

PUBLIC REPORT PROMTPRESS

Channel audit

Heroes of Special Operation Z



@heroesofz

Every participant of the special operation is a hero! Our task is to tell and show them. Subscribe, share. For feedback and questions (bot): @HeroesOfZ_bot We are in MAX...

SUBSCRIBERS

37 817

-1030 per month

ERR (% SEE POSTS)

241.0%

last day 4.7%

REACH/POST

91.3K

ad reach 1.8K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 37 817 —	 SUBSCRIBER REACH 241.33% avg % subs see post	 VIEWS/POST 91.3K median 126.2K · 29 days	 POSTS/WEEK 10.1 for period
 7D TREND -17.4% vs previous week	 REACTIONS/POST 193.0 total 8,105 reactions, 3,587 reposts, 12 comments	 POST LENGTH 648 chars median 618 · 29 days	 POSTS ANALYZED 42 29 days
 AD REACH 1.8K 24h avg	 CHURN / MONTH -1030 last month	 CITATION RATE 2 752 citation index · 6,567 channels mentioned ever	 CHANNEL AGE 4 years 19 days created 27.06.2022

AI EDITOR SUMMARY

Channel «Heroes of Special Operation Z» — 37 817 subs. Each post avg views 91.3K people (241% from subs), wide reach for a channel this size. Publishes 10 posts per week (~1/day) — regular pace. Week Jun 29 – Jul 5 reach dropped -17.4% to week Jun 22–28 — worth analyzing causes.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 42 posts over 29 days.
- 02 Dominant format — Video (38/42 posts).
- 03 Avg post length — 648 chars (median 618).
- 04 Peak audience activity — Tue, 09:00 MSK.
- 05 Top posts get 81x more views than the weakest (185K avg for top vs 2.3K for worst) — among 42 posts in 29 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 23.06 · 06:01 VIDEO Valery Kochetov was a student at Moscow's RTU MIREA. After four years of study, he signed a contract and today is mastering...	VIEWS 206 013 REP. 413	REACTIONS 252 ER 544.8%
Nº2 30.06 · 06:04 VIDEO «I couldn't stop thinking that my region, my Bryansk region, is shelled almost every day.» Pavel Babinetsky, originally from Bryansk...	VIEWS 181 943 REP. 305	REACTIONS 192 ER 481.1%
Nº3 27.06 · 09:00 VIDEO These days our warriors continue advancing in Konstantinovka. Urban combat requires different skills from assault troops compared to...	VIEWS 166 945 REP. 96	REACTIONS 200 ER 441.5%

Nº4 17.06 · 06:01 VIDEO They are liberating Konstantinovka. The most experienced, most professional fighters, awarded for courage and bravery with orders...	VIEWS 161 903 REP. 191	REACTIONS 256 ER 428.1%
Nº5 18.06 · 06:03 VIDEO «Our task was to terrorize the enemy.» Commander of the assault battalion of the 4th Motorized Rifle Brigade with call sign «Taipan» told how...	VIEWS 150 570 REP. 121	REACTIONS 241 ER 398.2%

