

PUBLIC REPORT PROMTPRESS

Channel audit

ExSport



@sportxpres

Media Collaboration & ads: @exs_ad/ t.me/ExSCompany Merch:
<https://lom-merch.ru> № 5025983741

SUBSCRIBERS

130 069

-3860 per month

ERR (% SEE POSTS)

18.0%

daily 13.2%

REACH/POST

22.8K

ad reach 17.3K/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 130 069 —	 SUBS REACH 17.56% avg % subs see post	 VIEWS/POST 22.8K median 23K · 29 days	 POSTS/WEEK 25.0 over period
 7D TREND +6.4% vs prev week	 REACTIONS/POST 684.0 72,508 reactions, 9,219 reposts, 3,527 comments	 POST LENGTH 442 chars median 418 · 29 days	 POSTS ANALYZED 106 29 days
 AD REACH 17.3K 24h avg	 CHURN / MONTH -3860 last month	 QUOTABILITY 56 citation index · 108 channels mentioned all time	 CHANNEL AGE 2 years 7 months created 05.11.2023

AI EDITOR SUMMARY

Channel «ExSport» — 130 069 subs. Each post avg views 22.8K people (18% of subs), avg reach — room to grow. Publishes 25 posts/week (~4/day) — active posting. Week Jun 15–21 reach up +6.4% week Jun 8–14 — positive trend.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **106** posts in 29 days.
- 02 Dominant format — **Video** (55/106 posts).
- 03 Avg post length — **442** chars (median 418).
- 04 Peak audience activity — **Saturday**, 21:00 MSK.
- 05 Top posts get **2x** more views than weakest (29K avg top vs 17.9K worst) — among 106 posts in 29 days. Worth analyzing commonalities: topic, format, timing.

TOP 5 POSTS

Nº1 03.06 · 13:03 PHOTO 4 dislikes and we'll throw him off the plane🐱 ExS in TG ExS in VK	VIEWS 30 958 REPOSTS 19	REACTIONS 1 708 ER 23.8%
Nº2 20.06 · 18:46 VIDEO Strongest bench press Russia vs USA🇷🇺 Joshua Baker and Georgy Sasania both pressed 300 kg for 3 reps on the same day. Both athletes soon...	VIEWS 28 119 REPOSTS 83	REACTIONS 907 ER 21.6%
Nº3 23.06 · 12:07 VIDEO Anyone tried Smaevka for 69 rubles? ❤️ - Made personally at Andrey's dacha #exsmemes ExS in TG ExS in VK	VIEWS 27 855 REPOSTS 371	REACTIONS 895 ER 21.4%

Nº420.06 · 13:46PHOTO Best bodybuilder physique right now👉 Derek Lunsford showed his current form 3 months before the Olympia. Opinions in the comments...	VIEWS 27 646 REPOSTS 89	REACTIONS 586 ER 21.3%
Nº520.06 · 20:08PHOTO Sam Sulek got married👉 Sam shared that he recently tied the knot. Wedding prep had been going on for a while, but Sulek kept it secret. He...	VIEWS 27 457 REPOSTS 161	REACTIONS 1 490 ER 21.1%

