

PROMTPRESS PUBLIC REPORT

Channel audit

Zone Lazerson



@lazerzona

For collaboration: Lazerson.pr@mail.ru <https://knd.gov.ru/license?id=67374b91340096358ba5a14a&istryType=bloggersPermission>

SUBSCRIBERS

82 063

-259 per month

ERR (% SEE POSTS)

17.0%

per day **8.4%**

REACH/POST

15.4K

ad reach **6.9K/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 82 063 —	 SUBSCRIBER REACH 18.78% avg % of subs see post	 VIEWS/POST 15.4K median 14.7K · 25 days	 POSTS/WEEK 6.8 for the period
 7D TREND -28.9% vs previous week	 REACTIONS/POST 505.7 total 12,643 reactions, 1,366 reposts, 137 comments	 POST LENGTH 604 chars median 548 · 25 days	 POSTS ANALYZED 25 25 days
 AD REACH 6.9K 24h avg	 CHURN / MONTH -259 last month	 CITATION RATE 22 citation index · 172 channels mentioned ever	 CHANNEL AGE 4 years 4 months created 26.02.2022

AI EDITOR SUMMARY

Channel «Zone Lazerson» — 82 063 subs. Each post averages 15.4K people (19% of subs), average reach — room to grow. Publishes 7 posts per week (~1/day) — infrequent. For week 22–28 Jun, reach dropped -28.9% to week 15–21 Jun — worth analyzing reasons.

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 25 posts in 25 days.
- 02 Dominant format — Photo (14/25 posts).
- 03 Avg post length — 604 chars (median 548).
- 04 Peak audience activity — Tuesday, 18:00 MSK.
- 05 Top posts get 2x more views than the weakest (21.4K avg for top vs 10.1K for worst) — among 25 posts in 25 days. Worth analyzing what the top have in common: topic, format, timing.

TOP 5 POSTS

Nº1 16.06 · 15:25 VIDEO I did write that last time in Istanbul I didn't appreciate balık ekmek. It's a bun with fried mackerel, popular street food here...	VIEWS 22 670 REP. 89	REACTIONS 846 ER 27.6%
Nº2 18.06 · 15:08 TEXT Folks, who can figure out where I turned on the voice recorder? In other words, help me understand where I...	VIEWS 21 031 REP. 1	REACTIONS 162 ER 25.6%
Nº3 15.06 · 09:09 PHOTO Folks, here's another breakfast idea, not Turkish this time... but with overseas notes. In the new video on the channel I'm cooking savory...	VIEWS 20 475 REP. 61	REACTIONS 397 ER 25.0%

Nº4 15.06 · 07:49 PHOTO Good morning, comrades! Got up early to work with the chef before the hotel breakfast. We made an appetizer...	VIEWS 19 968 REP. 132	REACTIONS 509 ER 24.3%
Nº5 20.06 · 10:00 VIDEO In Istanbul, I saw green cherry plums at vegetable stalls. When a chef sees green cherry plums, the natural urge is to make...	VIEWS 19 429 REP. 42	REACTIONS 438 ER 23.7%

|

WORST 3

↓ 04.07 · 08:47 PHOTO Friends, hello! On WB and Ozon, Zhenya's handmade spices are still waiting: he grinds, mixes, and packs them himself. All...	VIEWS 10 861 REP. 19	REACTIONS 297 ER 13.2%
↓ 05.07 · 13:16 VIDEO Eggplant caviar season is here. Ground eggplants are already on sale, no queues, no coupons or QR codes... Please accept...	VIEWS 10 265 REP. 159	REACTIONS 477 ER 12.5%
↓ 06.07 · 09:56 PHOTO Episode 2, comrades White eggplant caviar Prick eggplants with a knife in several places and bake under the grill, a couple of times...	VIEWS 9 072 REP. 111	REACTIONS 356 ER 11.1%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

