

PUBLIC REPORT BY PROMTPRESS

Channel audit

Quality Mark



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Community about quality products and their impact on health & looks Ads: @Telespace_pr On exchange:...

SUBS

108 061

-1126 per month

ERR (% SEE POSTS)

7.0%

per day 3.0%

REACH/POST

7.1K

ad reach 3.2K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card – a separate channel health indicator. Subtitle under the number shows the period it covers.

 SUBS 108 061 —	 SUBSCRIBER REACH 6.55% avg % of subs see post	 VIEWS/POST 7.1K median 7.4K · 29 days	 POSTS/WK 14.4 over period
 7D TREND -3.3% vs previous week	 REACTIONS/POST 121.0 total 7,383 reactions, 3,838 reposts, 0 comments	 POST LENGTH 417 chars. median 380 · 29 days	 POSTS ANALYZED 61 29 days
 AD REACH 3.2K 24h avg	 CHURN / MONTH -1126 last month	 CITATION INDEX 1 136 citation index · 1,236 channels mentioned all time	 CHANNEL AGE 2 years 8 months created 13.10.2023

AI EDITOR SUMMARY

Channel «Quality Mark» – 108 061 subs. Each post averages 7.1K people (7% from subs), reach is low – need to expand audience. Publishes 14 posts per week (~2/day) – consistent schedule. Week of June 15–21 reach stable (-3.3% vs week 8–14 Jun).

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 SHARE

- 01 Analysis based on 61 posts over 29 days.
- 02 Dominant format — Photo (43/61 posts).
- 03 Avg post length — 417 characters (median 380).
- 04 Audience peak — Thu, 20:00 MSK.
- 05 Top posts get 2x more views than the weakest (9.7K avg for top vs 5.5K for worst) — among 61 posts over 29 days. Worth analyzing what the top posts have in common — topic, format, timing.

TOP 5 POSTS

Nº1 18.06 · 17:11 PHOTO PP marshmallow unexpectedly turned out to be a laxative 🤔 Customers are mass-complaining about sugar-free «Giselle» marshmallow from «Magnit». ❌ According to them...	VIEWS 9 818 REPOSTS 60	REACTIONS 80 ER 9.1%
Nº2 04.06 · 21:03 PHOTO ! 3 mistakes why sweets ruin health 🚫 First — you mask fatigue with sugar. Sugar spikes → drowsiness, brain fog, hunger...	VIEWS 9 678 REPOSTS 116	REACTIONS 117 ER 9.0%
Nº3 13.06 · 08:08 PHOTO Found prices that look like fantasy today 🤔 Just a few years ago Alpen Gold chocolate cost 36 ₺, and Coca-Cola 0.5 L sold for...	VIEWS 9 614 REPOSTS 27	REACTIONS 123 ER 8.9%

Nº4 04.06 • 10:58 PHOTO Stores are full of 'cheddar' that isn't cheddar 🚫 When you ask for real cheddar, it's a quest. Because half...	VIEWS 9 357 REPOSTS 48 REACTIONS 95 ER 8.7%
Nº5 03.06 • 17:27 VIDEO Magnit sees wine price crash 🍷 Shoppers find bottles with 50-70% discounts and buy them by the case. One...	VIEWS 9 352 REPOSTS 44 REACTIONS 93 ER 8.7%

| WORST 3

↓ 28.06 • 11:00 PHOTO Pimple patch turned into two-month treatment 😬 After using Chinese Jaisuing patch, a girl's cheek suddenly swelled. Later doctors...	VIEWS 5 753 REPOSTS 96 REACTIONS 75 ER 5.3%
↓ 26.06 • 12:41 PHOTO When the picker decided «good enough» 😊 The customer ordered an item from «Pyaterochka» but got a replacement that looked like...	VIEWS 5 670 REPOSTS 8 REACTIONS 90 ER 5.2%
↓ 29.06 • 07:23 TEXT Raffaello and Kinder may disappear from Pyaterochka and Perekrestok 😬 X5 Group said it stopped buying Ferrero products due to...	VIEWS 5 096 REPOSTS 17 REACTIONS 104 ER 4.7%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

