

PUBLIC REPORT BY PROMTPRESS

Channel audit

Stories stickers in PNG format



@pngshi

You've seen these stickers on bloggers' social media. Now they're yours. Ad: https://t.me/pr_png Author: @kuznetsova_mariya On Max: <https://max.ru/pngshi> RKN registration:...

SUBS

65 597

+48 per month

ERR (% SEE POSTS)

15.0%

per day 4.0%

REACH/POST

8.9K

ad reach 2.6K/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 65 597 —	 SUBS REACH 13.58% avg % subs see post	 VIEWS/POST 8.9K median 8.4K · 26 days	 POSTS/WK 4.0 for the period
 7-DAY TREND — no data for period	 REACTIONS/POST 100.8 total 1,512 reactions, 464 reposts, 160 comments	 POST LENGTH 188 chars median 134 · 26 days	 POSTS ANALYZED 15 26 days
 AD REACH 2.6K 24h avg	 CHURN / MONTH +48 for the last month	 CITATION RATE 114 citation index · 247 channels mentioned all time	 CHANNEL AGE 2 years 8 months created 30.10.2023

AI EDITOR SUMMARY

Channel «Stickers for stories (png format)» – 65 597 subs. Each post gets avg 8.9K people (14% from subs), reach is low – should grow audience. Publishes 4 posts per week (~1/day) – rare publications.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 15 posts over 26 days.
- 02 Dominant format — Photo (13/15 posts).
- 03 Avg post length — 188 characters (median 134).
- 04 Peak audience activity — Thursday, 18:00 MSK.
- 05 Top posts get 3x more views than the weakest (15.1K avg for top vs 5.1K for worst) — among 15 posts over 26 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 18.06 · 15:13 PHOTO Captions for trips, travels and just for beautiful photos. #rest #travel #nature #vacation #beauty Ps: photos from Pinterest	VIEWS 16 684 REPOSTS 115	REACTIONS 229 ER 25.4%
Nº2 16.06 · 04:17 PHOTO Today I prepared a calendar for July. Only after delaying it a couple of days, I saw from queries that someone still needed it 😊 #july	VIEWS 14 393 REPOSTS 25	REACTIONS 111 ER 21.9%
Nº3 17.06 · 06:07 PHOTO What's the weather? Rain again? We've got stickers for that too 😊 Grab them in the comments	VIEWS 14 298 REPOSTS 35	REACTIONS 133 ER 21.8%

Nº4

27.06 • 06:59

PHOTO

Have a great weekend and may the weather not spoil your mood 🌞

VIEWS

11 930

REPOSTS

40

REACTIONS

132

ER

18.2%

Nº5

30.06 • 16:05

PHOTO

A summer month is already behind. If you didn't notice it fly by, you still have two months to pack in impressions for all three.

VIEWS

9 543

REPOSTS

21

REACTIONS

134

ER

14.5%

WORST 3

↓ 08.07 • 15:30 PHOTO

Welcome July beautifully with a bright channel of stickers and captions 😍 <https://t.me/+epml9YPC38FlMTVi> <https://t.me/+epml9YPC38FlMTVi>

VIEWS

5 787

REPOSTS

7

REACTIONS

31

ER

8.8%

↓ 09.07 • 06:12 PHOTO

Let your Stories have a little more love today. These stickers will help. #любовь

VIEWS

5 308

REPOSTS

19

REACTIONS

60

ER

8.1%

↓ 10.07 • 16:43 PHOTO

Пусть эти выходные подарят вам хорошее настроение и время для всего, что делает вас счастливыми 😊
Продублировала этот набор в Макс ->...

VIEWS

4 258

REPOSTS

22

REACTIONS

71

ER

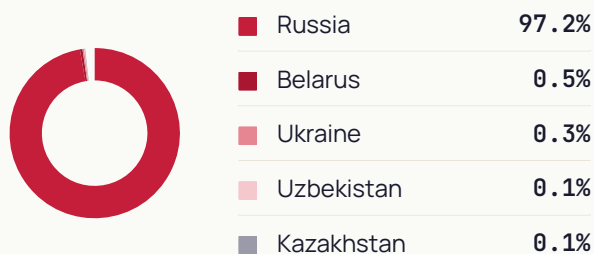
6.5%

SECTION 03 • MENTIONS

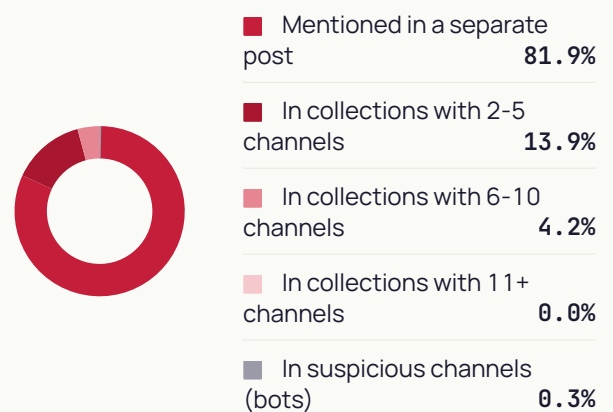
Who mentions the channel and how

Citation index **114** — channel popularity rating based on mentions. Considers not only quantity but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned **247** different channels.

