

PUBLIC REPORT BY PROMTPRESS

# Channel audit

## Dream Catchers



@sleeping\_secret

Order of Melatonin Adepts Author's channel about sleep, dreams and insomnia Contact: @LS\_LS\_80 Registration notice number 033118 On Max: [https://max.ru/sleeping\\_secret](https://max.ru/sleeping_secret) 429941

SUBSCRIBERS

**18 317**

+168 per month

ERR (% SEE POSTS)

**46.0%**

daily 8.9%

REACH/POST

**8.5K**

ad reach 1.6K/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.

|                                                                                                                                                      |                                                                                                                                                                                           |                                                                                                                                                                                     |                                                                                                                                                                        |
|------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <div> SUBSCRIBERS</div> <div>18 317</div> <div>—</div>              | <div> SUBSCRIBER REACH</div> <div>46.36%</div> <div>avg % subs see post</div>                            | <div> VIEWS/POST</div> <div>8.5K</div> <div>median 4K · 28 days</div>                              | <div> POSTS/WEEK</div> <div>7.2</div> <div>over period</div>                        |
| <div> 7D TREND</div> <div>+114.2%</div> <div>vs previous week</div> | <div> REACTIONS/POST</div> <div>160.9</div> <div>only 4,666 reactions, 2,962 reposts, 152 comments</div> | <div> POST LENGTH</div> <div>781 chars</div> <div>median 809 · 28 days</div>                       | <div> POSTS ANALYZED</div> <div>29</div> <div>28 days</div>                         |
| <div> AD REACH</div> <div>1.6K</div> <div>24h avg</div>           | <div> CHURN / MONTH</div> <div>+168</div> <div>last month</div>                                        | <div> CITATION RATE</div> <div>117</div> <div>citation index · 303 channels mentioned ever</div> | <div> CHANNEL AGE</div> <div>2 years 7 months</div> <div>created 04.12.2023</div> |

AI EDITOR SUMMARY

Channel «Dream Catchers» – 18 317 subs. Each post avg views 8.5K people (46% of subs), wide reach for its size. Publishes 7 posts/week (~1/day) – regular. Week Jul 6–12 reach up +114.2% to week Jun 29 – Jul 5 – 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 **29** posts in 28 days.
- 02 Dominant format – **Photo** (27/29 posts).
- 03 Avg post length – **781** chars (median 809).
- 04 Audience peak activity – **Tuesday**, 10:00 MSK.
- 05 Top posts get **17x** more views than weakest (48.5K avg top vs 2.8K worst) – among 29 posts in 28 days. Worth analyzing what top shares: topic, format, timing.

TOP 5 POSTS

|                                                                                                                                                                                                                                               |                                                                   |                                                                     |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------|---------------------------------------------------------------------|
| <div><div>Nº1</div><div>13.07 · 06:46</div><div>PHOTO</div></div> <div>Scientists discovered a gene that lets some people sleep only 3–4 hours and feel great. This superpower...</div>                                                       | <div>VIEWS</div> <div>52 187</div> <div>REP.</div> <div>564</div> | <div>REACTIONS</div> <div>303</div> <div>ER</div> <div>284.9%</div> |
| <div><div>Nº2</div><div>20.06 · 07:05</div><div>PHOTO</div></div> <div>Jerking awake when falling asleep – a feeling everyone knows. There are two theories behind these twitches. First: muscle relaxation during sleep incorrectly...</div> | <div>VIEWS</div> <div>47 222</div> <div>REP.</div> <div>297</div> | <div>REACTIONS</div> <div>255</div> <div>ER</div> <div>257.8%</div> |
| <div><div>Nº3</div><div>07.07 · 07:06</div><div>PHOTO</div></div> <div>Shortly before death, people see similar dreams. A team of scientists led by Christopher Carr observed 13,000 people over 10 years...</div>                            | <div>VIEWS</div> <div>46 157</div> <div>REP.</div> <div>594</div> | <div>REACTIONS</div> <div>195</div> <div>ER</div> <div>252.0%</div> |

