

PROMTPRESS PUBLIC REPORT

Channel audit

Govorit Topaz



@love_russia_beauty

MAKEEVSKAYA SIZO: <https://t.me/msizo> Ads: @holopiva, @dimaoda,
@Evg9_manager, @magister_mg (from channel profile header)
Feedback: @Topaz_feedback_bot Application number for...

SUBSCRIBERS

115 799

-697 per month

ERR (% SEE POSTS)

16.0%

daily **11.9%**

REACH/POST

17.9K

ad reach **13.8K**/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 115 799 —	 SUBS REACH 15.48% avg % subs see post	 VIEWS/POST 17.9K median 18.1K · 29 days	 POSTS/DAY 9.9 ~69 per week
 7D TREND -8.5% vs previous week	 REACTIONS/POST 498.4 total 145,546 reactions, 19,820 reposts, 8,806 comments	 POST LENGTH 410 chars median 388 · 29 days	 POSTS ANALYZED 292 29 days
 AD REACH 13.8K 24h avg	 CHURN / MONTH -697 last month	 CITATIONS 1 780 citation index · 4,341 channels mentioned all time	 CHANNEL AGE 6 years 11 months created 29.07.2019

AI EDITOR SUMMARY

Channel «Govorit TopaZ 🇷🇺» — 115 799 subs. Each post avg views 17.9K people (15% of subs), average reach — room to grow. Publishes 69 posts/week (~10/day) — active posting. For week Jun 29 – Jul 5, reach dropped -8.5% to week Jun 22–28 — 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 **292** posts over 29 days.
- 02 Dominant format — **Text** (223/292 posts).
- 03 Avg post length — **410** chars (median 388).
- 04 Audience peak — **Tue**, 20:00 MSK.
- 05 Top posts get **4x** more views than the weakest (28.1K avg top vs 7.6K worst) — among 292 posts over 29 days. Worth analyzing what top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 18.06 · 10:11 VIDEO How can you respond to AFU attacks? Support 'Dead Heads' — a group of friends assembled in assault and recon...	VIEWS 32 314 REP. 33	REACTIONS 210 ER 27.9%
Nº2 25.06 · 08:29 TEXT 10.3 billion rubles spent by the state on VPN purchases since year start. Estimates: ~60 billion on blocks...	VIEWS 26 074 REP. 584	REACTIONS 1 108 ER 22.5%
Nº3 19.06 · 15:06 TEXT While Lavrov awaits US reaction to outrageous AFU attacks, the US Senate introduced a bill allowing the use of...	VIEWS 25 882 REP. 223	REACTIONS 709 ER 22.4%

Nº4 20.06 · 17:06 TEXT Ukrainian media are actively pushing news about forced mobilization, attaching videos of people being loaded into police cars...	VIEWS 23 254 REP. 101	REACTIONS 495 ER 20.1%
Nº5 20.06 · 08:19 TEXT Finally a proper response to Ukrainian strikes. Medvedev wrote an aggressive post saying that now against Ukrainians...	VIEWS 23 215 REP. 114	REACTIONS 925 ER 20.0%

