

PROMTPRESS PUBLIC REPORT

# Channel audit

## Roman Ovcharóv



@ovcharovblog

Документирую путь самосовершенствования Создал и развиваю Biomachine I @bmchn YouTube > 1.7M

SUBSCRIBERS

**30 219**

-22 per month

ERR (% SEE POSTS)

**80.0%**

per day 10.9%

REACH/POST

**24.4K**

ad reach 3.3K/24h

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— CONTENTS · 2026

# What's inside the report

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6 months · monthly

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Rank in Health & Fitness

## 08 Strategy

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

# Key channel metrics

Each card is a separate channel health indicator. The subtitle under the number shows the period it was calculated for.

|                                                                                                                                                  |                                                                                                                                                                                       |                                                                                                                                                                                        |                                                                                                                                                                  |
|--------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <div> SUBSCRIBERS</div> <div>30 219</div> <div>—</div>          | <div> SUBS REACH</div> <div>80.79%</div> <div>avg % subs see post</div>                              | <div> VIEWS/POST</div> <div>24.4K</div> <div>median 11.2K · 9 days</div>                              | <div> POSTS/WEEK</div> <div>2.1</div> <div>over period</div>                  |
| <div> 7D TREND</div> <div>—</div> <div>no data for period</div> | <div> REACTIONS/POST</div> <div>130.7</div> <div>total 392 reactions, 107 reposts, 54 comments</div> | <div> POST LENGTH</div> <div>197 chars</div> <div>median 275 · 9 days</div>                           | <div> POSTS ANALYZED</div> <div>3</div> <div>9 days</div>                     |
| <div> AD REACH</div> <div>3.3K</div> <div>24h avg</div>       | <div> CHURN / MONTH</div> <div>-22</div> <div>last month</div>                                     | <div> CITATION RATE</div> <div>13</div> <div>citation index · 186 channels mentioned all time</div> | <div> CHANNEL AGE</div> <div>5 yrs 6 mo</div> <div>created 27.12.2020</div> |

AI EDITOR SUMMARY

Channel «Roman Ovcharóv» — 30 219 subs. Each post averages 24.4K people (81% from subs), wide reach for a channel this size. Publishes 2 posts/week (~0/day) — rare posts.

SECTION 02 · CONTENT ANALYSIS

# What works best

Top posts by engagement and laggards – to see what to repeat and what to drop from rotation.

WHAT TOP POSTS SHARE

- 01 Analysis based on 3 posts over 9 days.
- 02 Dominant format – Text (2/3 posts).
- 03 Avg post length – 197 chars (median 275).
- 04 Peak audience activity – Thursday, 14:00 MSK.
- 05 Top posts get 1x more views than the weakest (24.4K avg for top vs 24.4K for worst) – among 3 posts over 9 days. Analyze what the top has in common: topic, format, timing.

TOP 3 POSTS

|                                                                                                                                                                                                 |                                                                     |                                                                     |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------|---------------------------------------------------------------------|
| <div><div>Nº1</div><div>18.06 · 11:24</div><div>TEXT</div></div> <div>Finally our vlog about mud baths obstacle race arrived! The video turned out relaxed, fun and dynamic, in...</div>        | <div>VIEWS</div> <div>54 240</div> <div>REPOSTS</div> <div>97</div> | <div>REACTIONS</div> <div>151</div> <div>ER</div> <div>179.5%</div> |
| <div><div>Nº2</div><div>08.06 · 12:21</div><div>VIDEO</div></div> <div>Yesterday was a mess, prepared lots of stories showing the race inside, our journey, emotions, results But they...</div> | <div>VIEWS</div> <div>11 198</div> <div>REPOSTS</div> <div>7</div>  | <div>REACTIONS</div> <div>184</div> <div>ER</div> <div>37.1%</div>  |
| <div><div>Nº3</div><div>18.06 · 11:51</div><div>TEXT</div></div> <div>13:25 is PEAK hahahahahaha</div>                                                                                          | <div>VIEWS</div> <div>7 801</div> <div>REPOSTS</div> <div>3</div>   | <div>REACTIONS</div> <div>57</div> <div>ER</div> <div>25.8%</div>   |

