

— PROMTPRESS PUBLIC REPORT

Channel audit

Zhanna Kazanskaya | Biology EGE 2026 UmSkul | eZhannchiki Channel



@kazanzkaya

I'm Zhanna Kazanskaya — scored 100 on the Unified State Exam in biology and chemistry, got into med school on a budget, and have been helping students ace their exams for 11 years. Reviews: http://t.me/kazanskaya_zhanna Prepare for the Unified State Exam with...

SUBSCRIBERS

74 602

-10052 per month

ERR (% SEE POSTS)

12.0%

per day 5.7%

REACH/POST

9K

ad reach 4.3K/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 74 602 —	 SUBS REACH 12.08% avg % of subs see post	 VIEWS/POST 9K median 8.3K · 29 days	 POSTS/WEEK 49.1 over period
 7D TREND -3.4% vs previous week	 REACTIONS/POST 133.8 total 28,104 reactions, 6,986 reposts, 7,107 comments	 POST LENGTH 317 chars median 192 · 29 days	 POSTS ANALYZED 210 29 days
 AD REACH 4.3K 24h avg	 CHURN / MONTH -10052 last month	 CITATION RATE 167 citation index · 3,053 channels mentioned all time	 CHANNEL AGE 6 years 1 month created 08.06.2020

AI EDITOR SUMMARY

Channel «Zhanna Kazanskaya | Biology EGE 2026 UmSkul | eZhannchiki Channel» – 74 602 subs. Each post gets on average 9K people (12% of subs), reach is low – consider expanding audience. Publishes 49 posts per week (~7/day) – active posting mode. For the week of July 6–12, reach stable (-3.4% vs week Jun 29 – Jul 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 210 posts over 29 days.
- 02 Dominant format – Photo (103/210 posts).
- 03 Avg post length – 317 chars (median 192).
- 04 Peak audience activity – Saturday, 22:00 MSK.
- 05 Top posts gather 4× more views than the weakest (22.4K avg for top vs 5.4K for worst) – among 210 posts over 29 days. Worth analyzing what the top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 27.06 · 14:33 PHOTO Туда его этого Рохлова у меня 100	VIEWS 27 651 REPOSTS 106	REACTIONS 328 ER 37.1%
Nº2 26.06 · 11:52 TEXT ✗ live life, enjoy summer ✓ freak out refreshing government services and chats THEY SAY RESULTS ARE STARTING TO COME IN (list will be...	VIEWS 19 917 REPOSTS 380	REACTIONS 625 ER 26.7%
Nº3 26.06 · 10:04 PHOTO while waiting for results, dropping a mega digest of year's videos for 10th graders (btw, might help for retakes, save it) soon...	VIEWS 19 714 REPOSTS 480	REACTIONS 81 ER 26.4%

