

PROMTPRESS PUBLIC REPORT

Channel audit

Formula of Calm



@theformulaforcalm

🧠 Psychology in plain language Breaking down emotions, relationships, anxiety, self-esteem, and habits for a calmer, more confident life. Daily practical tips you can apply right away...

SUBSCRIBERS

11 260

+10057 per month

ERR (% SEE POSTS)

18.0%

in 24 hrs 21.1%

REACH/POST

2K

ad reach 2.4K/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 was calculated for.

 SUBSCRIBERS 11 260 —	 SUBSCRIBER REACH 17.63% avg % subs see post	 VIEWS/POST 2K median 2.2K · 12 days	 POSTS/WEEK 4.7 for the period
 7D TREND — no data for period	 REACTIONS/POST 72.9 only 583 reactions, 0 reposts, 0 comments	 POST LENGTH 610 chars median 594 · 12 days	 POSTS ANALYZED 8 12 days
 AD REACH 2.4K 24h avg	 CHURN / MONTH +10057 last month	 CITATION RATE 0 citation index · 2 channels mentioned ever	 CHANNEL AGE 2 years 4 months created 03.03.2024

AI EDITOR SUMMARY

Channel «Formula of Calm» — 11 260 subs. Avg views per post: 2K people (18% of subs), average reach — room to grow. Posts 5 posts/week (~1/day) — rare.

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 TOP POSTS HAVE IN COMMON

- 01 Analysis based on 8 posts in 12 days.
- 02 Dominant format — Photo (8/8 posts).
- 03 Avg post length — 610 chars (median 594).
- 04 Peak audience activity — Friday, 08:00 MSK.
- 05 Top posts get 2x more views than the weakest (2.4K avg for top vs 1.4K for worst) — among 8 posts in 12 days. Worth analyzing what the top has in common: topic, format, time.

TOP 5 POSTS

Nº1 10.07 · 05:28 PHOTO EVERY DAY 📍 Every day, every hour, every minute, every second you must do something for your inner growth. 📍 ...	VIEWS 2 513 REPOSTS —	REACTIONS 53 ER 22.3%
Nº2 02.07 · 05:32 PHOTO Trust in relationships is the factor that saves a lot of time, a lot of nerves, and lets you truly enjoy the relationship. Trust...	VIEWS 2 432 REPOSTS —	REACTIONS 119 ER 21.6%
Nº3 12.07 · 10:27 PHOTO Always choose the one who loves you. And let their love be stronger than yours. Men are wired that way: for the one he sincerely, truly...	VIEWS 2 315 REPOSTS —	REACTIONS 49 ER 20.6%

Nº4 08.07 • 05:33 PHOTO

We often seek happiness in things and external circumstances, forgetting that true happiness starts from within. Self-awareness and self-acceptance are...

VIEWS	REACTIONS
2 210	66
REPOSTS	ER
—	19.6%

Nº5 14.07 • 05:37 PHOTO

HOW TO ACCEPT YOURSELF AND LIVE IN HARMONY Self-acceptance is not something that happens overnight. It's a process that starts with honesty...

VIEWS	REACTIONS
2 129	69
REPOSTS	ER
—	18.9%

WORST 3

↓ 13.07 • 07:00 PHOTO

We're so used to living through smartphone screens. Online work, calls, chats... But let's be honest: real love doesn't come via a link in...

VIEWS	REACTIONS
2 054	73
REPOSTS	ER
—	18.2%

↓ 09.07 • 05:29 PHOTO

Optimist's rules ☒ Don't lose heart! Even if everything goes wrong, remember — after every rain comes sunshine. ☒ Smile! Smiling helps cope...

