

— PUBLIC REPORT BY PROMTPRESS

Channel audit

Test Purchase

**@zakup_control**

A channel for victims of food advertising. We talk about the crap on store shelves and how to pick something decent. Questions: @eduard_direct Registered with Roskomnadzor:...

SUBSCRIBERS

767 482

-12817 per month

ERR (% SEE POSTS)

7.0%daily **3.8%**

REACH/POST

48.3Kad reach **29K**/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 767 482 —	 SUBSCRIBER REACH 6.29% avg % subs see post	 VIEWS/POST 48.3K median 50.7K · 29 days	 POSTS/WEEK 37.3 for the period
 7D TREND -11.7% vs previous week	 REACTIONS/POST 474.7 total 74,521 reactions, 76,024 reposts, 0 comments	 POST LENGTH 392 chars median 371 · 29 days	 POSTS ANALYZED 157 29 days
 AD REACH 29K 24h avg	 CHURN / MONTH -12817 last month	 CITATION RATE 4 343 citation index · 4,612 channels mentioned all time	 CHANNEL AGE 1 year 11 months created 29.07.2024

AI EDITOR SUMMARY

Channel «Test Purchase» — 767 482 subs. Each post averages 48.3K people (6% from subs), reach is low — worth expanding audience. Publishes 37 posts per week (~5/day) — active posting. For week 22–28 Jun, reach dropped -11.7% to week 15–21 Jun — worth analyzing reasons.

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 157 posts in 29 days.
- 02 Dominant format — Photo (127/157 posts).
- 03 Avg post length — 392 characters (median 371).
- 04 Audience peak activity — Saturday, 22:00 MSK.
- 05 Top posts get 2x more views than the weakest (62.6K avg top vs 36.3K worst) — among 157 posts in 29 days. Worth analyzing what top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 14.06 · 13:12 PHOTO Better to pour tap water than buy bottled Roskachestvo tested still drinking water, and I...	VIEWS 63 654 REP. 1 371	REACTIONS 808 ER 8.3%
Nº2 14.06 · 09:55 PHOTO Best quality milk chocolate in Russia According to Roskachestvo, samples from these producers meet all standards for milk...	VIEWS 62 809 REP. 724	REACTIONS 990 ER 8.2%
Nº3 06.06 · 09:10 PHOTO Best of the best champagne Found a selection of quality sparkling wines from the head of the Sommelier Union. Includes my faves. ❤️ "Temelion...	VIEWS 61 243 REP. 1 161	REACTIONS 286 ER 8.0%

Nº4 13.06 · 06:59 PHOTO Worst kvass According to Roskachestvo lab tests, here's kvass that may be harmful: 🚩 Green line – alcohol content above...	VIEWS 60 039 REP. 902	REACTIONS 442 ER 7.8%
Nº5 12.06 · 16:10 PHOTO Cream cheese – safe selection Roskachestvo approved 5 most conscientious producers. ❤️ Cream cheese...	VIEWS 58 766 REP. 812	REACTIONS 564 ER 7.7%

