

— PUBLIC REPORT PROMTPRESS

Channel audit

KHUTZPA <->

Zhenya Davydov



@hutzp

Zhenya Davydov's channel, co-founder of SETTERS and other projects, closed community: <https://www.easyon.ist> Ads: @valerusia RKN list: <https://clck.ru/3Fz3Wv>

SUBS

54 194

-5759 per month

ERR (% SEE POSTS)

5.0%

per day 1.8%

REACH/POST

2.3K

ad reach 962/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBS 54 194 —	 SUBSCRIBER REACH 4.17% avg % subs see post	 VIEWS/POST 2.3K median 2.4K · 25 days	 POSTS/WK 7.6 over period
 7D TREND +0.6% vs previous week	 REACTIONS/POST 51.2 only 1,435 reactions, 370 reposts, 19 comments	 POST LENGTH 601 chars median 638 · 25 days	 POSTS ANALYZED 28 25 days
 AD REACH 962 24h avg	 CHURN / MONTH -5759 last month	 CITATION RATE 92 citation index · 515 channels mentioned all time	 CHANNEL AGE 6 years 2 months created 15.04.2020

AI EDITOR SUMMARY

Channel «KHUTZPA <-> Zhenya Davydov» – 54 194 subs. Each post averages 2.3K people (4% from subs), reach is low – consider expanding audience. Publishes 8 posts per week (~1/day) – regular schedule. Week of June 8–14 reach stable (+0.6% vs week 1–7 Jun).

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 **28** posts over 25 days.
- 02 Dominant format — **Photo** (20/28 posts).
- 03 Avg post length — **601** chars (median 638).
- 04 Peak audience activity — **Wednesday**, 17:00 MSK.
- 05 Top posts get **2x** more views than the weakest (2.8K avg for top vs 1.7K for worst) — among 28 posts over 25 days. Worth analyzing what the top has in common — topic, format, timing.

TOP 5 POSTS

Nº1 03.06 · 14:47 PHOTO Recently I happily consulted a friends' project, and the other day it launched — the «Friend» service. I sincerely want to...	VIEWS 2 877 REPOSTS 45 REACTIONS 102 ER 5.3%
Nº2 11.06 · 13:19 PHOTO We started this week with a book club with Boris Zarkov, founder of White Rabbit Family. Spent an evening at the library on Chistye Prudy...	VIEWS 2 830 REPOSTS 13 REACTIONS 34 ER 5.2%
Nº3 29.05 · 11:32 PHOTO My top 5 from the Easionist Community program for June: ☒ Tour of Brusnika's office and a lecture by Denis Davydov, brand director. ☒...	VIEWS 2 818 REPOSTS 16 REACTIONS 39 ER 5.2%

Nº4 07.06 · 19:40 PHOTO in three and a half days in St. Petersburg: — spoke at T-Dvor as moderator with cool and interesting participants: Sasha Us from Sila Sveta...	VIEWS 2 670 REPOSTS 8	REACTIONS 82 ER 4.9%
Nº5 03.06 · 12:28 VIDEO Remember the school question «What did the author mean?» Our book club of izionists reached the point where we invited the author of the book to our...	VIEWS 2 533 REPOSTS 12	REACTIONS 39 ER 4.7%

