

PROMTPRESS PUBLIC REPORT

Channel audit

THE.PUH.MEN



@thepuhmen

Men's clothing brand. 📍 Moscow, Bolshoy Gnezdnikovsky Lane, 3
10:00 – 21:00 Order online: @puh_admin Collaboration:
@pr_thepuh

SUBSCRIBERS

11 383

+531 per month

ERR (% SEE POSTS)

6.0%

daily 3.1%

REACH/POST

638

ad reach 358/24h

— CONTENTS · 2026

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card – a separate channel health indicator. Subtitle shows the period it covers.

 SUBSCRIBERS 11 383 —	 SUBSCRIBER REACH 5.6% avg % subs see post	 VIEWS/POST 638 median 640 · 29 days	 POSTS/WK 31.3 over period
 7D TREND +17.8% vs previous week	 REACTIONS/POST 3.2 total 416 reactions, 282 reposts, 0 comments	 POST LENGTH 226 chars median 226 · 29 days	 POSTS ANALYZED 131 29 days
 AD REACH 358 24h avg	 CHURN / MONTH +531 last month	 CITATION RATE 717 citation index · 1,777 channels mentioned ever	 CHANNEL AGE 3 years 1 month created 01.06.2023

AI EDITOR SUMMARY

Channel «T H E . P U H . M E N» – 11 383 subs. Each post gets avg 638 people (6% of subs), reach is low – consider expanding audience. Publishes 31 posts per week (~4/day) – active posting. Week Jun 22–28 reach grew +17.8% to week Jun 15–21 – positive trend.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and outsiders – to see what to repeat and what to drop from rotation.

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on 131 posts in 29 days.
- 02 Dominant format – Photo (68/131 posts).
- 03 Avg post length – 226 chars (median 226).
- 04 Peak audience activity – Thu, 18:00 MSK.
- 05 Strongest posts get 2x more views than the weakest (903 avg top vs 474 worst) – across 131 posts in 29 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 21.06 · 14:01 PHOTO Expanding our favorite shirt line For those looking for a more neutral alternative to our pink model – here it is...		VIEWS 944	REACTIONS 31
		REP. 1	ER 8.3%
Nº2 02.07 · 14:04 PHOTO A suit that needs no occasion. Morning coffee, flight, city walk or evening meeting – the signature graphite set easily...		VIEWS 887	REACTIONS 3
		REP. 4	ER 7.8%
Nº3 01.07 · 14:34 VIDEO DROP'2 SUMMER THEPUHMEN New capsule: natural fabrics, moderate width, premium men's style Polo shirt 12.000 Trousers ...		VIEWS 878	REACTIONS 3
		REP. 1	ER 7.7%

Nº4 23.06 • 14:03 PHOTO If summer were jeans, it would look like this. Light, airy, no extra details. Price: 11.000₽ Order online →...	<table> <tr> <td>VIEWS</td><td>REACTIONS</td></tr> <tr> <td>864</td><td>3</td></tr> <tr> <td>REP.</td><td>ER</td></tr> <tr> <td>3</td><td>7.6%</td></tr> </table>	VIEWS	REACTIONS	864	3	REP.	ER	3	7.6%
VIEWS	REACTIONS								
864	3								
REP.	ER								
3	7.6%								
Nº5 21.06 • 09:00 PHOTO Shorts for those who don't wear shorts Plaid bermudas easily replace regular trousers in hot weather and look just as put-together and...	<table> <tr> <td>VIEWS</td><td>REACTIONS</td></tr> <tr> <td>859</td><td>4</td></tr> <tr> <td>REP.</td><td>ER</td></tr> <tr> <td>2</td><td>7.5%</td></tr> </table>	VIEWS	REACTIONS	859	4	REP.	ER	2	7.5%
VIEWS	REACTIONS								
859	4								
REP.	ER								
2	7.5%								

WORST 3

↓ 13.06 • 06:02 VIDEO We start this day with our stylist image maker Anton Kolodin and break down the relaxed casual style! 📍 Moscow B. Gnezdnikovsky lane, d...	<table> <tr> <td>VIEWS</td><td>REACTIONS</td></tr> <tr> <td>482</td><td>4</td></tr> <tr> <td>REP.</td><td>ER</td></tr> <tr> <td>2</td><td>4.2%</td></tr> </table>	VIEWS	REACTIONS	482	4	REP.	ER	2	4.2%
VIEWS	REACTIONS								
482	4								
REP.	ER								
2	4.2%								
↓ 10.06 • 14:04 VIDEO (video post without caption)	<table> <tr> <td>VIEWS</td><td>REACTIONS</td></tr> <tr> <td>477</td><td>—</td></tr> <tr> <td>REP.</td><td>ER</td></tr> <tr> <td>1</td><td>4.2%</td></tr> </table>	VIEWS	REACTIONS	477	—	REP.	ER	1	4.2%
VIEWS	REACTIONS								
477	—								
REP.	ER								
1	4.2%								
↓ 09.06 • 06:02 VIDEO Good morning! Sharing a glimpse of boutique life. Warning: may spark a wardrobe update! 📍 Moscow B...	<table> <tr> <td>VIEWS</td><td>REACTIONS</td></tr> <tr> <td>465</td><td>4</td></tr> <tr> <td>REP.</td><td>ER</td></tr> <tr> <td>1</td><td>4.1%</td></tr> </table>	VIEWS	REACTIONS	465	4	REP.	ER	1	4.1%
VIEWS	REACTIONS								
465	4								
REP.	ER								
1	4.1%								

