

— PROMTPRESS PUBLIC REPORT

Channel audit

Helena Kornilova / Елена Корнилова



@helenkornilova

Everything you wanted to know about health but were afraid to ask!

SUBSCRIBERS

184 651

ERR (% SEE POSTS)

17.0%

REACH/POST

34.8K

-685 per month

per day 5.4%

ad reach 10K/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 184 651 —	 SUBSCRIBER REACH 18.83% avg % subs see post	 VIEWS/POST 34.8K median 36.4K · 25 days	 POSTS/WEEK 5.7 over the period
 7D TREND +19.0% vs previous week	 REACTIONS/POST — MTPProto only	 POST LENGTH 186 chars median 96 · 25 days	 POSTS ANALYZED 21 25 days
 AD REACH 10K 24h avg	 CHURN / MONTH -685 last month	 CITATION RATE 33 citation index · 170 channels mentioned it ever	 CHANNEL AGE 6 years 5 months created 27.12.2019

AI EDITOR SUMMARY

Channel «Helena Kornilova / Елена Корнилова» — 184 651 subs. Each post gets avg 34.8K people (19% from subs), that's average reach — room to grow. Publishes 6 posts per week (~1/day) — rare. For week Jun 8–14 reach grew by +19.0% vs week Jun 1–7 — positive trend.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS SHARE

- 01 Analysis based on 21 posts over 25 days.
- 02 Dominant format – Photo (15/21 posts).
- 03 Avg post length – 186 chars (median 96).
- 04 Peak audience activity – Friday, 20:00 MSK.
- 05 Top posts get 3x more views than the weakest (58.7K avg for top vs 18.2K for worst) – among 21 posts over 25 days. Worth analyzing what the top posts have in common: topic, format, timing.

TOP 5 POSTS

№129.05 · 17:47PHOTO	VIEWS	REACTIONS
	67 719	—
Important reminder.	REPOSTS	ER
	512	36.7%
№231.05 · 15:02PHOTO	VIEWS	REACTIONS
	63 939	—
Wishing you good health!	REPOSTS	ER
	467	34.6%
№308.06 · 23:57PHOTO	VIEWS	REACTIONS
	44 578	—
Creepy story ↑📄	REPOSTS	ER
	20	24.1%

Nº4

29.05 • 05:23

PHOTO

Correct answer Not everyone knows that after answering a test you can tap the lightbulb ☞ – and get an explanation and even a link to the needed...

VIEWS

42 952

REPOSTS

52

REACTIONS

—

ER

23.3%

Nº5

08.06 • 01:05

PHOTO

About finding explanations and comfort ↑

VIEWS

40 688

REPOSTS

106

REACTIONS

—

ER

22.0%

WORST 3

↓ 20.06 • 23:51 PHOTO

Reminder about the best psychotherapy project ☹️ ↑ And the discount link is in the post above.

VIEWS

21 061

REPOSTS

5

REACTIONS

—

ER

11.4%

↓ 19.06 • 12:00 PHOTO

My little pies! Attention! Tomorrow the salon has an extra work day. Everyone who wanted to book for the weekend – book with a gift ♥ 100...

VIEWS

17 755

REPOSTS

19

REACTIONS

—

ER

9.6%

↓ 21.06 • 12:43 PHOTO

Repetition is the mother of learning. Today is a strong day of the year!! The whole week will be powerful, great for new beginnings. Herbs today also...

