

PROMTPRESS PUBLIC REPORT

Channel audit

Health Formula



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For healthy lifestyle with pleasure 💪 Turning healthy into super tasty 😊 Making life brighter every day ✨ Gave birth to a little friend 👩🏻 Collaboration 📌 <https://clck.ru/3Sqhjn> № 6910576267

SUBSCRIBERS

123 356

+20912 per month

ERR (% SEE POSTS)

35.0%

per day 22.2%

REACH/POST

37.3K

ad reach 27.4K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 123 356 —	 SUBSCRIBER REACH 30.25% avg % of subs see a post	 VIEWS/POST 37.3K median 44.1K · 15 days	 POSTS/WEEK 4.0 over period
 7D TREND — no data for period	 REACTIONS/POST 550.2 total 4,952 reactions, 1,328 reposts, 0 comments	 POST LENGTH 640 chars. median 832 · 15 days	 POSTS IN ANALYSIS 9 15 days
 AD REACH 27.4K 24h avg	 CHURN / MONTH +20912 last month	 CITATIONS 0 citation index (cumulative)	 CHANNEL AGE 3 years 4 months created 16.02.2023

AI EDITOR SUMMARY

Channel «Formula of Health 🥗» — 123 356 subs. Each post gets avg 37.3K people (30% from subs), good reach. Publishes 4 posts per week (~1/day) — rare posts.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on 9 posts in 15 days.
- 02 Dominant format — Photo (6/9 posts).
- 03 Avg post length — 640 characters (median 832).
- 04 Peak audience activity — Tuesday, 17:00 MSK.
- 05 Top posts get 2x more views than the weakest (46.4K avg for top vs 22.6K for worst) — among 9 posts in 15 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 16.06 · 14:38 VIDEO (captionless post — video)	VIEWS 46 636 REPOSTS 206	REACTIONS 515 ER 37.8%
Nº2 24.06 · 11:27 PHOTO PP pizza with chicken breast — 210 kcal per slice. Thin dough without flour 🍕 Want pizza but no yeast or white flour? This one is your choice...	VIEWS 46 512 REPOSTS 196	REACTIONS 604 ER 37.7%
Nº3 22.06 · 10:47 PHOTO One more month and my house will officially have a three-year-old 🕶️🤘	VIEWS 45 965 REPOSTS 92	REACTIONS 641 ER 37.3%

Nº4 25.06 • 12:52 PHOTO Let's talk about sleep. We all know sleep is not a luxury but a necessity! 🛌 Here are some tips to get enough rest even if you...	VIEWS 45 748 REPOSTS 269 REACTIONS 675 ER 37.1%
Nº5 21.06 • 12:03 PHOTO 🌿👶 A child's contact with "non-sterile" nature isn't about dirt for dirt's sake, but about healthy immune development and adaptation to the world...	VIEWS 44 054 REPOSTS 200 REACTIONS 630 ER 35.7%

WORST 3

↓ 29.06 • 15:32 VIDEO (captionless post – video)	VIEWS 34 692 REPOSTS 108 REACTIONS 583 ER 28.1%
↓ 01.07 • 10:58 PHOTO Hello friends! 🐘👯 Today let's talk about dancing and how it helps us stay healthy and happy! Why dance? 1...	VIEWS 26 616 REPOSTS 177 REACTIONS 662 ER 21.6%
↓ 02.07 • 07:42 VIDEO How nice to sit on a cozy veranda in cloudy weather, drink coffee and have lunch with the best little friend💕💕	VIEWS 6 383 REPOSTS 36 REACTIONS 175 ER 5.2%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