|

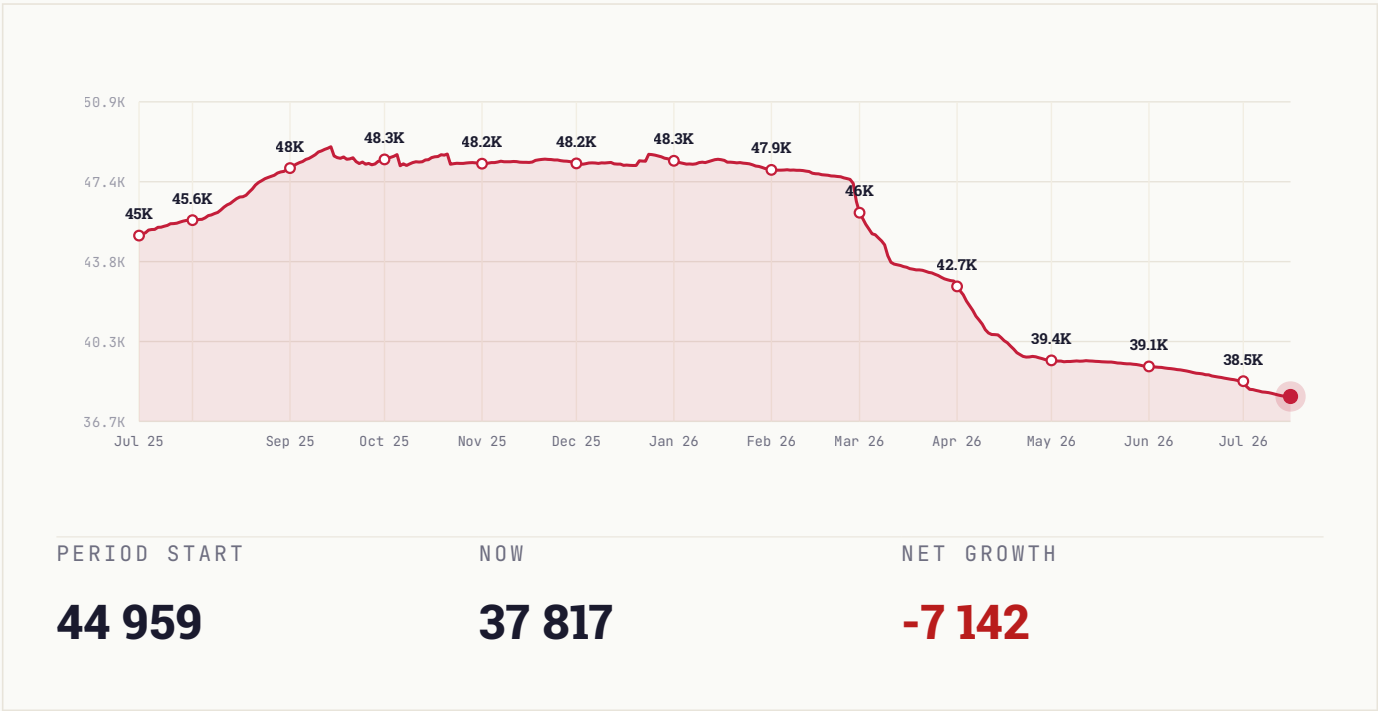
WORST 3

↓ 09.07 · 12:17 VIDEO «They were very worried about us»: Russian servicemen evacuated a family with a child from Konstantinovka In a half-destroyed house...	VIEWS 2 513 REP. 16	REACTIONS 194 ER 6.6%
↓ 26.06 · 09:33 VIDEO Our heroes on the front line defend peaceful life. Our task here is to help them, care for their families and provide comprehensive...	VIEWS 2 289 REP. 8	REACTIONS 149 ER 6.1%
↓ 10.07 · 12:30 VIDEO Maxim Antsupov swapped a dugout for a teacher's desk. A veteran of the SMO became an instructor in basic military training at one of the schools...	VIEWS 2 034 REP. 13	REACTIONS 166 ER 5.4%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