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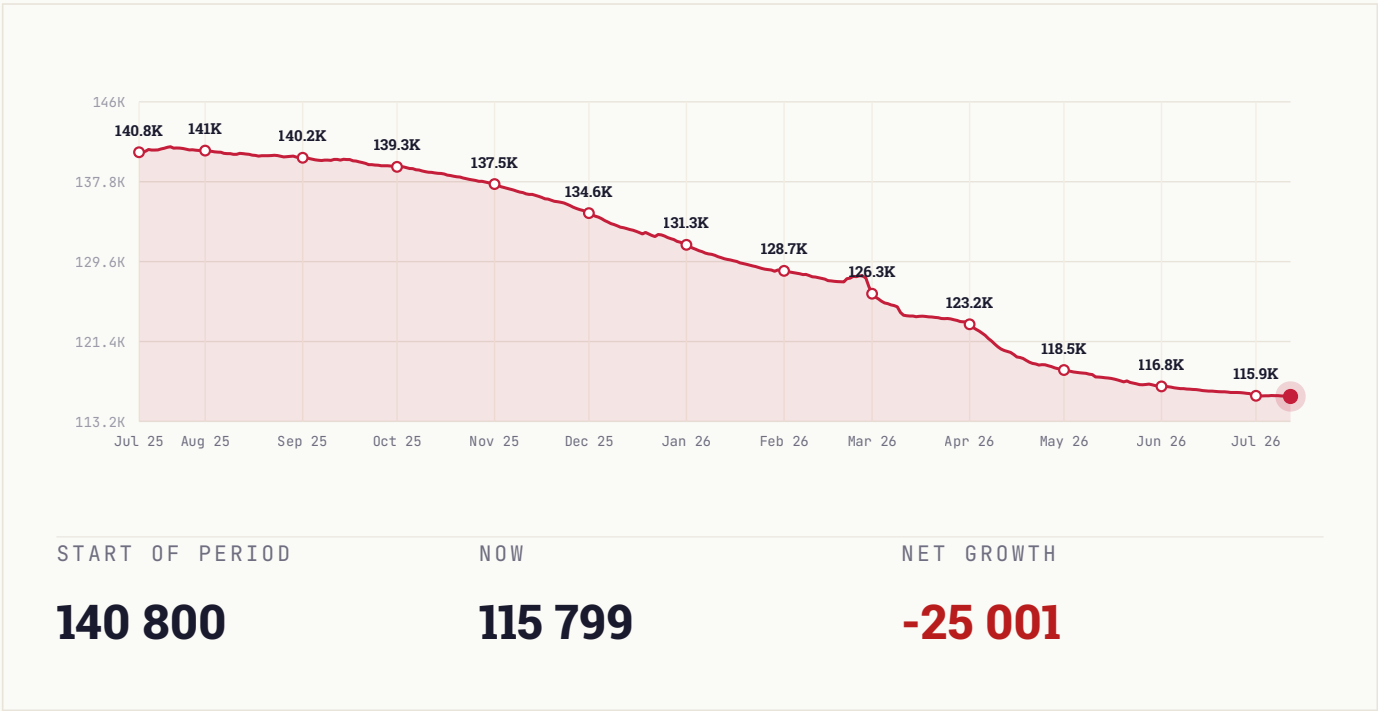
WORST 3

↓ 03.07 · 14:35 VIDEO Fundraiser for Semyon Pishchik's rehab! Semyon is 13. He has cerebral palsy, spastic tetraparesis, and organic CNS damage. Semyon was born...	VIEWS 9 851 REP. 1	REACTIONS 78 ER 8.5%
↓ 15.06 · 07:39 PHOTO Last chance to grab your KVN! LAST DAY, and you'll forever lose the chance to pre-order and own a unique and...	VIEWS 6 519 REP. 6	REACTIONS 52 ER 5.6%
↓ 02.07 · 12:00 VIDEO Fundraiser for Semyon Pishchik's rehab! Semyon is 13. He has cerebral palsy, spastic tetraparesis, and organic CNS damage. Semyon was born...	VIEWS 6 447 REP. 1	REACTIONS 73 ER 5.6%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

