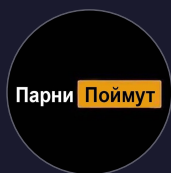


PUBLIC REPORT BY PROMTPRESS

Channel audit

Men's House



@mendomik

Stories for every occasion 📸 Ad managers: @Cactusq1, @olinka2, @Kristi_de (pay us) . . Ads: @Social_Energy

SUBSCRIBERS

40 950

-255 per month

ERR (% SEE POSTS)

7.0%

in 24 hours **2.4%**

REACH/POST

2.6K

ad reach **971**/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 mentions the channel and how

05 Ad potential

How long a post generates reach

06 Competitors

Niche Neighbors · Your Place

07 Mention dynamics

6 months · monthly

08 Niche Comparison

Rank in «Instagram» category

09 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 covers.

 SUBSCRIBERS 40 950 —	 SUBSCRIBER REACH 6.41% avg % subs see post	 VIEWS/POST 2.6K median 2.9K · 29 days	 POSTS/WEEK 21.4 over period
 7D TREND -17.4% vs prev week	 REACTIONS/POST — MTPROTO only	 POST LENGTH 8 chars median 8 · 29 days	 POSTS ANALYZED 91 29 days
 AD REACH 971 24h avg	 CHURN / MONTH -255 over last month	 CITATION RATE 48 citation index · 32 channels mentioned all time	 CHANNEL AGE 5 years 3 months created 19.03.2021

AI EDITOR SUMMARY

Channel «Men's House» — 40 950 subs. Each post averages 2.6K people (6% of subs), reach is low — consider expanding audience. Publishes 21 posts per week (~3/day) — active posting. Week Jul 6–12 reach dropped -17.4% by week Jun 29 – Jul 5 — worth analyzing reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **91** posts in 29 days.
- 02 Dominant format – **Photo** (91/91 posts).
- 03 Avg post length – **8** chars (median 8).
- 04 Peak audience activity – **Friday**, 21:00 MSK.
- 05 Top posts get **2×** more views than the weakest (3.4K avg for top vs 1.7K for worst) – among 91 posts over 29 days. Worth analyzing what the top shares: topic, format, timing.

TOP 5 POSTS

Nº1 19.06 · 18:19 PHOTO #inacar	VIEWS	REACTIONS
	3 394	—
	REPOSTS	ER
	2	8.3%
Nº2 18.06 · 12:06 PHOTO #inacar	VIEWS	REACTIONS
	3 384	—
	REPOSTS	ER
	—	8.3%
Nº3 20.06 · 07:05 PHOTO #sport	VIEWS	REACTIONS
	3 376	—
	REPOSTS	ER
	1	8.2%

Nº4 21.06 · 19:05 PHOTO #food	VIEWS 3 375 REPOSTS 3	REACTIONS — ER 8.2%
Nº5 18.06 · 19:05 PHOTO #traveling	VIEWS 3 373 REPOSTS 3	REACTIONS — ER 8.2%