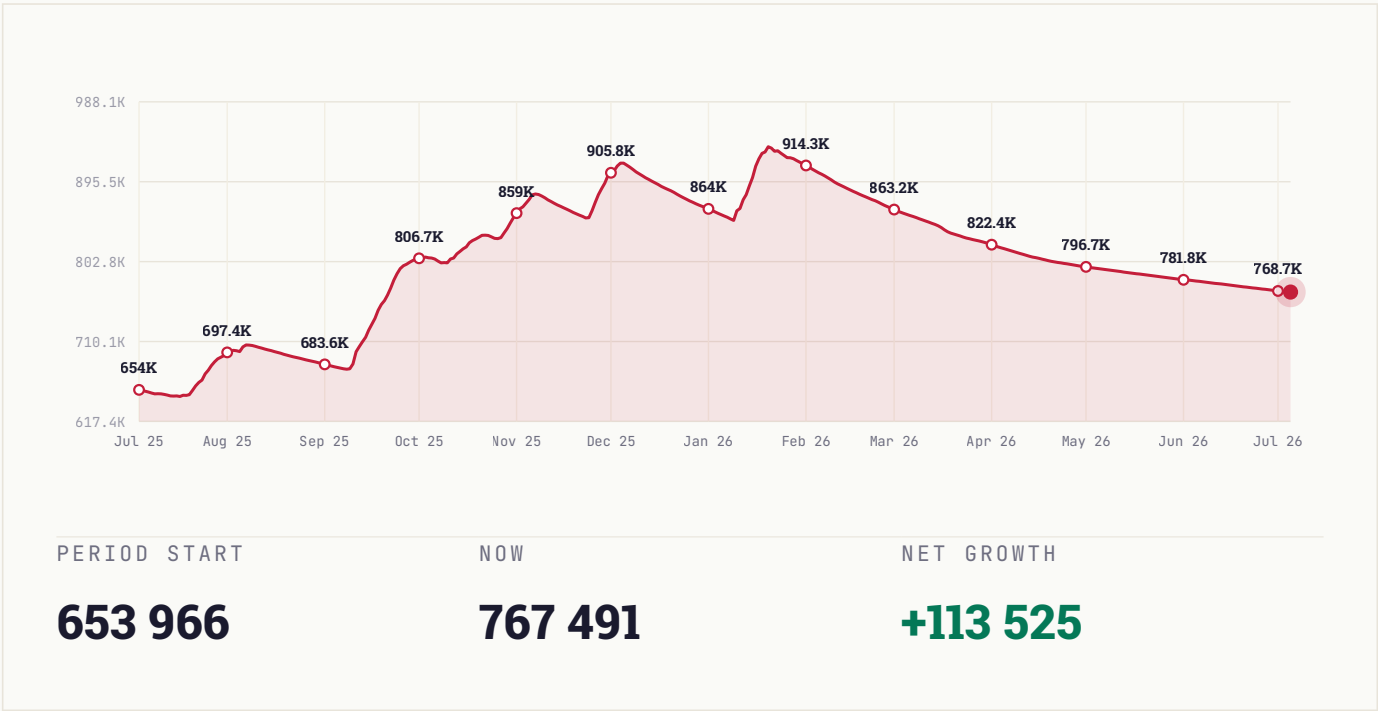
WORST 3

↓ 01.07 · 10:00 PHOTO Russia wants to restrict and make junk food ads paid Ministry of Health proposes banning daytime ads for fast food and products with...	VIEWS 36 466 REP. 58	REACTIONS 772 ER 4.8%
↓ 01.07 · 12:56 VIDEO Drunk man wreaks alcohol havoc at Lenta in St. Petersburg According to Rosgvardia, a visitor started throwing bottles off shelves and...	VIEWS 36 307 REP. 137	REACTIONS 539 ER 4.7%
↓ 01.07 · 15:03 PHOTO Advice for 2026 – study law. New laws appear daily, hard for ordinary people to navigate. To understand what...	VIEWS 36 094 REP. 11	REACTIONS 65 ER 4.7%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

