

— PUBLIC REPORT BY PROMTPRESS

Channel audit

Люди Z



@lu_di_z

Reserve of common sense. Our chat: <https://t.me/ludiZonline>

Feedback: @ludi_Z_bot Unban in chat: @ludi_Z_bot_razban_bot

We are on MAX: https://max.ru/lu_di_z

SUBSCRIBERS

37 070

-239 per month

ERR (% SEE POSTS)

9.0%

daily 2.6%

REACH/POST

4K

ad reach 976/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. The subtitle under the number shows the period it was calculated for.

SUBSCRIBERS 37 070 —	SUBSCRIBER REACH 10.7% avg % subs see post	VIEWS/POST 4K median 1.7K · 29 days	POSTS/WEEK 30.1 for period
7D TREND +250.3% vs previous week	REACTIONS/POST 34.9 4,402 reactions, 871 reposts, 128 comments	POST LENGTH 588 chars. median 550 · 29 days	POSTS ANALYZED 126 29 days
AD REACH 976 24h avg	CHURN / MONTH -239 last month	CITATION RATE 3 426 citation index · 5,986 channels mentioned ever	CHANNEL AGE 4 years 4 months created 02.03.2022

AI EDITOR SUMMARY

Channel «Люди Z» — 37 070 subs. Avg views per post: 4K people (11% of subs), reach low — expand audience. Publishes 30 posts/week (~4/day) — active. Week Jun 29–Jul 5 reach up +250.3% Week Jun 22–28 — positive trend.

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 126 posts in 29 days.
- 02 Dominant format — Video (83/126 posts).
- 03 Avg post length — 588 chars (median 550).
- 04 Peak audience activity — Friday, 23:00 MSK.
- 05 Top posts get 73× more views than the weakest (86.2K avg for top vs 1.2K for worst) — among 126 posts over 29 days. Worth analyzing what the top shares — topic, format, timing.

TOP 5 POSTS

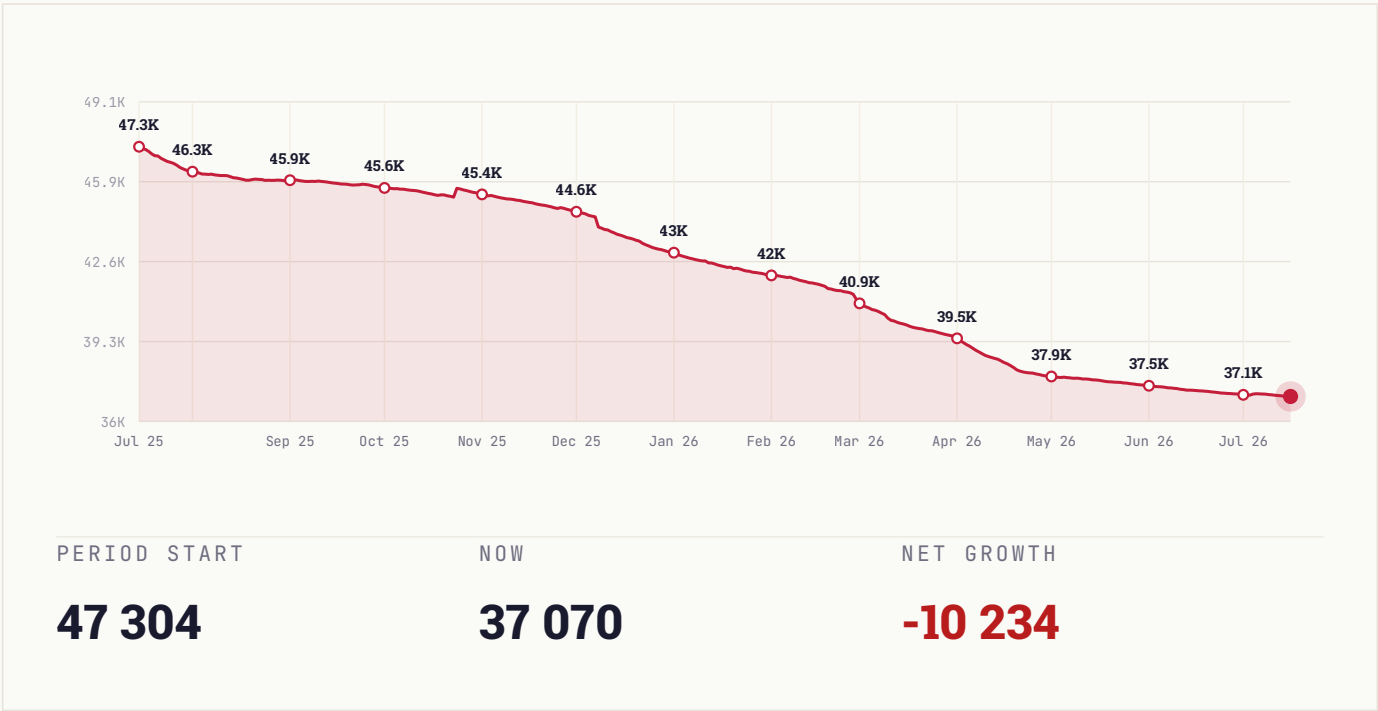
Nº1 03.07 · 20:30 TEXT We want to discuss in more detail how Konstantinovka was liberated. Western military experts believed it would happen no earlier than fall...	VIEWS 206 179 REPOSTS 103	REACTIONS 49 ER 556.2%
Nº2 26.06 · 08:11 PHOTO Youth Day is coming — time to dream and plan! Youth isn't about age, it's a state of mind. And everyone dreams...	VIEWS 26 386 REPOSTS 10	REACTIONS 22 ER 71.2%
Nº3 08.07 · 10:46 VIDEO Fighters straight from the frontline in the SMO zone joined the all-Russian campaign #КомандаРодных, held for Family, Love and...	VIEWS 26 179 REPOSTS 7	REACTIONS 30 ER 70.6%

