

PUBLIC REPORT BY PROMTPRESS

Channel audit

FitStars

домашние тренировки



@fitstarsclub

70% off: https://fitstars.ru/special-offer/february-tg?promo=TELEGRAM_2026&utm_source=smm&utm_medium=telegram_main
Our chat: <https://t.me/+xJooK3-A0LUyYTNi> Registered with RKN:...

SUBSCRIBERS

95 825

25.06.2026 ⁻⁸¹⁸ per month

ERR (% WHO SEE
POSTS)

5.0%

per day ^{3.1%}

REACH/POST

4.5K

ad reach ^{3K}/24h

[HTTPS://PROMTPRESS.COM/AUDIT/FITSTARSCLUB](https://promptpress.com/audit/fitstarsclub)

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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 95 825 —	 SUBSCRIBER REACH 4.73% avg % subs see post	 VIEWS/POST 4.5K median 4.6K · 29 days	 POSTS/WEEK 22.9 for the period
 7D TREND -0.7% vs previous week	 REACTIONS/POST 74.7 total 7,100 reactions, 1,288 reposts, 950 comments	 POST LENGTH 681 chars median 756 · 29 days	 POSTS ANALYZED 95 29 days
 AD REACH 3K 24h avg	 CHURN / MONTH -818 last month	 CITATION RATE 190 citation index · 432 channels mentioned all time	 CHANNEL AGE 8 years 5 months created 25.01.2018

AI EDITOR SUMMARY

Channel «FitStars🇷🇺 домашние тренировки» — 95 825 subs. Each post averages 4.5K people (5% from subs), reach is low — consider expanding audience. Publishes 23 posts per week (~3/day) — active publishing. Week of June 8–14 reach stable (-0.7% vs week 1–7 Jun).

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 HAVE IN COMMON

- 01 Analysis based on **95** posts over 29 days.
- 02 Dominant format — **Photo** (43/95 posts).
- 03 Avg post length — **681** characters (median 756).
- 04 Audience peak activity — **Sunday**, 12:00 MSK.
- 05 Top posts get **2x** more views than the weakest (6.2K avg top vs 3.7K worst) — among 95 posts over 29 days. Worth analyzing what top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 27.05 · 09:32 PHOTO We've got another dangerous situation for your Ozon cart🔪 Until May 29, use promo code LADYBOSS for 33% off🔪 Great...	VIEWS 6 358 REP. 4	REACTIONS 28 ER 6.6%
Nº2 30.05 · 13:40 PHOTO Today is the birthday of someone who taught millions to move freer, more relaxed, and kinder to...	VIEWS 6 315 REP. 3	REACTIONS 259 ER 6.6%
Nº3 07.06 · 09:00 PHOTO 🔪🔪🔪, traditional😊 We're giving three lucky winners (or lucky ones!) two self-care bonuses each: 🔪1-month FitStars subscription —...	VIEWS 5 899 REP. 276	REACTIONS 363 ER 6.2%

Nº4 29.05 • 12:10 PHOTO We have a new meditation collection with Mikhail Khrustalev's voice! Wait, it's Dean Winchester's voice. Also Damon Salvatore, Thomas Shelby...	VIEWS 5 888 REACTIONS 82 REP. 15 ER 6.1%
Nº5 31.05 • 12:40 PHOTO «В горах я поняла, что лишний вес мне мешает» Евгения — амбассадор FitStars, любительница спорта и творчества. Больше 30 лет она играет в...	VIEWS 5 810 REACTIONS 88 REP. 5 ER 6.1%

WORST 3

↓ 19.06 • 09:00 TEXT ☒ Giveaway Results: ☒ Winners: 1. Helen 2. Tatiana (@Politovatata) 3. Mini Da (@miniallka) ✓ Check results	VIEWS 3 852 REACTIONS 59 REP. 6 ER 4.0%
↓ 04.06 • 12:30 TEXT ☒ Giveaway Results: ☒ Winners: 1. Anastasia (@anastasia_n94) 2. NA🐱 (@ta_more) 3. Mariia ✓ Check results	VIEWS 3 788 REACTIONS 51 REP. 5 ER 4.0%
↓ 22.06 • 11:30 VIDEO ☒☒☒ Want to add more movement to your day without long workouts? Then these quick exercises are for you! Top FitStars trainer Ilana...	VIEWS 3 573 REACTIONS 96 REP. 8 ER 3.7%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

