

PUBLIC REPORT BY PROMTPRESS

Channel audit

MOLODAY



@molodayproduct

Health & longevity channel. 📺 Gift for subscribing: [https://lk.infotekh.pro/detox?](https://lk.infotekh.pro/detox?utm_source=telegram&utm_campaign=0502&utm_content=detox)
[utm_source=telegram&utm_campaign=0502&utm_content=detox](https://lk.infotekh.pro/detox?utm_source=telegram&utm_campaign=0502&utm_content=detox)
 Statement No. 7196200755

SUBS

156 182

-3298 per month

ERR (% WHO SEE
POSTS)

1.0%

last day 0.7%

REACH / POST

1.6K

ad reach 1K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBS 156 182 —	 SUBSCRIBER REACH 1.03% avg % subs see post	 VIEWS / POST 1.6K median 1.7K · 29 days	 POSTS / WEEK 24.4 for period
 7D TREND -0.5% vs previous week	 REACTIONS / POST 4.6 total 478 reactions, 603 reposts, 67 comments	 POST LENGTH 867 chars median 1000 · 29 days	 POSTS ANALYZED 103 29 days
 AD REACH 1K 24h avg	 CHURN / MONTH -3298 last month	 CITATION RATE 63 citation index · 234 channels mentioned all time	 CHANNEL AGE 5 years 10 months created 28.08.2020

AI EDITOR SUMMARY

Channel «MOLODAY» — 156 182 subs. Avg views per post 1.6K people (1% of subs), low reach — consider expanding audience. Publishes 24 posts/week (~3/day) — active. Week Jun 15–21 reach stable (-0.5% 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.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **103** posts over 29 days.
- 02 Dominant format — **Photo** (60/103 posts).
- 03 Avg post length — **867** chars (median 1000).
- 04 Audience Peak Activity — **Wed**, 20:00 MSK.
- 05 Strongest posts get **2x** more views than the weakest (2.3K avg for top vs 1.2K for worst) — among 103 posts in 29 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 10.06 · 17:22 TEXT Last hours — offer ends ☒ Until 00:00 you still have time: 1) Get a brain health kit free with orders over 9000₽ 2)...	VIEWS 2 413 REP. 3	REACTIONS 2 ER 1.5%
Nº2 02.06 · 10:23 PHOTO ✱ FIRST AT MOLODAY: Summer beauty bar – all at once with max savings Forget everything you knew about regular Moloday promos. Starting May 30...	VIEWS 2 387 REP. 2	REACTIONS 9 ER 1.5%
Nº3 15.06 · 08:24 PHOTO COLLAGEN WON'T WORK if you ignore this ☒ Collagen is a protein our body must absorb, integrate and...	VIEWS 2 132 REP. 27	REACTIONS 11 ER 1.4%

