

PUBLIC REPORT PROMTPRESS

Channel audit those stories



@luxstoris

rarest stories, won't get caught 100% ¹⁰⁰ Ads: @Cactusq1,
@Kristi_de

SUBSCRIBERS

24 985

-275 per month

ERR (% WHO SEE
POSTS)

6.0%

per day 2.2%

REACH/POST

1.3K

ad reach 542/24h

— 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

Year chart · growth

04 Citation rate

Who mentions the channel and how

05 Ad potential

How long a post brings reach

06 Competitors

Niche neighbors · your place

07 Niche comparison

Position in category «Instagram»

08 Strategy

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. Subtitle below the number shows the period it covers.

 SUBSCRIBERS 24 985 —	 SUBSCRIBER REACH 5.21% avg % subs see post	 VIEWS/POST 1.3K median 1.4K · 29 days	 POSTS/WK 14.6 over period
 7D TREND -10.4% vs previous week	 REACTIONS/POST 1.7 total 101 reactions, 128 reposts, 0 comments	 POST LENGTH 8 chars median 7 · 29 days	 POSTS ANALYZED 61 29 days
 AD REACH 542 24h avg	 CHURN / MONTH -275 last month	 CITATION RATE 41 citation index · 27 channels mentioned it ever	 CHANNEL AGE 4 years 6 months created 10.01.2022

AI EDITOR SUMMARY

Channel «those stories 🐱» — 24 985 subs. Each post averages 1.3K people (5% from subs), reach is low — expand audience. Publishes 15 posts/week (~2/day) — consistent. Week of Jul 6–12 reach dropped -10.4% by week of June 29 — July 5 — worth analyzing reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 61 posts over 29 days.
- 02 Dominant format — Photo (61/61 posts).
- 03 Avg post length — 8 chars (median 7).
- 04 Peak audience activity — Sunday, 19:00 MSK.
- 05 Top posts get 2x more views than the weakest (1.7K avg top vs 864 worst) — among 61 posts over 29 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº122.06 · 16:06PHOTO #withhusband We in Max💕💕	VIEWS	REACTIONS
	1 689	4
	REPOSTS	ER
	1	6.8%
Nº220.06 · 15:05PHOTO #sport	VIEWS	REACTIONS
	1 665	3
	REPOSTS	ER
	2	6.7%
Nº321.06 · 07:05PHOTO #food	VIEWS	REACTIONS
	1 636	1
	REPOSTS	ER
	2	6.5%

