

PUBLIC REPORT PROMTPRESS

Channel audit

Scrap Kit Club



@scrapkit

Hi everyone!! here you'll find many paid and free illustrations for every taste

SUBSCRIBERS

12 969

+142 per month

ERR (% SEE POSTS)

14.0%

in 24 hours 4.8%

REACH/POST

1.8K

ad reach 618/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. Subtitle shows the period.

SUBSCRIBERS 12 969 —	SUBS REACH 13.89% avg % subs see post	VIEWS/POST 1.8K median 1.7K · —	POSTS/DAY 42.9 ~300 per week
7D TREND — no data for period	REACTIONS/POST — MTPROTO only	POST LENGTH 0 chars. median 0 · —	POSTS ANALYZED 66 —
AD REACH 618 24h avg	CHURN / MONTH +142 last month	CITATION RATE 10 citation index · 573 channels mentioned all time	CHANNEL AGE 5 years 8 months created 20.10.2020

AI EDITOR SUMMARY

Channel «Scrap Kit Club» — 12 969 subs. Each post averages 1.8K people (14% of subs), reach is low — consider expanding audience. Publishes 300 posts per week (~43 per day) — very active posting.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 66 posts for —.
- 02 Dominant format — Text (33/66 posts).
- 03 Peak audience activity — Sunday, 20:00 MSK.
- 04 Top posts get 2x more views than the weakest (3K avg for top vs 1.5K for worst) — among 66 posts over —. Analyze commonalities: topic, format, timing.

TOP 5 POSTS

Nº128.06 · 17:48 PHOTO (post without caption — photo)	VIEWS	REACTIONS
	2 991	—
	REPOSTS	ER
	54	23.1%
Nº228.06 · 17:48 TEXT (post without caption — text)	VIEWS	REACTIONS
	2 979	—
	REPOSTS	ER
	78	23.0%
Nº328.06 · 17:48 TEXT (post without caption — text)	VIEWS	REACTIONS
	2 968	—
	REPOSTS	ER
	61	22.9%

Nº4

28.06 · 17:48

PHOTO

(post without caption – photo)

VIEWS

2 886

REACTIONS

—

REPOSTS

75

ER

22.3%

Nº5

28.06 · 17:48

TEXT

(post without caption – text)

VIEWS

2 437

REACTIONS

—

REPOSTS

39

ER

18.8%

|

WORST 3

↓

28.06 · 17:34

TEXT

(post without caption – text)

VIEWS

1 519

REACTIONS

—

REPOSTS

25

ER

11.7%

↓

28.06 · 17:31

TEXT

(post without caption – text)

VIEWS

1 516

REACTIONS

—

REPOSTS

21

ER

11.7%

↓

28.06 · 17:38

PHOTO

(post without caption – photo)

VIEWS

1 509

REACTIONS

—

REPOSTS

28

ER

11.6%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

Subscriber growth chart for the year. Key months show exact subs. See months of growth vs loss.

