

PROMTPRESS PUBLIC REPORT

Channel audit

THE.PUH



@thepuhshop

Brand of stylish women's clothing Capsule collections • Designed in Korea To order: @thepuh_1 Bolshoy Gnezdnikovsky Lane, 3 TC «Riviera» Avtozavodskaya St, 18 6/23

SUBSCRIBERS

49 940

+343 per month

ERR (% WHO SEE
POSTS)

4.0%

daily 2.8%

REACH/POST

2K

ad reach 1.4K/24h

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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 49 940 —	 SUBS REACH 3.96% avg % subs see post	 VIEWS/POST 2K median 2K · 29 days	 POSTS/WEEK 45.7 for period
 7D TREND -3.3% vs previous week	 REACTIONS/POST 19.1 total 3,638 reactions, 809 reposts, 0 comments	 POST LENGTH 418 chars median 434 · 29 days	 POSTS ANALYZED 190 29 days
 AD REACH 1.4K 24h avg	 CHURN / MONTH +343 last month	 CITATION RATE 2 202 citation index · 2,836 channels mentioned ever	 CHANNEL AGE 4 years 5 months created 21.01.2022

AI EDITOR SUMMARY

Channel «T H E . P U H» — 49 940 subs. Each post averages 2K people (4% of subs), reach is low — consider expanding audience. Publishes 46 posts/week (~7/day) — active posting. For week Jun 22–28, reach stable (-3.3% vs week of June 15–21).

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 SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **190** posts over 29 days.
- 02 Dominant format – **Photo** (105/190 posts).
- 03 Avg post length – **418** chars (median 434).
- 04 Audience peak – **Monday**, 21:00 MSK.
- 05 Top posts get **2x** more views than the weakest (2.5K avg for top vs 1.5K for worst) – among 190 posts in 29 days. Analyze what top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 20.06 · 16:17 VIDEO -50% on cotton and viscose tracksuits ⚡ Waited for great deals – order your set from managers 🧡 Weightless...	VIEWS 2 492 REP. 32	REACTIONS 35 ER 5.0%
Nº2 16.06 · 18:35 PHOTO Beige total look – timeless and beyond trends. It always looks luxurious if key principles are followed💧 The base of such an outfit is...	VIEWS 2 486 REP. 2	REACTIONS 12 ER 5.0%
Nº3 12.06 · 14:55 PHOTO Model for those who prefer original clothing solutions. The highlight of our summer capsule is a midi skirt made of natural silk with...	VIEWS 2 425 REP. 7	REACTIONS 26 ER 4.9%

Nº4 15.06 · 16:30 PHOTO Jeans collection Jeans in faded blue — soft blue denim with a naturally washed effect. Relaxed fit...	VIEWS 2 403 REP. 11	REACTIONS 22 ER 4.8%
Nº5 29.06 · 18:10 VIDEO Flash sale: tracksuit on Sale Made of thin cotton blend with viscose. Model consists...	VIEWS 2 394 REP. 13	REACTIONS 15 ER 4.8%

