

PUBLIC REPORT BY PROMTPRESS

Channel audit

Sport Life



@sport_llfe

Sport Life — your daily drive to become better! Collaboration:
@smirnov_edik @bardak_go RKN: <https://gosuslugi.ru/snet/691b249a5f7e5b9a4d9dc3b2> Referral link:...

SUBSCRIBERS

524 675

-5562 per month

ERR (% WHO SEE
POSTS)

4.0%

per day 2.2%

REACH/POST

17.2K

ad reach 11.7K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Channel key metrics

Each card is a separate channel health indicator. The subtitle below the number shows the period it covers.

SUBSCRIBERS 524 675 —	SUBSCRIBER REACH 3.28% avg % of subs who see a post	VIEWS/POST 17.2K median 17.9K · 29 days	POSTS/WEEK 34.7 over period
7D TREND -2.5% vs previous week	REACTS/POST 81.2 total 12 025 reactions, 30 173 reposts, 0 comments	POST LENGTH 339 chars median 274 · 29 days	POSTS ANALYZED 148 29 days
AD REACH 11.7K 24h avg	CHURN / MONTH -5562 last month	CITATION RATE 2 685 citation index · 3 140 channels mentioned ever	CHANNEL AGE 4 years 2 months created 13.04.2022

AI EDITOR SUMMARY

Channel «Sport Life» — 524 675 subs. Each post averages 17.2K people (3% from subs), reach is low — consider expanding audience. Publishes 35 posts per week (~5/day) — active posting. For the week of Jun 22–28, reach stable (-2.5% vs week 15–21 Jun).

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **148** posts over 29 days.
- 02 Dominant format — **Video** (125/148 posts).
- 03 Avg post length — **339** chars (median 274).
- 04 Peak audience activity — **Sunday**, 15:00 MSK.
- 05 Top posts get **2x** more views than the weakest (22.8K avg for top vs 13.7K for worst) — among 148 posts over 29 days. Worth analyzing what the top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 12.06 · 05:07 PHOTO Hormones affect not only how we feel but also how we look every day. Firm skin, healthy hair, sound sleep, energy...	VIEWS 24 729 REP. 363	REACTS 94 ER 4.7%
Nº2 18.06 · 05:07 PHOTO Fruit record holders for nutrient content. Nature created fruits with completely different compositions. Some stand out for high...	VIEWS 21 963 REP. 224	REACTS 89 ER 4.2%
Nº3 24.06 · 05:07 PHOTO Some products work better together than alone. Proper combos help you stay full longer...	VIEWS 21 764 REP. 276	REACTS 201 ER 4.1%

Nº4

07.06 · 12:02

PHOTO

Flexibility & lightness complex for the whole body. Just 10–15 min a day helps improve flexibility, strengthen muscles, and feel light...

VIEWS

20 844

REP.

209

REACTS

78

ER

4.0%

Nº5

14.06 · 17:04

VIDEO

Legs swell and feel heavy by evening. If you sit a lot or stand long, fluid can stagnate in legs, causing swelling and...

VIEWS

20 815

REP.

232

REACTS

105

ER

4.0%

WORST 3

↓ 02.07 · 05:06 VIDEO

A workout that changes your whole day. Just a few exercises after waking up help you wake up faster, feel a surge of energy...

VIEWS

13 811

REP.

217

REACTS

78

ER

2.6%

↓ 01.07 · 16:37 VIDEO

🥞 Now this is my favorite breakfast My husband gave me an electric grill for New Year's, I pretended to be happy, then put it away...

VIEWS

13 788

REP.

76

REACTS

32

ER

2.6%

↓ 01.07 · 09:04 VIDEO

Base for flat belly. This complex helps strengthen abs and stabilize core. 💪 Sport Life

VIEWS

13 494

REP.