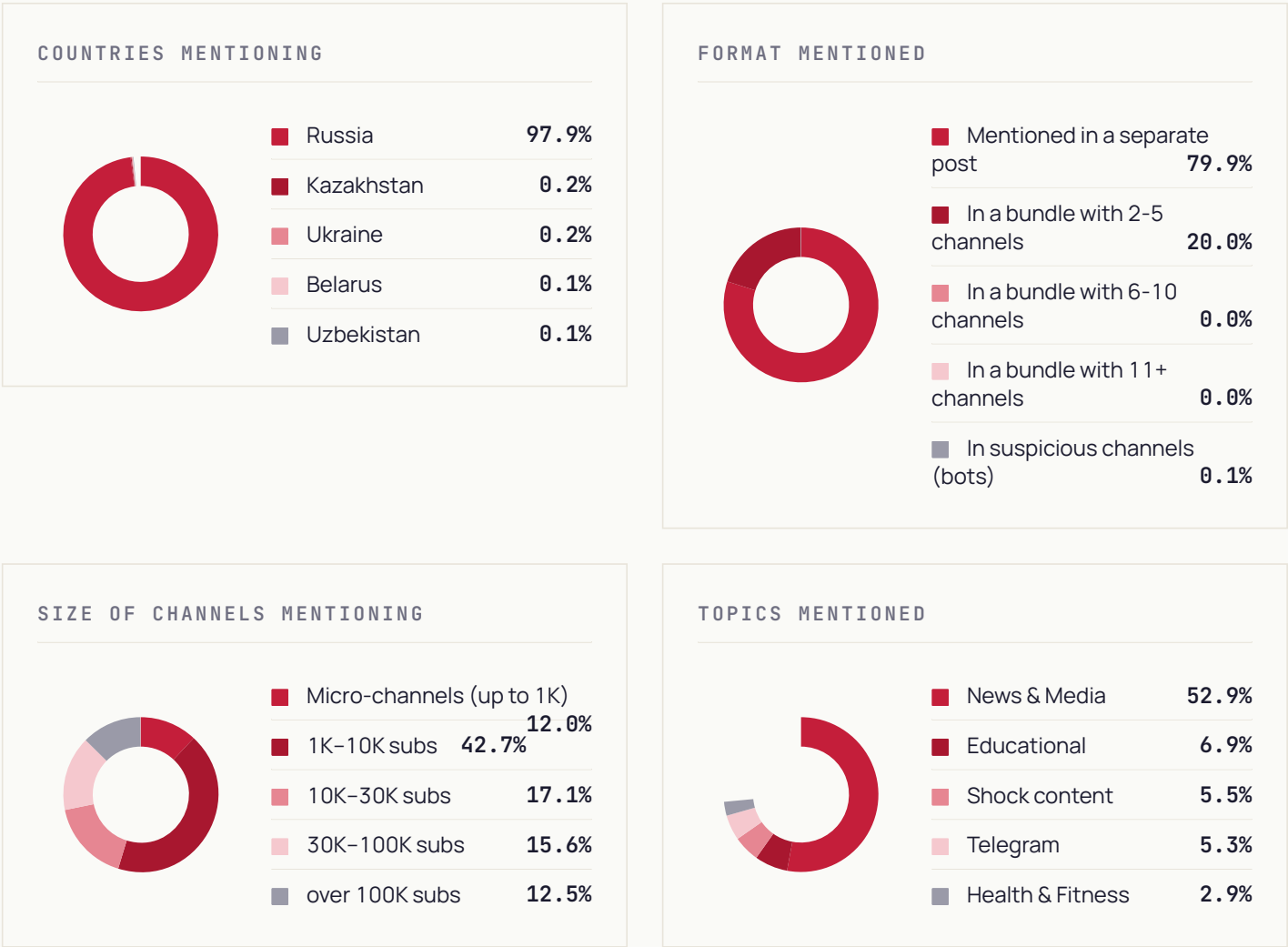
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth vs. loss.



