

PROMTPRESS PUBLIC REPORT

Channel audit

Athlete



@sportsmens1

A healthy mind in a healthy body! Suggest news:
@sportsmens1_bot Ads: @Mihail_Stroev @iamehanik_bot
Sportsman in MAX -...

SUBSCRIBERS

294 585

-2877 per month

ERR (% SEE POSTS)

7.0%

per day 4.9%

REACH/POST

19.6K

ad reach 14.4K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. Subtitle shows the period it covers.

SUBSCRIBERS 294 585 —	SUBS REACH 6.65% avg % of subs who see a post	VIEWS/POST 19.6K median 19.9K · 29 days	POSTS/WEEK 43.6 for the period
7D TREND -6.2% vs previous week	REACTIONS/POST 96.3 total 17,918 reactions, 25,247 reposts, 1,883 comments	POST LENGTH 94 chars median 29 · 29 days	POSTS ANALYZED 186 29 days
AD REACH 14.4K 24h average	CHURN / MONTH -2877 last month	CITATION RATE 1 414 citation index · 1,013 channels mentioned all time	CHANNEL AGE 4 years 10 months created 30.08.2021

AI EDITOR SUMMARY

Channel «Sportsman» – 294 585 subs. Each post averages 19.6K people (7% from subs), low reach – consider expanding audience. Publishes 44 posts per week (~6/day) – active posting. For the week of June 15–21, reach dropped by -6.2% to week of June 8–14 – analyze reasons.

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 **186** posts over 29 days.
- 02 Dominant format — **Photo** (93/186 posts).
- 03 Avg post length — **94** chars (median 29).
- 04 Peak audience activity — **Thursday**, 11:00 MSK.
- 05 Top posts get **1x** more views than the weakest (24.4K avg for top vs 16.8K for worst) — among 186 posts over 29 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 03.06 · 08:07 PHOTO 10 stretching exercises your back will thank you for.	VIEWS 24 812 REPOSTS 199	REACTIONS 37 ER 8.4%
Nº2 04.06 · 08:09 TEXT KEEP YOUR GUT CLEAN! Start your "body spring cleaning" with the digestive tract. Save this 📌 1. Cleansing porridge...	VIEWS 24 643 REPOSTS 468	REACTIONS 71 ER 8.4%
Nº3 07.06 · 10:07 PHOTO Remember this📌	VIEWS 23 667 REPOSTS 277	REACTIONS 67 ER 8.0%

Nº4

03.06 · 16:07

PHOTO

When your body asks for water.

VIEWS

23 590

REPOSTS

99

REACTIONS

39

ER

8.0%

Nº5

03.06 · 19:07

VIDEO

48 Exercises for all muscle groups 📺

VIEWS

22 965

REPOSTS

127

REACTIONS

32

ER

7.8%

WORST 3

↓ 28.06 · 05:07 PHOTO Daily workouts	VIEWS 17 158 REPOSTS 96	REACTIONS 25 ER 5.8%
↓ 28.06 · 08:07 PHOTO For those who want to broaden their shoulders.	VIEWS 16 690 REPOSTS 68	REACTIONS 25 ER 5.7%
↓ 28.06 · 07:01 VIDEO If you're a handy guy, come on in 📺 HANDY GUY	VIEWS 16 624 REPOSTS 13	REACTIONS 29 ER 5.6%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

