

PUBLIC REPORT PROMTPRESS

Channel audit

LA ESSTER - Ювелирный ДОМ



@laesster

I, Anastasia Ester, founder of Jewelry House <https://laesster.com>
This is a catalog of in-stock and custom items. 26 years in business.
Production from 14 days. Delivery from 1 day across Russia.
[@essterann](#)

SUBS	ERR (% WHO SEE POSTS)	REACH/POST
11 935 19.07.2026 +11042 per month	1.0% per day 0.3%	119 HTTPS://PROMTPRESS.COM/AUDIT/LAESSTER ad reach 30/24h

— CONTENTS · 2026

What's inside the report

01 Channel snapshot

12 key metrics · AI summary

02 Content analysis

Top 5 posts · worst 3 · insights

03 Subscriber dynamics

Yearly chart · growth

04 Citation rate

Who and how mentions the channel

05 Ad potential

How long a post generates reach

06 Competitors

Niche neighbors · your place

07 Niche comparison

Rank in «Fashion & Beauty»

08 Strategy

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. The subtitle under the number shows the period it's calculated for.

 SUBS 11 935 —	 SUB REACH 1.0% avg % subs see post	 VIEWS/POST 119 median 58 · 27 days	 POSTS/WK 22.1 over period
 7-DAY TREND -57.2% vs previous week	 REACTS/POST 0.4 only 31 reactions, 12 reposts, 0 comments	 POST LENGTH 243 chars median 235 · 27 days	 POSTS ANALYZED 88 27 days
 AD REACH 30 24h avg	 CHURN / MONTH +11042 over last month	 CITATION RATE 7 citation index · 17 channels mentioned ever	 CHANNEL AGE 6 months 5 days created Jan 14, 2026

AI EDITOR SUMMARY

Channel «LA ESSTER - Jewelry House» — 11 935 subs. Each post averages 119 people (1% of subs), low reach — consider expanding audience. Publishes 22 posts/week (~3/day) — active posting. Week of Jul 6–12 reach dropped -57.2% to week Jun 29 – Jul 5 — analyze reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS SHARE

- 01 Analysis based on **88** posts over 27 days.
- 02 Dominant format – **Photo** (62/88 posts).
- 03 Avg post length – **243** chars (median 235).
- 04 Peak audience activity – **Saturday**, 21:00 MSK.
- 05 Top posts get **28×** more views than the weakest (649 avg top vs 23 worst) – among 88 posts in 27 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 04.07 · 10:47 PHOTO On June 16, 2026, at Sotheby's in New York, a rare collection of Paraiba tourmalines was presented. One of the most telling lots...	VIEWS 719 REPOSTS 1	REACTS 1 ER 6.0%
Nº2 04.07 · 18:49 VIDEO Brand new transformable earrings Lab Grown 5.32 ct LG diamonds 2 pcs. 4.07 ct. Fancy Intense Yellow/VS2 radiant cut LG...	VIEWS 698 REPOSTS —	REACTS — ER 5.8%
Nº3 04.07 · 10:10 VIDEO New gold tennis bracelet with natural colored Sapphires 8.69 ct and diamonds 0.17 ct Material: White, yellow and rose...	VIEWS 532 REPOSTS 2	REACTS — ER 4.5%

Nº4 20.06 · 13:47 PHOTO New round pave with yellow radiant diamonds. 4.2ct, light yellow, vs1-sil. Size 17...	VIEWS 489 REPOSTS —	REACTS 7 ER 4.1%
Nº5 03.07 · 16:48 VIDEO Pendants with natural diamonds 4.03ct 2.01 H/i1 2.02 L/i1 Ex ex ex MGL certs Price 1,650,000 🔥🔥🔥	VIEWS 478 REPOSTS —	REACTS — ER 4.0%

