

PROMTPRESS PUBLIC REPORT

Channel audit

Pozov Live



@pozov

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SUBSCRIBERS

261 578

-2102 per month

ERR (% WHO SEE
POSTS)

39.0%

per day 16.1%

REACH/POST

96K

ad reach 42.3K/24h

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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 261 578 —	 SUBSCRIBER REACH 36.7% avg % of subs see post	 VIEWS/POST 96K median 99.5K · 28 days	 POSTS/WEEK 9.6 over period
 7D TREND -5.2% vs previous week	 REACTIONS/POST 6912.9 total 269,603 reactions, 8,143 reposts, 3,576 comments	 POST LENGTH 544 chars median 503 · 28 days	 POSTS ANALYZED 39 28 days
 AD REACH 42.3K 24h avg	 CHURN / MONTH -2102 last month	 CITATION RATE 241 citation index · 2,608 channels mentioned over all time	 CHANNEL AGE 8 years 3 months created 29.03.2018

AI EDITOR SUMMARY

Channel «Pozov Live» — 261 578 subs. Each post is viewed on avg by 96K people (37% from subs), that's good reach. Publishes 10 posts per week (~1/day) — regular schedule. For week 22–28 Jun, reach dropped -5.2% to week 15–21 Jun — worth analyzing reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **39** posts over 28 days.
- 02 Dominant format – **Text** (14/39 posts).
- 03 Avg post length – **544** chars (median 503).
- 04 Audience peak activity – **Sunday**, 12:00 MSK.
- 05 Strongest posts get **×1** more views than the weakest (119.8K avg for top vs 83.9K for worst) – among 39 posts in 28 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 21.06 · 18:22 PHOTO Thanks to everyone who came. Love you all.	VIEWS 124 389 REP. 640	REACTIONS 16 674 ER 47.6%
Nº2 12.06 · 14:26 VIDEO (post without caption – video)	VIEWS 117 547 REP. 427	REACTIONS 7 186 ER 44.9%
Nº3 14.06 · 09:24 TEXT Well, it's time to mess up my routine because of the World Cup. Wanted to watch Brazil's first match. And the opponent is good. Looking ahead...	VIEWS 117 451 REP. 166	REACTIONS 6 372 ER 44.9%

Nº4 09.06 · 12:47 TEXT How nice that the World Cup starts on my birthday. I'll think it's a gift to me. Spain and Argentina. I'm rooting for you...	VIEWS 116 937 REP. 89	REACTIONS 7 528 ER 44.7%
Nº5 18.06 · 13:56 VIDEO (post without caption – video)	VIEWS 113 207 REP. 120	REACTIONS 4 786 ER 43.3%