163

REACTS

92

ER

2.6%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

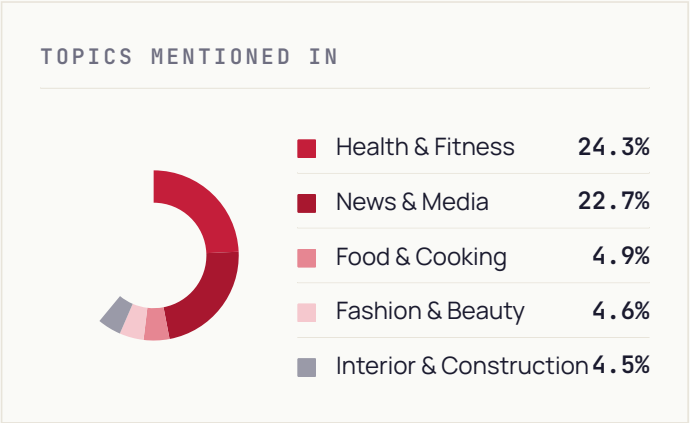
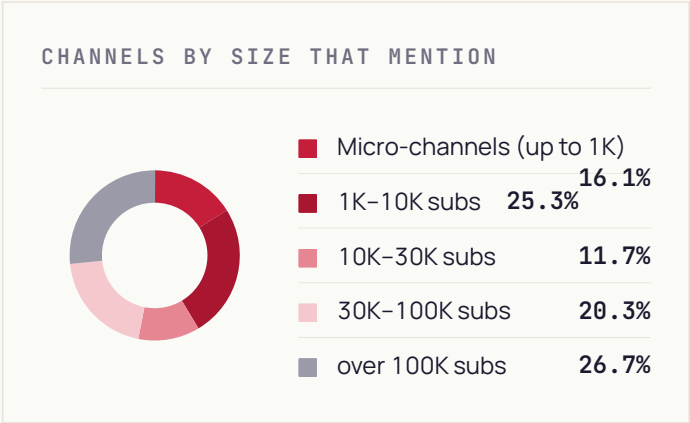
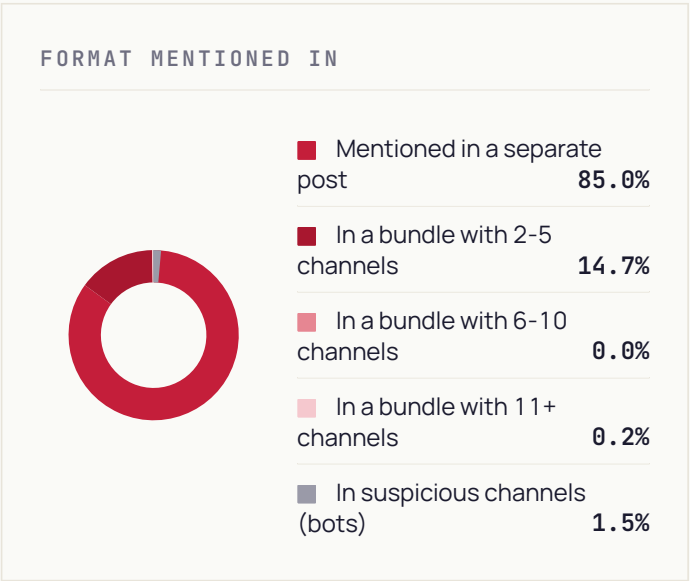
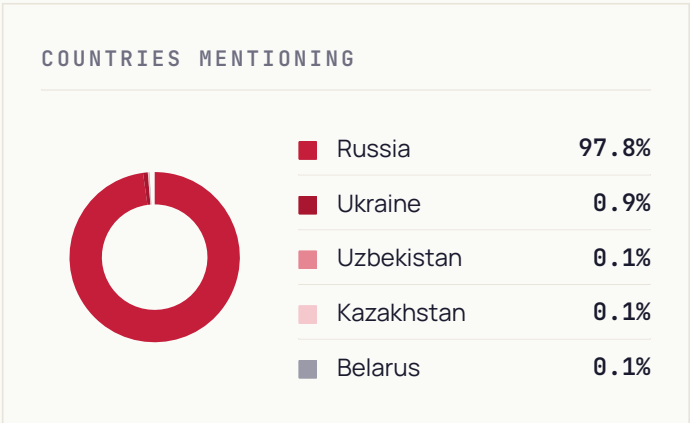
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained and lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