|

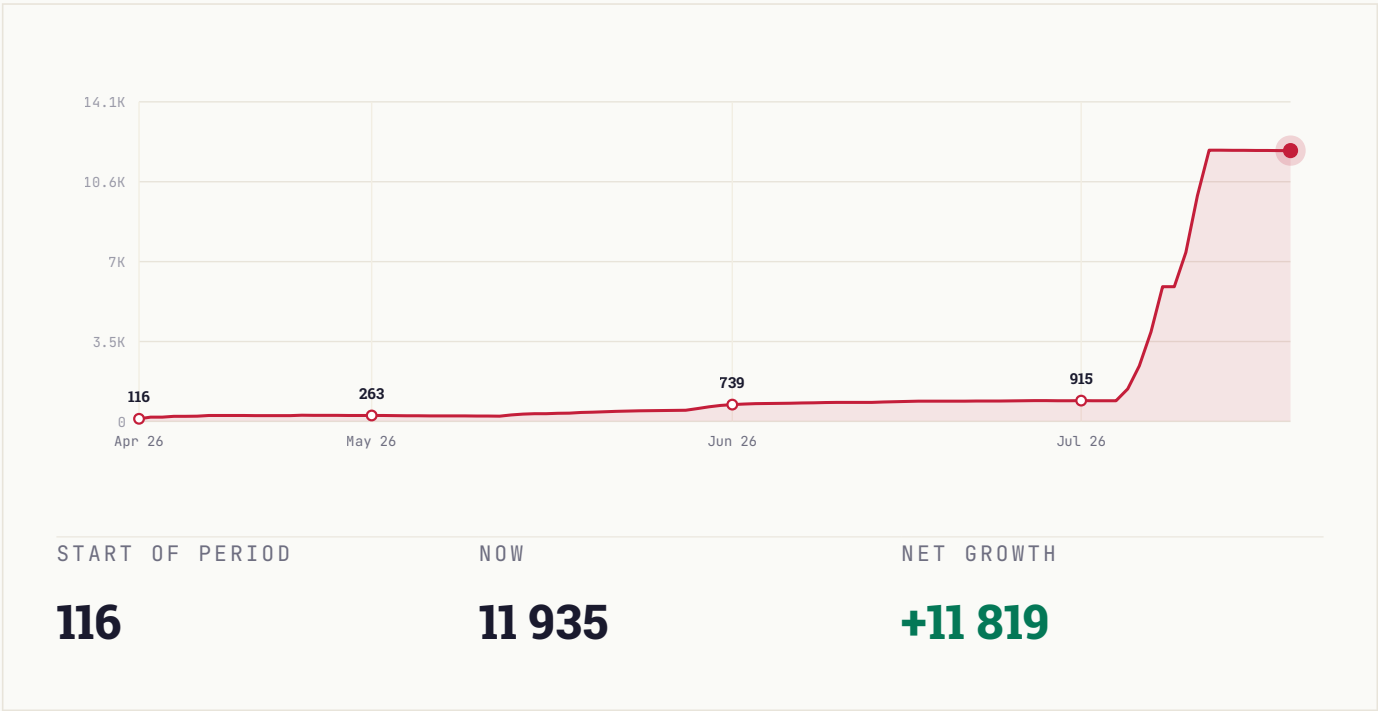
WORST 3

↓ 16.07 · 09:53 VIDEO New, Italy (MSU cert) Flower ring with diamonds 4.5ct and rubies 2.05ct, 750-24.87g Size 17.5 Price 600k 🔥	VIEWS 23 REPOSTS —	REACTS — ER 0.2%
↓ 16.07 · 09:53 PHOTO New Ring with Ural emerald 9 carat, white gold 750, diamonds 3/5 Size 17.5, certificate Price 950K 🔥	VIEWS 23 REPOSTS —	REACTS — ER 0.2%
↓ 16.07 · 09:54 PHOTO New Center stone 1.76ct + side stones 0.17ct Cert Size 16.5 Price 900k 🔥	VIEWS 23 REPOSTS —	REACTS — ER 0.2%

SECTION 03 • SUB 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

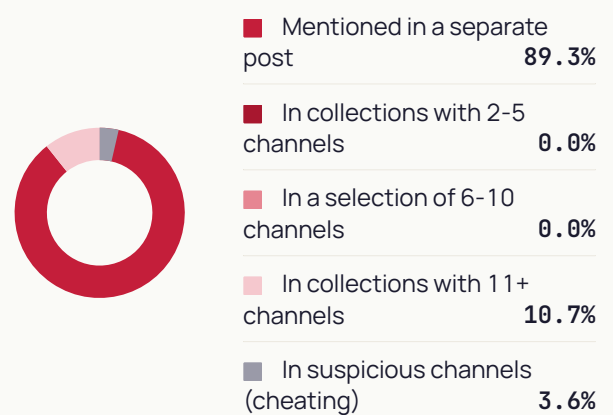
Who and how mentions the channel

Citation index **7** — 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 mentions: **17** different channels.

