

PUBLIC REPORT PROMTPRESS

# Channel audit

## Buzova



@byzovahouse

<https://gosuslugi.ru/snet/6790908e714103552a02843c>

SUBSCRIBERS

**423 820**

+14728 per month

ERR (% SEE POSTS)

**19.0%**

per day 23.8%

REACH/POST

**72.3K**

ad reach 101.2K/24h

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SECTION 01 · CHANNEL SNAPSHOT

# Key channel metrics

Each card is a separate channel health indicator. Subtitle shows the period.

|                                                                                                                                                     |                                                                                                                                                                                                |                                                                                                                                                                                       |                                                                                                                                                                        |
|-----------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <div> SUBSCRIBERS</div> <div>423 820</div> <div>—</div>            | <div> SUBS REACH</div> <div>17.05%</div> <div>avg % subs see post</div>                                       | <div> VIEWS/POST</div> <div>72.3K</div> <div>median 57.4K · 28 days</div>                            | <div> POSTS/WEEK</div> <div>15.7</div> <div>for the period</div>                    |
| <div> 7D TREND</div> <div>+73.1%</div> <div>vs previous week</div> | <div> REACTIONS/POST</div> <div>1282.7</div> <div>total 83,378 reactions, 3,144 reposts, 5,636 comments</div> | <div> POST LENGTH</div> <div>278 chars</div> <div>median 184 · 28 days</div>                         | <div> POSTS ANALYZED</div> <div>65</div> <div>28 days</div>                         |
| <div> AD REACH</div> <div>101.2K</div> <div>24h avg</div>        | <div> CHURN / MONTH</div> <div>+14728</div> <div>over the last month</div>                                  | <div> CITATION RATE</div> <div>378</div> <div>citation index · 1,434 channels mentioned ever</div> | <div> CHANNEL AGE</div> <div>4 years 6 months</div> <div>created 25.11.2021</div> |

AI EDITOR SUMMARY

Channel «Buzova» — 423 820 subs. Each post averages 72.3K people (17% from subs), average reach — room to grow. Publishes 16 posts per week (~2/day) — consistent. Week Jun 8–14 reach grew +73.1% vs week Jun 1–7 — positive trend.

SECTION 02 · CONTENT ANALYSIS

# What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 65 posts in 28 days.
- 02 Dominant format — Video (35/65 posts).
- 03 Avg post length — 278 chars (median 184).
- 04 Audience peak activity — Sunday, 07:00 MSK.
- 05 Top posts get 5x more views than the weakest (187.3K avg top vs 37.4K worst) — among 65 posts in 28 days. Worth analyzing what top posts have in common: topic, format, timing.

TOP 5 POSTS

|                                                                                                                                                                                                    |                                                                                                                                            |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------|
| <div><div>Nº1</div><div>07.06 · 13:33</div><div>VIDEO</div></div> <div>Escalating team conflict 😏 Watch the reality show «EMPEROR'S TREASURES» today at 18:00 on ❤️❤️ TNT IN MAX</div>             | <div>VIEWS</div> <div>197 546</div> <div>REACTIONS</div> <div>779</div> <div>REPOSTS</div> <div>17</div> <div>ER</div> <div>46.6%</div>    |
| <div><div>Nº2</div><div>14.06 · 04:47</div><div>PHOTO</div></div> <div>Today was the worst night and pain 😭 Woke up at 1:56 from a nightmare 😞 someone attacked me at a concert, and some...</div> | <div>VIEWS</div> <div>184 868</div> <div>REACTIONS</div> <div>7 309</div> <div>REPOSTS</div> <div>208</div> <div>ER</div> <div>43.6%</div> |
| <div><div>Nº3</div><div>14.06 · 07:37</div><div>VIDEO</div></div> <div>Plans of the «pink» team 😏 Watch «EMPEROR'S TREASURES» today at 18:00 on ❤️❤️ TNT IN MAX</div>                              | <div>VIEWS</div> <div>179 554</div> <div>REACTIONS</div> <div>982</div> <div>REPOSTS</div> <div>22</div> <div>ER</div> <div>42.4%</div>    |

