

PUBLIC REPORT BY PROMTPRESS

Channel audit

Unboring WELLNESS



@happywellness

Former co-owner of Independent Media, now health-coach,
journalist & mom of many #VRHRG Ads @tanyawellness
@KateSMag RKN:...

SUBSCRIBERS

79 876

-242 per month

ERR (% SEE POSTS)

9.0%

per day 6.1%

REACH/POST

6.8K

ad reach 4.9K/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's calculated for.

 SUBSCRIBERS 79 876 —	 SUBSCRIBER REACH 8.54% avg % subs see post	 VIEWS/POST 6.8K median 6.8K · 28 days	 POSTS/WEEK 22.1 for period
 7D TREND -3.8% vs previous week	 REACTIONS/POST 162.4 14,612 reactions, 5,368 reposts, 237 comments	 POST LENGTH 522 chars median 421 · 28 days	 POSTS ANALYZED 90 28 days
 AD REACH 4.9K 24h avg	 CHURN / MONTH -242 last month	 CITATION RATE 456 citation index · 803 channels mentioned all time	 CHANNEL AGE 8 years 4 months created 08.03.2018

AI EDITOR SUMMARY

Channel «Unboring WELLNESS» – 79 876 subs. Each post avg views 6.8K people (9% from subs), reach low – consider expanding audience. Publishes 22 posts/week (~3/day) – active posting. Week Jun 29 – Jul 5 reach stable (-3.8% vs week of June 22–28).

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 90 posts over 28 days.
- 02 Dominant format — Video (44/90 posts).
- 03 Avg post length — 522 chars (median 421).
- 04 Peak audience activity — Friday, 09:00 MSK.
- 05 Top posts get 1× More views than weakest (8.1K avg top vs 5.8K worst) — among 90 posts over 28 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

№119.06 · 06:04PHOTO	VIEWS	REACTIONS
	8 292	218
How nice when your friends make cool projects! I took part in one. Recently the international platform of Karina Oshroeva...	REPOSTS	ER
	19	10.4%
№219.06 · 09:01PHOTO	VIEWS	REACTIONS
	7 967	286
Cheat sheet on magnesium: which form and how much for kids and adults. Save it! Daily requirement Children under 3: 80 mg. Children 4-8...	REPOSTS	ER
	245	10.0%
№316.06 · 05:34VIDEO	VIEWS	REACTIONS
	7 914	374
No comment! At 40 I doubt I could do that. And the lady is 64... WELLNESS in TG/ WELLNESS in MAX	REPOSTS	ER
	57	9.9%

Nº4 18.06 · 10:46 PHOTO Funny how many see creatine as some trendy sports supplement, but it's actually the granddaddy of modern...	VIEWS 7 893 REPOSTS 111	REACTIONS 247 ER 9.9%
Nº5 25.06 · 07:23 PHOTO Did you know you should eat protein before morning coffee? Here's why:  Stabilizes blood sugar...	VIEWS 7 876 REPOSTS 73	REACTIONS 92 ER 9.9%

|

WORST 3

↓ 09.07 · 15:58 VIDEO While football fans argue about Norway's chances for the cup, women around the world seem to have already decided on the main winner of the championship...	VIEWS 6 044 REPOSTS 88	REACTIONS 119 ER 7.6%
↓ 03.07 · 20:06 VIDEO Look deeper into nature – and then you will understand everything much better. #beforebed Albert Einstein	VIEWS 5 704 REPOSTS 14	REACTIONS 119 ER 7.1%
↓ 04.07 · 20:54 VIDEO You say you love rain but walk under an umbrella. You say you love sun but seek shade when it shines. You say you love...	VIEWS 5 577 REPOSTS 44	REACTIONS 181 ER 7.0%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

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

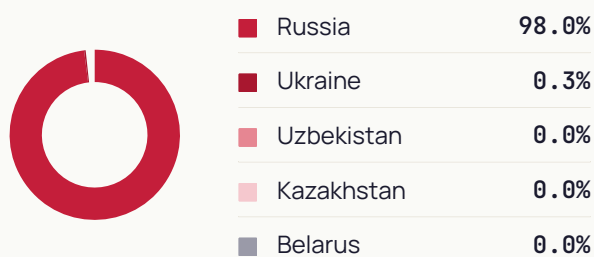


SECTION 04 • MENTIONS

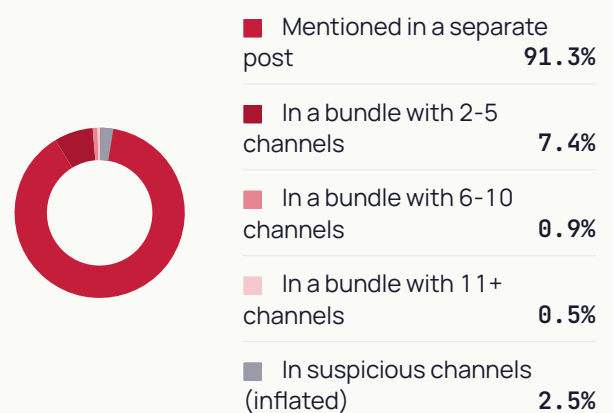
Who mentions the channel and how

Citation index **456** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **803** different channels.

