

PROMTPRESS PUBLIC REPORT

Channel audit

INSTALLATION



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Private channel with stickers and ready-made stories for business -
<https://t.me/+9syAZvdehM2ZWNi> Ads - https://t.me/Installation_stories

SUBSCRIBERS

16 606

-52 per month

ERR (% SEE POSTS)

9.0%

in 24h **2.9%**

REACH/POST

1.4K

ad reach **473/24h**

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 16 606 —	 SUBS REACH 8.73% avg % subs see post	 VIEWS/POST 1.4K median 1.7K · 23 days	 POSTS/WEEK 2.6 over period
 7D TREND -29.5% vs previous week	 REACTIONS/POST 29.4 only 265 reactions, 102 reposts, 20 comments	 POST LENGTH 285 chars. median 184 · 23 days	 POSTS ANALYZED 9 23 days
 AD REACH 473 24h avg	 CHURN / MONTH -52 over last month	 QUOTE RATE 22 citation index · 154 channels mentioned all time	 CHANNEL AGE 8 years 7 months created 03.12.2017

AI EDITOR SUMMARY

Channel «INSTALLATION» – 16 606 subs. Avg views per post 1.4K people (9% of subs), low reach – expand audience. Publishes 3 posts/week (~0/day) – rare. Week Jul 6–12 reach dropped -29.5% by week Jun 29 – Jul 5 – worth analyzing.

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 SHARE

- 01 Analysis based on 9 posts over 23 days.
- 02 Dominant format — Photo (7/9 posts).
- 03 Avg post length — 285 chars (median 184).
- 04 Peak audience activity — Sunday, 16:00 MSK.
- 05 Top posts get 2× more views than the weakest (1.9K avg for top vs 929 for worst) — among 9 posts over 23 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 21.06 · 13:01 PHOTO I often talk about growth, videos that hit recommendations, and how great it is! But there's another side 🔄📺 Right now my...	VIEWS 2 072 REPOSTS 1	REACTIONS 38 ER 12.5%
Nº2 25.06 · 13:29 VIDEO How to replicate this video effect on any device! 🔄📺 If you thought you need to shoot video first and then add...	VIEWS 1 766 REPOSTS 5	REACTIONS 27 ER 10.6%
Nº3 27.06 · 16:06 PHOTO Collected a small set of pink stickers 🧡📺 Use them to 📺 design videos, stories 📺 or carousel posts 🙌🔗 All files with...	VIEWS 1 745 REPOSTS 17	REACTIONS 41 ER 10.5%

Nº4

03.07 • 15:06

PHOTO

What a beautiful font 🥰🔗 I left the file in the comments ↻
Can be added in CapCut, Studio, Zebra, etc.

VIEWS

1 667

REPOSTS

17

REACTIONS

45

ER

10.0%

Nº5

02.07 • 09:39

VIDEO

Cool CapCut templates where everything is done for you! ↻
Specifically, everything is synced to the sound, you just need to add...

VIEWS

1 659

REPOSTS

33

REACTIONS

26

ER

10.0%

WORST 3

↓ 13.07 • 12:24 PHOTO

What a great channel 🥰 Here you'll find everything for creating awesome content. Come in, download, publish Grab materials while...

VIEWS

1 029

REPOSTS

1

REACTIONS

17

ER

6.2%

↓ 11.07 • 11:11 PHOTO

Weekend stickers! 🔗 All files on transparent bg left in comments ↻

VIEWS

1 003

REPOSTS

8

REACTIONS

15

ER

6.0%

↓ 15.07 • 08:03 PHOTO

Look how far we've come... ➡📱 I'm talking about the new CapCut feature! It automatically picks a sound effect for the transition...