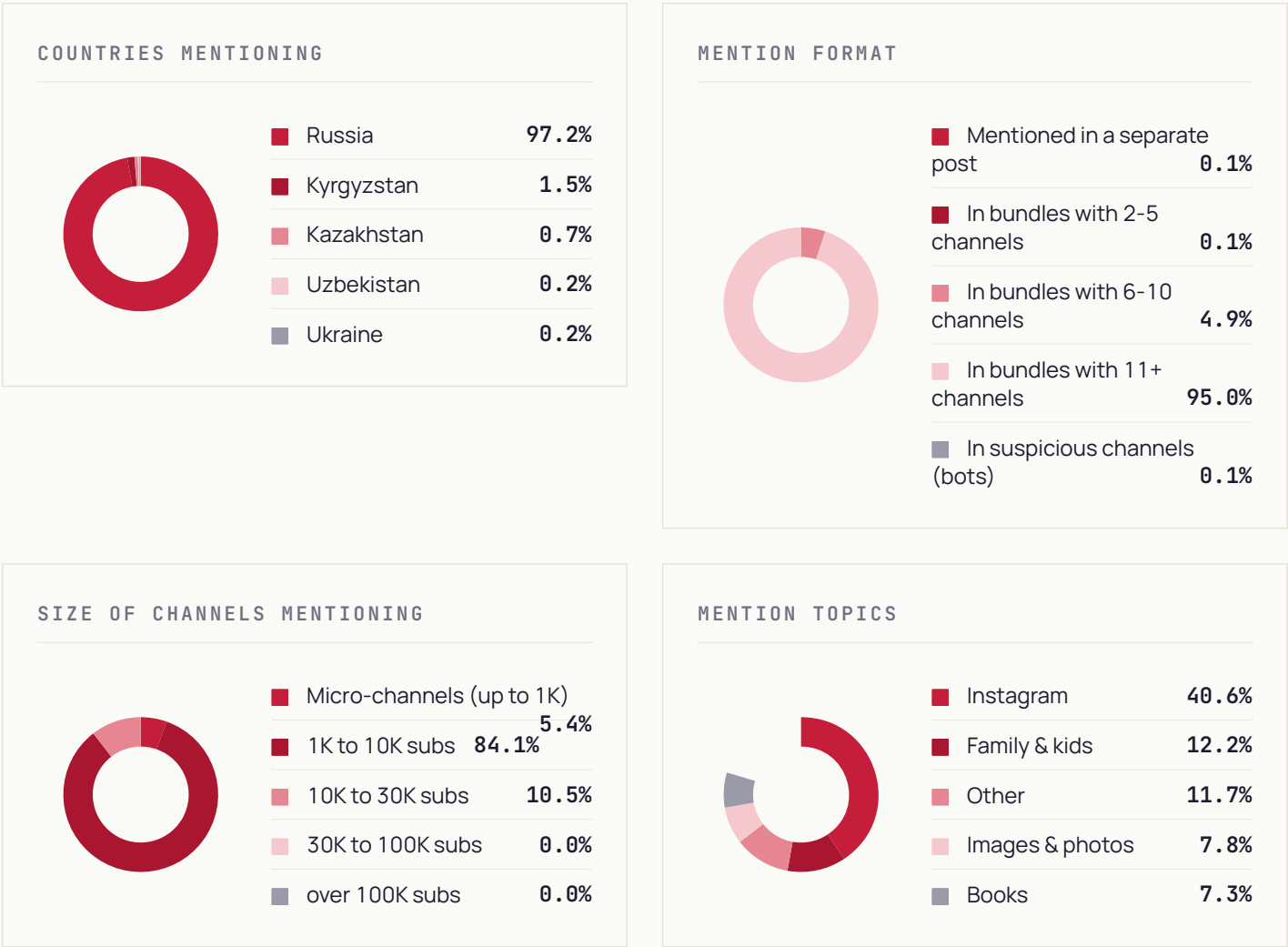


START OF PERIOD	NOW	NET GROWTH
11 281	12 969	+1 688

SECTION 04 · MENTIONS

Who & how mentions the channel

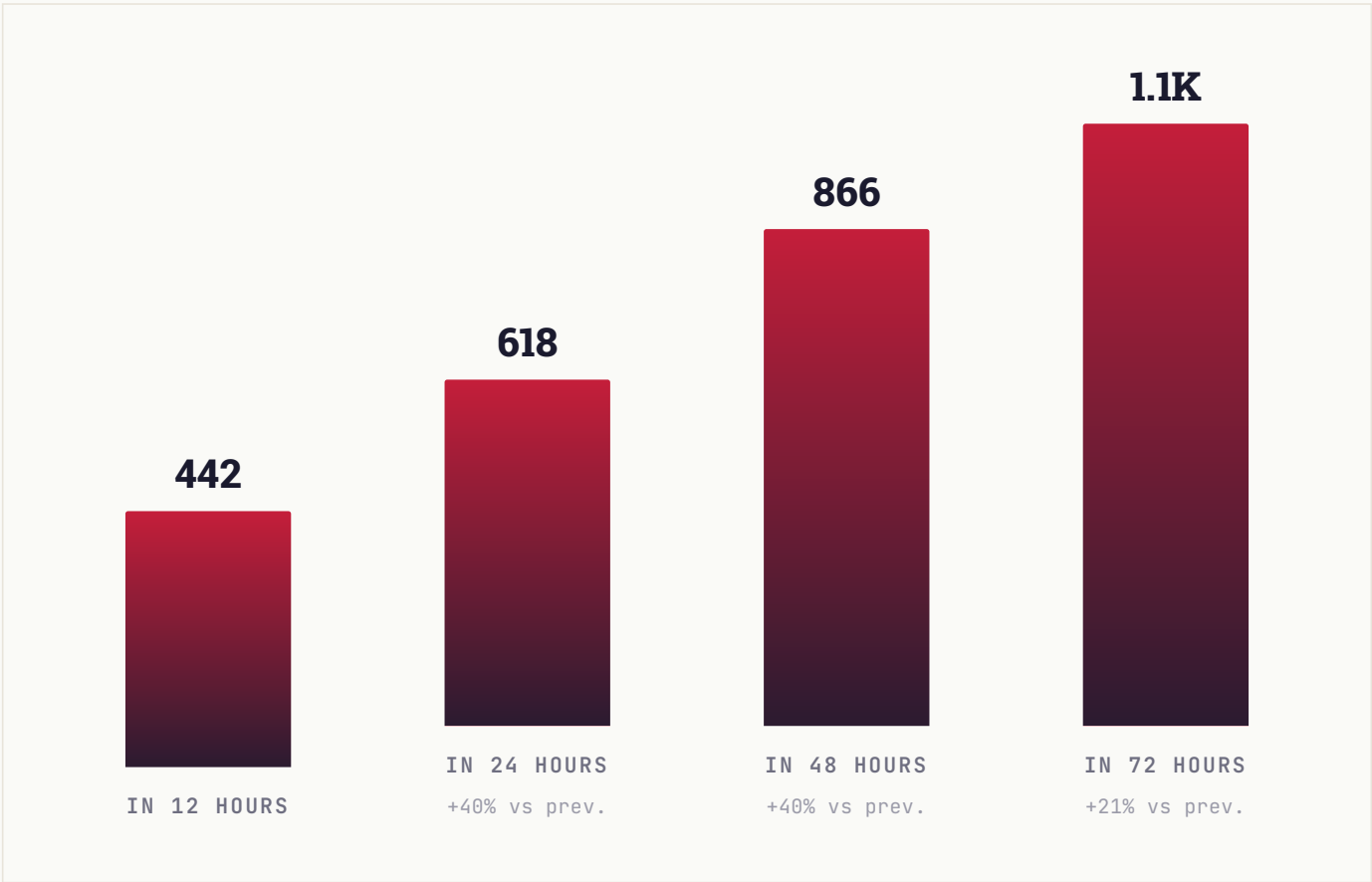
Citation index **10** – channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **573** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of ad post by time since publication. Helps gauge how long a placement stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
استوری اینستاگرام	437.9K
آهنگ موزیک جدید شاد	356.8K
ربات دانلود استوری و پست از اینستاگرام	209.7K
VD VIDEOS FOR STORIES	136.7K
III C Cap Cut Templates Kap Kut	130.6K
P• piaceim • presets & blogging	126.4K
نسب NESA PIRUZIFARD انسا پیروزی فرد	123.7K
AA ÆAKLAB	115.2K
III C CAPCUT TEMPLATES KAPKUT KUT	113K
CP PNG STICKERS FOR STORIES	110.6K
NK Scrap Kit Club YOU	13K

COMPARATIVE CONCLUSION

Channel yet outside top 99 of niche — early growth stage. Niche leader — استوری اینستاگرام (437.9K), top-99 median: 32.9K. First goal — enter top-99 through systematic traffic & content work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Monthly we track posts in other channels that mention yours. Over the last **6 months** such mentions were **0**, they brought **889** new subs.

