

PUBLIC REPORT BY PROMTPRESS

Channel audit

Marina Kostrova



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SUBS

85 053

+912 per month

ERR (% SEE POSTS)

13.0%

per day 5.0%

REACH/POST

10.2K

ad reach 4.3K/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.

 SUBS 85 053 —	 SUB REACH 11.96% avg % of subs see post	 VIEWS/POST 10.2K median 10.7K · 29 days	 POSTS/WEEK 7.7 over period
 7D TREND -2.8% vs previous week	 REACTIONS/POST 283.2 total 9,064 reactions, 0 reposts, 1,195 comments	 POST LENGTH 669 chars median 778 · 29 days	 POSTS ANALYZED 32 29 days
 AD REACH 4.3K 24h avg	 CHURN / MONTH +912 last month	 CITATION RATE 3 citation index · 52 channels mentioned all time	 CHANNEL AGE 5 yr 1 mo created 22.05.2021

AI EDITOR SUMMARY

Channel «Marina Kostrova» — 85 053 subs. Each post averages 10.2K people (12% from subs), reach is low — consider expanding audience. Publishes 8 posts per week (~1 per day) — regular schedule. For the week of June 15–21, reach stable (-2.8% 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 TOP POSTS HAVE IN COMMON

- 01 Analysis based on **32** posts over 29 days.
- 02 Dominant format — **Photo** (15/32 posts).
- 03 Avg post length — **669** chars (median 778).
- 04 Peak audience activity — **Thursday**, 09:00 MSK.
- 05 Strongest posts get **2x** more views than the weakest (13.8K avg for top vs 8.3K for worst) — among 32 posts in 29 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 11.06 · 06:19 VIDEO ☒ The course has a section I really love. It's called "Good News" ☒ That's where we collect small and big wins of our...	VIEWS 15 574 REPOSTS —	REACTIONS 214 ER 18.3%
Nº2 15.06 · 07:25 VIDEO (captionless post — video)	VIEWS 12 906 REPOSTS —	REACTIONS 60 ER 15.2%
Nº3 04.06 · 06:38 PHOTO ☒ Sometimes it seems the problem is too complex. That pain, stiffness, heaviness in the body or movement limitations will stay forever. But...	VIEWS 12 876 REPOSTS —	REACTIONS 178 ER 15.1%

Nº4 15.06 · 07:25 VIDEO (captionless post – video)	VIEWS 12 715 REPOSTS —	REACTIONS 60 ER 14.9%
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Nº5 12.06 · 06:24 VIDEO Good morning everyone ☺	VIEWS 12 281 REPOSTS —	REACTIONS 662 ER 14.4%
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WORST 3

↓ 17.06 · 06:20 TEXT ✂Friends, a new video is out on my channel: 📺 “How to start body rejuvenation in 10 minutes? Simple arm swings for...	VIEWS 8 817 REPOSTS —	REACTIONS 284 ER 10.4%
↓ 22.06 · 06:49 PHOTO What's the main difference between workouts for men and women 50+? The answer may surprise you. Yes, men and women differ physiologically. Yes, at 30...	VIEWS 8 290 REPOSTS —	REACTIONS 404 ER 9.7%
↓ 21.06 · 07:31 TEXT Friends, your vote can make the channel even better☺ If you find useful info here and want more such posts...	VIEWS 7 919 REPOSTS —	REACTIONS 185 ER 9.3%

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.