|

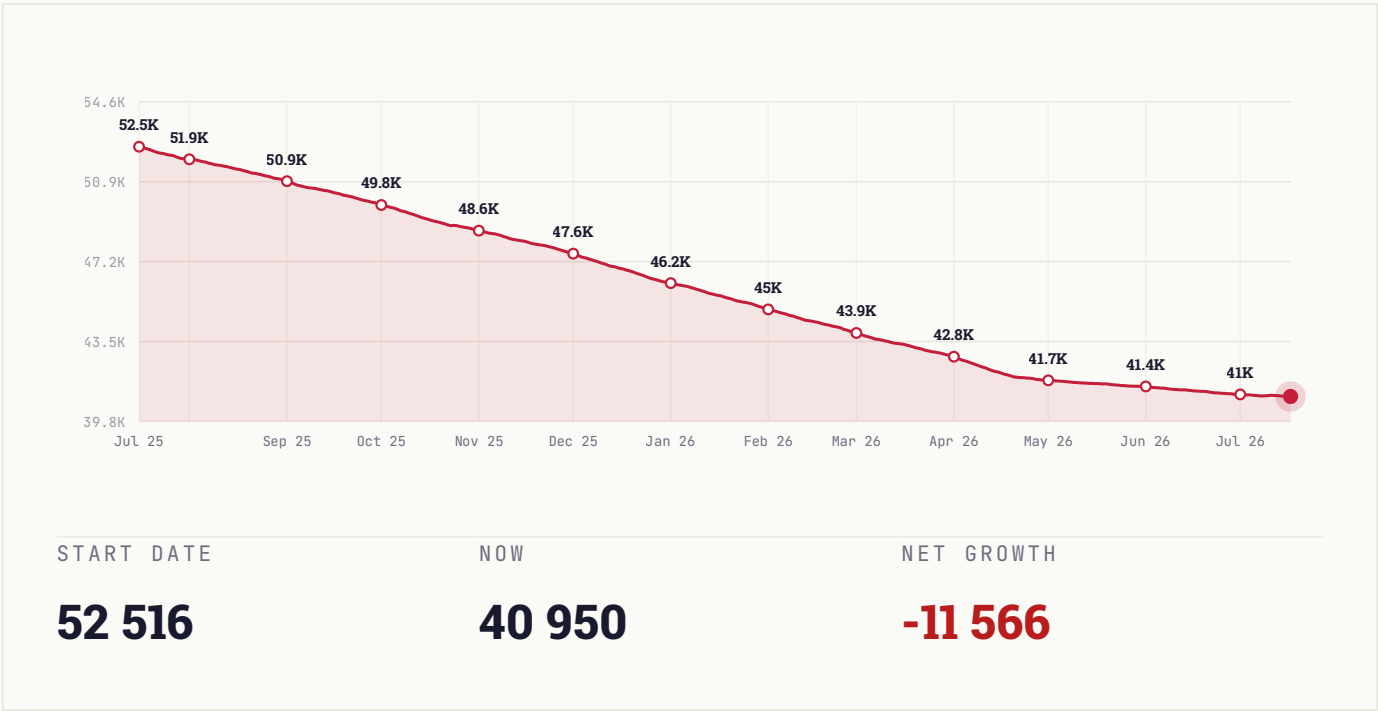
WORST 3

↓ 13.07 · 19:05 PHOTO #withgirl	VIEWS 1 854 REPOSTS 3	REACTIONS — ER 4.5%
↓ 14.07 · 07:05 PHOTO #shashlik	VIEWS 1 675 REPOSTS 3	REACTIONS — ER 4.1%
↓ 14.07 · 12:06 PHOTO #inacar	VIEWS 1 663 REPOSTS —	REACTIONS — ER 4.1%

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 · MENTIONS

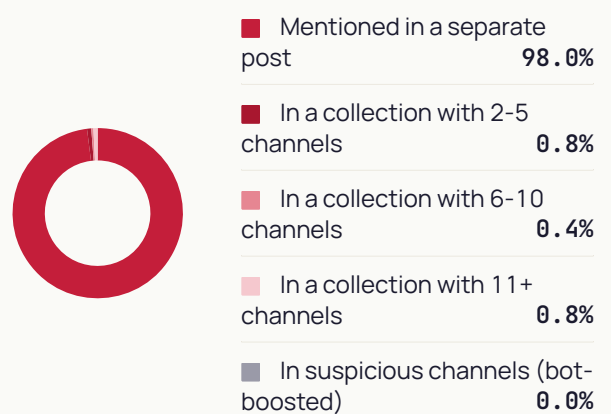
Who mentions the channel and how

Citation index **48** — 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 1K. All time channel was mentioned **32** different channels.