Nº4 03.07 • 19:43 TEXT ⚡ Russian Armed Forces liberated Konstantinovka!!! Putin visited the joint forces command post in the evening, where he heard a report from the Chief of the General Staff...	VIEWS 13 945 REACTIONS 67 REPOSTS 22 ER 37.6%
Nº5 07.07 • 16:04 PHOTO Information war: what's happening now? 🤔 No secret that any modern conflict is fought not only on the battlefield but...	VIEWS 12 713 REACTIONS 21 REPOSTS 13 ER 34.3%
WORST 3	
↓ 08.07 • 13:12 VIDEO «Family is the main life value» Sergey Kiriyenko on behalf of our president congratulated participants of the III All-Russian Wedding...	VIEWS 1 180 REACTIONS 23 REPOSTS 3 ER 3.2%
↓ 08.07 • 09:21 VIDEO Dear men, we remind you to give flowers to your ladies today 😊 Happy holiday, Happy...	VIEWS 1 175 REACTIONS 23 REPOSTS 2 ER 3.2%
↓ 10.07 • 15:04 PHOTO ⚡ Branch of the VOIN Center in Tyumen Region named after Hero of Russia Zhumabay Raizov The event was attended by the Deputy Director...	VIEWS 1 175 REACTIONS 29 REPOSTS 2 ER 3.2%

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

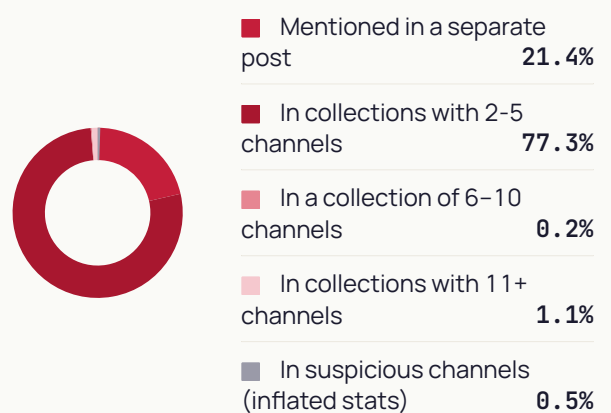
Who mentions the channel and how

Citation index **3 426** — channel popularity rating based on mentions. Considers not just count but also mentioner weight: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **5 986** different channels.