|                                                                                                                                                                                      |                                                                      |                                                                      |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------|----------------------------------------------------------------------|
| <div><div>Nº4</div><div>12.06 · 19:55</div><div>TEXT</div></div> <div>I want to address my viewers in Rostov-on-Don While I was recovering from surgery, my team decided to...</div> | <div>VIEWS</div> <div>178 724</div> <div>REPOSTS</div> <div>92</div> | <div>REACTIONS</div> <div>2 814</div> <div>ER</div> <div>42.2%</div> |
| <div><div>Nº5</div><div>06.06 · 15:48</div><div>VIDEO</div></div> <div>(video post without caption)</div>                                                                            | <div>VIEWS</div> <div>177 319</div> <div>REPOSTS</div> <div>46</div> | <div>REACTIONS</div> <div>1 369</div> <div>ER</div> <div>41.8%</div> |

|

WORST 3

|                                                                                                                                                                                                                                    |                                                                     |                                                                   |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------|-------------------------------------------------------------------|
| <div><div>↓</div><div>18.06 · 15:25</div><div>VIDEO</div></div> <div>Olga Buzova escaped the hospital again — this time to the dancer casting for her show «I Allow Myself», which will take place on Oct 2 at Live Arena...</div> | <div>VIEWS</div> <div>38 117</div> <div>REPOSTS</div> <div>10</div> | <div>REACTIONS</div> <div>544</div> <div>ER</div> <div>9.0%</div> |
| <div><div>↓</div><div>18.06 · 15:25</div><div>VIDEO</div></div> <div>Right now we're at the dancer casting🗑️Lady Bu is holding it for her show😁Wheelchair is no reason to cancel the session. Details in our...</div>              | <div>VIEWS</div> <div>37 983</div> <div>REPOSTS</div> <div>11</div> | <div>REACTIONS</div> <div>595</div> <div>ER</div> <div>9.0%</div> |
| <div><div>↓</div><div>18.06 · 15:25</div><div>VIDEO</div></div> <div>Olga Buzova arrived at the dancer casting for her big solo show 🗑️ «It's a big risk that I'm here. They're letting me go...</div>                             | <div>VIEWS</div> <div>36 176</div> <div>REPOSTS</div> <div>11</div> | <div>REACTIONS</div> <div>569</div> <div>ER</div> <div>8.5%</div> |

