

PUBLIC REPORT BY PROMTPRESS

Channel audit

mzlff



@mazellovvv

RKN - <https://clck.ru/3G6SsQ> streamer & lyrical rap performer ■
 booking/commercial: mzlff@thefence.me ad -
 mazellovvv@gca.holdings @apppppostol - for ads lj3kvegbzdv0a6tk

SUBS

442 285

+486 per month

ERR (% SEE POSTS)

29.0%

per day 15.5%

REACH/POST

127.4K

ad reach 68.7K/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 covers.

 SUBS 442 285 —	 SUB REACH 28.81% avg % subs see post	 VIEWS/POST 127.4K median 127.9K · 29 days	 POSTS/WK 29.0 over period
 7D TREND -33.5% vs previous week	 REACTS/POST 11468.4 total 1,376,212 reactions, 88,960 reposts, 0 comments	 POST LENGTH 169 chars median 91 · 29 days	 POSTS ANALYZED 120 29 days
 AD REACH 68.7K 24h avg	 CHURN / MONTH +486 last month	 CITATION RATE 447 citation index · 8,515 channels mentioned all time	 CHANNEL AGE 5 years 9 months created 21.09.2020

AI EDITOR SUMMARY

Channel «mzlff» — 442 285 subs. Each post gets avg 127.4K people (29% from subs), that's good reach. Publishes 29 posts/week (~4/day) — active posting. Week of Jun 15–21 reach dropped -33.5% to week of June 8–14 — worth analyzing the reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and outsiders – to see what to repeat and what to drop from rotation.

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on 120 posts over 29 days.
- 02 Dominant format – Photo (55/120 posts).
- 03 Avg post length – 169 chars (median 91).
- 04 Peak audience activity – Monday, 10:00 MSK.
- 05 Top posts get 3× more views than the weakest (228.9K avg for top vs 72.9K for worst) – among 120 posts over 29 days. Worth analyzing what the top has in common – topic, format, timing.

TOP 5 POSTS

Nº1 08.06 · 07:36 PHOTO me & Ksyusha	VIEWS 232 753 REPOSTS 1 068	REACTS 29 705 ER 52.6%
Nº2 07.06 · 21:34 TEXT Football is a sport for those who didn't grow up to normal games. 22 people run after one thing for 90 minutes, and in the end it's still 0:0...	VIEWS 230 424 REPOSTS 6 401	REACTS 41 237 ER 52.1%
Nº3 08.06 · 12:21 PHOTO (post without caption – photo)	VIEWS 223 560 REPOSTS 1 462	REACTS 19 501 ER 50.5%

Nº4 21.06 · 11:03 PHOTO ☒ Day 2 of the LAN tournament 'Battle of Squads' has started Today esports athletes face matches in Counter-Strike 2 BO5 and World of Tanks in...	VIEWS 203 709 REPOSTS 661	REACTS 4 900 ER 46.1%
Nº5 07.06 · 10:04 PHOTO (post without caption – photo)	VIEWS 202 071 REPOSTS 614	REACTS 15 485 ER 45.7%

|

WORST 3

↓ 20.06 · 14:45 VIDEO (post without caption – video)	VIEWS 73 942 REPOSTS 327	REACTS 7 806 ER 16.7%
↓ 20.06 · 15:49 PHOTO ☒ SHPANA SQUAD takes the third card! Who will be champion? Waiting for the fourth card. The tournament is supported by friends from ☒ DonatovNet	VIEWS 73 119 REPOSTS 254	REACTS 5 826 ER 16.5%
↓ 20.06 · 15:40 VIDEO ☒ EBLN Squad just won't let them take Roshan! Who are you rooting for? ♥ – EBLN SQUAD ☒ – SHPANA SQUAD ☒ Tournament stream The tournament is...	VIEWS 71 621 REPOSTS 184	REACTS 12 714 ER 16.2%

