

PUBLIC REPORT BY PROMTPRESS

Channel audit

Marzaganov broadcasts



@marzaganoff

I highlight what others miss. Guarding great content on media trends, digital, IT & business. Ads: @alivian, @alfapolo Author: @Falseri Channel partners with...

SUBSCRIBERS

76 795

-757 per month

ERR (% SEE POSTS)

10.0%

per day 7.2%

REACH / POST

7.6K

ad reach 5.5K/24h

— CONTENTS · 2026

What's inside the report

01 Channel snapshot

12 key metrics · AI summary

02 Content analysis

Top 5 posts · worst 3 · takeaways

03 Subscriber dynamics

Yearly chart · growth

04 Citation rate

Who and how mentions the channel

05 Ad potential

How long a post brings reach

06 Competitors

Niche neighbors · your spot

07 Mention dynamics

6 months · monthly

08 Niche comparison

Rank in «Marketing, PR, Ads» category

09 Strategy

5 priority actions

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 76 795 —	SUBSCRIBER REACH 9.91% avg % of subs see post	VIEWS / POST 7.6K median 7.5K · 29 days	POSTS / WEEK 32.4 over period
7D TREND +8.1% vs previous week	REACTIONS / POST 95.7 total 13,017 reactions, 13,372 reposts, 0 comments	POST LENGTH 347 chars median 340 · 29 days	POSTS ANALYZED 136 29 days
AD REACH 5.5K 24h avg	CHURN / MONTH -757 last month	CITATION RATE 1 147 citation index · 2,281 channels mentioned ever	CHANNEL AGE 6 years 9 days created 17.06.2020

AI EDITOR SUMMARY

Channel «Marzaganov broadcasts» — 76 795 subs. Each post averages 7.6K people (10% from subs), reach is low — consider expanding audience. Publishes 32 posts per week (~5/day) — active posting. For week Jun 15–21 reach up +8.1% vs week Jun 8–14 — positive trend.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and underperformers — to see what to repeat and what to drop.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **136** posts over 29 days.
- 02 Dominant format — **Photo** (96/136 posts).
- 03 Avg post length — **347** chars (median 340).
- 04 Peak audience activity — **Sunday**, 12:00 MSK.
- 05 Top posts get the most **2x** more views than the weakest (13.5K avg top vs 6.2K worst) — among 136 posts over 29 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 21.06 · 09:57 VIDEO Polymarket deliberately scams people, WSJ found. The platform paid students up to \$3,000 for staged videos about...	VIEWS 14 338 REPOSTS 237	REACTIONS 82 ER 18.7%
Nº2 19.06 · 09:15 PHOTO Apple lost the App Store war — Brazil officially allows alternative app stores for iPhones. Users can already...	VIEWS 13 386 REPOSTS 257	REACTIONS 133 ER 17.4%
Nº3 14.06 · 16:08 VIDEO Google Earth adds flight simulator right in the web version. Now open the map in browser and fly over any place on Earth without...	VIEWS 12 752 REPOSTS 374	REACTIONS 64 ER 16.6%

Nº4

17.06 • 13:10

PHOTO

All phones in Russia will be added to a state database. The Federation Council approved a law creating an IMEI registry: the state will be able to see...

VIEWS

11 921

REPOSTS

225

REACTIONS

117

ER

15.5%

Nº5

03.06 • 18:30

PHOTO

MAX removed from App Store — link from official site shows error, app not found in search.

VIEWS

10 632

REPOSTS

200

REACTIONS

200

ER

13.8%

WORST 3

↓ 08.06 • 17:55 PHOTO

iPhone camera will support Siri — Apple is preparing a mode where the assistant will analyze everything you point the camera at...

VIEWS

6 280

REPOSTS

64

REACTIONS

38

ER

8.2%

↓ 08.06 • 17:17 VIDEO

Liquid Glass transparency can be adjusted up to an almost white panel. • Apple made a controversial design • It...

VIEWS

6 256

REPOSTS

31

REACTIONS

30

ER

8.1%

↓ 08.06 • 17:49 PHOTO

Apple finally turns Siri into a real chatbot — rumors confirmed. iPhones get Siri AI based on...

