

PUBLIC REPORT BY PROMTPRESS

Channel audit

VitaMeal. Time for Life



@vitameal_brand

Витамины, омега-3, БАДы, добавки для здоровья, красоты и спорта. PR - @mila_malega Предложения - vitameal.com/contacts
<https://gosuslugi.ru/snet/67ac95b02189cb207b458bce>

SUBSCRIBERS

94 217

-1905 per month

ERR (% SEE POSTS)

4.0%

daily 1.9%

REACH/POST

3.1K

ad reach 1.8K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Каждая карточка — отдельный индикатор здоровья канала. Подзаголовок под цифрой говорит, за какой период она посчитана.

 SUBSCRIBERS 94 217 —	 SUBSCRIBER REACH 3.31% avg % subs see post	 VIEWS/POST 3.1K median 2.9K · 29 days	 POSTS/WEEK 19.0 for the period
 7D TREND -25.0% vs previous week	 REACTIONS/POST 181.3 14,689 reactions, 1,741 reposts, 268 comments	 ДЛИНА ПОСТА 746 chars median 823 · 29 days	 POSTS ANALYZED 81 29 days
 AD REACH 1.8K 24h avg	 CHURN / MONTH -1905 last month	 CITATION RATE 618 citation index · 772 channels mentioned all time	 ВОЗРАСТ КАНАЛА 3 years 8 months created 31.10.2022

AI EDITOR SUMMARY

Channel «VitaMeal. Time for Life» — 94 217 subs. Each post avg views 3.1K people (3% from subs), reach low — expand audience. Publishes 19 posts/week (~3/day) — regular. Week Jun 15–21 reach dropped -25.0% to week Jun 8–14 — analyze why.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on **81** posts in 29 days.
- 02 Доминирующий формат — **Photo** (43/81 posts).
- 03 Avg post length — **746** chars (median 823).
- 04 Audience peak activity — **Friday, 09:00 MSK**.
- 05 Top posts get **2x** More views than weakest (5.3K avg top vs 2.1K worst) — among 81 posts in 29 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 12.06 · 06:28 PHOTO  Giving away a self-care kit for Russia Day! We believe health is a resource. For work, family, travel, ideas, movement...	VIEWS 5 742 REP. 344	REACTIONS 1 165 ER 6.1%
Nº2 10.06 · 14:04 PHOTO "Bloating and dysbiosis gone, stool normalized!", "Less gas, better stool", "Not my first order" — such...	VIEWS 5 299 REP. 14	REACTIONS 567 ER 5.6%
Nº3 14.06 · 12:04 PHOTO  Are you storing veggies correctly? We often toss them in the fridge out of habit, not noticing how fast they lose flavor...	VIEWS 4 729 REP. 50	REACTIONS 156 ER 5.0%

Nº4 22.06 • 07:00 PHOTO Дарим 5.000 рублей от VitaMeal и СЕВАР Лето — это длинные прогулки, садовые работы, поездки за город, вечера на природе и время, когда...	VIEWS 4 707 REP. 270 REACTIONS 817 ER 5.0%
Nº5 07.06 • 06:04 PHOTO 👩 What to discuss with your gynecologist after 35? Not just cycle stability and smear results. If you have fatigue, sleep issues...	VIEWS 4 262 REP. 6 REACTIONS 92 ER 4.5%

