

— PUBLIC REPORT PROMTPRESS

Channel audit

Prompts, Photos, Videos



@prompt_au

Backgrounds (photo & video) stickers, prompts Registration in RKN
<https://clck.ru/3GpNos> Ads 🖋️ @mato_mari

SUBSCRIBERS

12 811

-118 per month

ERR (% SEE POSTS)

5.0%

last day 2.1%

REACH/POST

526

ad reach 268/24h

— 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 and how mentions the channel

05 Ad potential

How long a post brings reach

06 Competitors

Niche neighbors · your spot

07 Mention dynamics

6 months · monthly

08 Niche comparison

Position 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 12 811 —	 SUBSCRIBER REACH 4.1% avg % of subs see post	 VIEWS/POST 526 median 490 · 29 days	 POSTS/WEEK 15.5 for period
 7D TREND -21.8% vs previous week	 REACTIONS/POST 5.3 total 346 reactions, 429 reposts, 0 comments	 POST LENGTH 534 chars median 436 · 29 days	 POSTS ANALYZED 65 29 days
 AD REACH 268 24h avg	 CHURN / MONTH -118 last month	 CITATION RATE 140 citation index · 1 494 channels mentioned all time	 CHANNEL AGE 6 years 4 months created 06.03.2020

AI EDITOR SUMMARY

Channel «Prompts, Photo, Video» — 12 811 subs. Each post averages 526 people (4% from subs), reach is low — consider expanding audience. Publishes 16 posts per week (~2/day) — regular pace. For week Jun 29 – Jul 5 reach dropped -21.8% by week 22–28 Jun — worth analyzing why.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 65 posts over 29 days.
- 02 Dominant format — Photo (57/65 posts).
- 03 Avg post length — 534 chars (median 436).
- 04 Peak audience activity — Friday, 08:00 MSK.
- 05 Strongest posts get 3x more views than the weakest (899 avg for top vs 347 for worst) — among 65 posts in 29 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 19.06 · 05:00 **PHOTO**
Prompt Make a humorous calendar for June 21. Highlight that it's Medical Worker's Day. Key...

VIEWS	REACTIONS
930	6
REPOSTS	ER
18	7.3%

Nº2 20.06 · 22:54 **PHOTO**
Universal prompts, can be used for any card and Prompt Create a vertical motivational illustration. Scene: Happy Summer...

VIEWS	REACTIONS
915	8
REPOSTS	ER
18	7.1%

Nº3 19.06 · 00:34 **PHOTO**
Medics Day cards! Happy Medical Worker's Day Similar prompts published before

VIEWS	REACTIONS
854	14
REPOSTS	ER
10	6.7%

Nº4 17.06 · 04:59 PHOTO Events calendar for today, June 17, 2026 Russian Kvass Day Watering Can Day World Garbage Collector Day World...	VIEWS 842 REPOSTS 1	REACTIONS 4 ER 6.6%
Nº5 20.06 · 22:08 PHOTO Today's cards. Happy Medical Worker's Day and Summer Solstice	VIEWS 842 REPOSTS 3	REACTIONS 12 ER 6.6%

|

WORST 3

↓ 10.07 · 14:55 PHOTO (post without caption – photo)	VIEWS 361 REPOSTS 1	REACTIONS 2 ER 2.8%
↓ 10.07 · 02:55 PHOTO A little more motivation for you and your friends The prompt was here https://t.me/reels_meiker/19381	VIEWS 341 REPOSTS 2	REACTIONS 3 ER 2.7%
↓ 10.07 · 08:59 PHOTO Used photos from gallery in generations -	VIEWS 341 REPOSTS 1	REACTIONS 4 ER 2.7%

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.

