

— PUBLIC REPORT BY PROMTPRESS

Channel audit

Nastya Kolsanova



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SUBSCRIBERS

85 748

-462 per month

ERR (% SEE POSTS)

14.0%

daily 4.9%

REACH/POST

11.7K

ad reach 4.2K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 85 748 —	 SUBSCRIBER REACH 13.61% avg % subs see post	 VIEWS/POST 11.7K median 11K · 8 days	 POSTS/WEEK 3.9 for the period
 7D TREND — no data for period	 REACTIONS/POST 190.0 total 950 reactions, 0 reposts, 34 comments	 POST LENGTH 302 chars median 172 · 8 days	 POSTS ANALYZED 5 8 days
 AD REACH 4.2K 24h avg	 CHURN / MONTH -462 last month	 CITATION RATE 0 citation index · 10 channels mentioned all time	 CHANNEL AGE 4 yrs 4 mo created 25.02.2022

AI EDITOR SUMMARY

Channel «Nastya Kolsanova» — 85 748 subs. Each post averages 11.7K people (14% from subs), reach is low — consider expanding audience. Publishes 4 posts per week (~1/day) — rare publications.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and outsiders – to see what to repeat and what to drop from rotation.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 5 posts over 8 days.
- 02 Dominant format – Video (3/5 posts).
- 03 Avg post length – 302 chars (median 172).
- 04 Peak audience activity – Thursday, 15:00 MSK.
- 05 Strongest posts get 1x more views than the weakest (12.3K avg for top vs 10.8K for worst) – among 5 posts over 8 days. Worth analyzing what top posts have in common – topic, format, time.

TOP 5 POSTS

Nº1 28.05 · 12:20 VIDEO 🛒Bought a grocery basket for 3 days: 1. 2 kg minced meat (turkey and beef) 2. Vegetables and herbs (tomatoes and cucumbers) 3. Milk, cheese, yogurt...	VIEWS 13 796 REP. —	REACTIONS 200 ER 16.1%
Nº2 28.05 · 06:14 VIDEO Today's second breakfast: this☺️🥪 First breakfast: 2 sandwiches (bread, cheese, turkey) + coffee	VIEWS 12 234 REP. —	REACTIONS 152 ER 14.3%
Nº3 27.05 · 08:09 PHOTO Morning started with shooting 📷 Girls, I can already feel summer coming: woke up early, did exercises, planning a workout tomorrow...	VIEWS 10 965 REP. —	REACTIONS 198 ER 12.8%

Nº4 28.05 · 06:13 VIDEO Oh girls, today I opened the JUMP ROPE season😊😊😊 Work scheme: 3 rounds of 3 minutes Rest between rounds 20 seconds In a week I'll increase...	VIEWS 10 721 REP. —	REACTIONS 197 ER 12.5%
Nº5 05.06 · 08:04 PHOTO Girls ♥ I have a small request for you. If my workouts, marathons, intensives, or the Kolsa app helped you become more confident...	VIEWS 10 634 REP. —	REACTIONS 203 ER 12.4%