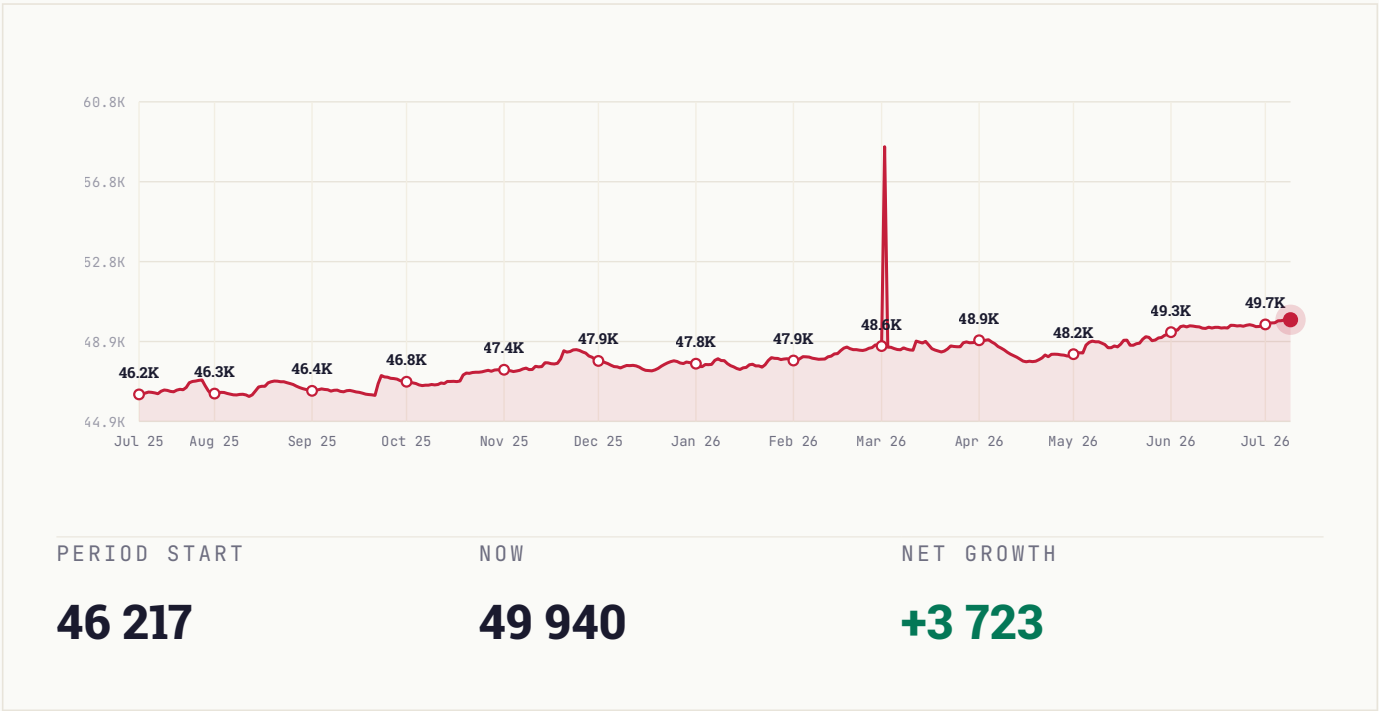
WORST 3

↓ 04.07 · 14:47 VIDEO (post without caption — video)	VIEWS 1 557 REP. 4	REACTIONS 10 ER 3.1%
↓ 04.07 · 13:13 VIDEO (post without caption — video)	VIEWS 1 553 REP. 8	REACTIONS 18 ER 3.1%
↓ 04.07 · 14:24 VIDEO (post without caption — video)	VIEWS 1 522 REP. 1	REACTIONS 13 ER 3.0%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

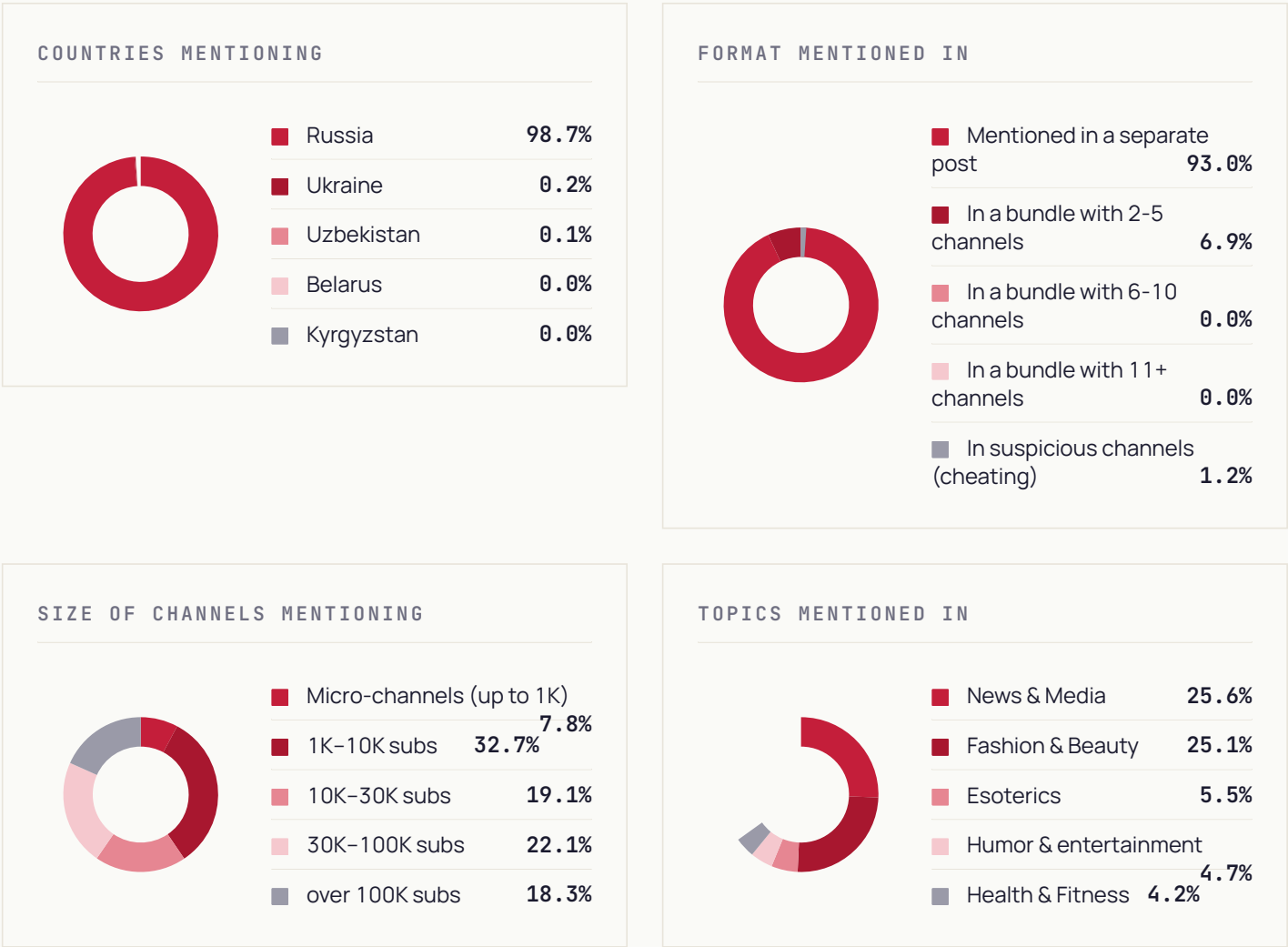
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth vs. loss.



