

PROMTPRESS PUBLIC REPORT

Channel audit

The art of noticing



@notice_club

Hi! My name is Yana ♥ I'm an expert with 6 years of experience In this channel I talk about blogging simply & without fuss, and also share my everyday life in the village 🦢 ► collaboration:...

SUBS

17 554

-98 per month

ERR (% SEE POSTS)

8.0%

For a day 3.5%

REACH/POST

1.3K

Ad reach 606/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card – a separate channel health indicator. The subtitle under the number tells the period it covers.

 SUBS 17 554 —	 SUBSCRIBER REACH 7.56% Avg. % of subscribers see post	 VIEWS/POST 1.3K median 1.4K · 22 days	 POSTS/WEEK 8.9 For the period
 TREND 7D -17.8% vs previous week	 REACTIONS/POST 34.2 Total 993 reactions, 467 reposts, 22 comments	 POST LENGTH 452 chars median 402 · 22 days	 POSTS ANALYZED 29 22 days
 AD REACH 606 Average over 24h	 CHURN / MONTH -98 For the last month	 QUOTABILITY 20 Citation index · 102 channels mentioned all time	 CHANNEL AGE 6 years 3 months Created 24.04.2020

EDITOR'S AI SUMMARY

Channel “the art of noticing” – 17 554 subscribers. Each post is viewed on average 1.3K people (8% from subscribers), reach is low – worth expanding the audience. Publishes 9 posts per week (~1 per day) – regular schedule. For the week Aug 10–16 reach dropped by -17.8% By the week of Aug 3–9 – worth examining the reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and outsiders – to see what to repeat and what to remove from rotation.

WHAT SUCCESSFUL POSTS SHARE

- 01 Analysis based on **29** posts over 22 days.
- 02 Dominant format – **Photo** (23/29 posts).
- 03 Average post length – **452** Characters (median 402).
- 04 Audience activity peak – **Thu, 00:00** MSK.
- 05 Strongest posts get **2 times** more views than the weakest (1.8K avg for top vs 940 for worst) – among 29 posts over 22 days. Worth analyzing what the top have in common – topic, format, time of publication.

TOP 5 POSTS

Nº1 29.07 · 19:51 PHOTO My home purchases, which turned out to be 10/10  Today I published a post with my latest finds and purchases for my little home, want...	VIEWS 1 848 REPOSTS 17	REACTIONS 34 ER 10.5%
Nº2 28.07 · 21:46 PHOTO 5 of my content creation rules when I started blogging 6 years ago, I also thought beautiful shots were talent but the more...	VIEWS 1 846 REPOSTS 29	REACTIONS 40 ER 10.5%
Nº3 30.07 · 21:57 VIDEO – sounds like a plan for August 	VIEWS 1 771 REPOSTS 9	REACTIONS 39 ER 10.1%

Nº4 07.08 • 21:21 **TEXT**

It's time for us to talk very honestly 💔 ohh... I had been keeping this decision to myself for a long time, but I finally made it! in the end...

VIEWS

1 608

REPOSTS

3

REACTIONS

37

ER

9.2%**Nº5** 06.08 • 19:39 **PHOTO**

Sometimes we think beautiful content needs travels, cafes, photo studios, or some Instagram spots but this...

VIEWS

1 592

REPOSTS

8

REACTIONS

61

ER

9.1%**WORST 3**

17.08 • 18:11

PHOTO

png envelopes 📁 we generated with ChatGPT a beautiful batch of stickers for you – png envelopes that are wildly popular now in...

VIEWS

1 045

REPOSTS

16

REACTIONS

29

ER

6.0%

18.08 • 21:35

PHOTO

3 apps for trendy carousel posts 💖 if you want to make carousels not only useful but also beautiful, save these 3...

VIEWS

947

REPOSTS

38

REACTIONS

21

ER

5.4%

19.08 • 19:29

PHOTO

Lace doilies 💖 – I know you've been waiting for them! Some stickers I saved somewhere (confession: I don't remember where I got them), and some we generated with...

