

— PUBLIC REPORT BY PROMTPRESS

# Channel audit

## Kuznitsa Nazarova (handmade knives)



@nazarklinokz

«Kuznitsa Nazarova V.V.» Forging knives for over 20 years! Lifetime warranty. Over 45,000 satisfied customers We are popular, Chinese counterfeit us! Member of the ITALIAN knifemakers guild! To order:...

SUBSCRIBERS

13 400

ERR (% SEE POSTS)

3.0%

REACH/POST

368

-104 per month

per day 2.1%

ad reach 286/24h

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SECTION 01 · CHANNEL SNAPSHOT

# Key channel metrics

Each card – a separate channel health indicator. Subtitle shows the period.

|                                                                                                                                                             |                                                                                                                                                                                              |                                                                                                                                                                                              |                                                                                                                                                                                |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <div><div> SUBSCRIBERS</div><div>13 400</div><div>—</div></div>            | <div><div> SUBS REACH</div><div>2.75%</div><div>avg % of subs who see a post</div></div>                    | <div><div> VIEWS/POST</div><div>368</div><div>median 371 · 29 days</div></div>                              | <div><div> POSTS/DAY</div><div>14.2</div><div>~99 per week</div></div>                      |
| <div><div> 7D TREND</div><div>-9.9%</div><div>vs previous week</div></div> | <div><div> REACTIONS/POST</div><div>3.8</div><div>only 1,585 reactions, 598 reposts, 0 comments</div></div> | <div><div> POST LENGTH</div><div>848 chars.</div><div>median 927 · 29 days</div></div>                      | <div><div> POSTS ANALYZED</div><div>419</div><div>29 days</div></div>                       |
| <div><div> AD REACH</div><div>286</div><div>24h avg</div></div>           | <div><div> CHURN / MONTH</div><div>-104</div><div>last month</div></div>                                   | <div><div> CITATION INDEX</div><div>498</div><div>citation index · 572 channels mentioned ever</div></div> | <div><div> CHANNEL AGE</div><div>4 years 3 months</div><div>created 23.03.2022</div></div> |

AI EDITOR SUMMARY

Channel «Kuznitsa Nazarova (handmade knives)» – 13 400 subs. Each post averages 368 people (3% of subs), reach is low – consider expanding audience. Publishes 99 posts per week (~14/day) – very active posting. For the week of Jun 29 – Jul 5, reach dropped -9.9% By week of Jun 22–28 – 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 **419** posts over 29 days.
- 02 Dominant format – **Photo** (377/419 posts).
- 03 Avg post length – **848** chars (median 927).
- 04 Peak audience activity – **Tuesday**, 20:00 MSK.
- 05 Top posts get **2×** more views than the weakest (504 avg for top vs 289 for worst) – among 419 posts in 29 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

|                                                                                                                                                                                                                                                                                                   |  |              |                |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|--------------|----------------|
| <div><div>Nº1</div><div>25.06 · 16:15</div><div>PHOTO</div></div> <div>Belt in stock. Made of genuine leather. Original design on belt<br/>Price: 2,800 RUB. Order via ...</div>                                                                                                                  |  | VIEWS<br>507 | REACTIONS<br>4 |
|                                                                                                                                                                                                                                                                                                   |  | REPOSTS<br>2 | ER<br>3.8%     |
| <div><div>Nº2</div><div>22.06 · 16:15</div><div>PHOTO</div></div> <div> Knife "Zlatar" from damascus steel – for real tasks! 2 copies of the legendary knife "Zlatar" in stock, created for heavy and...</div> |  | VIEWS<br>506 | REACTIONS<br>8 |
|                                                                                                                                                                                                                                                                                                   |  | REPOSTS<br>3 | ER<br>3.8%     |
| <div><div>Nº3</div><div>23.06 · 17:15</div><div>PHOTO</div></div> <div>Author's composition «Roses» by Kuznitsa Nazarova V.V. – a work where cold steel turns into real art. In this...</div>                                                                                                     |  | VIEWS<br>500 | REACTIONS<br>6 |
|                                                                                                                                                                                                                                                                                                   |  | REPOSTS<br>1 | ER<br>3.7%     |

