

PUBLIC REPORT BY PROMTPRESS

# Channel audit

## Pavel Tulyupa



@tulupavel\_fit

Find an effective workout program <https://clck.ru/3LRiq6>  
tulupavel.ru - book an individual TFA project @tulupavel\_sup -  
official department @tulupavel\_fits

SUBSCRIBERS

**71 046**

+45 per month

ERR (% SEE POSTS)

**24.0%**

per day 9.8%

REACH/POST

**16.9K**

ad reach 7K/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.

|                                                                                                                                                              |                                                                                                                                                                                                    |                                                                                                                                                                                              |                                                                                                                                                                                 |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <div><div> SUBSCRIBERS</div><div>71 046</div><div>—</div></div>             | <div><div> SUBSCRIBER REACH</div><div>23.79%</div><div>avg % of subs see post</div></div>                         | <div><div> VIEWS/POST</div><div>16.9K</div><div>median 17.5K · 29 days</div></div>                          | <div><div> POSTS/WEEK</div><div>5.3</div><div>over period</div></div>                        |
| <div><div> 7D TREND</div><div>-17.9%</div><div>vs previous week</div></div> | <div><div> REACTIONS/POST</div><div>448.8</div><div>only 9,874 reactions, 1,742 reposts, 471 comments</div></div> | <div><div> POST LENGTH</div><div>590 chars</div><div>median 670 · 29 days</div></div>                       | <div><div> POSTS ANALYZED</div><div>22</div><div>29 days</div></div>                         |
| <div><div> AD REACH</div><div>7K</div><div>avg over 24h</div></div>       | <div><div> CHURN / MONTH</div><div>+45</div><div>last month</div></div>                                         | <div><div> CITATION RATE</div><div>3</div><div>citation index · 36 channels mentioned it ever</div></div> | <div><div> CHANNEL AGE</div><div>4 years 4 months</div><div>created 04.03.2022</div></div> |

AI EDITOR SUMMARY

Channel «Pavel Tulyupa» — 71 046 subs. Each post gets avg 16.9K people (24% from subs), that's average reach — room to grow. Publishes 5 posts per week (~1/day) — rare publications. For week 22–28 Jun, reach dropped -17.9% to week 15–21 Jun — worth analyzing why.

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 22 posts over 29 days.
- 02 Dominant format — Photo (11/22 posts).
- 03 Avg post length — 590 chars (median 670).
- 04 Peak audience activity — Monday, 07:00 MSK.
- 05 Top posts get 2x more views than the weakest (23.8K avg for top vs 11.7K for worst) — among 22 posts over 29 days. Worth analyzing what the top posts have in common: topic, format, timing.