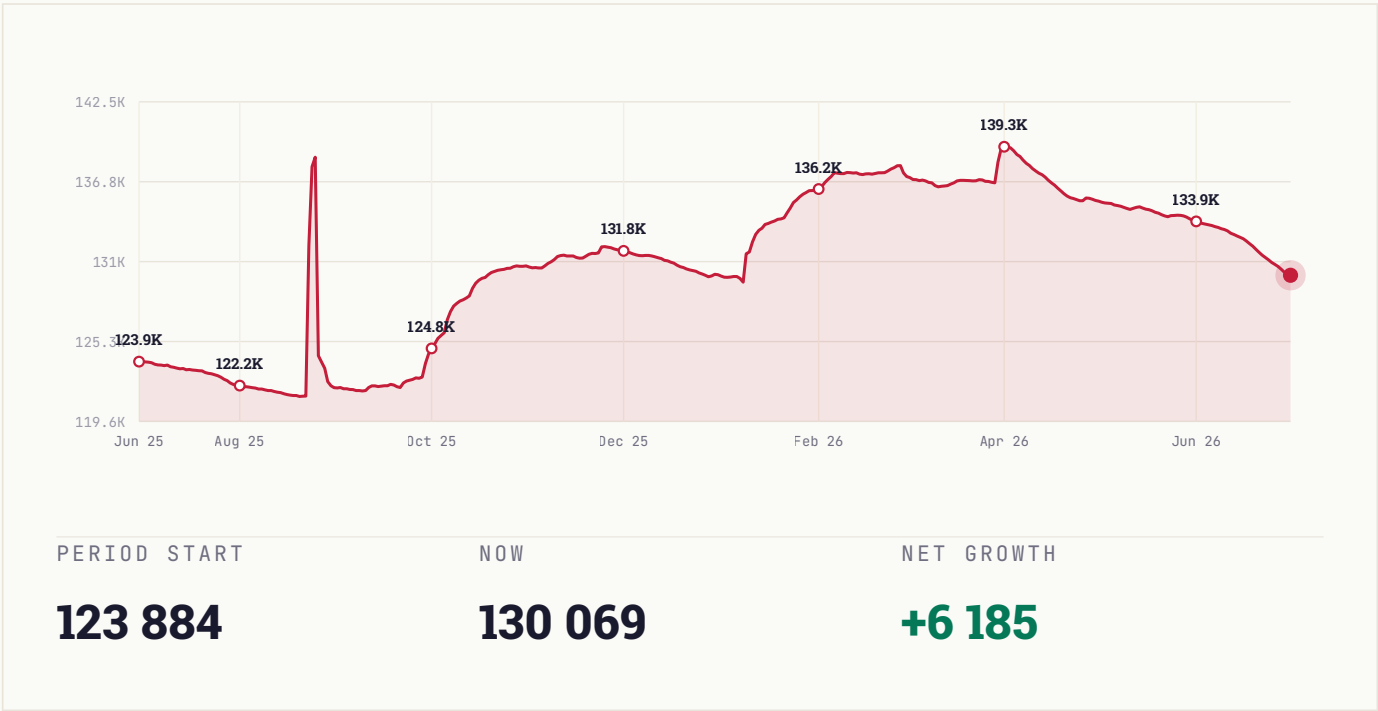
| WORST 3

↓28.06 · 13:50PHOTO Smaev: Yeah, I look old. So what... beard, extra weight, baldness. If I shave now, I'll look younger. But you...	VIEWS 18 420 REPOSTS 293	REACTIONS 862 ER 14.2%
↓28.06 · 13:19VIDEO What happened to Levan👉 The Georgian champion hasn't defended his absolute world champion title (right arm) for over a year and has noticeably slowed down...	VIEWS 17 602 REPOSTS 50	REACTIONS 317 ER 13.5%
↓28.06 · 09:55VIDEO Maddox returns to bench👉 Julius Maddox pressed 320 kg for 1 rep raw with noticeable ease. "Took a year off, but...	VIEWS 17 575 REPOSTS 51	REACTIONS 492 ER 13.5%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

