

PROMTPRESS PUBLIC REPORT

Channel audit content studio



@kontentoshnaya

Bakery? no — kontentoshnaya! Cozy place for creativity, inspiration and useful materials 📧 Come in, make yourself at home 📍 Author: @mashaklims ✍️ Ads: @kontentoshnaya_PR in...

SUBSCRIBERS

16 010

+632 per month

ERR (% SEE POSTS)

12.0%

in 24 hrs **5.1%**

REACH/POST

1.7K

ad reach **819**/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 16 010 —	 SUBS REACH 10.6% avg % subs see a post	 VIEWS/POST 1.7K median 1.9K · 29 days	 POSTS/WEEK 7.2 over period
 7D TREND -11.4% vs previous week	 REACTIONS/POST 33.2 only 995 reactions, 489 reposts, 27 comments	 POST LENGTH 555 chars median 513 · 29 days	 POSTS ANALYZED 30 29 days
 AD REACH 819 24h avg	 CHURN / MONTH +632 over last month	 CITATION RATE 29 citation index · 109 channels mentioned all time	 CHANNEL AGE 2 years 10 months created Aug 28, 2023

AI EDITOR SUMMARY

Channel «content workshop» – 16 010 subs. Each post gets on average 1.7K people (11% from subs), reach is low – consider expanding audience. Posts 7 posts per week (~1/day) – consistent schedule. For week Jul 6–12, reach dropped -11.4% by week of Jun 29 – Jul 5 – worth analyzing why.

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 TOP POSTS HAVE IN COMMON

- 01 Analysis based on 30 posts in 29 days.
- 02 Dominant format — Photo (24/30 posts).
- 03 Avg post length — 555 chars (median 513).
- 04 Peak audience activity — Saturday, 15:00 MSK.
- 05 Top posts get 2x more views than the weakest (2.3K avg for top vs 1.3K for bottom) — among 30 posts over 29 days. Worth analyzing what the top ones share — topic, format, timing.

TOP 5 POSTS

Nº1 22.06 · 13:23 PHOTO 🌟 Sticker Buttons Generated those little things that add a special touch to your design🎯📁 Such PNGs...	VIEWS 2 348 REPOSTS 30	REACTIONS 63 ER 14.7%
Nº2 04.07 · 12:02 VIDEO 🌿Continuing the summer-dacha theme from brands Today, getting inspired by 2mood's serenity and offline life aesthetics Nothing...	VIEWS 2 233 REPOSTS 41	REACTIONS 43 ER 13.9%
Nº3 23.06 · 14:36 PHOTO Dacha core from brands🌱 Can't ignore the gardening theme in June🛒🍒 Love how Samokat brand integrated this topic in their...	VIEWS 2 187 REPOSTS 11	REACTIONS 46 ER 13.7%

Nº4 02.07 • 11:31 PHOTO What to shoot this summer? 📌 🤔 The hottest topic. What content is most needed during the summer season In short – real! But if...	VIEWS 2 161 REPOSTS 27 REACTIONS 41 ER 13.5%
Nº5 27.06 • 11:04 PHOTO i take a lot of pictures 📸 new trend in carousel posts, especially for those who photograph every step (me included)) 📌 The gist...	VIEWS 2 127 REPOSTS 20 REACTIONS 39 ER 13.3%
WORST 3	
↓ 13.07 • 13:19 PHOTO 👁 Spotted in Stories or stylistic content tricks from brands & influencers 😂💧 Screenshotted examples to draw inspiration from...	VIEWS 1 476 REPOSTS 1 REACTIONS 37 ER 9.2%
↓ 14.07 • 06:03 VIDEO Sharing Lena Khomochka's channel; she's been in SMM for 8 years, started managing 17 accounts simultaneously, burned out, and created her own system...	VIEWS 1 312 REPOSTS 2 REACTIONS 15 ER 8.2%
↓ 14.07 • 12:59 PHOTO Edit right in your phone gallery 🌟 (All photos in this set edited this way) "vintage mist" 🌟 Light, slightly vintage edit...	VIEWS 1 261 REPOSTS 18 REACTIONS 36 ER 7.9%

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 or lost subs.