VIEWS	REACTIONS
1 928	76
REPOSTS	ER
—	17.1%

↓ 13.07 • 05:30 PHOTO

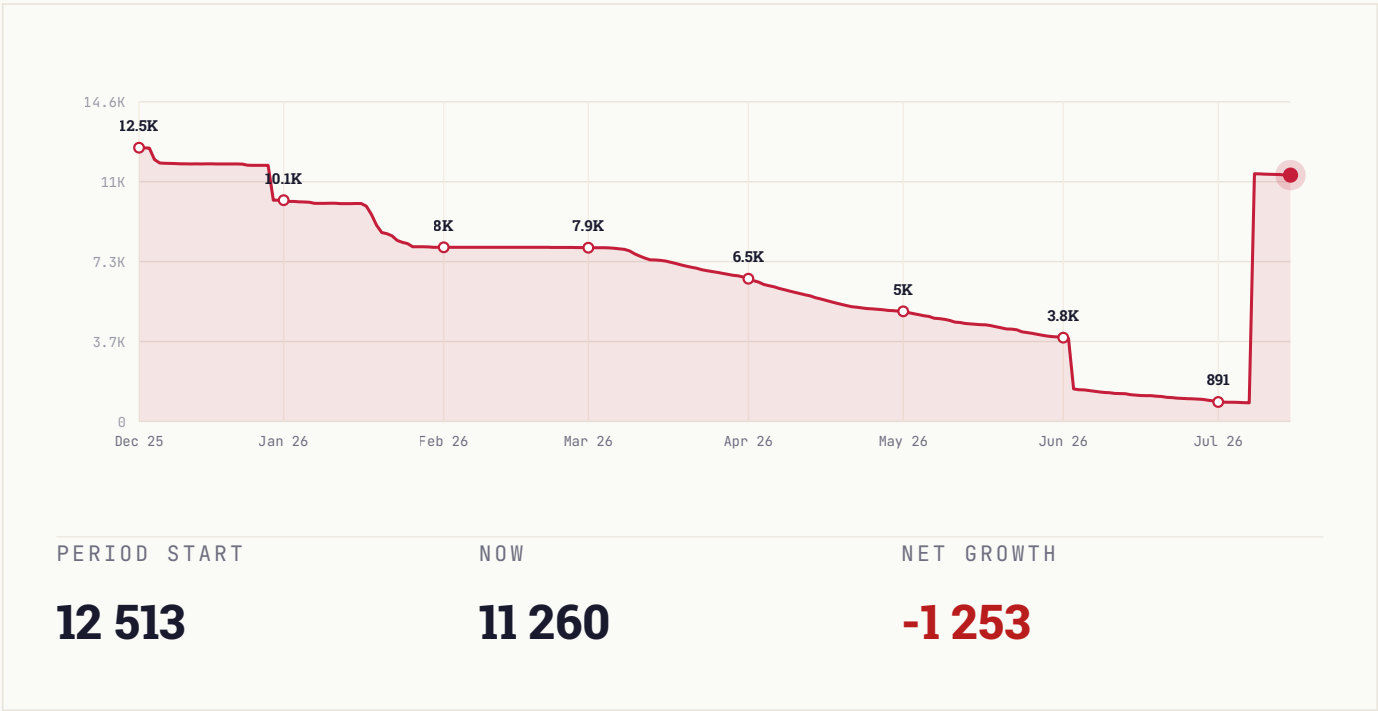
Most dangerous laws in psychology: 1. What you hold in your mind grows. 2. The world responds not to words but to your state. 3. What you...

VIEWS	REACTIONS
302	78
REPOSTS	ER
—	2.7%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

