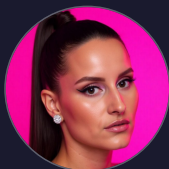


PUBLIC REPORT BY PROMTPRESS

Channel audit

Noise offscreen



@shumilkazakadram

I'll share everything here 🤗 https://instagram.com/shu___milka RKN
<https://gosuslugi.ru/snet/6a0efa92963610603c5667bf> For ad
 inquiries in TG write @shu_milka

SUBSCRIBERS

24 977

-273 per month

ERR (% SEE POSTS)

20.0%

per day 7.7%

REACH/POST

5.5K

ad reach 1.9K/24h

— CONTENTS · 2026

What's inside the report

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09 Strategy

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. The subtitle below the number shows the calculation period.

 SUBSCRIBERS 24 977 —	 SUBS REACH 21.87% avg % subs see post	 VIEWS/POST 5.5K median 5.4K · 27 days	 POSTS/WEEK 3.3 for the period
 7D TREND -22.7% vs previous week	 REACTIONS/POST 47.3 total 615 reactions, 255 reposts, 11 comments	 POST LENGTH 206 chars median 61 · 27 days	 POSTS ANALYZED 13 27 days
 AD REACH 1.9K 24h avg	 CHURN / MONTH -273 last month	 CITATION RATE 2 citation index · 11 channels mentioned all time	 CHANNEL AGE 7 years 1 month created 20.05.2019

AI EDITOR SUMMARY

Channel «Shumilka za kadrom» — 24 977 subs. Each post averages 5.5K people (22% from subs), this is average reach — room to grow. Publishes 3 posts per week (~0/day) — rare posts. For week Jun 15–21, reach dropped -22.7% by week Jun 8–14 — worth analyzing reasons.

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 TOP POSTS SHARE

- 01 Analysis based on 13 posts in 27 days.
- 02 Dominant format – Video (11/13 posts).
- 03 Avg post length – 206 chars (median 61).
- 04 Peak audience activity – Tuesday, 00:00 MSK.
- 05 Top posts drive 2x more views than the weakest (7.7K avg top vs 4.2K worst) – among 13 posts in 27 days. Worth analyzing what top posts have in common: topic, format, time.

TOP 5 POSTS

Nº102.06 · 21:26VIDEO First half of night 🤔🤔🤔🤔🤔 They don't want to sleep	VIEWS8 297 REPOSTS1	REACTIONS44 ER33.2%
Nº202.06 · 16:37TEXT Packing list for travel)) ✓Cosmetics (shampoo, keratin mask, silk mask, shower gel, face masks, cream for...	VIEWS7 911 REPOSTS234	REACTIONS29 ER31.7%
Nº309.06 · 10:18VIDEO This week we were in Istanbul) lucky with the weather, it was hot🥵	VIEWS6 890 REPOSTS1	REACTIONS55 ER27.6%

Nº4

08.06 · 10:31

VIDEO

It was Max Korzh's concert

❤️😍

VIEWS

6 477

REPOSTS

2

REACTIONS

63

ER

25.9%

Nº5

02.06 · 11:57

VIDEO

Graduation 7.0 INSTASHUM

VIEWS

6 316

REPOSTS

1

REACTIONS

39

ER

25.3%

WORST 3

↓ 16.06 · 11:10 PHOTO Honestly, I've heard about RICHE a long time ago - I kept seeing this brand in recommendations from girls I follow, and all...	VIEWS 4 697 REPOSTS 2	REACTIONS 7 ER 18.8%
↓ 17.06 · 15:55 VIDEO Today I bought a bike 🥰🥰🥰🥰	VIEWS 4 524 REPOSTS 1	REACTIONS 60 ER 18.1%
↓ 28.06 · 15:16 VIDEO It was a great idea to go camping by the lake) We also bought a tent just in case)	VIEWS 3 246 REPOSTS 3	REACTIONS 45 ER 13.0%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

Subscriber growth chart for the year. Key months show exact subscriber count. Highlights months of growth vs. loss.