Nº4 11.06 · 12:26 TEXT Do children need vitamins? Or do they get everything from food? 🤖🤖 In this podcast, nutritionist Svetlana Egorova tells: —...	VIEWS 2 053 REP. 11	REACTIONS 3 ER 1.3%
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Nº5 19.06 · 12:58 PHOTO Why is everyone talking about cortisol, chronic stress, and burnout? 🤖🤖 Originally, cortisol was designed for: danger → burst...	VIEWS 2 052 REP. 13	REACTIONS 9 ER 1.3%
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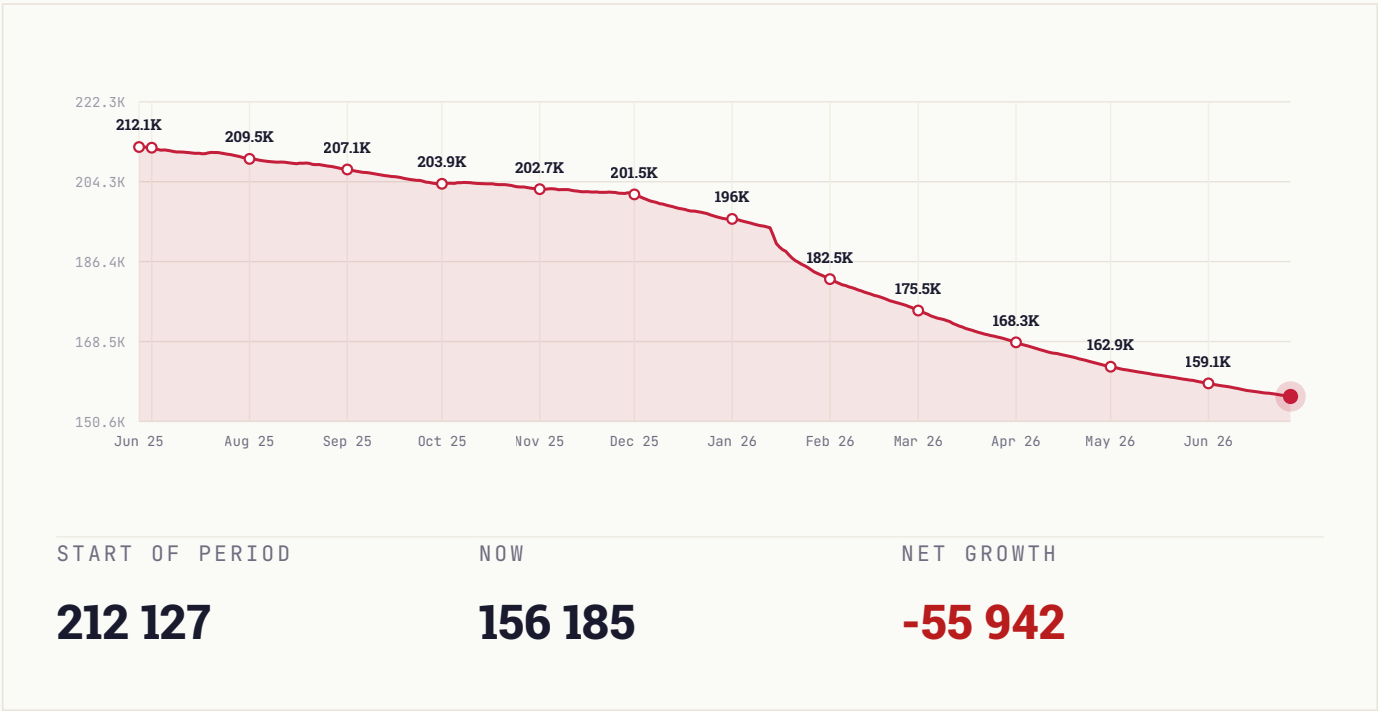
WORST 3

↓ 24.06 · 07:07 PHOTO 🤖🤖 Truths about collagen everyone should know 1🤖🤖 Collagen synthesis starts declining after age 25 On average...	VIEWS 1 253 REP. 10	REACTIONS 7 ER 0.8%
↓ 05.06 · 09:12 PHOTO SEEN THIS? Price crash at Moloday.com 🤖🤖 🤖🤖 Kids' set – 43% off...	VIEWS 1 240 REP. 3	REACTIONS 2 ER 0.8%
↓ 05.06 · 12:03 PHOTO 🤖🤖 Friends, we're live now, join via link: https://vkvideo.ru/video-184740134_456244001 What we'll discuss: – What is...	VIEWS 1 170 REP. 2	REACTIONS 7 ER 0.7%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

