

PUBLIC REPORT BY PROMTPRESS

Channel audit

Not just broccoli



@olushka171180

Olya I St. Pete 🏠 Life in the best city: Life & Aesthetics 🥑 Healthy lifestyle without fanaticism I Your review guide 📌 Beauty finds that work Owner:...

SUBSCRIBERS

54 576

+3488 per month

ERR (% SEE POSTS)

32.0%

per day 11.3%

REACH/POST

16.3K

ad reach 6.2K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. Subtitle shows the period it covers.

 SUBSCRIBERS 54 576 —	 SUBSCRIBER REACH 29.9% avg % subs see post	 VIEWS/POST 16.3K median 17.3K · 29 days	 POSTS/WEEK 28.2 for period
 7D TREND +2.2% vs previous week	 REACTIONS/POST 749.3 total 89,164 reactions, 12,457 reposts, 446 comments	 POST LENGTH 714 chars median 722 · 29 days	 POSTS ANALYZED 119 29 days
 AD REACH 6.2K 24h avg	 CHURN / MONTH +3488 last month	 CITATION RATE 18 citation index · 465 channels mentioned it ever	 CHANNEL AGE 2 years 3 months created 11.03.2024

AI EDITOR SUMMARY

Channel «Not just broccoli» — 54 576 subs. Each post averages 16.3K people (30% of subs), good reach. Publishes 28 posts per week (~4/day) — active posting. For week Jun 22–28 reach stable (+2.2% vs week Jun 15–21).

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement & underperformers — to see what to repeat and what to drop.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 119 posts over 29 days.
- 02 Dominant format — Photo (71/119 posts).
- 03 Avg post length — 714 chars (median 722).
- 04 Peak audience activity — Wednesday, 14:00 MSK.
- 05 Top posts get 3x more views than the weakest (26.8K avg for top vs 8.7K for worst) — among 119 posts over 29 days. Worth analyzing what the top posts share: topic, format, timing.

TOP 5 POSTS

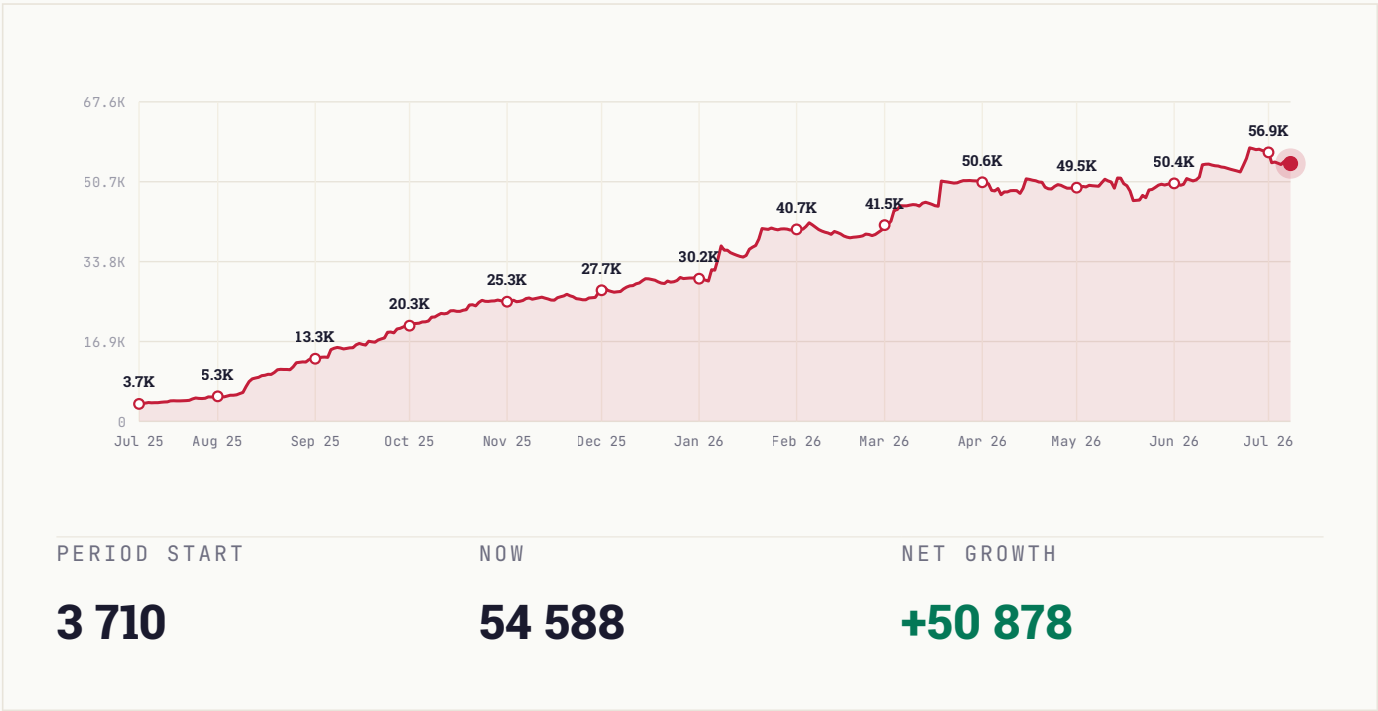
Nº110.06 · 12:20PHOTO	VIEWS	REACTIONS
	26 989	750
Craving something sweet? Girls, I have amazing news! Found a place where breakfast is served... from 9:00 to 21:00! Yes, you...	REPOSTS	ER
	106	49.5%
Nº211.06 · 12:20VIDEO	VIEWS	REACTIONS
	26 986	750
I love when you go for one thing and find love! 😊New items at Green Point on Vasileostrovsky Market — it's a blast! What we tried and you...	REPOSTS	ER
	159	49.4%
Nº310.06 · 11:15PHOTO	VIEWS	REACTIONS
	26 284	785
Girls, life stuff! 🧡My toner ran out (and we all know it's a skincare must!). Went on Wildberries just...	REPOSTS	ER
	149	48.2%

