

— PUBLIC PROMTPRESS REPORT

Channel audit

Denys Kazanskyi



@kazansky2017

For advertising and feedback @den_kazanskyi

SUBSCRIBERS

148 447

+1257 per month

ERR (% SEE POSTS)

52.0%

24h 41.0%

REACH/POST

77.1K

ad reach 60.8K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

SUBSCRIBERS 148 447 —	SUBSCRIBER REACH 51.93% avg % subs see post	VIEWS/POST 77.1K median 73.2K · 29 days	POSTS/DAY 10.4 ~73 per week
7D TREND +3.2% vs previous week	REACTIONS/POST 5472.2 total 1,674,481 reactions, 148,980 reposts, 0 comments	POST LENGTH 225 chars median 147 · 29 days	POSTS ANALYZED 306 29 days
AD REACH 60.8K 24h avg	CHURN / MONTH +1257 last month	CITATION RATE 1 388 citation index · 2,666 channels mentioned ever	CHANNEL AGE 9 years 1 month created 02.06.2017

AI EDITOR SUMMARY

Channel «Denys Kazanskyi» — 148 447 subs. Each post averages 77.1K people (52% of subs), wide reach for a channel this size. Publishes 73 posts/week (~10/day) — very active. Week of Jul 6–12 reach stable (+3.2% vs week of June 29 – July 5).

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and outsiders – to see what to repeat and what to drop from rotation.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **306** posts over 29 days.
- 02 Dominant format – **Video** (147/306 posts).
- 03 Avg post length – **225** chars (median 147).
- 04 Peak audience activity – **Thursday**, 13:00 MSK.
- 05 Strongest posts get **3x** more views than the weakest (185.4K avg for top vs 60K for worst) – among 306 posts over 29 days. Worth analyzing what top posts have in common – topic, format, time.

TOP 5 POSTS

Nº1 02.07 · 10:30 PHOTO Russian soldier Daniil Tulenkov openly wrote about how his commander tortured civilians in Berdyansk. People were raped in their...	VIEWS 199 852 REPOSTS 3 482	REACTIONS 7 110 ER 134.6%
Nº2 10.07 · 06:20 PHOTO City completely destroyed, found a child in a basement whose whole family died from shelling, and now seriously...	VIEWS 179 063 REPOSTS 968	REACTIONS 6 570 ER 120.6%
Nº3 22.06 · 18:26 VIDEO «Вот так Russia освобождает русских!» Жители разрушенного Бахмута и расположенных рядом городов попытались попасть в приемную Путина в...	VIEWS 177 338 REPOSTS 1 379	REACTIONS 6 454 ER 119.5%

Nº4 15.07 • 19:20 PHOTO Russians rejoice at Fedorov's resignation. Where the enemy can't beat us, we manage ourselves... Sad @kazansky2017	VIEWS 166 220 REPOSTS 1 269 REACTIONS 8 159 ER 112.0%
Nº5 29.06 • 17:30 VIDEO Russia. Special Gas Operation @kazansky2017	VIEWS 164 935 REPOSTS 1 059 REACTIONS 5 519 ER 111.1%

WORST 3

↓ 27.06 • 13:16 VIDEO Ukrainian FPV drones destroy a company of Russian assault troops on the Pokrovsk front in Donetsk region. Fresh combat footage...	VIEWS 62 616 REPOSTS 368 REACTIONS 5 757 ER 42.2%
↓ 11.07 • 14:56 VIDEO A brutal compilation of kamikaze drone eliminations of 86 Russian occupiers. Pokrovsk front, Donetsk region. Footage from drone operators ...	VIEWS 61 296 REPOSTS 232 REACTIONS 4 480 ER 41.3%
↓ 03.07 • 11:06 PHOTO "Wtf is all this for now? We got empty ruins of cities and a pile of corpses for what? What to do with those we came to liberate? How to...	VIEWS 56 223 REPOSTS 502 REACTIONS 4 742 ER 37.9%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