SECTION 03 · SUB DYNAMICS

How the channel grew over the year

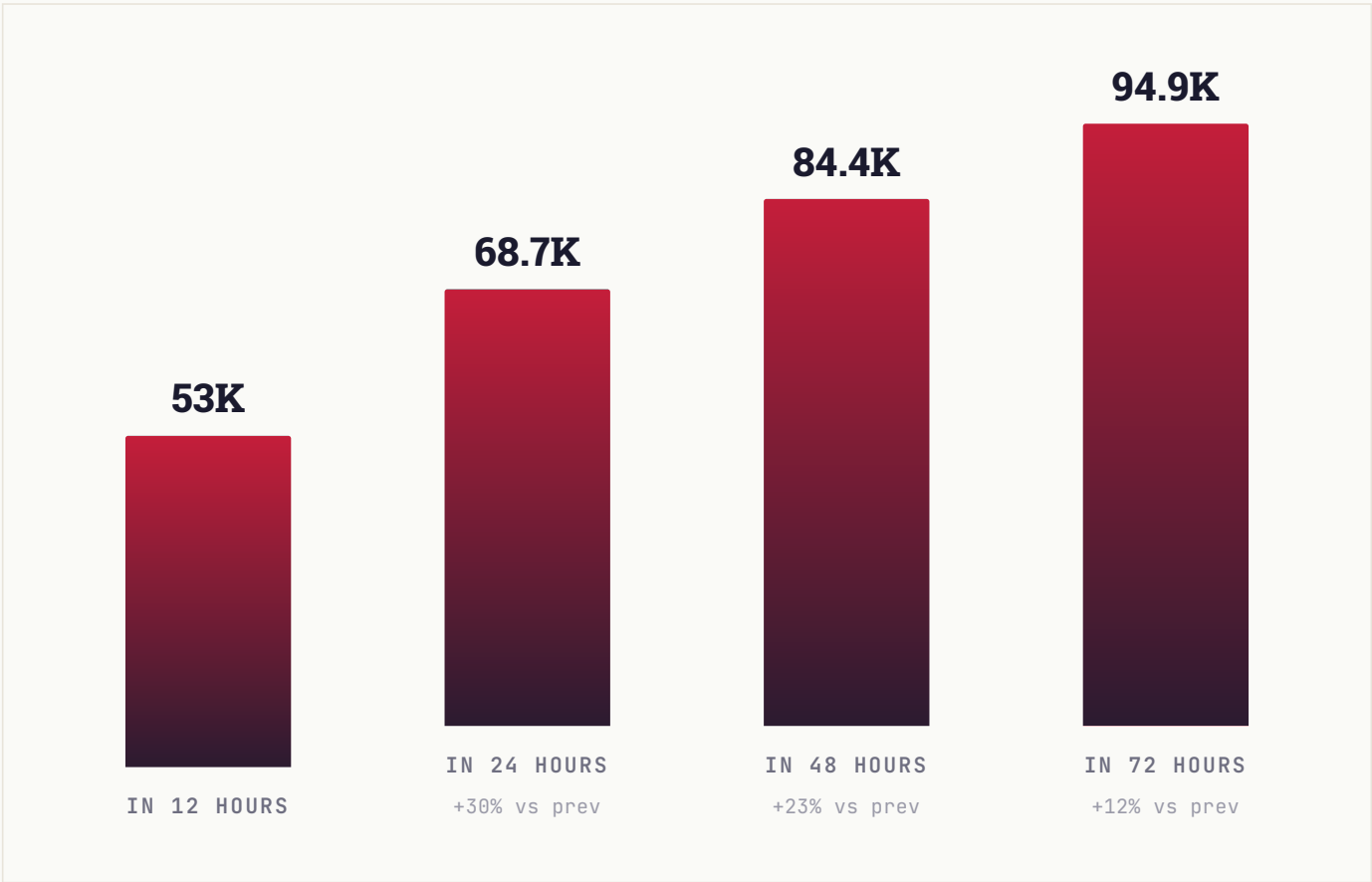
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · AD POTENTIAL

How long a post generates reach

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



SECTION 05 · COMPETITORS

Who you compete with

11 closest channels by topic and audience. Your channel is highlighted — you can see its rank among niche peers.

CHANNEL	SUBS
DM Dima Maslennikov	2.2M
LI LITVIN	1.6M
AZ Alexander Zubarev	1.4M
EX Exile	1.3M
B Booster	1.2M
E1 EVELONE 192	1.2M
KB Bloody Lady	1.1M
LJ here lives broen	1.1M
PA PARADEEVICH	1M
NE NEVZOROV	1M
MZ mzlff YOU	442.3K

COMPARATIVE CONCLUSION

Channel in top half of the niche (#48 of 100). Niche leader — Dima Maslennikov (2.2M), median subs 424.7K. Aim for top quartile — realistic 6-12 month horizon.

SECTION 06 · MENTION DYNAMICS

How often the channel is mentioned

Every month we track posts in other channels that mention yours. Over the last **6 months** such mentions **955**, they brought **26 199** new subs.