SECTION 03 · SUBSCRIBER DYNAMICS

# How the channel grew over the year

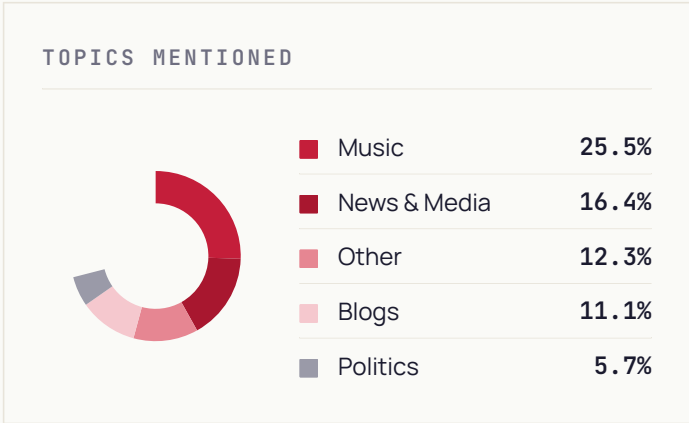
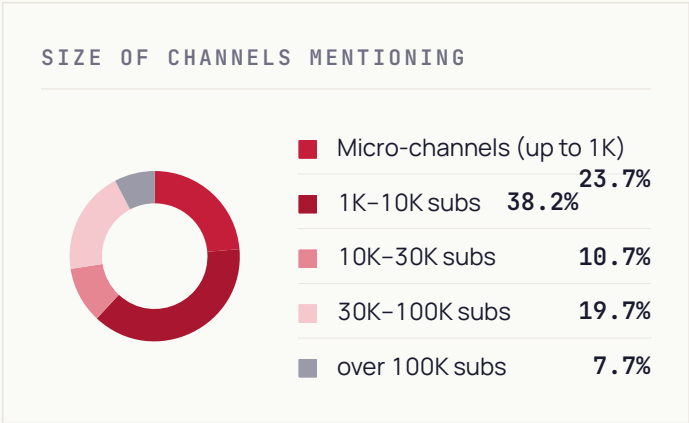
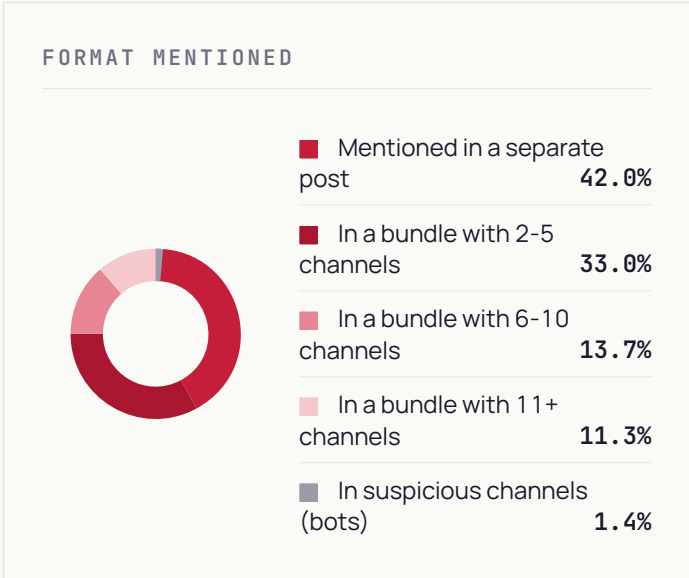
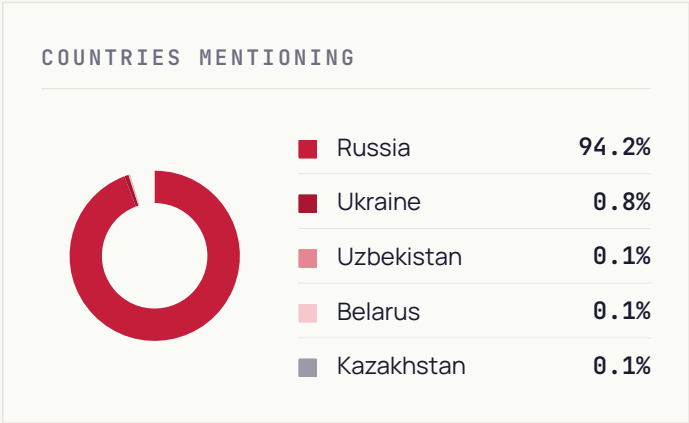
Subscriber growth chart for the year. Key months show exact subscriber count.  
Shows months of growth vs. loss.