TOP 5 POSTS

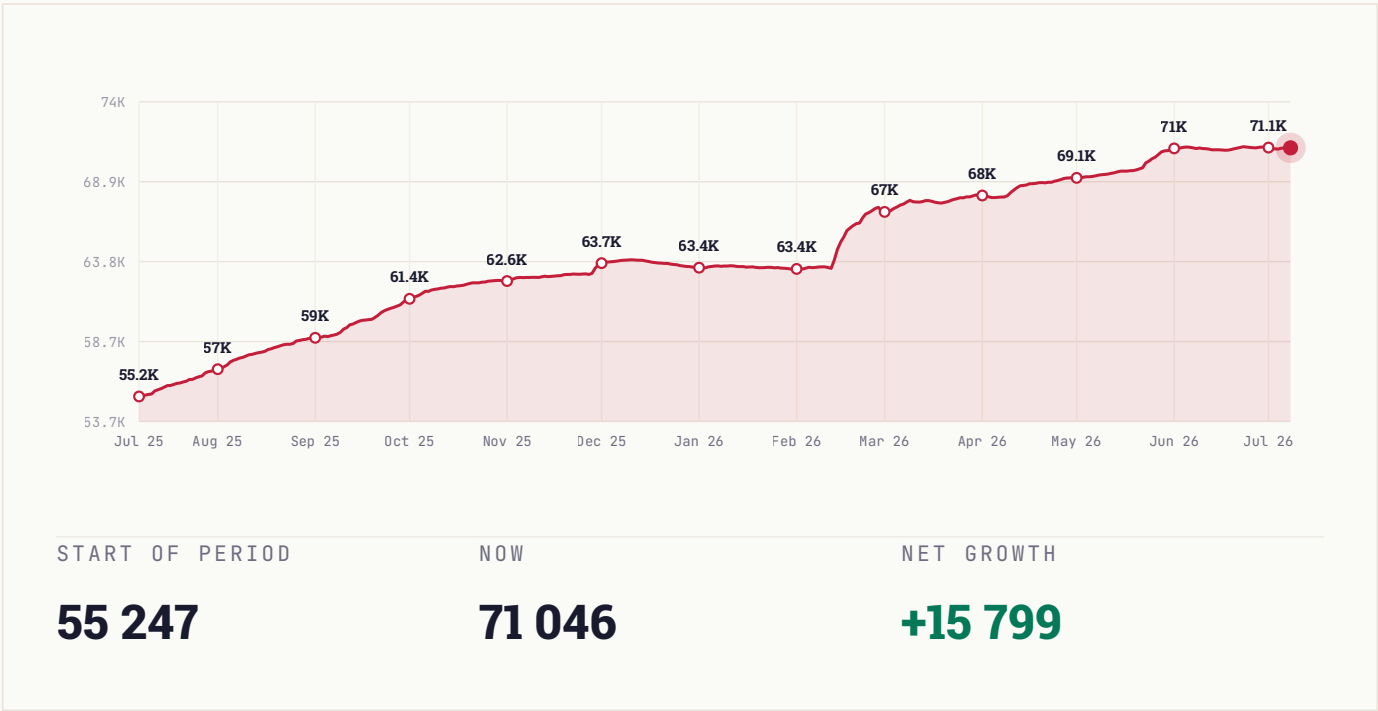
|                                                                                                                                                                                          |                                                                      |                                                                    |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------|--------------------------------------------------------------------|
| <div><div>Nº1</div><div>08.06 · 04:01</div><div>PHOTO</div></div> <div>Best way to lose fat and gain muscle Friends, great news — in July we start 8...</div>                            | <div>VIEWS</div> <div>24 682</div> <div>REPOSTS</div> <div>16</div>  | <div>REACTIONS</div> <div>86</div> <div>ER</div> <div>34.7%</div>  |
| <div><div>Nº2</div><div>18.06 · 09:04</div><div>PHOTO</div></div> <div>Got it...</div>                                                                                                   | <div>VIEWS</div> <div>23 568</div> <div>REPOSTS</div> <div>35</div>  | <div>REACTIONS</div> <div>444</div> <div>ER</div> <div>33.2%</div> |
| <div><div>Nº3</div><div>17.06 · 11:45</div><div>PHOTO</div></div> <div>Stop sh*tting around, you're wasting time in the toilet! That's 60 hours a year! Okay, jokes aside, this...</div> | <div>VIEWS</div> <div>23 295</div> <div>REPOSTS</div> <div>170</div> | <div>REACTIONS</div> <div>637</div> <div>ER</div> <div>32.8%</div> |