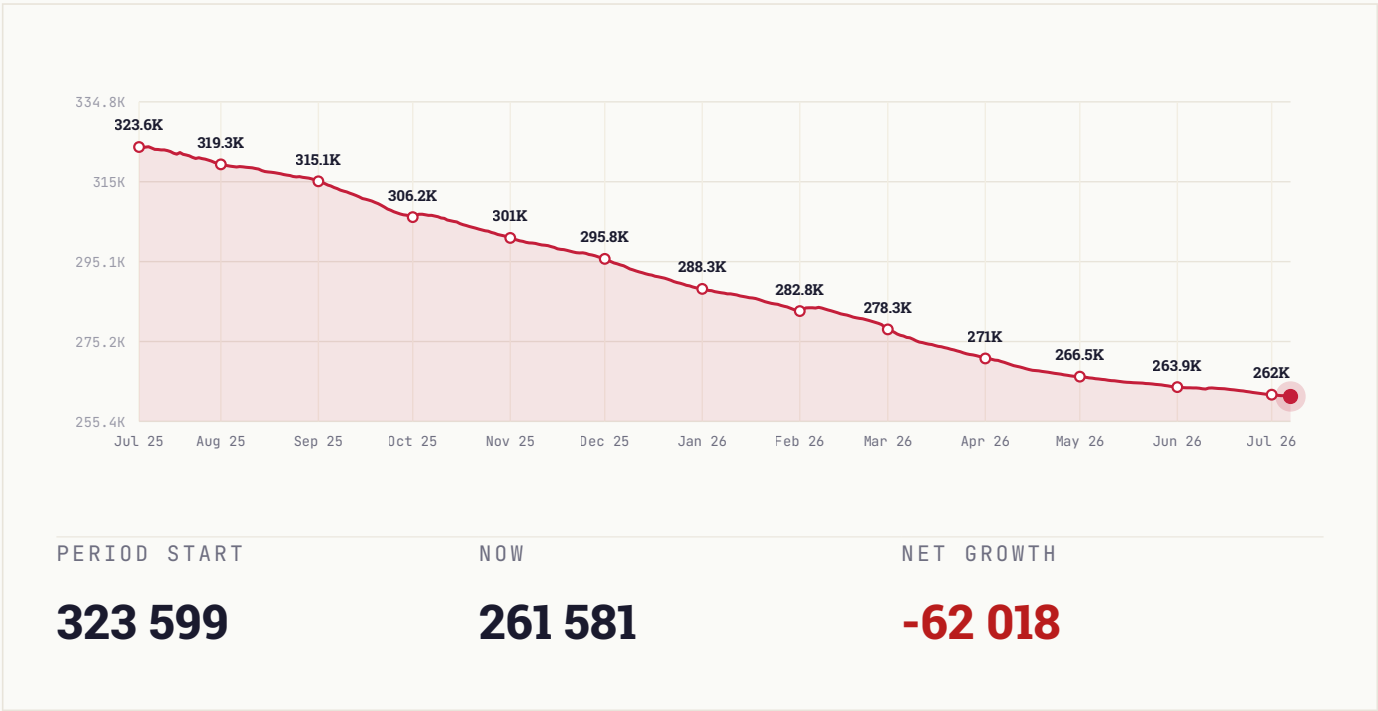
WORST 3

↓ 03.07 · 01:22 TEXT I tried to fall asleep at 2. And 3. And even now. Have to get up for a flight in 1.5 hours. It's hopeless. Time to accept it and live...	VIEWS 87 653 REP. 179	REACTIONS 6 083 ER 33.5%
↓ 30.06 · 02:33 PHOTO Wish I could sleep. But really want to root for Morocco. Japan is out, so sad. Germany is out. What a sensation.	VIEWS 83 202 REP. 110	REACTIONS 5 586 ER 31.8%
↓ 27.06 · 14:40 PHOTO Let's go! May Muse in the new album prove once again who's the most epic and grand.	VIEWS 80 879 REP. 122	REACTIONS 5 454 ER 30.9%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

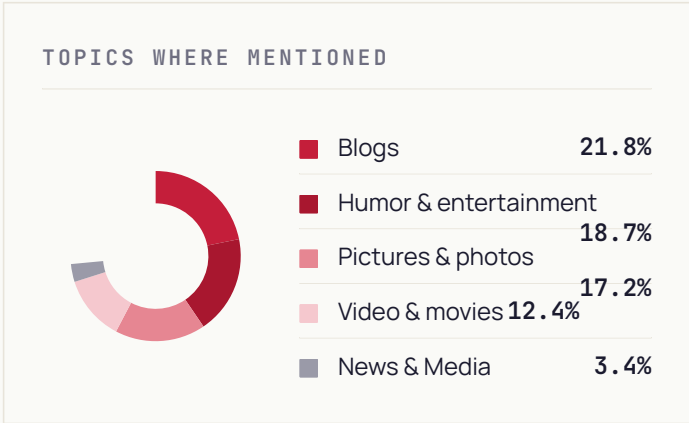
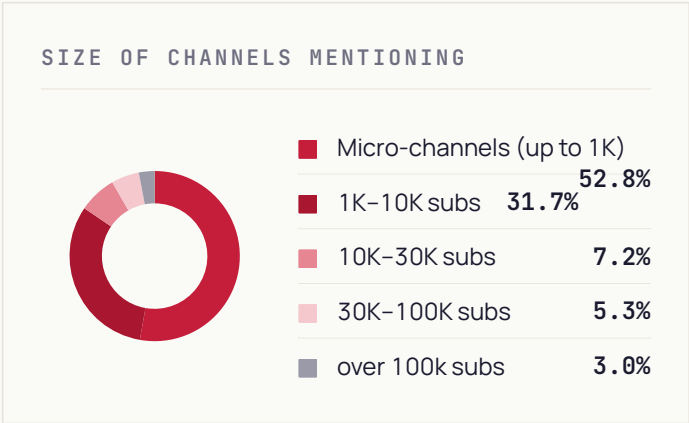
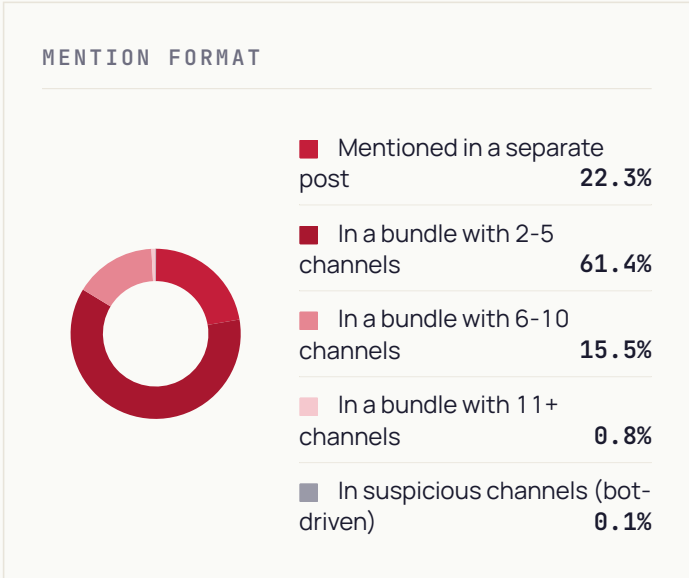
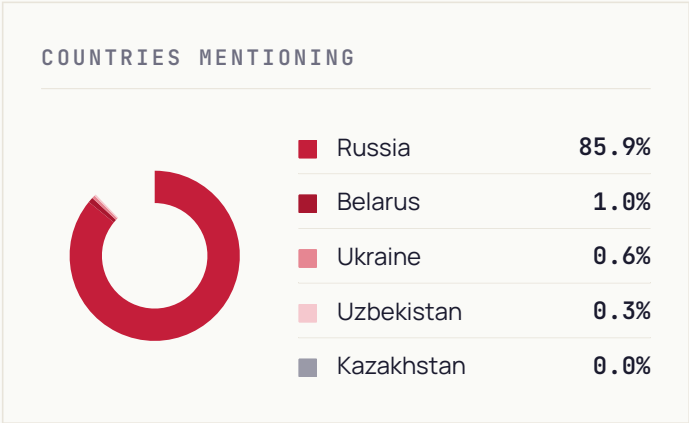
Yearly subscriber growth chart. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