SECTION 04 · MENTIONS

# Who mentions the channel and how

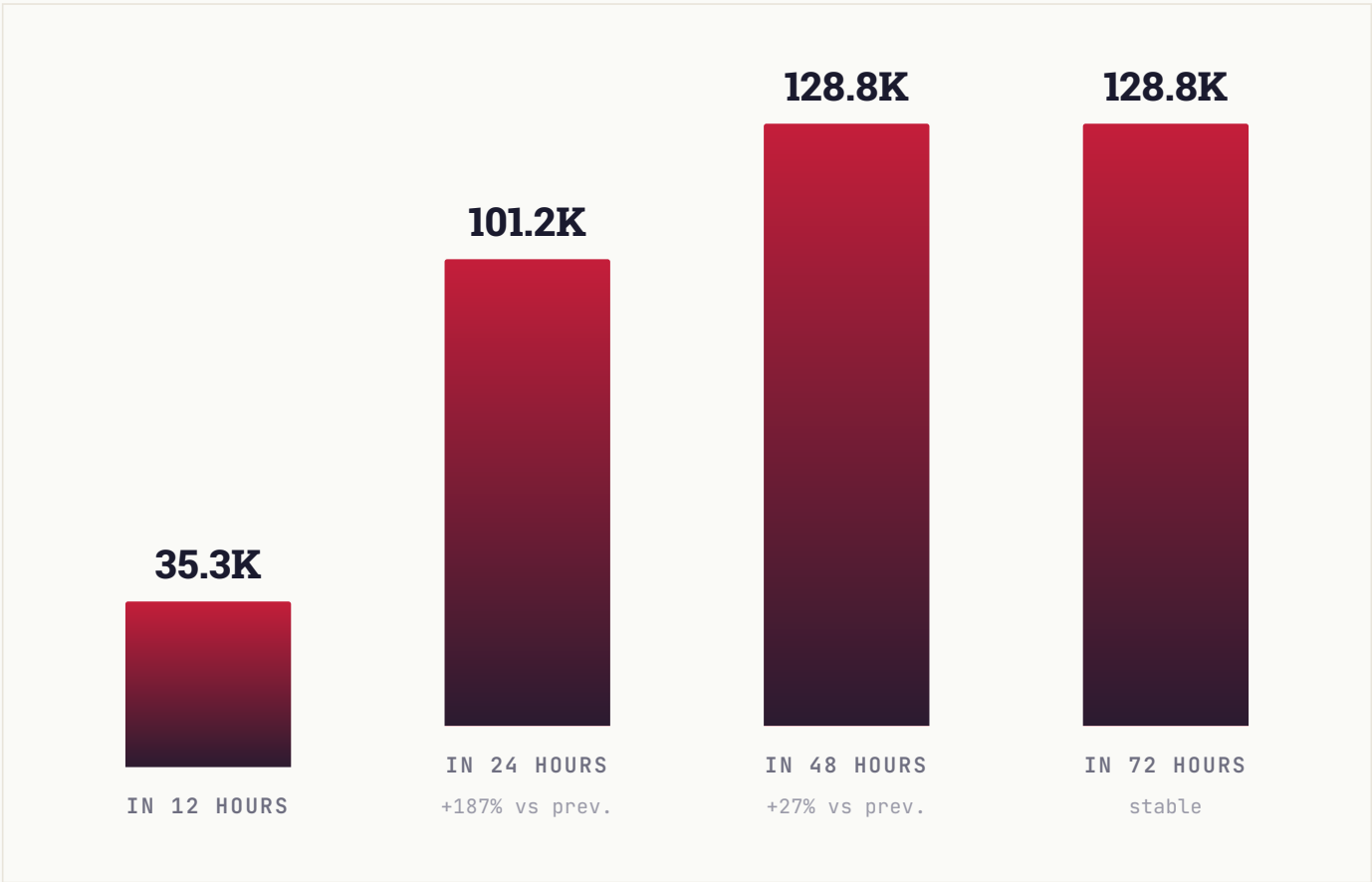
Citation index **378** – channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from 1K. All time channel was mentioned **1 434** different channels.