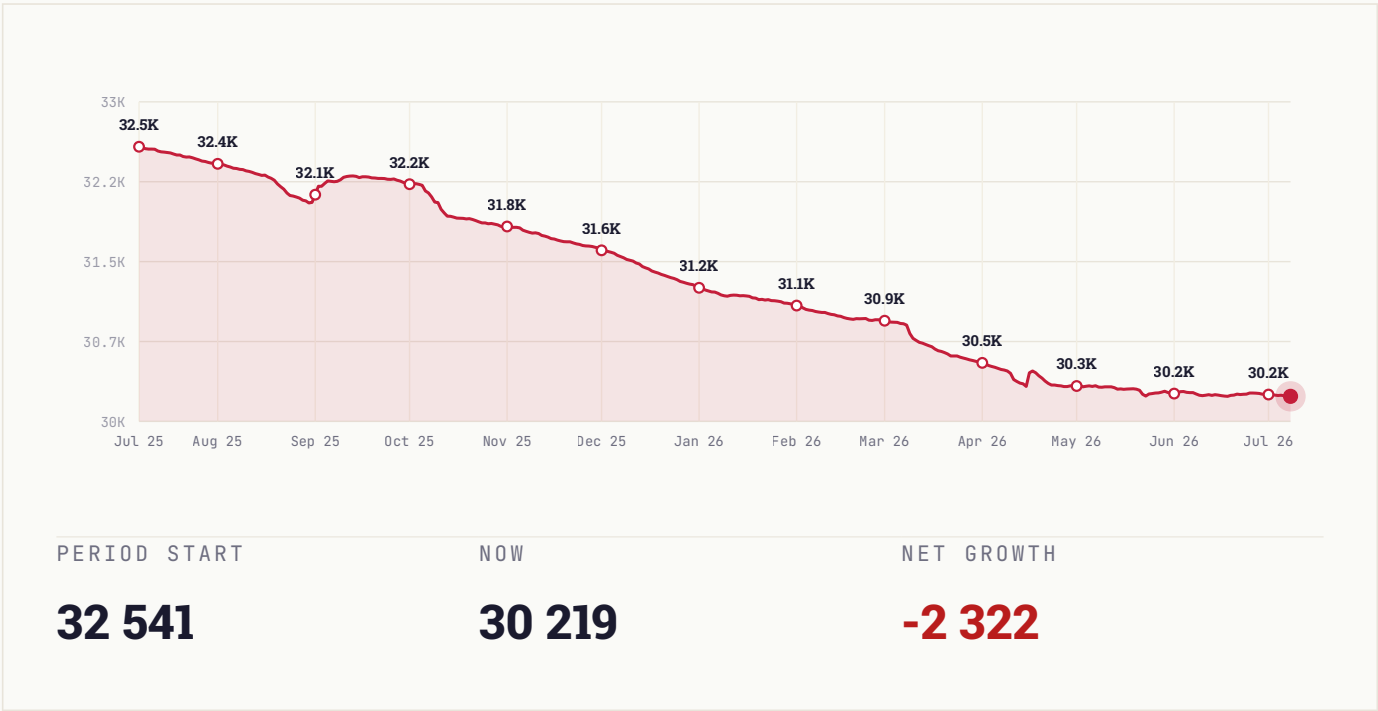
WORST 3

|                                                                                                                                                                                        |                                                                     |                                                                     |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------|---------------------------------------------------------------------|
| <div>↓</div> <div>18.06 · 11:24 <span>TEXT</span></div> <div>Finally our vlog about mud baths obstacle race arrived! The video turned out relaxed, fun and dynamic, in...</div>        | <div>VIEWS</div> <div>54 240</div> <div>REPOSTS</div> <div>97</div> | <div>REACTIONS</div> <div>151</div> <div>ER</div> <div>179.5%</div> |
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SECTION 03 · SUBSCRIBER DYNAMICS

