
7	4.5%

↓

14.07 · 11:05

PHOTO

#sport

VIEWS	REACTIONS
4 336	11
REPOSTS	ER
2	4.5%

↓

14.07 · 15:06

PHOTO

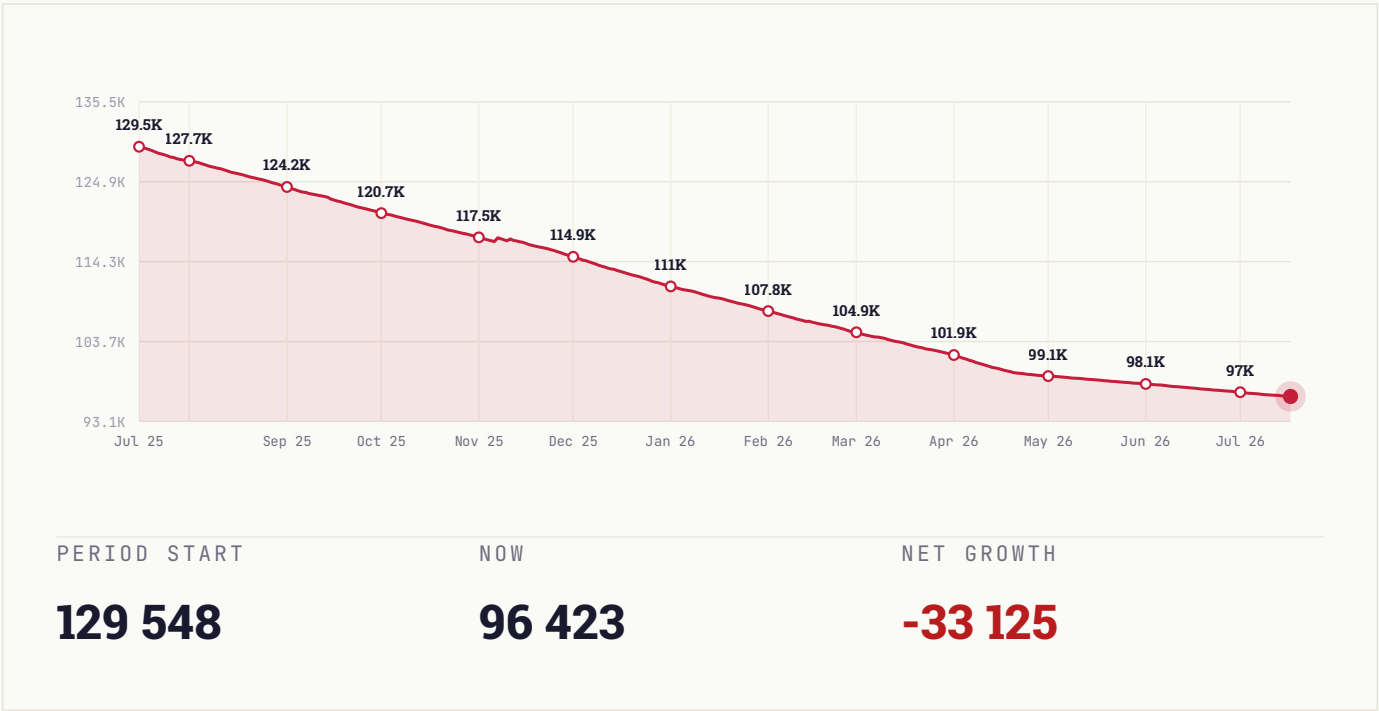
#flowers

VIEWS	REACTIONS
4 253	17
REPOSTS	ER
7	4.4%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