Nº4 26.06 · 12:17 PHOTO AAAAAAAAAAAA	VIEWS 19 595 REPOSTS 122	REACTIONS 538 ER 26.3%
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Nº5 25.06 · 20:39 TEXT RESULTS STARTED COMING IN (list will be updated) 06 - Ingushetia 30 - Astrakhan Oblast 95 - Chechnya	VIEWS 19 126 REPOSTS 721	REACTIONS 575 ER 25.6%
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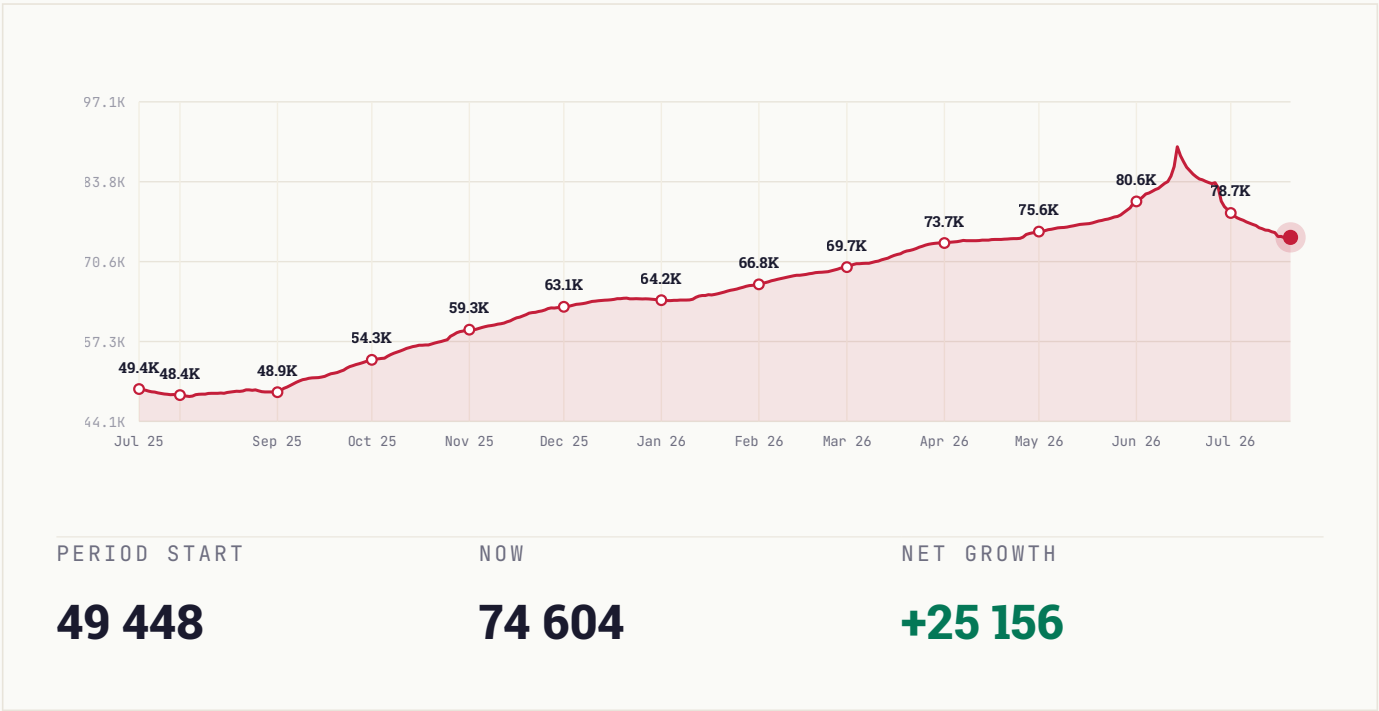
WORST 3

↓ 14.07 · 20:53 VIDEO (post without caption – video)	VIEWS 5 575 REPOSTS 4	REACTIONS 81 ER 7.5%
↓ 11.07 · 12:25 VIDEO (post without caption – video)	VIEWS 5 373 REPOSTS 4	REACTIONS 56 ER 7.2%
↓ 02.07 · 11:25 VIDEO (post without caption – video)	VIEWS 5 256 REPOSTS 4	REACTIONS 68 ER 7.0%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

