

PROMTPRESS PUBLIC REPORT

Channel audit

Бегать просто



@runforhealth

Running for amateurs — science-based & common sense. Train smart, effective, injury-free. Join our running community! Ads: @gClark Other...

SUBSCRIBERS

139 084

-487 per month

ERR (% SEE POSTS)

17.0%

Daily **13.4%**

REACH/POST

23K

Ad reach **18.7K**/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.

 SUBSCRIBERS 139 084 —	 SUBSCRIBER REACH 16.51% Avg % of subs who see a post	 VIEWS/POST 23K Median 22.6K · 28 days	 POSTS/WEEK 9.9 For the period
 7D TREND +17.8% vs previous week	 REACTIONS/POST 32.8 Total 1,313 reactions, 341 reposts, 64 comments	 POST LENGTH 684 chars Median 970 · 28 days	 POSTS ANALYZED 40 28 days
 AD REACH 18.7K 24h avg	 CHURN / MONTH -487 Last month	 CITATION RATE 120 Citation index · 619 channels mentioned all time	 CHANNEL AGE 9 years 1 month Created 08.05.2017

AI EDITOR SUMMARY

Channel «Run Easy» — 139 084 subs. Each post averages 23K people (17% of subs), average reach — room to grow. Publishes 10 posts/week (~1/day) — regular schedule. For the week of June 15–21, reach Up +17.8% Week of June 8–14 — positive trend.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on **40** posts over 28 days.
- 02 Dominant format — **Photo** (25/40 posts).
- 03 Avg post length — **684** chars (median 970).
- 04 Peak audience activity — **Sunday**, 12:00 MSK.
- 05 Top posts get **2x** More views than the weakest (29.3K avg for top vs 18.4K for worst) — among 40 posts over 28 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 19.06 · 10:44 PHOTO Why do some elite runners sustain long careers while others burn out? Every runner knows someone who quickly got great...	VIEWS 30 021 REPOSTS 9	REACTIONS 56 ER 21.6%
Nº2 21.06 · 07:38 VIDEO Winners & prize-winners of Night Run 2026! 10 km / men ♂ Rinat Akhmadeev — 0:29:48 (third Night Run win!) ♂ Andrey Strizhakov...	VIEWS 28 939 REPOSTS 6	REACTIONS 41 ER 20.8%
Nº3 21.06 · 10:42 VIDEO At the Night Run we chatted with participants: 00:06 - Sergey Matyukhin 01:17 - Grisha Lenin 02:08 - Vasily Permitin...	VIEWS 28 809 REPOSTS 9	REACTIONS 29 ER 20.7%

Nº4

21.06 · 09:31

PHOTO

Night Run 2026 Medal

VIEWS

27 541

REACTIONS

50

REPOSTS

3

ER

19.8%

Nº5

17.06 · 09:38

PHOTO

A peek behind the scenes of the magazine – going to print soon Why prep takes so long...

VIEWS

26 989

REACTIONS

60

REPOSTS

46

ER

19.4%

WORST 3

↓

25.06 · 16:18

PHOTO

How to safely increase running volume? One of the simplest ways to improve running results is to run more. With the right approach...

VIEWS

18 964

REACTIONS

49

REPOSTS

43

ER

13.6%

↓

25.06 · 10:13

PHOTO

In St. Petersburg, everything is close – the Hermitage, drawbridges, and... Magnit stores at the White Nights They scattered them in the most needed places: EXPO in the bowl...

VIEWS

18 442

REACTIONS

19

REPOSTS

2

ER

13.3%

↓

24.06 · 11:02

PHOTO

Qiaodan I've seen these sneakers on runners in Thailand and Malaysia many times. Now I see the brand constantly appearing in social media...

