

PROMTPRESS PUBLIC REPORT

Channel audit

PASTEL



@pastelkaaa

Trends, fashion & celebs 🍌 • Second channel on creativity:
@creativepastel • Ad rates: @pastelreklama Contact:...

SUBS

13 453

-127 per month

ERR (% SEE POSTS)

11.0%

per day 6.8%

REACH/POST

1.5K

ad reach 918/24h

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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.

 SUBS 13 453 —	 SUBSCRIBER REACH 11.07% avg % subs see post	 VIEWS/POST 1.5K median 1.5K · 29 days	 POSTS/WEEK 23.2 over period
 7D TREND -2.7% vs previous week	 REACTIONS/POST 59.5 total 5,832 reactions, 1,863 reposts, 44 comments	 POST LENGTH 242 chars median 176 · 29 days	 POSTS ANALYZED 98 29 days
 AD REACH 918 24h avg	 CHURN / MONTH -127 last month	 CITATION RATE 88 citation index · 274 channels mentioned all time	 CHANNEL AGE 4 years 5 months created 26.01.2022

AI EDITOR SUMMARY

Channel «PASTEL» – 13 453 subs. Each post averages 1.5K people (11% from subs), reach is low – expand audience. Publishes 23 posts/week (~3/day) – active posting. Week Jun 29 – Jul 5 reach stable (-2.7% vs week Jun 22–28).

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS SHARE

- 01 Analysis based on **98** posts over 29 days.
- 02 Dominant format – **Photos** (50/98 posts).
- 03 Avg post length – **242** chars (median 176).
- 04 Audience peak activity – **Sunday**, 15:00 MSK.
- 05 Top posts bring **2x** more views than the weakest (2K avg top vs 1.2K worst) – across 98 posts in 29 days. Worth analyzing what top posts share – topic, format, timing.

TOP 5 POSTS

Nº1 14.06 · 12:42 PHOTOS Wow summer idea 🧡🎀 Looks super cute and unusual! Skirt from two shirts seen on Sarah Stasi (sarahbrezel)	VIEWS 2 016 REPOSTS 29	REACTIONS 62 ER 15.0%
Nº2 17.06 · 06:09 VIDEO Stumbled upon a cool work format by artist Evdokia 🤯 She draws random people, and it looks incredibly atmospheric!	VIEWS 1 983 REPOSTS 7	REACTIONS 39 ER 14.7%
Nº3 02.07 · 06:56 VIDEO Most extreme engagement 🤯 Russian extremists Ivan Birkus and Angela Nikolau had the most dangerous engagement of the year in NYC Couple...	VIEWS 1 954 REPOSTS 62	REACTIONS 98 ER 14.5%

Nº426.06 · 12:31PHOTOS Dua Lipa shares best shots from her honeymoon in Italy The singer posted rare personal photos, check them out! 💔👤	VIEWS	REACTIONS
	1 926	142
	REPOSTS	ER
	23	14.3%

Nº516.06 · 17:12VIDEO AAAAA 🍷 Catch the first trailer of 'Shrek 5' Mike Myers, Eddie Murphy and Cameron Diaz voice Shrek, Donkey and Fiona again, and Zendaya lends her voice...	VIEWS	REACTIONS
	1 876	46
	REPOSTS	ER
	84	13.9%

WORST 3

↓10.07 · 08:38PHOTOS Wonder dino 🦖💫 Dino bracelet by @krivoikoso, you can add your own engraving or drawing And we love that! :)	VIEWS	REACTIONS
	1 174	32
	REPOSTS	ER
	9	8.7%

