

PUBLIC PROMTPRESS REPORT

Channel audit

Lobaev Z



@lobaev_vlad

This is Vlad Lobaev's channel. His weapons are covered on the corporate site: www.lobaevarms.ru "We write about what matters - me and the admins. Minimal about firearms - there are more important things. We repost and..."

SUBSCRIBERS

73 488

-82 per month

ERR (% SEE POSTS)

22.0%

per day 7.7%

REACH/POST

15.8K

ad reach 5.7K/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.

 SUBSCRIBERS 73 488 —	 SUBSCRIBER REACH 21.55% avg % of subs see post	 VIEWS/POST 15.8K median 14.1K · 29 days	 POSTS/WEEK 8.2 over period
 7D TREND -47.5% vs previous week	 REACTIONS/POST 439.2 only 14,934 reactions, 3,093 reposts, 956 comments	 POST LENGTH 767 chars. median 972 · 29 days	 POSTS ANALYZED 34 29 days
 AD REACH 5.7K 24h avg	 CHURN / MONTH -82 last month	 CITATION RATE 1 517 citation index · 3,481 channels mentioned ever	 CHANNEL AGE 5 years 5 months created 23.01.2021

AI EDITOR SUMMARY

Channel «Lobaev Z» – 73 488 subs. Each post is viewed on avg by 15.8K people (22% from subs), this is average reach – room to grow. Publishes 8 posts per week (~1/day) – regular schedule. For week Jun 29 – Jul 5, reach dropped -47.5% to week 22–28 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 34 posts over 29 days.
- 02 Dominant format — Text (16/34 posts).
- 03 Avg post length — 767 chars (median 972).
- 04 Peak audience activity — Saturday, 13:00 MSK.
- 05 Top posts get 6x more views than the weakest (54.7K avg for top vs 9.2K for worst) — among 34 posts over 29 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 20.06 · 10:08 TEXT The world's most advanced bugs roam the country — Chinese cars. Tesla is already resting. They record surroundings via 360° cameras...	VIEWS 79 246 REP. 573	REACTIONS 553 ER 107.8%
Nº2 28.06 · 14:04 TEXT These amendments to the weapons law are important and needed, but regarding arms circulation, far from complete. And not quite...	VIEWS 66 149 REP. 389	REACTIONS 843 ER 90.0%
Nº3 28.06 · 20:35 PHOTO This Saturday, June 27, 2026, under the auspices of the Long-Range Shooting Federation, the "Universal Shooter 300m..." competition took place.	VIEWS 18 700 REP. 6	REACTIONS 274 ER 25.4%

Nº4 19.06 · 18:28 VIDEO Loved this movie as a kid. Reminded me... It all starts with wrong goal-setting. If you confuse the main enemy with...	VIEWS 17 481 REP. 163	REACTIONS 569 ER 23.8%
Nº5 29.06 · 17:22 TEXT Very reasonable proposals from our colleague Vlad Lobaev on necessary changes to the Weapons Law. They should definitely be supported...	VIEWS 16 623 REP. 19	REACTIONS 484 ER 22.6%

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WORST 3

↓ 07.07 · 15:45 VIDEO We look for shorter gas lines; our guys on the Zaporozhye front seek ways forward. Energy and fuel...	VIEWS 9 563 REP. 11	REACTIONS 298 ER 13.0%
↓ 04.07 · 07:37 TEXT Since we started discussing the Russian Ministry of Digital Development's bill "On AI Support", we need to analyze not only the definition of a large fundamental...	VIEWS 9 257 REP. 89	REACTIONS 351 ER 12.6%
↓ 06.07 · 08:57 TEXT On the Islamization of Russia. This is a deep, systemic project launched decades ago... almost immediately after...	VIEWS 8 880 REP. 115	REACTIONS 589 ER 12.1%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