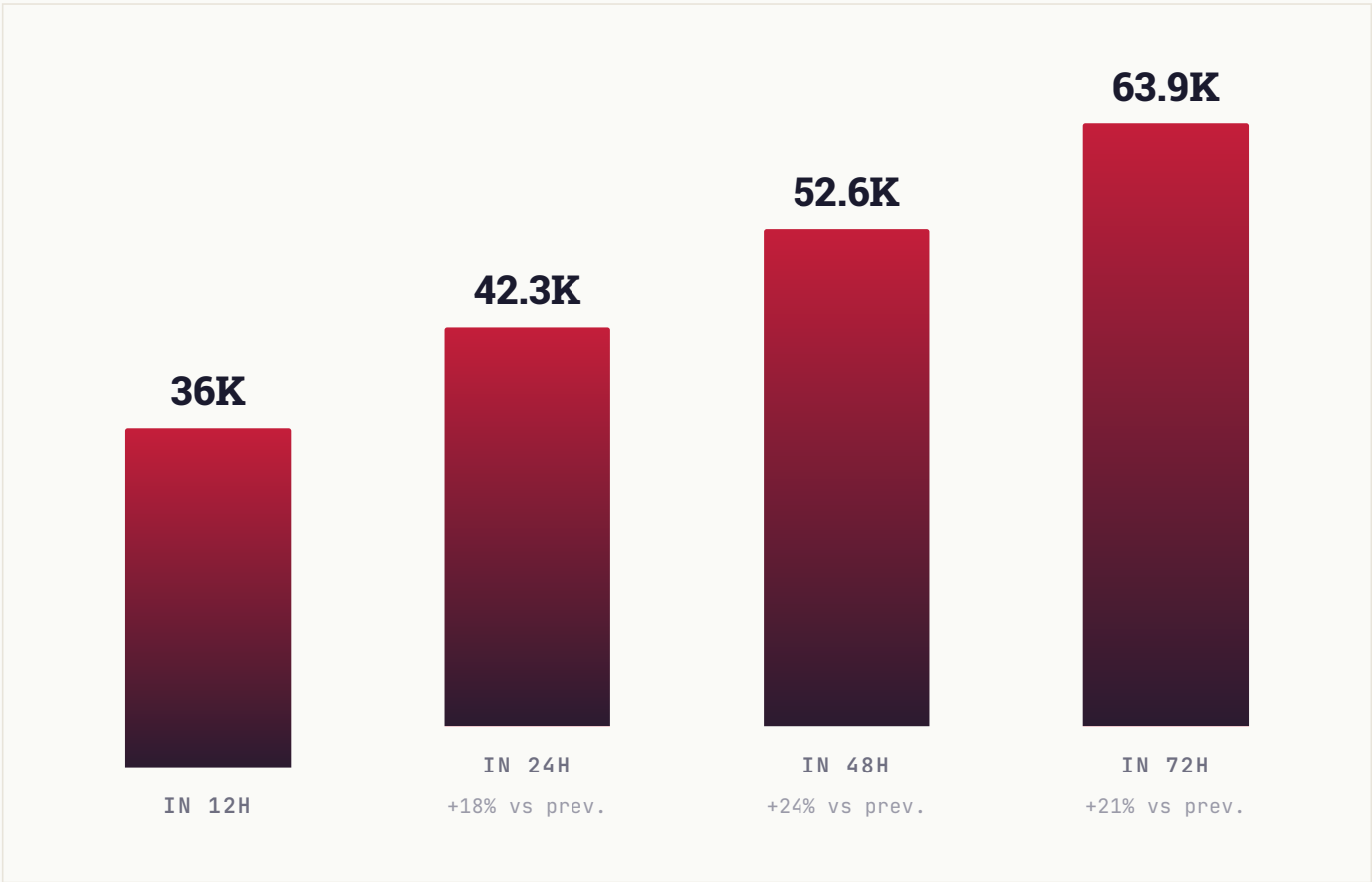
Citation index **241** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **2 608** different channels.