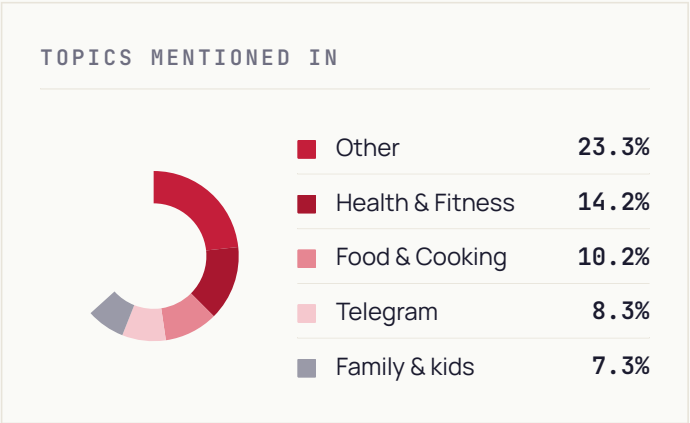
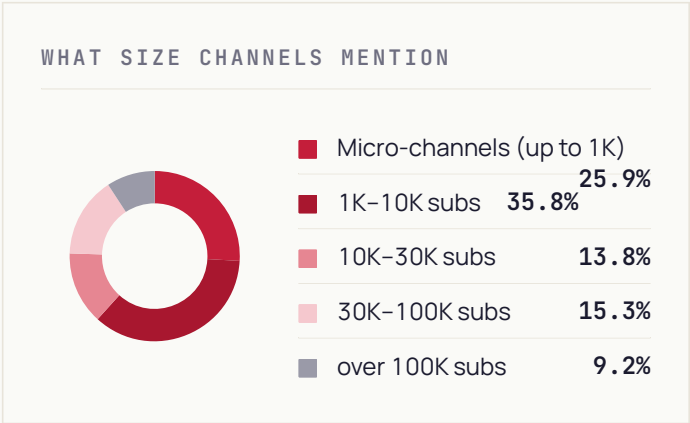
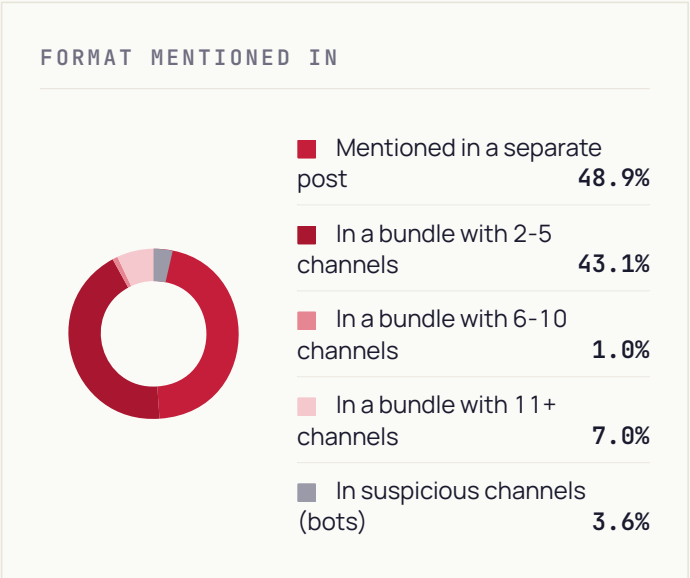
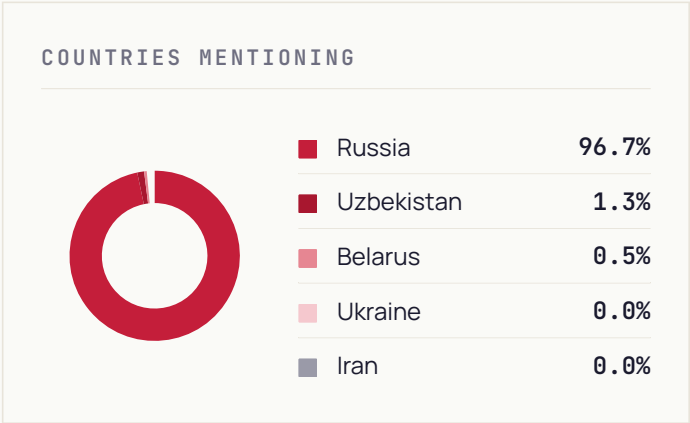
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth vs. loss.