PERIOD START

9 714

NOW

16 011

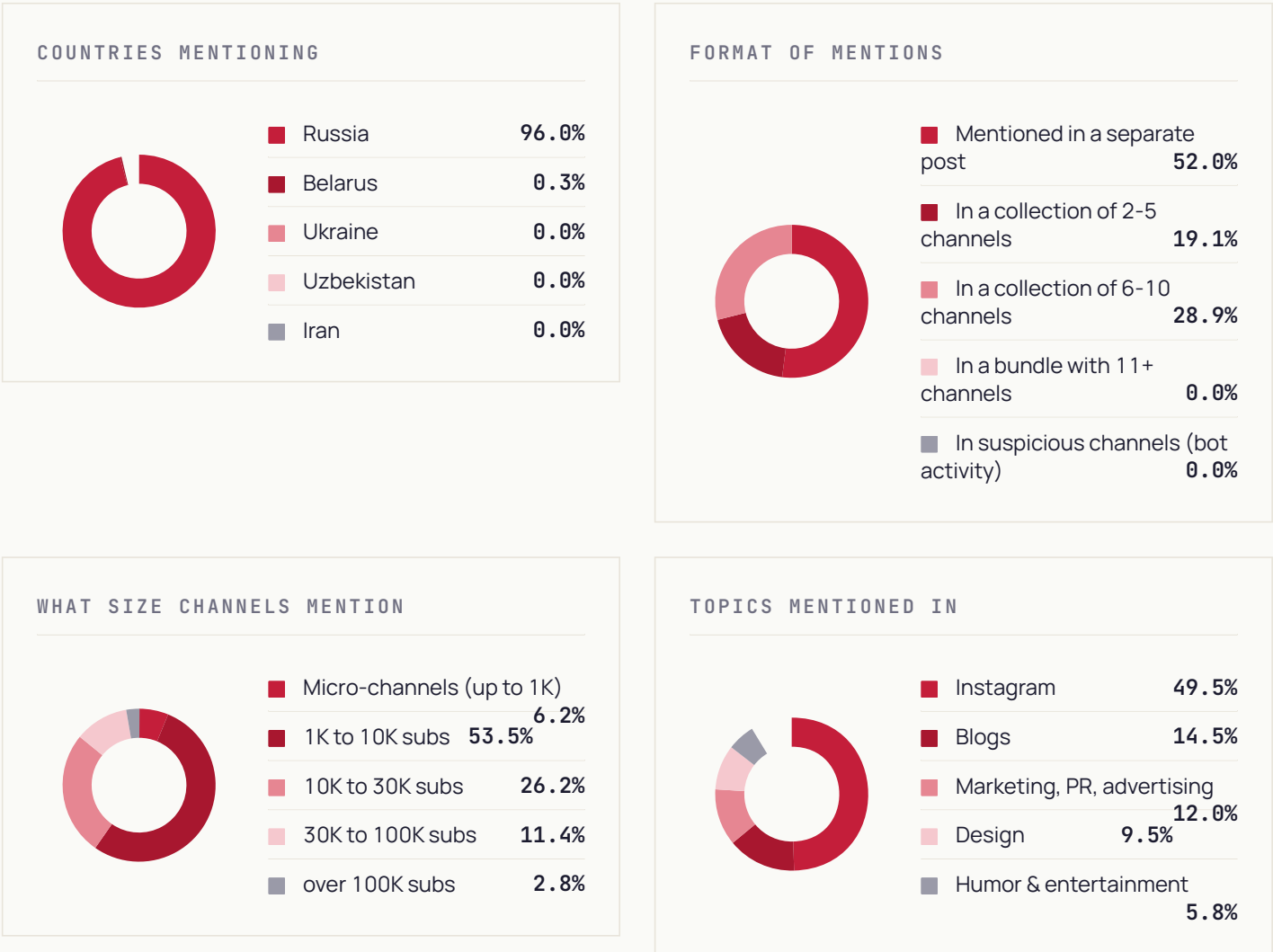
NET GROWTH

+6 297

SECTION 04 · MENTIONS

Who mentions the channel and how

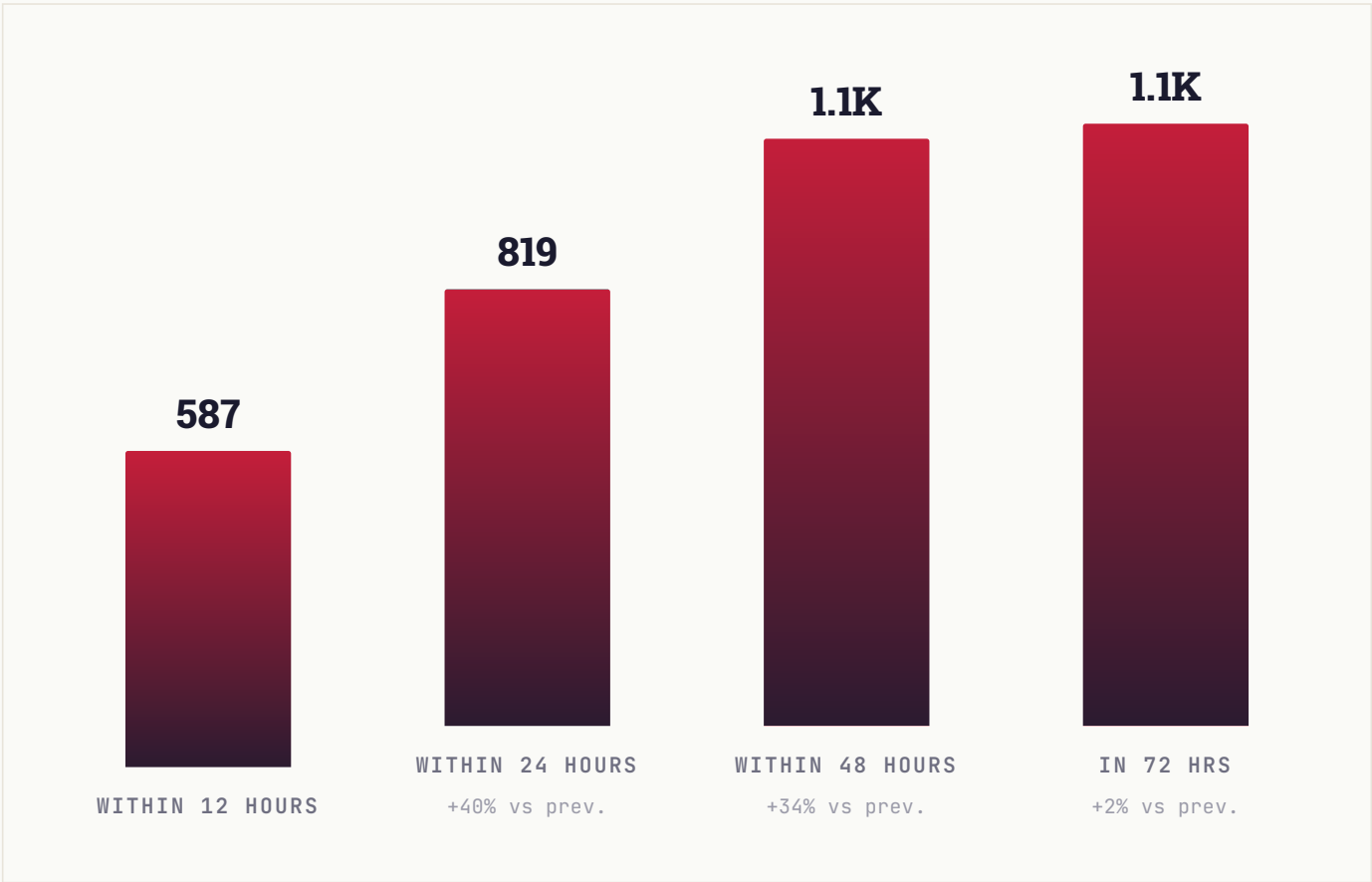
Citation index **29** — channel popularity rating based on mentions. Considers not only quantity but also weight of mentioners: a post from a 100K subs channel 'weighs' more than from a 1K subs channel. All-time channel mentions: **109** different channels.



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 nearest channels by topic and audience. Your channel is highlighted — you can see its rank among niche neighbors.

CHANNEL	SUBSCRIBERS
استوری اینستاگرام	437.9K
آهنگ موزیک جدید شاد	356.8K
ربات دانلود استوری و پست از اینستاگرام	209.7K
VIDEO FOR STORIES	136.7K
Cap Cut Templates Kap Kut	130.6K
piaceim · presets & blogging	126.4K
NESA PIRUZIFARD نسا پیروزی فرد	123.7K
ĀAKLAB	115.2K
CAPCUT TEMPLATES KAPKUT KUT	113K
PNG STICKERS FOR STORIES	110.6K
content studio	16K

COMPARATIVE INSIGHT

Channel not yet outside top-99 of niche — early growth stage. Niche leader — استوری اینستاگرام (437.9K), top-99 median: 32.9K. First goal — enter top-99 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 were **28**, they brought **1 959** new subs.