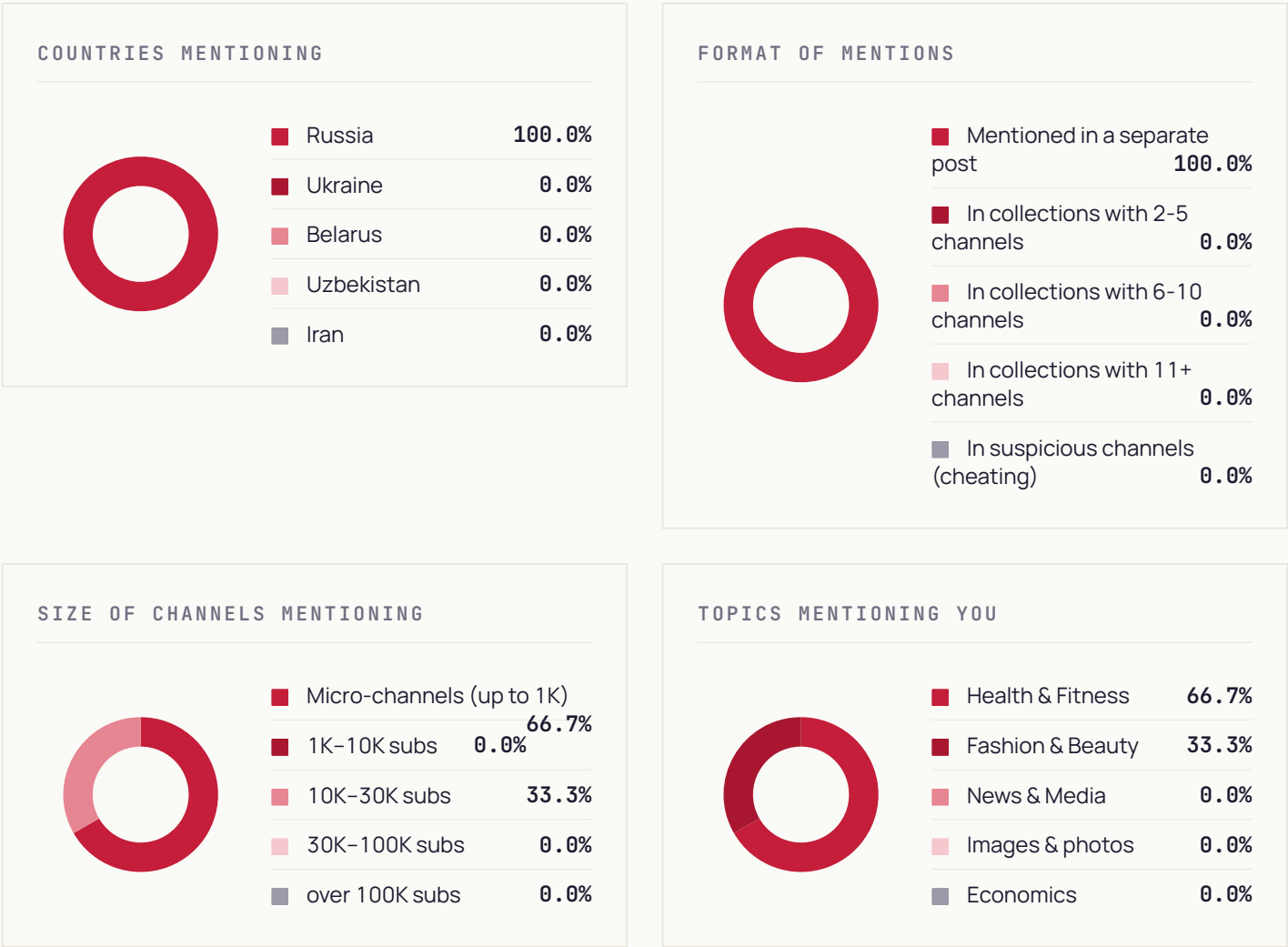
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel grew and which months subscribers left.



SECTION 04 · CITATIONS

Who and how mentions the channel

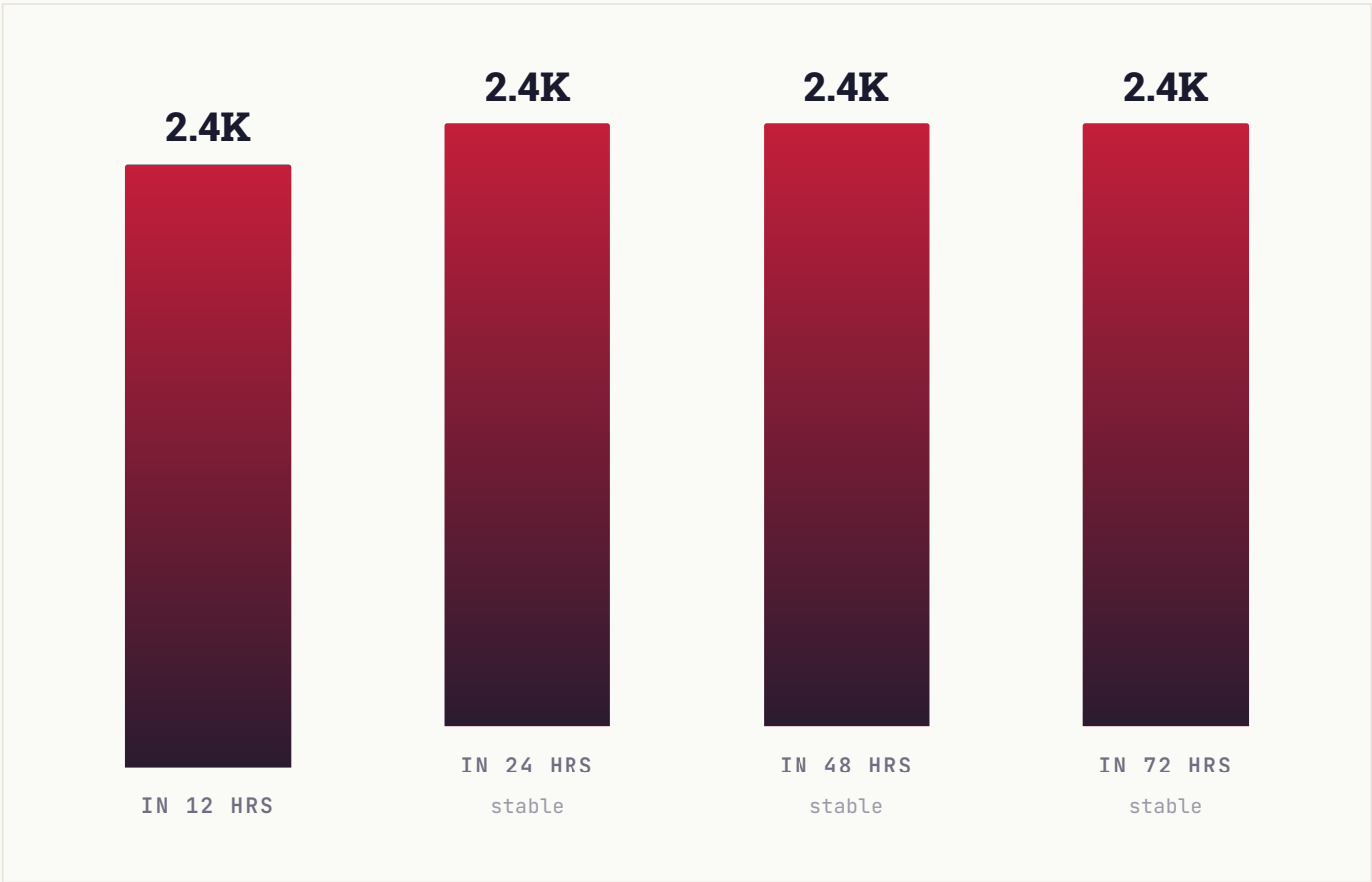
Citation index 0 – channel popularity rating based on mentions. Considers not only quantity but also weight of mentioners: a post from a 100K subs channel 'weighs' more than from a 1K subs channel. All time channel was mentioned 2 different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