Nº420.06 · 07:05 **PHOTO**
#cosmetics

VIEWS
1 618
REACTIONS
—
REPOSTS
2
ER
6.5%

Nº521.06 · 16:06 **PHOTO**
#sport

VIEWS
1 610
REACTIONS
—
REPOSTS
2
ER
6.4%

WORST 3

↓ 15.07 · 15:06 **PHOTO**
#flowers

VIEWS
919
REACTIONS
5
REPOSTS
—
ER
3.7%

↓ 16.07 · 07:05 **PHOTO**
#manicure

VIEWS
855
REACTIONS
1
REPOSTS
1
ER
3.4%

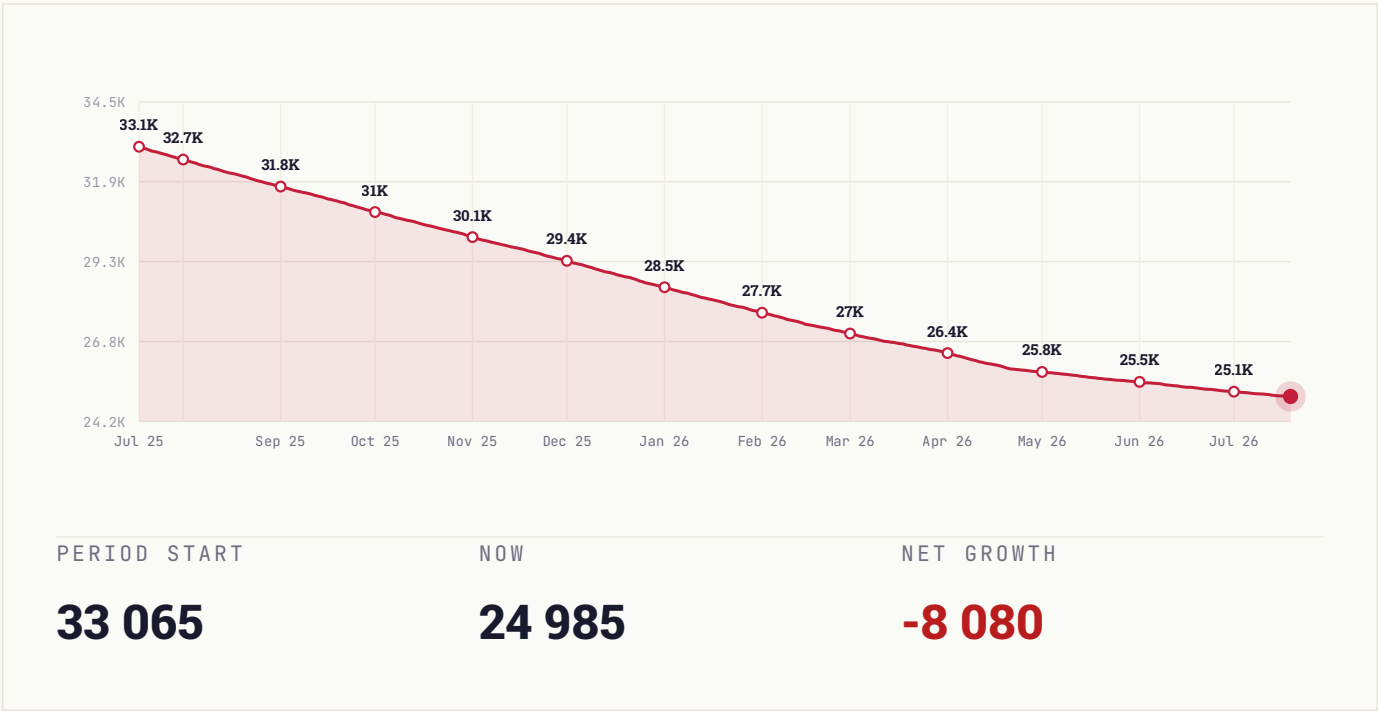
↓ 16.07 · 15:06 **PHOTO**
#flowers

VIEWS
818
REACTIONS
4
REPOSTS
5
ER
3.3%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

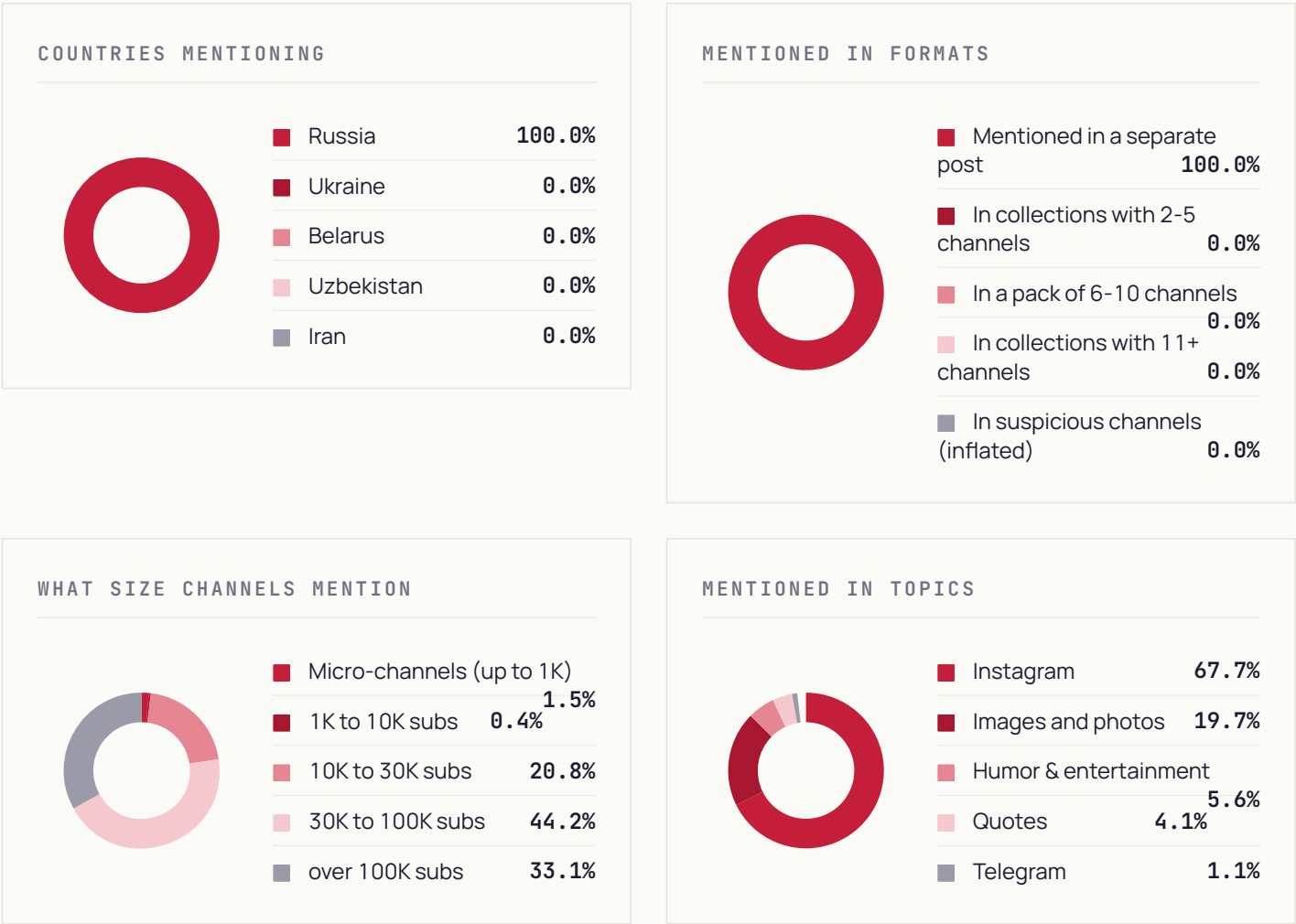
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel grew and which it lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