VIEWS

757

REPOSTS

13

REACTIONS

23

ER

4.6%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

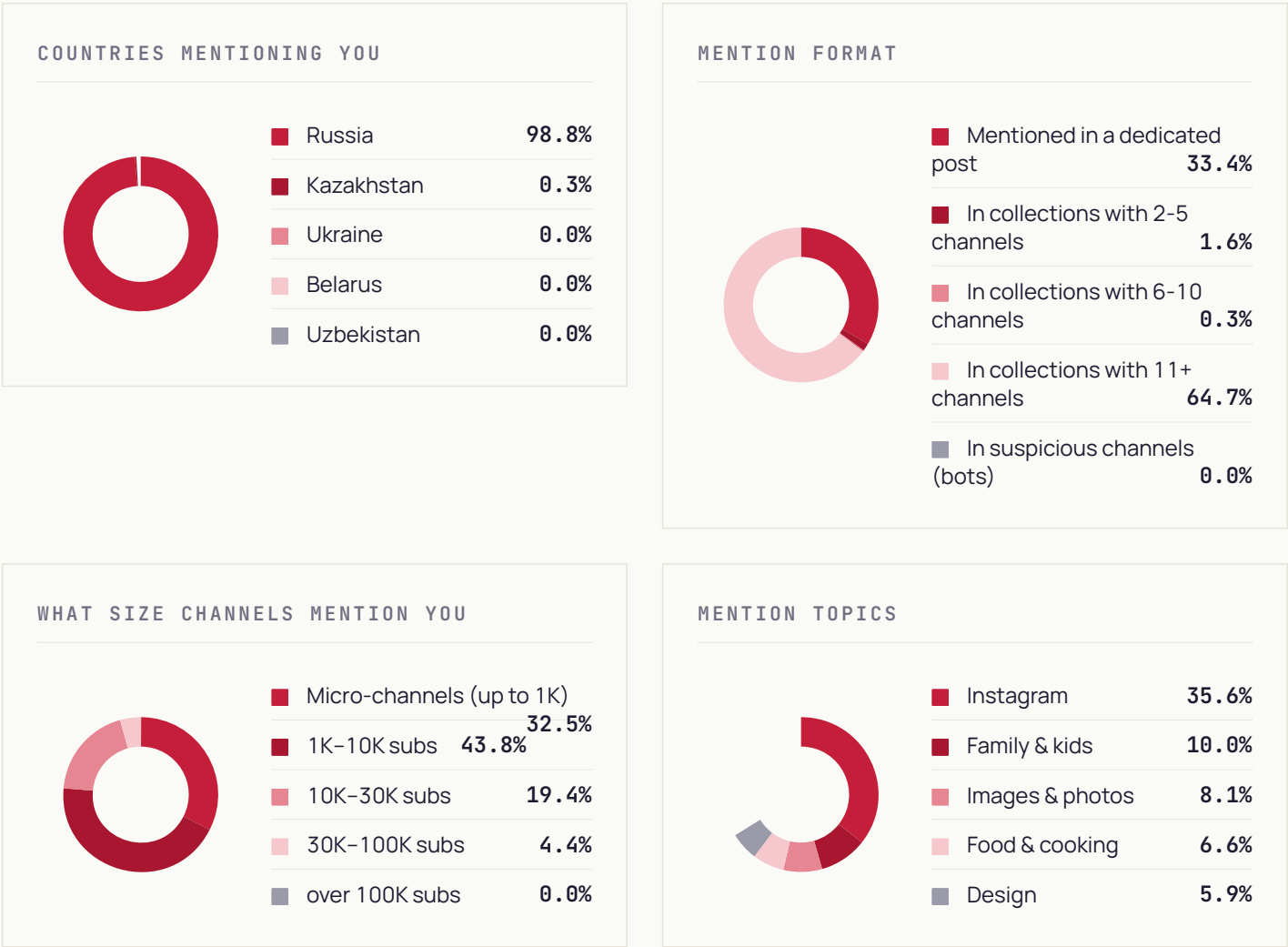
Yearly subscriber growth chart. Key months show exact sub count. See which months grew and which lost subs.