START OF PERIOD

NOW

NET GROWTH

69 105

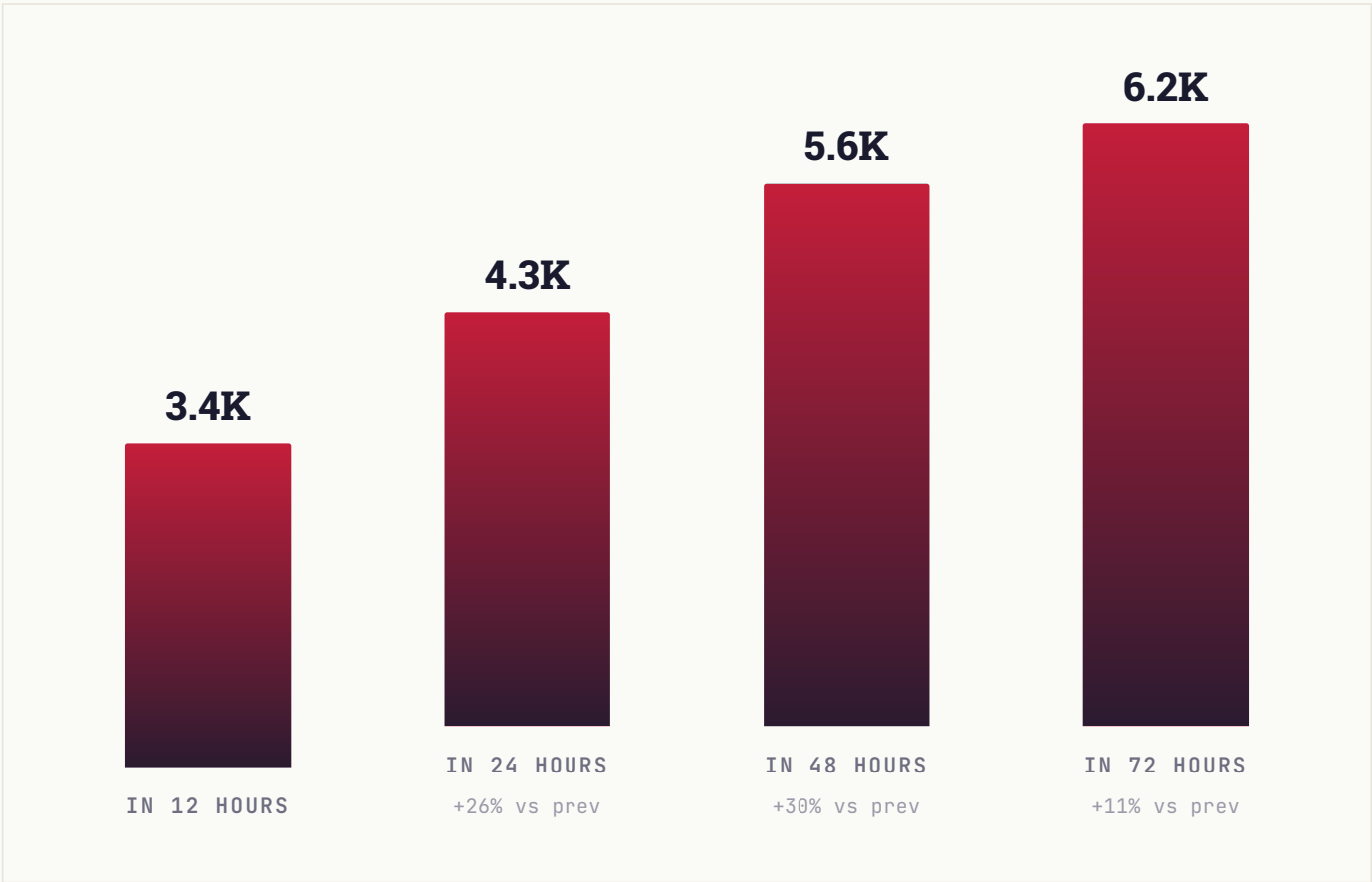
85 055

+15 950

SECTION 04 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post by time since publication. Helps estimate how long a placement stays relevant.



SECTION 05 · COMPETITORS

Who you compete with

11 closest channels by topic and audience. Your channel highlighted — shows its rank among niche peers.

CHANNEL	SUBS
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 Face plastic surgery author	479.3K
BZ Stay healthy	449.1K
ZE Healthy food	418.9K
DZ Doctor Zubareva / Doctor Zubareva	414.2K
MK Marina Kostrova YOU	85.1K

COMPARATIVE CONCLUSION

Channel in bottom half of niche top-100 (#99 of 96). Niche median — 153.3K subs.
First growth KPI — reach median. Leader: Test purchase (772.4K).

SECTION 06 · MENTION DYNAMICS

How often the channel is mentioned

Every month we track posts in other channels that mention yours. Over the last **6 months** such mentions were **15**, they brought **8 889** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
December 2025	1	1	552
Nov 2025	2	1	1 415
Oct 2025	0	0	1 969
Sep 2025	1	1	2 617
August 2025	0	0	1 201
July 2025	11	5	1 135

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
15	6	8 889

SECTION 07 · NICHE COMPARISON

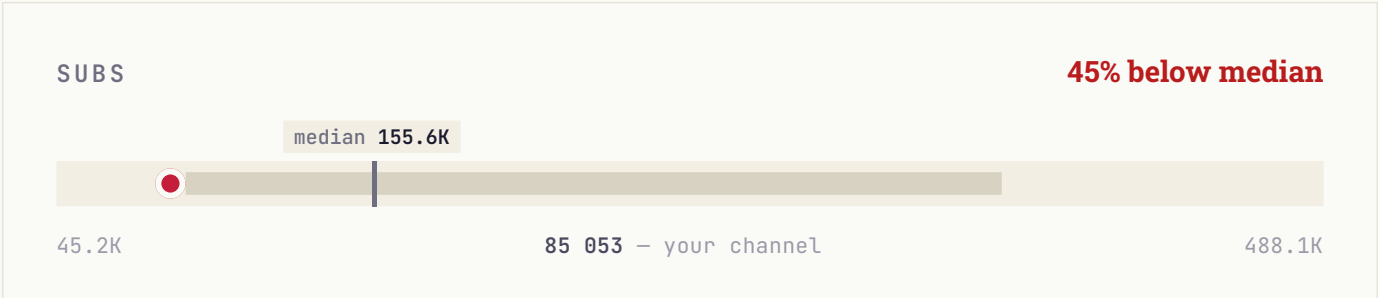
Where the channel stands in its league

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

#99/100

RANK IN NICHE

Channel in the bottom half of the ranking



— SECTION 08 · STRATEGY

What to do right now

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

01

Main post of the week — on Thursday

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 finds sources for your niche.

EFFECT

**+1000-3000
subs**

03

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

04

Cross-promo with neighboring channels

Swap posts quarterly with same-segment channels. No need daily — 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 — it's a source of organic traffic.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want us to do this PromptPress?

This audit — what we can do in minutes from public data. To go further — run ads with 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