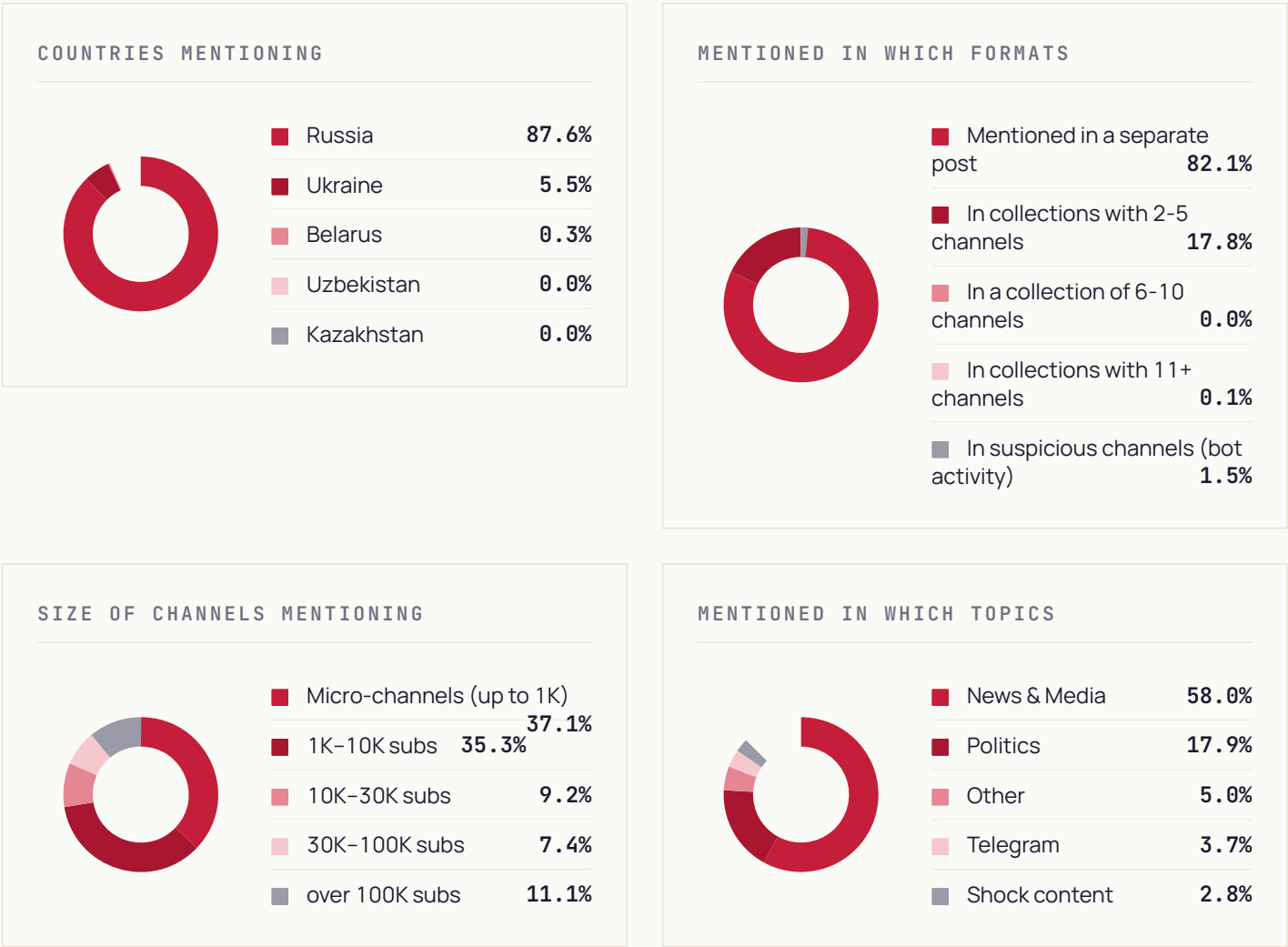
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained and lost subs.