Nº4 11.06 • 05:25 PHOTO Morning, team ☕ You know what annoys me most in the wellness world? When someone says with a smart face: *'This product is bad, and this one is...'	VIEWS 26 199 REACTIONS 795 REPOSTS 142 ER 48.0%
Nº5 11.06 • 12:06 PHOTO 🔥 GIVEAWAY! We're giving away a home relaxation kit! 🔥 Ladies, we thought that in this heat we all desperately need some quality...	VIEWS 25 779 REACTIONS 716 REPOSTS 135 ER 47.2%
WORST 3	
↓ 30.06 • 10:39 VIDEO Something incredible arrived! 😭😍 Opened this box, and now scents are BURSTING all over the apartment! I have an AROMA BOX from Trendy Box...	VIEWS 8 781 REACTIONS 845 REPOSTS 115 ER 16.1%
↓ 04.07 • 18:40 TEXT 😁open for July ads😁personal blog ad format: layout + giveaway for subscription and channel activity commerce...	VIEWS 8 638 REACTIONS 767 REPOSTS 108 ER 15.8%
↓ 01.07 • 07:50 PHOTO Today is Veterans Day. And for me, this day is about you. ❤️ My dear, I know you don't like loud words and pathos. But...	VIEWS 8 615 REACTIONS 722 REPOSTS 81 ER 15.8%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth vs. loss.



SECTION 04 • MENTIONS

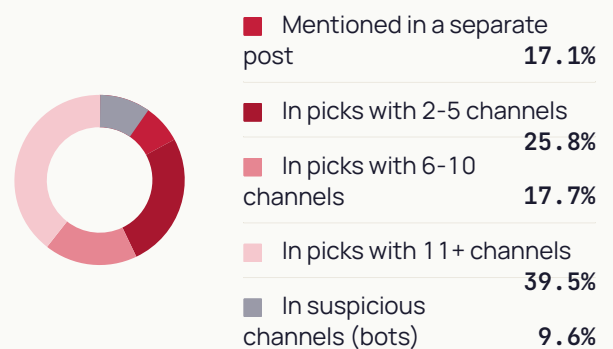
Who mentions the channel and how

Citation index **18** — 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 a 1K subs channel. All-time mentions: **465** different channels.