VIEWS

17 803

REACTIONS

36

REPOSTS

7

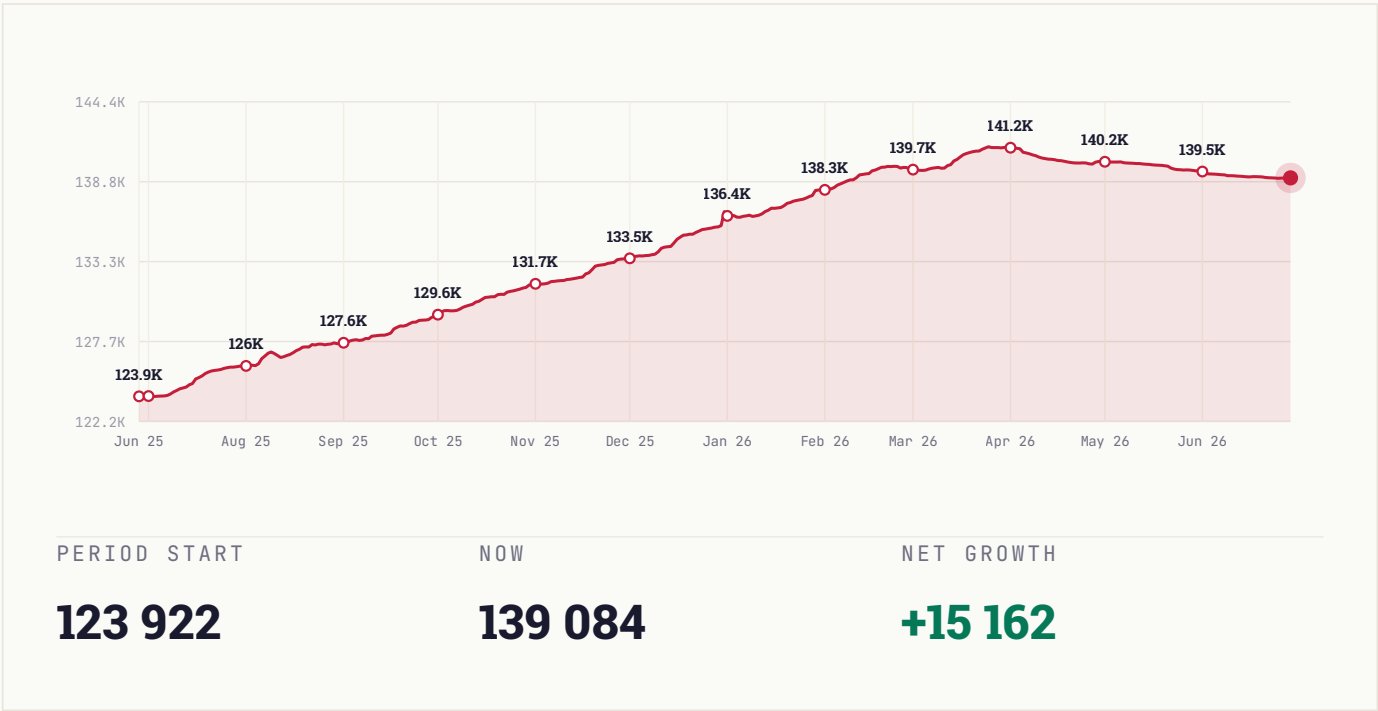
ER

12.8%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

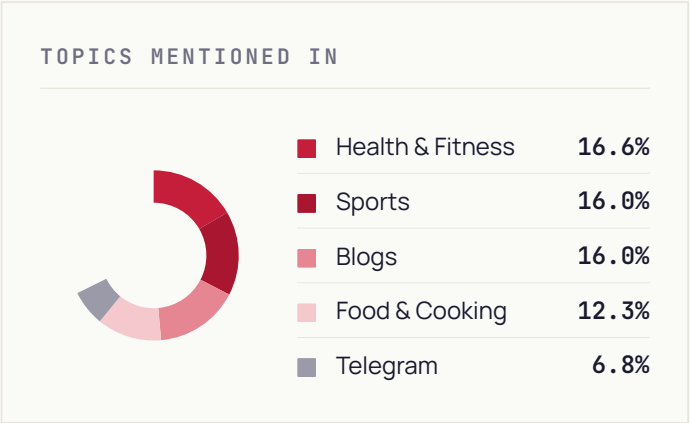