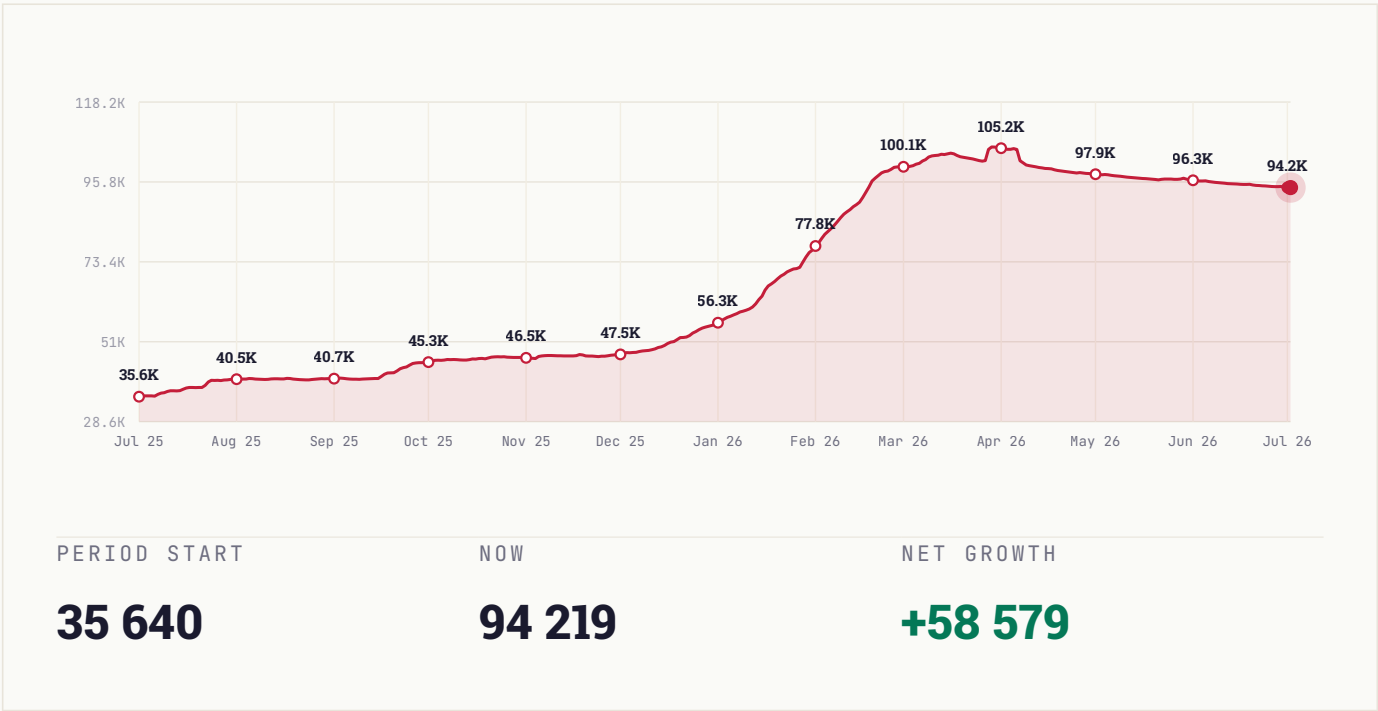
WORST 3

↓ 25.06 • 10:32 TEXT Если опираться на правило здоровой тарелки, то правильный вариант — ❤️ Почему? Тут есть все основные части тарелки: 🥦 овощи и клетчатка —...	VIEWS 2 128 REP. 3 REACTIONS 77 ER 2.3%
↓ 25.06 • 10:45 PHOTO Еще на шведском столе есть ну о-очень вкусные десерты, что будете делать? ❤️ — возьму себе десерт вместо ужина 👍 — съем десерт после...	VIEWS 2 122 REP. 3 REACTIONS 148 ER 2.3%
↓ 25.06 • 12:05 TEXT Correct answer — 👍 No need to give up desserts completely — just follow three simple rules: • eat sweets after...	VIEWS 2 083 REP. 4 REACTIONS 60 ER 2.2%

SECTION 03 · SUBSCRIBER DYNAMICS

Как канал рос за год

График роста подписчиков за год. На ключевых месяцах подписано точное число подписчиков. Видно, в какие месяцы канал прибавлял, а в какие подписчики уходили.



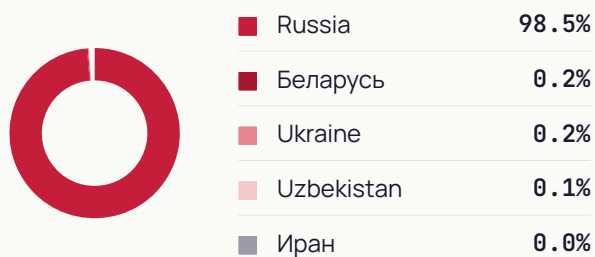
SECTION 04 • MENTIONS

Who mentions the channel and how

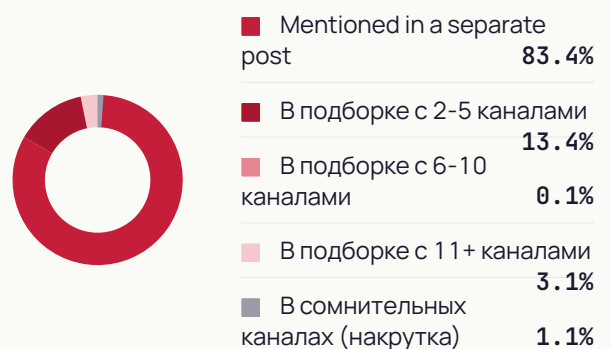
Индекс цитирования **618** — channel popularity rating based on mentions.

Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned **772** different channels.