SECTION 04 · MENTIONS

Who mentions the channel and how

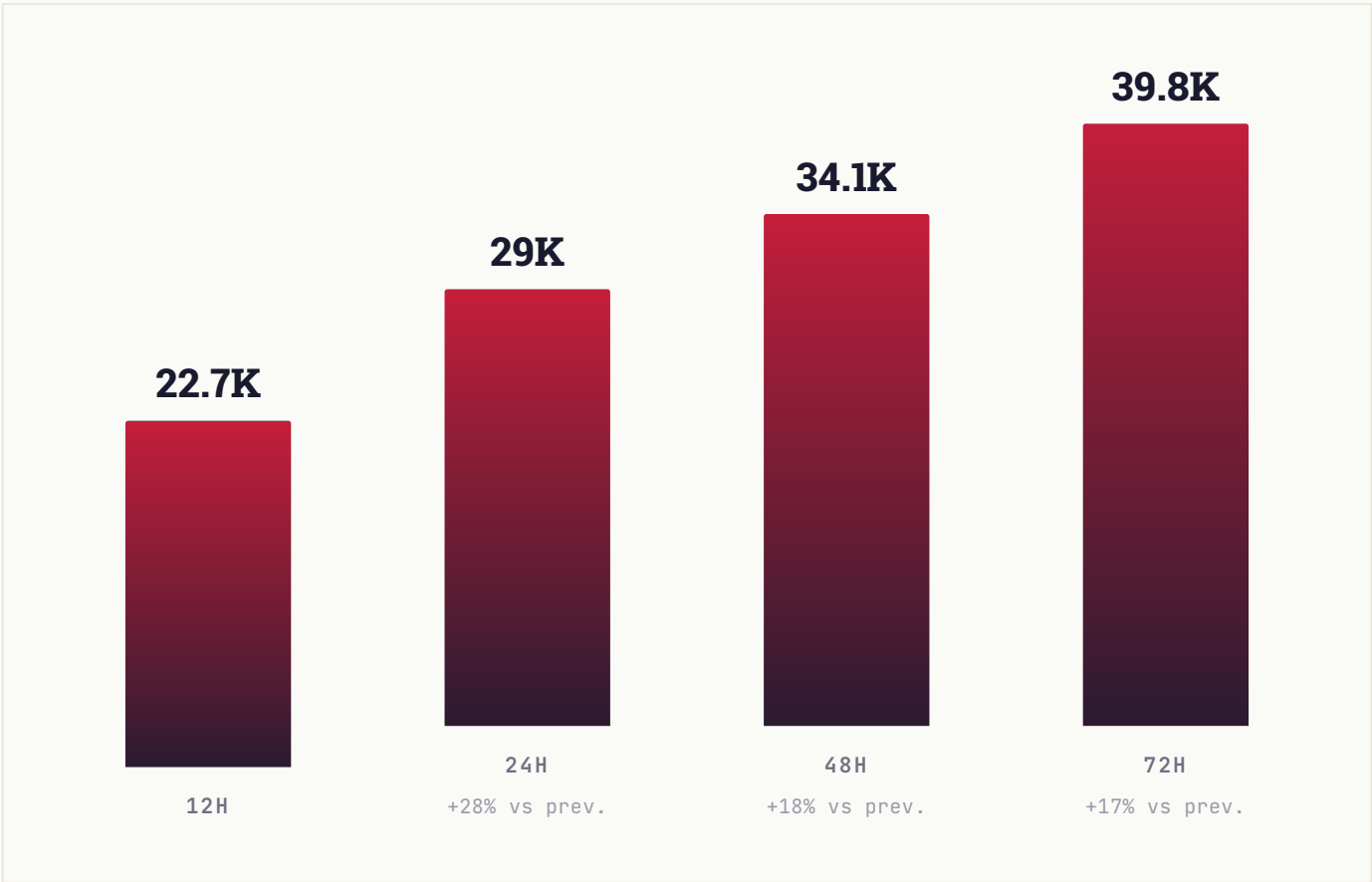
Citation index **4 343** — channel popularity rating based on mentions. Considers not only quantity but also weight of mentioning channels: a post from a 100k subs channel weighs more than from a 1k subs channel. All time channel was mentioned **4 612** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

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



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic & audience. Your channel is highlighted — see its rank among niche neighbors.

CHANNEL	SUBSCRIBERS
KZ Test Purchase YOU	767.5K
BI Biohackers	583.1K
BI Biohacking	533.5K
SL Sport Life	525.1K
VN Eternity in Tibet	494.1K
NT Our body	481.6K
AU Ales Ulishchenko Osteopath, PhD Author of faceplastics	477.8K
BZ Stay healthy	448.2K
ZE Healthy food	417.5K
DZ Doctor Zubareva	413.8K
HS Homo Sapiens	367.3K

COMPARATIVE CONCLUSION

Channel in niche #1 (#1 of 97 channels in category). One of the leaders — client-partners can cross-promote as equals; for PR/reach you're a valuable media partner.

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 **7 001**, they brought **377 691** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
January 2026	814	713	86 042	
December 2025	395	298	15 050	
November 2025	1 350	1 304	76 112	
October 2025	2 067	1 701	58 969	
September 2025	2 162	1 997	127 826	
August 2025	213	135	13 692	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
7 001	6	377 691