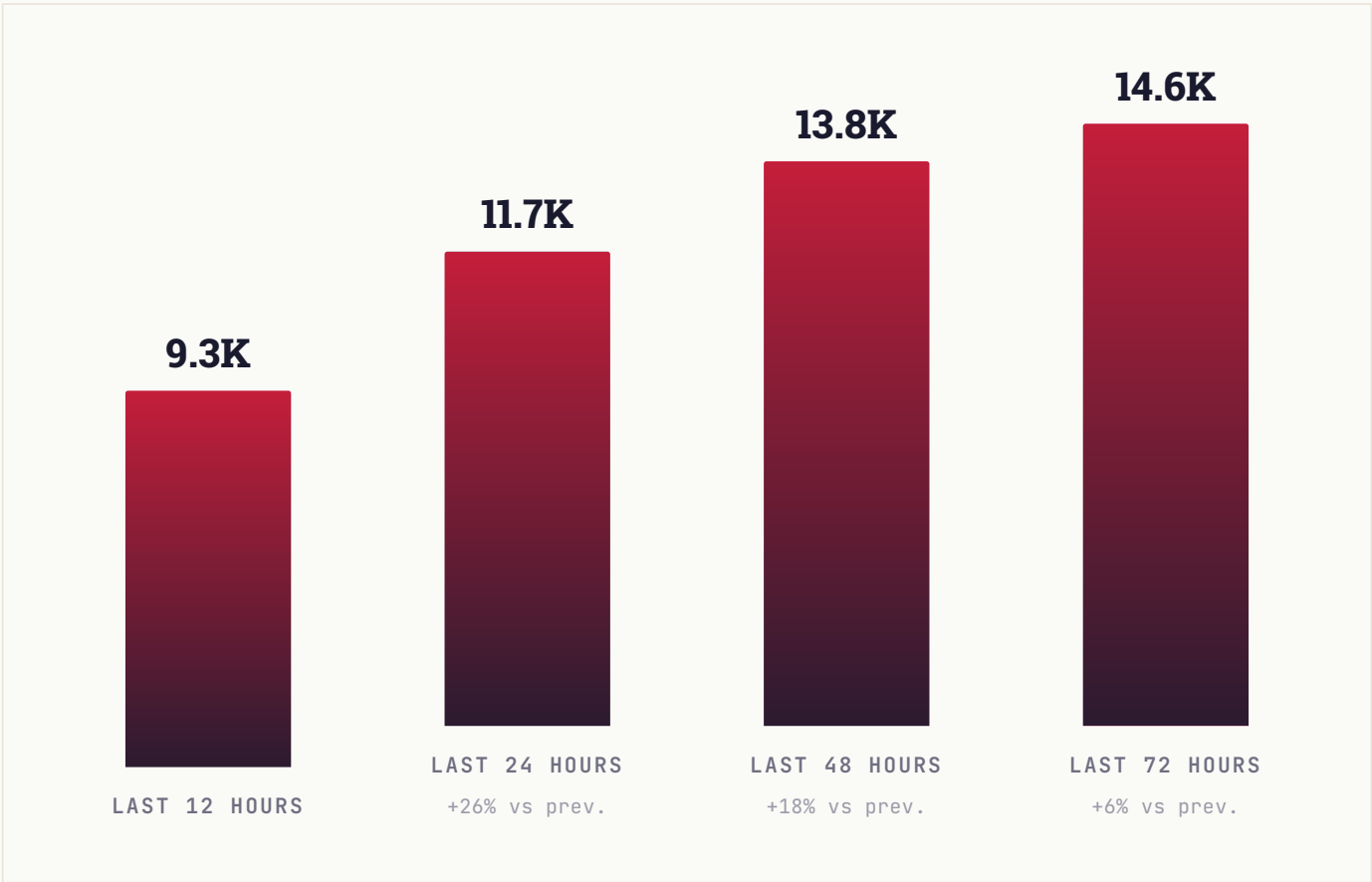
Citation index **2 685** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time channel was mentioned **3 140** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post by time since publication. Helps estimate how long 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	768.4K
BI Biohackers	583.1K
BI Biohacking	533.5K
SL Sport Life YOU	524.7K
VN Eternity in Tibet	494.1K
NT Our body	481.6K
AU Ales Ulishchenko Osteopath, PhD Author of faceplastics	477.8K
BZ Stay Healthy	448.2K
ZE Healthy Food	417.5K
DZ Doctor Zubareva / Doctor Zubareva	413.8K
HS Homo Sapiens	367.3K