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

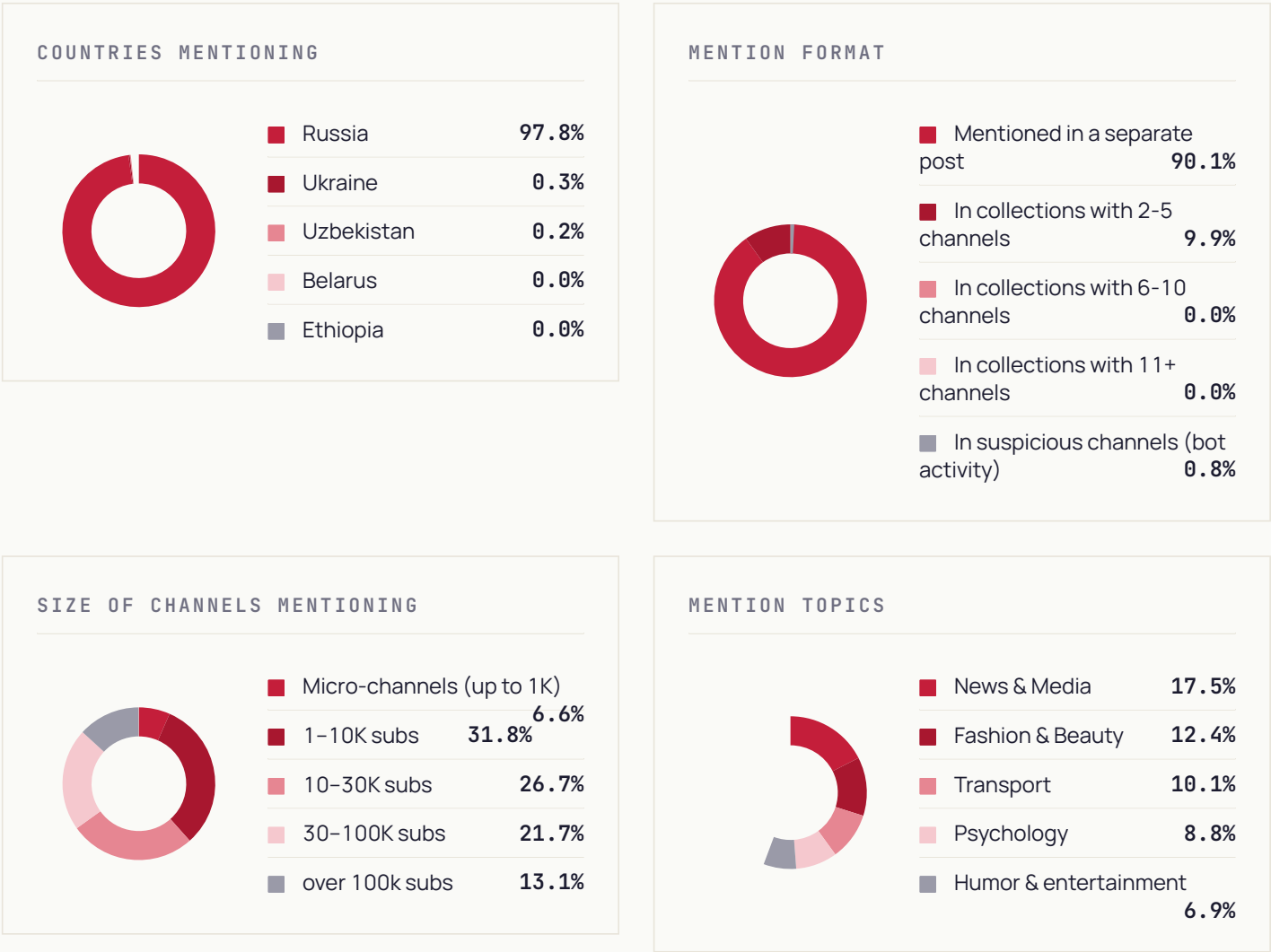
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 • MENTIONS