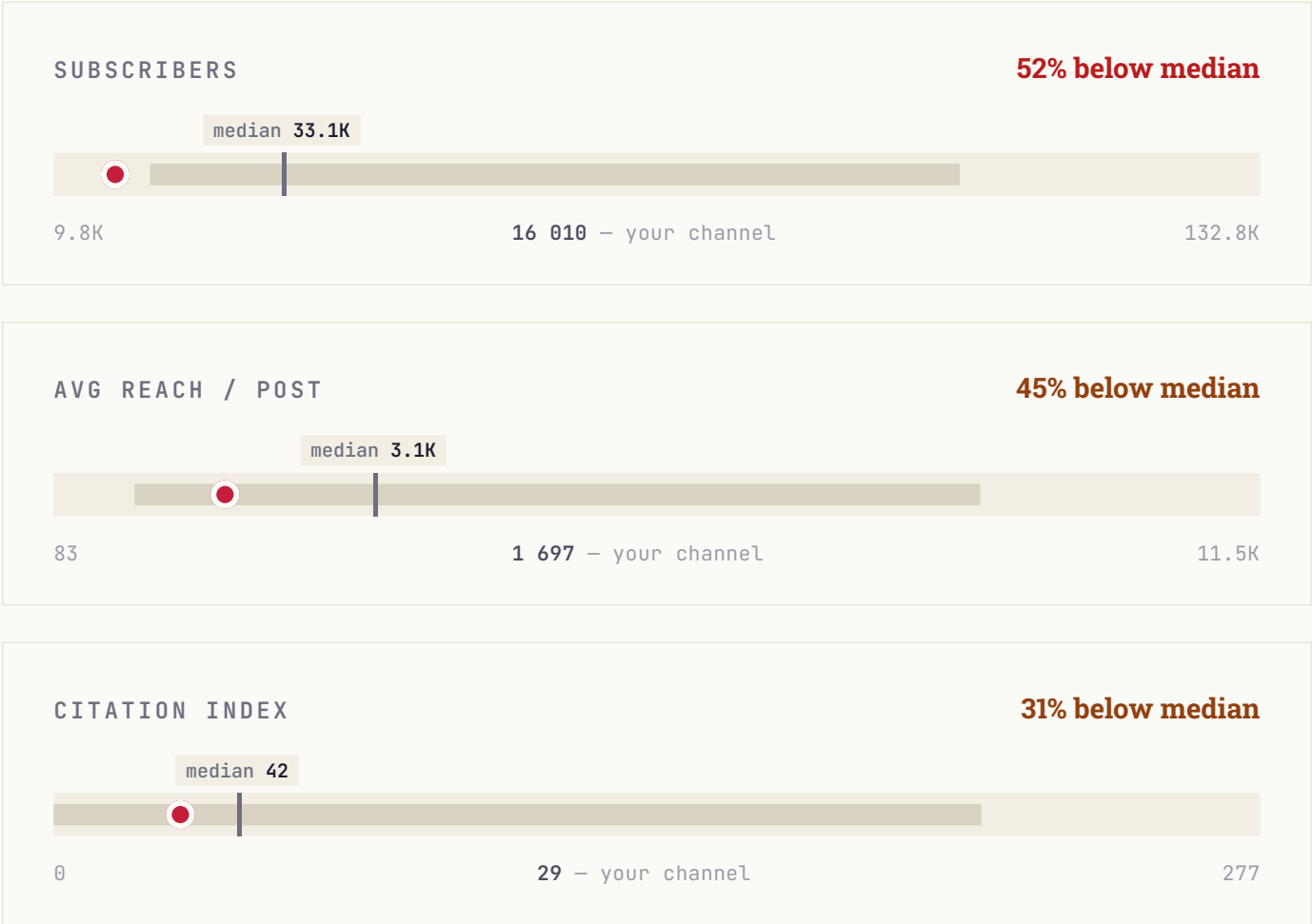
PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
Jan 2026	4	2	174
December 2025	10	7	563
Nov 2025	6	4	188
Oct 2025	3	2	587
Sep 2025	0	0	235
August 2025	5	2	212

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS
28	6	1 959

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category «Instagram» (Russia) and saw how your channel compares. Gray band — range covering 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 sorted by expected impact. Check them off and revisit this report in a month.

01

Main post of the week — on Saturday

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

EFFECT

**Best window
for an
important post**

02

Increase video post share

Video in Telegram retains audience longer and is better perceived by the algorithm. We recommend increasing share to 15-25%.

EFFECT

**Video retains
audience
better**

03

Systematic traffic buying

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

EFFECT

**+1000-3000
subs**

04

Test polls & interactive formats

Posts with polls/reactions usually give +5-15% ER. One poll per week on a 'hot' topic — an 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. If you want 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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