VIEWS

828

REPOSTS

11

REACTIONS

13

ER

4.7%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew in a year

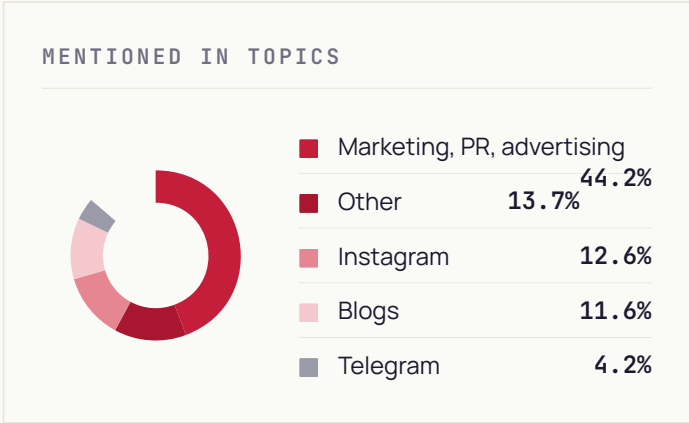
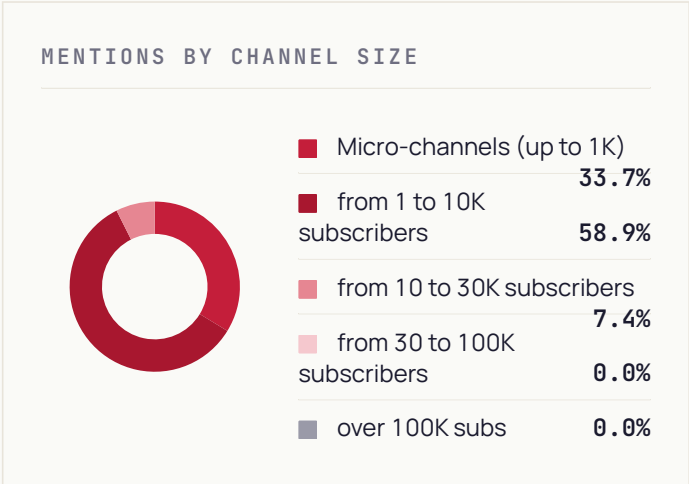
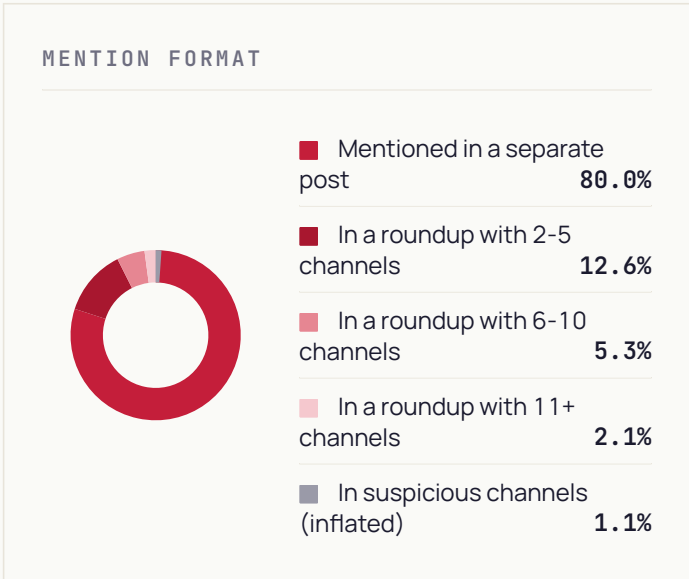
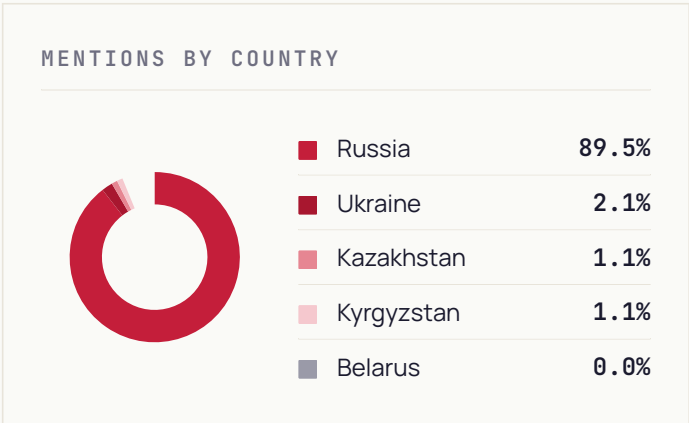
Subscriber growth chart for the year. On key months exact subscriber counts. It shows in which months the channel gained, and in which subscribers left.