VIEWS

15 786

REPOSTS

212

REACTIONS

—

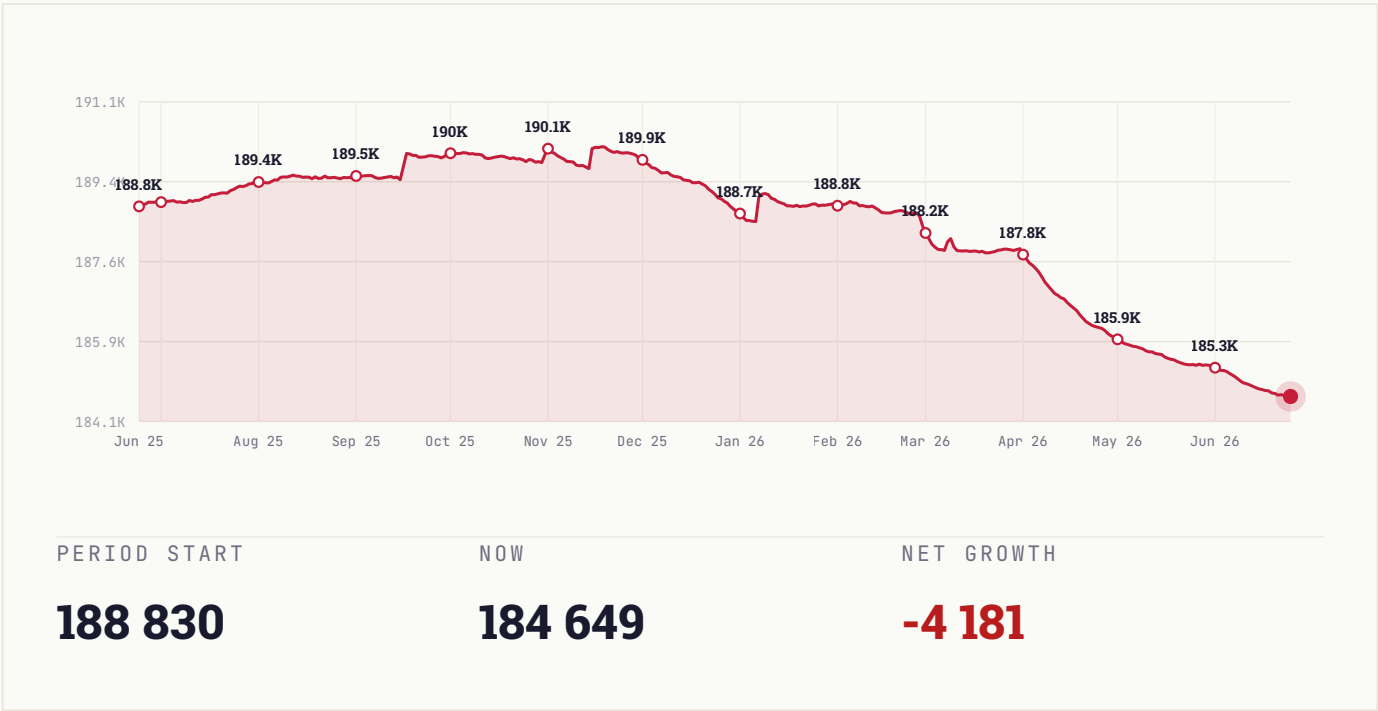
ER

8.5%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

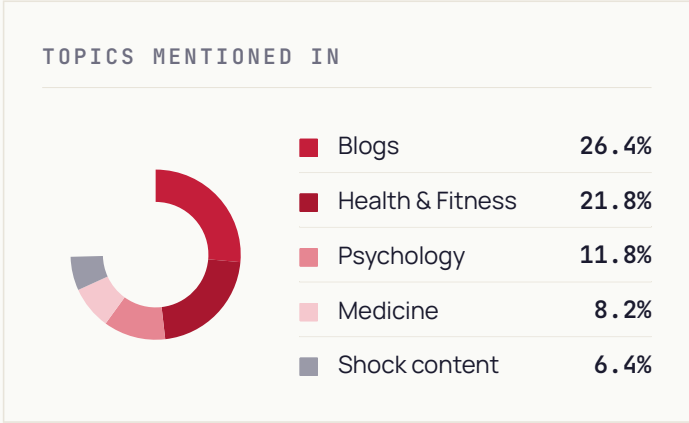
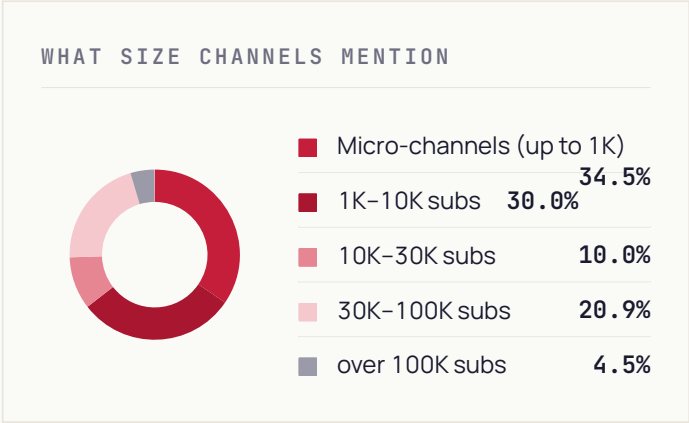
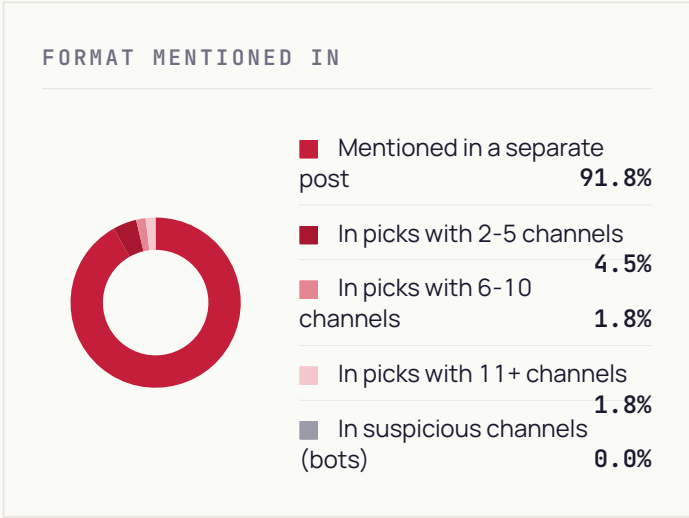
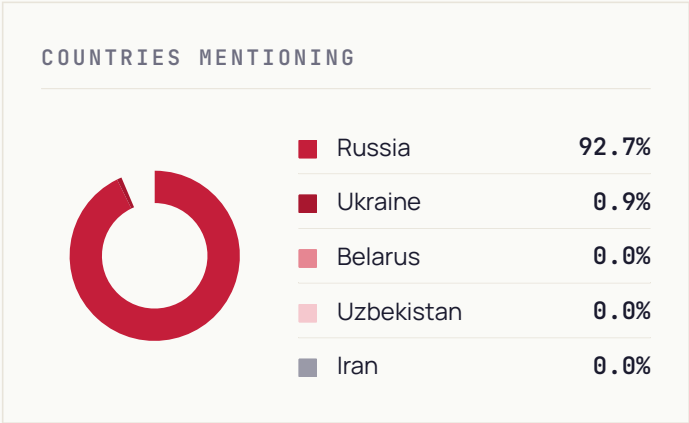
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who & how mentions the channel