COUNTRIES MENTIONING



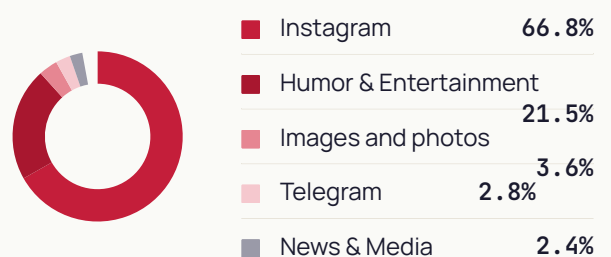
MENTION FORMAT



SIZE OF CHANNELS MENTIONING



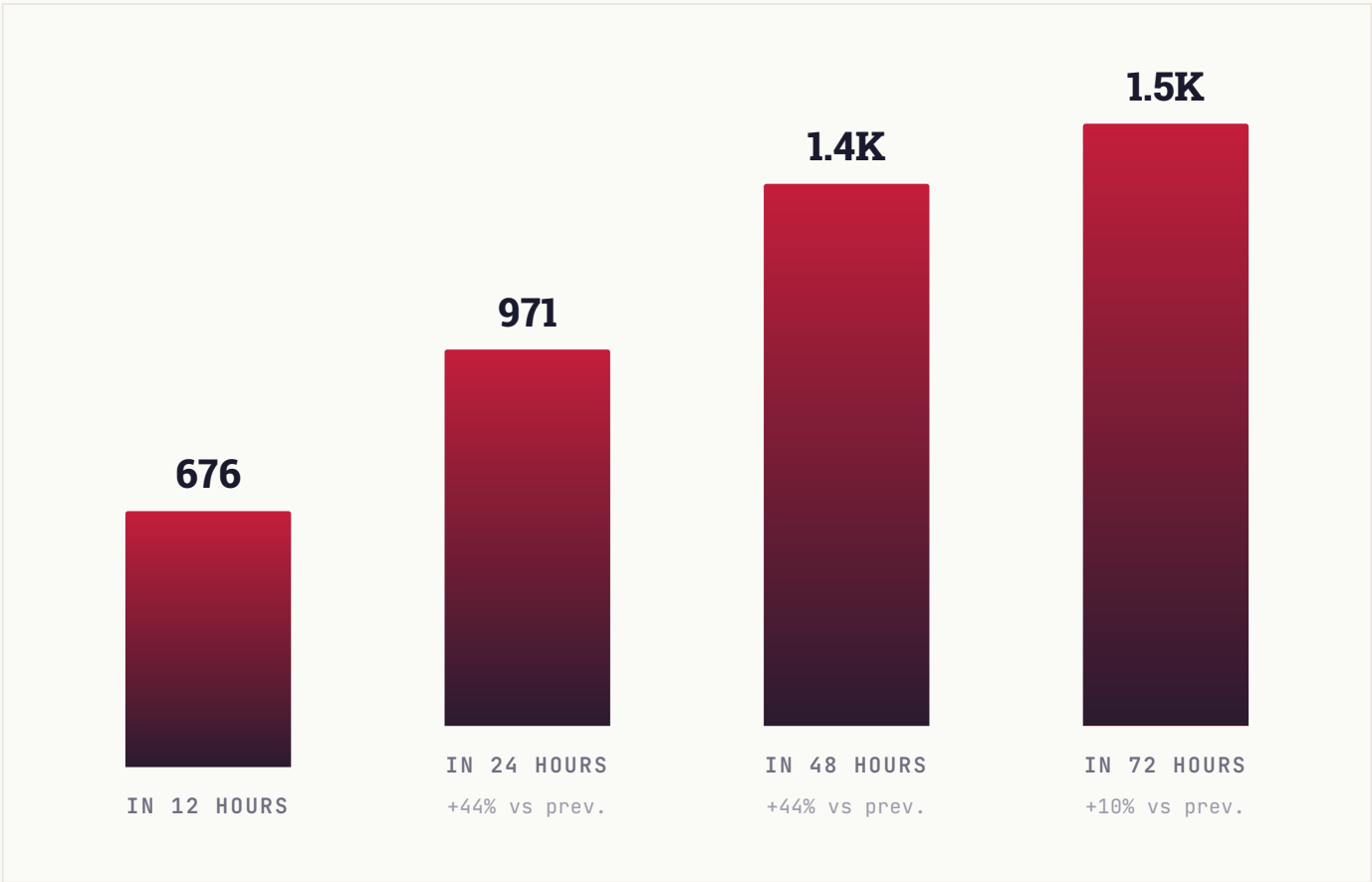
TOPICS WHERE MENTIONED



— 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 — see its rank 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
Tue VIDEO FOR STORIES	136.7K
III C 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
III C CAPCUT TEMPLATES KAPKUT KUT	113K
CP PNG STICKERS FOR STORIES	110.6K
MH Men's House YOU	41K

