

PUBLIC REPORT BY PROMTPRESS

Channel audit

Basics of Life



@life_osnov

Channel about maximum health, strengthening body and mind!

Registered in the RKN list: <https://clck.ru/3FWJLb> Questions:

@andrey_tgs Buy ads: https://telega.in/c/life_osnov Managers:...

SUBSCRIBERS

103 497

-568 per month

ERR (% SEE POSTS)

9.0%

per day 4.0%

REACH/POST

8.8K

ad reach 4.1K/24h

— CONTENTS · 2026

What's inside the report

01 Channel snapshot

12 key metrics · AI summary

02 Content Analysis

Top 5 posts · worst 3 · insights

03 Subscriber dynamics

Year chart · growth

04 Citation rate

Who mentions the channel & how

05 Ad potential

How long a post brings reach

06 Competitors

Niche neighbors · your place

07 Mention dynamics

6 months · monthly

08 Niche comparison

Rank in Health & Fitness

09 Strategy

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

SUBSCRIBERS 103 497 —	SUBSCRIBER REACH 8.51% avg % of subs see post	VIEWS/POST 8.8K median 9.4K · 29 days	POSTS/WEEK 11.1 for period
7D TREND -21.0% vs previous week	REACT./POST 137.2 total 6,310 reactions, 7,464 reposts, 0 comments	POST LENGTH 802 chars median 842 · 29 days	POSTS ANALYZED 46 29 days
AD REACH 4.1K 24h avg	CHURN / MONTH -568 last month	CITATION RATE 1 132 citation index · 1,211 channels mentioned all time	CHANNEL AGE 3 years 2 months created 05.04.2023

AI EDITOR SUMMARY

Channel «Basics of Life» – 103 497 subs. Each post averages 8.8K people (9% from subs), reach is low – should expand audience. Publishes 11 posts per week (~2/day) – regular schedule. For week 15–21 June, reach dropped by -21.0% to week 8–14 June – worth analyzing causes.

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 46 posts over 29 days.
- 02 Dominant format – Photo (43/46 posts).
- 03 Avg post length – 802 chars (median 842).
- 04 Peak audience activity – Wednesday, 21:00 MSK.
- 05 Top posts get 2x more views than the weakest (11K avg for top vs 5.9K for worst) – among 46 posts over 29 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 08.06 · 04:10 PHOTO Popcorn lung reaches Russia: first cases among vapers Doctors in Tomsk report alarming consequences of vaping: two...	VIEWS 11 371 REP. 325	REACT. 133 ER 11.0%
Nº2 04.06 · 04:10 PHOTO Arugula – greens with character and benefits! Crispy, slightly bitter and very healthy – arugula has long been recognized as a superfood. Just...	VIEWS 10 964 REP. 249	REACT. 214 ER 10.6%
Nº3 27.05 · 04:10 PHOTO Why sausage is the worst choice for health At first glance – convenient, tasty, filling. But behind the appealing casing of sausage lies...	VIEWS 10 645 REP. 318	REACT. 146 ER 10.3%

Nº4 31.05 · 05:00 PHOTO Habits are autopilot. Make them yours. We all live on habit rails. Most we didn't choose – they stuck...	VIEWS 10 362 REP. 107	REACT. 194 ER 10.0%
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Nº5 06.06 · 05:00 PHOTO How to remove bags under eyes! ☒ Bags under eyes are not just about lack of sleep. Often the cause is fluid retention, diet or fatigue...	VIEWS 10 291 REP. 145	REACT. 138 ER 9.9%
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WORST 3

↓ 21.06 · 17:40 PHOTO Blood-thinning foods Friends, I've written many times about movement, warm-ups, stagnation, etc. This is our life! Our body...	VIEWS 6 103 REP. 228	REACT. 157 ER 5.9%
↓ 21.06 · 16:10 PHOTO Hard to believe, but 78% of Russians don't know a single quote by Yesenin. Half can't tell Akhmatova from Tsvetaeva and don't even know...	VIEWS 5 798 REP. 9	REACT. 39 ER 5.6%
↓ 22.06 · 17:30 PHOTO How to safely clean fruit from chemicals? Many fruits are coated with wax, pesticides and preservatives – and just rinsing with water is often...	VIEWS 5 729 REP. 236	REACT. 129 ER 5.5%

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 grew and which lost subs.