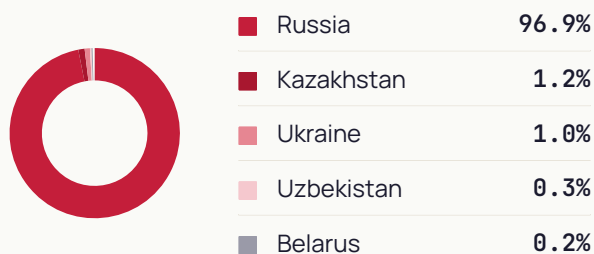


SECTION 04 • CITATIONS

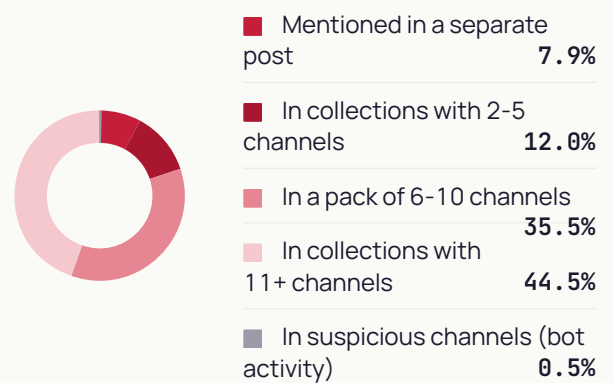
Who and how mentions the channel

Citation index **140** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time channel mentions **1 494** different channels.