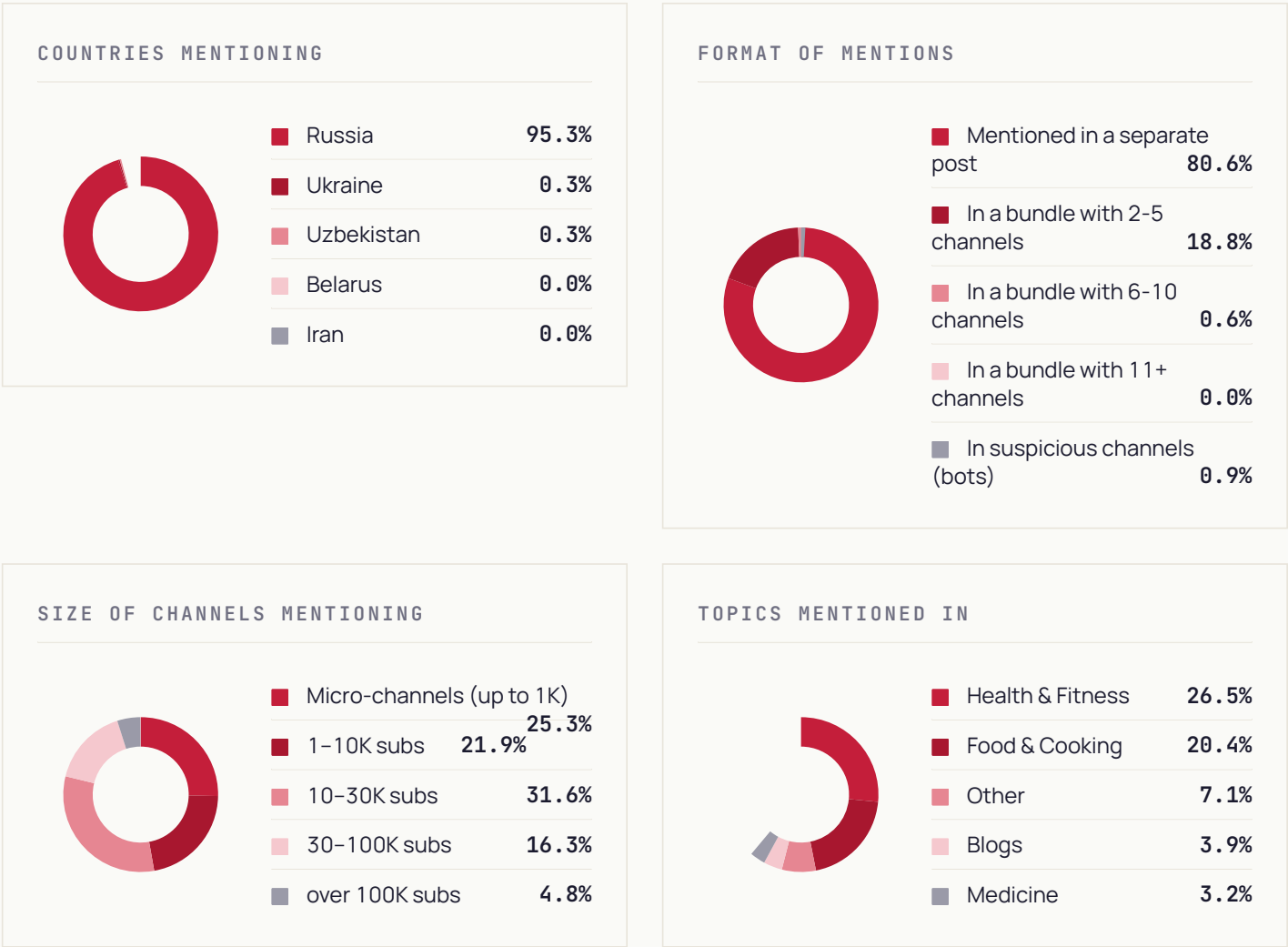
Subscriber growth chart over the year. Key months show exact subscriber count.
Shows which months the channel grew and which it lost subs.