PERIOD	MENTIONS	CHANNELS	REFERRED SUBS
Dec 2025	116	98	9 284
Nov 2025	48	42	1 562
Oct 2025	168	108	3 352
September 2025	222	175	5 177
August 2025	213	116	4 920
Jul 2025	188	136	1 904

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS
955	6	26 199

— SECTION 07 • NICHE COMPARISON

Where channel ranks in its league

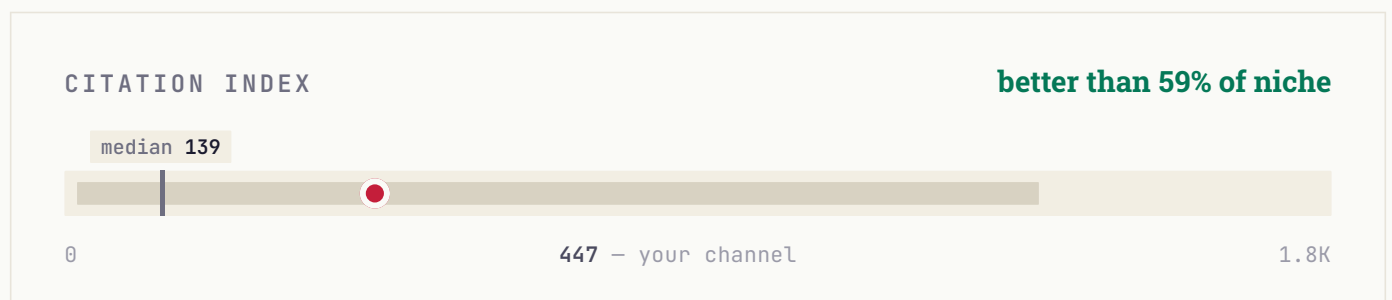
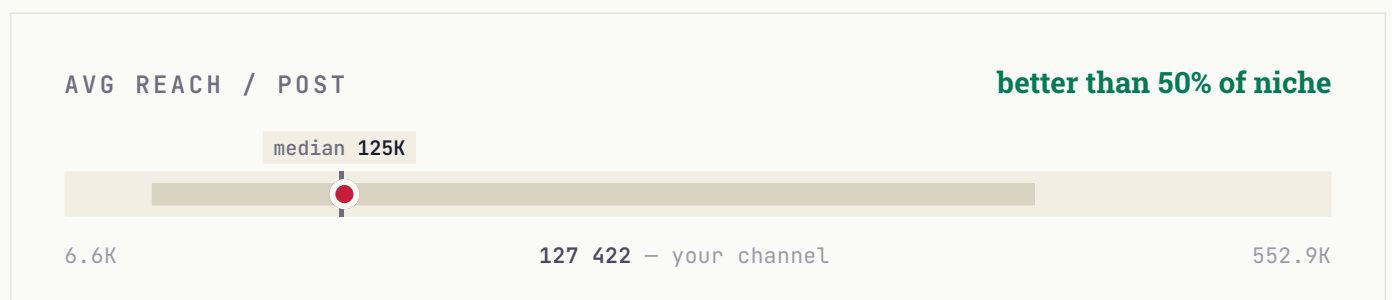
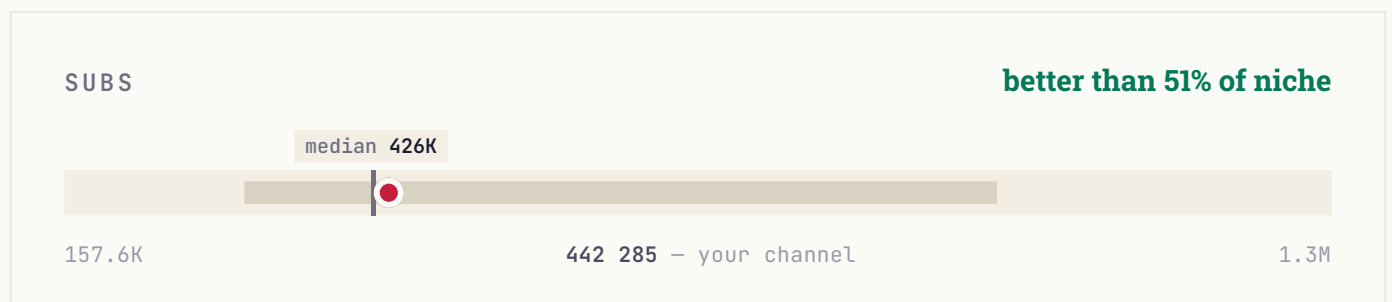
Took top-100 channels in category «Blogs» (Russia) and compared your channel.
Gray band = range for 80% of niche channels (p10 to p90). Black vertical = median.
Red dot = your channel.

#48

/100

RANK IN NICHE

Channel in the top half of the ranking



— SECTION 08 · STRATEGY

What to do right now

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

- 01

Top post of the week — Monday

Audience most active on this day at 10:00 MSK.

EFFECT

Best time for an important post
- 02

Systematic traffic buying

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 — easy growth lever.

EFFECT

+5-15% ER
- 04

Cross-promo with neighboring channels

Swap posts quarterly with same-segment channels. 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 this done by **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 hit your growth plan in a month.

01 **Launch ads in Telegram** <https://panel.promptpress.com/register>

02 **Contact manager** t.me/PromptPress_manager