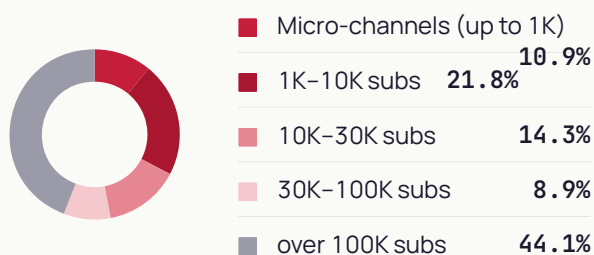
COUNTRIES MENTIONING



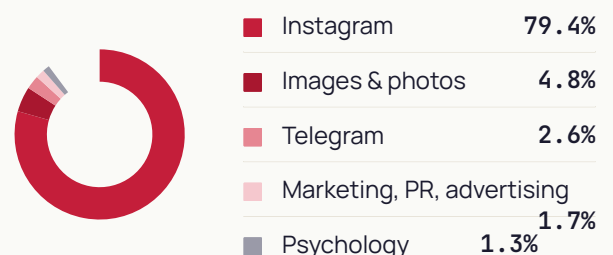
FORMAT OF MENTIONS



WHAT SIZE CHANNELS MENTION



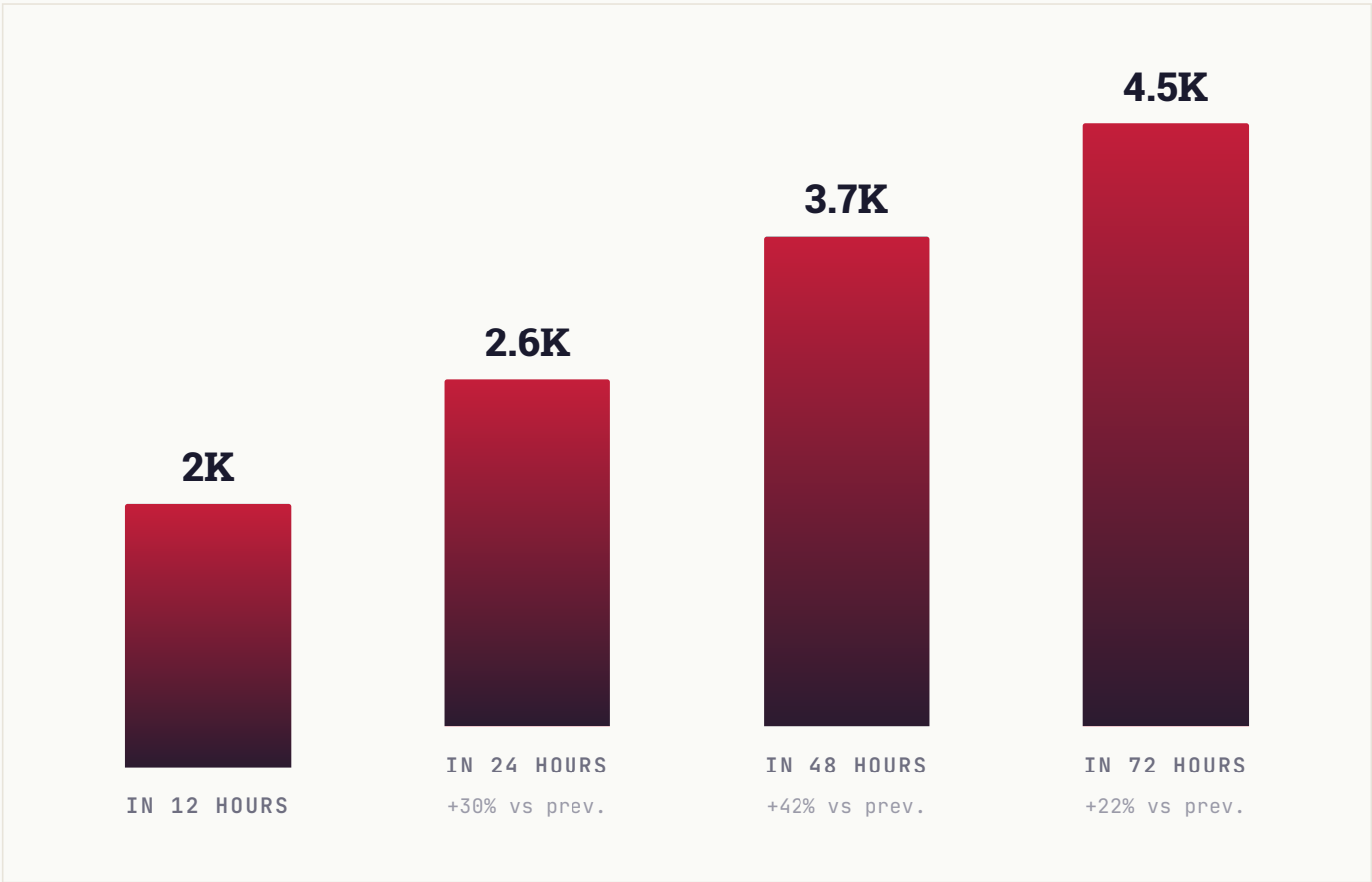
TOPICS OF MENTIONS



SECTION 04 · AD POTENTIAL

How long a post brings reach

Avg reach of ad post over time since publication. Helps estimate how long a placement stays effective.



SECTION 05 • COMPETITORS

Who you compete with

11 nearest channels by topic & 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 انسا پیروزی فرد	124.2K
AA ÆAKLAB	115.2K
ShC CAPCUT TEMPLATES CUTCUT CUT	113.6K
CP PNG STICKERS FOR STORIES	110.6K
SD Stories stickers in PNG format	65.6K

COMPARATIVE CONCLUSION

Channel in top quartile of niche (#24 of 99). Leader — استوری اینستاگرام (439.7K). Goal for coming months: enter niche top-10 through systematic traffic work.

SECTION 06 · MENTION TRENDS

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 **40**, they brought **3 200** new subs.

PERIOD	MENTIONS	CHANNELS	GAINED SUBS
January 2026	8	7	251
December 2025	12	10	194
November 2025	6	3	715
October 2025	8	4	994
September 2025	4	3	513
August 2025	2	1	533

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
40	6	3 200

— 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 covering 80% of niche channels (p10 to p90). Black vertical: median. Red dot: your channel.