COUNTRIES MENTIONING



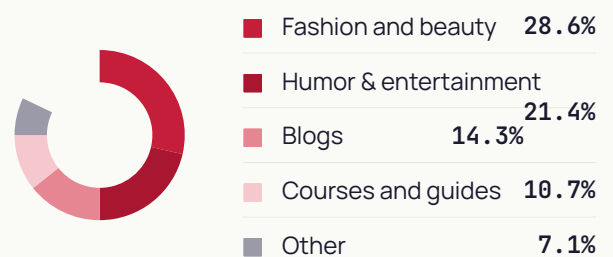
MENTIONED IN WHICH FORMAT



WHAT SIZE CHANNELS MENTION



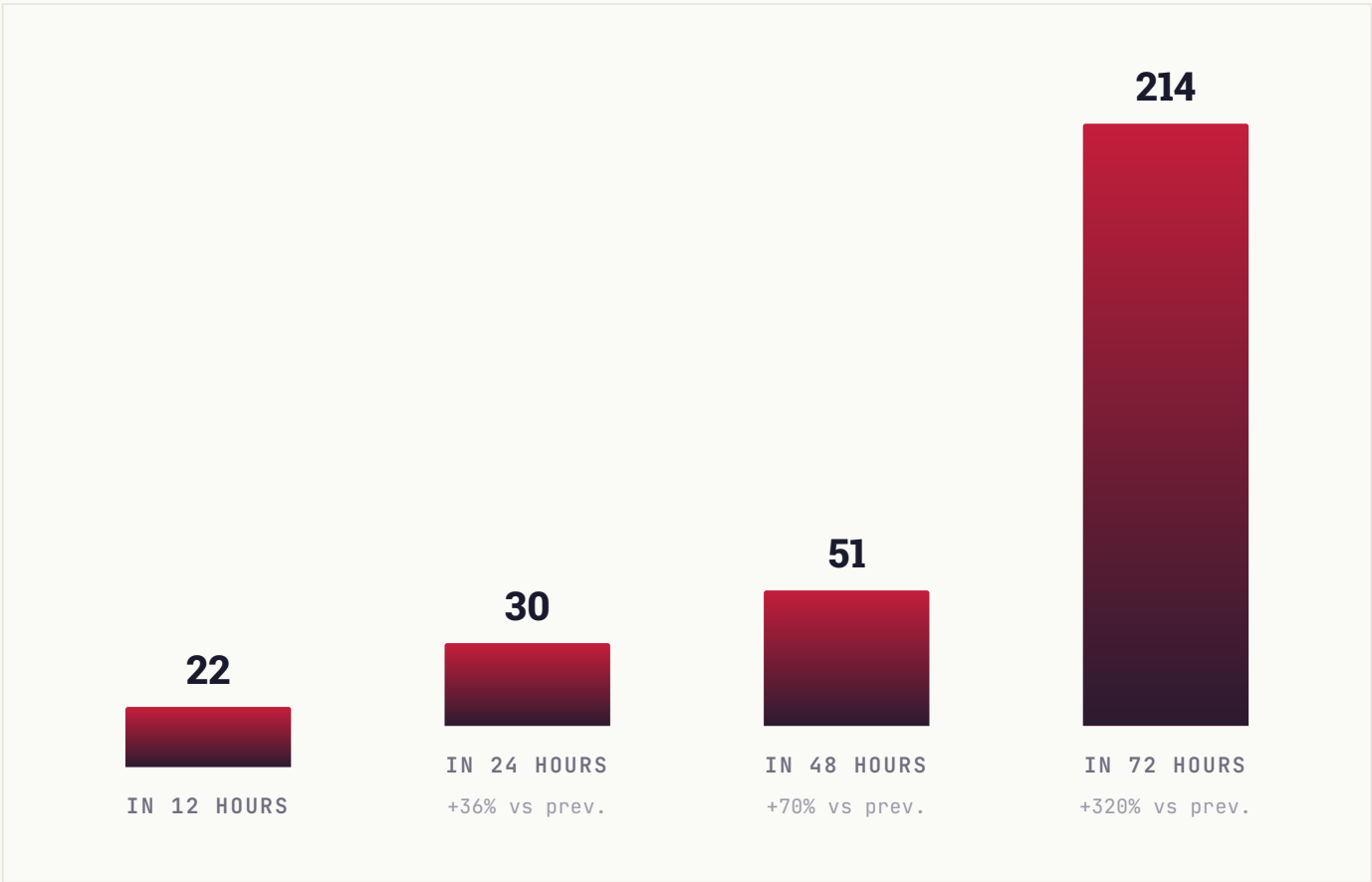
MENTIONED IN WHICH TOPICS



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg ad post reach over time since publication. Helps estimate how long a placement should live.



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBS
ZY Zolotoe Yabloko	1M
PC Pandabuy CnFans MuleBuy ACBuy Hacco Find🔍🐼	790.3K
NN Found on Wildberries	633.3K
MI MIXIT.RU	624.7K
MJ Manicure Nails	572K
NN Finds on Wildberries / WB	533.2K
EM Elena Mixit	518K
GD Face gymnastics	472.4K
PM Fashion Trends	436K
PS Prime Savers	428.8K
LE LA ESSTER - Ювелирный дом YOU	11.9K

COMPARATIVE INSIGHT

Channel is still outside top 97 of niche — early growth stage. Niche leader — Zolotoe Yabloko (1M), top-97 median: 189.3K. First goal: enter top-97 via systematic traffic & content work.

SECTION 07 · NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category «Fashion and beauty» (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 08 · STRATEGY

What to do right now

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

01

Main post of the week — on Saturday

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

EFFECT

**Best window
for an
important post**

02

ER below niche benchmark — rethink formats

Current ER 1.0% vs norm 5.5%. Try polls & interactive formats.

EFFECT

+4.5pp 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 & interactive formats

Posts with polls/reactions usually boost ER by 5-15%.
One poll per week on a hot topic — an easy growth lever.

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

Swap posts quarterly with channels in the same segment. Don't do 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 more? 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