# How the channel grew over the year

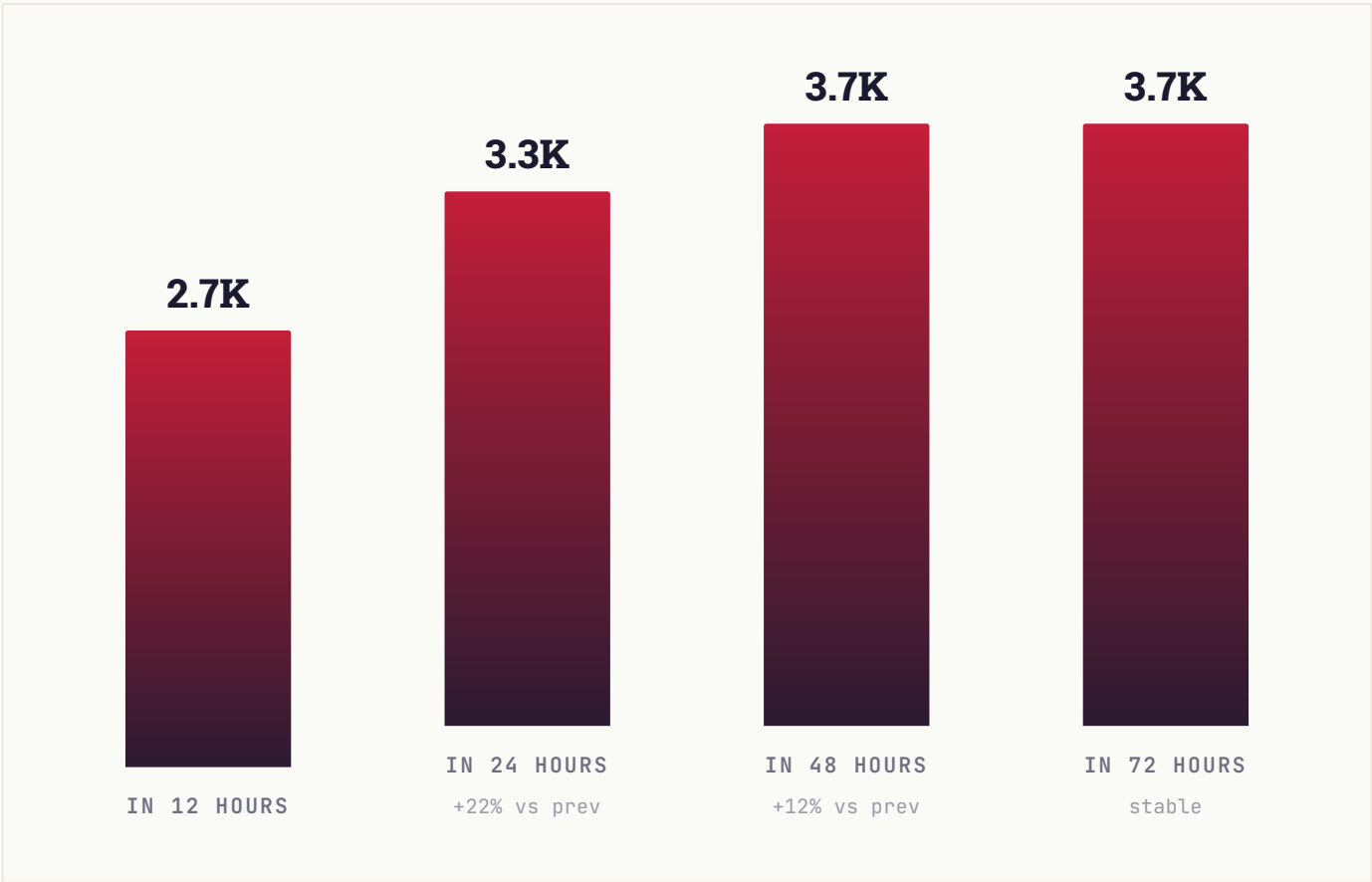
Subscriber growth chart for the year. Key months show exact subscriber count.  
Shows which months the channel gained and lost subs.



