

PROMTPRESS PUBLIC REPORT

Channel audit

Zarkov Live



@boriszarkovtm

Boris Zarkov channel 4925705313

SUBSCRIBERS

37 444

-289 per month

ERR (% SEE POSTS)

54.0%

per day 17.7%

REACH/POST

15.2K

ad reach 6.6K/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 37 444 —	 SUBS REACH 40.55% avg % subs see post	 VIEWS/POST 15.2K median 15.2K · 20 days	 POSTS/WEEK 0.7 over period
 7D TREND — no data for period	 REACTIONS/POST 258.0 total 516 reactions, 304 reposts, 40 comments	 POST LENGTH 284 chars median 284 · 20 days	 POSTS ANALYZED 2 20 days
 AD REACH 6.6K 24h avg	 CHURN / MONTH -289 last month	 QUOTABILITY 158 citation index · 589 channels mentioned all time	 CHANNEL AGE 4 years 4 months created 26.02.2022

AI EDITOR SUMMARY

Channel «Zarkov Live» — 37 444 subs. Each post averages 15.2K people (41% of subs), this is wide reach for a channel of this size. Publishes 1 posts per week (~0 per day) — rare publications.

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 2 posts over 20 days.
- 02 Dominant format – Photo (1/2 posts).
- 03 Avg post length – 284 chars (median 284).
- 04 Peak audience activity – Monday, 17:00 MSK.
- 05 Top posts get 1x more views than the weakest (10.1K avg for top vs 15.2K for worst) – among 2 posts in 20 days. Worth analyzing what the top has in common: topic, format, time.

TOP 2 POSTS

№108.06 · 14:59PHOTO	VIEWS	REACTIONS
	19 996	338
Great news for late-night snack lovers! SHE on Bolshaya Nikitskaya now open 24/7 on Fridays and Saturdays To celebrate the launch -...	REPOSTS	ER
	191	53.4%
№229.06 · 06:35TEXT	VIEWS	REACTIONS
	10 369	178
Dear friends! We are looking for a manager, chef and brand manager (marketer) for Gorynych Nizhny Novgorod. Experience in a restaurant as...	REPOSTS	ER
	113	27.7%

WORST 2

↓08.06 · 14:59PHOTO	VIEWS	REACTIONS
	19 996	338
Great news for late-night snack lovers! SHE on Bolshaya Nikitskaya now open 24/7 on Fridays and Saturdays To celebrate the launch -...	REPOSTS	ER
	191	53.4%

↓

29.06 · 06:35

TEXT

Dear friends! We are looking for a manager, chef and brand manager (marketer) for Gorynych Nizhny Novgorod. Experience in a restaurant as...

VIEWS

10 369

REPOSTS

113

REACTIONS

178

ER

27.7%

Dear friends! We are looking for a manager, chef and brand manager (marketer) for Gorynych Nizhny Novgorod. Experience in a restaurant as...

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.