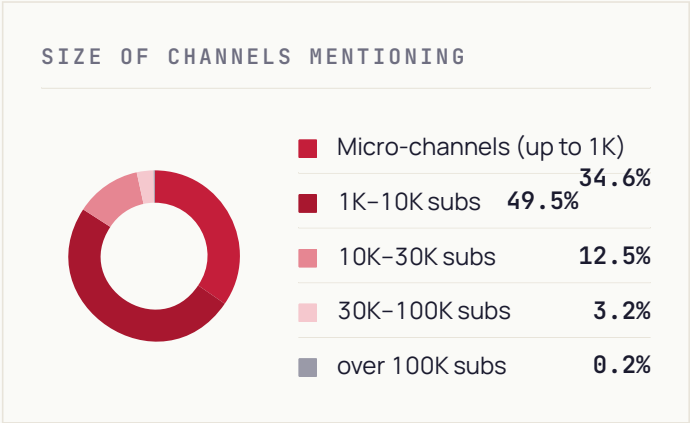
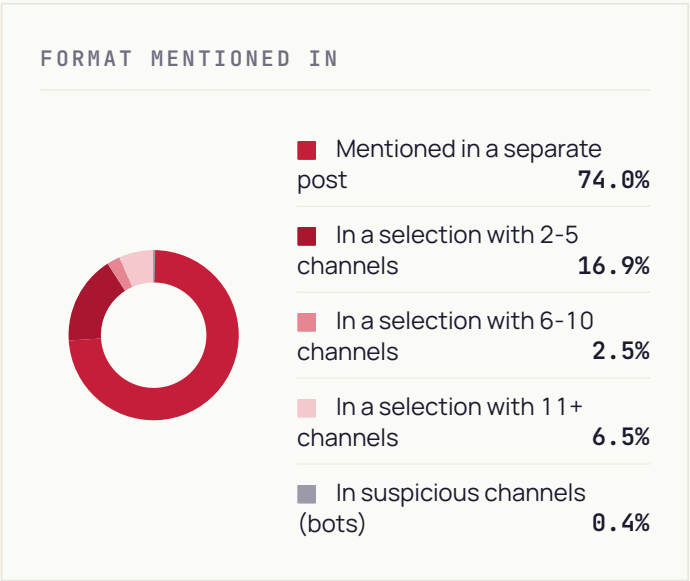
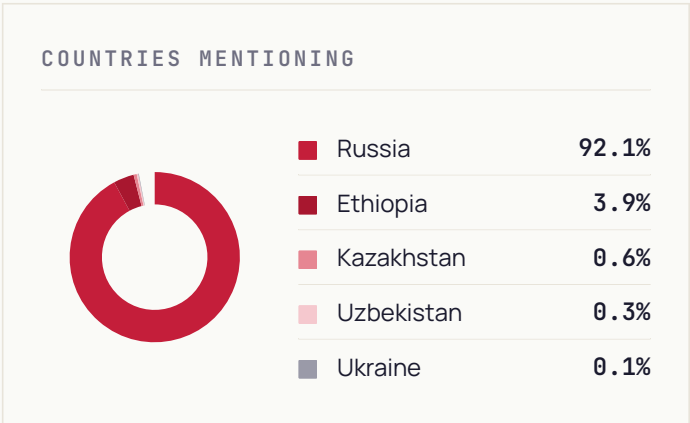
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who & how mentions the channel

