

PUBLIC REPORT BY PROMTPRESS

Channel audit

Aunt Zina



@tetyaazina

Hey everyone, I'm old hag Zina, I'll share my life here!!! my manager - @spermdiller

SUBS

25 130

-587 per month

ERR (% WHO SEE
POSTS)

4.0%

per day 1.2%

REACH/POST

834

ad reach 291/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card – a separate channel health indicator. Subtitle below the number shows the period it covers.

 SUBS 25 130 —	 SUBS REACH 3.32% avg % subs see post	 VIEWS/POST 834 median 789 · 29 days	 POSTS/WEEK 10.5 over period
 7D TREND -26.8% vs previous week	 REACTIONS/POST 19.5 only 856 reactions, 417 reposts, 0 comments	 POST LENGTH 67 chars median 44 · 29 days	 POSTS ANALYZED 44 29 days
 AD REACH 291 24h avg	 CHURN / MONTH -587 last month	 CITATION RATE 1 754 citation index · 3 335 channels mentioned all time	 CHANNEL AGE 2 years 10 months created 03.09.2023

AI EDITOR SUMMARY

Channel «Aunt Zina» – 25 130 subs. Avg views per post: 834 people (3% from subs), reach low – expand audience. Publishes 10 posts/week (~2/day) – steady. Week Jun 29 – Jul 5 reach dropped -26.8% by week 22–28 Jun – worth analyzing reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS SHARE

- 01 Analysis based on 44 posts over 29 days.
- 02 Dominant format – Photo (43/44 posts).
- 03 Avg post length – 67 chars (median 44).
- 04 Peak audience activity – Friday, 15:00 MSK.
- 05 Top posts get 2x more views than the weakest (1.5K avg for top vs 593 for worst) – among 44 posts in 29 days. Analyze what top shares – topic, format, timing.

TOP 5 POSTS

Nº1 12.06 · 12:58 PHOTO Drink anyway	VIEWS 1 626 REPOSTS 25	REACTIONS 23 ER 6.5%
Nº2 22.06 · 17:13 PHOTO I'm sleeping. Don't call me to drink. Priorities changed.	VIEWS 1 420 REPOSTS 20	REACTIONS 17 ER 5.7%
Nº3 13.06 · 17:20 PHOTO I'm just a sad old cunt	VIEWS 1 385 REPOSTS 13	REACTIONS 21 ER 5.5%

Nº4 17.06 · 11:55 PHOTO guys why was I hype before and now nobody needs me maybe I should leave..	VIEWS 1 347 REPOSTS 12	REACTIONS 62 ER 5.4%
Nº5 18.06 · 20:00 PHOTO I'm without pants now	VIEWS 1 341 REPOSTS 30	REACTIONS 24 ER 5.3%