START DATE

99 367

NOW

103 497

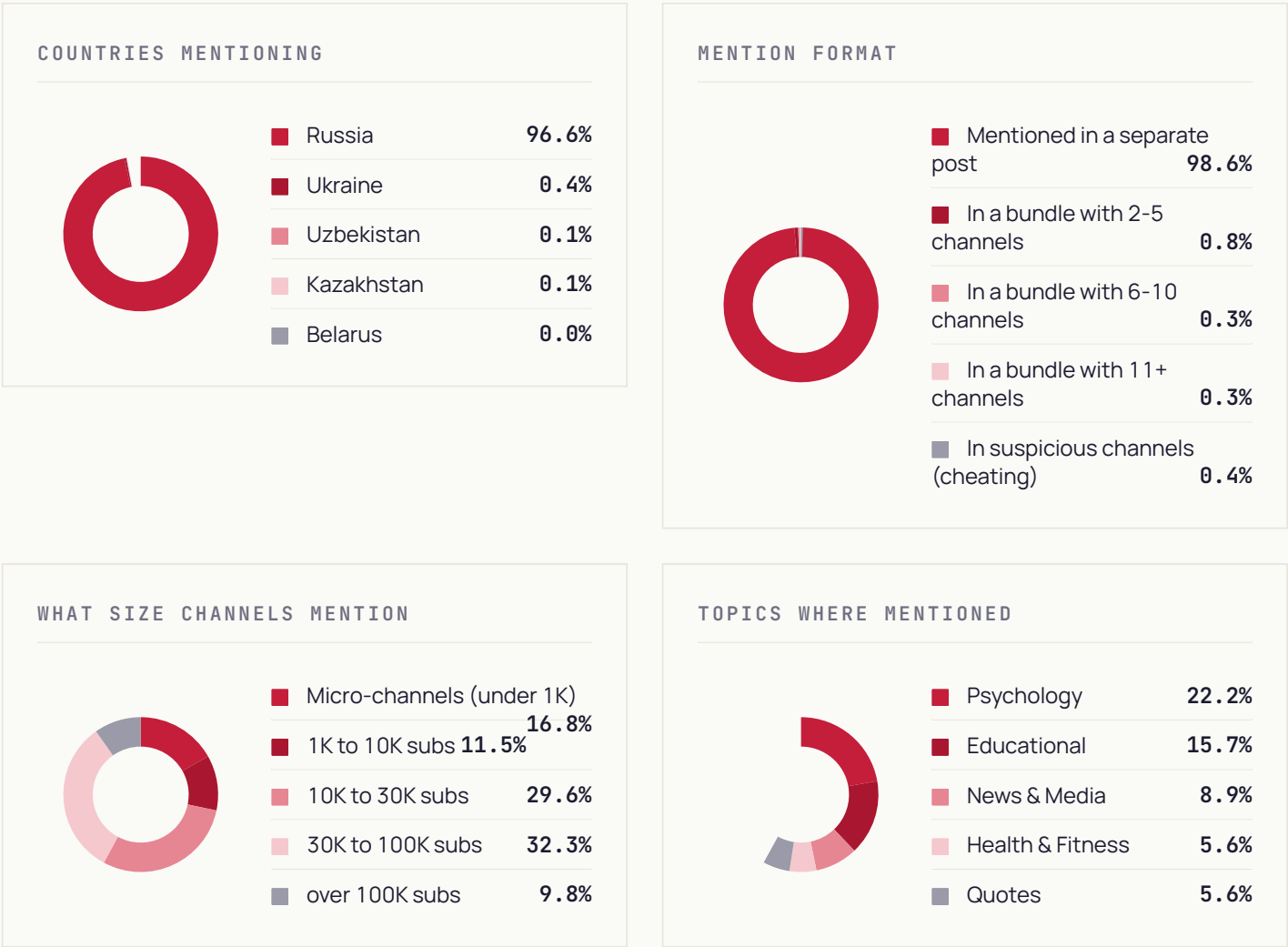
NET GROWTH

+4 130

SECTION 04 · MENTIONS

Who mentions the channel & how

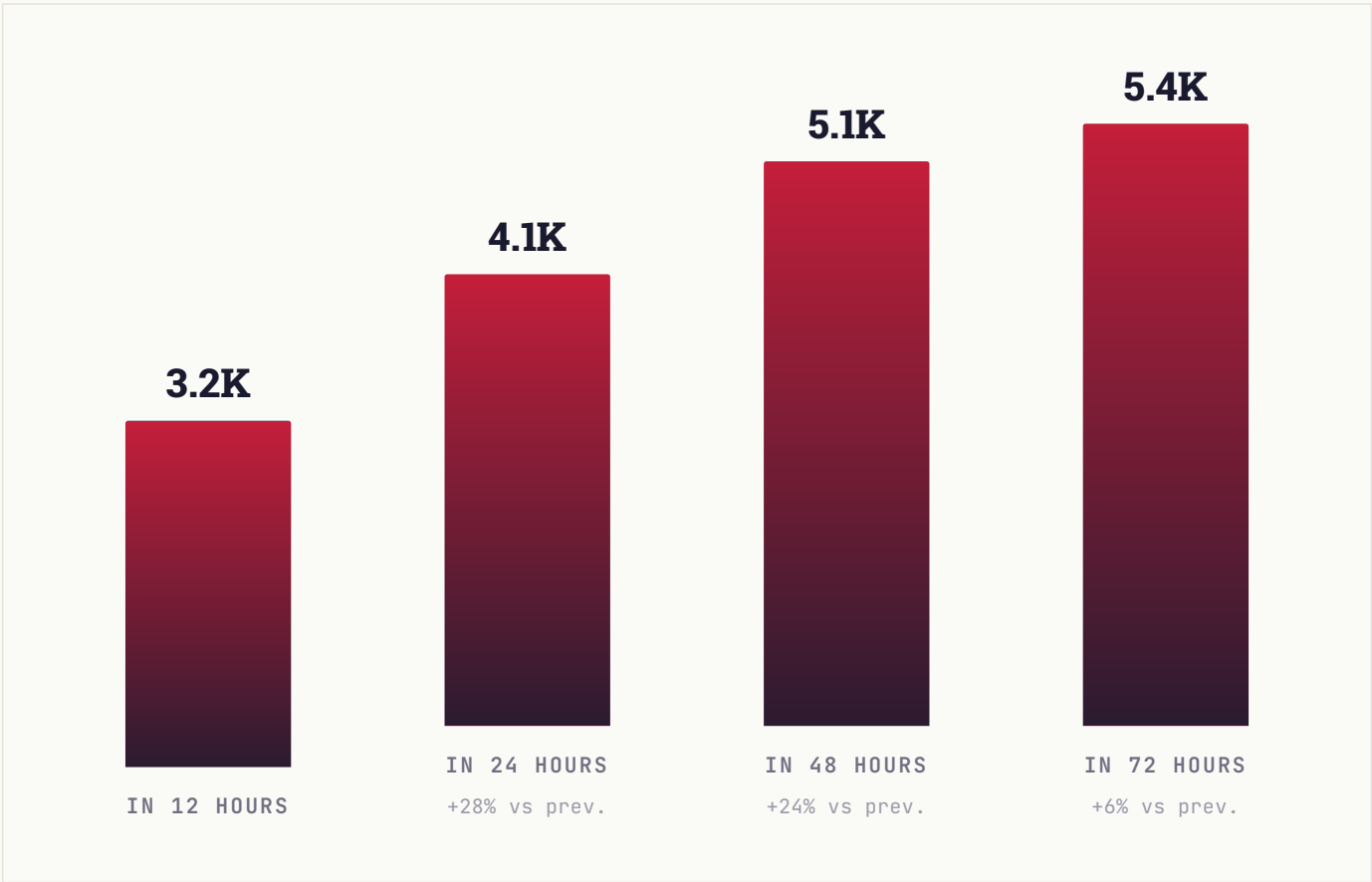
Citation index **1 132** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned **1 211** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of ad post over time since publication. Helps estimate how long 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
OJ Basics of Life YOU	103.5K

