

PROMTPRESS PUBLIC REPORT

Channel audit

Sanatorium Volkovoy.

Summer session



@evolkova_for_women

Restoring beauty & youth for women 40+ Sanatorium VK: <http://vk.ru/im/channels/-235578520> Sanatorium in MAX: https://max.ru/id440122096345_biz Questions here...

SUBSCRIBERS

85 748

25.06.2026 **+10334** per month

ERR (% WHO SEE POSTS)

7.0%

per day **3.0%** [HTTPS://PROMTPRESS.COM/AUDIT/EVOLKOVA_FOR_WOMEN](https://promptpress.com/audit/evolkova_for_women)

REACH/POST

5K

ad reach **2.6K**/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 85 748 —	 SUBSCRIBER REACH 5.81% avg % of subs see a post	 VIEWS/POST 5K median 4.6K · 29 days	 POSTS/WEEK 48.6 for the period
 7D TREND -25.9% vs previous week	 REACTIONS/POST 71.0 total 14 777 reactions, 2 933 reposts, 2 994 comments	 POST LENGTH 851 chars median 1000 · 29 days	 POSTS ANALYZED 208 29 days
 AD REACH 2.6K 24h avg	 CHURN / MONTH +10334 last month	 CITATION RATE 20 citation index · 34 channels mentioned ever	 CHANNEL AGE 3 years 7 months created 16.11.2022

AI EDITOR SUMMARY

Channel «Volkova Sanatorium. Summer session» – 85 748 subs. Each post averages 5K people (6% of subs), reach is low – consider expanding audience. Publishes 49 posts per week (~7/day) – active posting. For week 8–14 June, reach dropped by -25.9% to week 1–7 June – worth analyzing the reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and underperformers — to see what to repeat and what to drop.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **208** posts over 29 days.
- 02 Dominant format — **Photo** (133/208 posts).
- 03 Avg post length — **851** chars (median 1000).
- 04 Audience peak activity — **Friday, 14:00 MSK**.
- 05 Top posts get **4×** more views than the weakest (11.7K avg for top vs 3.1K for worst) — among 208 posts over 29 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 29.05 · 11:59 VIDEO «Я просыпаюсь с желанием жить и что-то делать». Мы, женщины, существа чувствительные. В напряжении и напролом не подходит нам даже на...	VIEWS 12 158 REP. 16	REACTIONS 101 ER 14.2%
Nº2 27.05 · 11:01 PHOTO What happens if you endure menopause instead of treating it? "Oh well, it's age... Everyone goes through it, just have to bear it," we think...	VIEWS 11 568 REP. 20	REACTIONS 109 ER 13.5%
Nº3 30.05 · 10:04 PHOTO Body depletion: early signs & how to help yourself? Hot flashes, anxiety, irritability, insomnia... We blame these symptoms...	VIEWS 11 447 REP. 15	REACTIONS 96 ER 13.3%

Nº4 26.05 • 13:01 PHOTO Don't miss the summer session at the Sanatorium! To participate, just stay on this channel. Starting Monday, we'll prepare. To...	VIEWS 11 068 REACTIONS 120 REP. 9 ER 12.9%
Nº5 31.05 • 06:03 PHOTO Sanatorium summer session starts June 15. Preparations underway. Sharing what to bring and how to get ready to complete the session...	VIEWS 10 761 REACTIONS 234 REP. 43 ER 12.5%

WORST 3

↓ 21.06 • 15:24 VIDEO (post without caption – video)	VIEWS 3 102 REACTIONS 13 REP. 1 ER 3.6%
↓ 20.06 • 08:59 VIDEO (post without caption – video)	VIEWS 3 092 REACTIONS 15 REP. 1 ER 3.6%
↓ 22.06 • 10:59 PHOTO How much weight can you lose in a week? Results from the first week of the summer session show that self-care can help you lose 1-2 kg...	VIEWS 3 050 REACTIONS 46 REP. 2 ER 3.6%