COUNTRIES MENTIONING



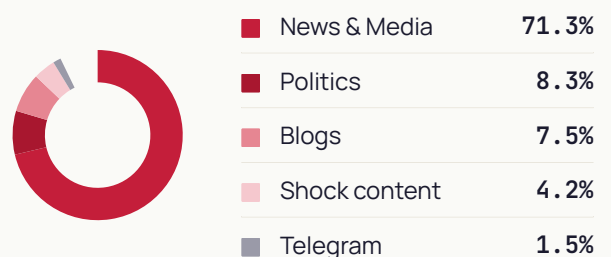
MENTIONED IN WHICH FORMAT



SIZE OF CHANNELS MENTIONING



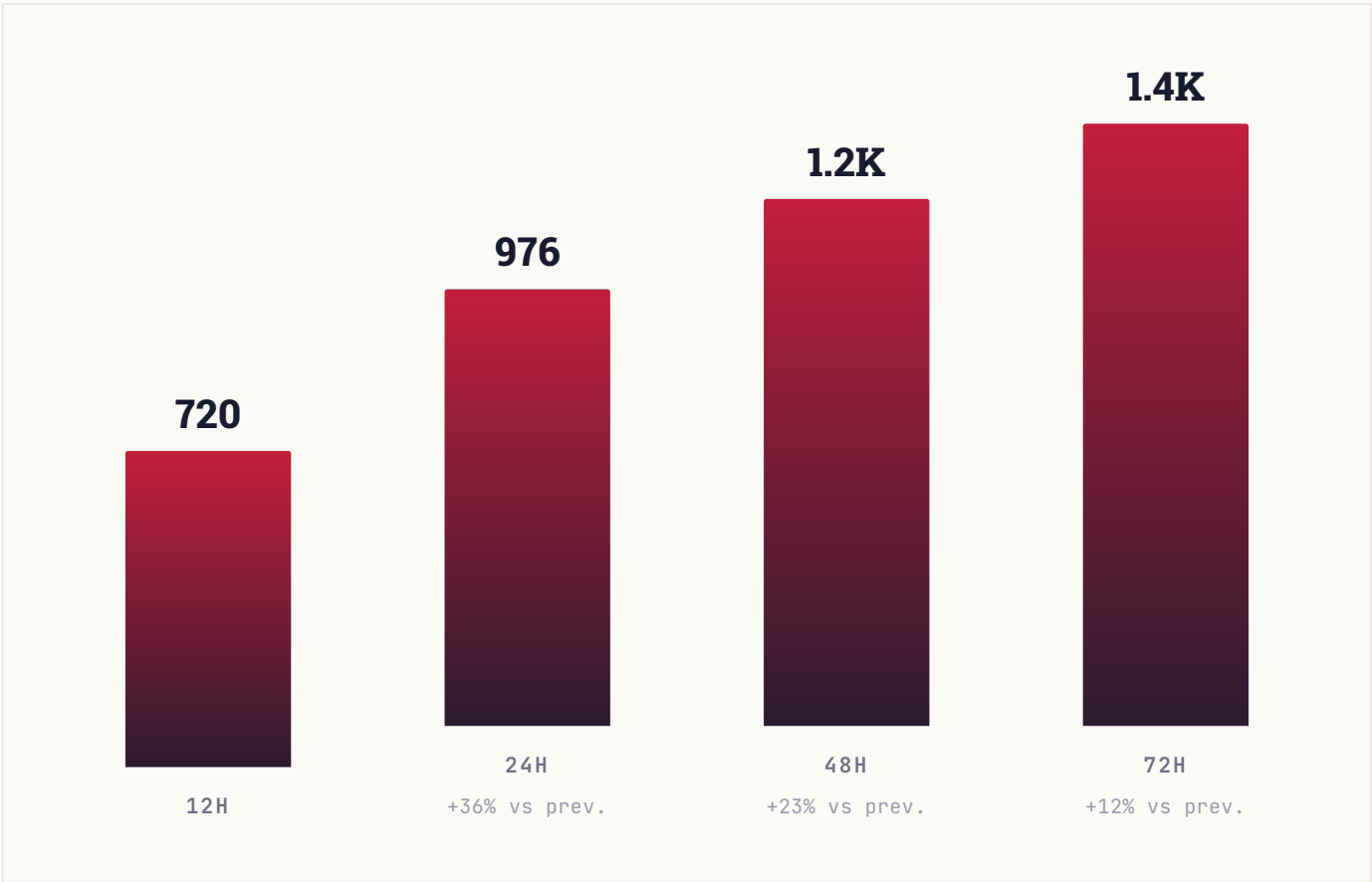
MENTIONED IN WHICH TOPICS



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 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 peers.