|

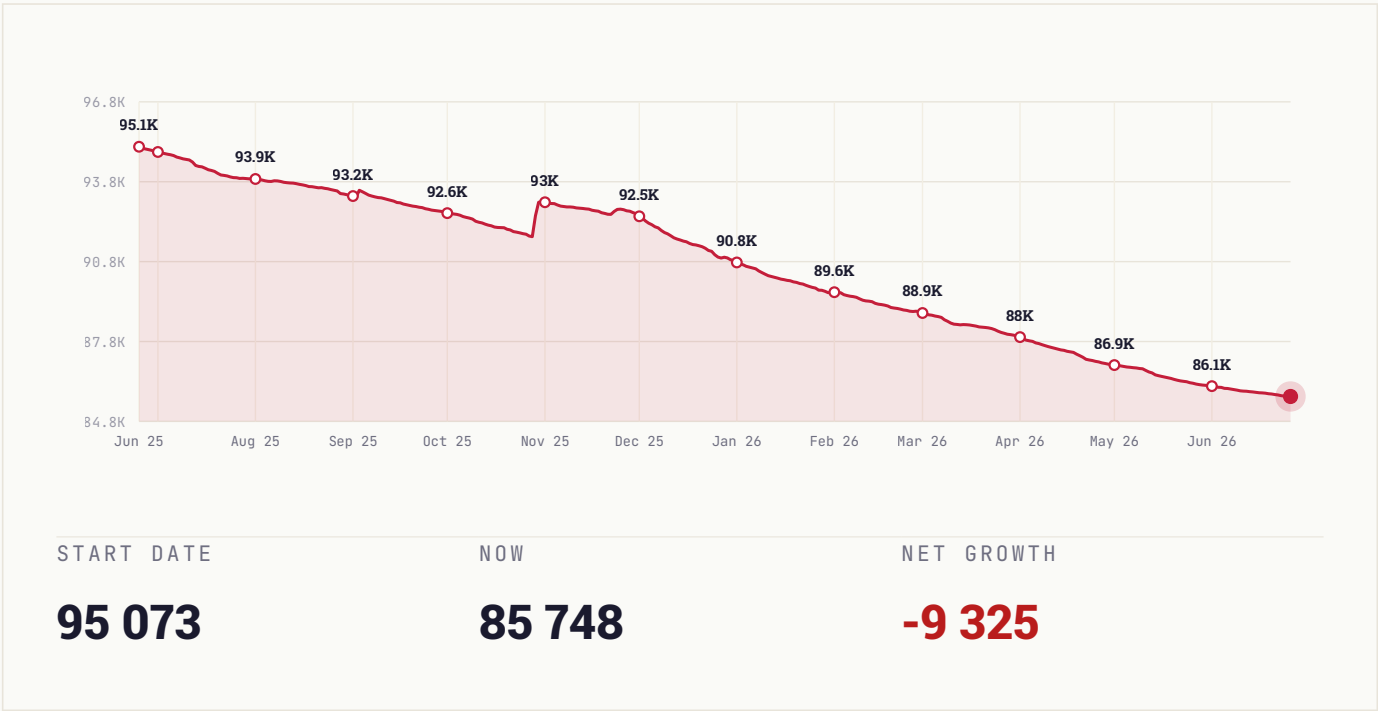
WORST 3

↓ 27.05 · 08:09 PHOTO Morning started with shooting 📷 Girls, I can already feel summer coming: woke up early, did exercises, planning a workout tomorrow...	VIEWS 10 965 REP. —	REACTIONS 198 ER 12.8%
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SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