SECTION 04 · CITATIONS

Who and how mentions the channel

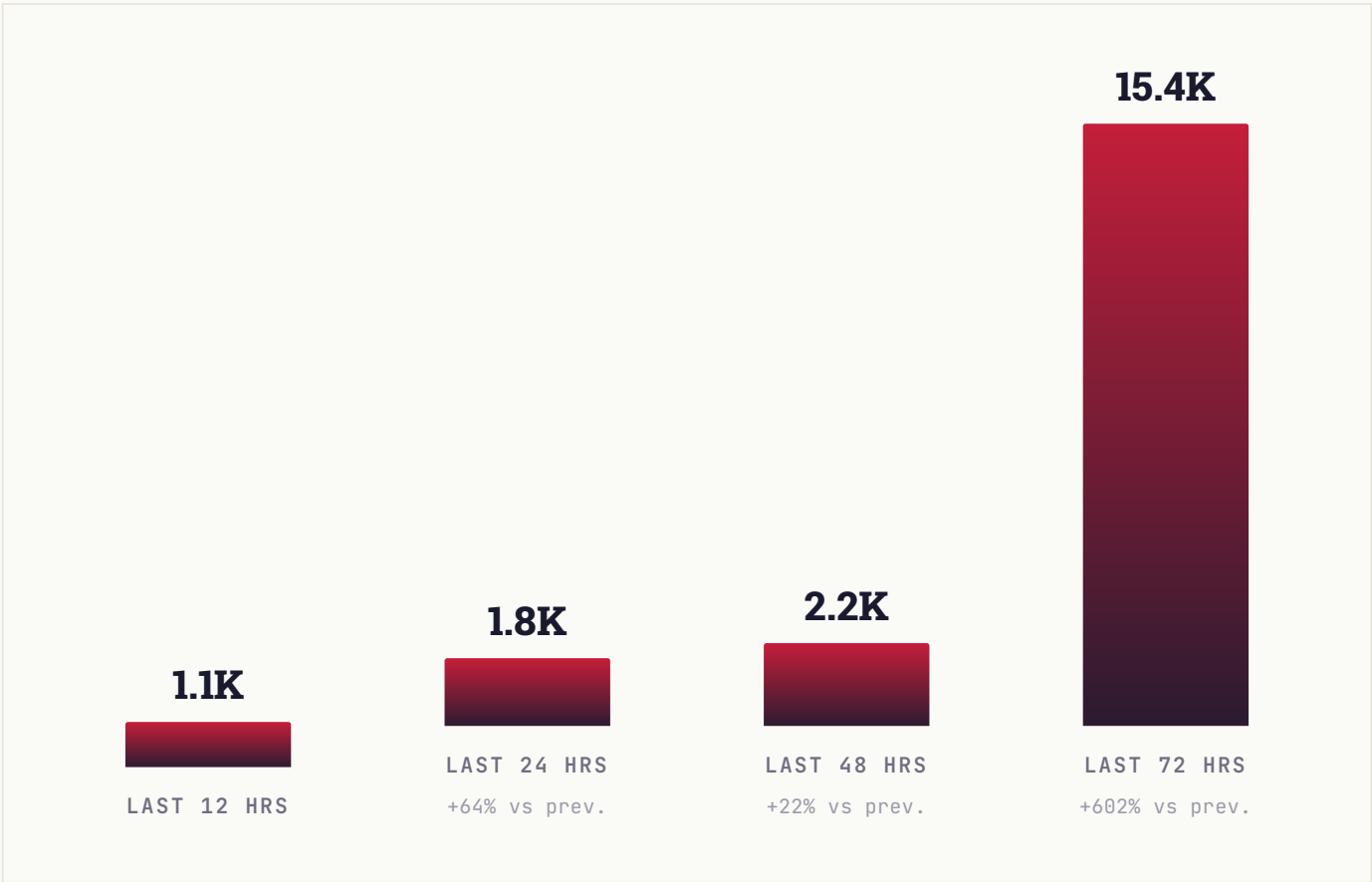
Citation index **2 752** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time channel was mentioned **6 567** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

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



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
ا خ اخبارفوری خبرفوری جنگ امریکا فوری	6M
ا خ خبرفوری اخبارفوری جنگ فوری امریکا	4.7M
خ ب خبرفوری	4.4M
ک ا کانال اخبارفوری خبرفوری	4.3M
PE Live Broadcast • News	4.1M
TL Topor Live	4.1M
M• Moskvich • Moscow News	3.8M
M- Moscow is interesting	3.4M
PM First Moscow	3.2M
TP Trukha ⚡ Ukraine	3.1M
GS Heroes of Special Operation Z YOU	37.8K

COMPARATIVE CONCLUSION

Channel is still outside top 97 of niche — early growth stage. Niche leader — اخبارفوری خبرفوری جنگ امریکا فوری (6M), top-97 median: 1.3M. First goal — enter top-97 through systematic traffic & content work.

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 **6 480**, they brought **5 854** new subs.