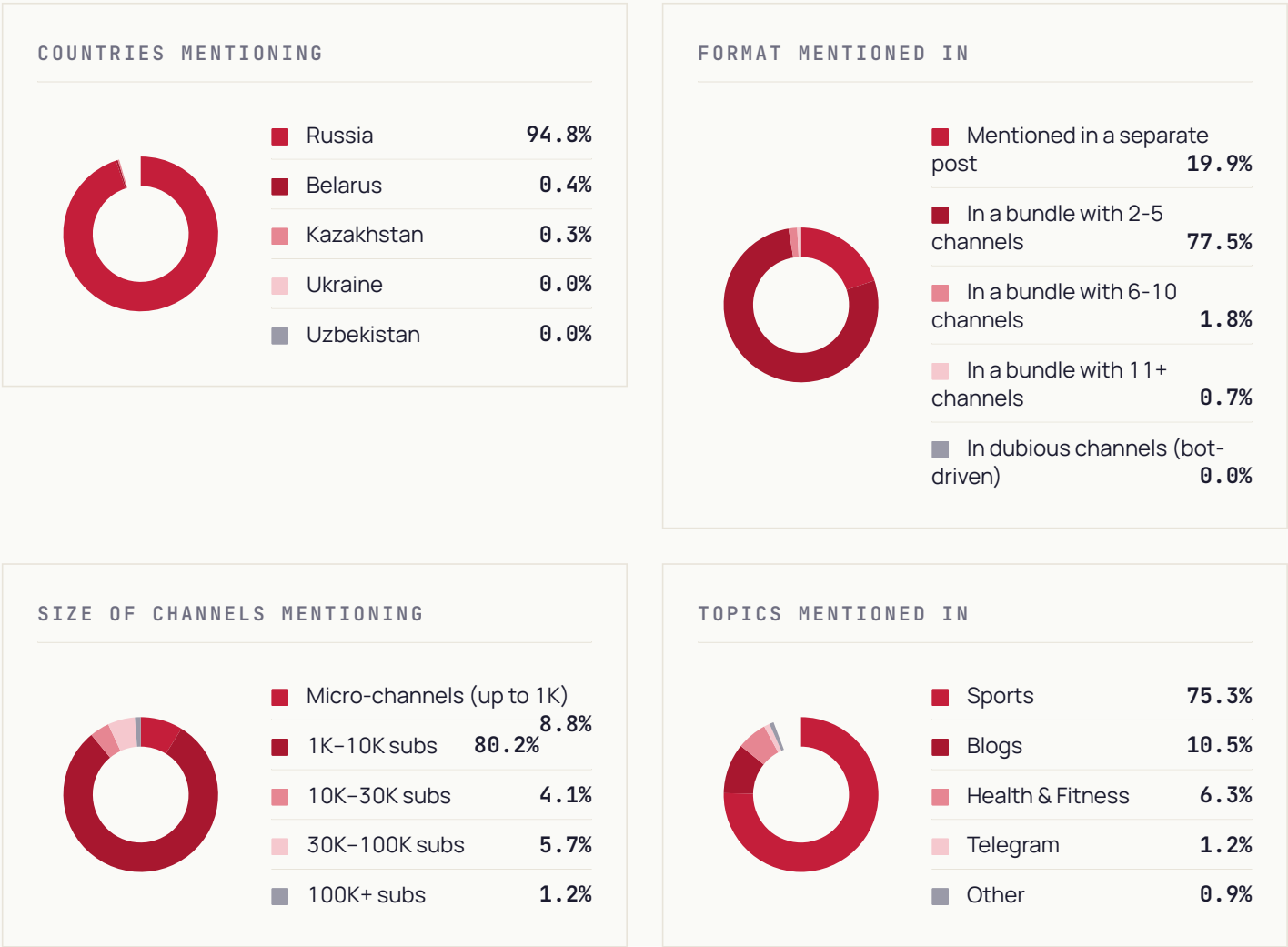
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth vs. loss.