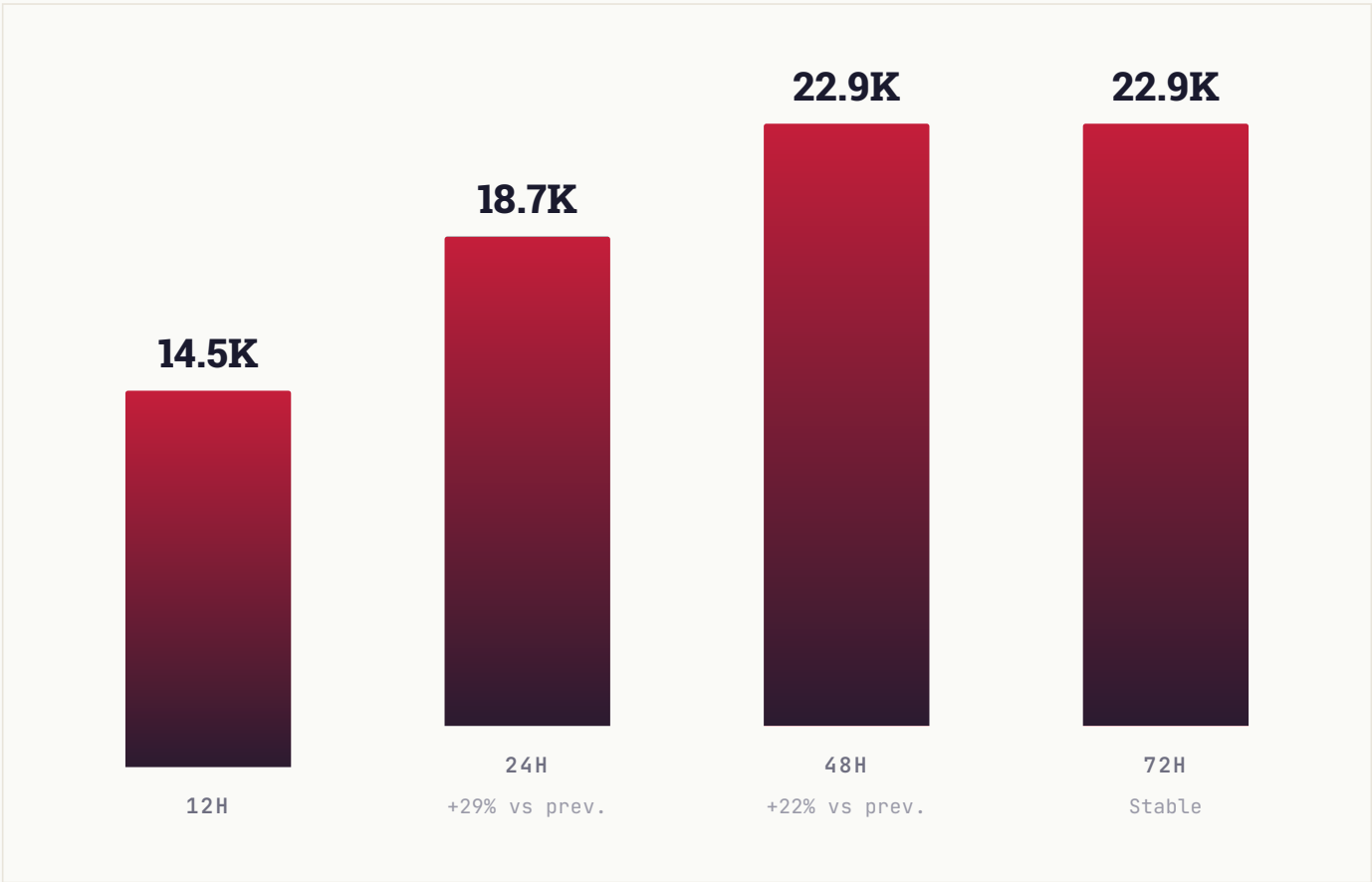
Citation index **120** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioners: a post from a channel with 100K subs weighs more than from one with 1K. All time channel was mentioned **619** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

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



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic & audience. Your channel is highlighted — see its rank among niche peers.