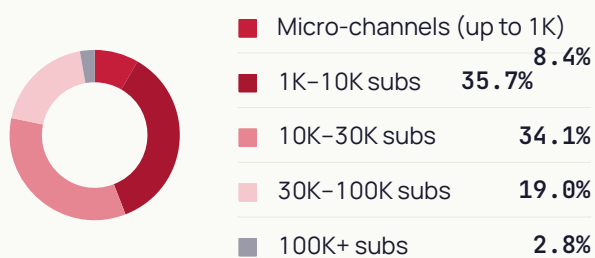
ИЗ КАКИХ СТРАН УПОМИНАЮТ



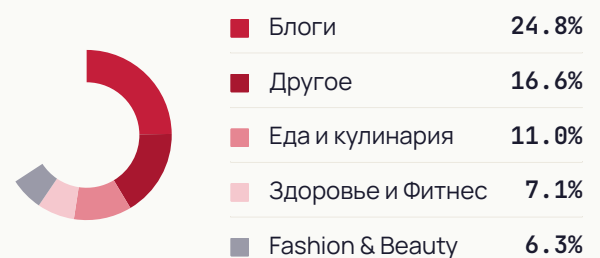
В КАКОМ ФОРМАТЕ УПОМИНАЮТ



WHAT SIZE CHANNELS MENTION



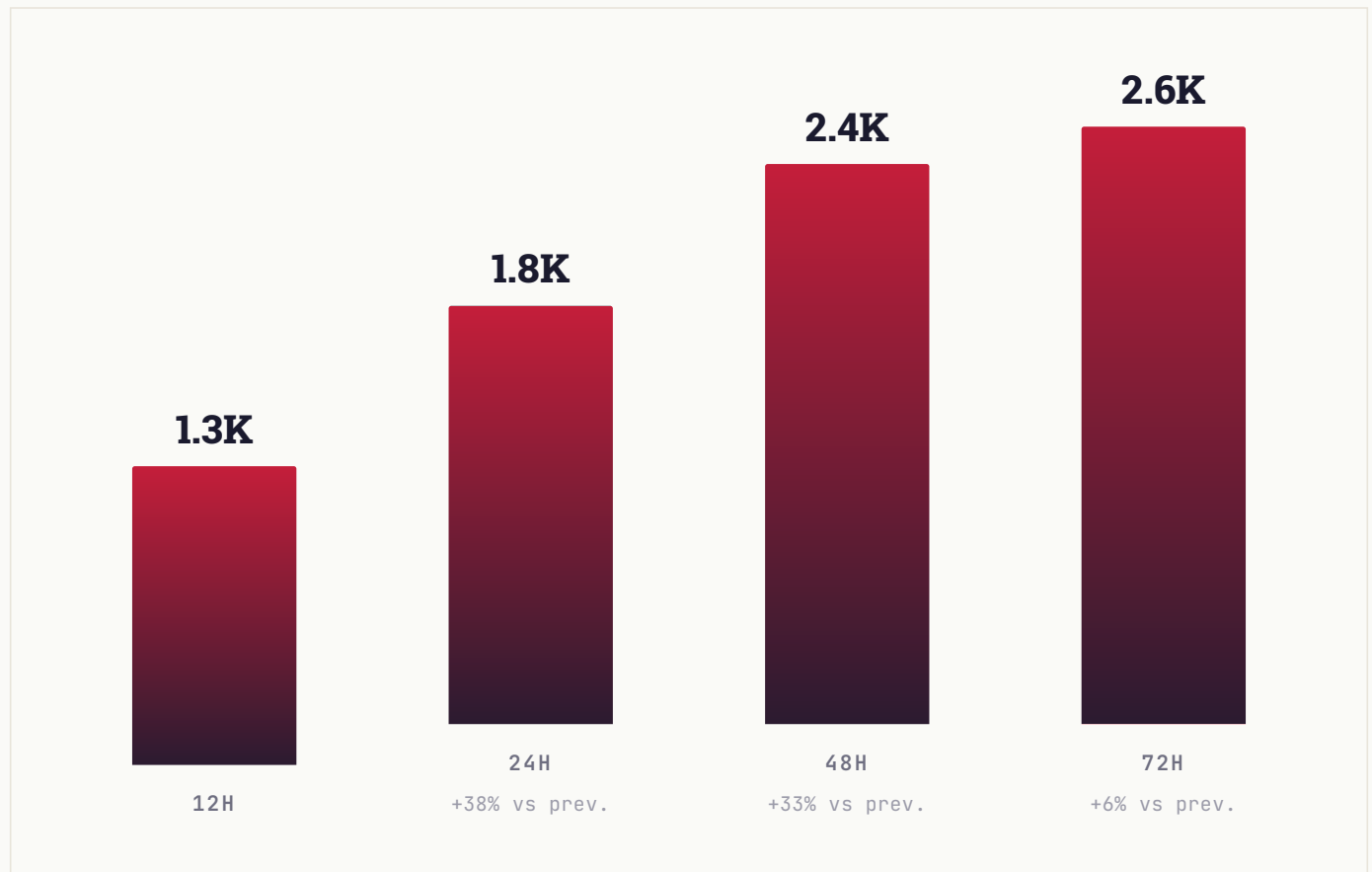
В КАКИХ ТЕМАТИКАХ УПОМИНАЮТ



— SECTION 05 · AD POTENTIAL

Как долго пост приносит охват

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



SECTION 06 · COMPETITORS

Who you compete with

11 Top channels by topic & audience. Yours is highlighted — see where it ranks among niche peers.

КАНАЛ	SUBSCRIBERS
КЗ Test purchase	770.1K
ВІ Биохакеры	583.9K
ВІ Биохакинг	534.2K
SL Sport Life	525.7K
ВН Вечность на Тибете	494.9K
NT Our body	482.1K
AU Ales Ulishchenko Osteopath, PhD Author of faceplasty	478.4K
BZ Будем здоровы	448.6K
ЗЕ Здоровая еда	418.1K
ДЗ Доктор Зубарева / Doctor Zubareva	414.2K
VB VitaMeal. Time for Life ВЫ	94.2K

COMPARATIVE INSIGHT

Channel in bottom half of top-100 niche (#83 of 97). Niche median — 152.2K subs. First growth KPI — reach median. Leader: Test purchase (770.1K).

SECTION 07 · MENTION DYNAMICS

Как часто канал упоминают

Ежемесячно мы фиксируем посты в других каналах, где упомянули ваш канал.
За последние **6 months** such mentions **227**, they brought **38 898** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	70	61	20 907
Декабрь 2025	59	43	8 411