Who and how mentions the channel

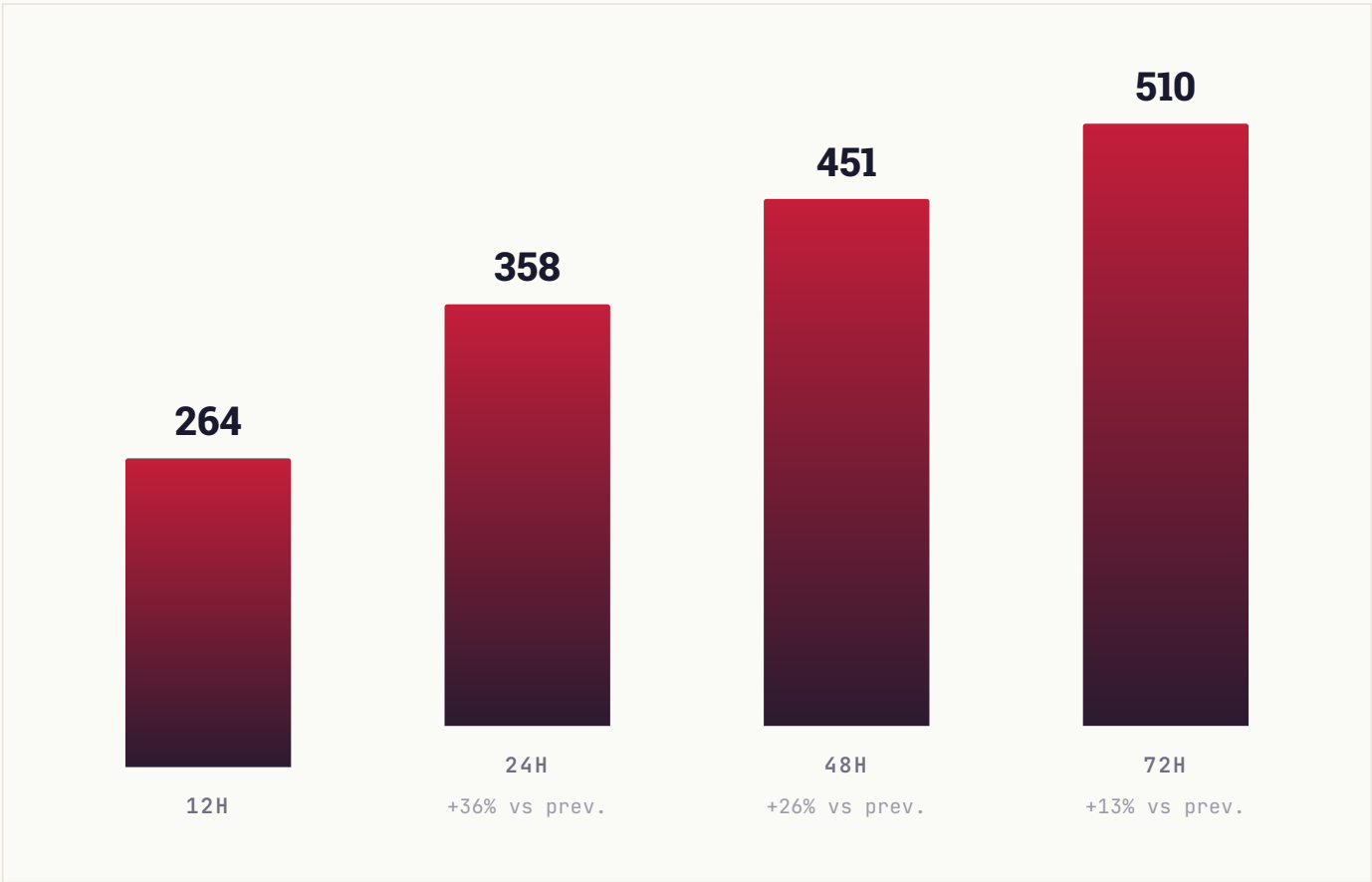
Citation index **717** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **1 777** different channels.



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 place among niche neighbors.

CHANNEL	SUBSCRIBERS
ZY Golden Apple	1.1M
HH Found on Wildberries	635.3K
MI MIXIT.RU	614.6K
M Manicure Nails	573.8K
HH Finds on Wildberries / WB	537.2K
EM Elena Mixit	521.6K
GD Face gymnastics	472.5K
PM Fashion Trends	437.6K
PR Primebery	398.9K
HW WB OZON finds	393.5K
TH THE.PUH.MEN YOU	11.4K

COMPARATIVE INSIGHT

Channel not yet outside top 96 of niche — early growth stage. Niche leader — Golden Apple (1.1M), top-96 median: 171K. First goal: enter top-96 through systematic traffic and content work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Each month we track posts in other channels that mention yours. Over the last **6 months** such mentions were **108**, they brought **919** new subs.