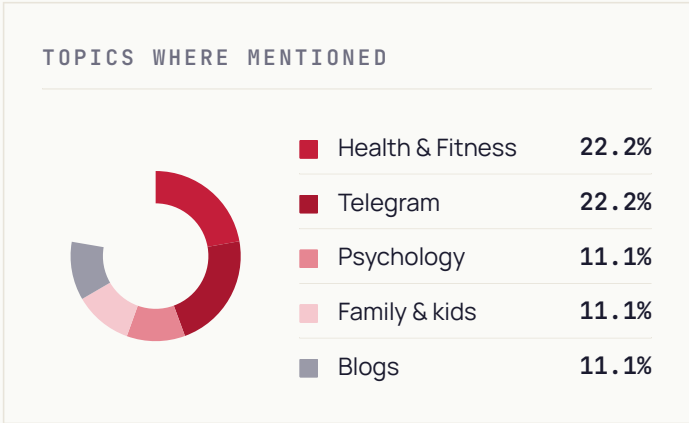
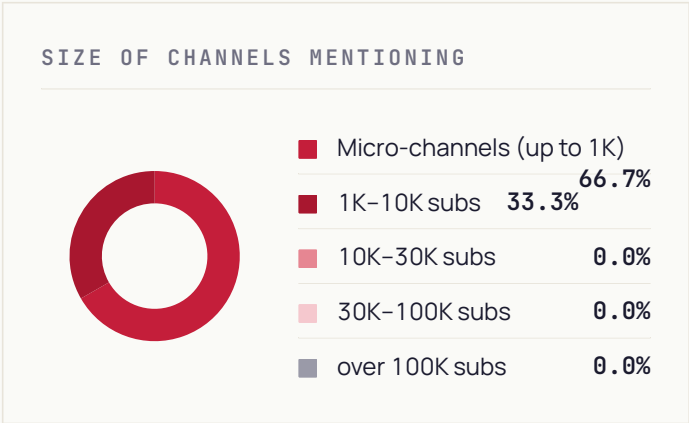
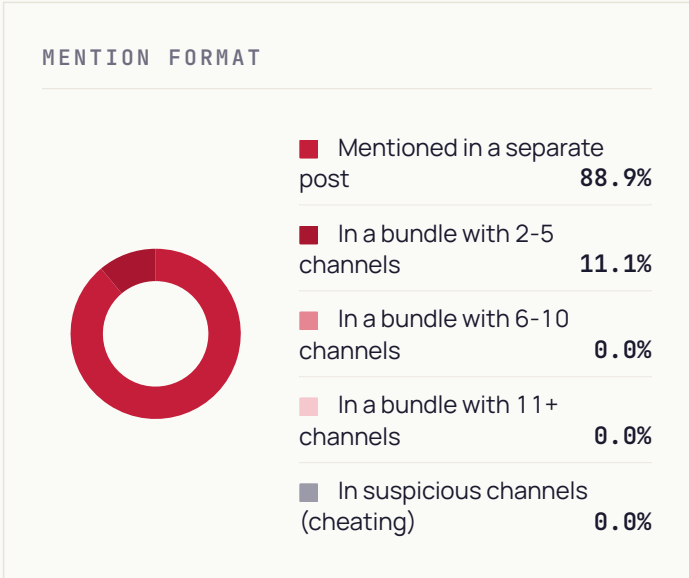
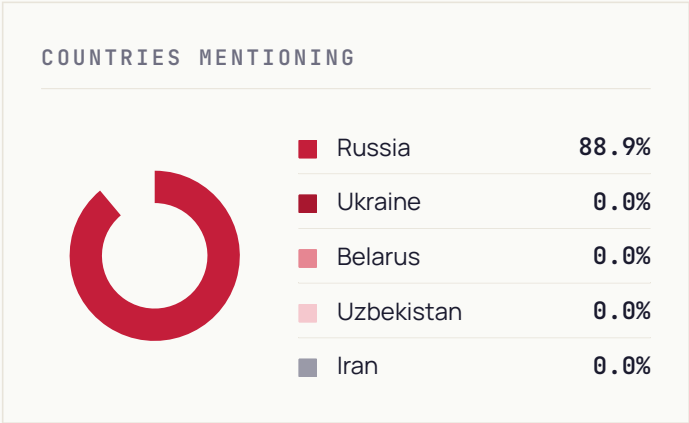
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel & how