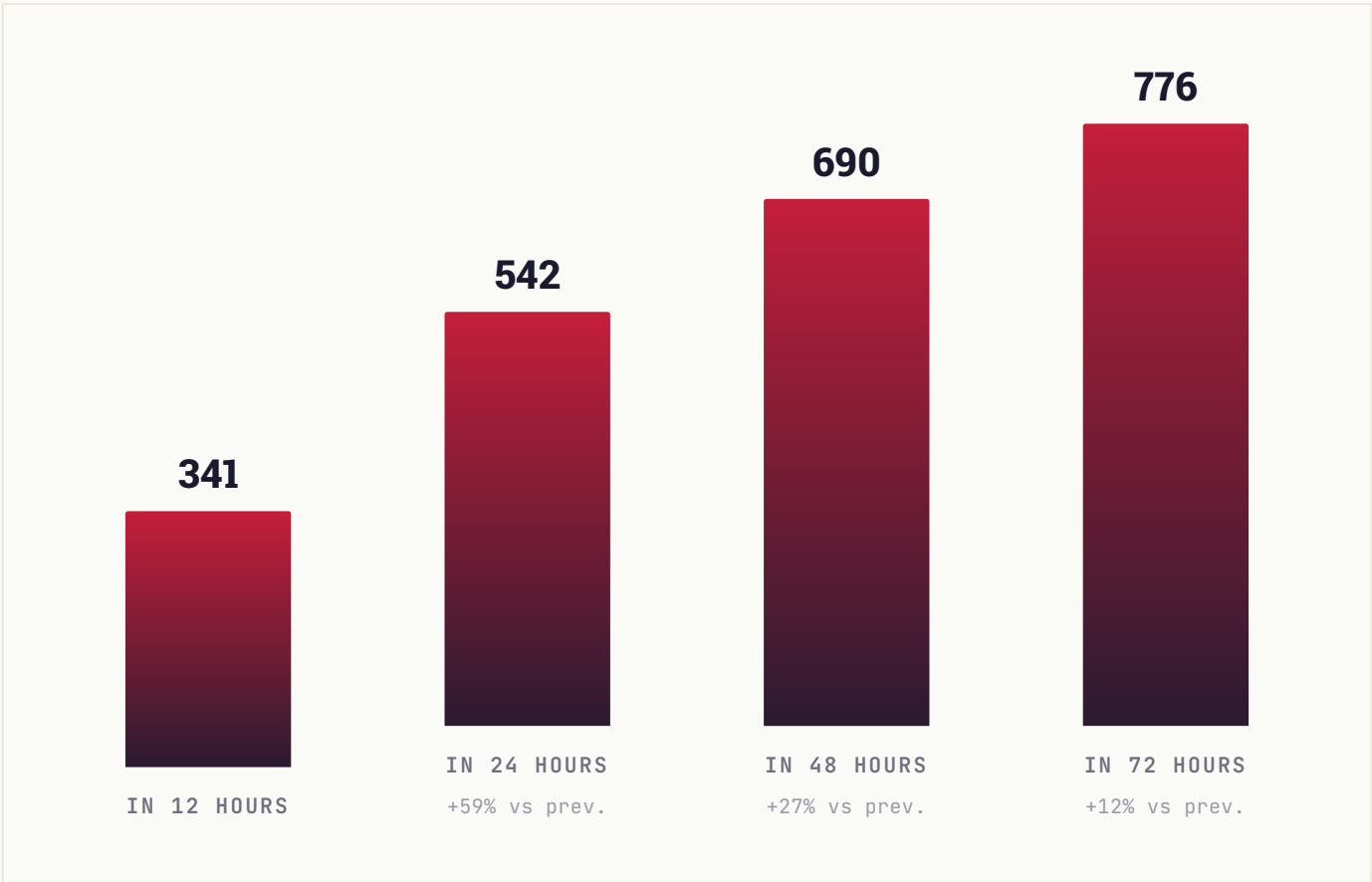
Citation index **41** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time channel was mentioned **27** different channels.



— SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of ad post over time since 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 — you can see its rank among niche peers.

CHANNEL	SUBSCRIBERS
استوری اینستاگرام	437.9K
آهنگ موزیک جدید شاد	356.8K
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
نسب NESA PIRUZIFARD نسا پیروزی فرد	123.7K
AA ÆAKLAB	115.2K
ShC CAPCUT TEMPLATES KAPKUT KUT	113K
CP PNG STICKERS FOR STORIES	110.6K
TS those stories 🐱 YOU	25K

| COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#72 of 99). Niche median — 32.9K subs. First growth KPI — reach median. Leader: استوری اینستاگرام (437.9K).

— SECTION 07 · NICHE COMPARISON

Where the channel stands in its league

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

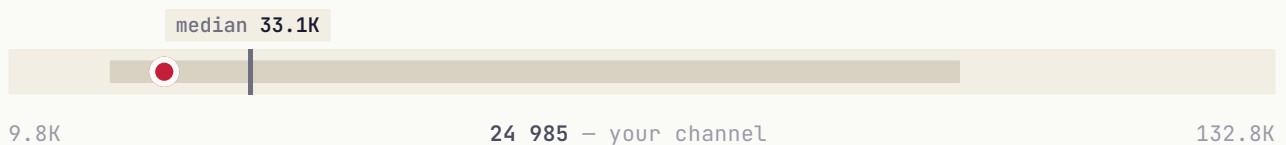
#72 /100

POSITION IN NICHE

Channel in the bottom half of the ranking

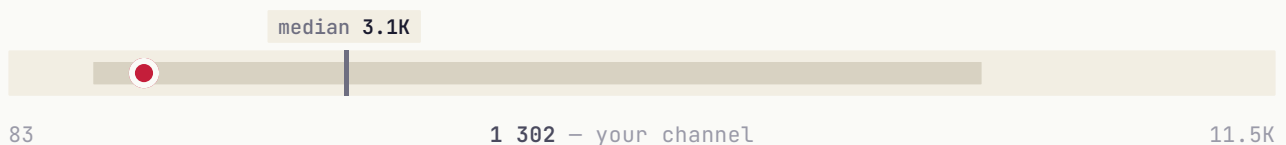
SUBSCRIBERS

24% below median



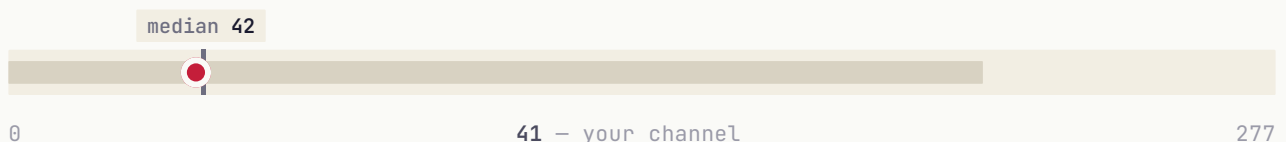
AVG REACH / POST

58% below median



CITATION INDEX

3% below median



— SECTION 08 · 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 Sunday

Audience is most active on this day at 19:00 MSK.

EFFECT

**Best window
for an
important post**

02

Increase video posts share

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

EFFECT

**Video holds
audience
better**

03

ER below niche benchmark — rethink formats

Current ER 5.21% vs norm 5.5%. Try polls and interactive formats.

EFFECT

+0.3pp ER

04

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**

05

Test polls and interactive formats

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

EFFECT

+5-15% ER

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in a few minutes using public data.
Want to go further — run ads through us and close your growth
plan in a month.

01

**Launch ads in
Telegram**

<https://panel.promptpress.com/register>

02

Contact manager

t.me/PromptPress_manager