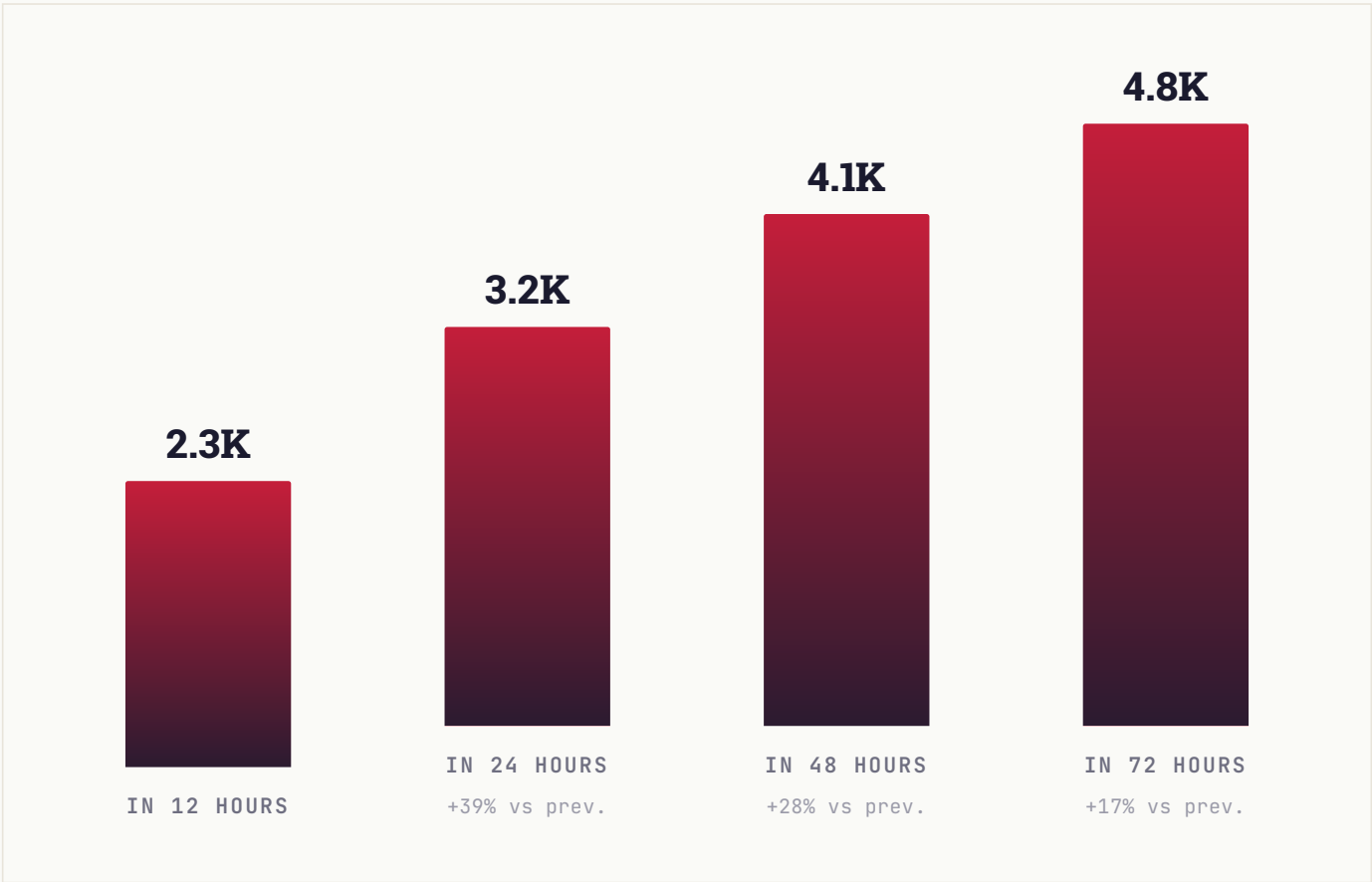
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained and lost subs.