|                                                                                                                                                                                        |                                                                                                                                  |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------|
| <b>Nº4</b> 10.06 • 06:10 <span>POLL</span><br>glimpsed someone in comments saying "Pavel doesn't write these posts, he doesn't talk or swear like that." My old MVD firmware...        | <div>VIEWS</div> <b>20 312</b><br><div>REPOSTS</div> <b>7</b><br><div>REACTIONS</div> <b>716</b><br><div>ER</div> <b>28.6%</b>   |
| <b>Nº5</b> 16.06 • 11:37 <span>PHOTO</span><br>How to get a better figure than before pregnancy during feasts and holidays I think Tatyana's story is familiar to many: you want to... | <div>VIEWS</div> <b>20 174</b><br><div>REPOSTS</div> <b>21</b><br><div>REACTIONS</div> <b>103</b><br><div>ER</div> <b>28.4%</b>  |
| <div>WORST 3</div>                                                                                                                                                                     |                                                                                                                                  |
| ↓ 04.07 • 07:00 <span>VIDEO</span><br>So, whoever answered option #1 guessed it) Natalya is the winner of our internal TFA vote. Briefly, her story and interesting...                 | <div>VIEWS</div> <b>12 159</b><br><div>REPOSTS</div> <b>6</b><br><div>REACTIONS</div> <b>104</b><br><div>ER</div> <b>17.1%</b>   |
| ↓ 02.07 • 10:27 <span>POLL</span><br>(post without caption – poll)                                                                                                                     | <div>VIEWS</div> <b>11 839</b><br><div>REPOSTS</div> <b>1</b><br><div>REACTIONS</div> <b>75</b><br><div>ER</div> <b>16.7%</b>    |
| ↓ 03.07 • 13:49 <span>VIDEO</span><br>How to properly train shoulders and their different parts (simple guide)                                                                         | <div>VIEWS</div> <b>11 193</b><br><div>REPOSTS</div> <b>172</b><br><div>REACTIONS</div> <b>388</b><br><div>ER</div> <b>15.8%</b> |

SECTION 03 · SUBSCRIBER DYNAMICS

# How the channel grew over the year

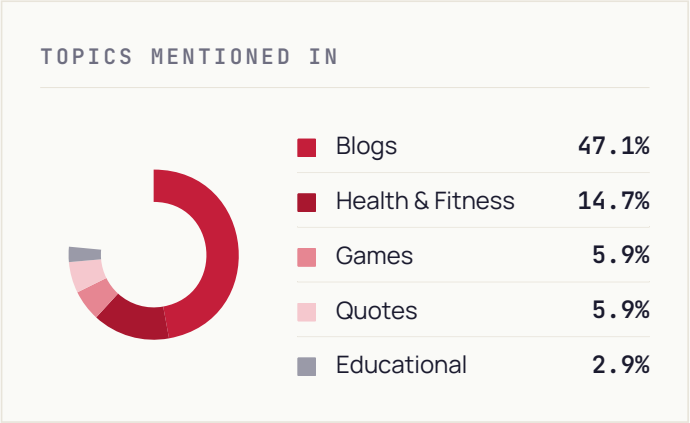
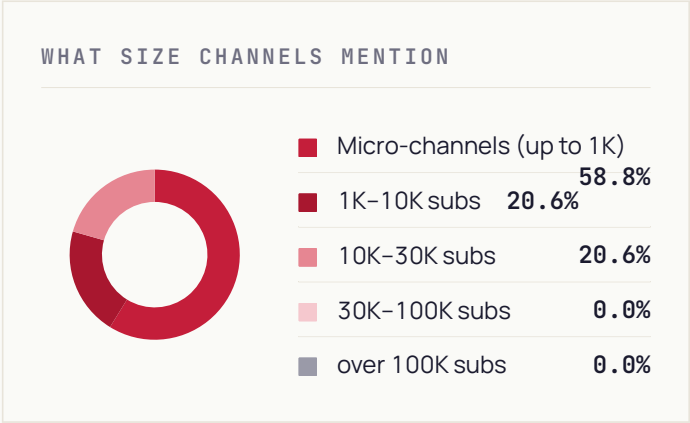
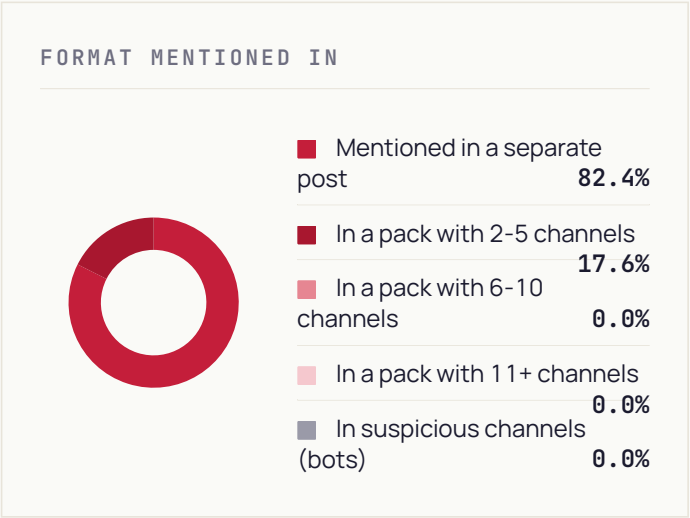
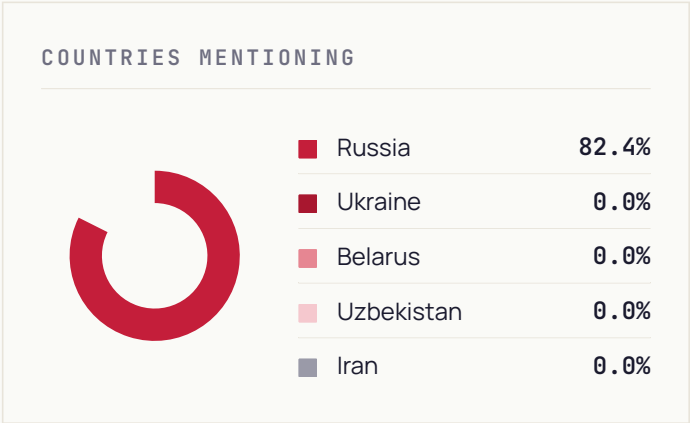
Subscriber growth chart for the year. Key months show exact subscriber count.  
Shows months of growth and decline.