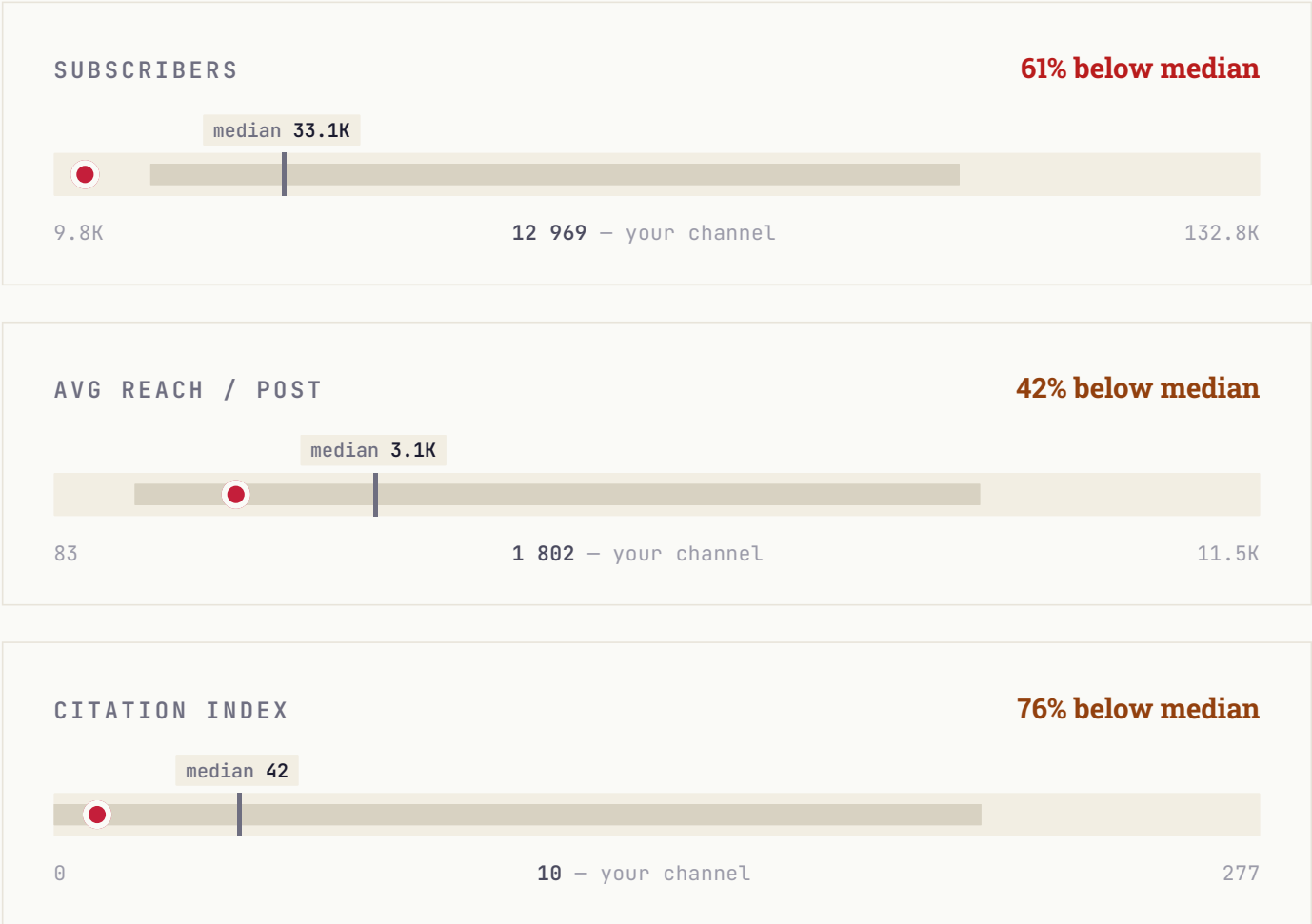
PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
January 2026	0	0	174	
December 2025	0	0	92	
November 2025	0	0	161	
October 2025	0	0	172	
September 2025	0	0	155	
August 2025	0	0	135	

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS
0	6	889

SECTION 08 • NICHE COMPARISON

Where channel stands in its league

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



— SECTION 09 · STRATEGY

What to do right now

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

01

Main post of the week — Sunday

Audience most active on this day at 20:00 MSK.

EFFECT

**Best window
for important
post**

02

Increase share of video posts

Video in Telegram retains audience longer & is favored by the algorithm. Recommend share 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 finds sources for your niche.

EFFECT

**+1000-3000
subs**

04

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

05

Cross-promo with neighboring channels

Exchange posts with channels in the same segment once a quarter. No need daily — 2-3 collabs give relevant growth.

EFFECT

**Growth from
relevant
audience**

★ WHAT'S NEXT

Want this done by **PromptPress?**

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

01 Launch Telegram ad <https://panel.promptpress.com/register>

02 Contact manager t.me/PromptPress_manager