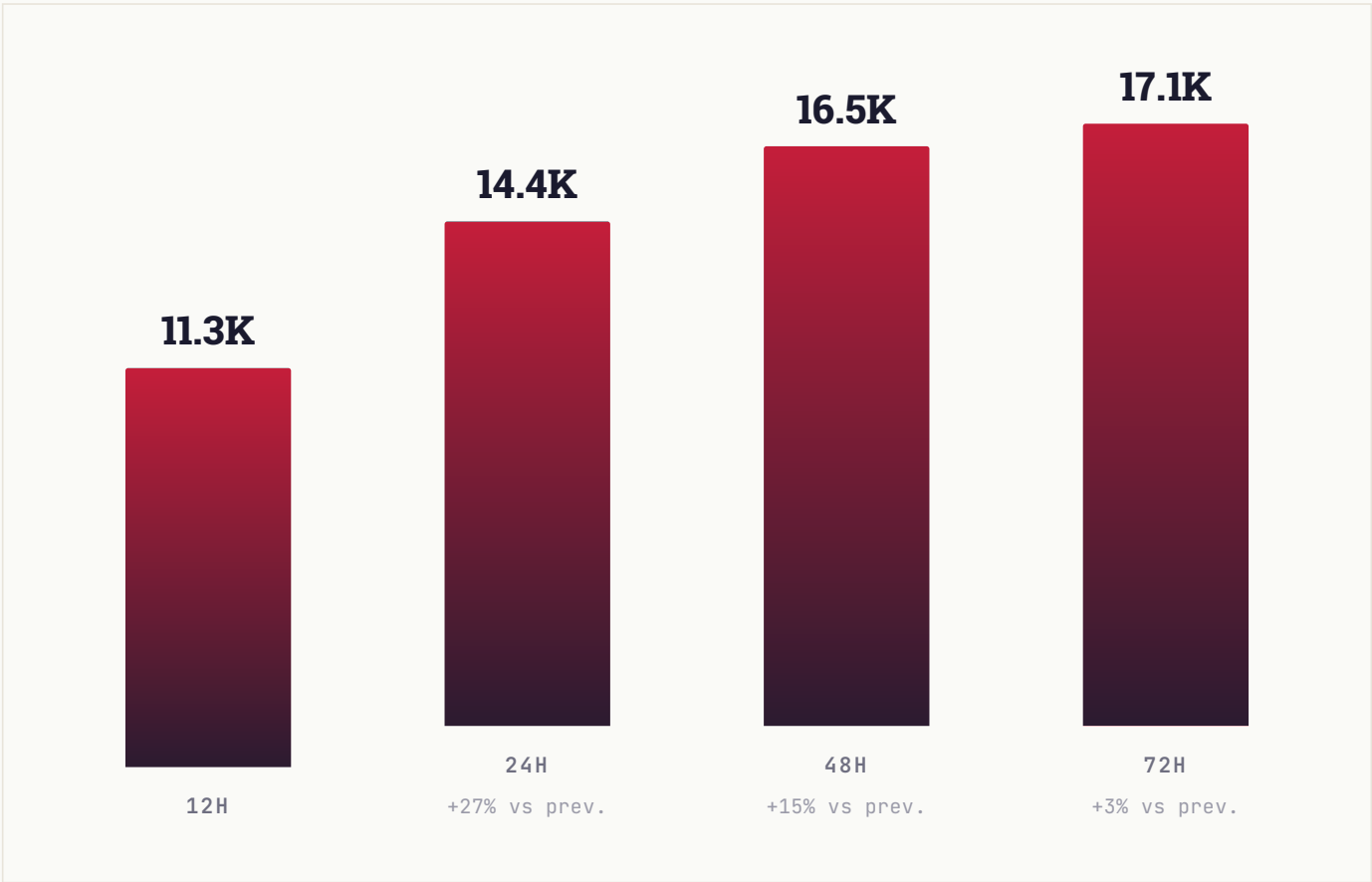
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth vs. loss.



SECTION 04 · AD POTENTIAL

How long a post brings reach

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



SECTION 05 · 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	770.1K
BI Biohackers	583.9K
BI Biohacking	534.2K
SL Sport Life	525.7K
VN Eternity in Tibet	494.9K
NT Our body	482.1K
AU Ales Ulishchenko Osteopath, PhD Faceplastic author	478.4K
BZ Stay healthy	448.6K
ZE Healthy food	418.1K
DZ Doctor Zubareva / Doctor Zubareva	414.2K
CP Athlete YOU	294.6K

COMPARATIVE CONCLUSION

Channel in top 25% of niche (#17 of 97). Leader — Test purchase (770.1K). Goal for the coming months: enter the niche top 10 through systematic traffic work.

SECTION 06 · MENTION DYNAMICS

How often the channel is mentioned

Monthly we track posts in other channels that mention your channel. Over the last **6 months** such mentions were **173**, they brought **22 222** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	6	6	4 512
December 2025	20	20	3 418
Nov 2025	41	41	3 564
Oct 2025	38	38	5 173
Sep 2025	20	20	3 935
August 2025	48	45	1 620

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS
173	6	22 222

Where channel ranks in its league

Black vertical = median. Red dot = your channel.



— SECTION 08 · STRATEGY

What to do right now

5 priority actions sorted by expected impact. Check them off and revisit this report in a month.

01

Main post of the week — on Thursday

On this day at 11:00 MSK audience is most active.

EFFECT

**Best window
for an
important post**

02

ER below niche benchmark — rethink formats

Current ER 6.65% vs norm 7.0%. Try polls and interactive formats.

EFFECT

+0.3pp 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

+1K-3K 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 is an easy win.

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

Swap posts with same-segment channels quarterly. No need daily — 2-3 collabs give relevant growth.

EFFECT

**Growth from
relevant
audience**

★ WHAT'S NEXT

Want us to do this PromptPress?

This audit is what we can do in minutes using public data. To go further — run ads with us and hit your growth plan in a month.

01

**Launch ads on
Telegram**

<https://panel.promptpress.com/register>

02

Contact manager

t.me/PromptPress_manager