VIEWS

6 211

REPOSTS

65

REACTIONS

39

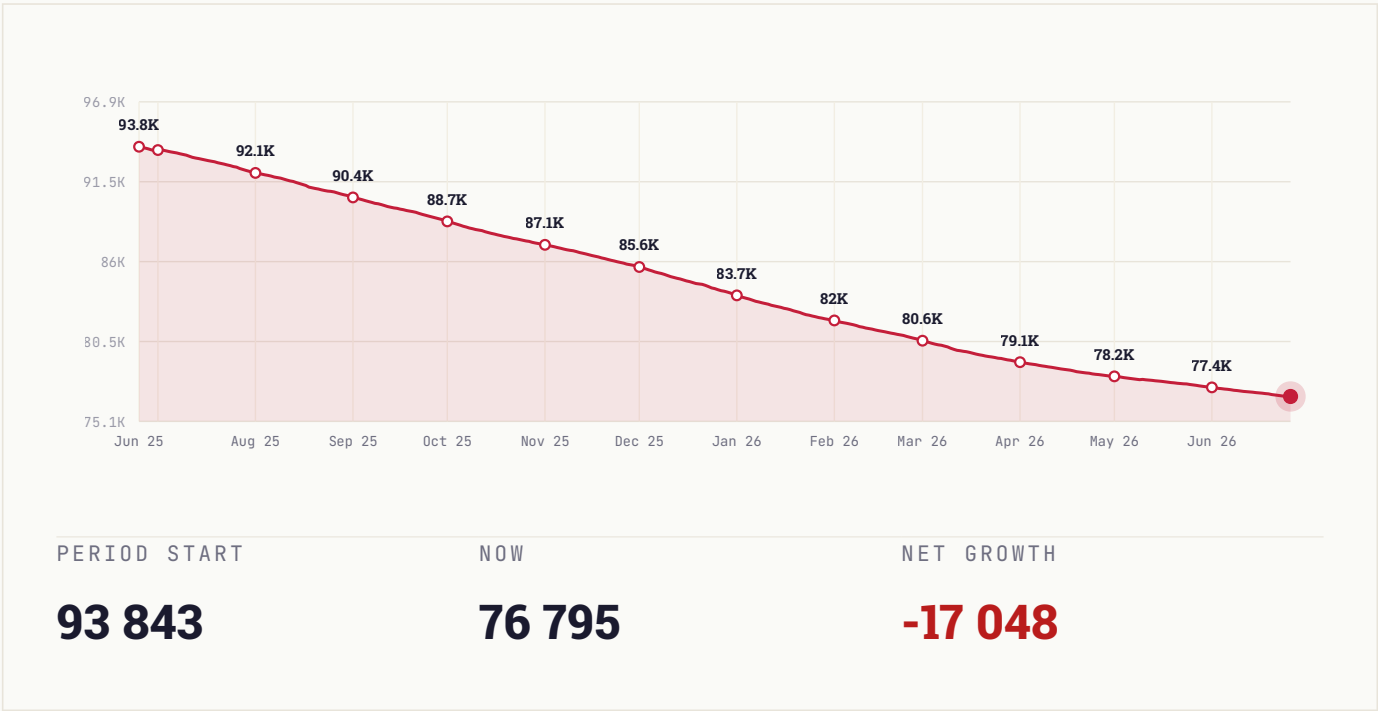
ER

8.1%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