SECTION 04 · CITATIONS

Who mentions the channel and how

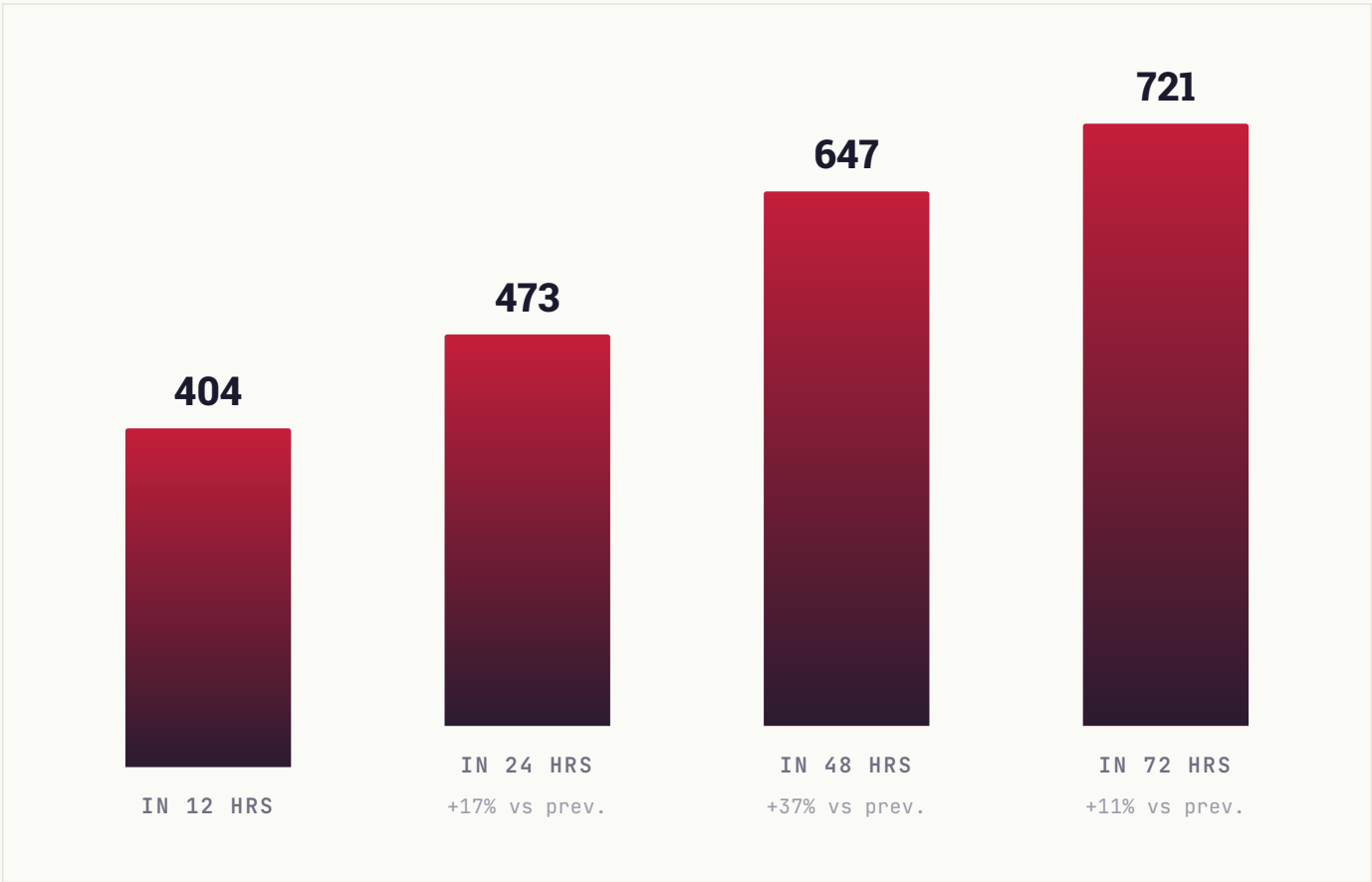
Citation index **22** — channel popularity rating based on mentions. Considers not only quantity but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **154** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of a promo post over time since publication. Helps gauge how long a placement stays effective.



SECTION 06 · COMPETITORS

Who you compete with

11 closest channels by topic and audience. Your channel is highlighted — you can see its rank among niche neighbors.

CHANNEL	SUBSCRIBERS
استوری اینستاگرام	437.9K
آهنگ موزیک جدید شاد	356.8K
ربات دانلود استوری و پست از اینستاگرام	209.7K
VIDEO FOR STORIES	136.7K
Cap Cut Templates Kap Kut	130.6K
piaceim • presets & blogging	126.4K
NESA PIRUZIFARD انسا پیروزی فرد	123.7K
ĀĀLAB	115.2K
CAPCUT TEMPLATES KAPKUT KUT	113K
PNG STICKERS FOR STORIES	110.6K
INSTALLATION	16.6K

COMPARATIVE INSIGHT

Channel is still 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 work on traffic and content.

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 **4**, they brought **621** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
January 2026	0	0	119
December 2025	3	3	33
Nov 2025	0	0	253
Oct 2025	1	1	128
Sep 2025	0	0	78
August 2025	0	0	10

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS
4	6	621

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 | Increase posting frequency
Now 2.6 posts/week. Active channels average 7-10.
Consistency is key to retention. | EFFECT
Consistency beats volume |
| 02 | Top post of the week — on Sunday
Most active on this day at 16:00 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 — an easy growth point. | EFFECT
+5-15% ER |
| 05 | Cross-promo with neighboring channels
Swap 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 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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