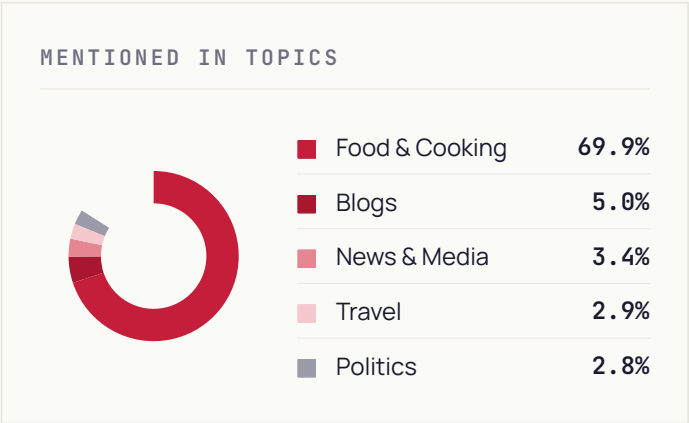
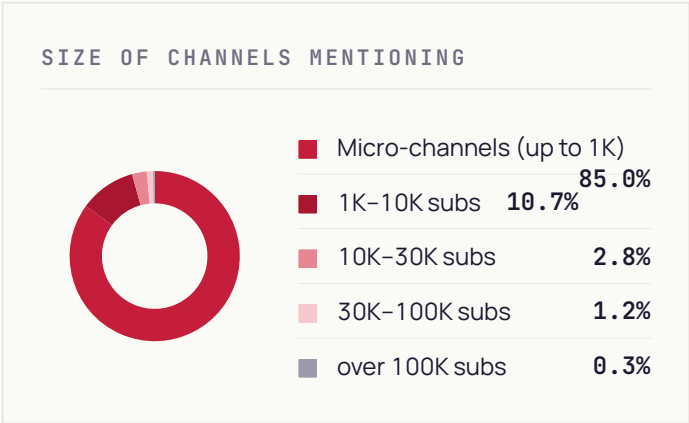
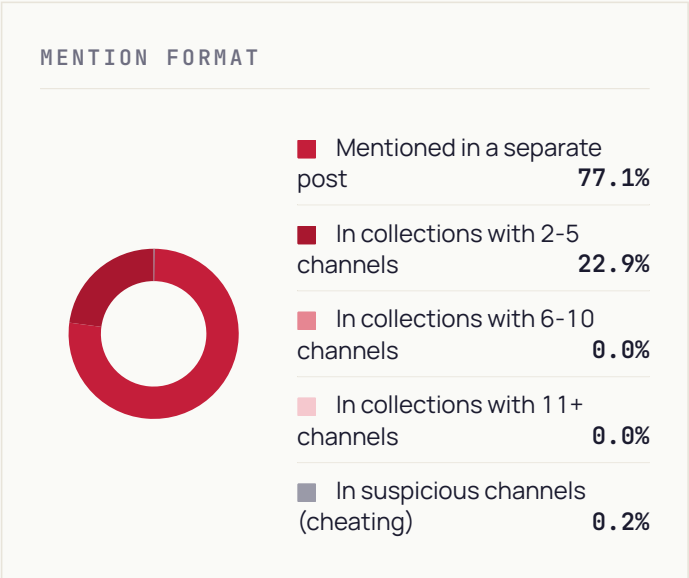
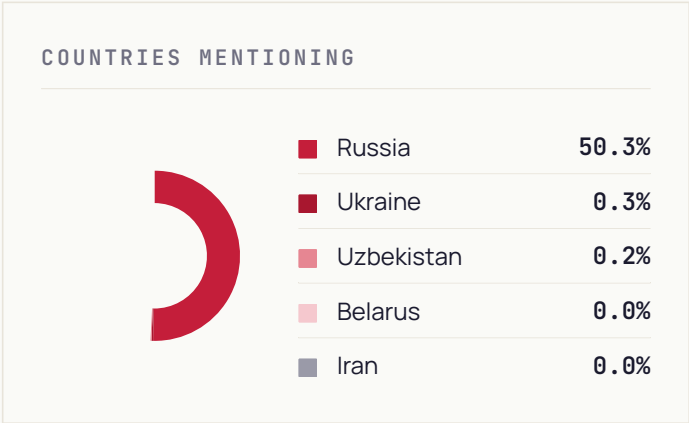
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained and lost subs.