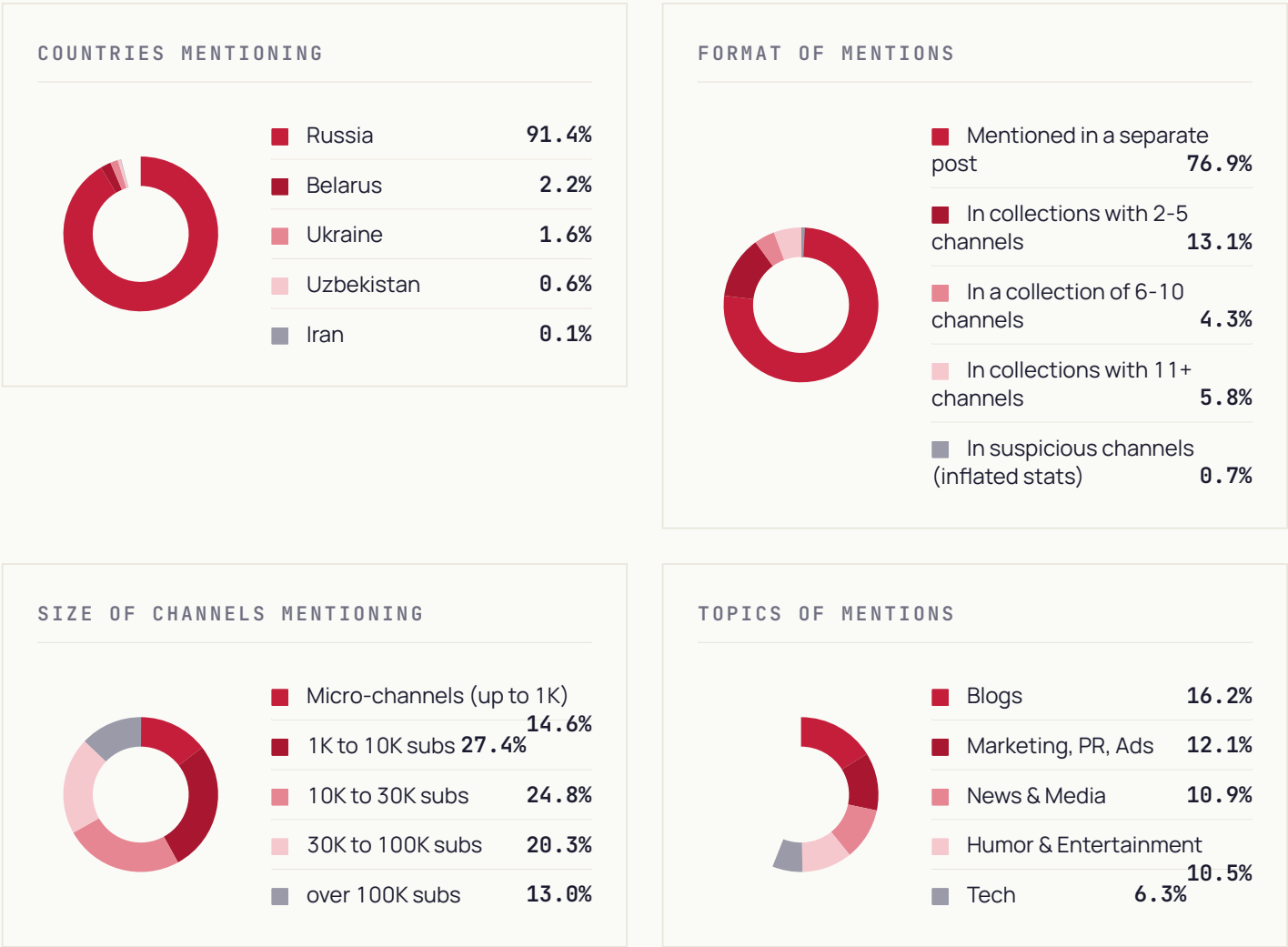
Subscriber growth chart for the year. Key months show exact subscriber counts.
See which months the channel gained and which it lost subs.