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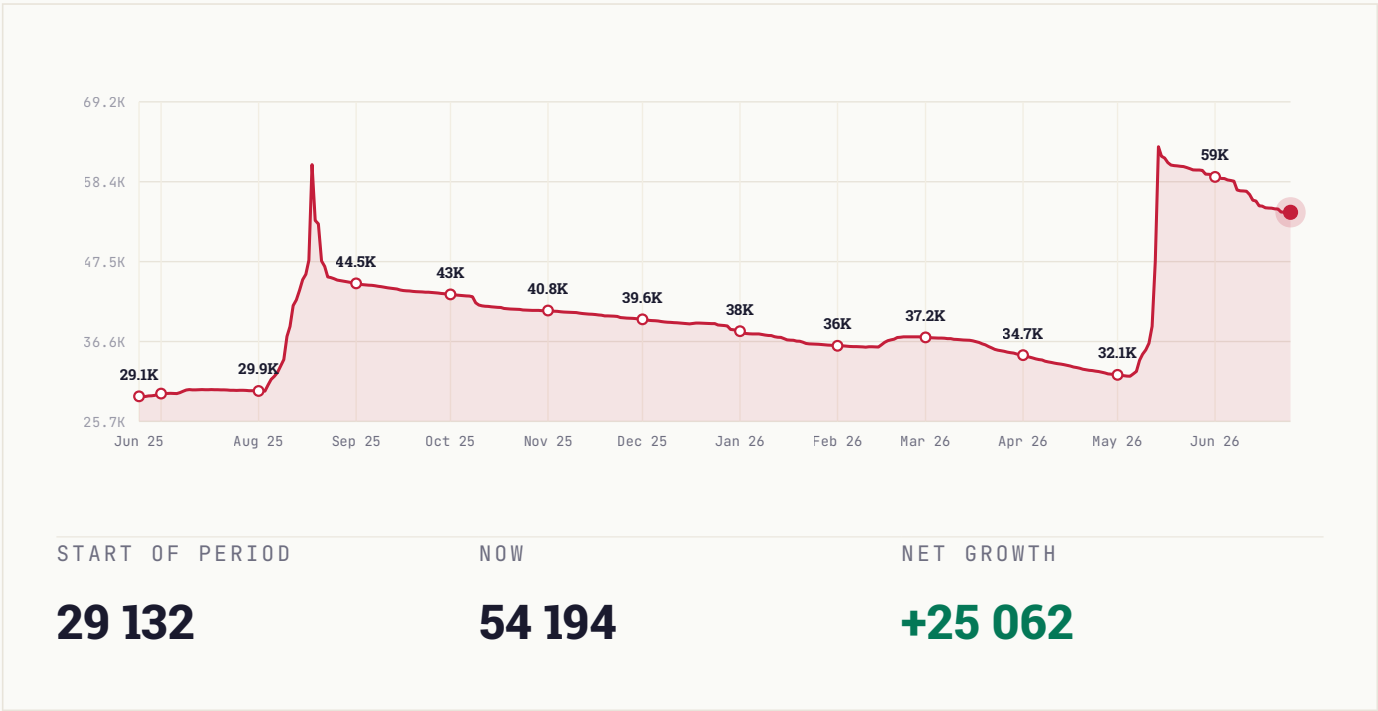
WORST 3

↓ 05.06 · 09:59 PHOTO at 11:30 AM, my discussion is PACKED 🇷🇺❤️🇷🇺	VIEWS 1 799 REPOSTS 2	REACTIONS 58 ER 3.3%
↓ 22.06 · 07:50 PHOTO I wish everyone could feel this someday!	VIEWS 1 765 REPOSTS 8	REACTIONS 62 ER 3.3%
↓ 22.06 · 12:18 PHOTO This 🇷🇺 is the program of our Personal Strategy Lab for izionists. This 🇷🇺 June 26 🇷🇺 is the deadline to join this...	VIEWS 1 569 REPOSTS 14	REACTIONS 34 ER 2.9%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