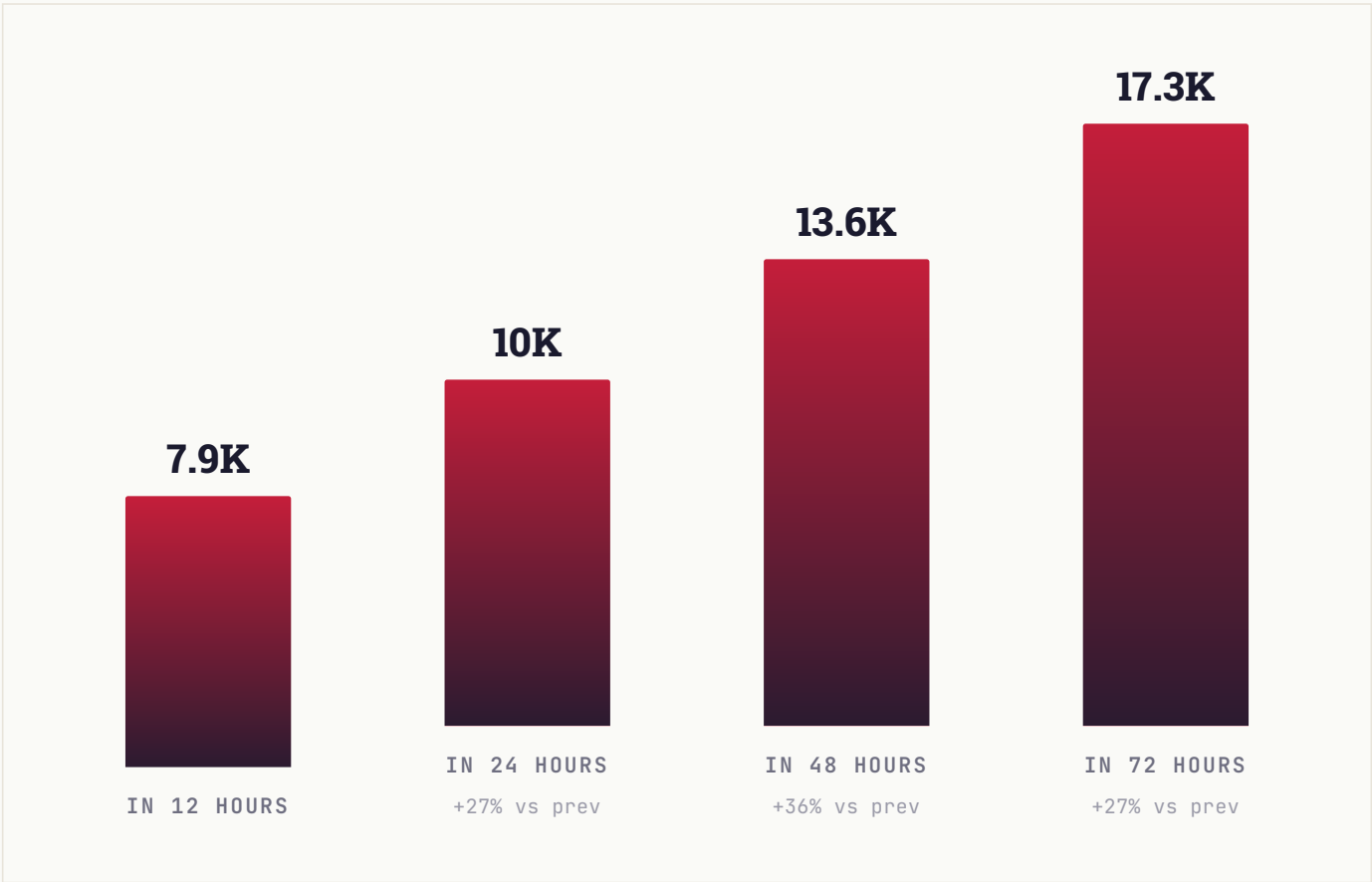
Citation index **33** – channel popularity score based on mentions. Considers both count and weight of mentioning channels: a post from a 100K-sub channel weighs more than from a 1K-sub channel. All-time mentions: **170** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg ad post reach over 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 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
AU Ales Ulishchenko Osteopath, PhD Author of faceplastics	479.3K
BZ Stay healthy	449.1K
ZE Healthy food	418.9K
DZ Doctor Zubareva / Doctor Zubareva	414.2K
HK Helena Kornilova / Елена Корнилова	184.7K