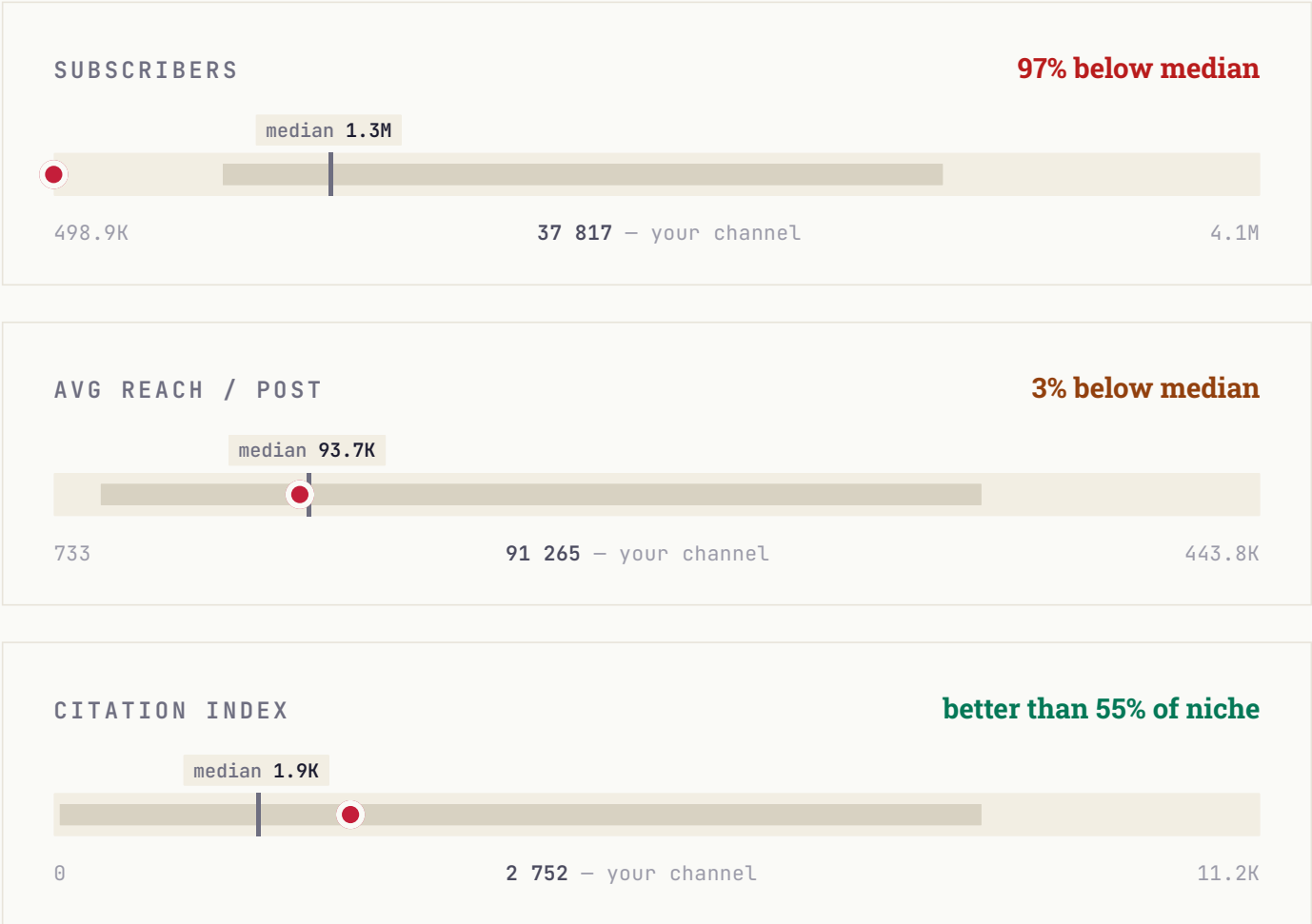
PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
January 2026	917	170	256
December 2025	1 115	206	641
November 2025	1 103	220	276
October 2025	1 037	182	975
September 2025	968	169	1 451
August 2025	1 340	250	2 255

TOTAL MENTIONS	MONTHS IN DATA	ATTRACTED SUBSCRIBERS
6 480	6	5 854

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category «News & Media» (Russia) and saw how your channel compares. 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 sorted by expected impact. Check off and revisit this report in a month.

01

Top post of the week — on Tuesday

Audience is most active on this day at 09:00 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 picks sources for your niche.

EFFECT

**+1000-3000
subs**

03

Test polls & interactive formats

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

EFFECT

+5-15% ER

04

Cross-promo with neighboring channels

Exchange posts with channels in the same segment once a quarter. No need to do it 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 — it's a source of organic traffic.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want us to do this **PromptPress?**

This audit is what we can do in minutes from public data. Want to go further? Run ads with us & hit your growth plan in a month.

01

Launch Telegram ads

<https://panel.promptpress.com/register>

02

Contact manager

t.me/PromptPress_manager