CHANNEL	SUBSCRIBERS
اخبار فوری خبر فوری جنگ امریکا فوری	6M
خبر فوری اخبار فوری جنگ فوری امریکا	4.7M
خبر فوری	4.4M
کانال اخبار فوری خبر فوری	4.3M
PE Direct Live • News	4.1M
TL Topor Live	4.1M
M• Moscow News • Moscow News	3.8M
M- Moscow is interesting	3.4M
PM First Moscow	3.2M
TP Trukha ⚡ Ukraine	3.1M
LZ Люди Z YOU	37.1K

COMPARATIVE CONCLUSION

Channel yet outside top 97 of niche — early growth stage. Niche leader — اخبار فوری (6M), top-97 median: 1.3M. First goal: break into top-97 through systematic traffic & content work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

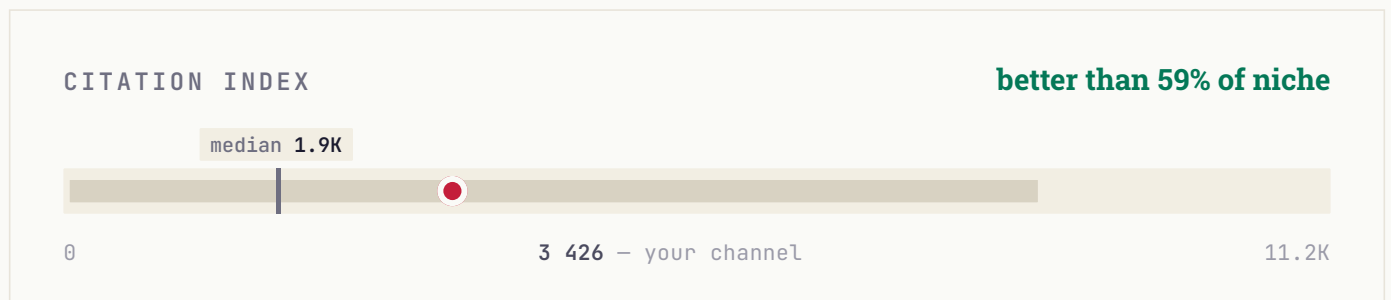
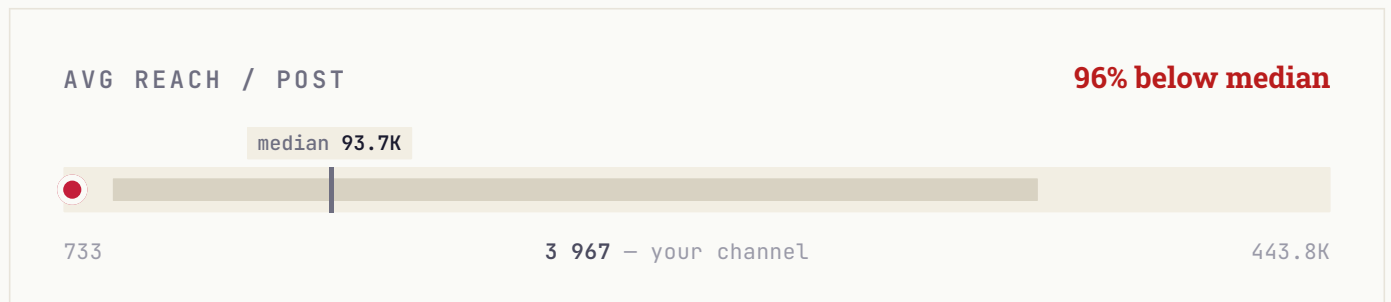
Every month we record posts in other channels that mention yours. Over the last **6 months** such mentions: **24 211**, they brought **626** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	4 332	278	23
December 2025	4 895	393	0
November 2025	4 293	345	45
October 2025	3 600	327	399
Sep 2025	3 486	337	86
August 2025	3 605	388	73
TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS	
24 211	6	626	

— SECTION 08 • NICHE COMPARISON

Where the channel ranks in its league

Took top-**100** channels in category «**News & Media**» (Russia) and compared your channel. Gray band: range where 80% of niche channels fall (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

Main post of the week — on Friday

On this day and at 23:00 MSK the audience is most active.

EFFECT

**Best window
for an
important post**

02

System traffic buy

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 weekly poll on a hot topic is an easy growth lever.

EFFECT

+5-15% ER

04

Cross-promo with neighboring channels

Swap posts quarterly with channels in the same niche.
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 is what we can do in minutes using public data. To go further — run ads through us and hit 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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