SECTION 08 · NICHE COMPARISON

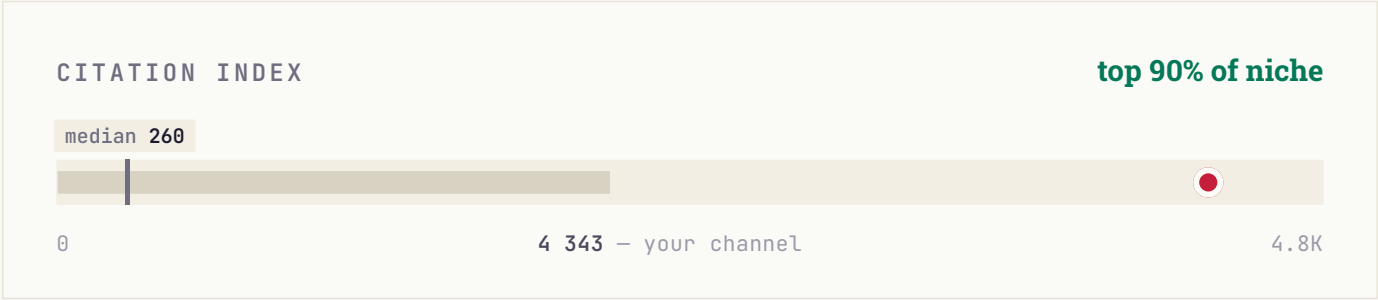
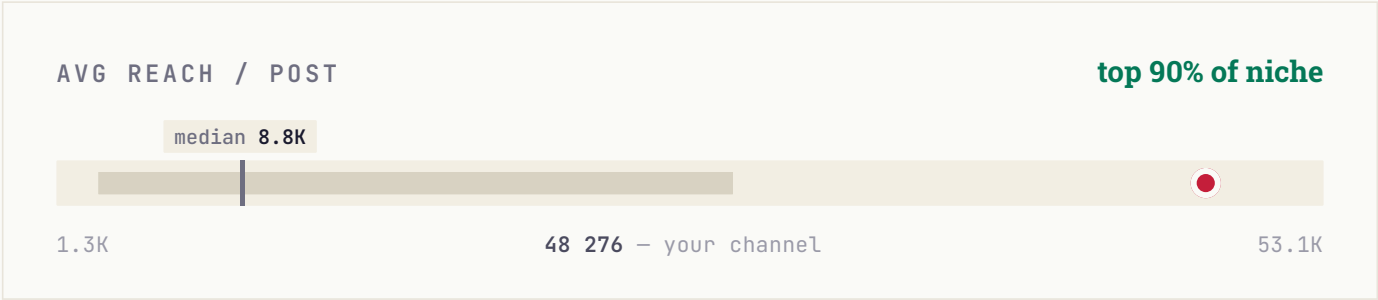
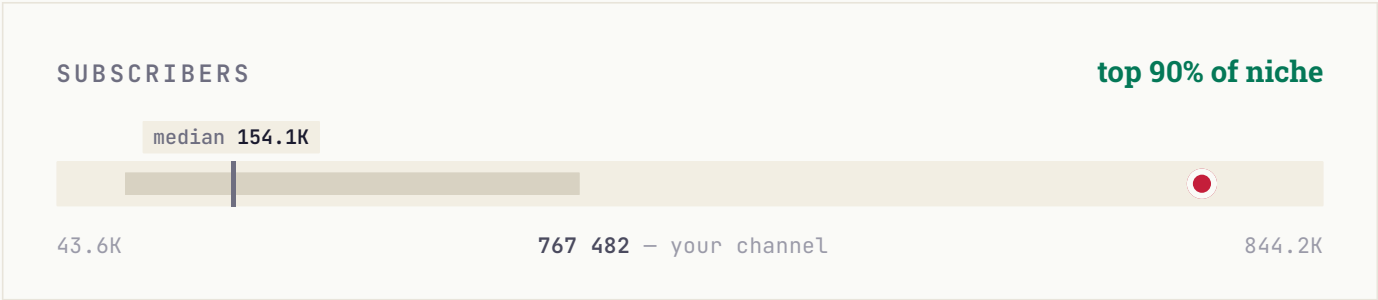
Where the channel ranks in its league

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

#1/100

RANK IN NICHE

Channel in top 1% Health & Fitness Russia



— SECTION 09 · STRATEGY

What to do right now

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

01**Main post of the week — on Saturday**

Audience is most active on this day at 22:00 MSK.

EFFECT

**Best time for
important
posts****02****ER below niche benchmark — rethink formats**

Current ER 6.29% vs norm 7.0%. Try polls and interactive formats.

EFFECT

+0.7pp 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 — easy growth point.

EFFECT

+5-15% ER**05****Cross-promo with similar channels**

Exchange posts quarterly with channels in the same segment. 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 a few minutes based on public data. To go further — run ads with us and hit 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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