

PUBLIC REPORT BY PROMTPRESS

Channel audit

Magerya Chistka



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📄 Cleanup - annual health marathon by doctor <https://t.me/magerya>
 Registration RKN "A+" <https://knd.gov.ru/license?id=6787d3181e4e233a711d7b1a&istryType=bloggersPermission>

SUBSCRIBERS

155 502

-1440 per month

ERR (% WHO SEE
POSTS)

5.0%

per day **3.4%**

REACH/POST

7.7K

ad reach **5.4K/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 155 502 —	 SUBSCRIBER REACH 4.94% avg % of subs see post	 VIEWS/POST 7.7K median 7.8K · 29 days	 POSTS/WEEK 31.5 for the period
 7D TREND +3.4% vs previous week	 REACTIONS/POST 36.6 total 4,862 reactions, 2,872 reposts, 764 comments	 POST LENGTH 469 chars median 430 · 29 days	 POSTS ANALYZED 133 29 days
 AD REACH 5.4K 24h avg	 CHURN / MONTH -1440 last month	 CITATION RATE 19 citation index · 64 channels mentioned it ever	 CHANNEL AGE 2 years 2 months created 02.04.2024

AI EDITOR SUMMARY

Channel «Magerya Cleanse» — 155 502 subs. Each post averages 7.7K people (5% from subs), reach is low — consider expanding audience. Publishes 32 posts per week (~4/day) — active posting. For week Jun 15–21 reach stable (+3.4% vs week 8–14 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 133 posts in 29 days.
- 02 Dominant format — Photo (62/133 posts).
- 03 Avg post length — 469 characters (median 430).
- 04 Audience peak activity — Wednesday, 08:00 MSK.
- 05 Top posts get 3× more views than the weakest (13.9K avg for top vs 4.9K for worst) — among 133 posts in 29 days. Worth analyzing what the top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 03.06 · 05:22 TEXT Spring cleanse is over! Congrats to all cleaners ☑ My result: 3.2 kg + energy boost and great mood! Enjoy and...	VIEWS 15 483 REPOSTS 7	REACTIONS 178 ER 10.0%
Nº2 06.06 · 10:09 TEXT You think you're just tired ☹ But your brain's been half-working When did you last feel quick thoughts, everything...	VIEWS 15 433 REPOSTS 21	REACTIONS 22 ER 9.9%
Nº3 06.06 · 10:31 VIDEO We've been waiting ☑	VIEWS 10 915 REPOSTS 6	REACTIONS 24 ER 7.0%

Nº4

15.06 · 07:55

PHOTO

☒ Insulin Trap My dears, when eating turns into constant snacking – the body seems to live in a mode of endless anxiety...

VIEWS

10 625

REPOSTS

135

REACTIONS

132

ER

6.8%

Nº5

11.06 · 10:16

PHOTO

Small meals: pros and cons... Bad modern trend – eating small portions 5-6 times a day. This style is appropriate for...

VIEWS

9 942

REPOSTS

37

REACTIONS

43

ER

6.4%

WORST 3

↓	03.06 · 07:13	TEXT	VIEWS	REACTIONS
			5 003	13
			REPOSTS	ER
			1	3.2%
↓	03.06 · 07:14	TEXT	VIEWS	REACTIONS
			4 892	38
			REPOSTS	ER
			1	3.1%
↓	03.06 · 07:14	TEXT	VIEWS	REACTIONS
			4 722	26
			REPOSTS	ER
			1	3.0%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