SECTION 04 · MENTIONS

Who Mentions the Channel & How

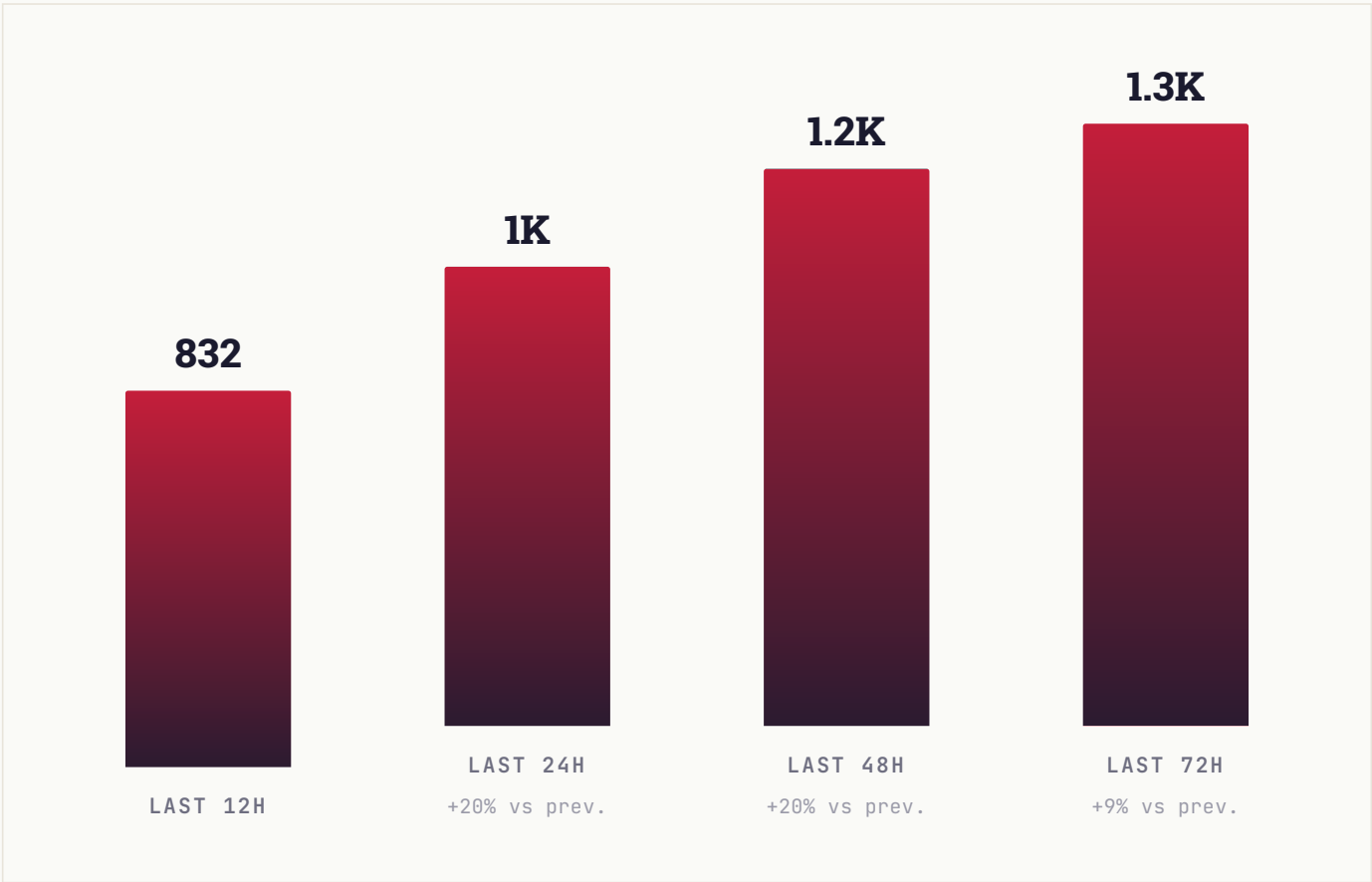
Citation index **63** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **234** different channels.



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 — see its place among niche neighbors.

CHANNEL	SUBS
DD DIETOLOG DILYA ASLIDDINOVNA RASMIY	1.3M
KZ Test Purchase	771.1K
BI Biohackers	584.6K
BI Biohacking	534.6K
GS GymDeals- Supplements & Whey Protein Offers	533.5K
SL Sport Life	526.2K
VN Eternity in Tibet	495.4K
NT Our Body	482.5K
AU Ales Ulishchenko Osteopath, PhD Author of faceplasty	478.7K
BZ Stay Healthy	448.8K
MO MOLODAY YOU	156.2K

COMPARATIVE CONCLUSION

Channel in bottom half of niche top-100 (#56 of 96). Niche median — 163.3K subs. First growth KPI — reach the median. Leader: DIETOLOG DILYA ASLIDDINOVNA RASMIY (1.3M).