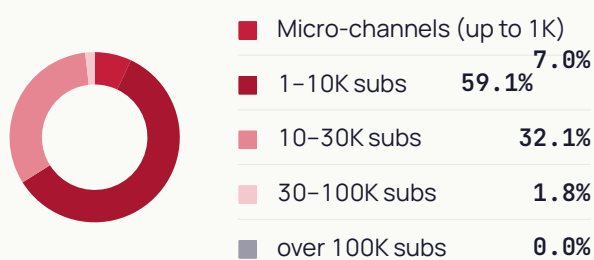
COUNTRIES MENTIONING



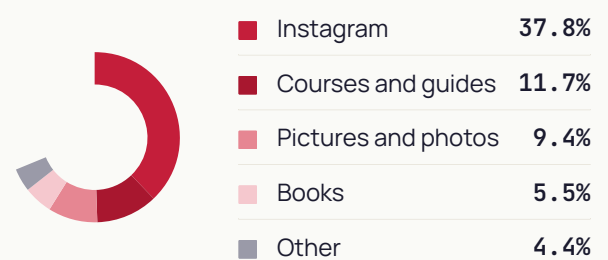
MENTION FORMAT



WHAT SIZE CHANNELS MENTION



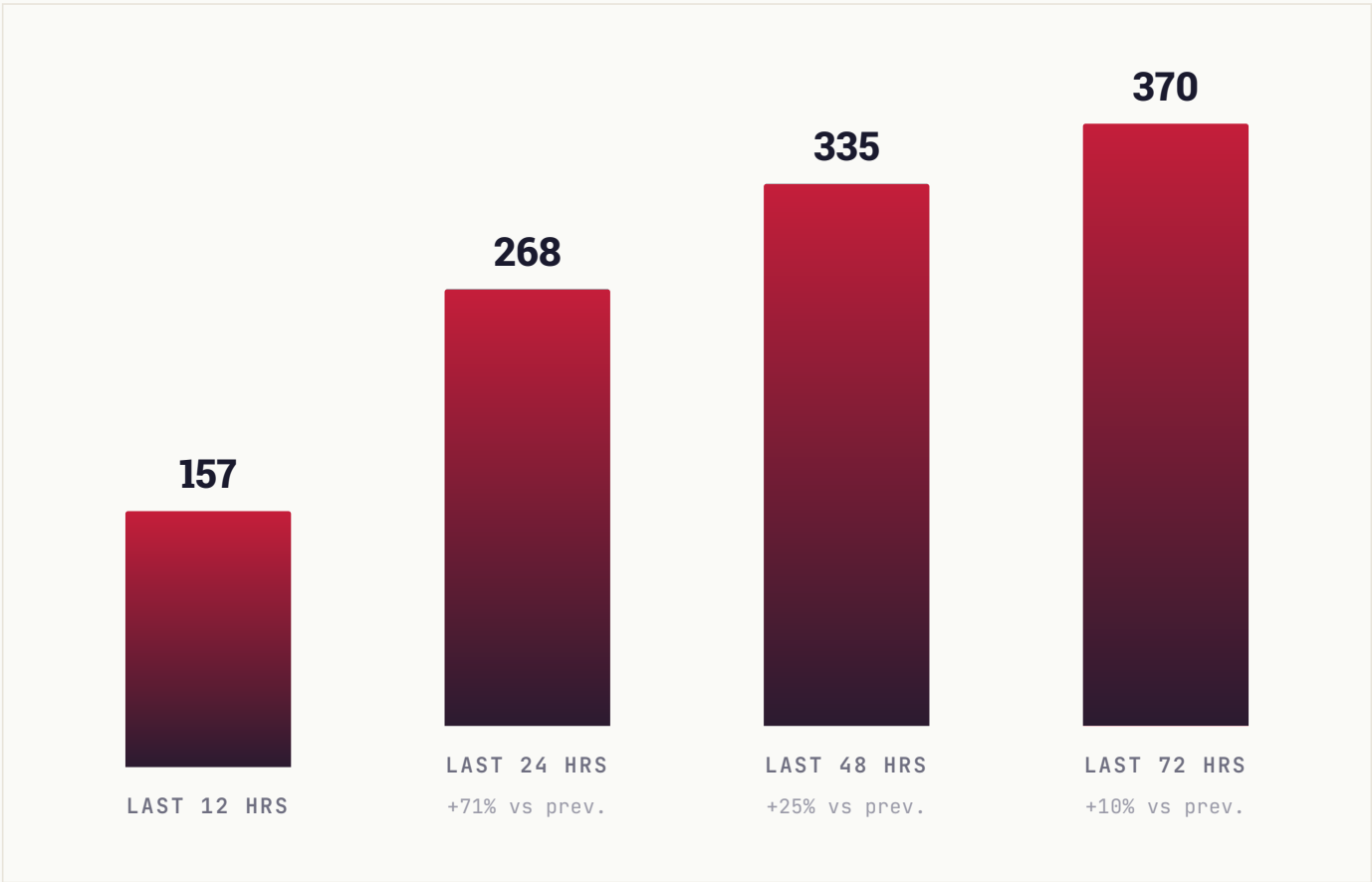
MENTION TOPICS



SECTION 05 · AD POTENTIAL

How long a post brings 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
استوری اینستاگرام	439.7K
آهنگ موزیک جدید شاد	349.5K
ربات دانلود استوری و پست از اینستاگرام	207.3K
VD VIDEO 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
ÃA ÃAKLAB	115.2K
ShC CAPCUT TEMPLATES KAPKUT KUT	113.6K
CP PNG STICKERS FOR STORIES	110.6K
PF Prompts, Photos, Videos YOU	12.8K

COMPARATIVE SUMMARY

Channel not yet outside top 99 of niche — early growth stage. Niche leader — استوری اینستاگرام (439.7K), top-99 median: 32.8K. First goal — enter top-99 through systematic work with traffic and content.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