COMPARATIVE INSIGHT

Channel in top half of niche (#37 of 99). Niche leader — استوری اینستاگرام (437.9K), median subs 32.9K. Aim for top quartile — realistic 6-12 month horizon.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Each month we record posts in other channels that mention your channel. Over the last **6 months** such mentions were **0**, they brought **14** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
January 2026	0	0	0
December 2025	0	0	0
Nov 2025	0	0	0
Oct 2025	0	0	14
Sep 2025	0	0	0
August 2025	0	0	0
TOTAL MENTIONS	MONTHS OF DATA	GAINED SUBSCRIBERS	
0	6	14	

— 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 for 80% of niche channels (p10 to p90). Black line — median. Red dot — your channel.

#37

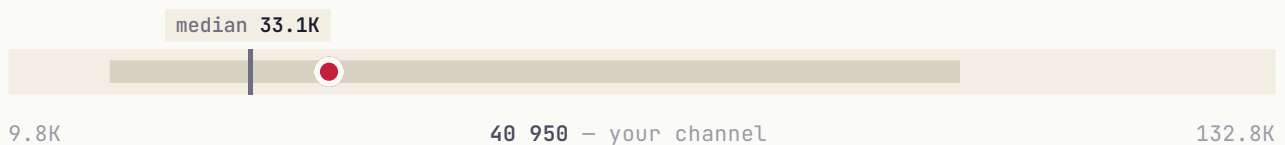
/100

RANK IN NICHE

Channel in the top half of the ranking

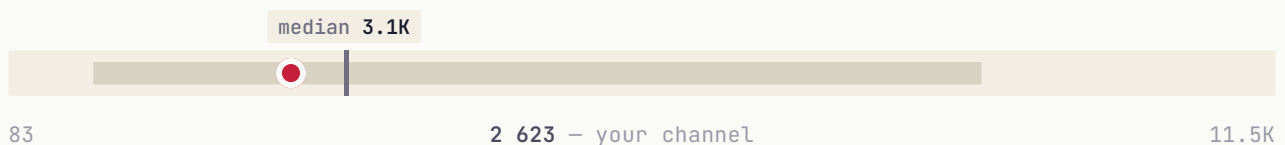
SUBSCRIBERS

better than 54% of niche



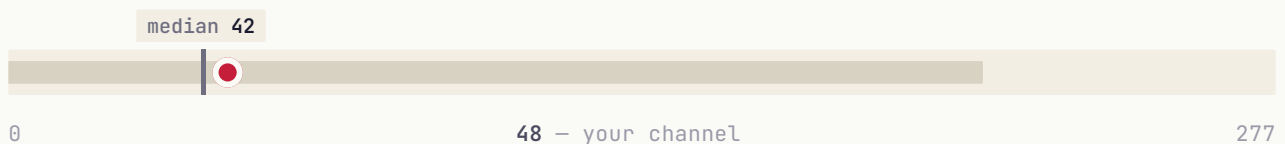
AVG REACH / POST

15% below median



CITATION INDEX

better than 51% of niche



— SECTION 09 · STRATEGY

What to do right now

5 priority actions ranked by expected impact. Check off and revisit in a month.

01**Main post of the week — on Friday**

On this day at 21:00 MSK audience is most active.

EFFECT

**Best window
for an
important post****02****Increase video post share**

Video in Telegram holds 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). 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 weekly poll on a hot topic — easy growth lever.

EFFECT

+5-15% ER**05****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**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in a few minutes from public data.
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>

02 **Contact manager** t.me/PromptPress_manager