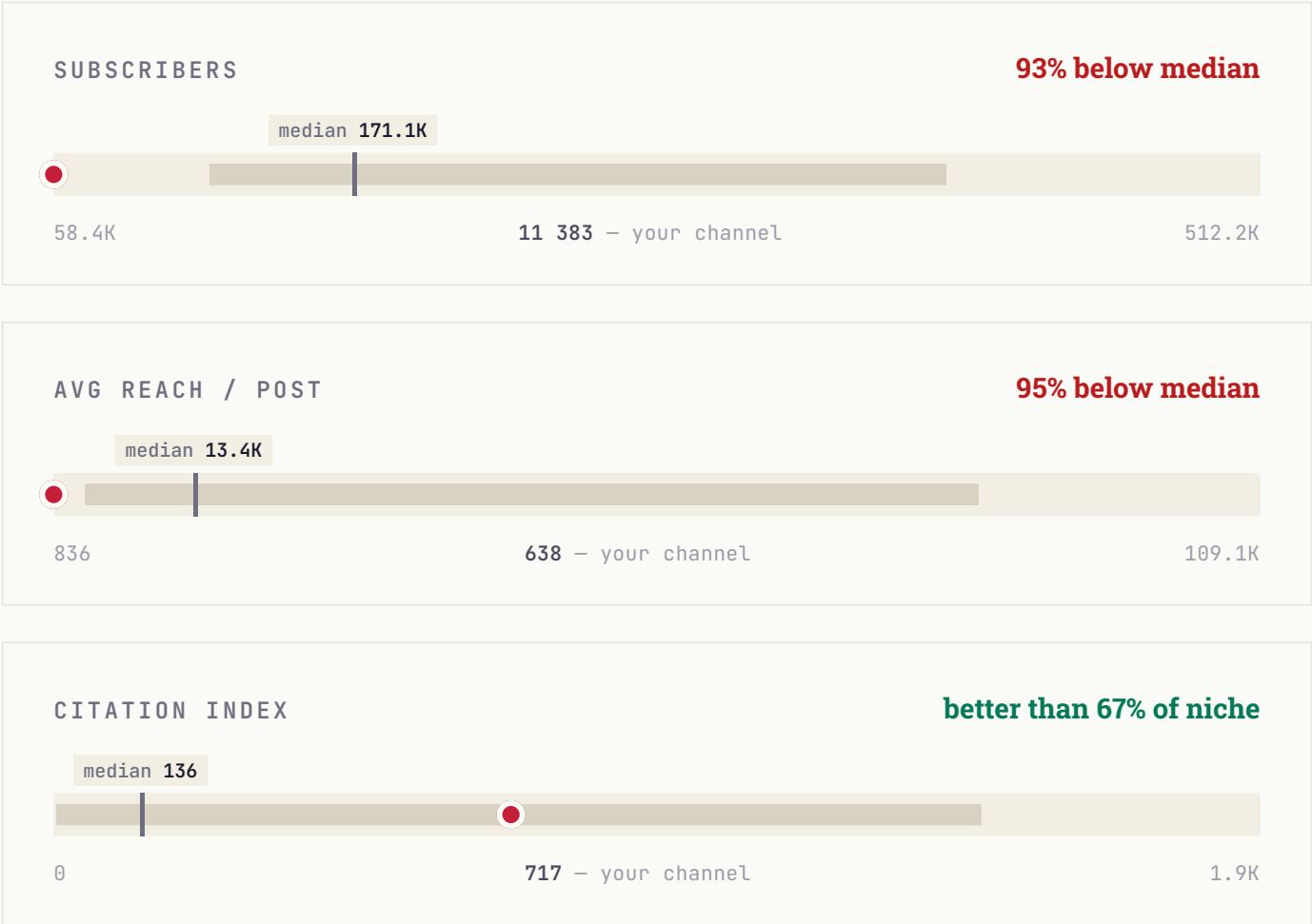
PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
January 2026	1	1	129	
December 2025	5	3	63	
Nov 2025	7	4	98	
Oct 2025	70	69	365	
September 2025	18	18	225	
August 2025	7	7	39	

TOTAL MENTIONS	MONTHS IN DATA	ACQUIRED SUBSCRIBERS
108	6	919

SECTION 08 · NICHE COMPARISON

Where channel stands in its league

Took top-100 channels in category "Fashion & Beauty» (Russia) and compared your channel. Gray band: range where 80% of niche channels fall (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**Top post of the week — on Thursday**

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

EFFECT

**Best window
for an
important post****02****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****03****Test polls & interactive formats**

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

EFFECT

+5-15% ER**04****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****05****Update channel description for Telegram search**

Telegram search scans descriptions. Add 3-5 niche keywords — it's a source of organic traffic.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want us to do it PromptPress?

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

01	Launch Telegram ads	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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