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



START OF PERIOD

NOW

NET GROWTH

135 588

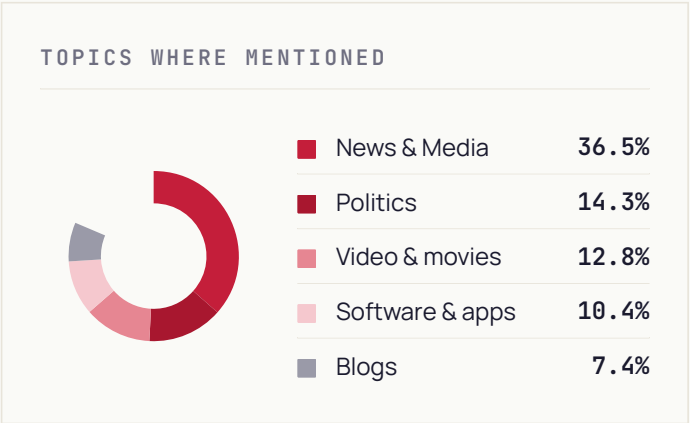
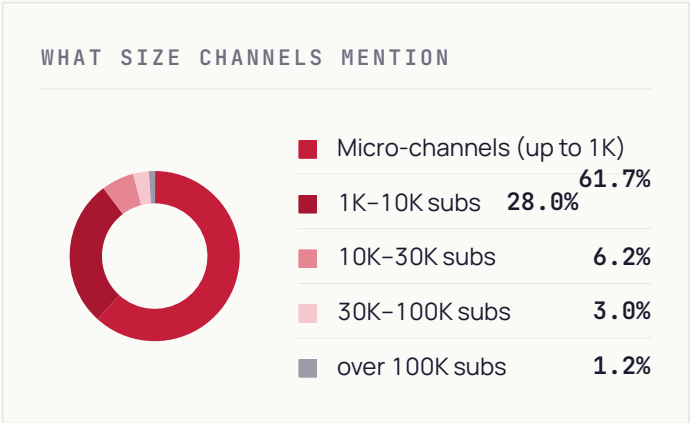
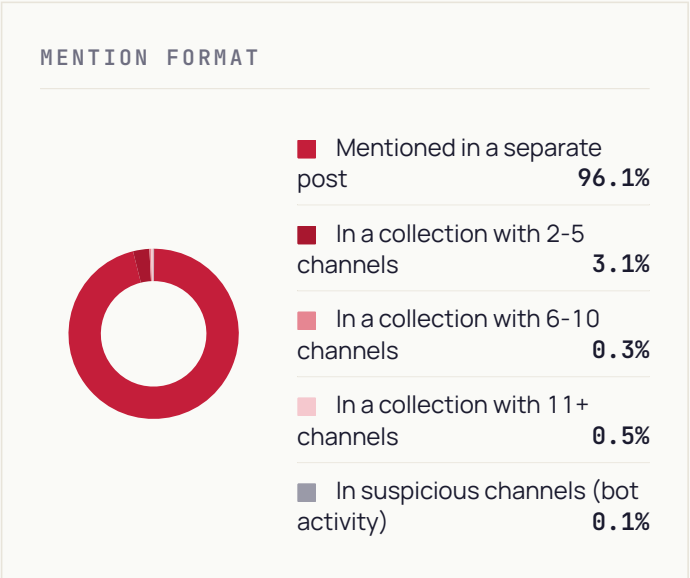
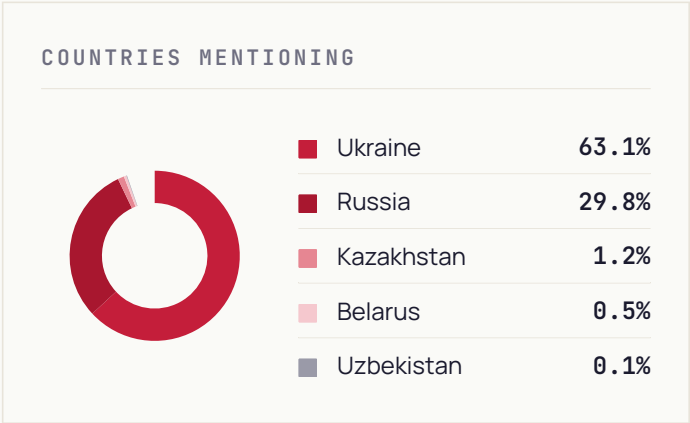
148 446