|                                                                                                                                                                                                                                                                 |                                                                  |                                                                    |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------|--------------------------------------------------------------------|
| <div><div>Nº4</div><div>14.07 · 08:05</div><div>PHOTO</div></div> <div><div>If you want to sleep better at night, start with bright light during the day. New research shows: the more bright continuous light a person...</div></div>                          | <div>VIEWS</div> <div>9 443</div> <div>REP.</div> <div>184</div> | <div>REACTIONS</div> <div>164</div> <div>ER</div> <div>51.6%</div> |
| <div><div>Nº5</div><div>30.06 · 06:05</div><div>PHOTO</div></div> <div><div>Five days of sleep deprivation – and you no longer feel sorry for anyone. An experiment showed how lack of sleep and empathy are linked. It is empathy that makes us...</div></div> | <div>VIEWS</div> <div>4 643</div> <div>REP.</div> <div>80</div>  | <div>REACTIONS</div> <div>273</div> <div>ER</div> <div>25.3%</div> |

|

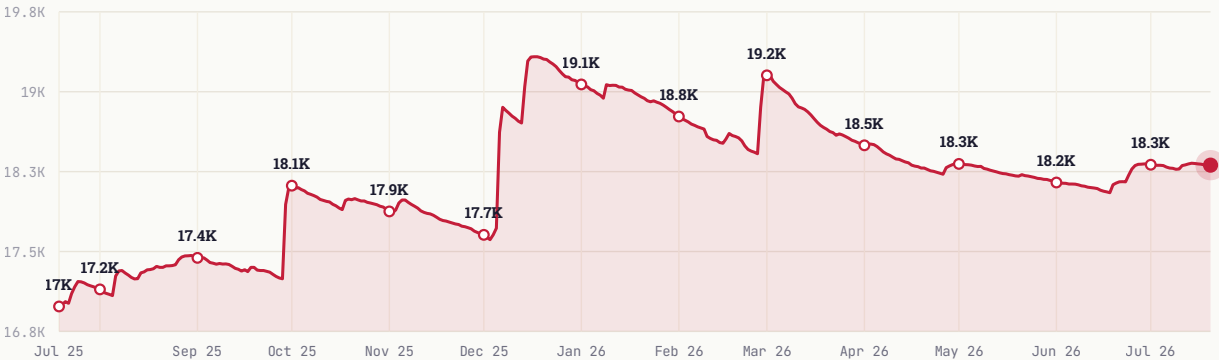
WORST 3

|                                                                                                                                                                                                                                  |                                                                  |                                                                    |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------|--------------------------------------------------------------------|
| <div><div>↓</div><div>12.07 · 08:40</div><div>PHOTO</div></div> <div><div>You're so tired you think you'll hit the bed at 9 PM and fall asleep instantly. But instead, you spend the whole night awake...</div></div>            | <div>VIEWS</div> <div>3 183</div> <div>REP.</div> <div>55</div>  | <div>REACTIONS</div> <div>218</div> <div>ER</div> <div>17.4%</div> |
| <div><div>↓</div><div>15.07 · 06:11</div><div>PHOTO</div></div> <div><div>Gossip reduces stress – and here's why. Talking behind people's backs is considered bad manners – but research shows: if without malice...</div></div> | <div>VIEWS</div> <div>2 923</div> <div>REP.</div> <div>114</div> | <div>REACTIONS</div> <div>144</div> <div>ER</div> <div>16.0%</div> |
| <div><div>↓</div><div>16.07 · 06:56</div><div>PHOTO</div></div> <div><div>Women are woken by baby cries, men by car alarms This was found in an experiment where participants during their sleep...</div></div>                  | <div>VIEWS</div> <div>2 260</div> <div>REP.</div> <div>42</div>  | <div>REACTIONS</div> <div>98</div> <div>ER</div> <div>12.3%</div>  |

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.



| START OF PERIOD | NOW    | NET GROWTH |
|-----------------|--------|------------|
| 16 995          | 18 317 | +1 322     |