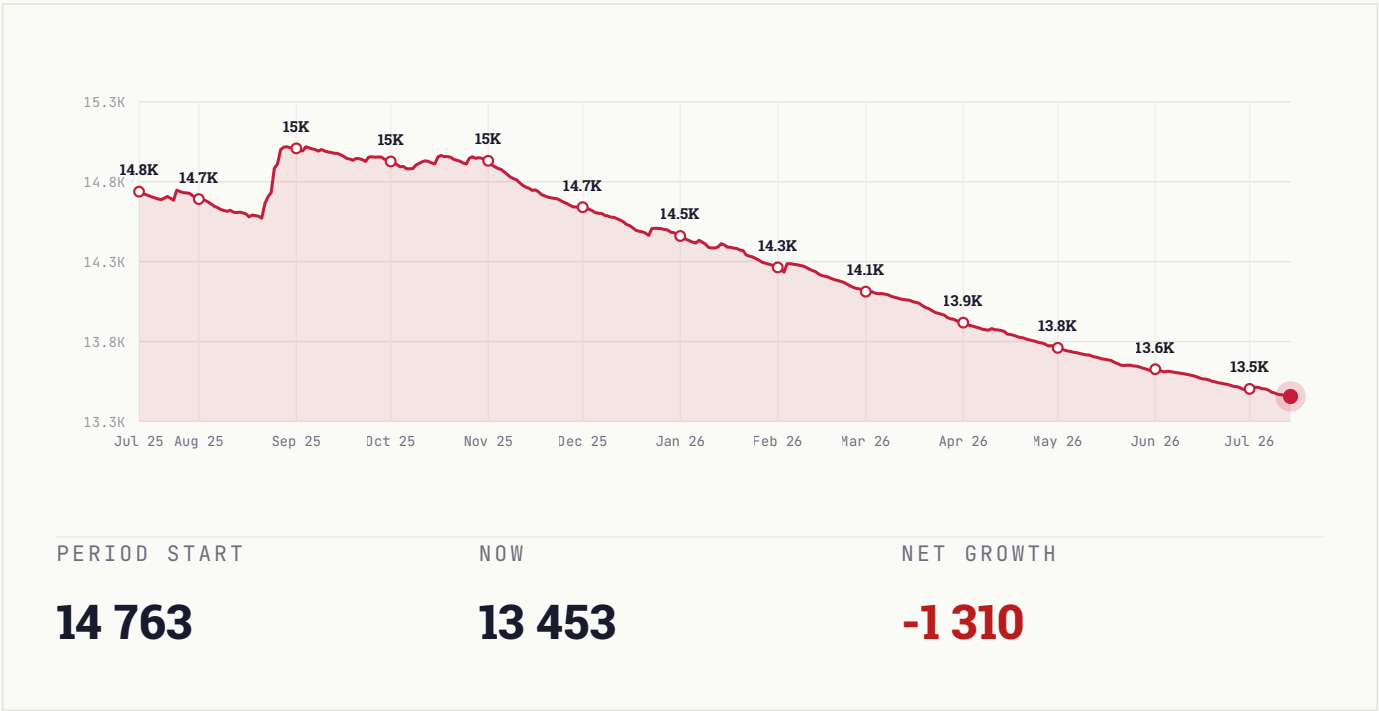
↓09.07 · 18:09PHOTOS At today's Wimbledon tournament, Priyanka Chopra was showing husband Nick Jonas the court via video call 💕❤ Cuteness overload! 📷: Getty Images	VIEWS	REACTIONS
	1 157	42
	REPOSTS	ER
	3	8.6%

↓10.07 · 12:35TEXT Love finding cool styling hacks (like you do 😊) Found a shirt hack in Uglemode window that's easy to replicate	VIEWS	REACTIONS
	1 127	13
	REPOSTS	ER
	—	8.4%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