+12 858

SECTION 04 · MENTIONS

Who mentions the channel and how

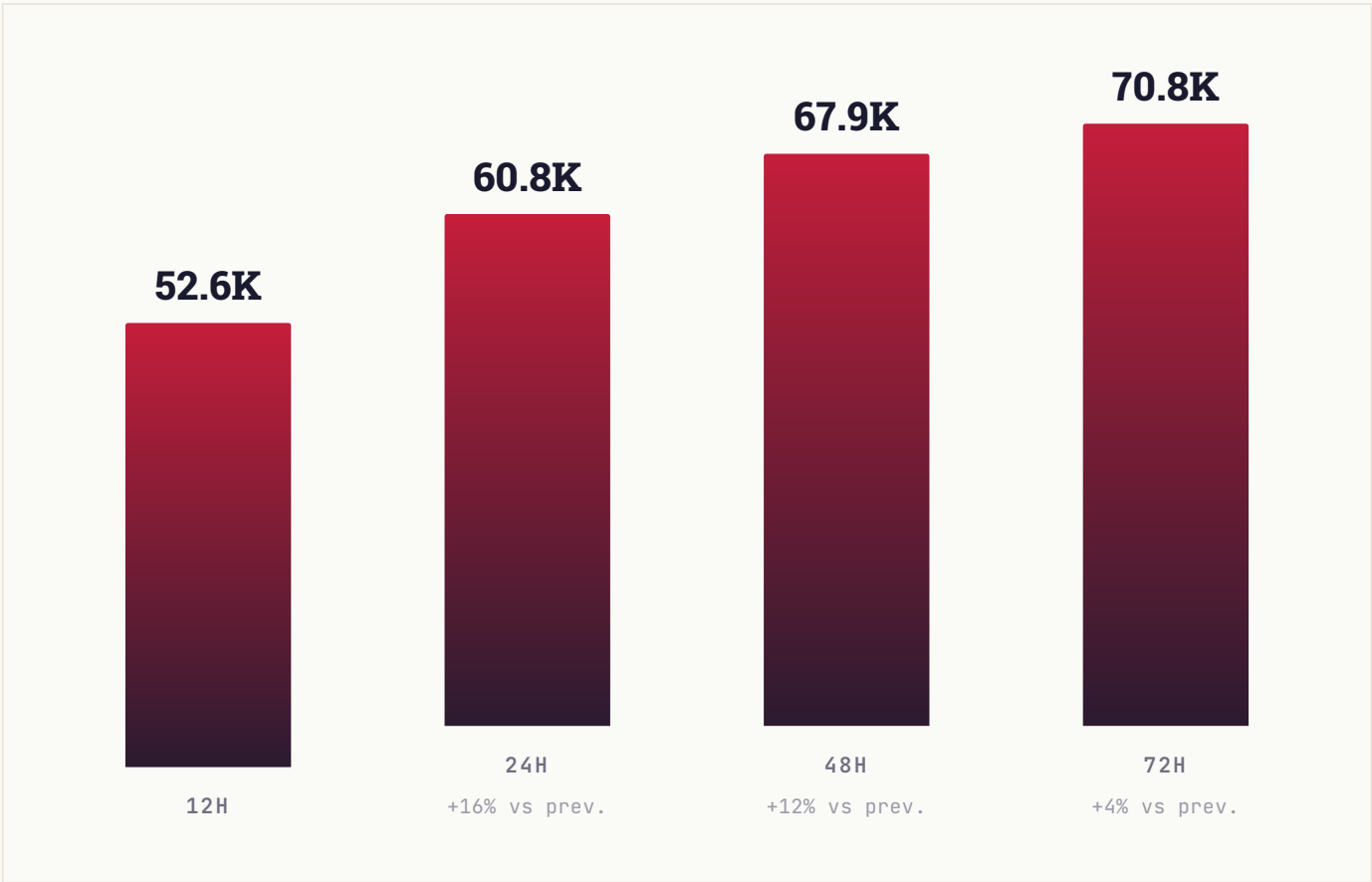
Citation index **1 388** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100k subs channel weighs more than from 1k subs. All time channel was mentioned **2 666** different channels.



SECTION 05 · 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 06 • COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
ا خ اخبارفوری خبرفوری جنگ امریکا فوری	6.1M
ا خ اخبارفوری جنگ فوری امریکا خبرفوری	4.9M
ا ج اخبارفوری جنگ	4.3M
ا ب خبرفوری	4.3M
PE Live Broadcast • News	4.1M
TL Topor Live	4.1M
M• Moskvach • Moscow News	3.8M
M- Moscow is interesting	3.4M
PM First Moscow	3.2M
MA Mash	3.1M
DK Denys Kazanskyi YOU	148.4K

COMPARATIVE CONCLUSION

Channel is still outside top-97 niche — early growth stage. Niche leader — اخبارفوری (6.1M), median top-97: 1.3M. First goal — enter top-97 through systematic work with traffic and content.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Monthly we track posts in other channels that mention yours. Over the last **6 months** such mentions were **7 106**, they brought **5 842** new subs.