SECTION 04 · MENTIONS

Who and how mentions the channel

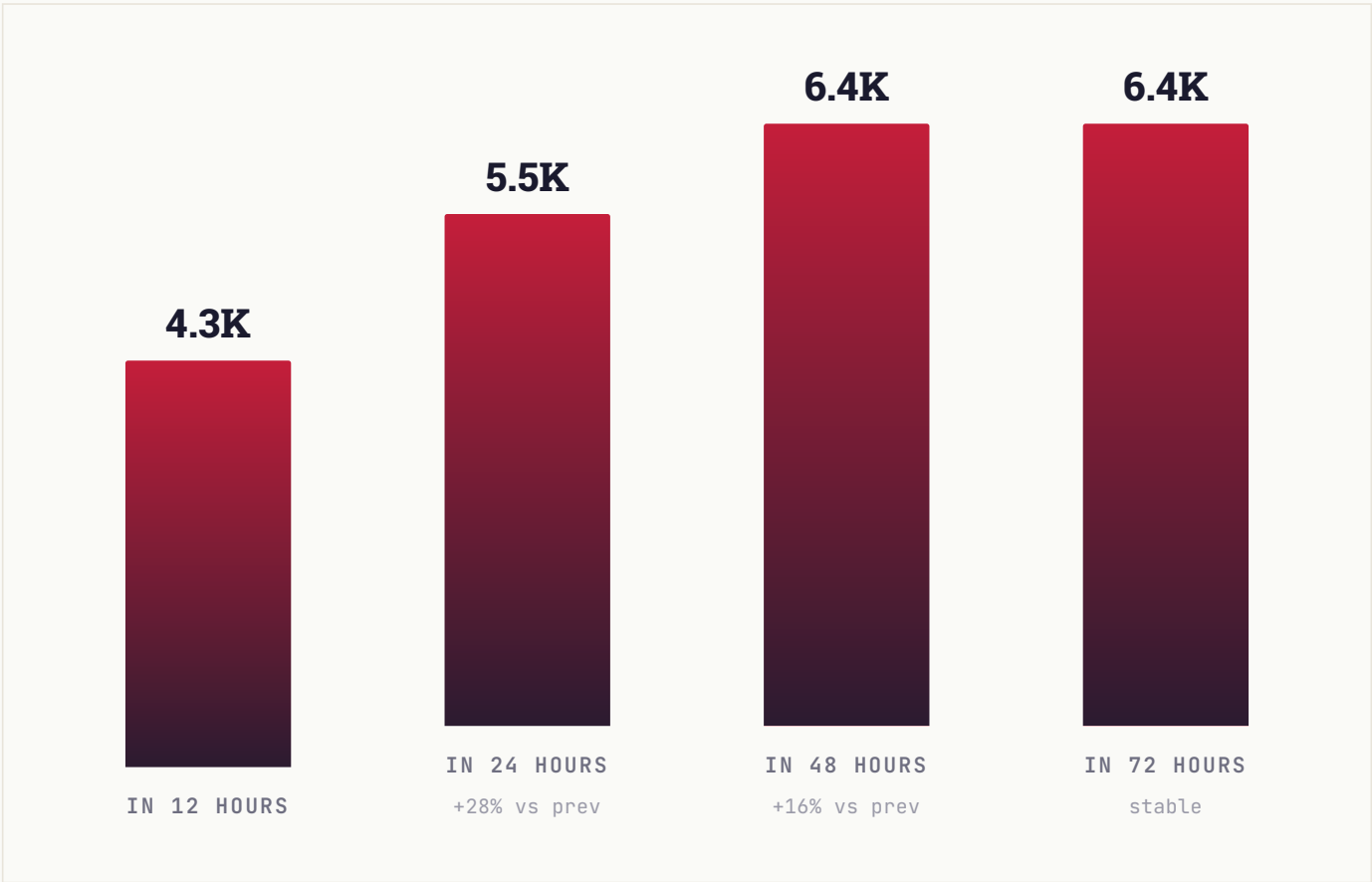
Citation index **1 147** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned **2 281** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of an ad post over 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 — see its rank among niche peers.

CHANNEL	SUBSCRIBERS
TM My feed trends	2.5M
MO Ice Cream	1.8M
OK Okak	1.6M
Today Search	1.3M
TR Trendly	1.2M
KV Customer is always right	1.1M
This Trending today	1M
Week TB Trends by Russia	1M
TV Trend or leave	935.3K
TR Trendach	909.3K
MV Marzaganov broadcasts YOU	76.8K

COMPARATIVE INSIGHT

Channel in bottom half of niche top-100 (#75 of 99). Niche median — 125.2K subs. First growth KPI — reach median. Leader: My feed trends (2.5M).

SECTION 07 · MENTION DYNAMICS

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 **105**, they brought **61** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
December 2025	14	8	0	
Nov 2025	21	10	0	
Oct 2025	9	4	0	
September 2025	19	12	0	
August 2025	20	10	0	
July 2025	22	16	61	

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS
105	6	61

— SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category «Marketing, PR, Ads» (Russia) and compared your channel. Gray bar — range covering 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

#75/100

RANK IN NICHE

Channel in the bottom half of the ranking

SUBSCRIBERS

38% below median

median 123.8K



AVG REACH / POST

33% below median

median 11.4K



CITATION INDEX

better than 65% of niche

median 366



— 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**Main post of the week — on Sunday**

Audience is most active on this day at 12:00 MSK.

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 give +5-15% to ER.
One poll per week on a hot topic — easy growth point.

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

**Source of
organic traffic**

★ WHAT'S NEXT

Want us to do this **PromptPress?**

This audit is what we can do in a few minutes using public data.
To go further – run ads through us and hit your growth plan in a month.

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