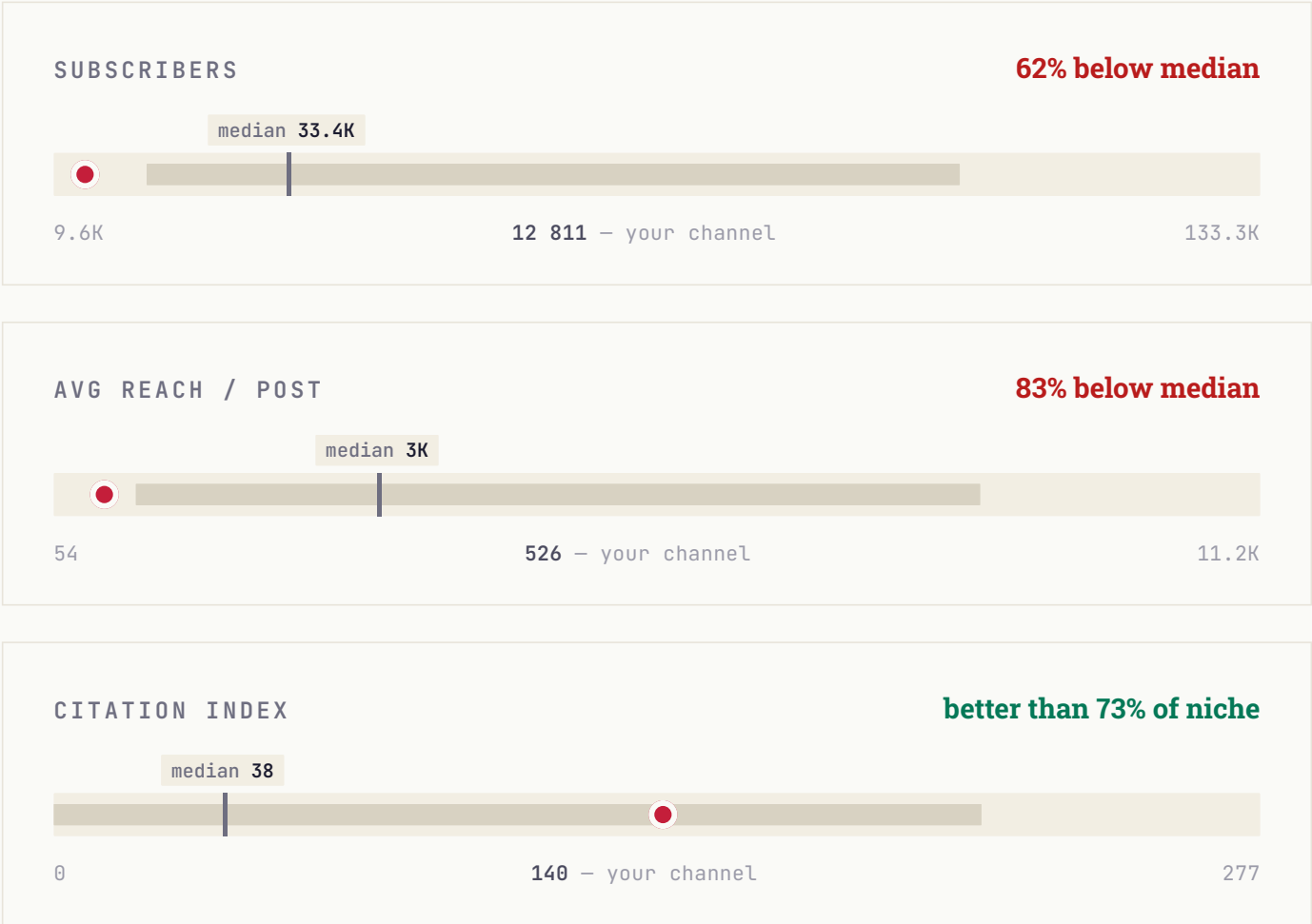
Every month we record posts in other channels that mention your channel. Over the last **6 months** such mentions were **144**, they brought **531** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
January 2026	34	3	123
December 2025	9	3	10
Nov 2025	9	2	164
Oct 2025	23	6	155
September 2025	26	5	21
August 2025	43	2	58
TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS	
144	6	531	

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

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



— SECTION 09 · STRATEGY

What to do right now

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

01

Main post of the week — on Friday

Audience is most active on this day at 08:00 MSK.

EFFECT

**Best window
for an
important post**

02

Increase share of video posts

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 4.1% vs norm 5.5%. Try polls and interactive formats.

EFFECT

+1.4pp ER

04

System traffic purchase

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 poll per week on a hot topic — easy growth lever.

EFFECT

+5-15% ER

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in a few minutes using public data.
Want to go further? Run ads with 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