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



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
DD DIETOLOG DILYA ASLIDDINOVNA RASMIY	1.2M
KZ Test purchase	764.4K
BI Biohackers	580.7K
GS GymDeals- Supplements & Whey Protein Offers	536.2K
BI Biohacking	531.8K
SL Sport Life	523.4K
VN Eternity in Tibet	492.3K
NT Our body	480.2K
AU Ales Ulishchenko Osteopath, PhD Author of faceplastics	476.4K
BZ Be healthy	447.3K
FS Formula of Calm YOU	11.3K

COMPARATIVE INSIGHT

Channel is not yet outside top-97 of niche — early growth stage. Niche leader — DIETOLOG DILYA ASLIDDINOVNA RASMIY (1.2M), top-97 median: 166.3K. First goal — enter top-97 through systematic work on traffic and content.

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: **3**, they brought **11** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
January 2026	2	1	7	
December 2025	1	1	4	
Nov 2025	0	0	0	
Oct 2025	0	0	0	
September 2025	0	0	0	
August 2025	0	0	0	
TOTAL MENTIONS	3	MONTHS OF DATA	6	ACQUIRED SUBSCRIBERS
			11	

Where the channel stands in its league

The figure consists of three horizontal bar charts, each representing a different performance metric. Each chart includes a red dot indicating the channel's performance, a vertical line for the median, and a shaded bar representing the range of the peer group. The data is as follows:

Metric	Channel Value	Median	Peer Group Range	Performance Status
SUBSCRIBERS	11 260	170.4K	53.2K - 545.2K	93% below median
AVG REACH / POST	1 985	10.7K	498 - 44.2K	81% below median
CITATION INDEX	0	220	0 - 2.7K	99% below median

— SECTION 09 · STRATEGY

What to do right now

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

- | | | |
|-----------|---|--|
| 01 | Increase posting frequency
Currently 4.7 posts/week. Active channels average 7-10. Consistency is key to audience retention. | EFFECT
Consistency beats volume |
| 02 | Main post of the week — on Friday
Audience is most active on this day at 08:00 MSK. | EFFECT
Best window for an important post |
| 03 | Increase video post share
Video in Telegram retains audience longer and is better perceived by the algorithm. We recommend increasing share to 15-25%. | EFFECT
Video retains audience better |
| 04 | System traffic purchase
Three formats for your media: Inhouse (premium channels), Native (native integrations), Premium (target audience). PromptPress picks sources for your niche. | EFFECT
+1000-3000 subs |
| 05 | Test polls & interactive formats
Posts with polls/reactions usually give +5-15% to ER. One poll per week on a 'hot' topic — easy growth point. | EFFECT
+5-15% ER |

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is 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 ad in Telegram	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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