COUNTRIES MENTIONING



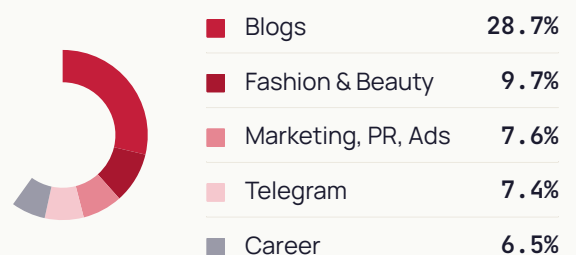
FORMAT MENTIONED IN



SIZE OF CHANNELS MENTIONING



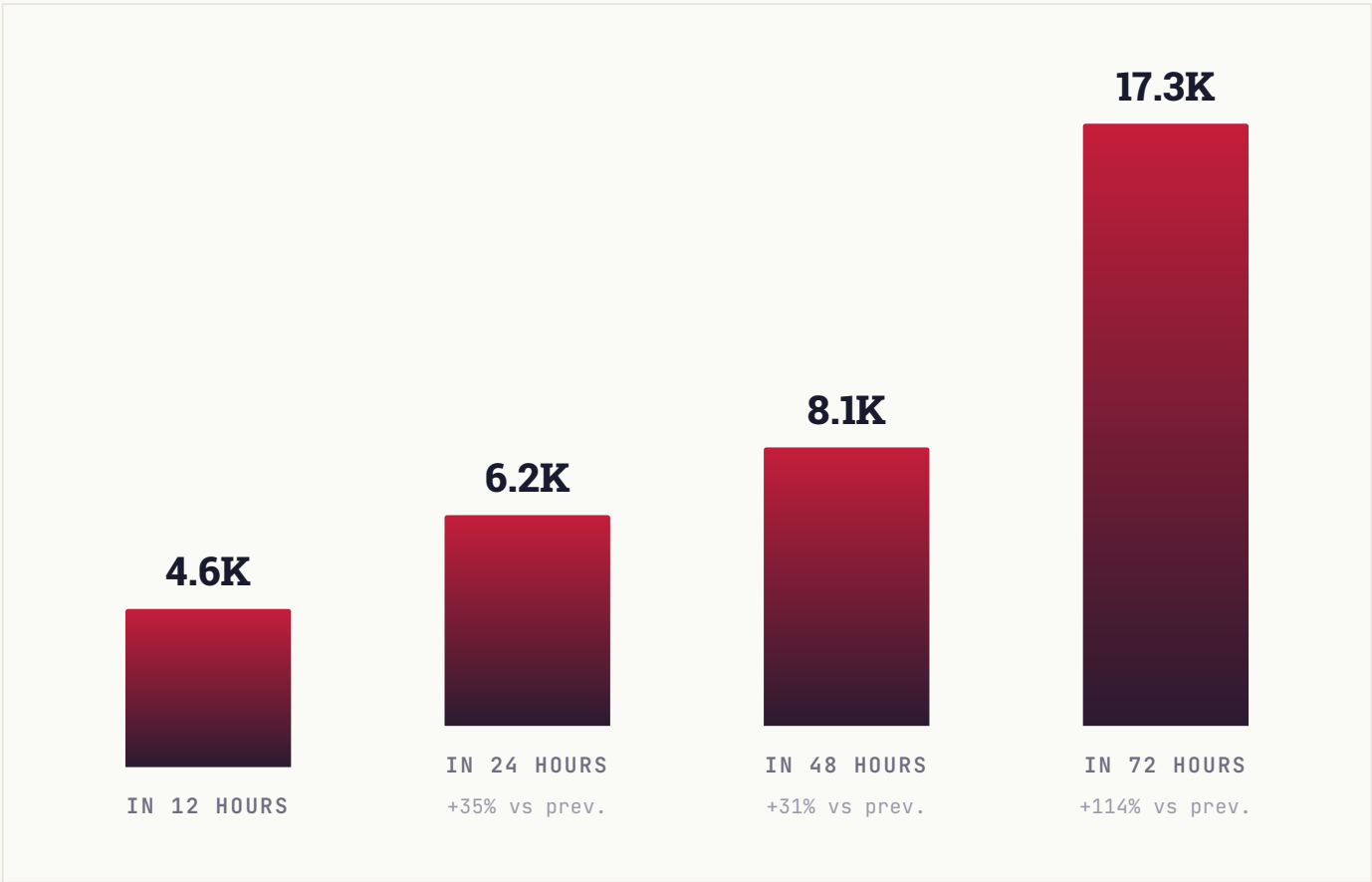
TOPICS MENTIONED IN



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post by 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	766.3K
BI Biohackers	581.9K
BI Biohacking	532.6K
SL Sport Life	524.2K
VN Eternity in Tibet	493.1K
NT Our Body	480.9K
AU Ales Ulischenko Osteopath, PhD Faceplastic author	477K
BZ Stay Healthy	447.7K
ZE Healthy food	416.8K
DZ Doctor Zubareva / Doctor Zubareva	413.5K
NT Not just broccoli YOU	54.6K

COMPARATIVE CONCLUSION

Channel not yet outside top-97 of niche — early growth stage. Niche leader — Test Purchase (766.3K), median top-97: 154.7K. First goal: enter top-97 through systematic traffic & content work.

SECTION 07 · 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 **445**, they brought **46 757** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
January 2026	36	28	14 224	
December 2025	70	55	5 688	
Nov 2025	58	54	4 321	
Oct 2025	72	54	6 091	
September 2025	89	64	8 091	
August 2025	120	83	8 342	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
445	6	46 757

Where channel stands in its league

SUBSCRIBERS

65% below median

median 155.2K

42.7K 54 576 — your channel 496.4K

AVG REACH / POST

better than 64% of niche

median 9.1K

1.2K 16 321 — your channel 38.4K

CITATION INDEX

94% below median

median 296

0 18 — your channel 2.7K

— 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 most active on this day at 14:00 MSK.

EFFECT

**Best time for
important
posts**

02

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**

03

Test polls & 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

04

Cross-promo with neighboring channels

Swap posts quarterly with channels in the same niche.
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 — organic traffic source.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want us to do this **PromptPress?**

This audit is what we can do in minutes based on public data.
Want to go further? Run ads through us and close your growth
plan in a month.

01

Launch ads in Telegram

<https://panel.promptpress.com/register>

02

Contact manager

t.me/PromptPress_manager