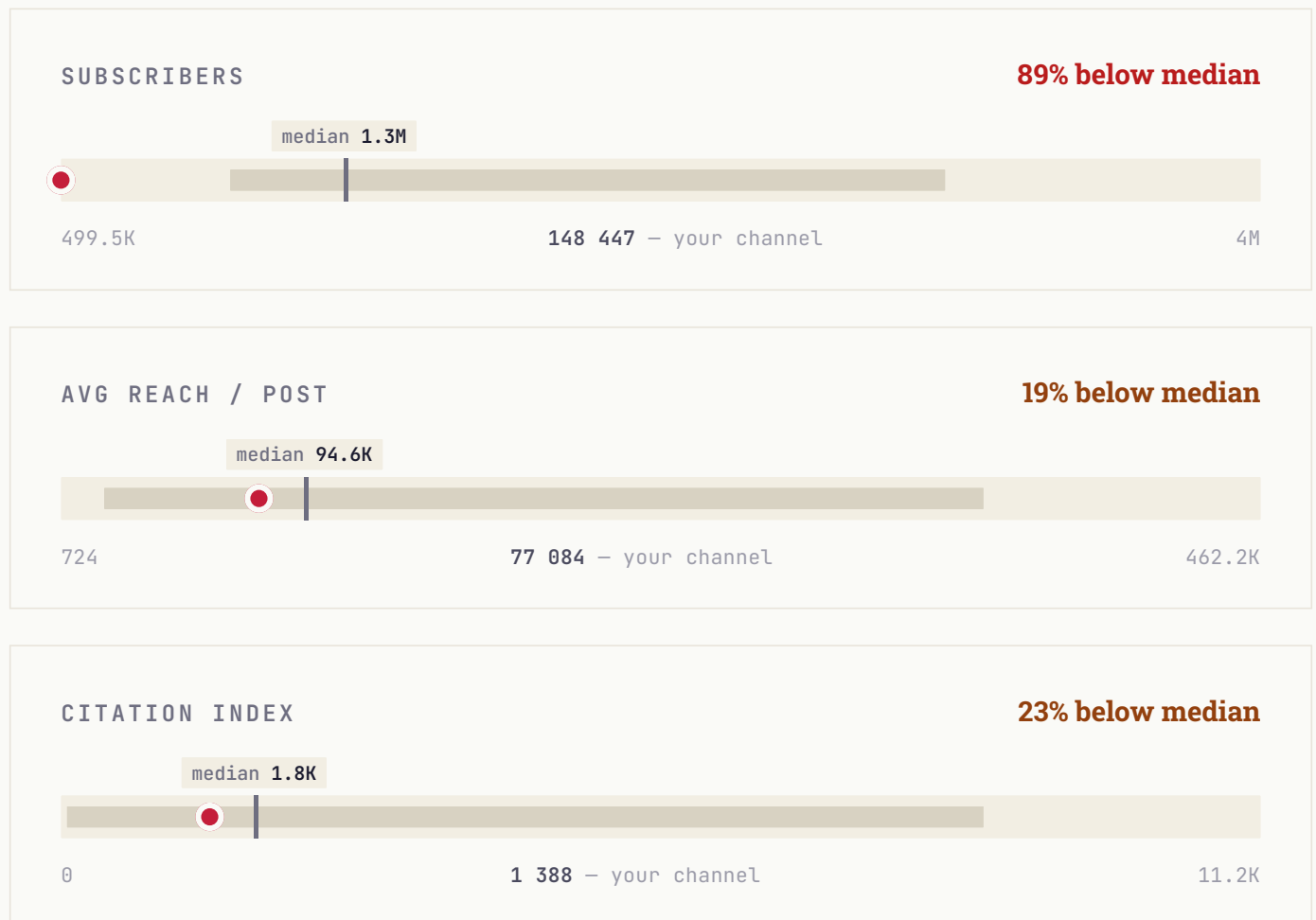
PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
January 2026	1 307	173	483
December 2025	1 194	167	1 391
November 2025	1 069	145	538
October 2025	1 119	157	673
September 2025	1 143	154	203
August 2025	1 274	185	2 554

TOTAL MENTIONS	MONTHS IN DATA	ATTRACTED SUBSCRIBERS
7 106	6	5 842

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 for 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 off and revisit this report in a month.

01**Best post day — Thursday**

On this day at 13:00 MSK audience is most active.

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 give +5-15% to ER.
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 looks at description. Add 3-5 keywords of your niche — it's a source of organic traffic.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in a few minutes based on public data. If you want to go further — run ads through us and hit your growth plan in a month.

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