SECTION 04 · MENTIONS

Who mentions the channel and how

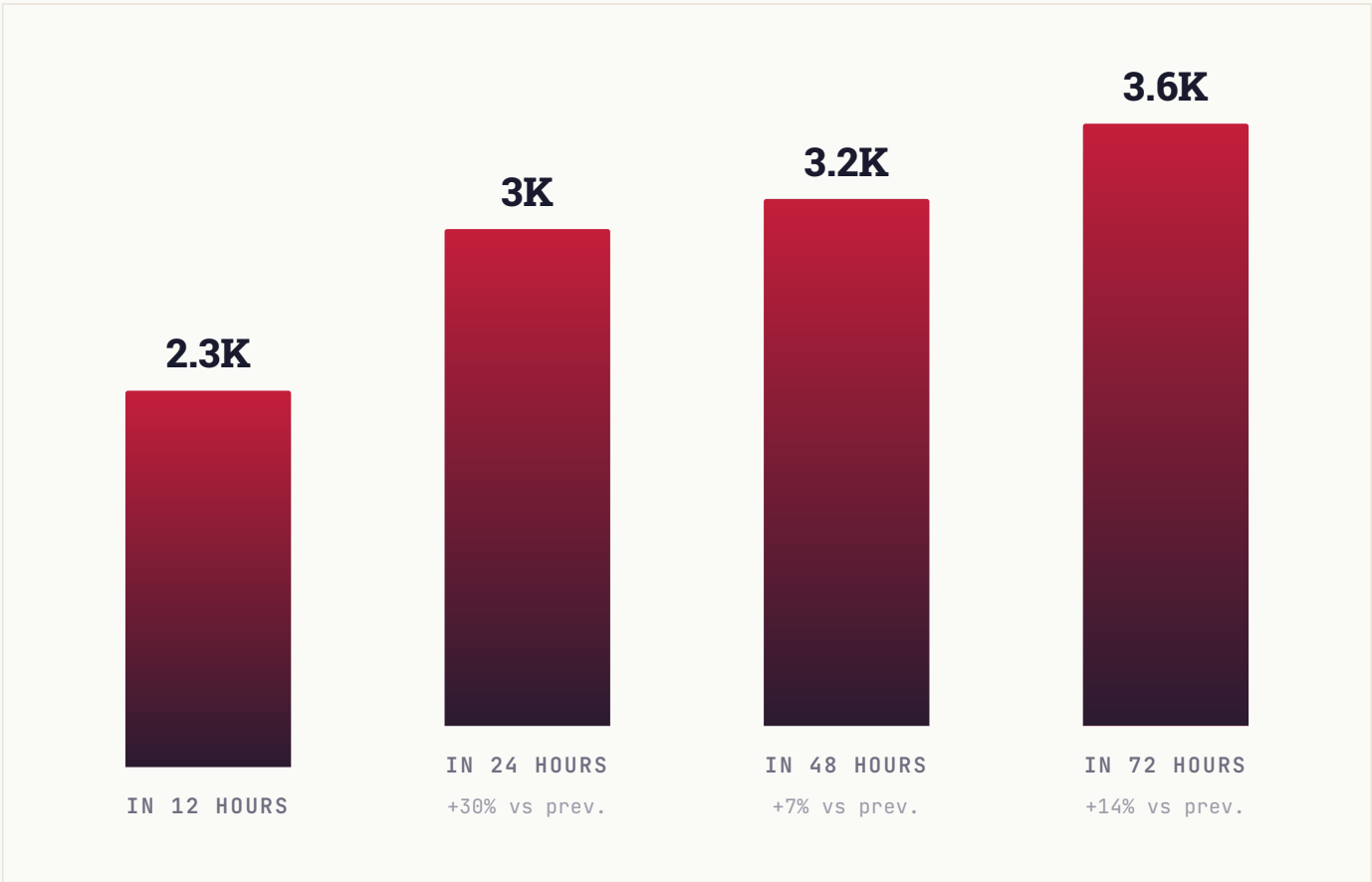
Citation index **190** – channel popularity score based on mentions. Considers not just count but weight of mentioners: a post from a 100K subs channel weighs more than from 1K. All-time mentions: **432** different channels.



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 should 'live'.



SECTION 06 · COMPETITORS

Who you compete with

11 Neighboring channels by topic & audience. Your channel is highlighted — see its rank among niche peers.

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
AY Алесь Улиценко Врач-остеопат, канд. мед. наук Автор фейспластики	479.3K
БЗ Stay Healthy	449.1K
ZE Healthy Food	418.9K
DZ Doctor Zubareva / Doctor Zubareva	414.2K
FD FitStars🏠 домашние тренировки YOU	95.8K

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#84 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

Every month we record posts in other channels that mention your channel. Over the last **6 months** such mentions were **86**, they brought **28 043** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	10	10	5 822
November 2025	17	15	1 442
October 2025	11	8	1 593
Sep 2025	35	24	1 884
August 2025	11	11	14 226
July 2025	2	2	3 076