November 2025	16	9	1 814
October 2025	24	24	1 977
Sep 2025	48	43	4 885
August 2025	10	7	904

ВСЕГО УПОМИНАНИЙ	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
227	6	38 898

SECTION 08 · NICHE COMPARISON

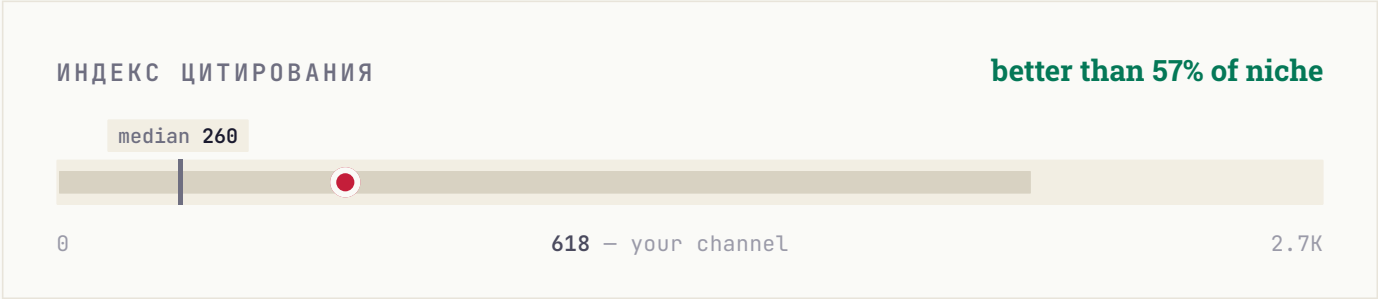
Где канал в своей лиге

Взяли топ-100 channels in category "Здоровье и Фитнес» (Russia) and compared your channel. Gray band — range of 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

#83/100

POSITION IN NICHE

Channel in bottom half of rating



— 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

Главный пост недели — в Friday

В этот день и в 09:00 MSK аудитория наиболее активна.

EFFECT

Best window for an important post
- 02

ER below niche benchmark — rethink formats

Current ER 3.31% vs norm 7.0%. Try polls and interactive formats.

EFFECT

+3.7pp ER
- 03

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
- 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

Exchange posts with same-segment channels once a quarter. No need daily — 2-3 collabs give relevant growth.

EFFECT

Growth from relevant audience

★ WHAT'S NEXT

Want this done by **PromptPress?**

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

01	Запустить рекламу в Telegram	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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