SECTION 04 · MENTIONS

Who mentions the channel & how

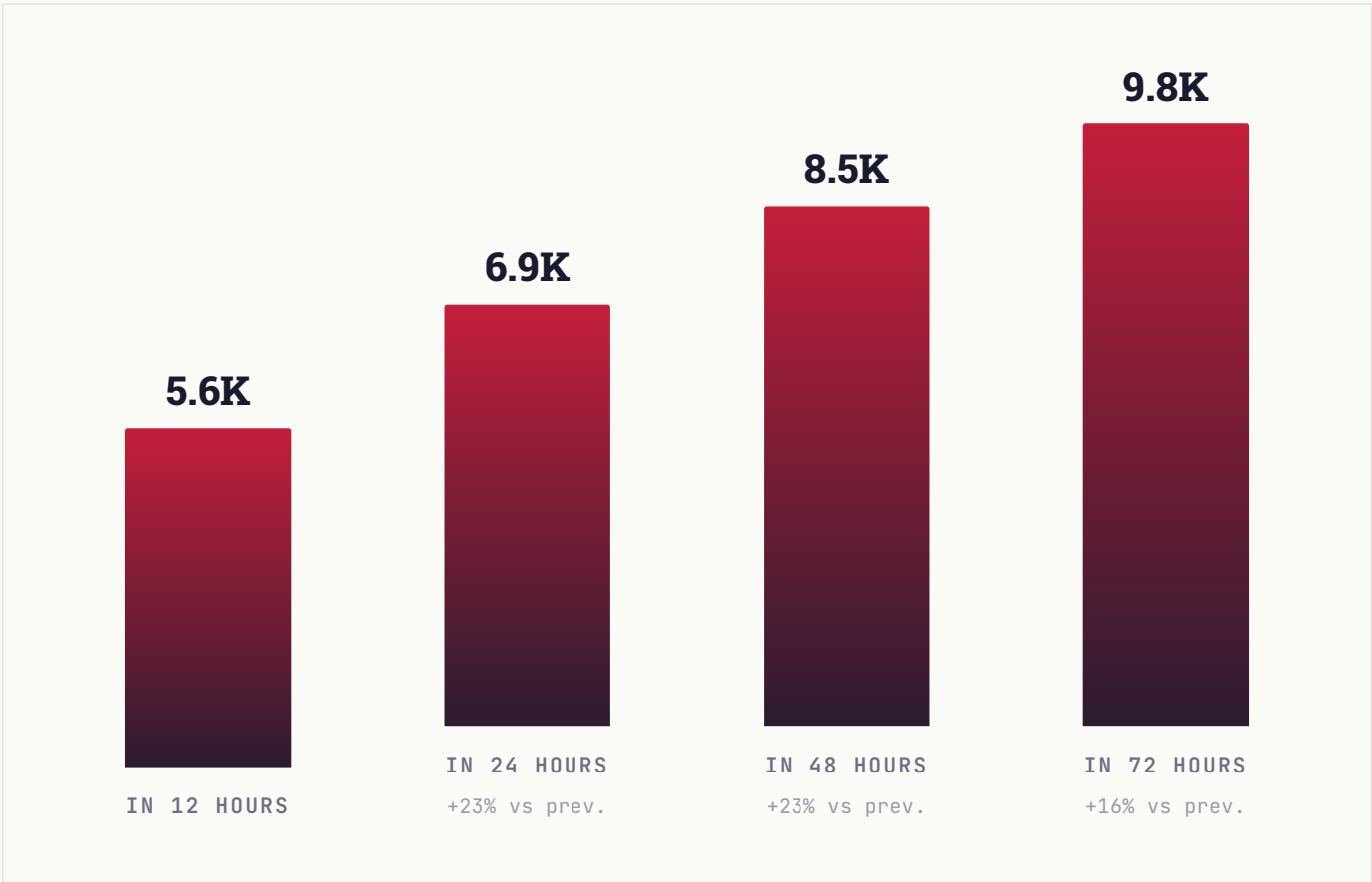
Citation index **22** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from 1K. All-time mentions: **172** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg ad post reach 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 neighbors.

CHANNEL	SUBSCRIBERS
KR Cooking Recipes Salads 🤖	995.6K
Fri Pyaterochka	776.5K
M 🍰 Mom's Recipes 😊	680.8K
A Air Fryer Recipes	593.3K
Mon Simple Recipes	586.9K
KR Recipe book	559K
CN Kitchen Inside Out	532.5K
VI Tasty & cheap 🍪	487.7K
CI CHIZHIK	485.1K
Sun Everyday recipes	461.5K
ZL Zone Lazerson YOU	82.1K

COMPARATIVE CONCLUSION

Channel not yet outside top 94 of niche — early growth stage. Niche leader — Cooking Recipes Salads 🤖 (995.6K), median top-94: 205K. First goal: enter top-94 via systematic traffic & content work.

SECTION 07 · MENTION TRENDS

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 **59**, they brought **2 449** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
Jan 2026	8	2	642	
December 2025	11	3	322	
Nov 2025	9	1	302	
Oct 2025	8	1	275	
September 2025	9	2	547	
August 2025	14	7	361	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
59	6	2 449

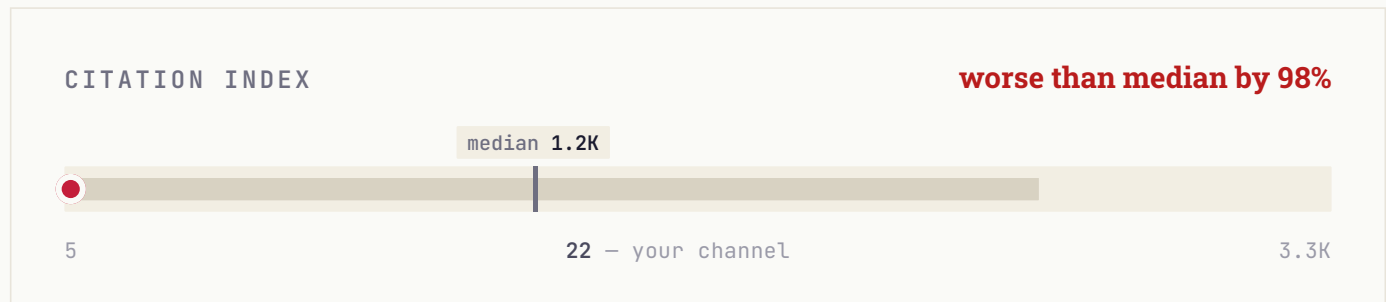
Where the channel stands in its league

SUBSCRIBERS

worse than median by 61%

70.4K 82 063 - your channel 567.7K

median 210.3K



— SECTION 09 · STRATEGY

What to do right now

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

- 01

Top post of the week — on Tuesday

Audience is most active on this day at 18:00 MSK.

EFFECT

Best window for a key 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 poll per week on a hot topic — easy growth lever.

EFFECT

+5-15% ER
- 04

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
- 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 us to do it PromptPress?

This audit — what we can do in minutes using public data. If you 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