SECTION 04 · 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 05 · COMPETITORS

Who you compete with

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

CHANNEL	SUBS
KZ Test purchase	768.4K
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 faceplasty	477.8K
BZ Be healthy	448.2K
SQ Healthy food	417.5K
HW Doctor Zubareva / Doctor Zubareva	413.8K
ZK Quality Mark YOU	108.1K

COMPARATIVE INSIGHT

Channel in bottom half of top-100 niche (#71 of 97). Niche median — 152.8K subs. First growth KPI — reach median. Leader: Test purchase (768.4K).

— SECTION 06 · NICHE COMPARISON

Where channel ranks in its league

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

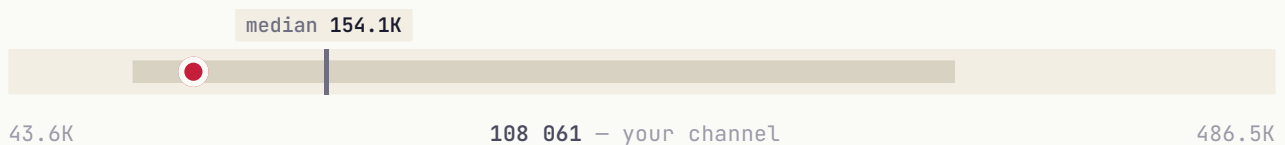
#71/100

RANK IN NICHE

Channel in bottom half of ranking

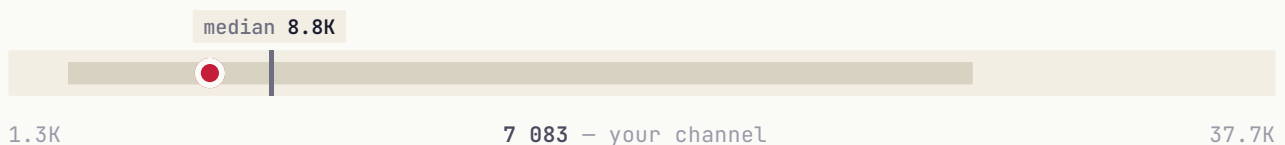
SUBS

worse than median by 30%



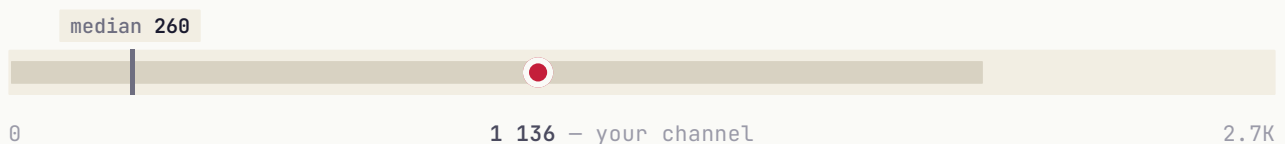
AVG REACH / POST

worse than median by 20%



CITATION INDEX

better than 69% of niche



— SECTION 07 · STRATEGY

What to do right now

5 priority actions sorted by expected impact. Check them off and revisit next month.

- 01

Main post of the week — on Thursday

Audience most active on this day at 20:00 MSK.

EFFECT

Best window for an important post
- 02

ER below niche benchmark — rethink formats

Current ER 6.55% vs norm 7.0%. Try polls and interactive formats.

EFFECT

+0.5pp 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

+1K-3K subs
- 04

Test polls and interactive formats

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

EFFECT

+5-15% ER
- 05

Cross-promo with neighboring channels

Swap posts with similar channels quarterly. 2-3 collabs give relevant growth.

EFFECT

Growth from relevant audience

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — 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 ad <https://panel.promptpress.com/register>

02 Contact manager t.me/PromptPress_manager