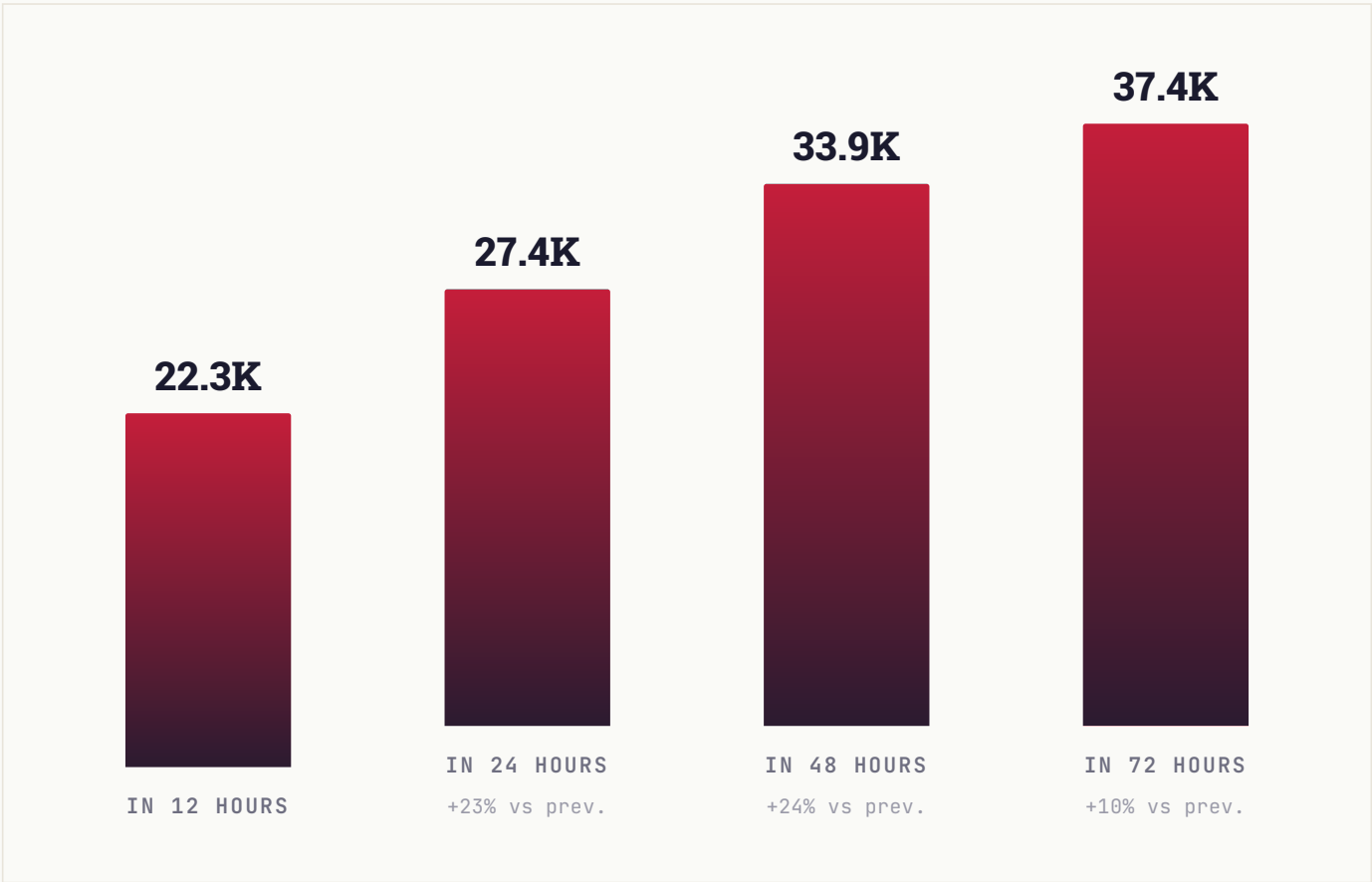
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · AD POTENTIAL

How long a post generates reach

Avg reach of an ad post over time since publication. Helps estimate how long a placement should live.