SECTION 04 • CITATIONS

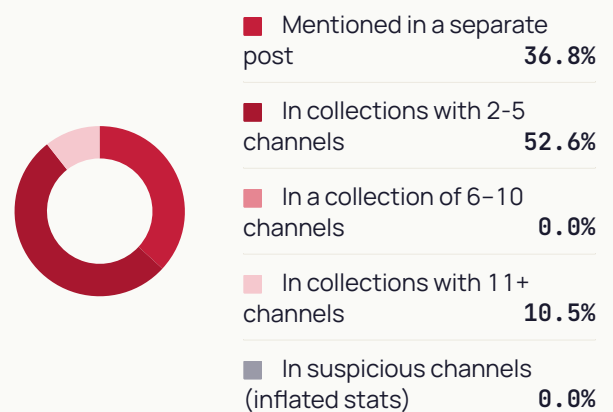
Who mentions the channel and how

Citation index 2 — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel mentioned 11 different channels.

COUNTRIES MENTIONING YOU



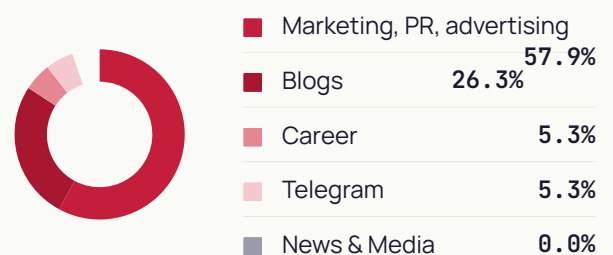
FORMAT OF MENTIONS



SIZE OF CHANNELS MENTIONING YOU



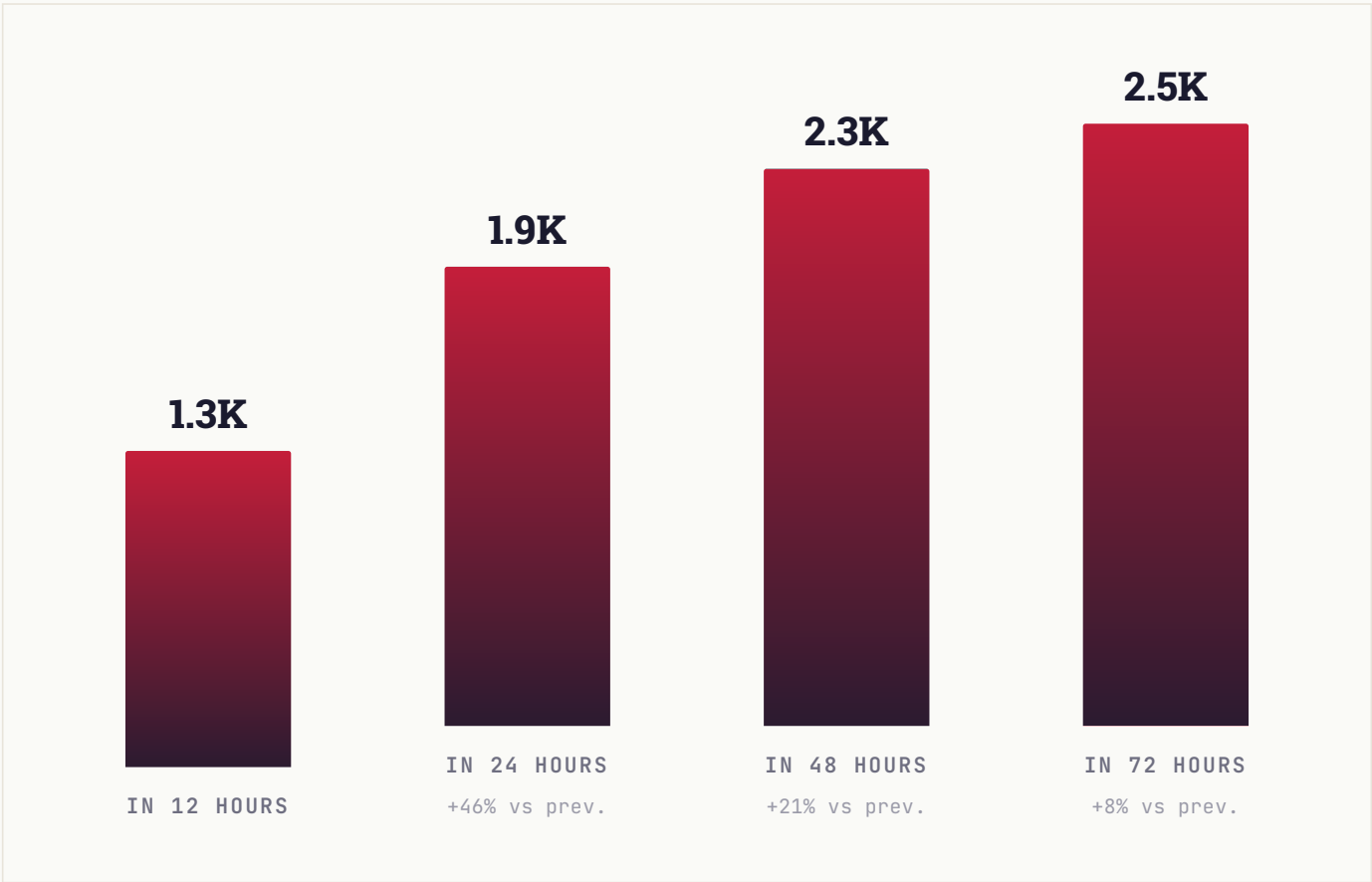
TOPICS OF MENTIONS



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg ad post reach over time since publication. Helps gauge 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 peers.

CHANNEL		SUBSCRIBERS
NK	Unpleasant channel	498.1K
MK	Nasty Kokobay	113.8K
MM	Maxim Mirovich	104.7K
AS	Anton Shabashov	38.2K
CH	Cherry Farm	34.4K
ShZ	Noise offscreen YOU	25K
CH	Chereshko_life	23.9K
BU	BUBENITTA	23.6K
PI	For sparkling 🍾	15.8K
KS	Karasik s puzom	14.2K
GA	Gulnaz Asaeva	10.3K

COMPARATIVE INSIGHT

Channel in niche top-10 (#6 of 99). Strong position. Niche leader — Unpleasant channel (498.1K), room to grow to #1. With other top-10 channels — mutual exchanges as equals.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we track posts in other channels that mention yours. Over the last **6 months** mentions count **9**, they brought **5 533** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
Jan 2026	1	1	933
December 2025	5	3	797
November 2025	1	1	429
October 2025	1	1	319
September 2025	0	0	2 267
August 2025	1	1	788