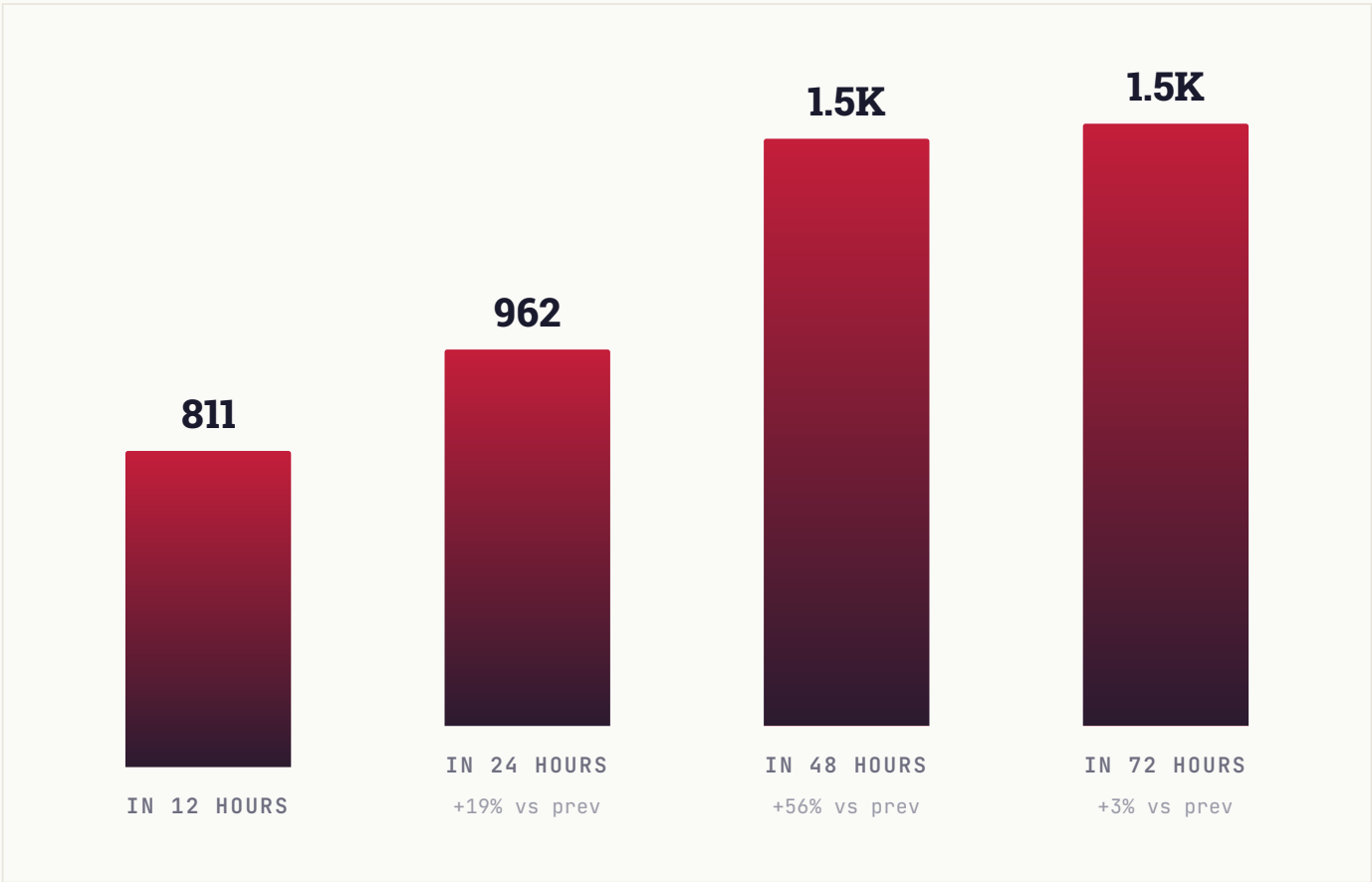
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · AD POTENTIAL

How long a post brings reach

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



SECTION 05 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Your channel highlighted — shows its place among niche peers.

CHANNEL	SUBS
TM My feed trends	2.5M
MO Ice cream	1.8M
OK Okak	1.6M
ER Search	1.3M
TR Trendly	1.2M
ER Customer is always right	1.1M
AVG Trending today	1M
TB Trends by Russia	1M
TV Trend or leave	935.3K
TR Trend watch	909.3K
X< KHUTZPA <-> Zhenya Davydov YOU	54.2K

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#96 of 99). Niche median — 125.2K subs. First growth KPI — reach median. Leader: My feed trends (2.5M).

SECTION 06 · MENTION DYNAMICS

How often the channel is mentioned

Each month we track posts in other channels that mention yours. Over the last **6 months** such mentions were **136**, they brought **31 704** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
December 2025	17	16	117	
November 2025	7	6	0	
October 2025	21	19	31	
September 2025	19	17	0	
August 2025	36	33	30843	
July 2025	36	30	713	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
136	6	31 704