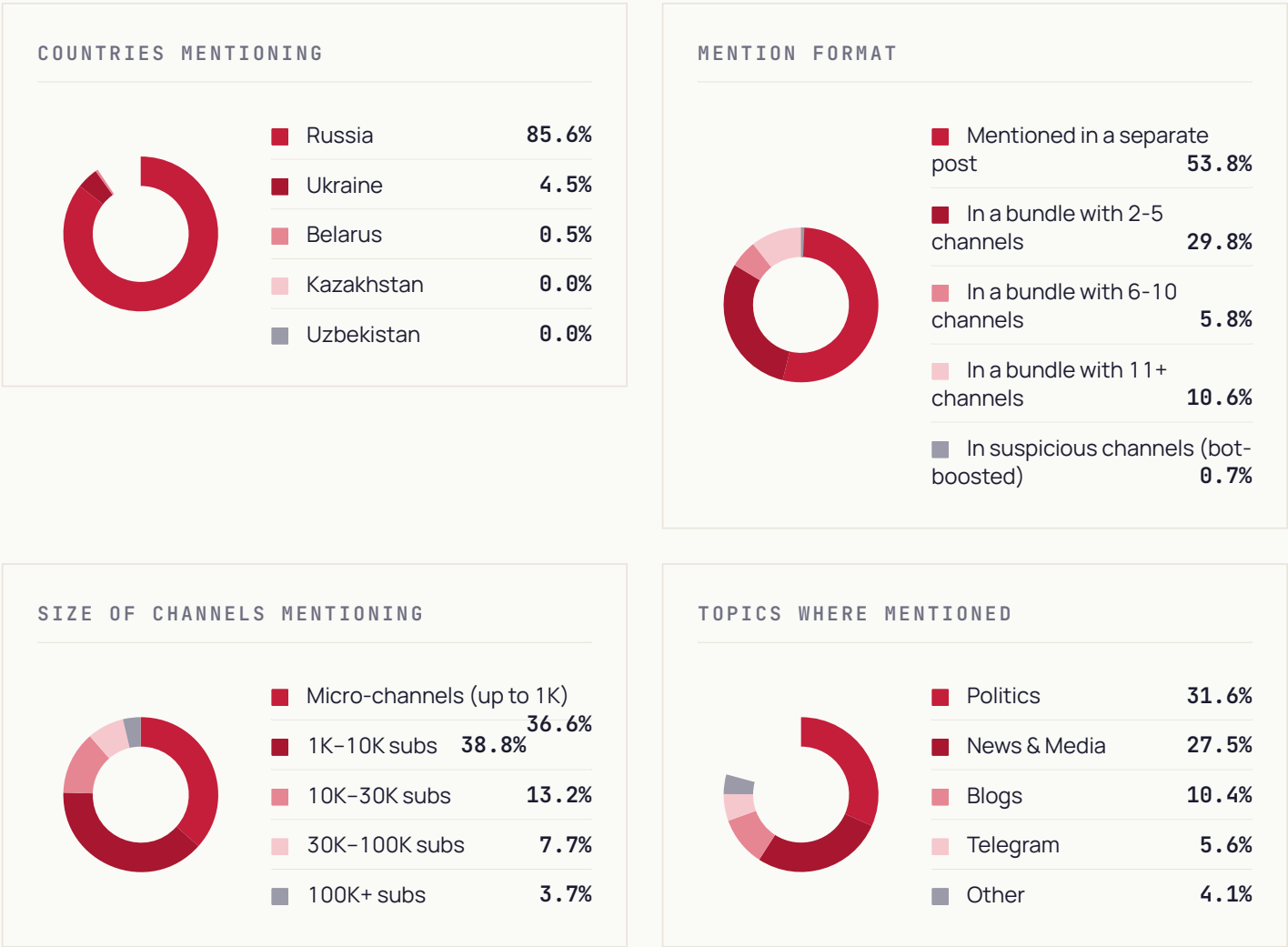
Subscriber growth chart over the year. Key months show exact subscriber count.
See which months gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel & how