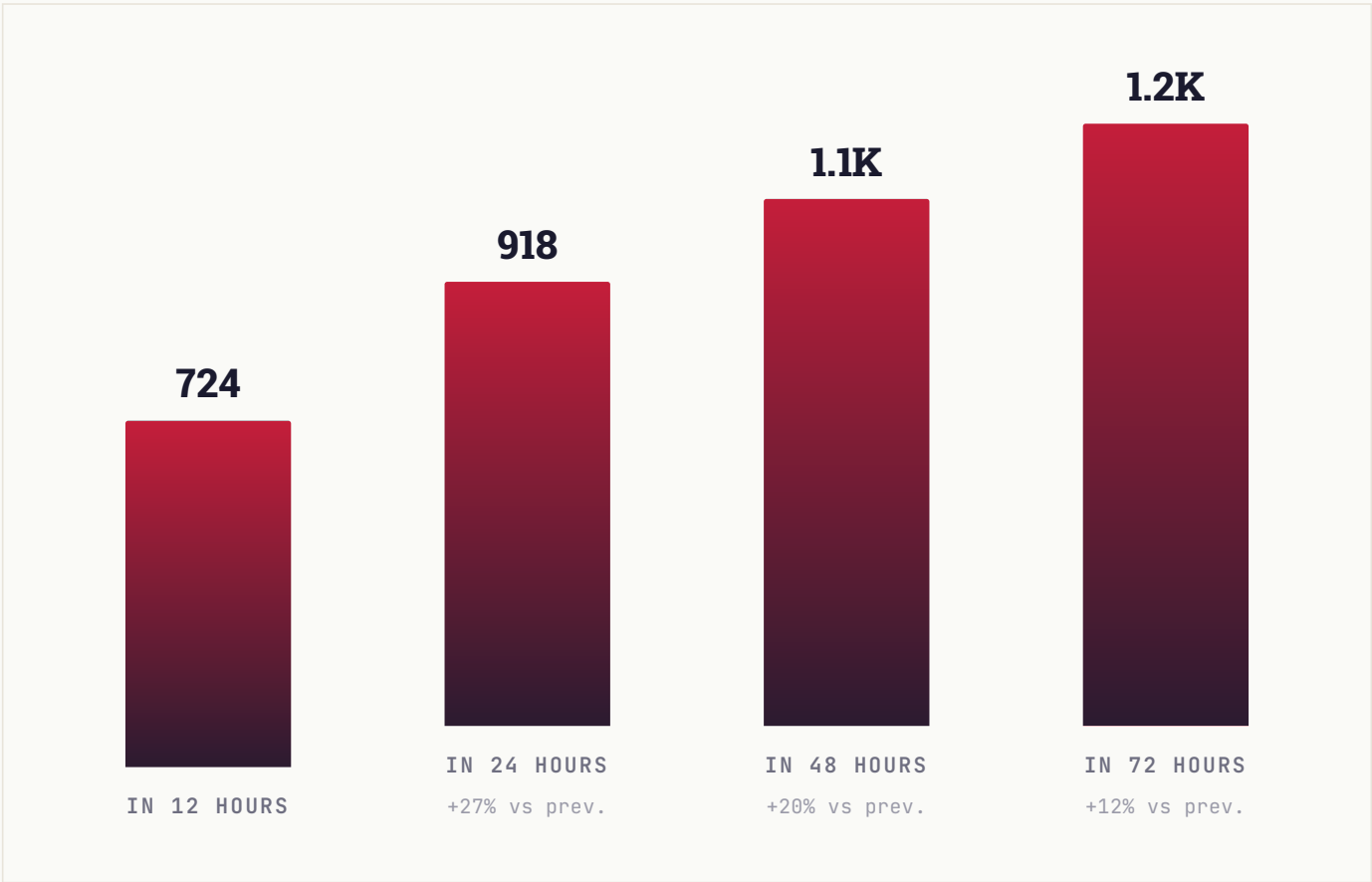
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · AD POTENTIAL

How long a post generates reach

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



SECTION 05 · COMPETITORS

Who you compete with

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

CHANNEL	SUBS
استوری اینستاگرام	439.7K
آهنگ موزیک جدید شاد	349.5K
ربات دانلود استوری و پست از اینستاگرام	207.3K
VD VIDEOS FOR STORIES	137.5K
ShC Cap Cut Templates Kap Kut	131.3K
P• piaceim • presets & blogging	126.3K
نسب NESA PIRUZIFARD نسا پیروزی فرد	124.2K
AA ÆAKLAB	115.2K
ShC CAPCUT TEMPLATES KAPKUT KUT	113.6K
CP PNG STICKERS FOR STORIES	110.6K
PA PASTEL YOU	13.5K

COMPARATIVE INSIGHT

Channel yet outside top-99 niche — early growth stage. Niche leader — استوری اینستاگرام (439.7K), top-99 median: 32.8K. First goal — enter top-99 via systematic traffic & content work.

SECTION 06 · MENTION DYNAMICS

How often the channel is mentioned

Every month we track posts in other channels that mention yours. Over the last **6 months** such mentions were **40**, they brought **817** new subs.