SECTION 04 · CITATIONS

Who & how mentions the channel

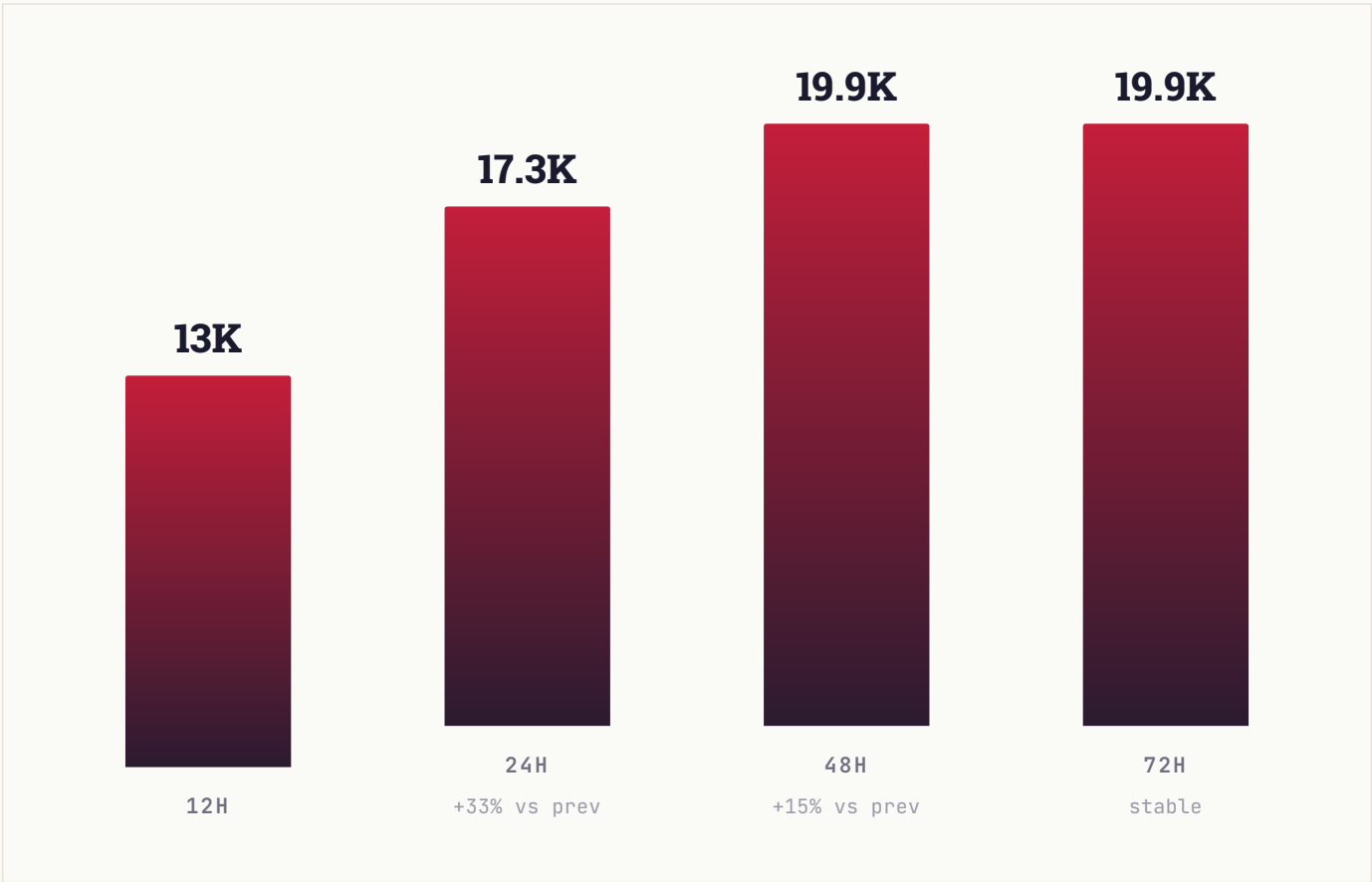
Citation index **56** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from 1K. All time channel was mentioned **108** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of an 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 rank among niche neighbors.

CHANNEL	SUBSCRIBERS
KZ Control 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 Face plastic surgery author	478.4K
BZ Stay healthy	448.6K
ZE Healthy food	418.1K
DZ Doctor Zubareva / Doctor Zubareva	414.2K
EX ExSport YOU	130.1K

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#58 of 97). Niche median — 152.2K subs. First KPI — reach median. Leader: Control 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 were **611**, they brought **35 081** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
January 2026	153	11	6 641
December 2025	126	10	199
Nov 2025	109	14	1 763
Oct 2025	42	13	6 364
September 2025	108	14	2 965
August 2025	73	6	17 149

