

PUBLIC REPORT BY PROMTPRESS

Channel audit

Spirit. Fitness



@spiritfitness_official

Fitness with monthly payment. 41 clubs in Moscow, St. Petersburg, Kazan, Voronezh and the Urals Sign up for a trial workout in two clicks <https://spiritfit.ru/>

SUBSCRIBERS

105 599

+3251 per month

ERR (% SEE POSTS)

15.0%

last day 8.0%

REACH/POST

15.3K

ad reach 8.3K/24h

— CONTENTS · 2026

What's inside the report

01 Channel snapshot

12 key metrics · AI summary

02 Content Analysis

Top 5 posts · worst 3 · insights

03 Subscriber dynamics

Yearly chart · growth

04 Citation rate

Who mentions the channel and how

05 Ad potential

How long a post generates reach

06 Competitors

Niche neighbors · your place

07 Mention dynamics

6 months · monthly

08 Niche comparison

Position in «Health & Fitness» category

09 Strategy

5 priority actions

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 105 599 —	 SUBSCRIBER REACH 14.46% avg % subs see post	 VIEWS/POST 15.3K median 16.1K · 28 days	 POSTS/WEEK 8.7 for period
 7D TREND +0.5% vs previous week	 REACTIONS/POST 121.2 total 4,243 reactions, 1,542 rep., 942 comm.	 POST LENGTH 514 chars median 532 · 28 days	 POSTS ANALYZED 35 28 days
 AD REACH 8.3K 24h avg	 CHURN / MONTH +3251 last month	 CITATION RATE 57 citation index · 287 channels mentioned all time	 CHANNEL AGE 4 years 3 months created 05.03.2022

AI EDITOR SUMMARY

Channel «Spirit. Fitness» — 105 599 subs. Avg views per post 15.3K people (14% from subs), reach is low — consider expanding audience. Publishes 9 posts/week (~1/day) — regular schedule. 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 outsiders – to see what to repeat and what to drop from rotation.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 35 posts over 28 days.
- 02 Dominant format – Video (22/35 posts).
- 03 Avg post length – 514 chars (median 532).
- 04 Audience peak – Saturday, 19:00 MSK.
- 05 Top posts get 2 times more views than the weakest (20.2K avg for top vs 10.8K for worst) – among 35 posts over 28 days. Worth analyzing what the top has in common – topic, format, time.

TOP 5 POSTS

Nº1 13.06 · 16:04 PHOTO ☑️ ♀ SHINE! with Spirit at Bolotnaya Square On June 20 we meet for an open-air yoga session. We'll slow down...	VIEWS 21 176 REP. 296	REACTIONS 99 ER 20.1%
Nº2 09.06 · 16:20 PHOTO ☑️ We were wrong. Bonuses used to not accumulate right away. To become a Legend, you had to wait a long time.☑️ And you asked about water in clubs...	VIEWS 20 051 REP. 77	REACTIONS 289 ER 19.0%
Nº3 01.06 · 14:00 VIDEO Many forgot these glute exercises...big mistake ☑️ We added forgotten but powerful moves. Do them more often...	VIEWS 19 332 REP. 55	REACTIONS 122 ER 18.3%

Nº4 02.06 · 14:25 VIDEO ☒ Want to improve your flexibility but don't know where to start? Save this exercise set. The main secret of good stretching is not perfect...	VIEWS 18 934 REP. 67	REACTIONS 116 ER 17.9%
Nº5 16.06 · 12:34 VIDEO ☒ Meet Eva! Every Spirit club has a manager – the person responsible for everything at once. Today we want to introduce you to...	VIEWS 18 879 REP. 36	REACTIONS 254 ER 17.9%

|

WORST 3

↓ 24.06 · 09:01 PHOTO ☒ Yoga, bike races, sports attractions & gifts On June 27-28 we meet at the Youth Day festival in Khodynka Field Park. We...	VIEWS 12 462 REP. 134	REACTIONS 55 ER 11.8%
↓ 25.06 · 09:35 PHOTO ✱ Summer is the best time to start. More light, more energy, more reasons to go out. And we made it even easier to begin...	VIEWS 10 764 REP. 11	REACTIONS 48 ER 10.2%
↓ 26.06 · 12:05 VIDEO ☒ Summer in the city looks exactly like this! We meet outdoors, slow down, move, rest, and just spend time...	VIEWS 9 210 REP. 9	REACTIONS 61 ER 8.7%

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 and decline.