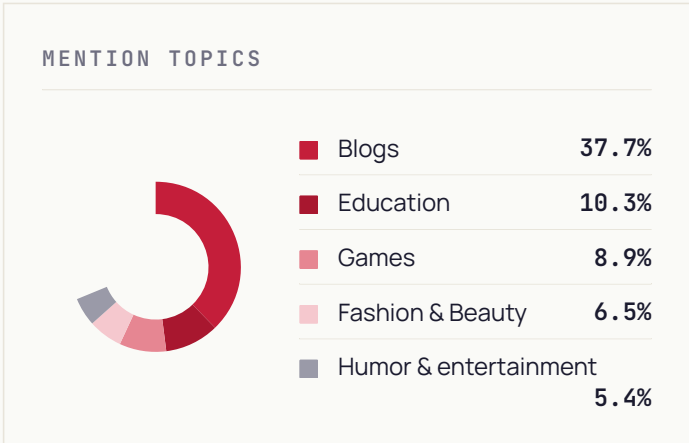
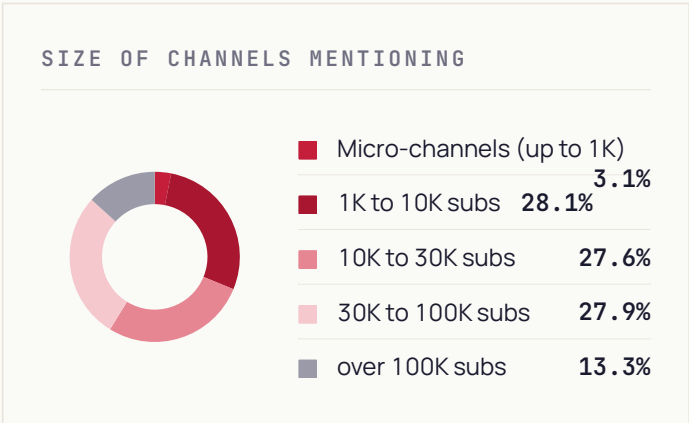
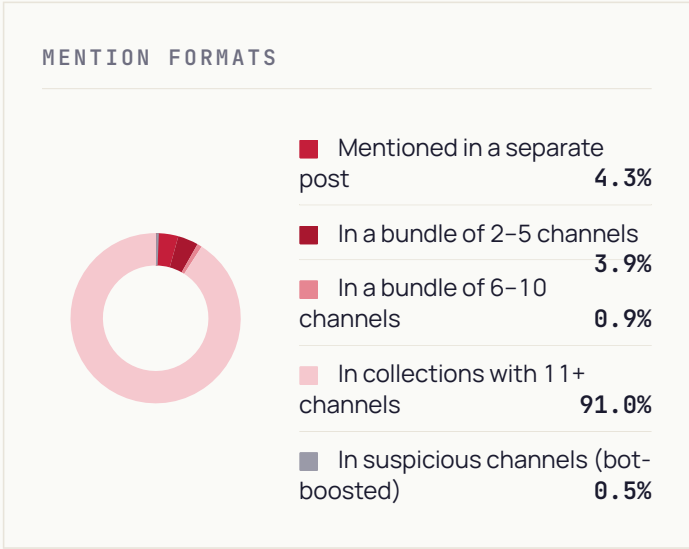
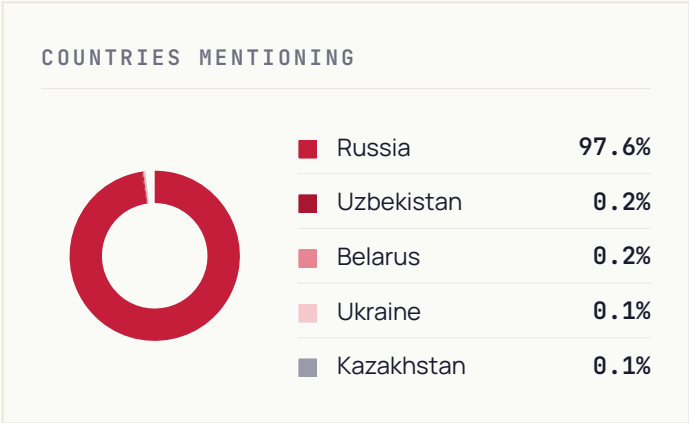
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained and lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

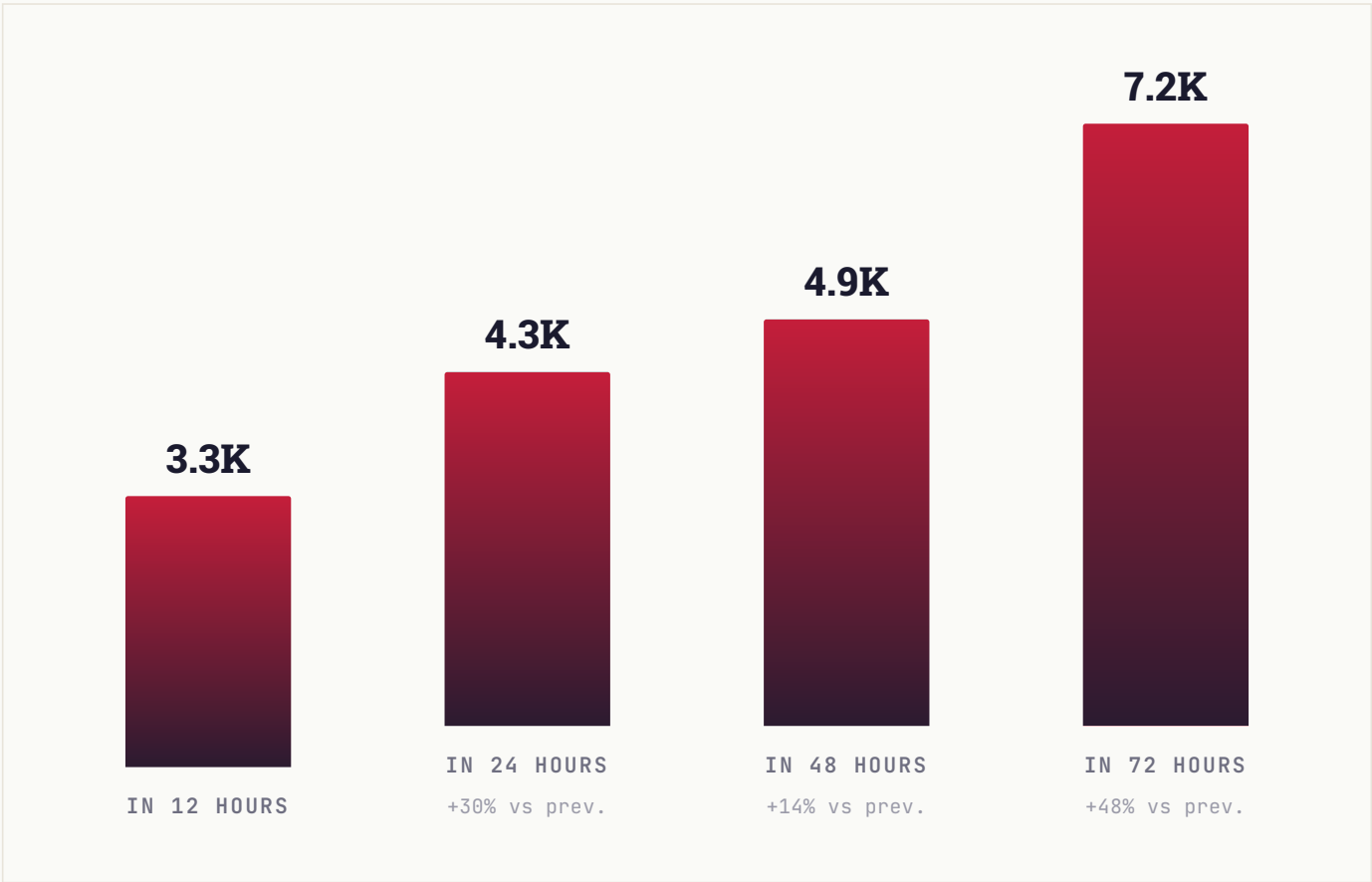
Citation index **167** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **3 053** different channels.