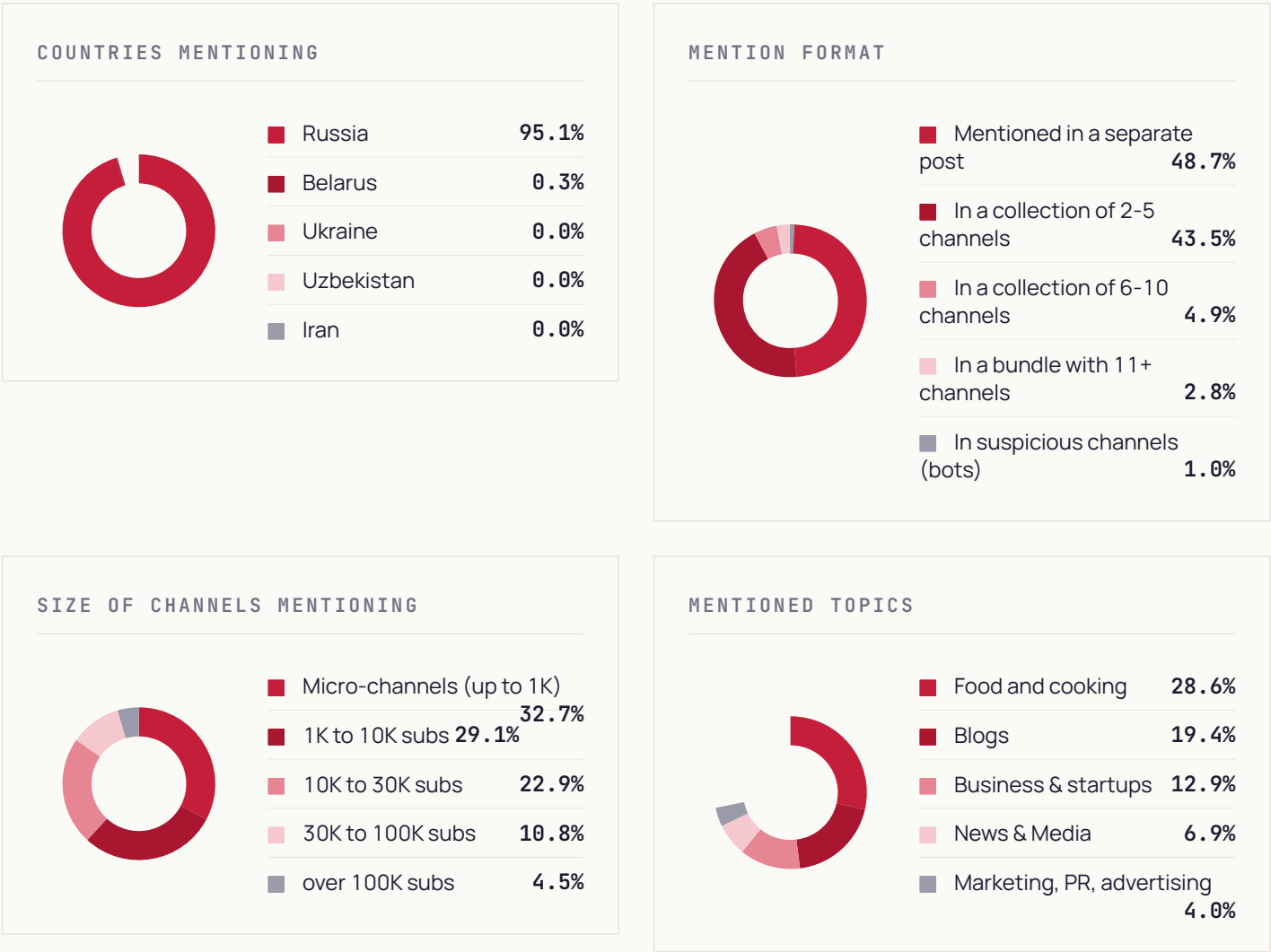


START OF PERIOD	NOW	NET GROWTH
35 122	37 444	+2 322

SECTION 04 · MENTIONS

Who and how mentions the channel

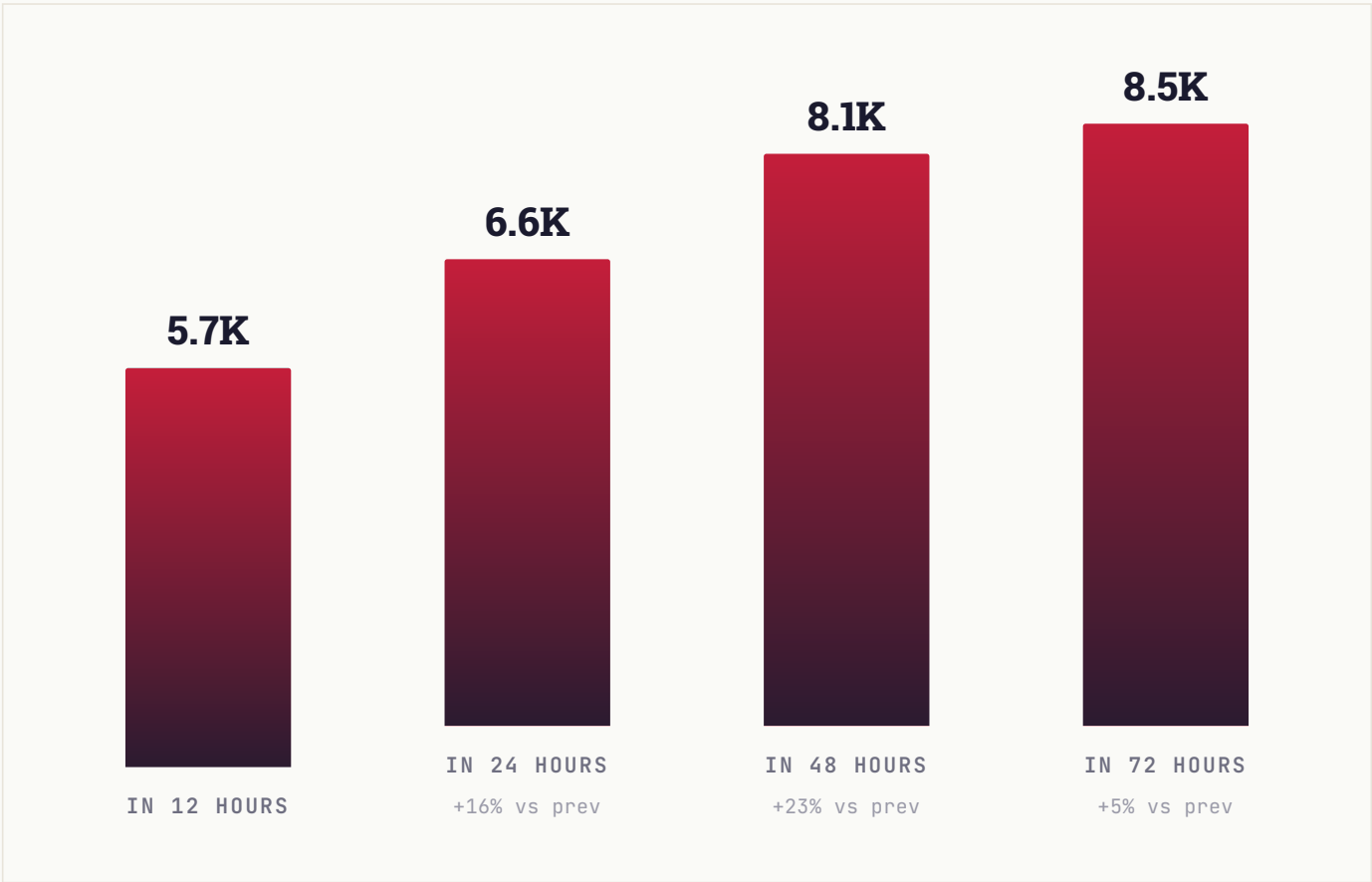
Citation index **158** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **589** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of ad post by time since publication. Helps gauge how long a placement stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
S& Startups & Ventures	2.7M
VC Venture Capital	2.6M
ME Mohamed El Guazzar 🇸🇩	2.1M
IT ISHBOR Toshkent	1.4M
MO Moscowbusiness	1M
CN Books for millions business blog	864.8K
RP Roxman typing...	538.5K
AB Business Shark	498.5K
SS Merger & acquisition	478.5K
لز لباس زیر اقساطی ریزسابل	474.8K
ZL Zarkov Live YOU	37.4K

COMPARATIVE CONCLUSION

Channel is not yet outside niche top-98 — early growth stage. Niche leader — Startups & Ventures (2.7M), top-98 median: 164.1K. First goal — enter top-98 via systematic traffic & content work.

SECTION 07 · MENTION TRENDS

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 **75**, they brought **2 618** new subs.