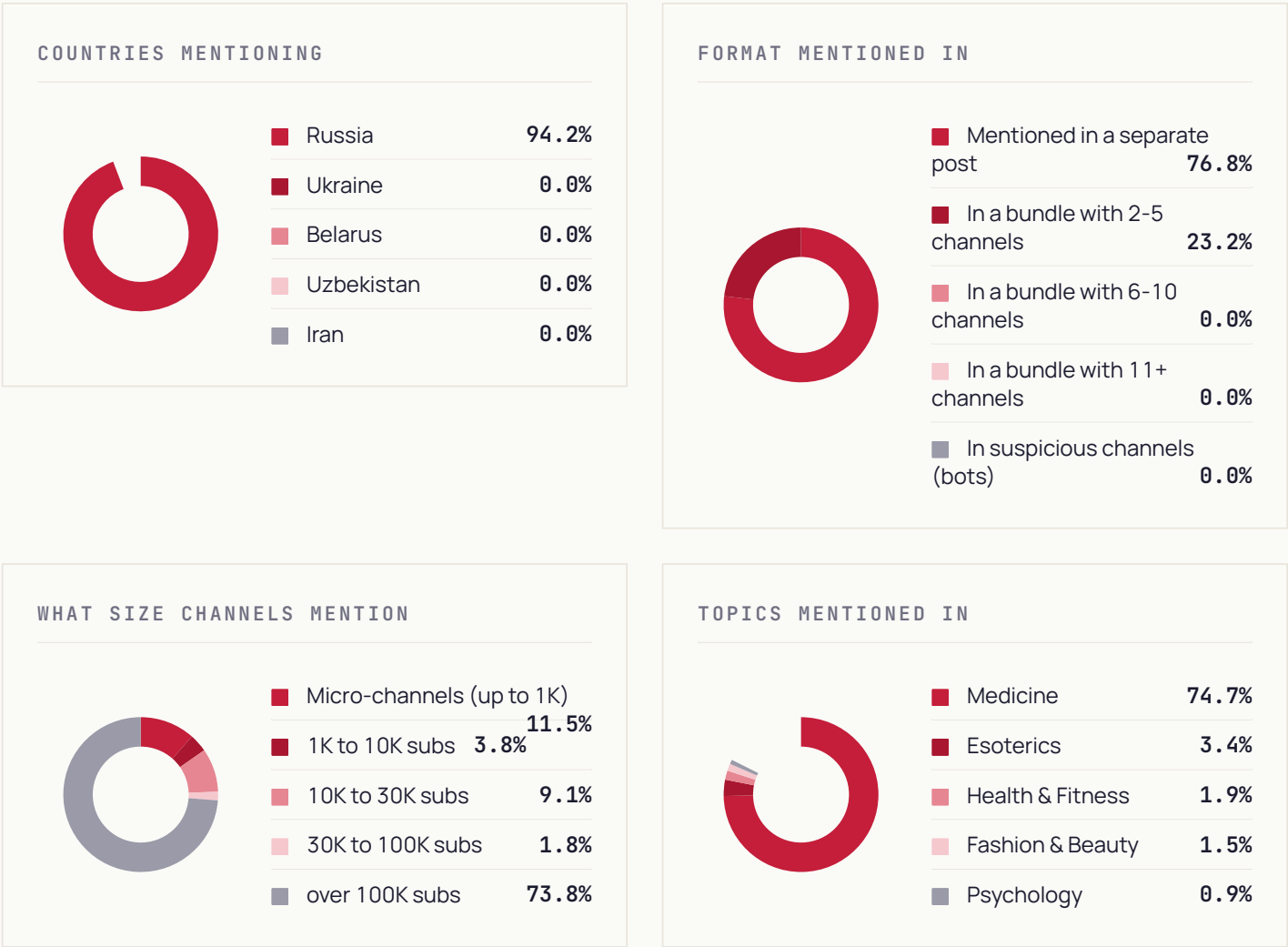
Subscriber growth chart for the year. Key months show exact sub count. See which months gained subs and which lost them.