START OF PERIOD

NOW

NET GROWTH

58 962

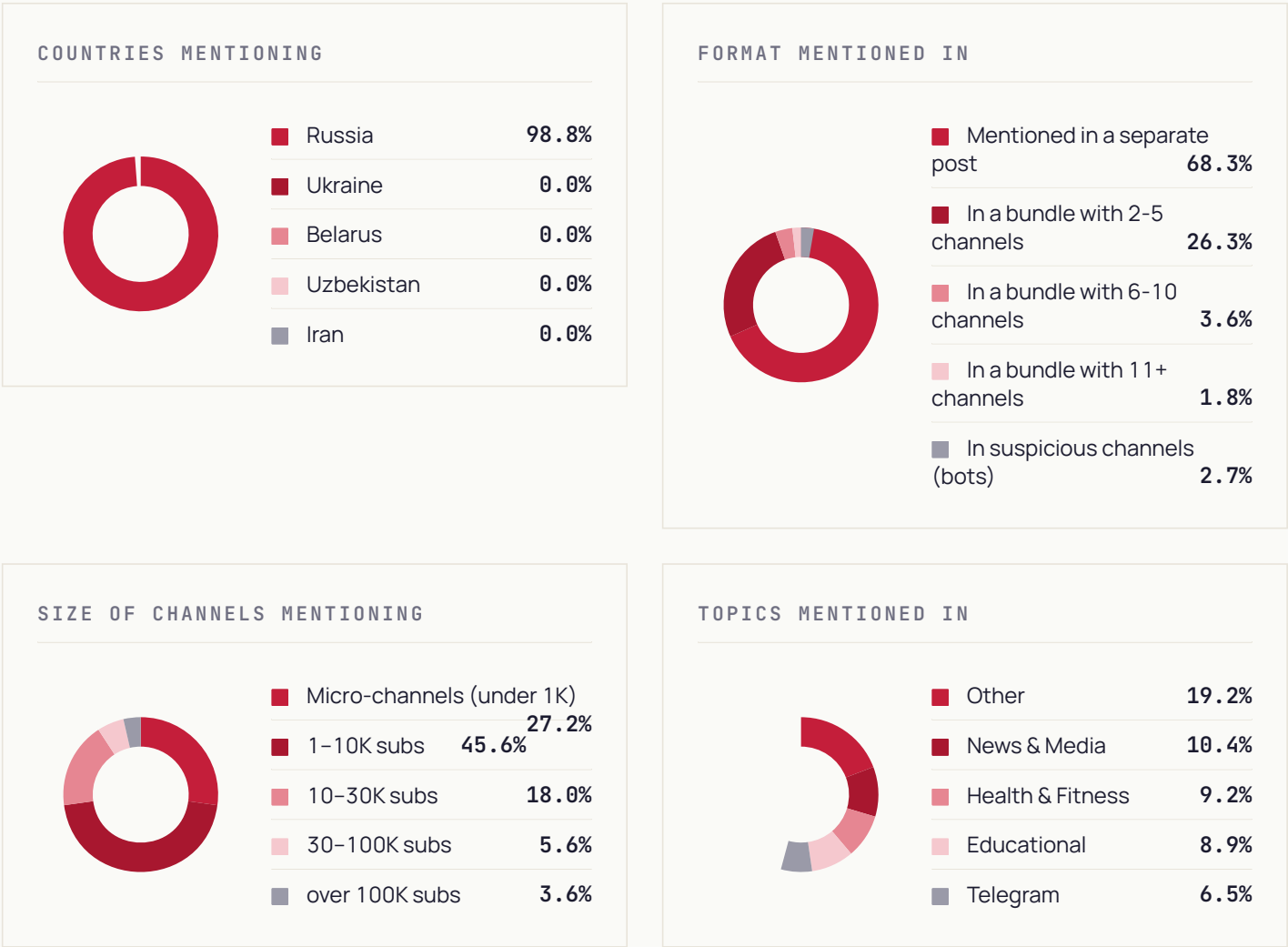
102 679

+43 717

SECTION 04 · MENTIONS

Who mentions the channel and how

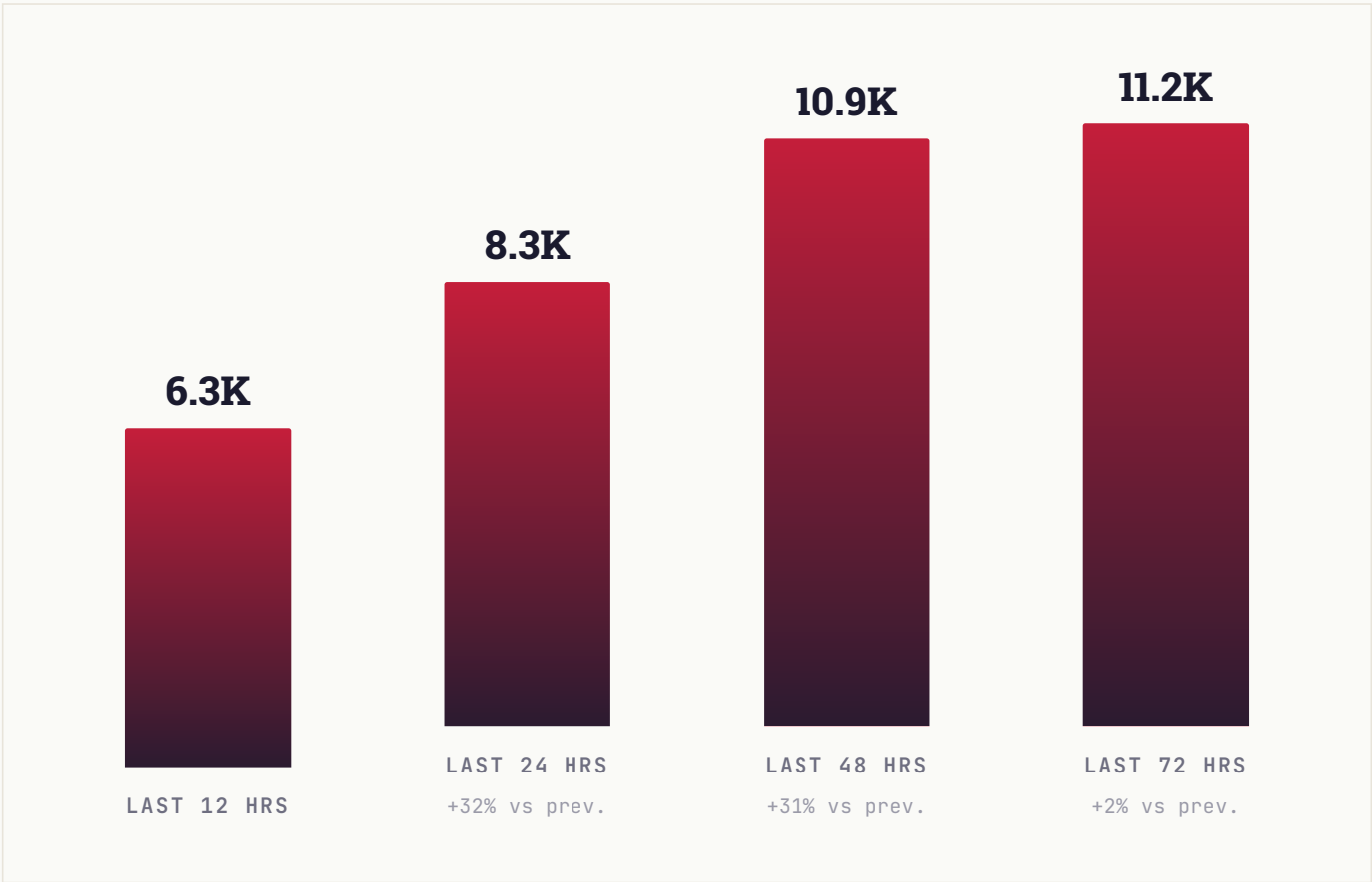
Citation index **57** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned **287** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates 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 — you can see its place among niche neighbors.