## SECTION 04 • MENTIONS

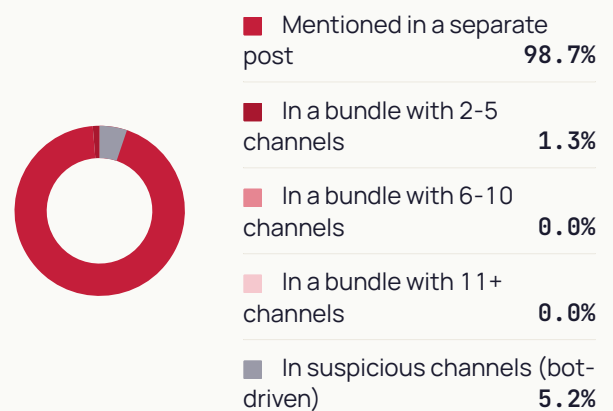
# Who mentions the channel and how

Citation index **117** — channel popularity rating based on mentions. Considers not only count but also mentioner weight: a post from a 100K subs channel weighs more than from 1K. All-time mentions: **303** different channels.

### COUNTRIES MENTIONING



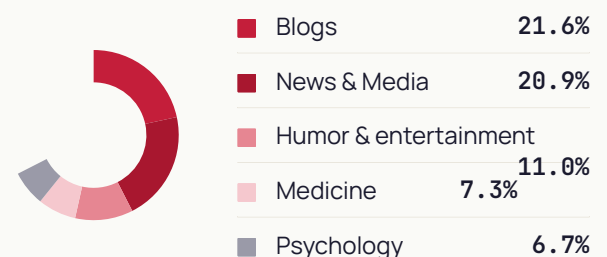
### FORMAT MENTIONED IN



### SIZE OF CHANNELS MENTIONING



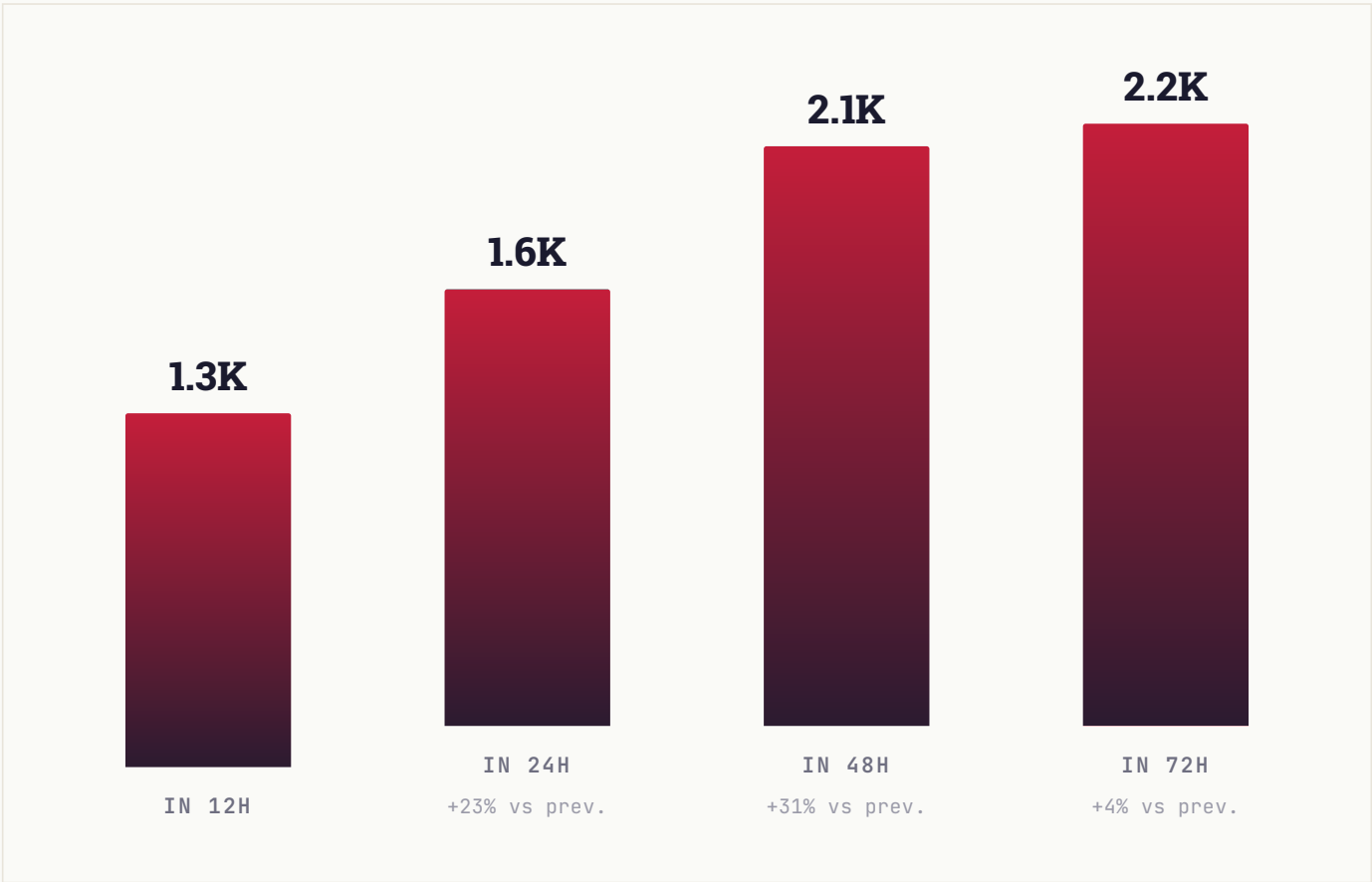
### TOPICS MENTIONED IN



SECTION 05 · AD POTENTIAL

# How long a post generates reach

Avg reach of an ad post over time since publication. Helps estimate how long placement should 'live'.



SECTION 06 · COMPETITORS

# Who you compete with

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

| CHANNEL                                                       | SUBSCRIBERS |
|---------------------------------------------------------------|-------------|
| DD DIETOLOG DILYA ASLIDDINOVNA RASMIY                         | 1.2M        |
| KZ Test purchase                                              | 761.6K      |
| BI Biohackers                                                 | 579.1K      |
| GS GymDeals- Supplements & Whey Protein Offers                | 539.6K      |
| BI Biohacking                                                 | 530.5K      |
| SL Sport Life                                                 | 522.2K      |
| VN Eternity in Tibet                                          | 490.9K      |
| NT Our Body                                                   | 479.2K      |
| AU Ales Ulishchenko   Osteopath, PhD   Author of faceplastics | 475.3K      |
| BZ Be healthy                                                 | 446.6K      |
| DM Dream Catchers YOU                                         | 18.3K       |

COMPARATIVE INSIGHT

Channel not yet outside niche top 97 — early growth stage. Niche leader — DIETOLOG DILYA ASLIDDINOVNA RASMIY (1.2M), top-97 median: 165.8K. First goal — enter top-97 via systematic traffic & content work.

SECTION 07 · 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 **32**, they brought **3 622** new subs.