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
611	6	35 081

— SECTION 08 • NICHE COMPARISON

Where the channel ranks in its league

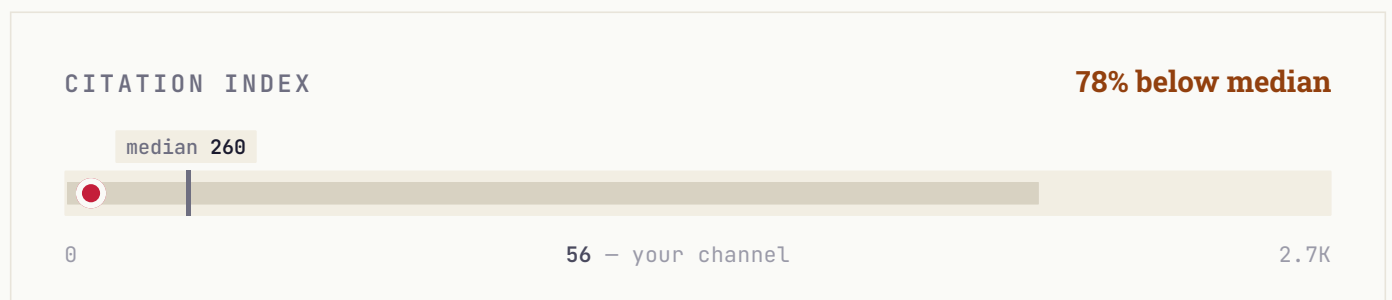
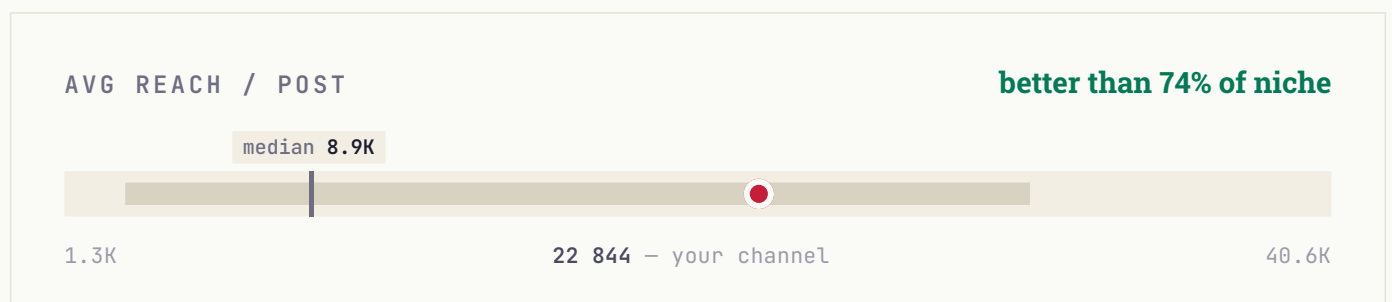
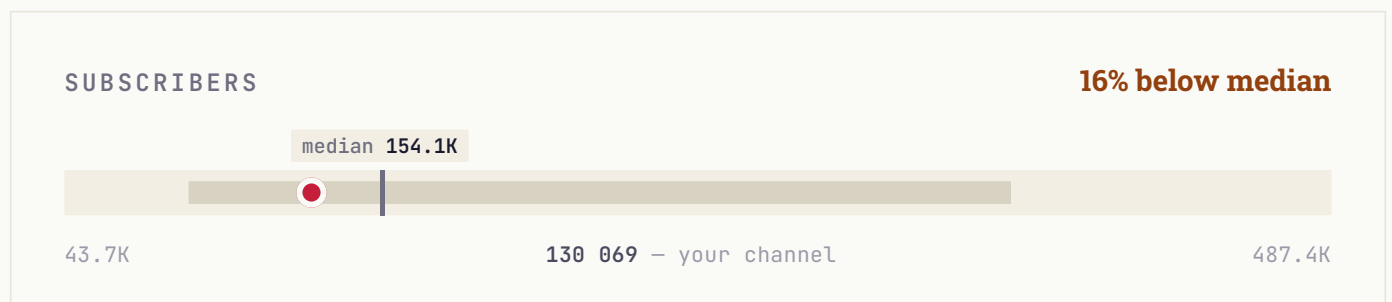
Took top-100 channels in category «Health & Fitness» (Russia) and saw how your channel compares. Gray band — range for 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

#58

/100

POSITION 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 in a month.

- 01

Top post of the week — on Saturday

Audience is most active on this day at 21:00 MSK.

EFFECT

Best window for important post
- 02

Systematic traffic buying

Three formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromptPress finds sources for your niche.

EFFECT

+1000-3000 subs
- 03

Test polls & interactive formats

Posts with polls/reactions usually give +5-15% ER. One poll per week on a hot topic — easy growth point.

EFFECT

+5-15% ER
- 04

Cross-promo with nearby channels

Exchange posts quarterly with same-segment channels. 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 — organic traffic source.

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
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02	Contact manager	t.me/PromptPress_manager
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