CHANNEL	SUBSCRIBERS
KZ Test Purchase	770.1K
BI Biohackers	583.9K
BI Biohacking	534.2K
SL Sport Life	525.7K
VN Eternity in Tibet	494.9K
N/A Our Body	482.1K
AU Ales Ulischenko Osteopath, PhD Author of faceplastics	478.4K
BZ Stay healthy	448.6K
ZE Healthy food	418.1K
DZ Doctor Zubareva / Doctor Zubareva	414.2K
SF Spirit. Fitness YOU	105.6K

COMPARATIVE CONCLUSION

Channel in bottom half of niche top-100 (#77 of 97). Niche median — 152.2K subs. First growth KPI — reach the median. Leader: Test Purchase (770.1K).

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 **119**, they brought **40 514** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	29	18	11 981
Nov 2025	37	29	1 704
Oct 2025	24	16	10 534
Sep 2025	15	12	4 817
August 2025	5	2	2 537
July 2025	9	8	8 941
TOTAL MENTIONS	119	MONTHS OF DATA	6
		ATTRACTED SUBSCRIBERS	40 514

SECTION 08 · NICHE COMPARISON

Where the channel ranks in its league

Took top-100 channels in «Health & Fitness» (Russia) and compared your channel.

Gray band — range covering 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

#77

/100

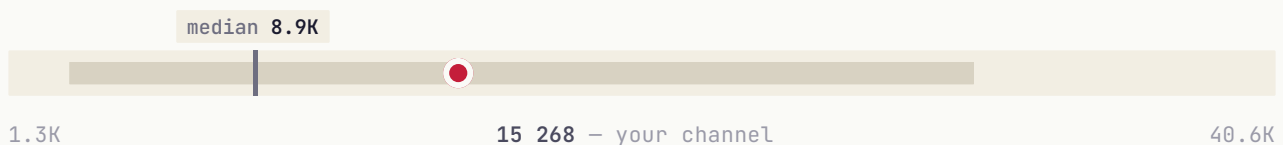
POSITION IN NICHE

Channel in the bottom half of the ranking

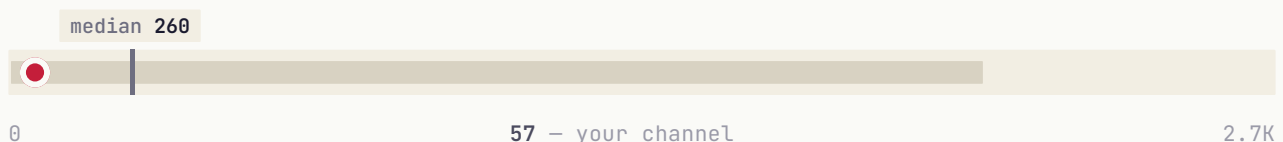
SUBSCRIBERS

31% below median


AVG REACH / POST

better than 61% of niche


CITATION INDEX

78% below median


— 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 Saturday

Audience is most active on this day at 19:00 MSK.

EFFECT

**Best window
for an
important post**

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 weekly poll on a hot topic is an easy growth lever.

EFFECT

+5-15% ER

04

Cross-promo with neighbor channels

Swap posts with same-segment channels once a quarter. 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 — it's a source of organic traffic.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want this done by **PromptPress?**

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

01	Launch Telegram ads	https://panel.promptpress.com/register
----	----------------------------	---

02	Contact manager	t.me/PromptPress_manager
----	------------------------	---