SECTION 05 · COMPETITORS

Who you compete with

11 closest 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 Face plastic surgery author	478.4K
BZ Stay Healthy	448.6K
ZE Healthy food	418.1K
HZ Doctor Zubareva / Doctor Zubareva	414.2K
FZ Health Formula  YOU	123.4K

COMPARATIVE INSIGHT

Channel in bottom half of top-100 niche (#64 of 97). Niche median — 152.2K subs. First growth KPI — reach the median. Leader: Test purchase (770.1K).

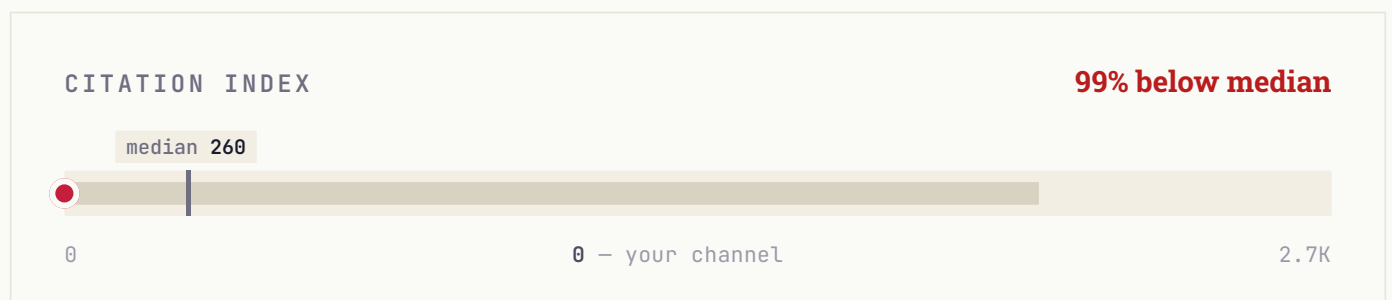
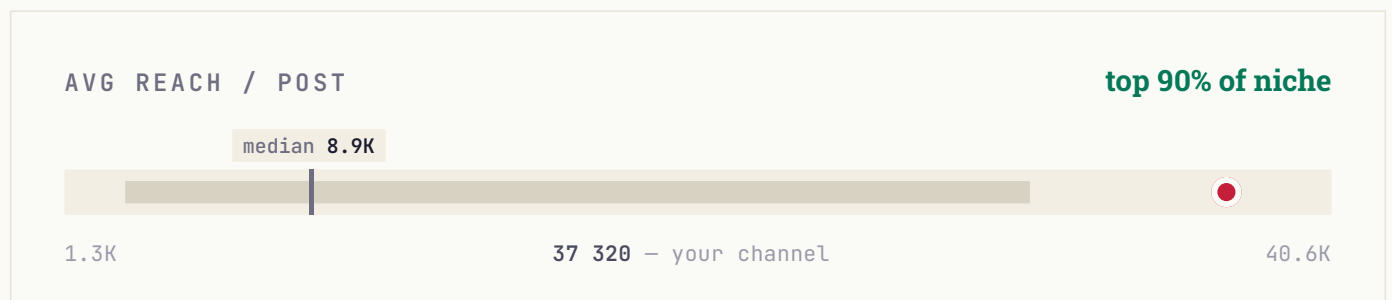
— SECTION 06 • NICHE COMPARISON

Where the channel stands in its league

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

#64 /100

POSITION IN NICHE
 Channel in bottom half of rating



— SECTION 07 · STRATEGY

What to do right now

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

01**Increase posting frequency**

Now 4.0 posts/wk. Active channels do 7-10.
Consistency is key to retention.

EFFECT

**Consistency
beats volume****02****Top post of the week — Tuesday**

Audience most active on this day and at 17:00 MSK.

EFFECT

**Best window
for an
important post****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 & 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**

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

EFFECT

**Relevant
audience
growth**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in a few minutes using public data.
Want to go further? Run ads with us and hit your growth target
in a month.

01 **Launch ad in
Telegram**

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

02 **Contact manager**

t.me/PromptPress_manager