COMPARATIVE INSIGHT

Channel in top half of the niche (#38 of 96). Niche leader — Test purchase (772.4K), median subs 153.3K. Aim for the top quartile — a realistic 6-12 month goal.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Each month we record posts in other channels that mention your channel. Over the last **6 months** such mentions were **6**, they brought **2 749** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	0	0	18
November 2025	0	0	648
October 2025	1	1	375
September 2025	2	2	842
August 2025	2	2	326
July 2025	1	1	540
TOTAL MENTIONS			
6			
MONTHS OF DATA			
6			
ATTRACTED SUBSCRIBERS			
			2 749

SECTION 08 · NICHE COMPARISON

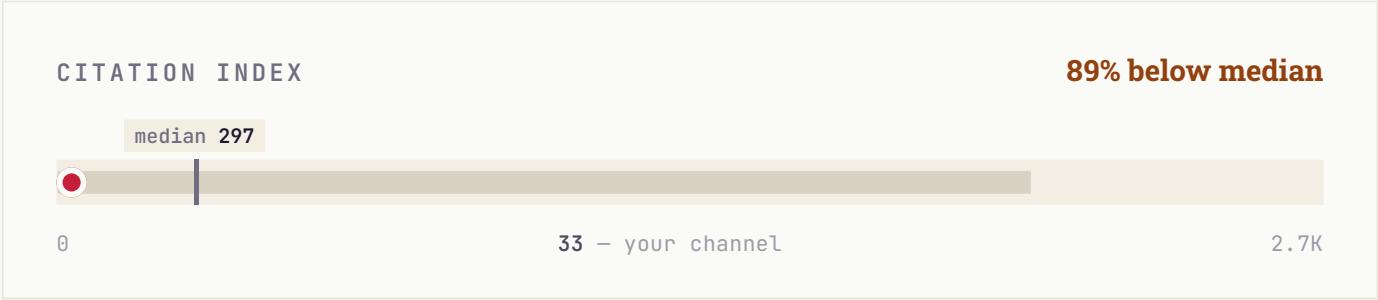
Where the channel stands in its league

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

#38/100

POSITION IN NICHE

Channel in the top half of the ranking



— SECTION 09 • STRATEGY

What to do right now

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

01

Main post of the week — on Friday

Audience is most active on this day at 20:00 MSK.

EFFECT

**Best window
for important
post**

02

Increase share of video posts

Video in Telegram holds audience longer and is better processed by the algorithm. We recommend increasing share to 15-25%.

EFFECT

**Video retains
audience
better**

03

Systematic traffic buying

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

EFFECT

**+1000-3000
subs**

04

Test polls & interactive formats

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

EFFECT

+5-15% ER

05

Cross-promo with nearby channels

Exchange posts with same-segment channels 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 a few minutes based on public data. If you want 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>

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