

PROMTPRESS PUBLIC REPORT

Channel audit

caramel house



@lerwee_z

insta https://www.instagram.com/lerwee_z/profilecard/?igsh=MTlwZ3B6dGF4a3h5aA==

SUBSCRIBERS

10 350

-373 per month

ERR (% SEE POSTS)

29.0%

past day 15.0%

REACH/POST

3.3K

ad reach 1.6K/24h

— CONTENTS · 2026

What's inside the report

01 Channel snapshot

12 key metrics · AI summary

02 Content analysis

Top 5 posts · worst 3 · 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 spot

07 Mention dynamics

6 months · monthly

08 Niche comparison

Position in «Blogs» 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 10 350 —	SUBSCRIBER REACH 31.54% avg % of subs see post	VIEWS/POST 3.3K median 3.3K · 26 days	POSTS/WEEK 7.0 for the period
7D TREND -15.2% vs previous week	REACTIONS/POST 55.4 total 1,497 reactions, 85 reposts, 18 comments	POST LENGTH 328 chars median 368 · 26 days	POSTS ANALYZED 27 26 days
AD REACH 1.6K 24h avg	CHURN / MONTH -373 last month	CITATION RATE 0 citation index · 3 channels mentioned ever	CHANNEL AGE 4 years 3 months created 13.03.2022

AI EDITOR SUMMARY

Channel «caramel house» — 10 350 subs. Each post gets on avg 3.3K people (32% of subs), that's good reach. Publishes 7 posts per week (~1/day) — regular schedule. For week 15–21 Jun reach dropped -15.2% by week 8–14 Jun — worth analyzing reasons.

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 27 posts over 26 days.
- 02 Dominant format – Video (19/27 posts).
- 03 Avg post length – 328 chars (median 368).
- 04 Peak audience activity – Wednesday, 16:00 MSK.
- 05 Top-performing posts get 2× more views than the weakest (4.3K avg for top vs 2K for worst) – among 27 posts in 26 days. Worth analyzing what the top has in common – topic, format, timing.

TOP 5 POSTS

Nº1 27.05 · 13:41 VIDEO they say this is how every self-respecting man and happy woman starts their weekend👉👉❤️👉👉	VIEWS	REACTIONS
	4 654	110
	REPOSTS	ER
	18	45.0%
Nº2 06.06 · 13:01 VIDEO (captionless post – video)	VIEWS	REACTIONS
	4 128	55
	REPOSTS	ER
	3	39.9%
Nº3 07.06 · 10:48 VIDEO (captionless post – video)	VIEWS	REACTIONS
	4 123	31
	REPOSTS	ER
	1	39.8%

Nº4 05.06 · 14:55 VIDEO coming to you without filters or makeup, even though it's unusual, because since yesterday I've been working hard on my skin, because already...	VIEWS 4 121 REPOSTS 4	REACTIONS 71 ER 39.8%
Nº5 07.06 · 10:49 TEXT today is my second day, I plan to shoot at least a bit too, and finally edit the video and show you what we did and...	VIEWS 3 989 REPOSTS —	REACTIONS 41 ER 38.5%