SECTION 04 · MENTIONS

Who mentions the channel and how

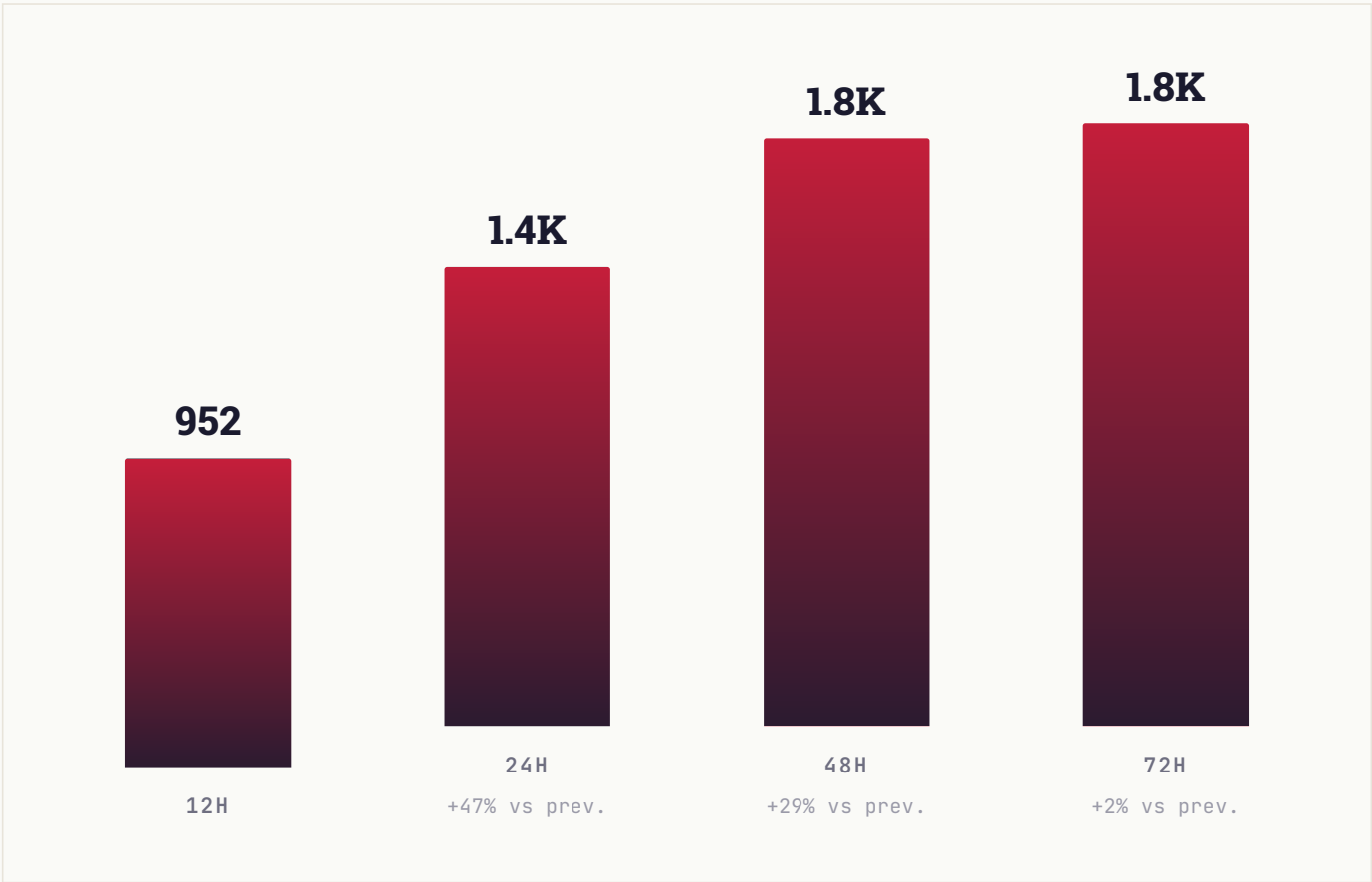
Citation index **2 202** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time channel mentions: **2 836** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post by time since publication. Helps estimate how long a placement should 'live'.