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 & how

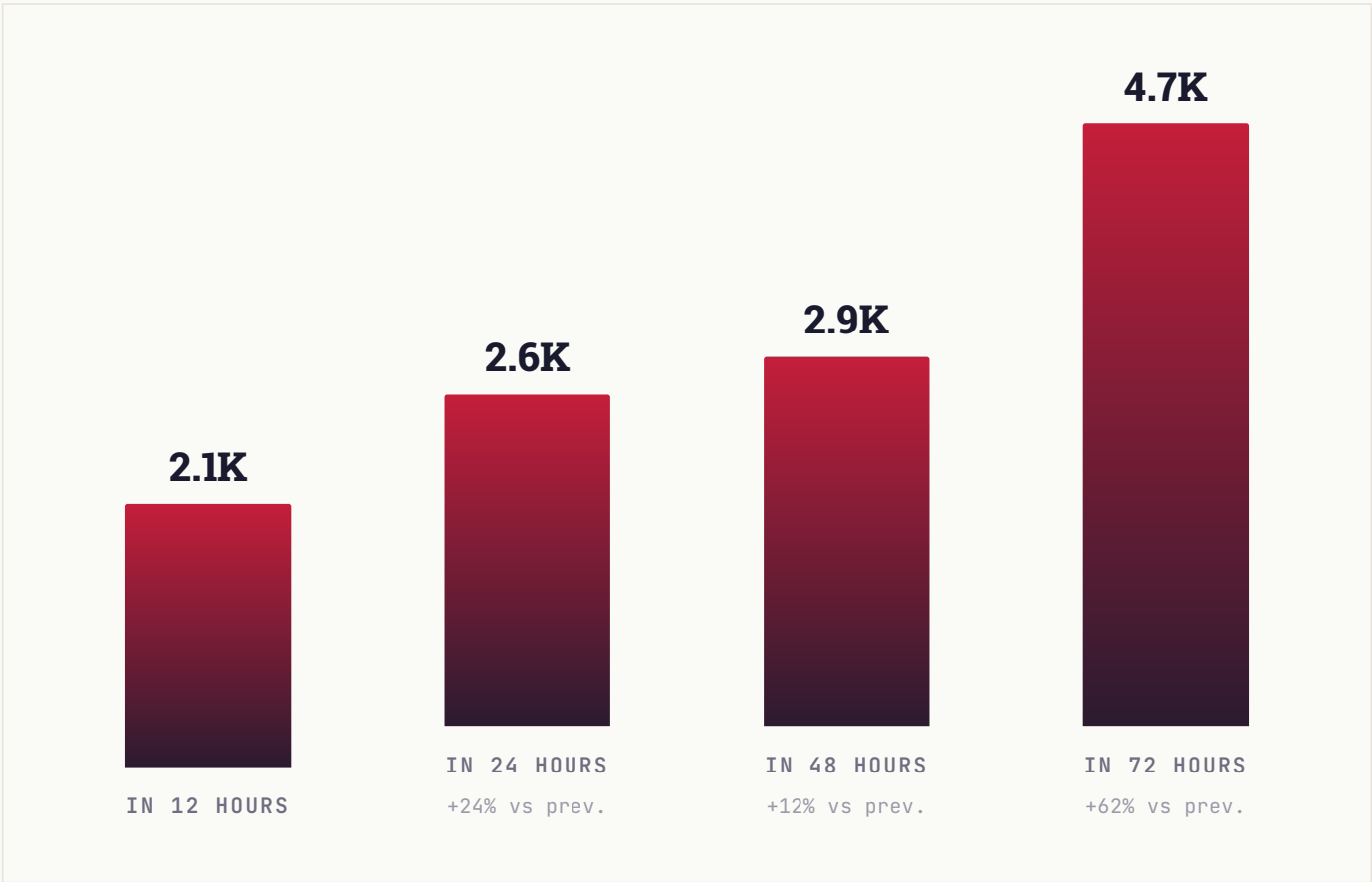
Citation index **20** – channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned **34** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg ad post reach over time since publication. Helps estimate how long 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 neighbors.