SECTION 04 · AD POTENTIAL

# How long a post generates reach

Avg reach of ad post over time since publication. Helps estimate how long placement lives.



SECTION 05 · COMPETITORS

# Who you compete with

11 closest 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 Ulishchenko   Osteopath, PhD   Faceplastic author | 477K        |
| BZ Stay healthy                                           | 447.7K      |
| ZE Healthy food                                           | 416.8K      |
| HW Doctor Zubareva / Doctor Zubareva                      | 413.5K      |
| RO Roman Ovcharóv YOU                                     | 30.2K       |

COMPARATIVE INSIGHT

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 via systematic traffic & content work.

SECTION 06 · MENTION DYNAMICS

# How often the channel is mentioned

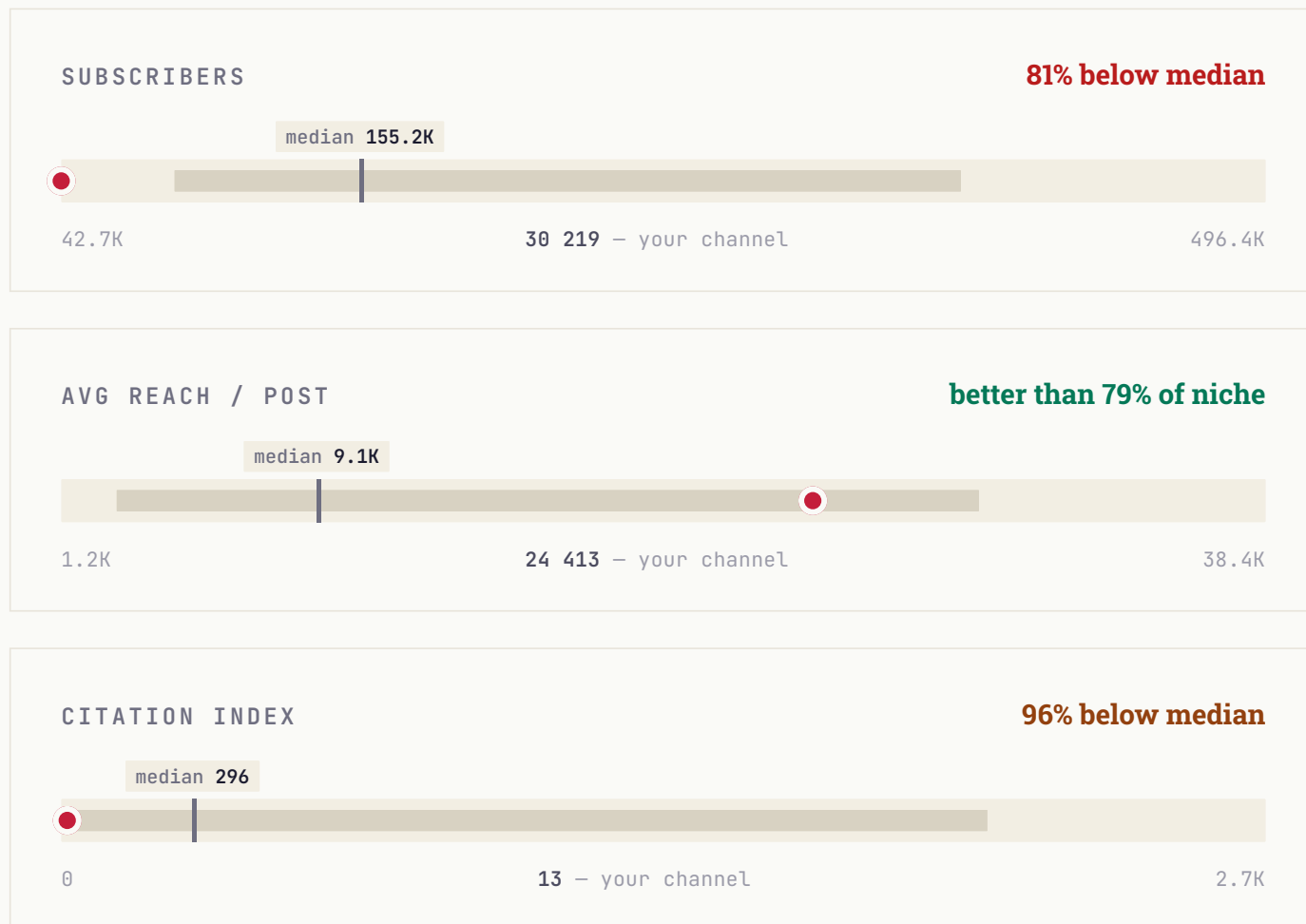
Every month we record posts in other channels that mention your channel. Over the last **6 months** such mentions were **8**, they brought **306** new subs.