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



START OF PERIOD

NOW

NET GROWTH

80 339

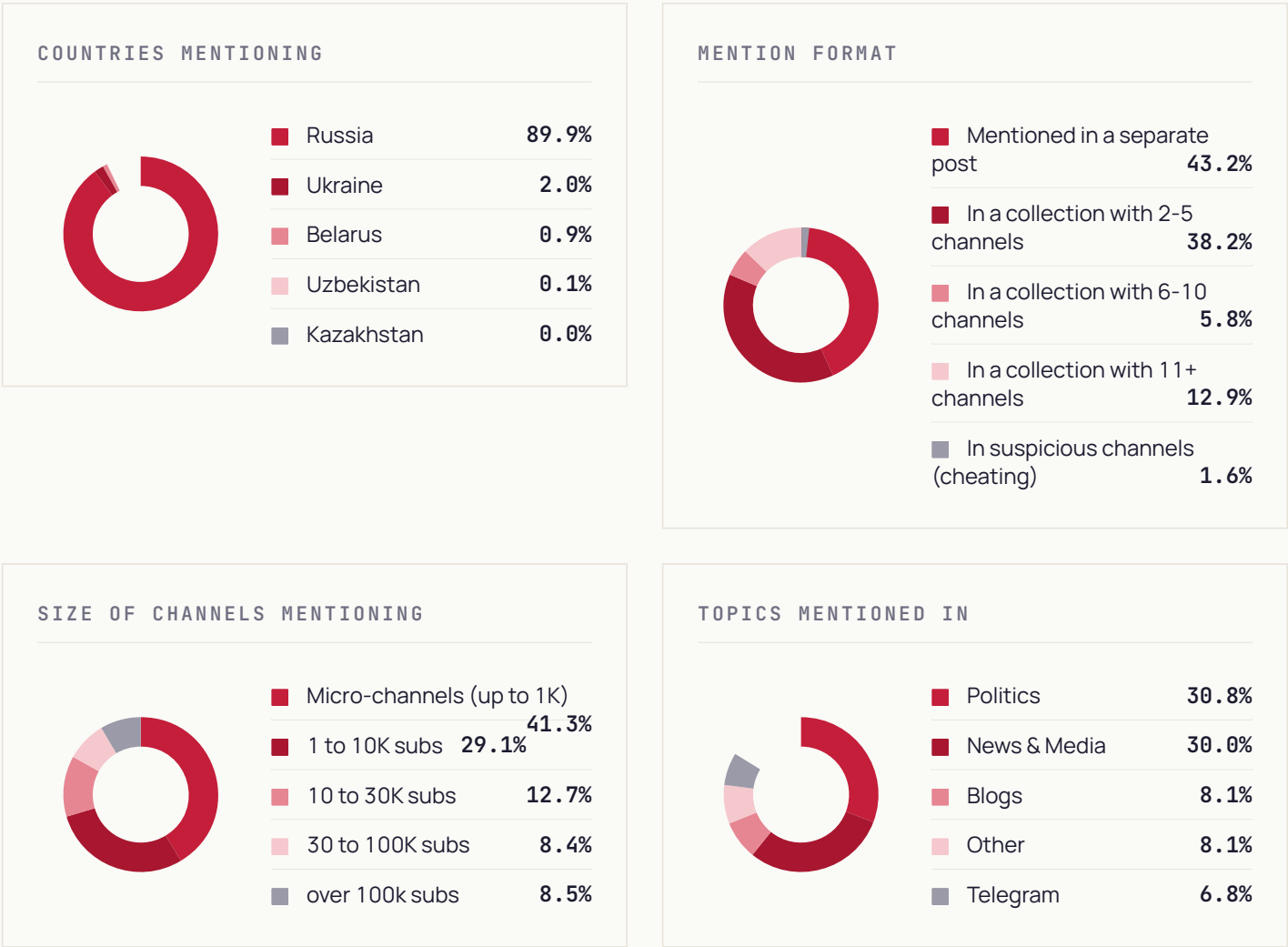
73 486

-6 853

SECTION 04 · CITATIONS

Who mentions the channel and how

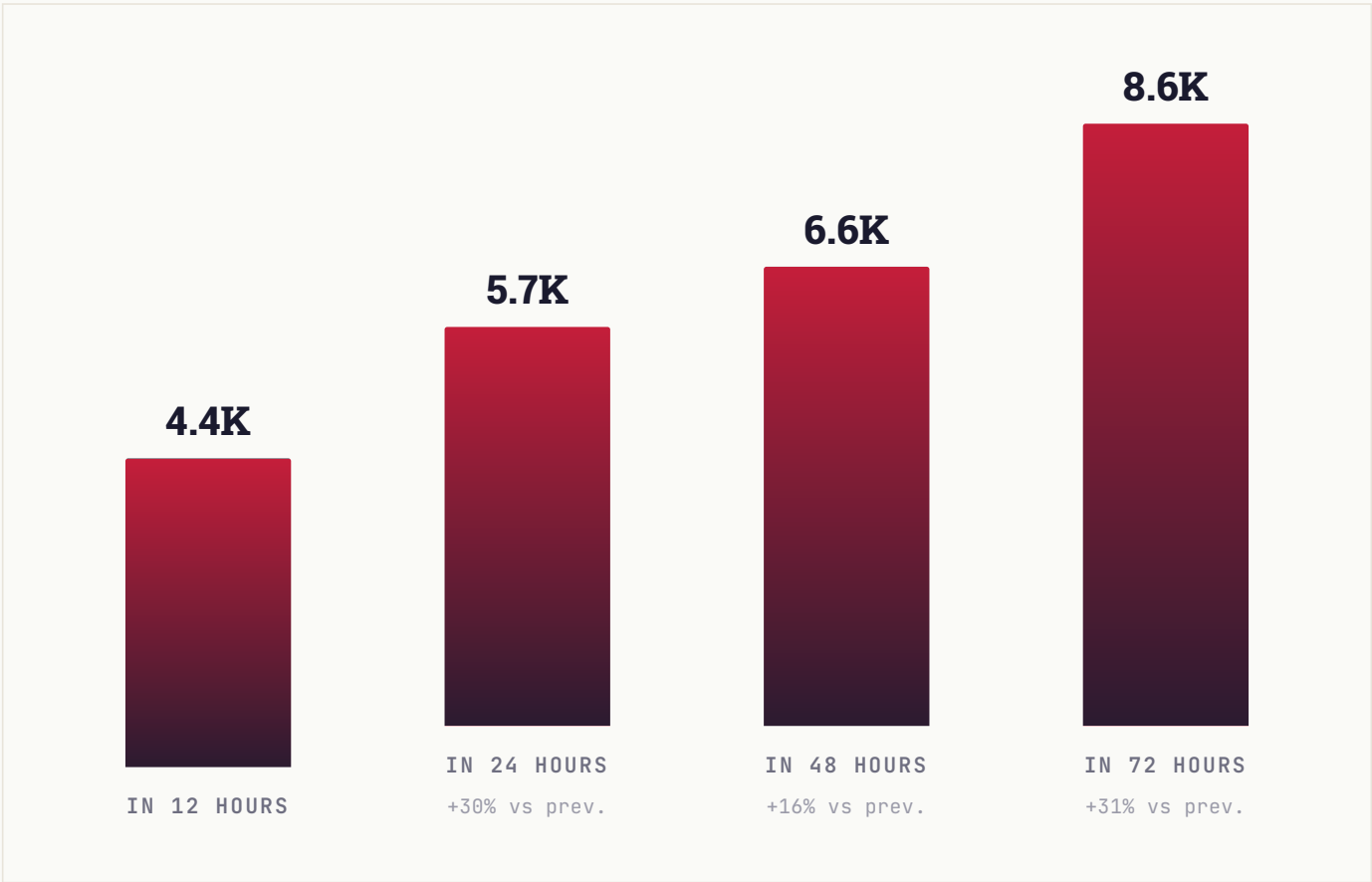
Citation index **1 517** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **3 481** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

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



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Highlighted your channel — shows its place among niche neighbors.

CHANNEL	SUBSCRIBERS
DM Dima Maslennikov	2.2M
LI LITVIN	1.6M
EX Exile	1.4M
AZ Alexander Zubarev	1.3M
B🍄 Booster 🍄	1.2M
KB Bloody Lady	1.1M
E1 EVELONE 192	1.1M
LJ armored here	1.1M
PA PARADEYEVICH	1M
NE NEVZOROV	1M
LZ Lobaev Z YOU	73.5K

COMPARATIVE CONCLUSION

Channel not yet outside niche top 100 — early growth stage. Niche leader — Dima Maslennikov (2.2M), top-100 median: 480.6K. First goal: enter top-100 through systematic traffic & content work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Monthly we record posts in other channels that mention your channel. Over the last **6 months** such mentions were **268**, they brought **290** new subs.