CHANNEL	SUBSCRIBERS
KZ Test purchase	772.4K
BI Biohackers	585.5K
BI Biohacking	535.2K
SL Sport Life	526.8K
VN Eternity in Tibet	495.9K
NT Our body	482.9K
AU Алесь Улиценко Врач-остеопат, канд. мед. наук Автор фейспластики	479.3K
BZ Stay Healthy	449.1K
ZE Healthy food	418.9K
DZ Doctor Zubareva / Doctor Zubareva	414.2K
SV Sanatorium Volkovoy. Summer session YOU	85.7K

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#95 of 96). Niche median — 153.3K subs.
First growth KPI — reach median. Leader: Test purchase (772.4K).

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 **75**, they brought **31 440** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	15	2	958
November 2025	23	3	13 713
October 2025	1	1	0
September 2025	24	3	12 801
August 2025	5	1	1 891
July 2025	7	2	2 077

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
75	6	31 440

SECTION 08 • NICHE COMPARISON

Where channel ranks in its league

Took top-100 channels in category «Health & Fitness» (Russia) and looked at how the channel compares. Gray bar — range where 80% of niche channels fall (p10 to p90). Black vertical — median. Red dot — your channel.

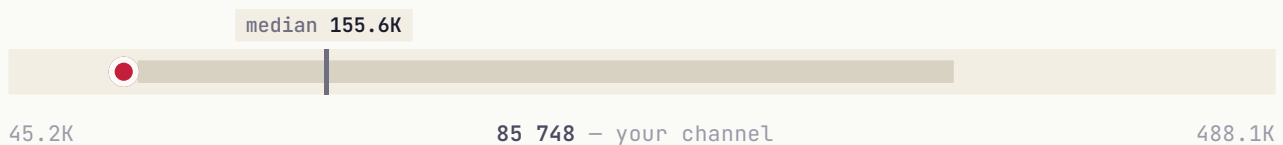
#95 /100

RANK IN NICHE

Channel in bottom half of ranking

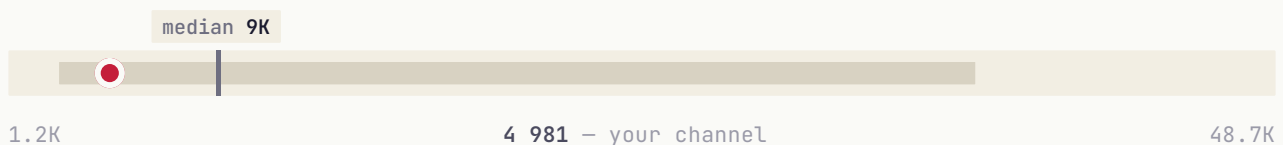
SUBSCRIBERS

worse than median by 45%



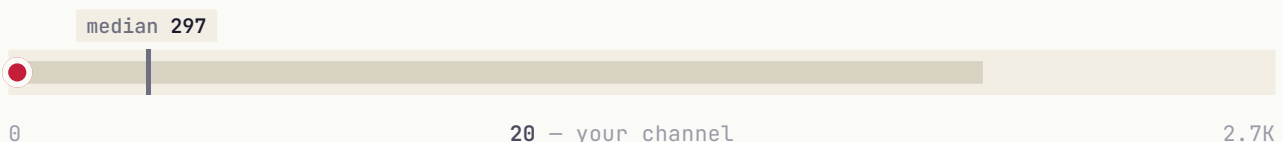
AVG REACH/POST

worse than median by 45%



CITATION INDEX

worse than median by 93%



— SECTION 09 · STRATEGY

What to do right now

5 priority actions sorted by expected impact. Can be checked off and revisited in a month.

01**Top post of the week — Friday**

Audience most active on this day at 14:00 MSK.

EFFECT

**Best time for
important
posts****02****ER below niche benchmark — rethink formats**

Current ER 5.81% vs norm 7.0%. Try polls and interactive formats.

EFFECT

+1.2pp ER**03****Systematic traffic buying**

Three formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromptPress picks sources for the niche.

EFFECT

**+1000-3000
subs****04****Test polls and interactive formats**

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

EFFECT

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

Exchange 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 minutes from public data. Want to go further? Run ads with us and hit your growth plan in a month.

01

**Launch ads in
Telegram**

<https://panel.promptpress.com/register>

02

Contact manager

t.me/PromptPress_manager