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 should 'live'.



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Your channel is highlighted — you can see its place 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
E1 EVELONE 192	1.2M
KB Bloody Lady	1.1M
LJ broen lives here	1.1M
PA PARADEEVICH	1M
NE NEVZOROV	1M
PL Pozov Live YOU	261.6K

COMPARATIVE CONCLUSION

Channel not yet outside niche top 100 — early growth stage. Niche leader — Dima Maslennikov (2.2M), top-100 median: 426.9K. First goal: enter top-100 via 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 were **196**, they brought **973** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
January 2026	21	16	2	
December 2025	17	14	0	
November 2025	52	36	54	
October 2025	36	28	729	
September 2025	31	23	0	
August 2025	39	31	188	

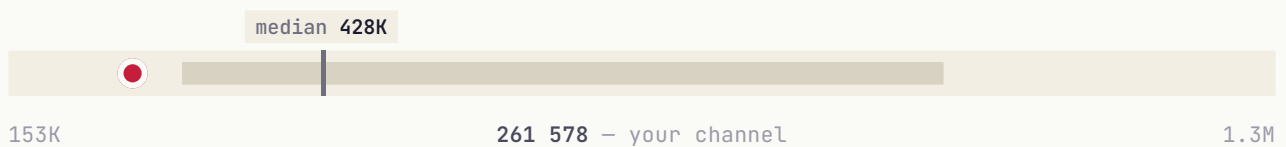
TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
196	6	973

— SECTION 08 • NICHE COMPARISON

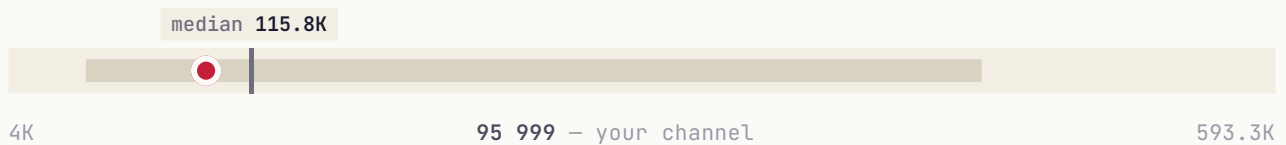
Where the channel ranks in its league

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

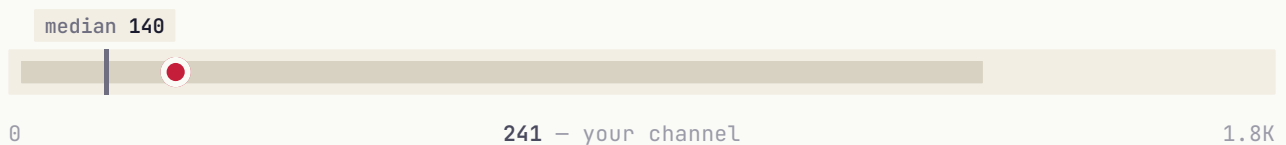
SUBSCRIBERS

worse than median by 39%

AVG REACH / POST

17% below median

CITATION INDEX

better than 53% of niche

— SECTION 09 · 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 — Sunday

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

EFFECT

Best window for an important post
- 02

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
- 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

Exchange posts with channels in the same segment once a quarter. 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 — 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 Telegram ads	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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