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#79 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 mentioned your channel. Over the last **6 months** such mentions were **296**, they brought **9 282** new subs.

PERIOD	MENTIONS	CHANNELS	SUBS ACQUIRED
December 2025	47	47	1 207
Nov 2025	59	56	2 650
Oct 2025	34	33	2 186
September 2025	71	68	1 571
August 2025	35	35	744
July 2025	50	46	924
TOTAL MENTIONS	MONTHS OF DATA	SUBS ACQUIRED	
296	6	9 282	

SECTION 08 • NICHE COMPARISON

Where the channel stands in its league

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

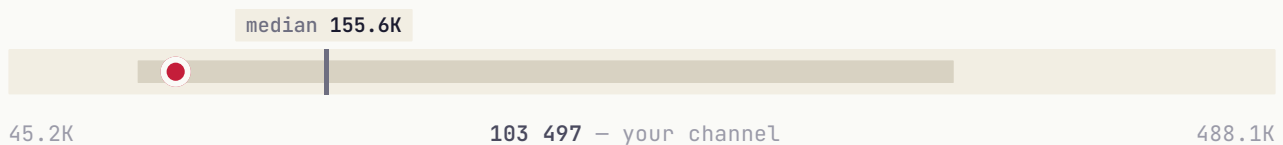
#79 /100

RANK IN NICHE

Channel in bottom half of rating

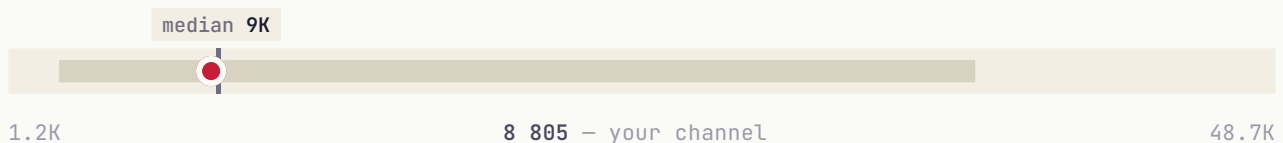
SUBSCRIBERS

worse than median by 34%



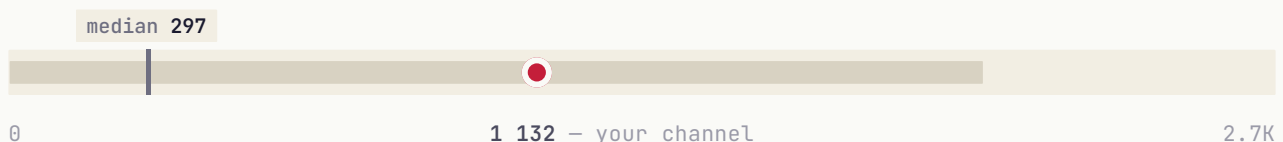
AVG REACH / POST

worse than median by 2%



CITATION INDEX

better than 68% of niche



— SECTION 09 · STRATEGY

What to do right now

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

01

Top post of the week — on Wednesday

On this day at 21:00 MSK audience is most active.

EFFECT

**Best time for
important
posts**

02

Increase share of video posts

Video in Telegram retains audience longer and is better perceived by the algorithm. We recommend bringing the 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). PromptPress picks sources for your 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

Swap posts quarterly with channels in the same segment. No need daily — 2-3 collabs bring relevant growth.

EFFECT

**Growth from
relevant
audience**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in 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
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02	Contact manager	t.me/PromptPress_manager
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