|                                                                                                                                                                                                        |                                                                                                                          |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------|
| <b>Nº4</b> 18.06 • 16:15 <span>PHOTO</span><br>One of a kind! Author's knife «Vepr» from stainless damascus. Stainless damascus has all properties of regular damascus, but...                         | <div>VIEWS</div> <b>497</b><br><div>REPOSTS</div> <b>1</b><br><div>REACTIONS</div> <b>3</b><br><div>ER</div> <b>3.7%</b> |
| <b>Nº5</b> 24.06 • 16:15 <span>PHOTO</span><br>🔥 New! Knife "Fisherman" from crucible damascus 🔥 Best choice for fishing and a gift for connoisseurs! - Crucible damascus with hardness 64-65 HRC —... | <div>VIEWS</div> <b>497</b><br><div>REPOSTS</div> <b>1</b><br><div>REACTIONS</div> <b>5</b><br><div>ER</div> <b>3.7%</b> |

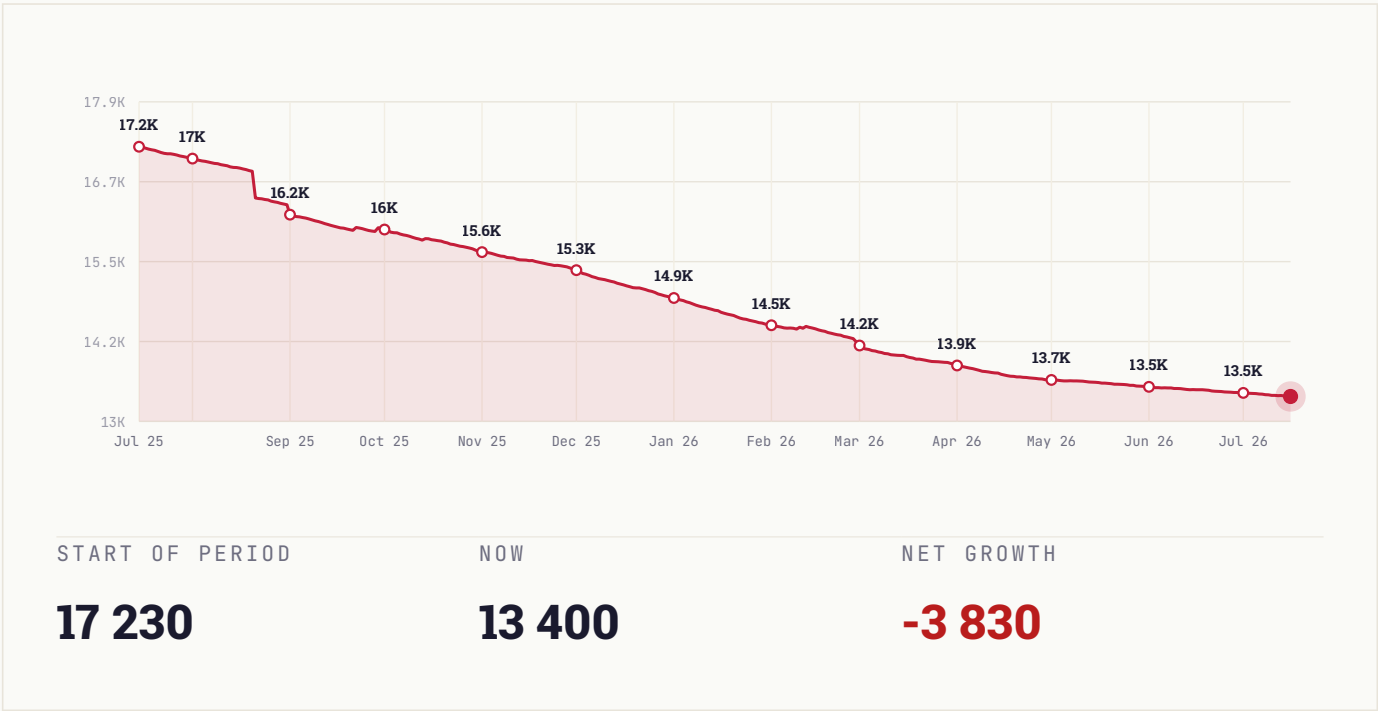
## WORST 3

|                                                                                                                                                                                         |                                                                                                                          |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------|