SECTION 07 · NICHE COMPARISON

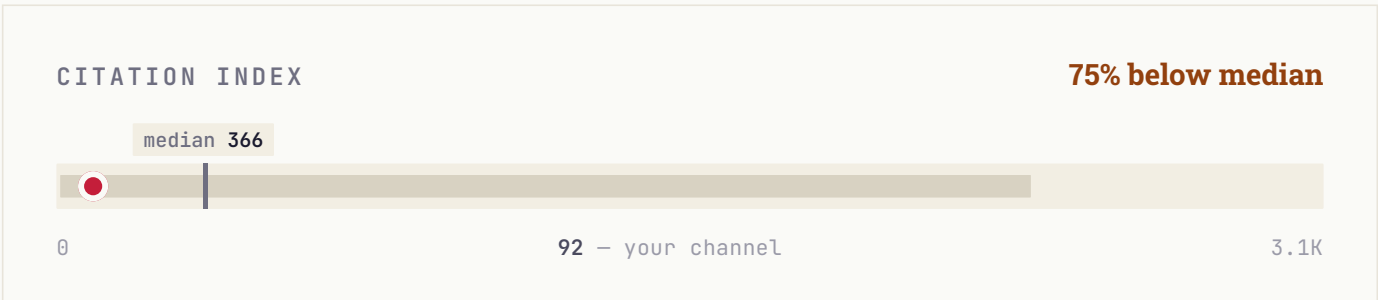
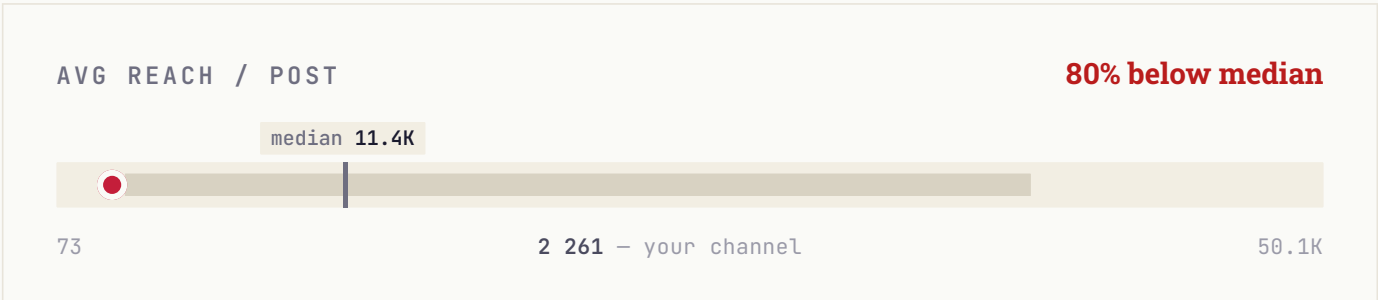
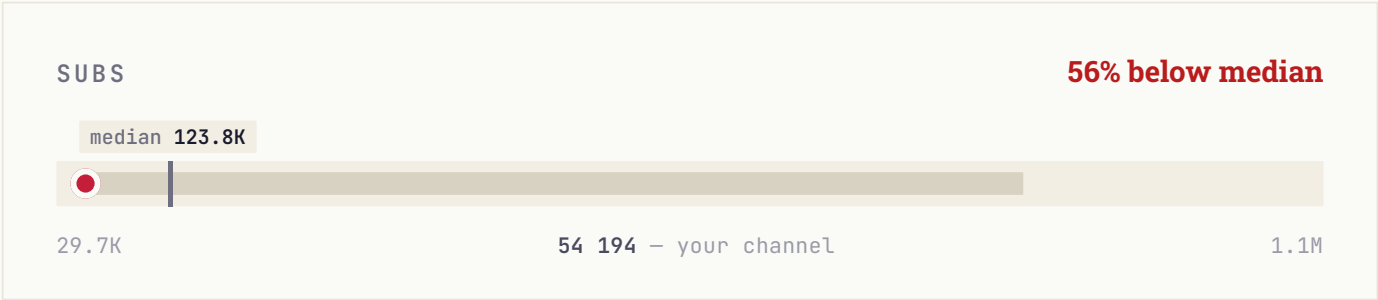
Where the channel stands in its league

Took top-100 channels in category «Marketing, PR, advertising» (Russia) and saw how your channel stacks up. Gray band — range where 80% of niche channels fall (p10 to p90). Black vertical — median. Red dot — your channel.

#96/100

RANK IN NICHE

Channel in the bottom half of the ranking



— SECTION 08 · STRATEGY

What to do right now

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

01

Top post of the week — on Wednesday

Audience is most active on this day at 17:00 MSK.

EFFECT

**Best window
for an
important post**

02

Increase video post share

Video in Telegram holds audience longer and is favored by the algorithm. Recommend increasing share to 15-25%.

EFFECT

**Video holds
audience
better**

03

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**

04

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

05

Cross-promo with neighboring channels

Swap 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 through us and hit your growth plan in a month.

01	Launch ads in Telegram	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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