|

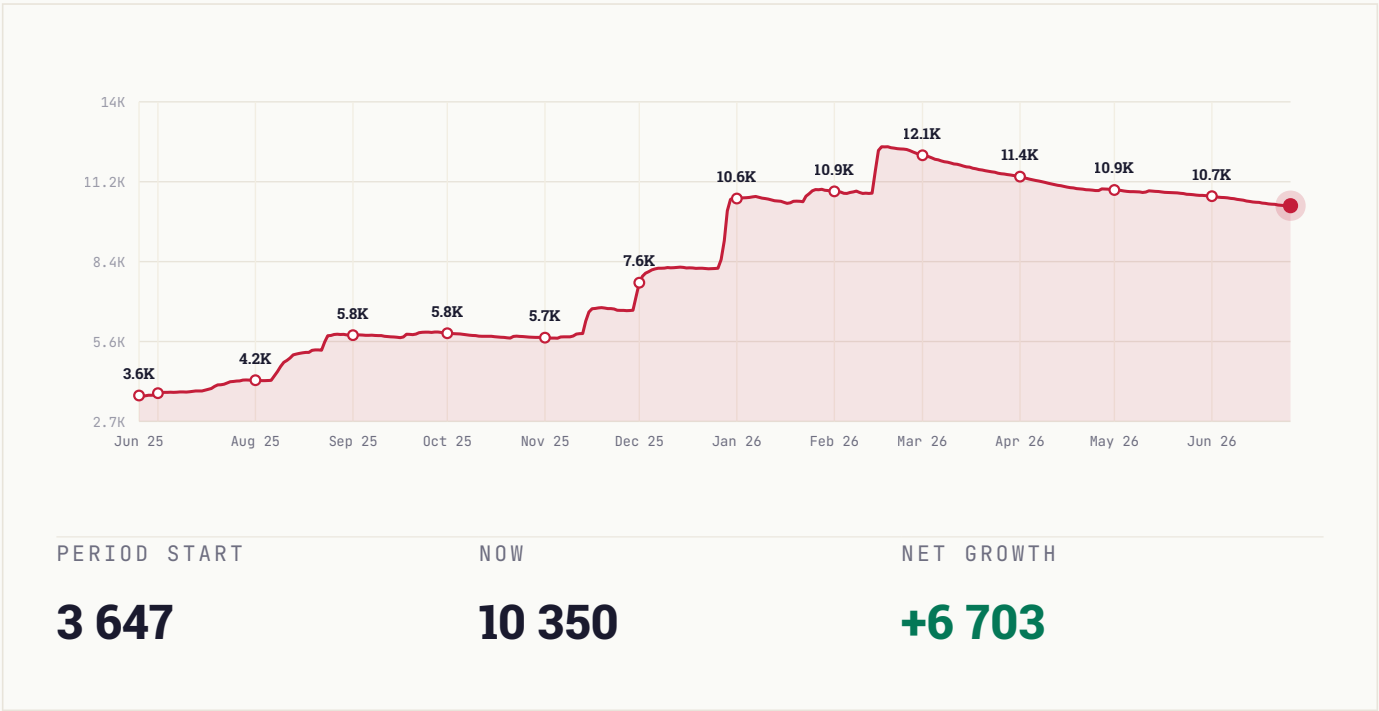
WORST 3

↓ 22.06 · 13:10 VIDEO picked a couple of videos to finally show where we went on the weekend☞☞ in Minsk every weekend at 6 locations every hour...	VIEWS 2 157 REPOSTS 4	REACTIONS 28 ER 20.8%
↓ 22.06 · 19:53 TEXT it's my dad and Artyom's entertainment. either a tow hitch on the car, or arm wrestling training ☞☞	VIEWS 2 005 REPOSTS 1	REACTIONS 34 ER 19.4%
↓ 22.06 · 19:51 VIDEO (captionless post — video)	VIEWS 1 911 REPOSTS 1	REACTIONS 32 ER 18.5%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