CHANNEL	SUBSCRIBERS
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 Ulischenko Osteopath, PhD Author of faceplasty	478.7K
BZ Stay Healthy	448.8K
BP Бегать просто YOU	139.1K

COMPARATIVE INSIGHT

Channel in Bottom half of top-100 niche (#65 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 were **116**, they brought **13 501** New subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
December 2025	32	27	3 280	
Nov 2025	18	17	1 788	
Oct 2025	14	10	2 226	
September 2025	18	13	1 949	
August 2025	18	18	2 120	
July 2025	16	15	2 138	

TOTAL MENTIONS	MONTHS OF DATA	GAINED SUBSCRIBERS
116	6	13 501

— SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

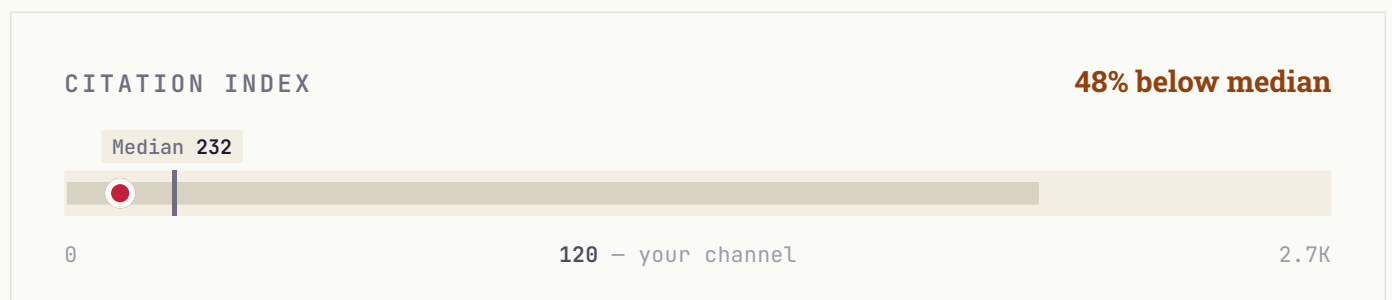
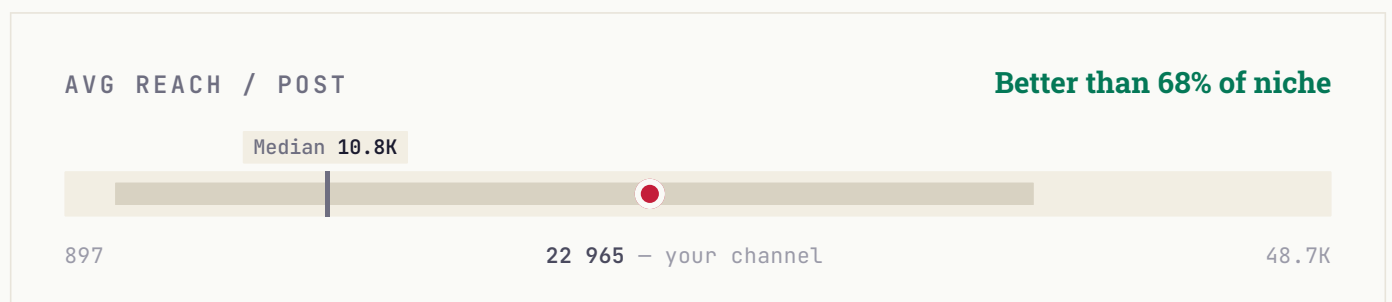
Took top-100 Channels in category «Health & Fitness» (Russia) and saw how your channel compares. Gray band — range where 80% of niche channels fall (p10 to p90). Black vertical — median. Red dot — your channel.

#65

/100

RANK IN NICHE

Channel in the bottom half of the 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**Main post of the week — on Sunday**

Audience is most active on this day at 12:00 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 give +5-15% to ER.
One poll per week on a hot topic — easy growth point.

EFFECT

+5-15% ER**04****Cross-promo with similar channels**

Quarterly post exchange with channels in the same segment. 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 — that's organic traffic.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want us to do this **PromptPress?**

This audit is what we can do in minutes using public data. Want 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