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 — you can see its rank among niche neighbors.

CHANNEL	SUBSCRIBERS
نا نیمار ابن الانبار	4.6M
MB Maths By Gagan Pratap	2.3M
اد اخبار درسی فوری	1.6M
Rojgar with Ankit™	1.3M
شك شام کاش	1.1M
شم شبكة ملازمنا	1.1M
سن سوالات نهایی	1M
MA Mathematician Andrey	997.6K
UC Utkarsh Classes	992.9K
يد ي دانش آموز	983.4K
Resident YOU Zhanna Kazanskaya Biology EGE 2026 UmSkul eZhannchiki Channel	74.6K

COMPARATIVE CONCLUSION

Channel not yet outside niche top 100 — early growth stage. Niche leader — نیمار ابن الانبار (4.6M), top-100 median: 420.2K. First goal: enter top-100 through systematic work on traffic and content.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we record posts in other channels that mention yours. Over the last **6 months** such mentions were **2 745**, they brought **19 609** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
January 2026	206	191	2 634
December 2025	378	367	1 646
Nov 2025	468	453	3 732
Oct 2025	430	400	5 126
Sep 2025	480	457	5 235
August 2025	783	690	1 236
TOTAL MENTIONS			2 745
MONTHS OF DATA			6
ATTRACTED SUBSCRIBERS			19 609

Where the channel ranks in its league

The figure consists of three horizontal bar charts, each representing a different performance metric. Each chart has a light beige background bar representing the niche range, a darker beige bar representing the median, and a red dot representing the channel's performance. The channel's performance is consistently lower than the median in the first two metrics.

Metric	Channel Value	Median	Comparison
SUBSCRIBERS	74 602	421.5K	82% below median
AVG REACH / POST	9 015	48K	81% below median
CITATION INDEX	167	40	better than 65% of niche

SUBSCRIBERS 82% below median

median 421.5K

157.2K 74 602 — your channel 1.2M

AVG REACH / POST 81% below median

median 48K

763 9 015 — your channel 253.4K

CITATION INDEX better than 65% of niche

median 40

0 167 — your channel 484

— SECTION 09 · STRATEGY

What to do right now

5 priority actions sorted by expected impact. Check off and revisit next month.

- | | | |
|-----------|---|--|
| 01 | Top post of the week — on Saturday
Audience most active on this day at 22:00 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 lever. | EFFECT
+5-15% ER |
| 04 | Cross-promo with neighboring channels
Swap posts with same-segment channels quarterly. 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 — what we can do in a few 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