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Your channel highlighted — shows 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 Wildberries / WB finds	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 YOU	49.9K

COMPARATIVE CONCLUSION

Channel not yet outside top-96 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

Every month we record posts in other channels that mention your channel. Over the last **6 months** such mentions were **1 086**, they brought **6 278** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
January 2026	122	112	1 178	
December 2025	234	229	711	
Nov 2025	234	210	1 368	
Oct 2025	122	118	927	
September 2025	149	141	1 199	
August 2025	225	217	895	

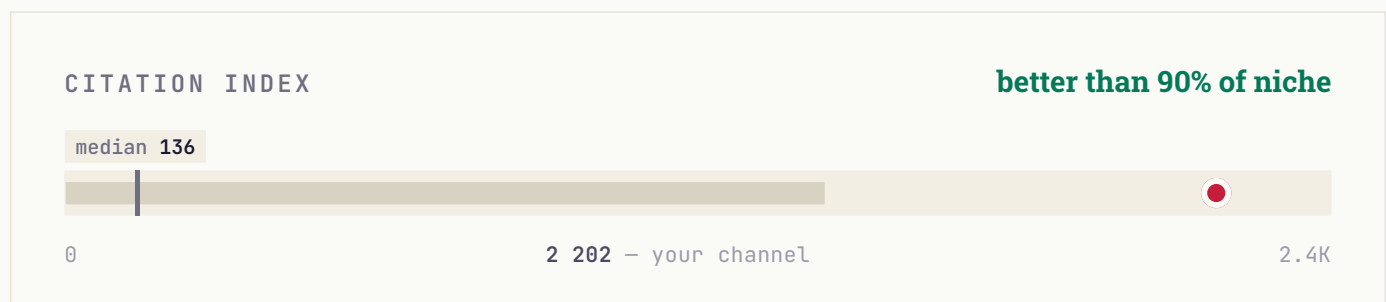
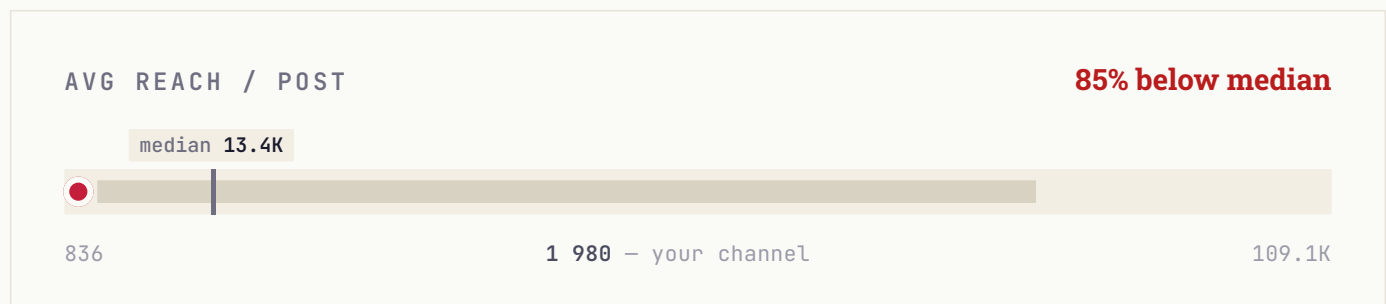
TOTAL MENTIONS	MONTHS IN DATA	ACQUIRED SUBS
1 086	6	6 278

Where the channel stands in its league

SUBSCRIBERS 71% below median

median 171.1K

58.4K 49 940 — your channel 512.2K



— 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 Monday

Audience is most active on this day at 21:00 MSK.

EFFECT

**Best window
for an
important post**

02

ER below niche benchmark — rethink formats

Current ER 3.96% vs norm 5.5%. Try polls and interactive formats.

EFFECT

+1.5pp ER

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 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

05

Cross-promo with neighboring channels

Swap posts quarterly with same-segment channels. No need daily — 2-3 collabs give relevant growth.

EFFECT

**Growth from
relevant
audience**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in minutes from public data. Want to go further — run ads through us and close your growth plan in a month.

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

02 **Contact manager** t.me/PromptPress_manager