TOTAL MENTIONS	MONTHS IN DATA	ATTRACTED SUBS
9	6	5 533

SECTION 08 · NICHE COMPARISON

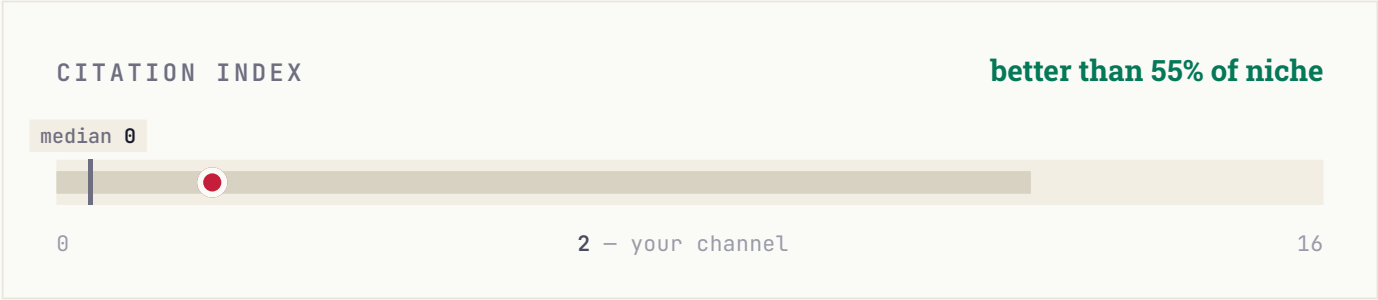
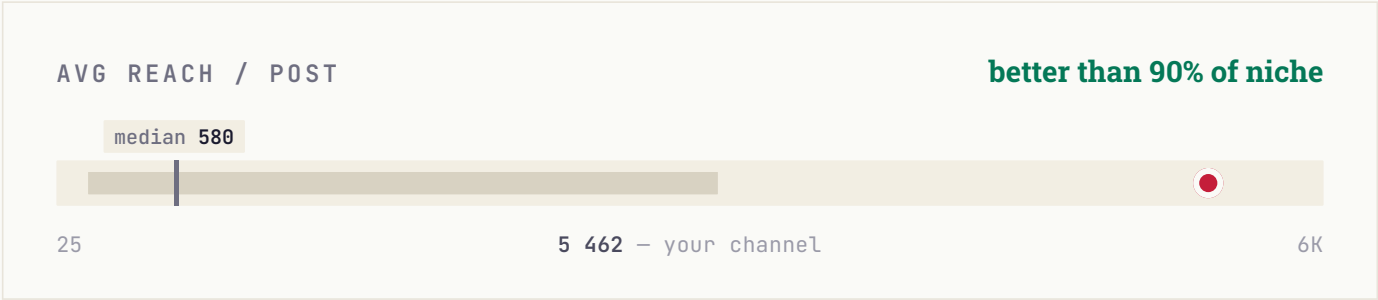
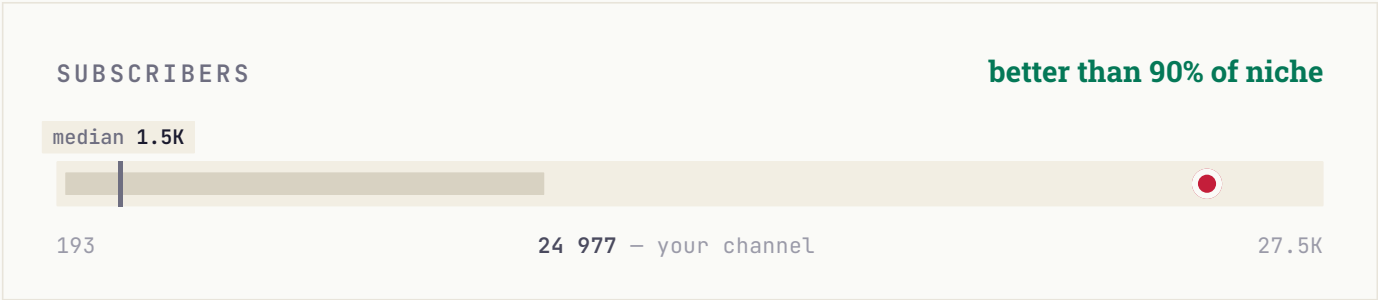
Where the channel stands in its league

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

#6/100

RANK IN NICHE

Channel in top 6% of Belarus blogs



— SECTION 09 · STRATEGY

What to do right now

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

01**Increase posting frequency**

Now 3.3 posts/wk. Active channels average 7-10.
Consistency is key to audience retention.

EFFECT

**Consistency
beats volume****02****Top post of the week — on Tuesday**

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

EFFECT

**Best window
for an
important post****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 & interactive formats**

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

EFFECT

+5-15% ER**05****Cross-promo with neighboring channels**

Swap posts quarterly with channels in the same segment. 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 a few minutes based on public data. If you want to go further — run ads through us and close your growth plan in a month.

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

02 Contact manager t.me/PromptPress_manager