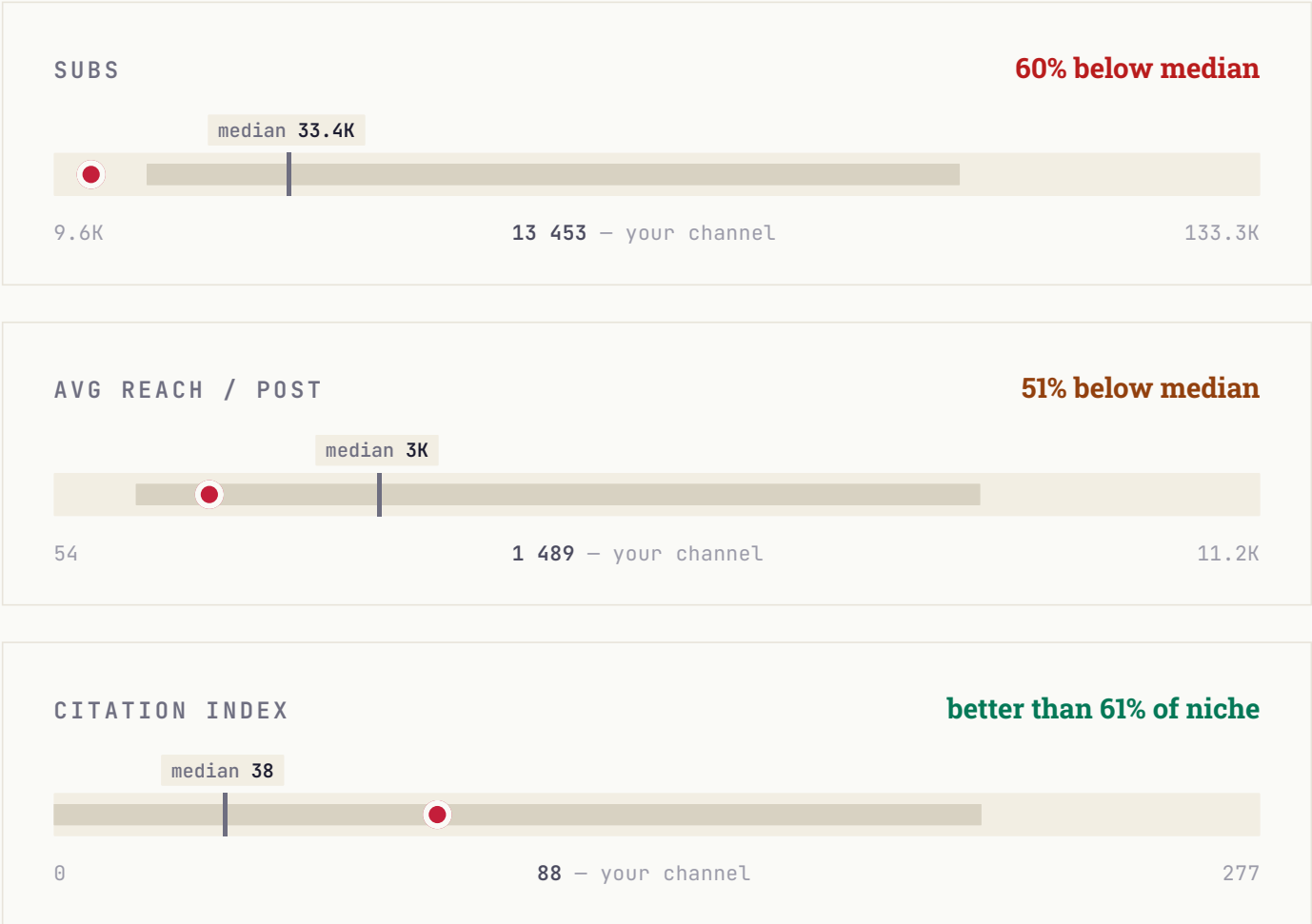
PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
Jan 2026	7	7	45
Dec 2025	11	9	51
Nov 2025	12	10	3
Oct 2025	6	5	159
September 2025	1	1	82
August 2025	3	2	477

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
40	6	817

SECTION 07 · NICHE COMPARISON

Where channel stands in its league

Took top-100 channels in category "Instagram» (Russia) and compared your channel. Gray band = 80% of niche channels (p10-p90). Black line = median. Red dot = your channel.



— SECTION 08 · STRATEGY

What to do right now

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

01

Top post of the week — Sunday

Audience most active at 15:00 MSK on this day.

EFFECT

**Best window
for an
important post**

02

Systematic traffic buying

3 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 with same-segment channels quarterly. 2-3 collabs give relevant growth — no need daily.

EFFECT

**Relevant
audience
growth**

05

Update channel description for Telegram search

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

EFFECT

**Organic traffic
source**

★ NEXT STEPS

Want us to do this **PromptPress?**

This audit — what we can do in minutes from public data. Want to go further? Run ads with us and hit your growth plan in a month.

01

Launch Telegram ad

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

02

Contact manager

t.me/PromptPress_manager