| ↓ 11.07 • 04:14 <span>PHOTO</span><br>🔪 Universal knife "Baikal" from damascus steel — ready to ship! 950 layers of damascus steel — amazing strength, flexibility and...               | <div>VIEWS</div> <b>291</b><br><div>REPOSTS</div> <b>1</b><br><div>REACTIONS</div> <b>3</b><br><div>ER</div> <b>2.2%</b> |
| ↓ 11.07 • 08:14 <span>PHOTO</span><br>🔪 Universal knife "Gadfly" — your reliable companion in any conditions! Steel X12MF with hardness 61–62 HRC — *holds an edge for a long time...   | <div>VIEWS</div> <b>290</b><br><div>REPOSTS</div> <b>1</b><br><div>REACTIONS</div> <b>1</b><br><div>ER</div> <b>2.2%</b> |
| ↓ 11.07 • 10:15 <span>PHOTO</span><br>🌟 Large working knife "Alligator" — for those who value reliability and style! 🔪 Blade made of Swedish stainless steel Sandvik 12C27 — durable... | <div>VIEWS</div> <b>286</b><br><div>REPOSTS</div> <b>1</b><br><div>REACTIONS</div> <b>3</b><br><div>ER</div> <b>2.1%</b> |

SECTION 03 · SUBSCRIBER DYNAMICS

# How the channel grew over the year

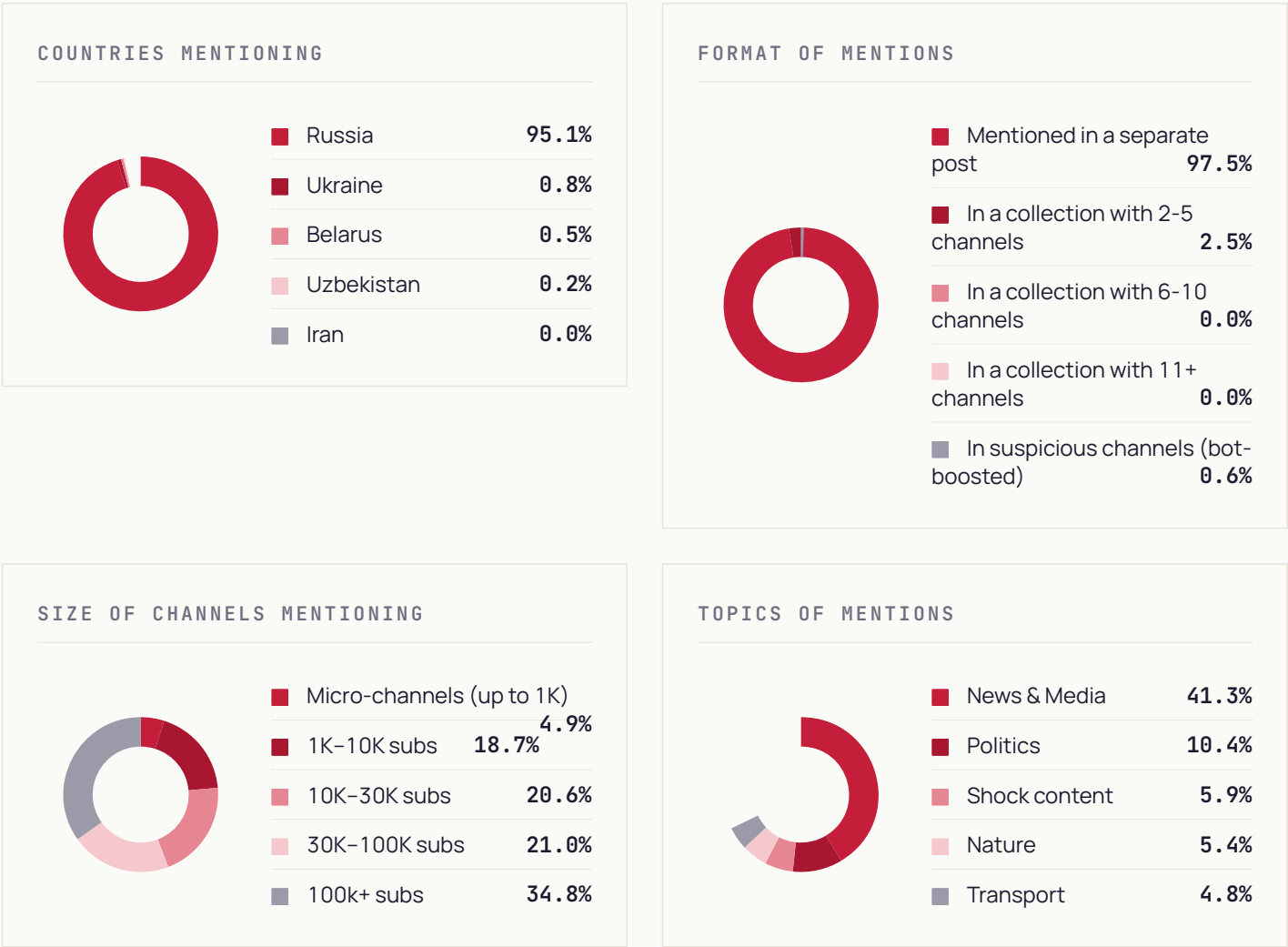
Subscriber growth chart for the year. Key months show exact subscriber count.  
Shows months of growth vs. loss.