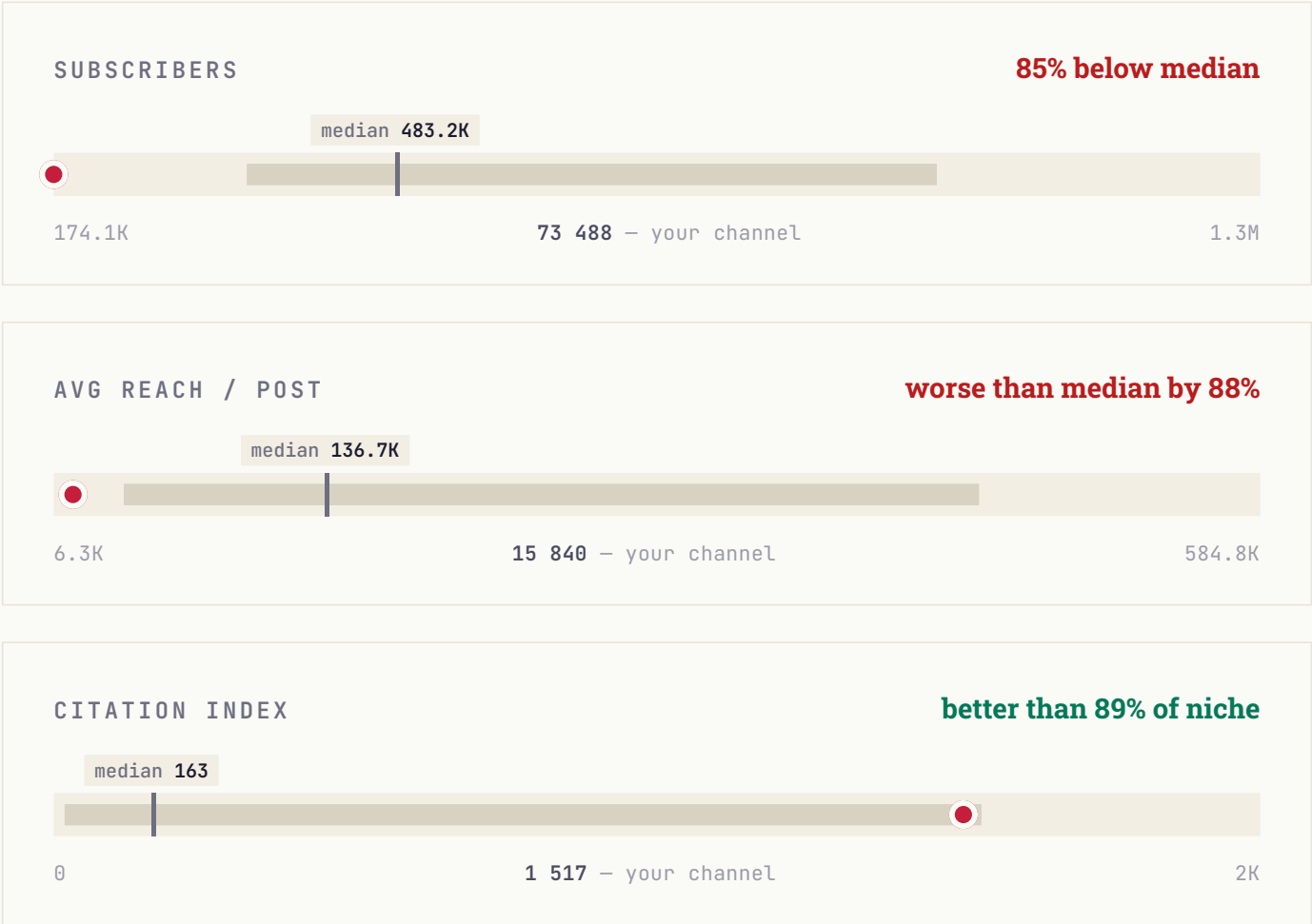
PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
January 2026	55	51	0	
December 2025	27	20	0	
Nov 2025	110	106	49	
Oct 2025	22	15	74	
September 2025	30	18	89	
August 2025	24	14	78	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
268	6	290

SECTION 08 · NICHE COMPARISON

Where channel stands in its league

Took top-100 channels in category «Blogs» (Russia) and compared your channel.
Gray band: 80% of niche channels (p10-p90). Black vertical: median. Red dot: your channel.



— SECTION 09 · 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 Saturday

Audience is most active on this day at 13:00 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 poll per week on a hot topic — an easy growth lever.

EFFECT

+5-15% ER

04

Cross-promo with neighboring channels

Swap posts with same-segment channels once a quarter. 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 — it's a source of organic traffic.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want this done by **PromptPress?**

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

01 Launch Telegram ad <https://panel.promptpress.com/register>

02 Contact manager t.me/PromptPress_manager