COMPARATIVE CONCLUSION

Channel in top-10 niche (#4 of 97). Strong position. Niche leader — Test purchase (768.4K), room to grow to #1. With other top-10 channels — mutual exchanges as equals.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we track posts in other channels that mention your channel. Over the last **6 months** such mentions occurred **2 287**, they brought **58 648** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
January 2026	57	40	7 600	
December 2025	153	141	18 373	
Nov 2025	96	88	8 933	
Oct 2025	950	942	5 404	
September 2025	643	631	10 250	
August 2025	388	333	8 088	
TOTAL MENTIONS		MONTHS OF DATA	ATTRACTED SUBSCRIBERS	
2 287		6	58 648	

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 for 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

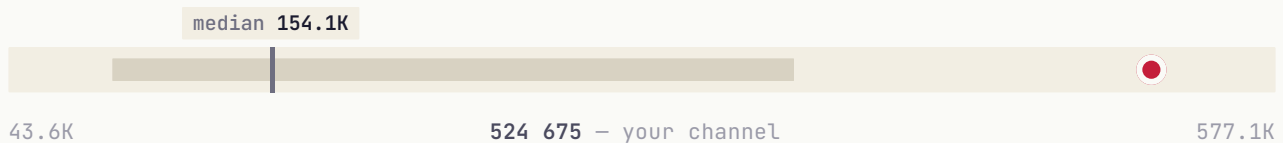
#4 /100

POSITION IN NICHE

Channel in top 4% Health & Fitness Russia

SUBSCRIBERS

better than 90% of niche



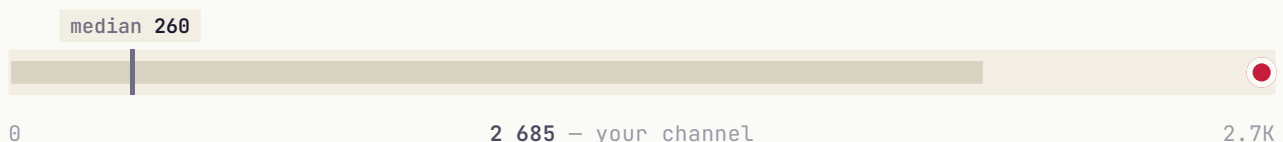
AVG REACH / POST

better than 66% of niche



CITATION INDEX

better than 90% of niche



— SECTION 09 · STRATEGY

What to do right now

5 priority actions sorted by expected impact. Can check off and return to this report in a month.

01

Top post of the week — on Sunday

Audience is most active on this day at 15:00 MSK.

EFFECT

**Best window
for important
posts**

02

ER below niche benchmark — rethink formats

Current ER 3.28% vs norm 7.0%. Try polls and interactive formats.

EFFECT

+3.7pp ER

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 and 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

05

Cross-promo with neighboring channels

Exchange posts quarterly with channels in the same segment. No need daily — 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 a few minutes based on public data. To go further — run ads through us and close your growth plan in a month.

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

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