SECTION 04 · MENTIONS

# Who mentions the channel and how

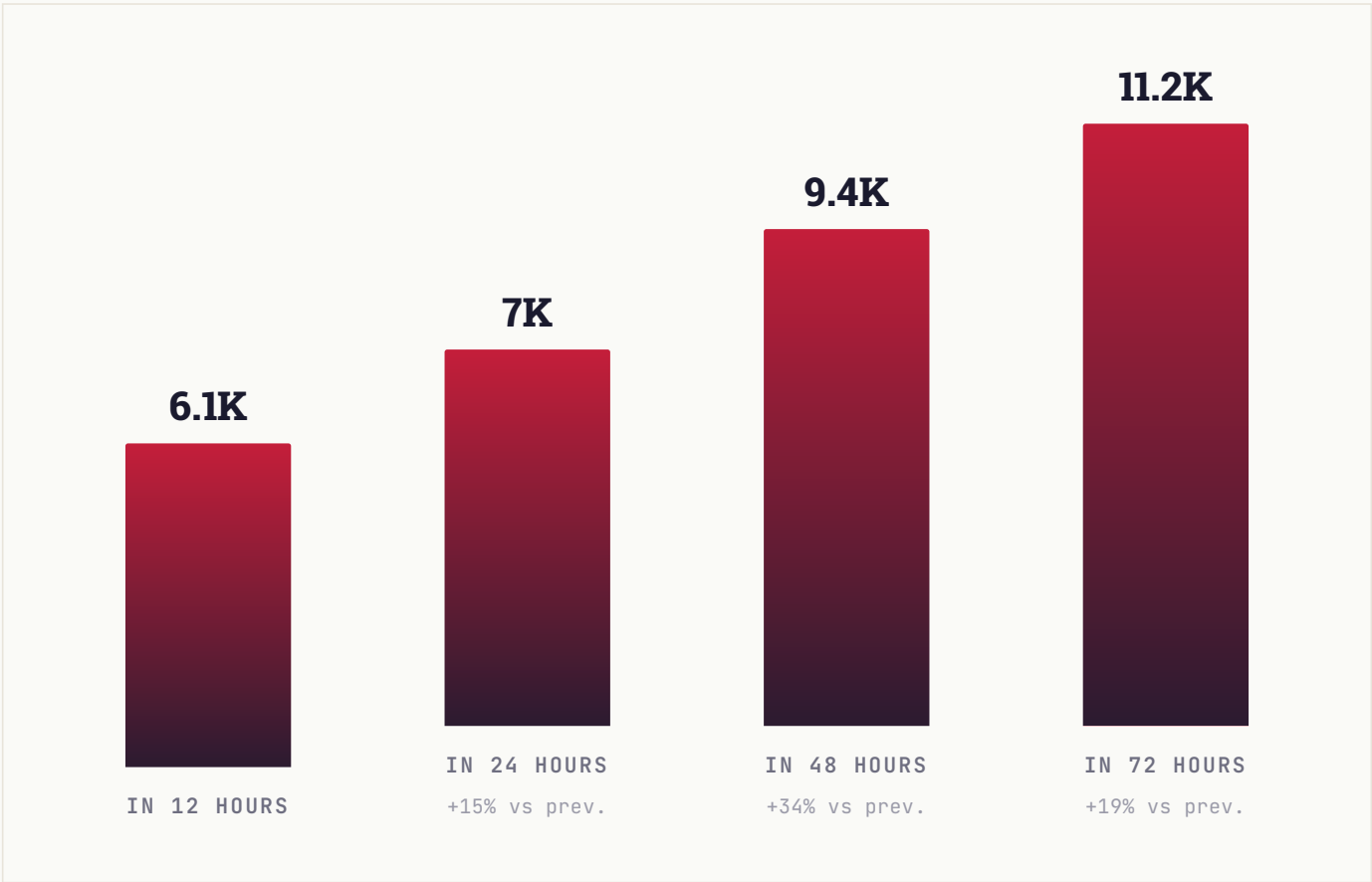
Citation index **3** – channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from 1K. All-time mentions: **36** different channels.