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 **28**, they brought **1 450** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
December 2025	12	3	38	
Nov 2025	3	3	421	
Oct 2025	2	2	345	
Sep 2025	5	3	0	
August 2025	5	3	223	
July 2025	1	1	423	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
28	6	1 450

SECTION 08 · NICHE COMPARISON

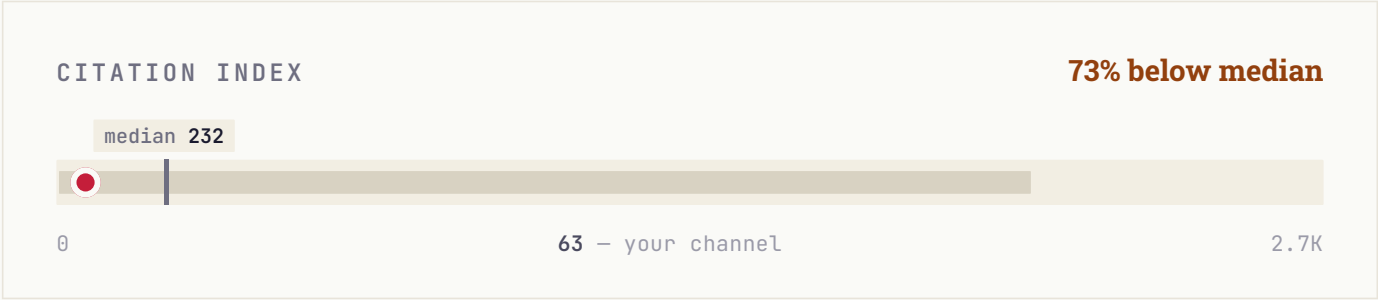
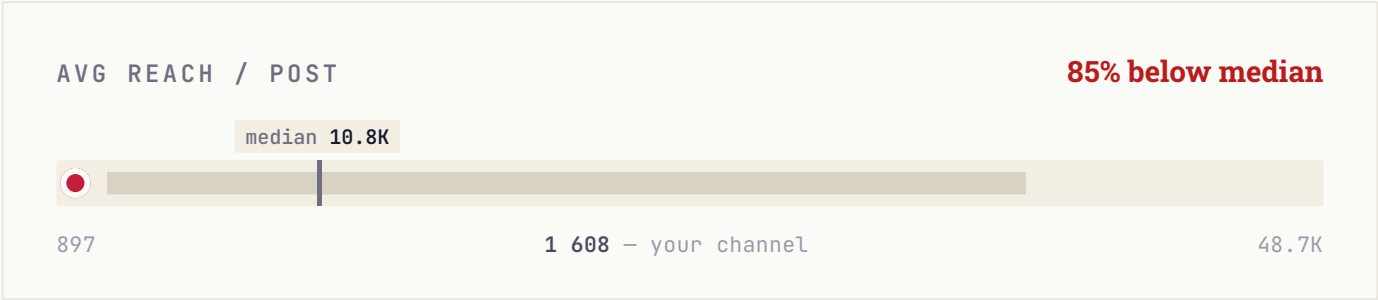
Where the channel ranks in its league

Took top-100 channels in «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.

#56/100

RANK IN NICHE

Channel in bottom half of ranking



— 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

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

EFFECT

Best Window for Important Posts
- 02

ER below niche benchmark — rethink formats

Current ER 1.03% vs norm 7.0%. Try polls and interactive formats.

EFFECT

+6.0pp ER
- 03

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
- 04

Test polls and interactive formats

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

EFFECT

+5-15% ER
- 05

Cross-promo with Neighboring Channels

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

EFFECT

Growth from Relevant Audience

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in minutes from public data. Want 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