#24 /100

RANK IN NICHE

Channel in top 24% – strong position

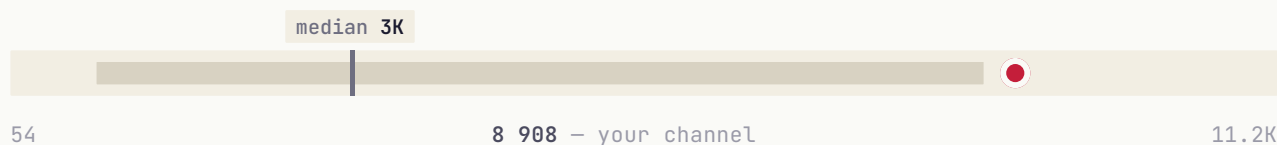
SUBS

better than 68% of niche



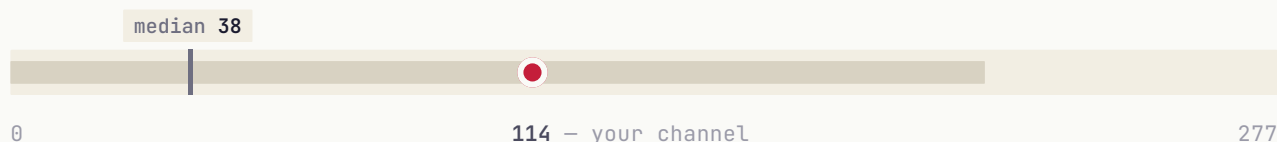
AVG REACH / POST

top 10% of niche



CITATION INDEX

better than 67% of niche



— SECTION 08 · STRATEGY

What to do right now

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

01**Increase posting frequency**

Now 4.0 posts/wk. Active channels average 7-10.
Consistency is key to retention.

EFFECT

**Consistency
beats volume****02****Main post of the week — on Thursday**

Audience most active on this day at 18:00 MSK.

EFFECT

**Best window
for an
important post****03****Increase video posts share**

Video in Telegram holds audience longer & is favored by the algorithm. We recommend reaching 15-25%.

EFFECT

**Video holds
audience
better****04****Systematic traffic buying**

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

EFFECT

**+1000-3000
subs****05****Test polls & interactive formats**

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

EFFECT

+5-15% ER

★ WHAT'S NEXT

Want us to do it PromptPress?

This audit is 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
ads**

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

02

Contact manager

t.me/PromptPress_manager