SECTION 04 · CITATIONS

Who and how mentions the channel

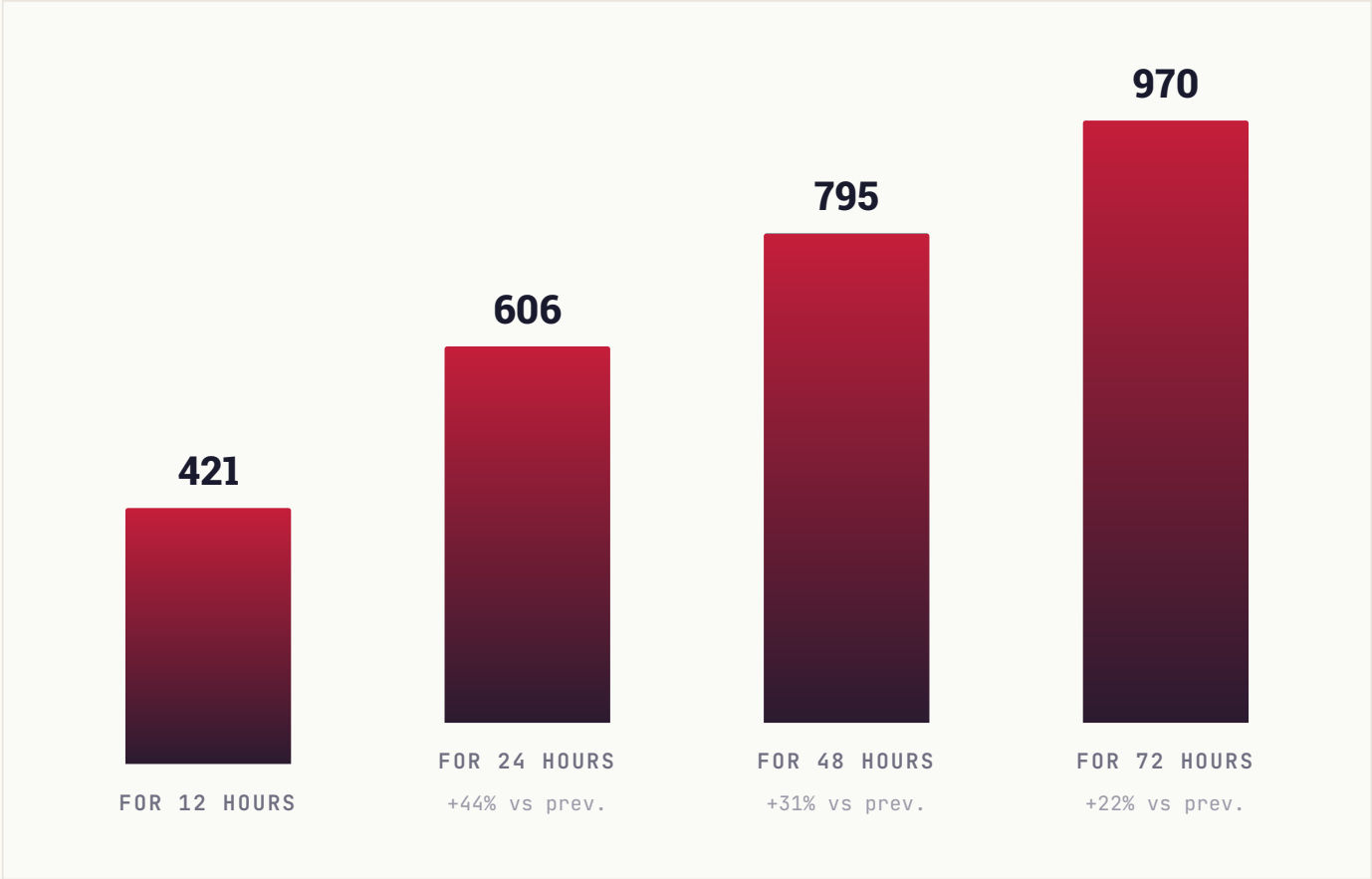
Citation Index **20** – channel popularity rating based on mentions. Counts not only mentions but also the weight of mentioning channels: a post from a 100K-sub channel “weighs” more than from a 1K channel. All-time mentions: **102** different channels.