SECTION 04 · MENTIONS

Who mentions the channel and how

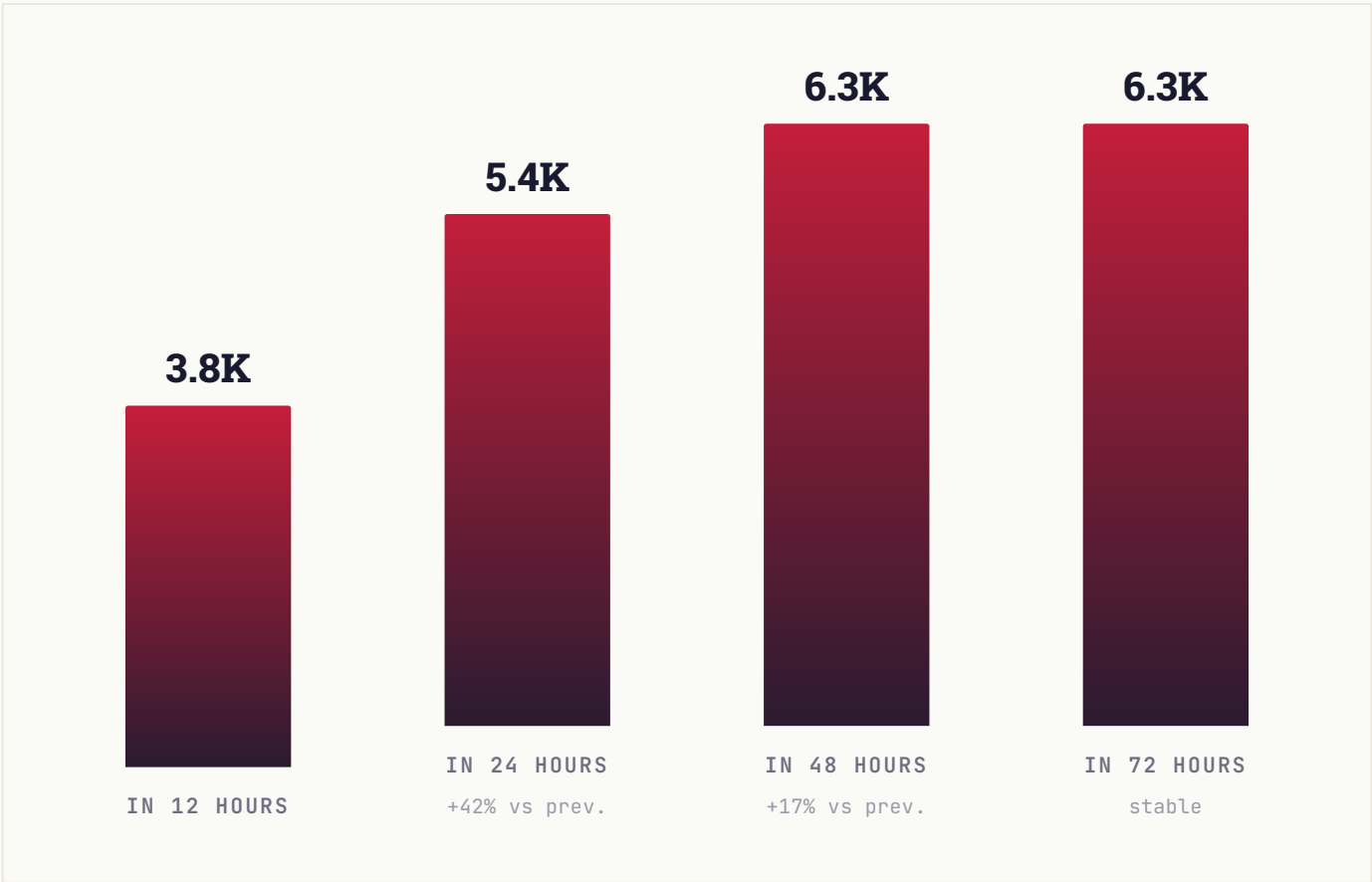
Citation index **19** – channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned **64** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of an ad post over time since publication. Helps estimate how long a placement makes sense to '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 faceplasty	479.3K
BZ Stay healthy	449.1K
ZE Healthy food	418.9K
DZ Doctor Zubareva / Doctor Zubareva	414.2K
MC Magerya Chistka YOU	155.5K

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#51 of 96). Niche median — 153.3K subs.
First growth KPI — reach median. Leader: Test purchase (772.4K).

SECTION 07 · MENTION TRENDS

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 **142**, they brought **15 717** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	8	3	189
Nov 2025	18	4	654
Oct 2025	37	6	5 341
September 2025	10	4	1 744
August 2025	52	8	4 857
July 2025	17	2	2 932

TOTAL MENTIONS	MONTHS OF DATA	GAINED SUBSCRIBERS
142	6	15 717

SECTION 08 · NICHE COMPARISON

Where the channel ranks 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.

#51/100

POSITION IN NICHE

Channel in the bottom half of the ranking



— SECTION 09 · STRATEGY

What to do right now

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

01

Top post of the week — on Wednesday

Audience is most active on this day at 08:00 MSK.

EFFECT

**Best time for
an important
post**

02

ER below niche benchmark — rethink formats

Current ER 4.94% vs norm 7.0%. Try polls and interactive formats.

EFFECT

+2.1pp 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 is an easy win.

EFFECT

+5-15% ER

05

Cross-promo with similar channels

Cross-post with channels in the same segment 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 — 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 Telegram ad <https://panel.promptpress.com/register>

02 Contact manager t.me/PromptPress_manager