SECTION 04 · MENTIONS

# Who and how mentions the channel

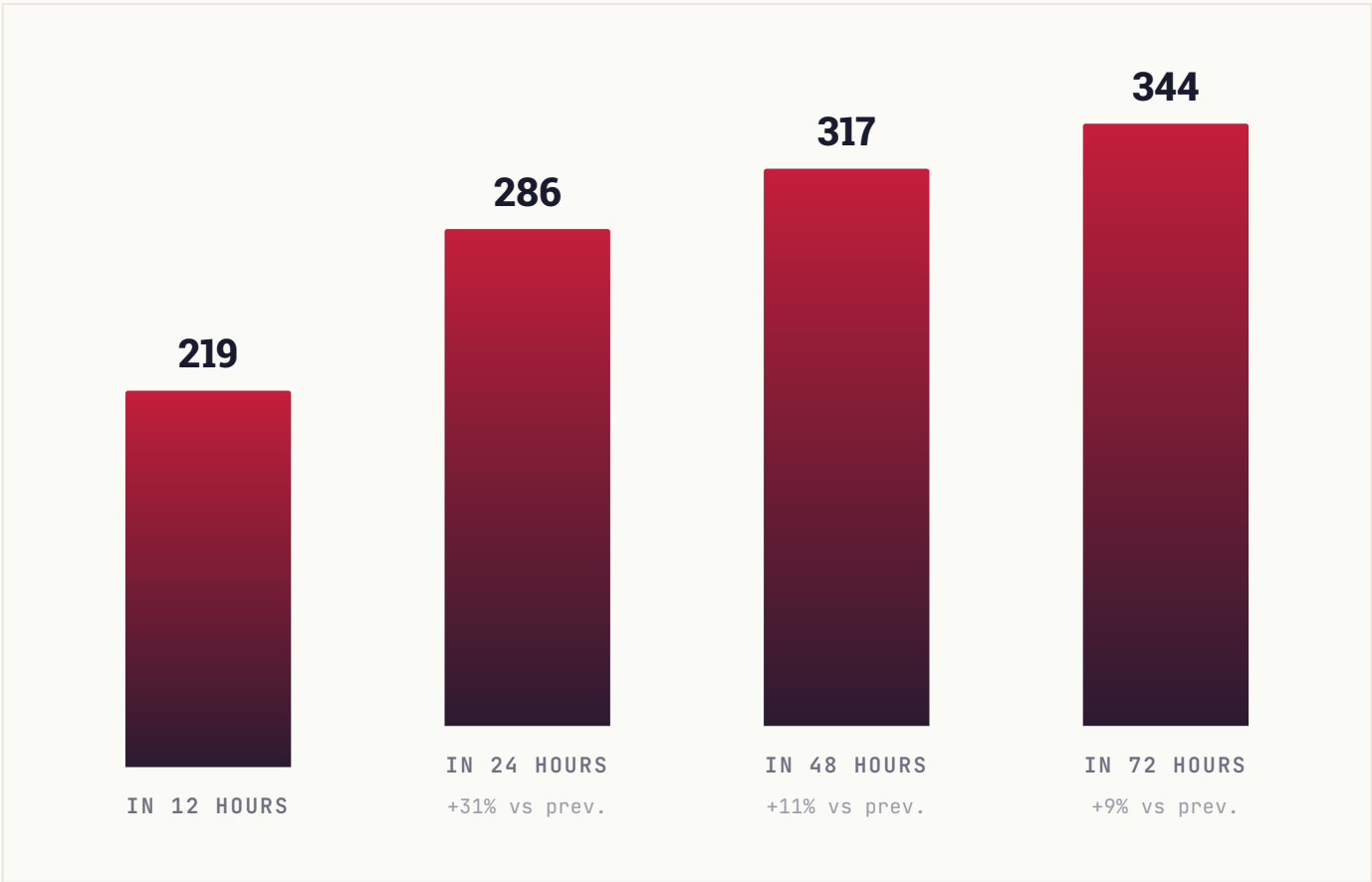
Citation index **498** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioners: a post from a 100K subs channel 'weighs' more than from a 1K subs channel. All-time channel was mentioned **572** different channels.