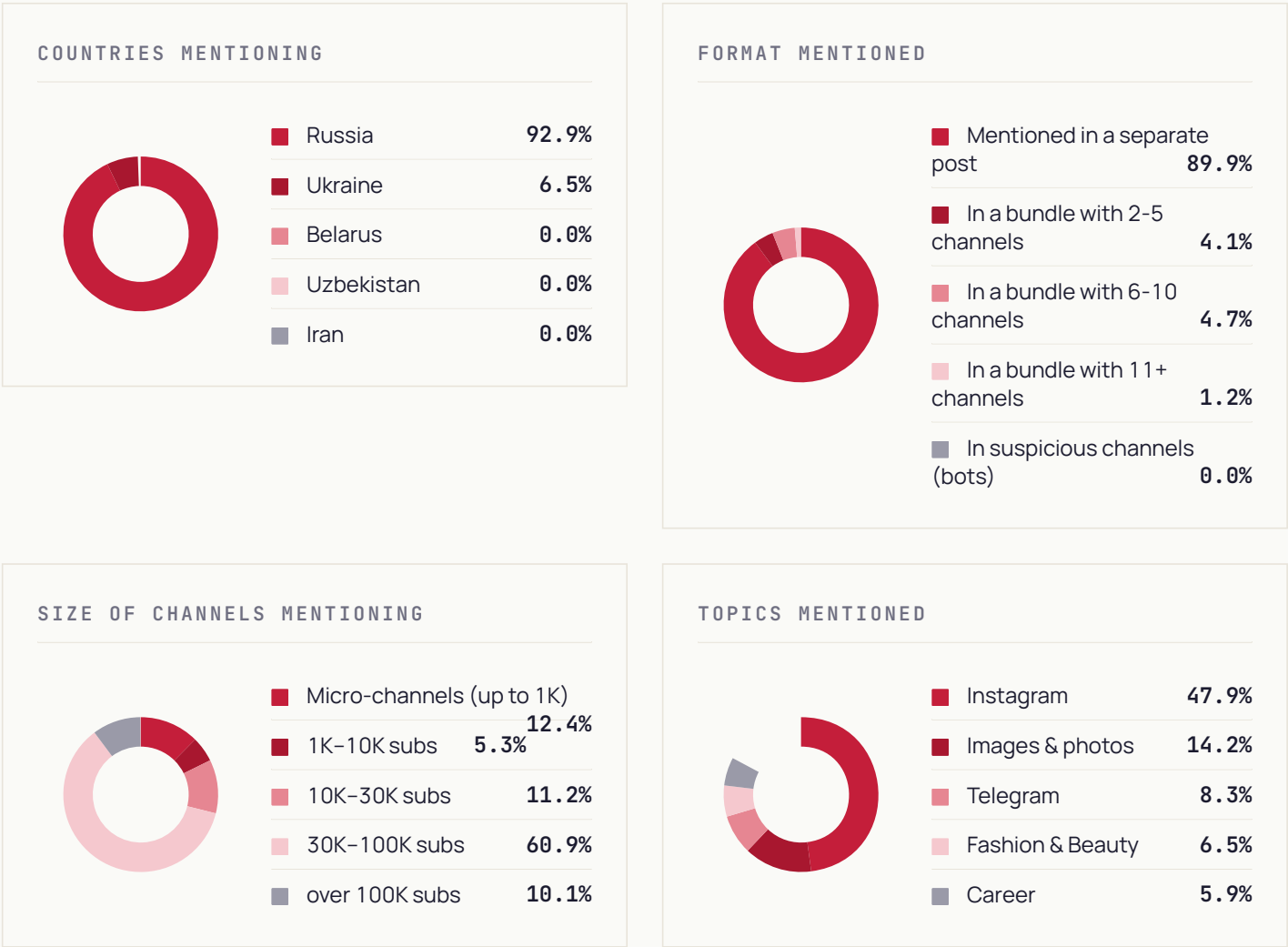
Subscriber growth chart for the year. Key months show exact subscriber count. See which months grew and which lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