SECTION 05 · AD POTENTIAL

# How long a post brings reach

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

| CHANNEL              | SUBSCRIBERS |
|----------------------|-------------|
| DM Dima Maslennikov  | 2.2M        |
| LI LITVIN            | 1.6M        |
| AZ Alexander Zubarev | 1.4M        |
| EX Exile             | 1.3M        |
| B🇷 Booster 🇷         | 1.2M        |
| E1 EVELONE 1🇷9🇷2🇷    | 1.2M        |
| KB Bloody Lady       | 1.1M        |
| LJ here lives 6poeh  | 1.1M        |
| PA PARADEYEVICH      | 1M          |
| NE NEVZOROV          | 1M          |
| BU Buzova YOU        | 423.8K      |

COMPARATIVE CONCLUSION

Channel inbottom half of top-100 niche (#54 of 100). Niche median — 424.7K subs. First growth KPI — reach the median. Leader: Dima Maslennikov (2.2M).

SECTION 07 · MENTION DYNAMICS

# How often the channel is mentioned

Monthly we record posts in other channels that mention yours. Over the last **6 months** such mentions were **294**, they brought **102 034** new subs.

| PERIOD                | MENTIONS | CHANNELS | BROUGHT SUBSCRIBERS |
|-----------------------|----------|----------|---------------------|
| December 2025         | 53       | 27       | 0                   |
| Nov 2025              | 57       | 48       | 628                 |
| Oct 2025              | 98       | 70       | 27 908              |
| September 2025        | 38       | 26       | 4 135               |
| August 2025           | 28       | 22       | 2 673               |
| July 2025             | 20       | 12       | 66 690              |
| TOTAL MENTIONS        |          |          | 294                 |
| MONTHS OF DATA        |          |          | 6                   |
| ATTRACTED SUBSCRIBERS |          |          | 102 034             |

## — SECTION 08 • NICHE COMPARISON

# Where the channel ranks in its league

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

# #54 /100

POSITION IN NICHE

## Channel in the bottom half of the ranking

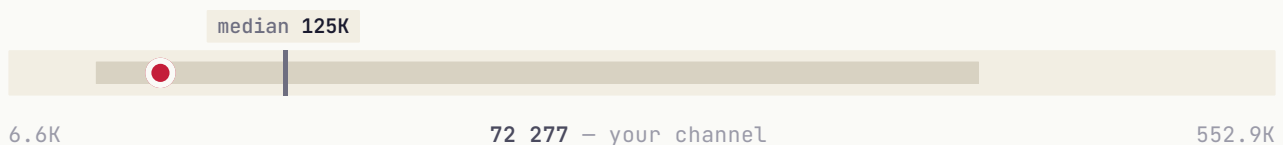
## SUBSCRIBERS

worse than median by 1%



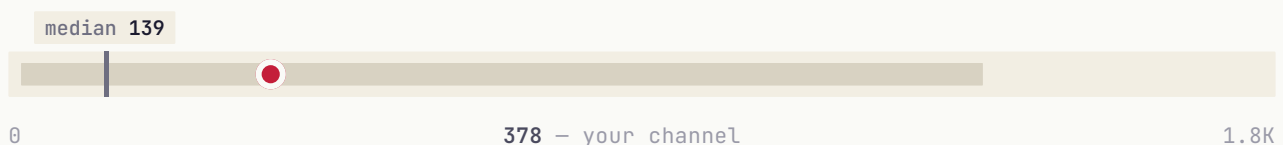
## AVG REACH / POST

worse than median by 42%



## CITATION INDEX

better than 57% of niche



## — SECTION 09 · STRATEGY

# What to do right now

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

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

Audience is most active on this day at 07:00 MSK.

EFFECT

**Best window  
for an  
important post****02****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****03****Test polls & 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****04****Cross-promo with neighboring channels**

Exchange posts quarterly with channels in the same segment. No need daily — 2-3 collabs give relevant growth.

EFFECT

**Growth from  
relevant  
audience****05****Update channel description for Telegram search**

Telegram search scans descriptions. Add 3-5 niche keywords — organic traffic source.

EFFECT

**Organic traffic  
source**

★ WHAT'S NEXT

# Want this done by **PromptPress?**

This audit is what we can do in minutes using 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>

02

## Contact manager

[t.me/PromptPress\\_manager](https://t.me/PromptPress_manager)