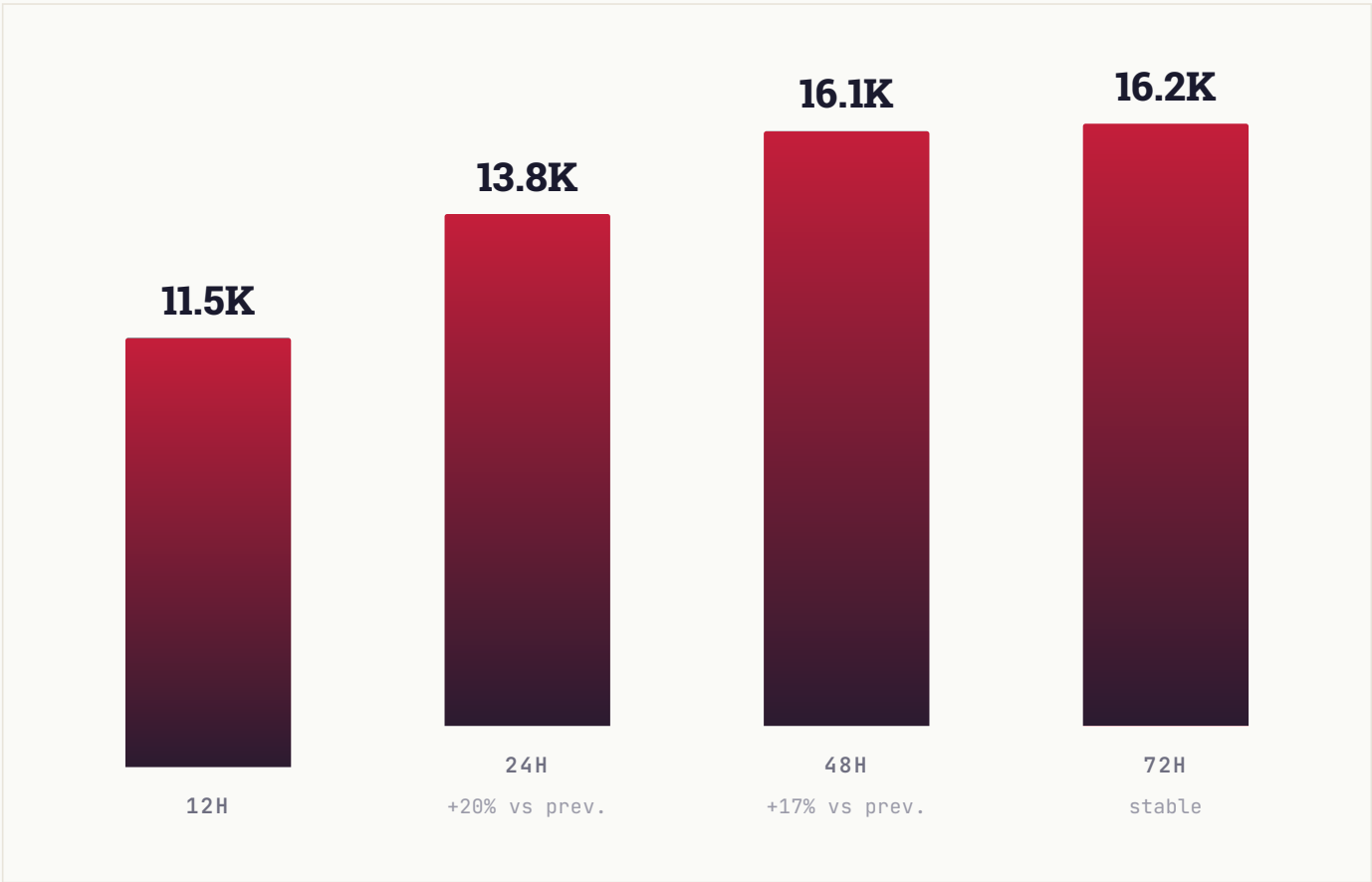
Citation index **1 780** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time channel mentions: **4 341** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates 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 nearby channels by topic & audience. Your channel is highlighted — see its rank 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 Krovavaya barynya	1.1M
E1 EVELONE 192	1.1M
ZZ here lives broen	1.1M
PA PARADEEVICH	1M
NE NEVZOROV	1M
GT Govorit TopaZ 🛡️ YOU	115.8K

COMPARATIVE CONCLUSION

Channel not yet outside top-100 niche — early growth stage. Niche leader — Dima Maslennikov (2.2M), top-100 median: 480.6K. First goal: enter top-100 through systematic work on 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 **468**, they brought **1 024** new subs.