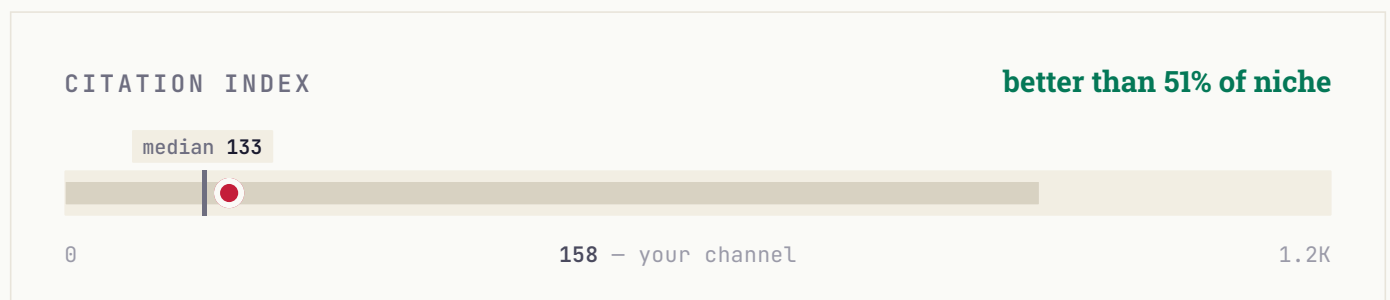
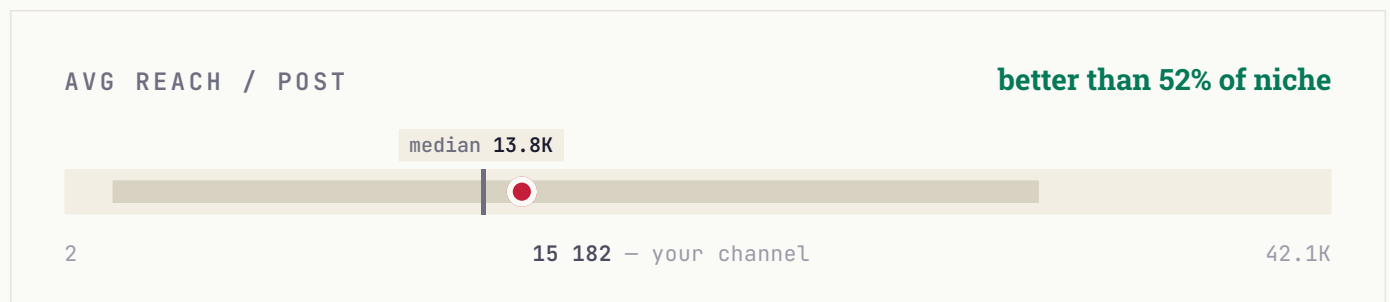
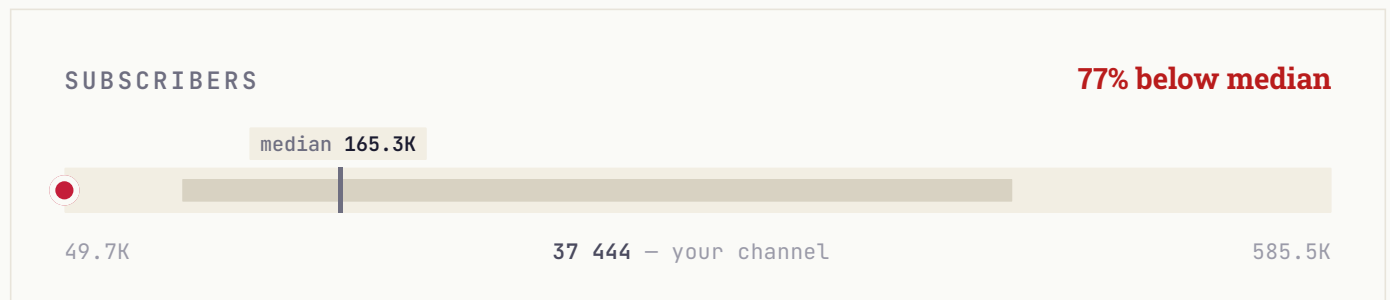
PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	15	13	217
December 2025	4	4	63
Nov 2025	27	24	334
Oct 2025	5	5	686
Sep 2025	16	14	672
August 2025	8	6	646

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
75	6	2 618

— SECTION 08 • NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category «**Business & startups**» (Russia) and compared your channel. Gray band – range covering 80% of niche channels (p10 to p90). Black vertical – median. Red dot – your channel.



— SECTION 09 · STRATEGY

What to do right now

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

01

Increase posting frequency

Now 0.7 posts/week. Active channels average 7-10.
Consistency is key to retention.

EFFECT

**Consistency
beats volume**

02

Main post of the week — on Monday

On this day at 17:00 MSK audience is most active.

EFFECT

**Best window
for an
important post**

03

Increase share of video posts

Video in Telegram retains audience longer and is better perceived by the algorithm. We recommend increasing share to 15-25%.

EFFECT

**Video retains
audience
better**

04

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**

05

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

★ WHAT'S NEXT

Want this done by **PromptPress?**

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

01 **Launch ads in Telegram** <https://panel.promptpress.com/register>

02 **Contact manager** t.me/PromptPress_manager