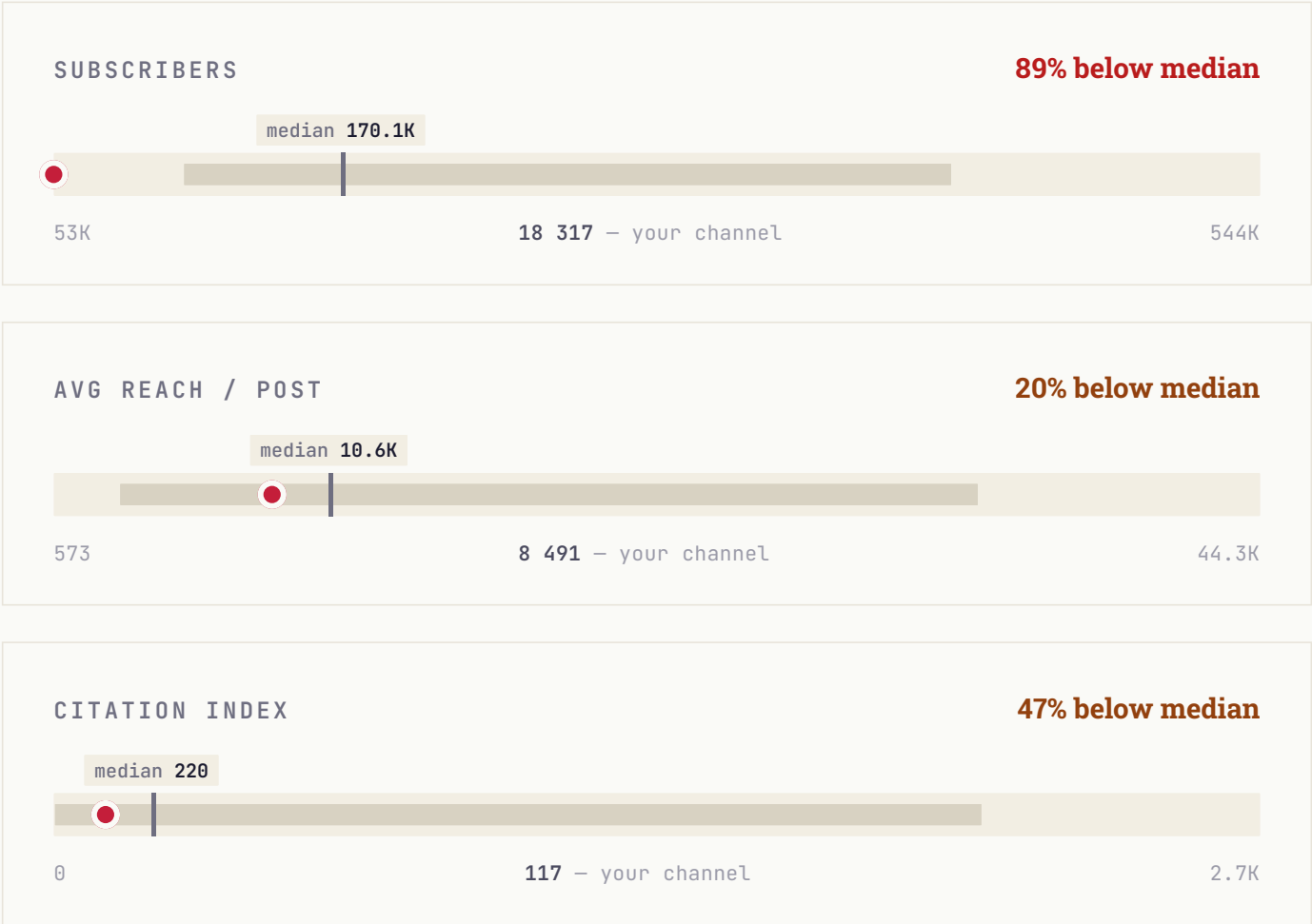
| PERIOD        | MENTIONS | CHANNELS | BROUGHT SUBSCRIBERS          |
|---------------|----------|----------|------------------------------|
| Jan 2026      | 6        | 4        | 139 <div><div></div></div>   |
| December 2025 | 5        | 4        | 1 857 <div><div></div></div> |
| Nov 2025      | 4        | 4        | 116 <div><div></div></div>   |
| Oct 2025      | 5        | 5        | 141 <div><div></div></div>   |
| Sep 2025      | 8        | 7        | 907 <div><div></div></div>   |
| August 2025   | 4        | 4        | 462 <div><div></div></div>   |

|                |                |                       |
|----------------|----------------|-----------------------|
| TOTAL MENTIONS | MONTHS OF DATA | ATTRACTED SUBSCRIBERS |
| 32             | 6              | 3 622                 |

SECTION 08 · NICHE COMPARISON

# Where the channel stands in its league

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



## — SECTION 09 · STRATEGY

# What to do right now

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

**01****Top post of the week — on Tuesday**

Audience is most active on this day at 10:00 MSK.

EFFECT

**Best time for  
an important  
post****02****Increase video posts share**

Video in Telegram holds audience longer and is favored by the algorithm. We recommend increasing share to 15-25%.

EFFECT

**Video retains  
audience  
better****03****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****04****Test polls & interactive formats**

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

EFFECT

**+5-15% ER****05****Cross-promo with neighboring channels**

Exchange posts with channels in the same segment once a quarter. No need to do it every day — 2-3 collabs give relevant growth.

EFFECT

**Growth from  
relevant  
audience**

★ WHAT'S NEXT

# Want this done by **PromptPress?**

This audit is 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.

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01

**Launch ads in  
Telegram**

<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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