| PERIOD         | MENTIONS       | CHANNELS | GAINED SUBS    |
|----------------|----------------|----------|----------------|
| Jan 2026       | 0              | 0        | 17             |
| Dec 2025       | 0              | 0        | 0              |
| Nov 2025       | 0              | 0        | 7              |
| Oct 2025       | 1              | 1        | 10             |
| September 2025 | 4              | 4        | 265            |
| August 2025    | 3              | 3        | 7              |
| TOTAL MENTIONS | MONTHS OF DATA |          | ATTRACTED SUBS |
| 8              | 6              |          | 306            |

## SECTION 07 • NICHE COMPARISON

# Where the channel ranks in its league

Top-100 channels in category «Health & Fitness» (Russia) and compared your channel. Gray band = range for 80% of niche channels (p10–p90). Black vertical = median. Red dot = your channel.



— SECTION 08 · STRATEGY

# What to do right now

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

- |           |                                                                                                                                                                                                                       |                                                         |
|-----------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------|
| <b>01</b> | <b>Post more often</b><br>Now 2.1 posts/week. Active channels do 7-10.<br>Consistency is key to retention.                                                                                                            | IMPACT<br><b>Consistency<br/>beats volume</b>           |
| <b>02</b> | <b>Main post of the week — Thursday</b><br>Audience most active on this day at 14:00 MSK.                                                                                                                             | IMPACT<br><b>Best window<br/>for important<br/>post</b> |
| <b>03</b> | <b>Systematic traffic buying</b><br>Three formats for your media: <b>Inhouse</b> (premium channels), <b>Native</b> (native integrations), <b>Premium</b> (target audience). PromptPress picks sources for your niche. | IMPACT<br><b>+1000-3000<br/>subs</b>                    |
| <b>04</b> | <b>Test polls &amp; interactive formats</b><br>Posts with polls/reactions usually boost ER by 5-15%.<br>One poll per week on a hot topic — easy win.                                                                  | IMPACT<br><b>+5-15% ER</b>                              |
| <b>05</b> | <b>Cross-promo with neighboring channels</b><br>Cross-post with similar channels quarterly. 2-3 collabs give relevant growth — no need daily.                                                                         | IMPACT<br><b>Growth from<br/>relevant<br/>audience</b>  |

★ WHAT'S NEXT

# Want us to do this **PromptPress?**

This audit — is what we can do in a few minutes using public data. If you want to go further — run ads through us and hit your growth plan in a month.

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**01 Launch Telegram ad** <https://panel.promptpress.com/register>

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**02 Contact manager** [t.me/PromptPress\\_manager](https://t.me/PromptPress_manager)

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