SECTION 05 · AD POTENTIAL

Post reach duration

Average reach of a promo post by time since publication. Helps estimate how long a placement makes sense to 'live'.



SECTION 06 · COMPETITORS

Who you compete with

11 Nearest channels by topic and audience. Highlighted your channel — shows what place it occupies among niche neighbors.

CHANNEL	SUBS
Daily VIDEO FOR STORIES	130K
P• piaceim • presets & blogging	126.5K
SC Cap Cut Templates Cap Cut	125.8K
CP STICKERS PNG • STORIES • PROMPTS	109.9K
SC CAPCUT TEMPLATES CAPCUT CUT	107.9K
WH Women's home	95.3K
ER Beautiful videos for Stories	92.4K
FD PHOTO FOR PRANK IN STORIES	85.5K
SG ALL IN 📺	84.1K
💬💬 Memes from reels Instagram reels	83.4K
And FROM The art of noticing YOU	17.6K

COMPARISON INSIGHT

Channel in bottom half of the niche top-100 (#66 of 99). Niche median — 20.6K subscribers. First growth KPI — reach the median. Leader: VIDEO FOR STORIES (130K).

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Monthly we track posts in other channels mentioning your channel. Over the last **6 months** There were such mentions **15**, they brought **813** new subscribers.

PERIOD	MENTIONS	CHANNELS	SUBS GAINED	
February 2026	3	2	302	
January 2026	0	0	34	
December 2025	4	3	68	
Ноябрь 2025	4	1	259	
Октябрь 2025	2	1	2	
September 2025	2	1	148	

TOTAL MENTIONS	MONTHS OF DATA	SUBS ACQUIRED
15	6	813

— SECTION 08 • NICHE COMPARISON

Where the channel is in its league

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

#66 /100

POSITION IN THE NICHE

Channel in the lower half of the ranking

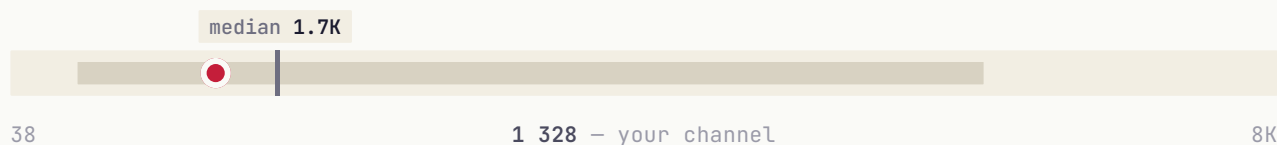
SUBS

worse than median by 14%



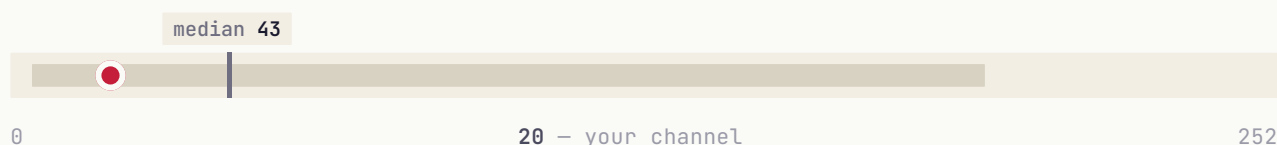
AVERAGE REACH / POST

worse than median by 22%



CITATION INDEX

worse than median by 54%



— SECTION 09 · STRATEGY

What to do right now

5 priority actions sorted by expected impact. Check them off like a checklist and revisit this report in a month.

- 01

Top post of the week — Thursday
 Peak audience: this day, 00:00 MSK.

EFFECT
Best window for a key post
- 02

Increase share of video posts
 Video in Telegram boosts retention and algorithm reach. Aim for 15-25% share.

EFFECT
Video holds audiences 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 and interactive formats
 Posts with polls/reactions usually add +5-15% to ER.
 One weekly poll on a “hot” topic is an easy win.

EFFECT
+5-15% ER
- 05

Cross-promo with neighboring channels
 Exchange posts with same-segment channels quarterly. No need to do daily — 2-3 collabs drive relevant growth.

EFFECT
Relevant audience growth

★ WHAT'S NEXT

Want this done PromptPress?

This audit — what we can do in a few minutes based on public data. If you want to go further — run ads with 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