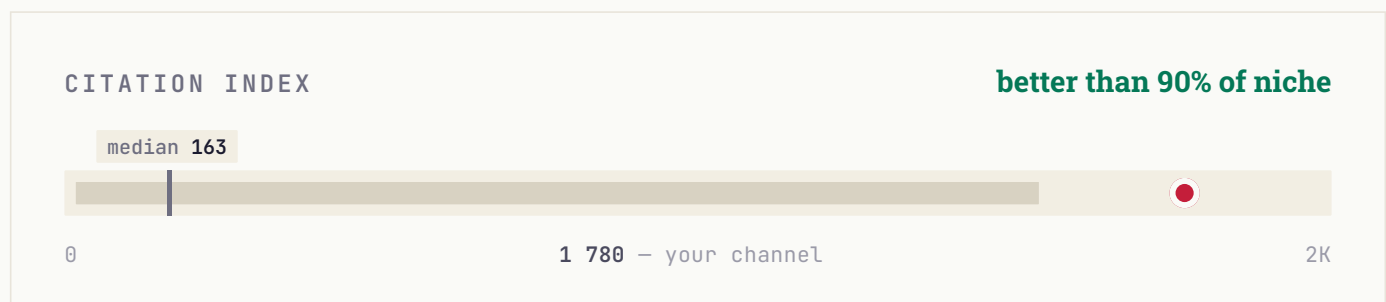
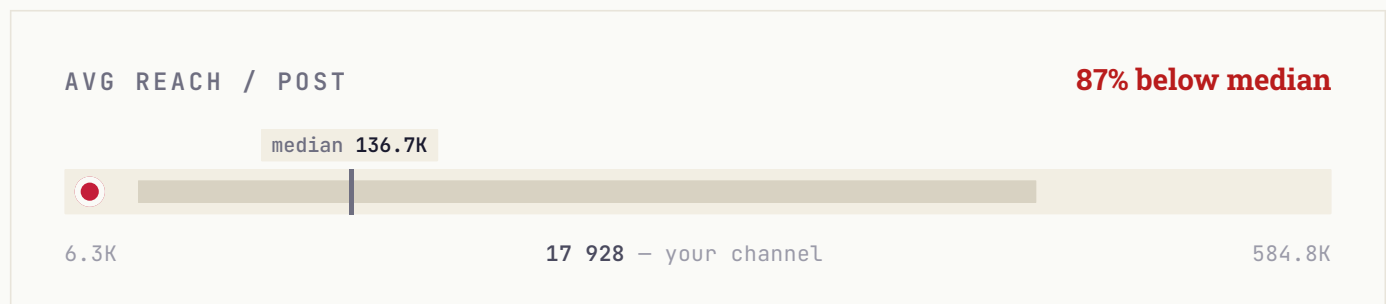
PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
January 2026	53	38	131	
December 2025	91	71	369	
Nov 2025	26	18	0	
Oct 2025	61	51	23	
September 2025	98	68	231	
August 2025	139	89	270	
TOTAL MENTIONS	MONTHS OF DATA		ATTRACTED SUBS	
468	6		1 024	

Where the channel stands in its league

SUBSCRIBERS 76% below median

A horizontal bar chart comparing a channel's subscriber count to a median. The x-axis represents the number of subscribers, with labels at 174.1K, 115 799, and 1.3M. A light beige bar represents the range from 174.1K to 1.3M. A darker beige bar is positioned within this range, starting at 174.1K and ending at 115 799. A vertical blue line marks the median at 483.2K. A red dot is located at the far left of the chart, corresponding to the 174.1K value.

Metric	Value
Channel Subscribers	115 799
Median	483.2K
Range Start	174.1K
Range End	1.3M



— SECTION 09 · STRATEGY

What to do right now

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

01

Top post of the week — on Tuesday

Audience is most active on this day at 20:00 MSK.

EFFECT

**Best window
for an
important post**

02

Increase share of video posts

Video in Telegram holds audience longer and is favored by the algorithm. Aim for 15-25% share.

EFFECT

**Video retains
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

Exchange posts with same-segment channels once a quarter. No need daily — 2-3 collabs give relevant growth.

EFFECT

**Relevant
audience
growth**

★ WHAT'S NEXT

Want us to do this **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 close your growth plan in a month.

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