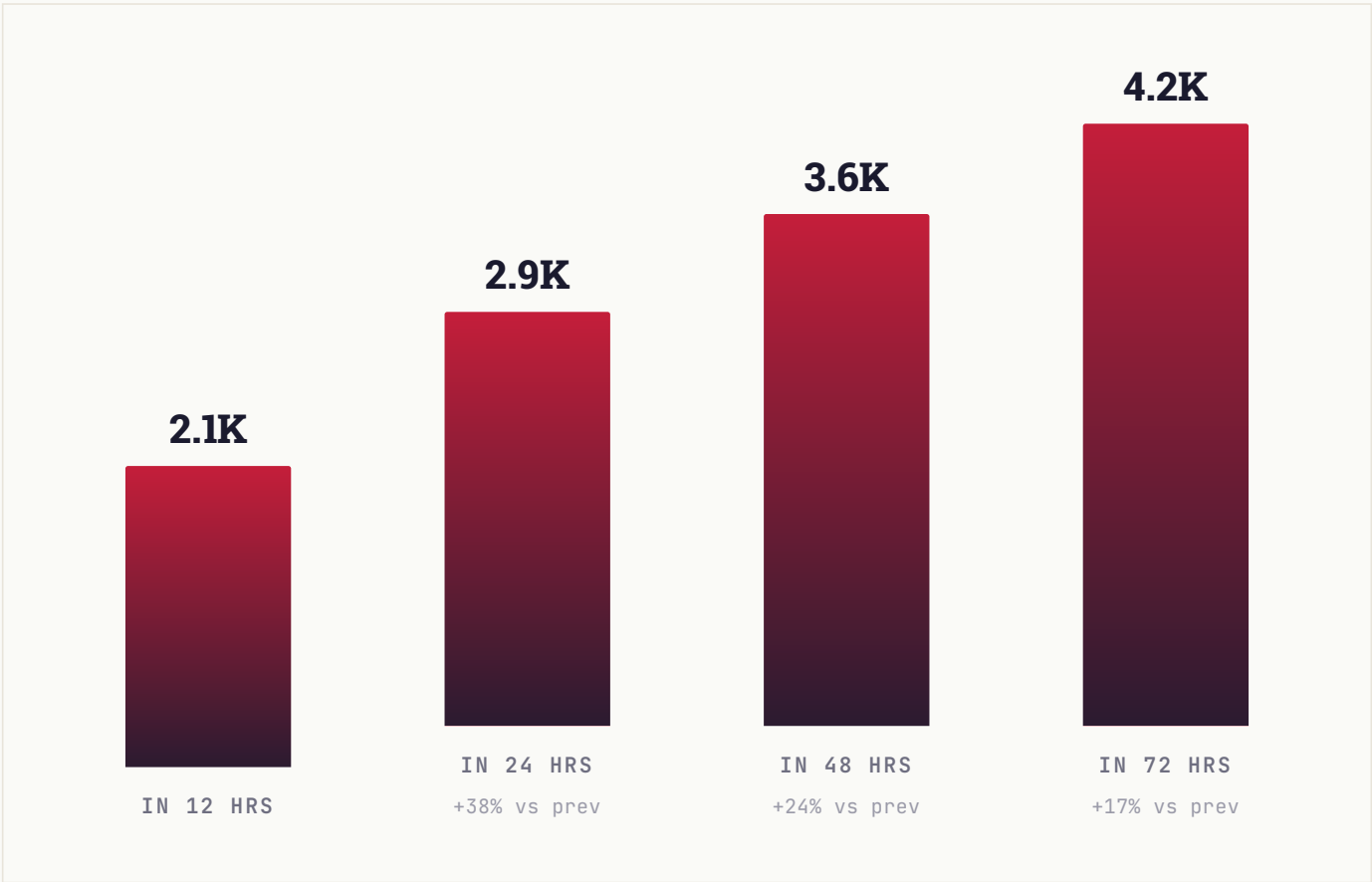
Citation index **53** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned **60** different channels.



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 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
ا استوری اینستاگرام	437.9K
آم آهنگ موزیک جدید شاد	356.8K
رد ربات دانلود استوری و پست از اینستاگرام	209.7K
VD VIDEO FOR STORIES	136.7K
ShC Cap Cut Templates Kap Kut	130.6K
P• piaceim • presets & blogging	126.4K
نپ NESA PIRUZIFARD انسا پیروزی فرد	123.7K
ÅA ÅAKLAB	115.2K
ShC CAPCUT TEMPLATES KAPKUT KUT	113K
CP PNG STICKERS FOR STORIES	110.6K
WD Women's Home YOU	96.4K

COMPARATIVE CONCLUSION

Channel intop quartile of niche (#12 of 99). Leader — استوری اینستاگرام (437.9K). Goal for coming months — enter niche top-10 through systematic traffic work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Each month we log posts in other channels that mention yours. Over the last **6 months** such mentions were **16**, they brought **749** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
Jan 2026	0	0	0	
December 2025	0	0	0	
November 2025	16	9	749	
October 2025	0	0	0	
Sep 2025	0	0	0	
August 2025	0	0	0	
TOTAL MENTIONS	16	MONTHS OF DATA	6	ACQUIRED SUBSCRIBERS
			749	

SECTION 08 · NICHE COMPARISON

Where the channel ranks in its league

Took top-100 channels in category «Instagram» (Russia) and saw how your channel compares. Gray band — range of 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

#12/100

RANK IN NICHE

Channel in top 12% — strong position



— 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

Main post of the week — on Friday

Audience is most active on this day at 21:00 MSK.

EFFECT

**Best time for
important
posts**

02

Increase video post share

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

EFFECT

**Video retains
audience
better**

03

System traffic buy

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

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 — what we can do in a few minutes based on public data. To go further — run ads through us and hit your growth plan in a month.

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