COUNTRIES MENTIONED FROM



FORMAT MENTIONED IN



WHICH CHANNEL SIZES MENTION



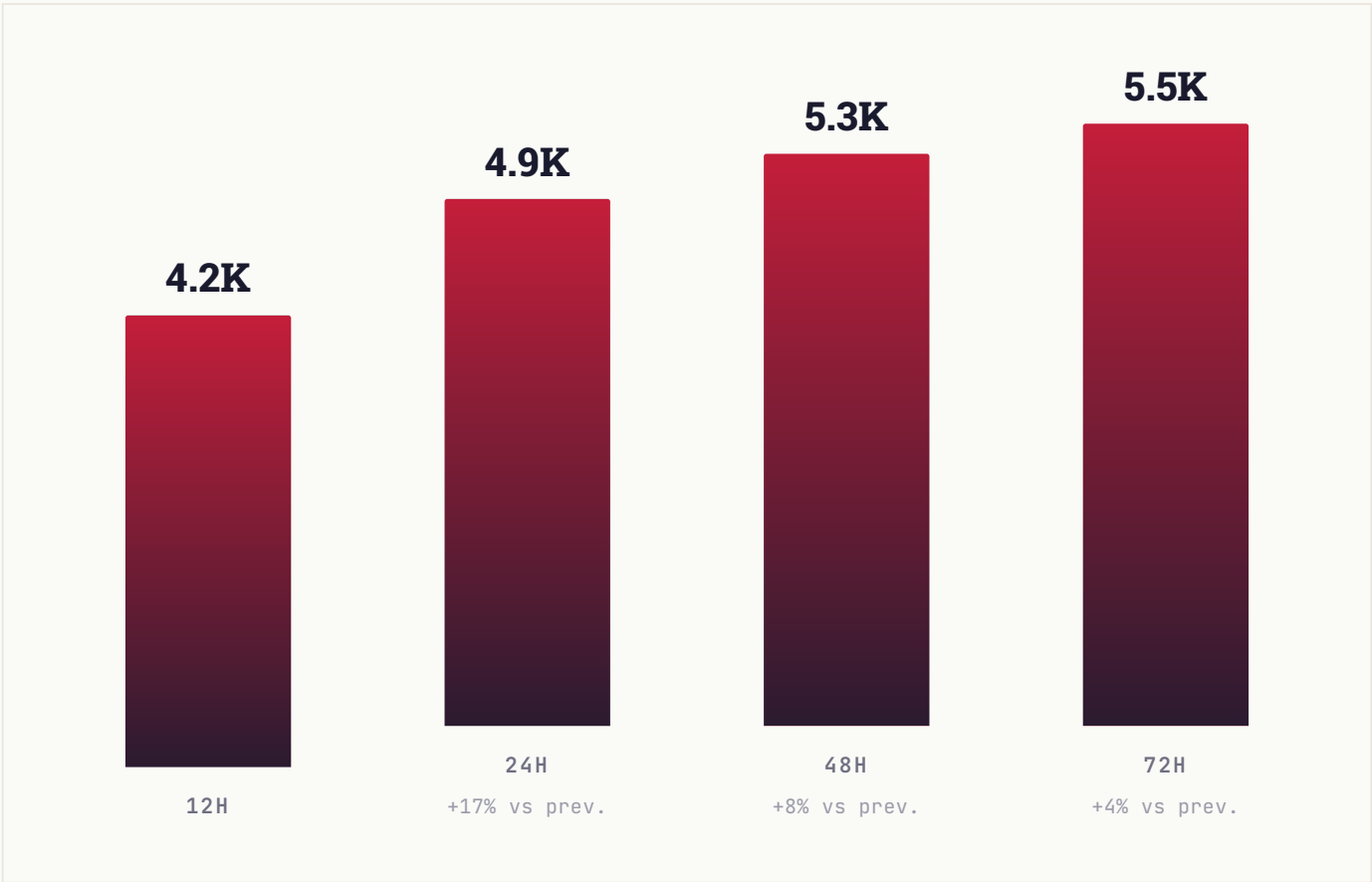
TOPICS MENTIONED IN



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post over time since publication. Helps estimate how long a placement should «live».



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
DD DIETOLOG DILYA ASLIDDINOVNA RASMIY	1.2M
KZ Test purchase	764.4K
BI Biohackers	580.7K
GS GymDeals- Supplements & Whey Protein Offers	536.2K
BI Biohacking	531.8K
SL Sport Life	523.4K
VN Eternity in Tibet	492.3K
NT Our body	480.2K
AU Ales Ulishchenko Osteopath, PhD Faceplastic author	476.4K
BZ Stay Healthy	447.3K
NV Unboring WELLNESS YOU	79.9K

COMPARATIVE CONCLUSION

Channel not yet outside top 97 of niche — early growth stage. Niche leader — DIETOLOG DILYA ASLIDDINOVNA RASMIY (1.2M), top-97 median: 166.3K. First goal: enter top-97 through systematic traffic & 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 **192**, they brought **10 551** new subs.