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
86	6	28 043

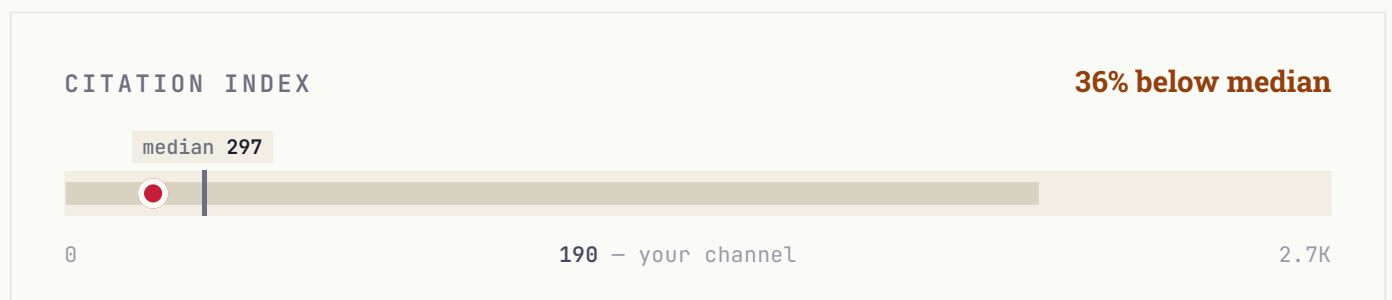
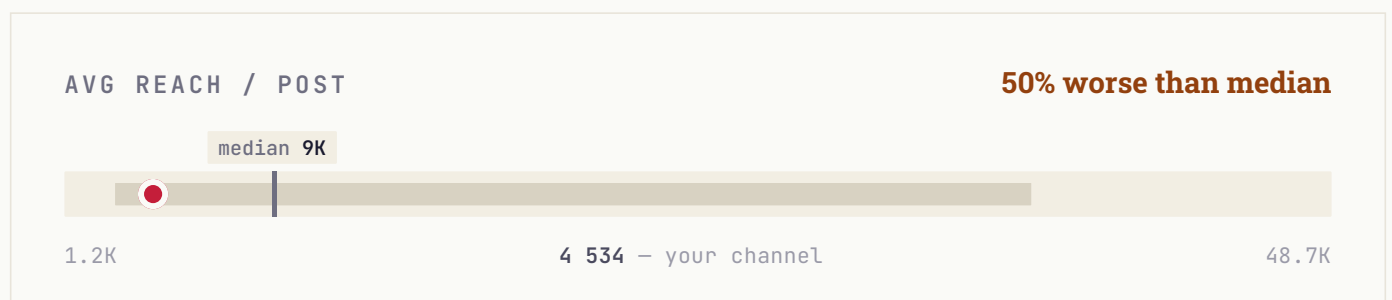
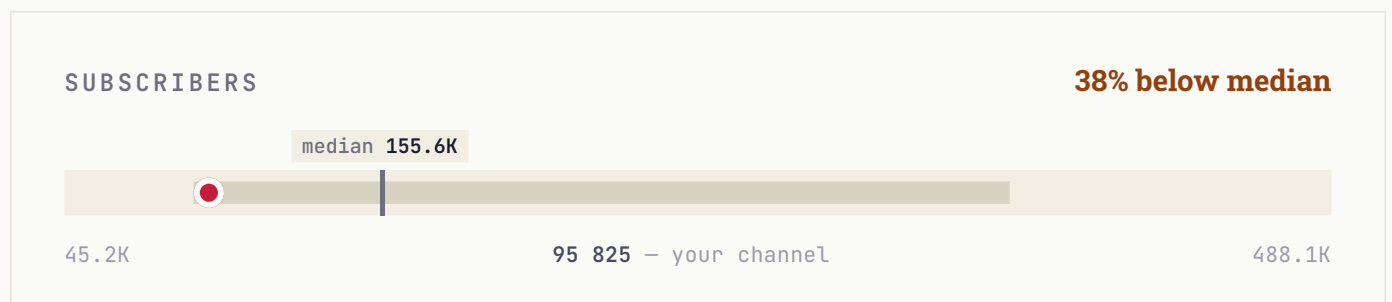
— SECTION 08 • NICHE COMPARISON

Where the channel stands in its league

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

#84/100

POSITION IN NICHE
Channel in bottom half of ranking



— 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 Sunday

Audience is most active on this day at 12:00 MSK.

EFFECT

**Best window
for important
post**

02

ER below niche benchmark — rethink formats

Current ER 4.73% vs norm 7.0%. Try polls and interactive formats.

EFFECT

+2.3pp ER

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 and interactive formats

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

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. To go further — run ads through us and hit your growth plan in a month.

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