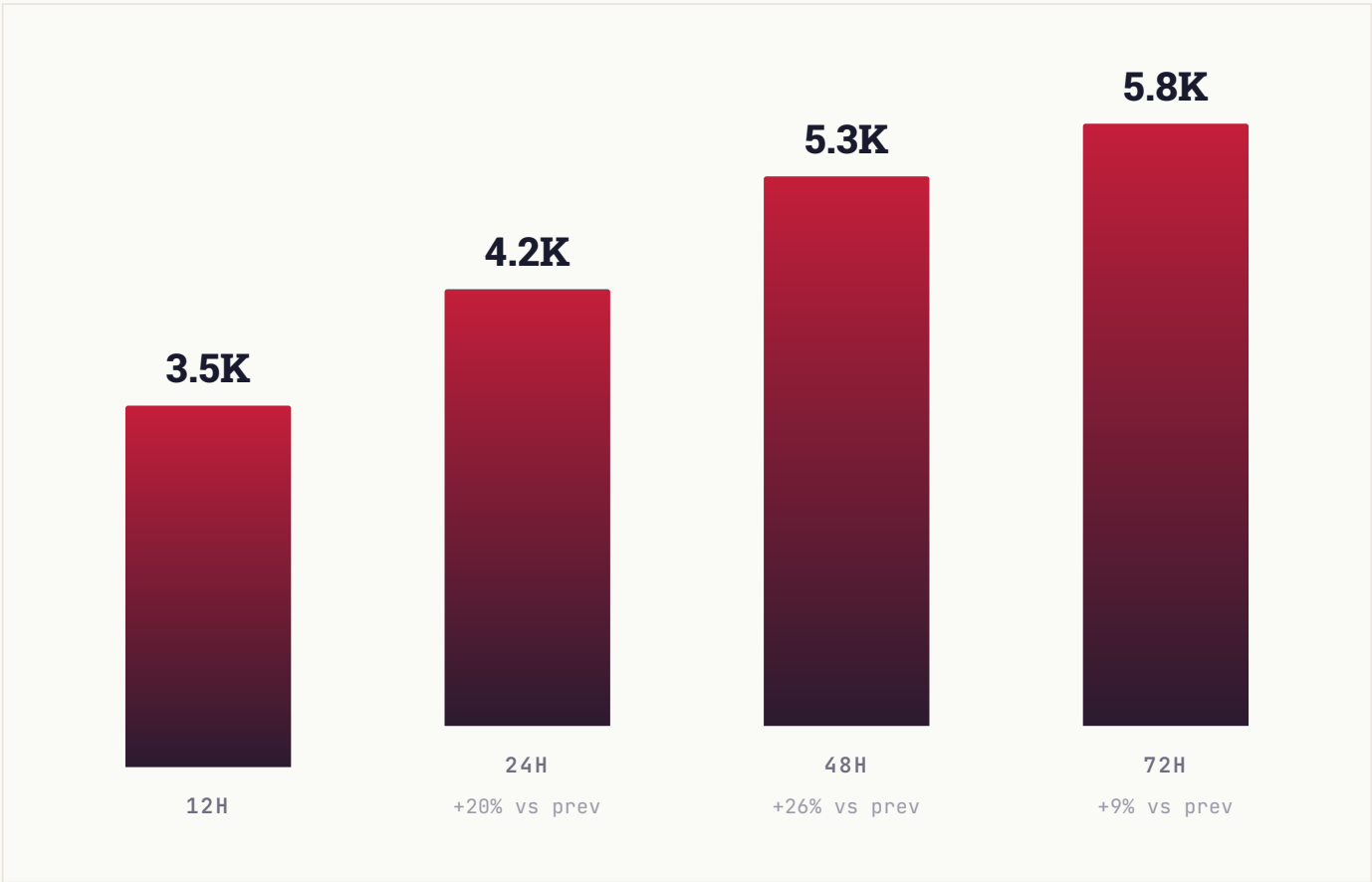
Citation index 0 – channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from 1K subs. All-time mentions: 10 different channels.



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 nearest channels by topic and audience. Your channel is highlighted — shows its place 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 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
NK Nastya Kolsanova YOU	85.7K

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#97 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 **0**, they brought **1 839** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	0	0	35
Nov 2025	0	0	197
Oct 2025	0	0	1 308
Sep 2025	0	0	256
August 2025	0	0	30
July 2025	0	0	13
TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS	
0	6	1 839	

— SECTION 08 • NICHE COMPARISON

Where the channel ranks in its league

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

#97

/100

RANK IN NICHE

Channel in the bottom half of the ranking

SUBSCRIBERS

45% below median



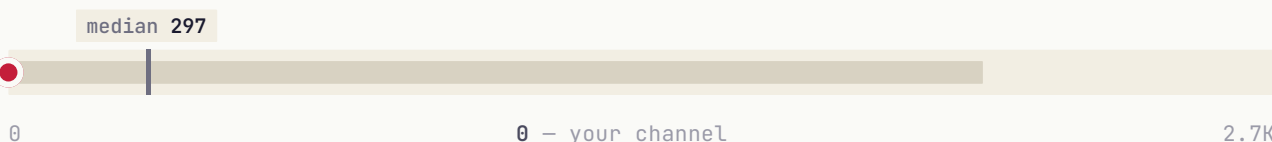
AVG REACH / POST

better than 53% of niche



CITATION INDEX

99% below median



— SECTION 09 • STRATEGY

What to do right now

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

- | | | |
|-----------|--|--|
| 01 | Increase posting frequency
Now 3.9 posts/wk. Active channels norm 7-10.
Consistency is key for audience retention. | EFFECT
Consistency over volume |
| 02 | Main post of the week — on Thursday
Audience is most active on this day at 15:00 MSK. | EFFECT
Best time for key posts |
| 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 usually boost ER by 5-15%.
One weekly poll on a hot topic is an easy growth lever. | 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 close 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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