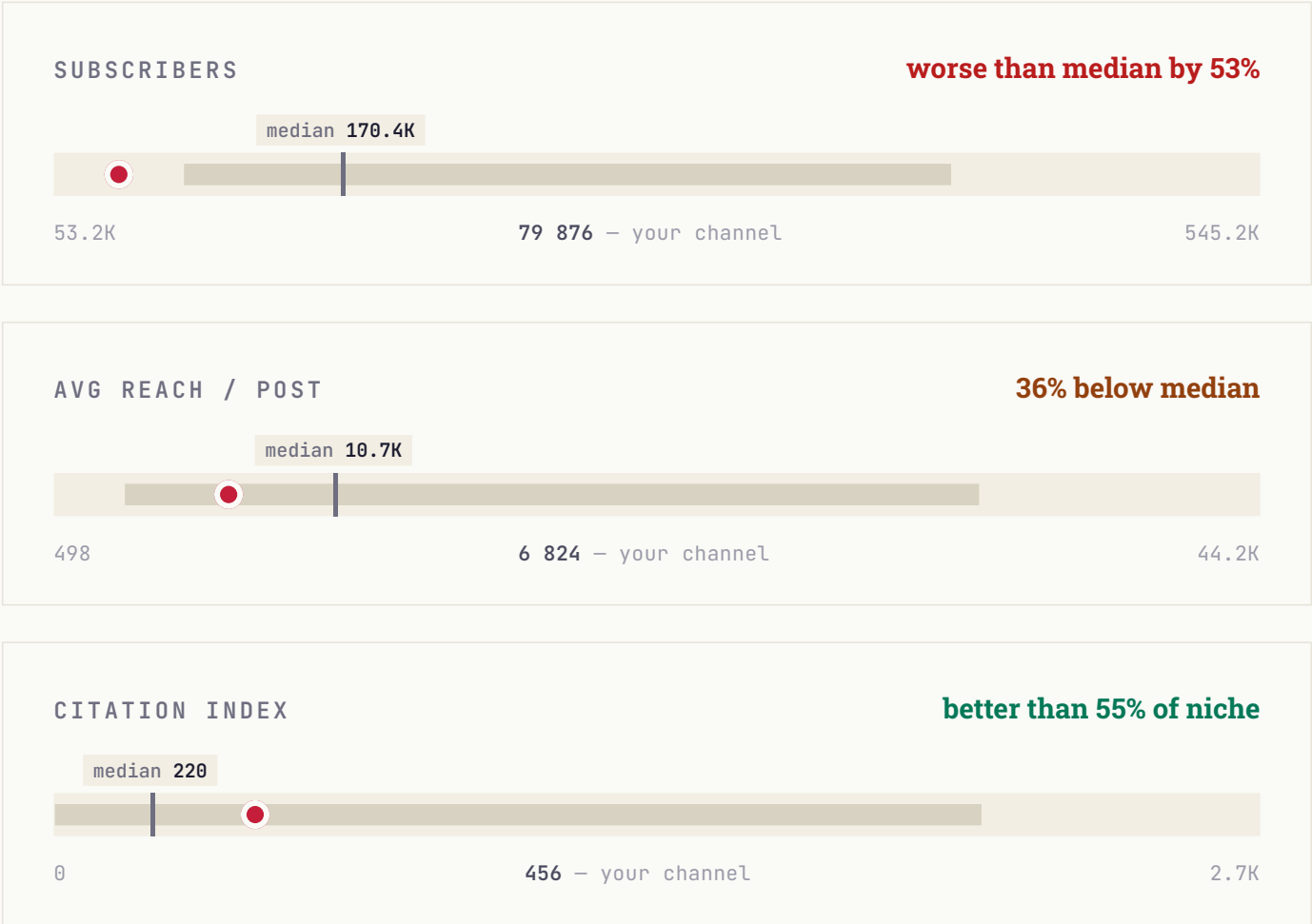
PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	37	28	2 303
December 2025	37	32	2 802
November 2025	23	14	1 434
October 2025	45	38	1 862
Sep 2025	20	18	1 108
August 2025	30	24	1 042

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
192	6	10 551

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category «Health & Fitness» (Russia) and compared your channel. Gray band = 80% of niche channels (p10-p90). Black line = median. Red dot = your channel.



— SECTION 09 · STRATEGY

What to do right now

5 priority actions ranked by expected impact. Check off and revisit in a month.

- 01

Main post of the week — on Friday

Audience is most active on this day at 09:00 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 picks sources for your niche.

EFFECT

+1000-3000 subs
- 03

Test polls & 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
- 04

Cross-promo with adjacent channels

Exchange posts with channels in the same segment once a quarter. No need to do it every day — 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 — organic traffic source.

EFFECT

Organic traffic source

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in a few minutes based on public data. If you 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