SECTION 05 · AD POTENTIAL

# How long a post generates 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 — see its rank among niche peers.

| CHANNEL                                                       | SUBSCRIBERS |
|---------------------------------------------------------------|-------------|
| KZ Test purchase                                              | 766.3K      |
| BI Biohackers                                                 | 581.9K      |
| BI Biohacking                                                 | 532.6K      |
| SL Sport Life                                                 | 524.2K      |
| VN Eternity in Tibet                                          | 493.1K      |
| NT Our body                                                   | 480.9K      |
| AU Ales Ulishchenko   Osteopath, PhD   Author of faceplastics | 477K        |
| BZ Stay Healthy                                               | 447.7K      |
| ZE Healthy food                                               | 416.8K      |
| DZ Doctor Zubareva / Doctor Zubareva                          | 413.5K      |
| PT Pavel Tulyupa YOU                                          | 71K         |

COMPARATIVE INSIGHT

Channel not yet outside top 97 of niche — early growth stage. Niche leader — Test purchase (766.3K), top-97 median: 154.7K. First goal: enter top-97 via systematic traffic & content work.

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 occurred **12**, they brought **7 438** new subs.

| PERIOD         | MENTIONS | CHANNELS | BROUGHT SUBSCRIBERS          |
|----------------|----------|----------|------------------------------|
| Jan 2026       | 0        | 0        | 236 <div><div></div></div>   |
| December 2025  | 1        | 1        | 321 <div><div></div></div>   |
| November 2025  | 2        | 2        | 1 129 <div><div></div></div> |
| October 2025   | 3        | 3        | 1 231 <div><div></div></div> |
| September 2025 | 1        | 1        | 2 487 <div><div></div></div> |
| August 2025    | 5        | 5        | 2 034 <div><div></div></div> |

|                |                |                       |
|----------------|----------------|-----------------------|
| TOTAL MENTIONS | MONTHS OF DATA | ATTRACTED SUBSCRIBERS |
| 12             | 6              | 7 438                 |

## SECTION 08 • NICHE COMPARISON

# Where the channel stands in its league

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



## — 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 Monday

Audience is most active on this day at 07:00 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 finds sources for your niche.

EFFECT

**+1000-3000  
subs**

03

## Test polls and interactive formats

Posts with polls/reactions typically boost ER by +5-15%. One weekly poll on a hot topic is an easy win.

EFFECT

**+5-15% ER**

04

## Cross-promo with adjacent channels

Exchange posts with channels in the same segment once a quarter. No need to do it 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 us to do it PromptPress?

This audit — what we can do in minutes from public data. Want more? Run ads through us and hit your growth plan in a month.

01

## Launch Telegram ads

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

02

## Contact manager

[t.me/PromptPress\\_manager](https://t.me/PromptPress_manager)