SECTION 05 · AD POTENTIAL

# How long a post generates reach

Avg ad post reach over time since publication. Helps estimate how long a placement stays relevant.



SECTION 06 · COMPETITORS

# Who you compete with

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

| CHANNEL                                                          | SUBSCRIBERS |
|------------------------------------------------------------------|-------------|
| <div>O2</div> Offerzone 2.                                       | 5.8M        |
| <div>OF</div> Offerzone                                          | 4.2M        |
| <div>OF</div> Offerzone                                          | 1.2M        |
| <div>O3</div> Offerzone 3.                                       | 3.5M        |
| <div>DE</div> Dealdost                                           | 3.1M        |
| <div>O4</div> Offerzone 4.                                       | 2.4M        |
| <div>G-</div> GrowDealz - Shopping Deals & Offers                | 2.2M        |
| <div>AL</div> AliBaba Loot Deals                                 | 2.2M        |
| <div>PD</div> Premium Deals                                      | 1.5M        |
| <div>SQ</div> Shoppers Quest                                     | 1.3M        |
| <div>CN</div> Kuznitsa Nazarova (handmade knives) <div>YOU</div> | 13.4K       |

COMPARATIVE CONCLUSION

Channel not yet outside top 95 of niche — early growth stage. Niche leader — Offerzone 2. (5.8M), top-95 median: 408K. First goal — enter top-95 through systematic work with traffic and content.

SECTION 07 · MENTION TRENDS

# How often the channel is mentioned

Monthly we record posts in other channels that mention yours. Over the last **6 months** such mentions occurred **13**, they brought **132** new subs.

| PERIOD         | MENTIONS | CHANNELS | BROUGHT | SUBS        |
|----------------|----------|----------|---------|-------------|
| Jan 2026       | 0        | 0        | 0       | <div></div> |
| December 2025  | 0        | 0        | 0       | <div></div> |
| November 2025  | 0        | 0        | 5       | <div></div> |
| October 2025   | 2        | 1        | 25      | <div></div> |
| September 2025 | 11       | 11       | 102     | <div></div> |
| August 2025    | 0        | 0        | 0       | <div></div> |

|                |                |               |
|----------------|----------------|---------------|
| TOTAL MENTIONS | MONTHS OF DATA | ACQUIRED SUBS |
| 13             | 6              | 132           |

— SECTION 08 • NICHE COMPARISON

# Where channel stands in its league

Took top-**100** channels in category "**Sales**» (Russia) and saw how your channel compares. 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 sorted by expected impact. Check them off and revisit this report in a month.

01

**Main post of the week — on Tuesday**  
 On this day at 20:00 MSK audience is most active.

EFFECT  
**Best window for important post**

02

**Increase video posts share**  
 Video in Telegram retains audience longer and is better perceived by the algorithm. We recommend increasing share to 15-25%.

EFFECT  
**Video retains audience better**

03

**ER below niche benchmark — rethink formats**  
 Current ER 2.75% vs norm 5.5%. Try polls & interactive formats.

EFFECT  
**+2.8pp ER**

04

**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**

05

**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 point.

EFFECT  
**+5-15% ER**

★ 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 with us and hit your growth target in a month.

01

## Launch Telegram ads

<https://panel.promptpress.com/register>

02

## Contact manager

[t.me/PromptPress\\_manager](https://t.me/PromptPress_manager)