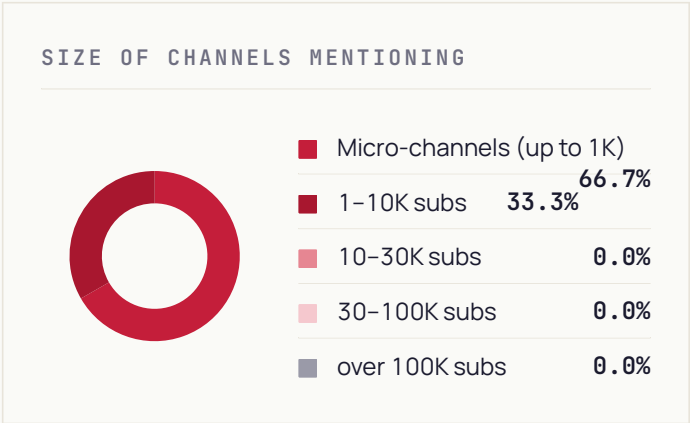
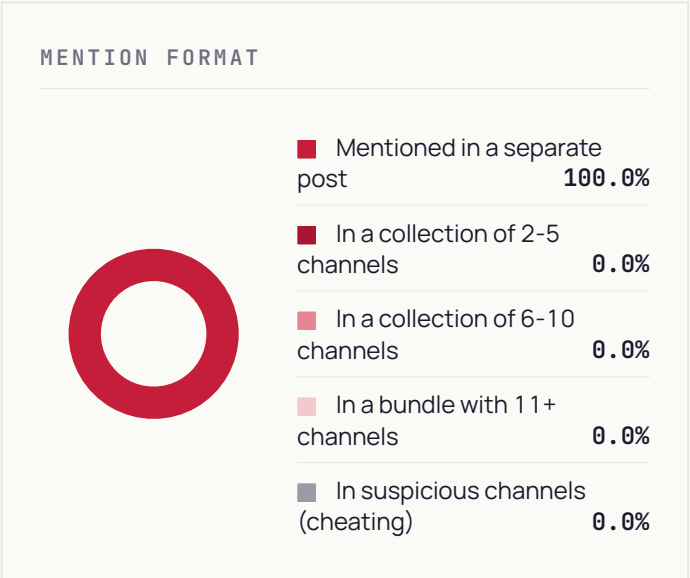
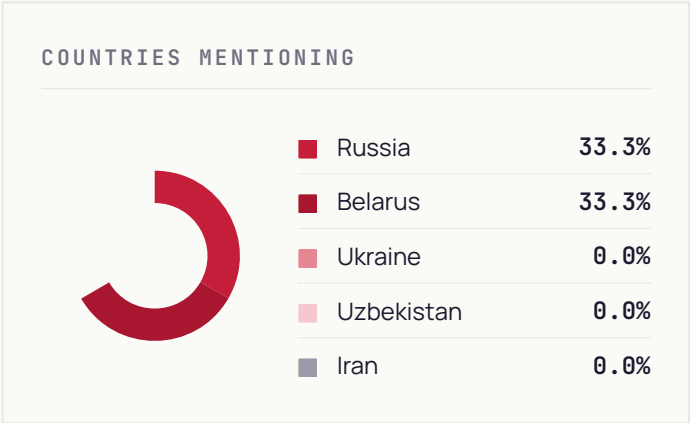
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · CITATIONS

Who and how mentions the channel

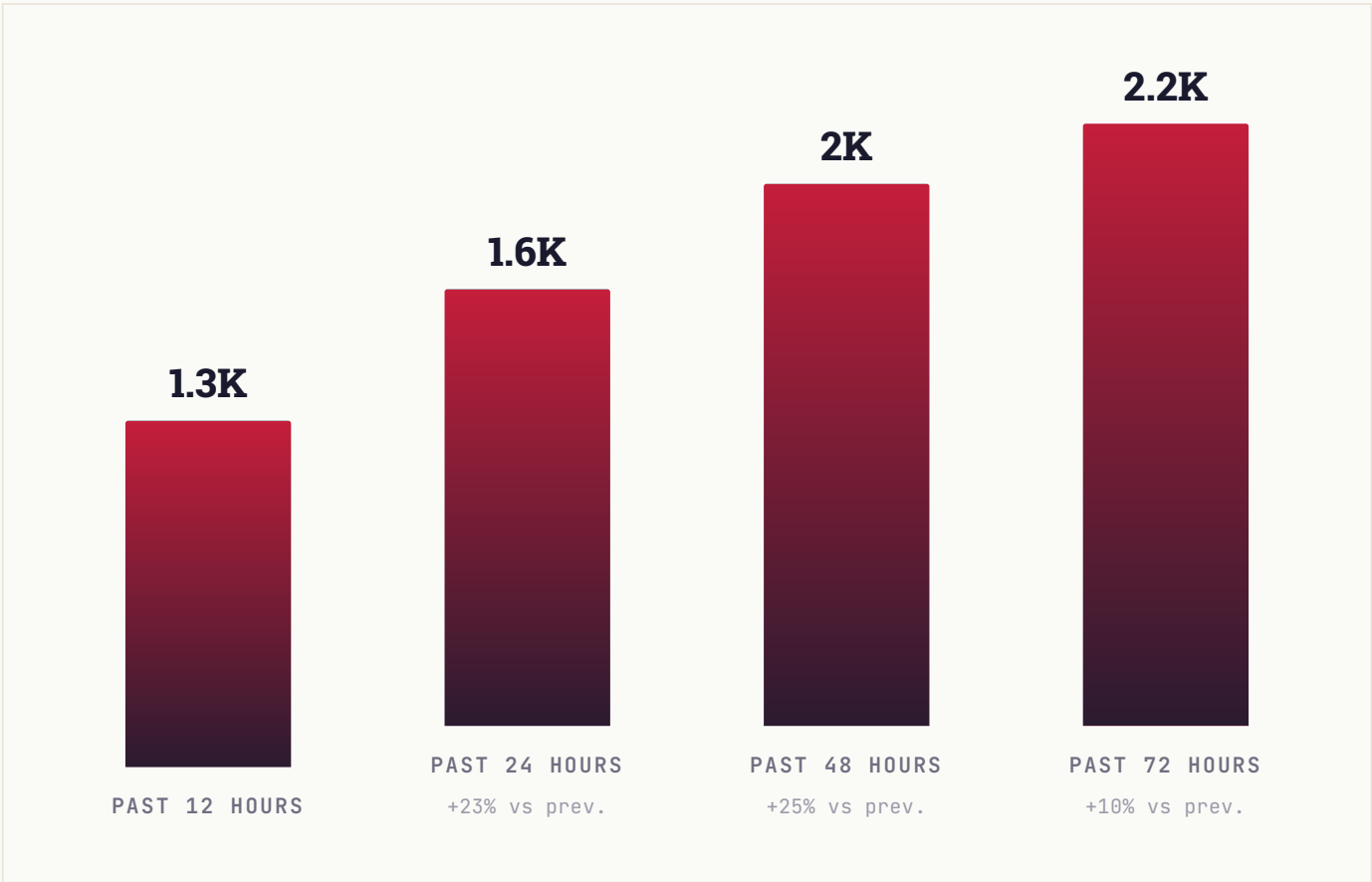
Citation index 0 – channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs one. All-time mentions: 3 different channels.



— SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post over 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. Highlighted your channel — shows its place among niche neighbors.

CHANNEL	SUBSCRIBERS
NC Unpleasant channel	499K
MC Nasty Kokobay	114.2K
MM Maxim Mirovich	104.5K
AS Anton Shabashov	38.2K
CH Cherry Farm	34.4K
SH Noise off-screen	24.9K
CH Chereshko_life	24K
BU BUBENITTA	23.6K
TB Tima Belorusskih	17.4K
PI For sparkling☑	15.8K
ER caramel house☑☑ YOU	10.3K

COMPARATIVE CONCLUSION

Channel in top 25% of niche (#12 of 99). Leader — Unpleasant channel (499K). Goal for coming months: enter niche top-10 through systematic traffic work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we record posts in other channels that mention yours. Over the last **6 months** such mentions were **0**, they brought **7 637** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	0	0	3 548
November 2025	0	0	1 586
October 2025	0	0	68
Sep 2025	0	0	240
August 2025	0	0	1 650
July 2025	0	0	545

TOTAL MENTIONS	MONTHS IN DATA	ATTRACTED SUBSCRIBERS
0	6	7 637

SECTION 08 • NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category "Blogs» (Belarus) and compared your channel.
Gray band = range for 80% of niche channels (p10 to p90). Black vertical = median.
Red dot = your channel.

#12

/100

POSITION IN NICHE

Channel in top 12% – strong position

SUBSCRIBERS

better than 77% of niche

median 1.7K

236

10 350 – your channel

18.7K

AVG REACH / POST

better than 78% of niche

median 585

69

3 265 – your channel

5.6K

CITATION INDEX

worse than median by 99%

median 0

0

0 – your channel

18

— 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 Wednesday

On this day at 16:00 MSK audience is most active.

EFFECT

**Best window
for an
important post**

02

System traffic buy

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

EFFECT

**+1000-3000
subs**

03

Test polls & interactive formats

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

EFFECT

+5-15% ER

04

Cross-promo with neighboring channels

Exchange posts quarterly with channels in the same segment. No need daily — 2-3 collabs give relevant growth.

EFFECT

**Growth from
relevant
audience**

05

Update channel description for Telegram search

Telegram search scans descriptions. Add 3-5 niche keywords — organic traffic source.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want us to do this **PromptPress?**

This audit is what we can do in a few minutes based on public data. If you want to go further — run ads through us and close your growth plan in a month.

01 Launch Telegram ad <https://panel.promptpress.com/register>

02 Contact manager t.me/PromptPress_manager