|

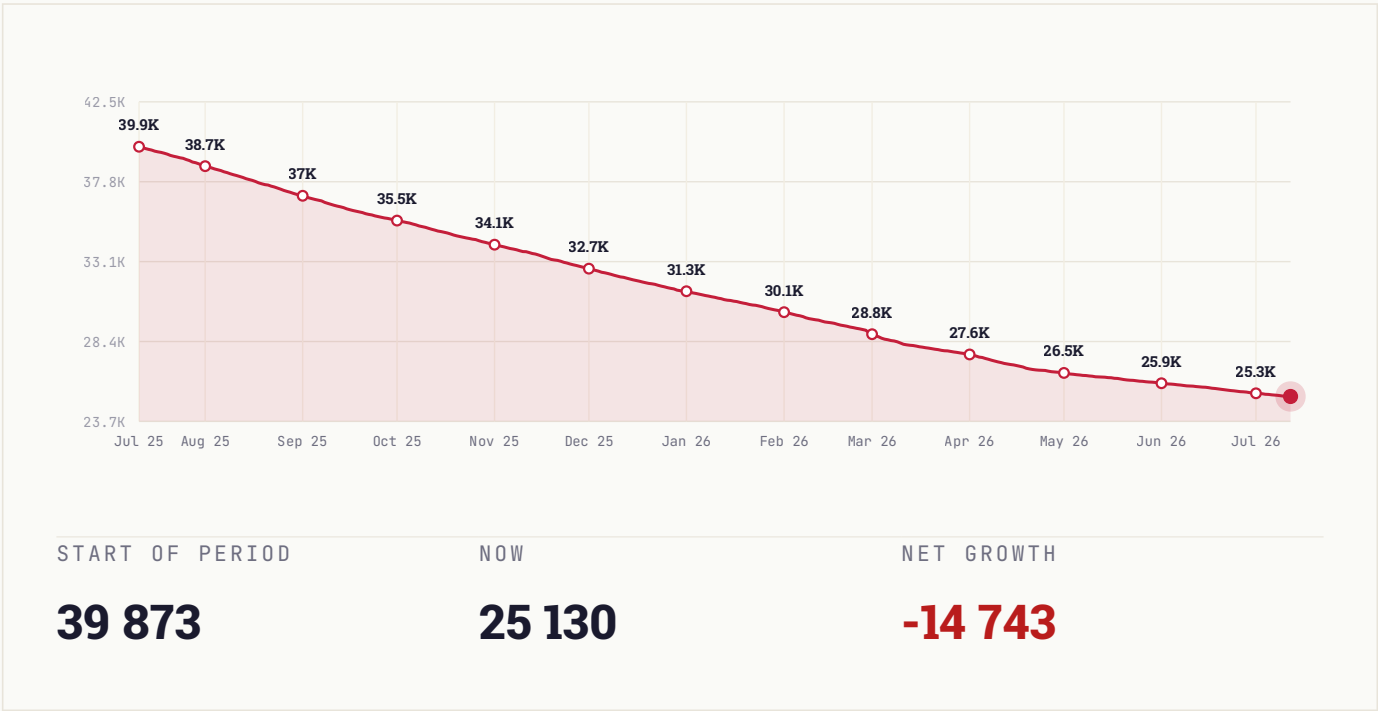
WORST 3

↓ 03.07 · 15:16 PHOTO Why do people eat marble beef when there's real beef?	VIEWS 646 REPOSTS 3	REACTIONS 22 ER 2.6%
↓ 07.07 · 14:06 PHOTO This morning in the mirror I noticed some small eyes above the bags	VIEWS 599 REPOSTS 6	REACTIONS 26 ER 2.4%
↓ 08.07 · 15:21 PHOTO Drop 50❤ for the old lady	VIEWS 534 REPOSTS 4	REACTIONS 86 ER 2.1%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

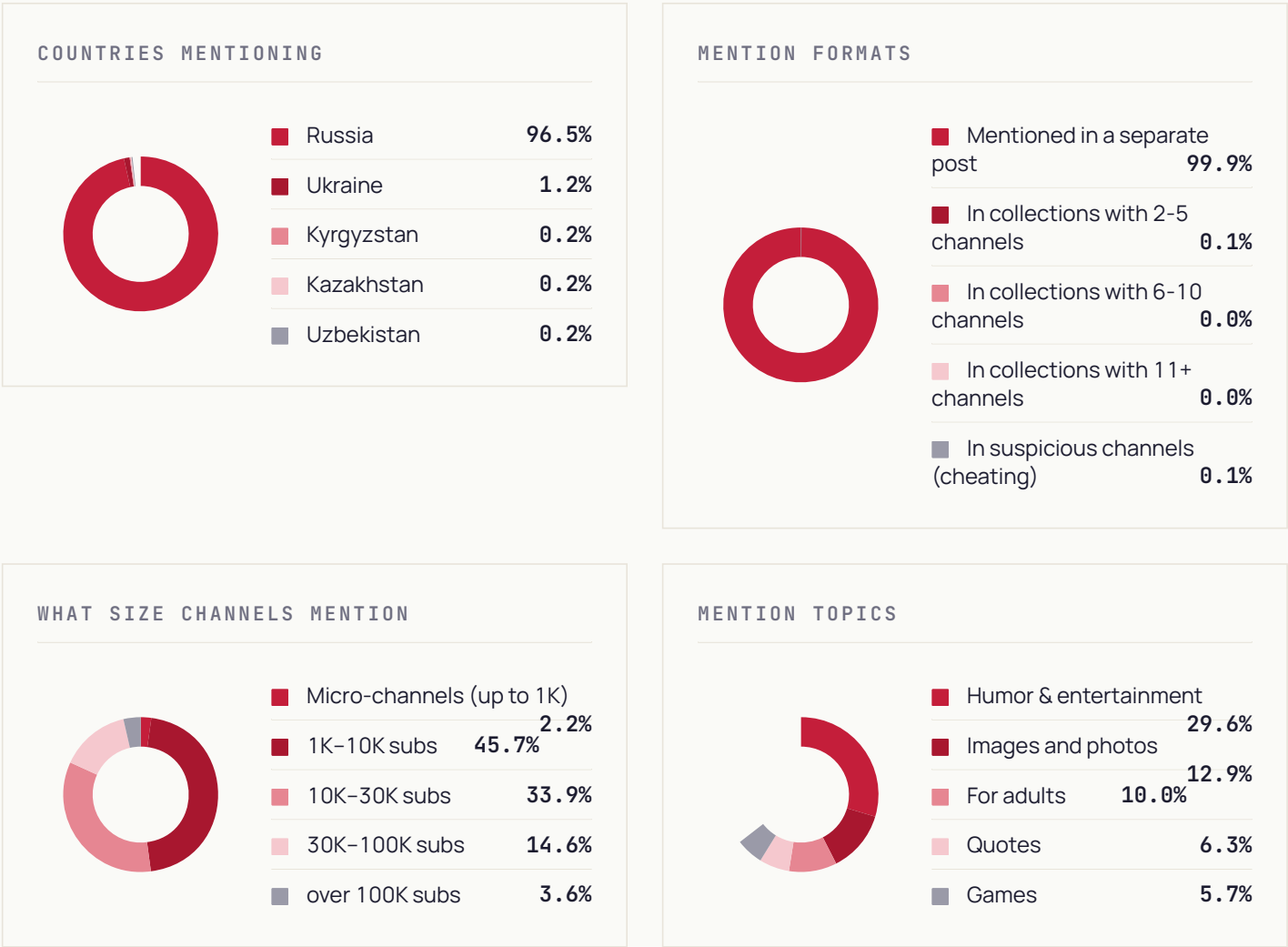
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained and which lost subscribers.



SECTION 04 · MENTIONS

Who and how mentions the channel

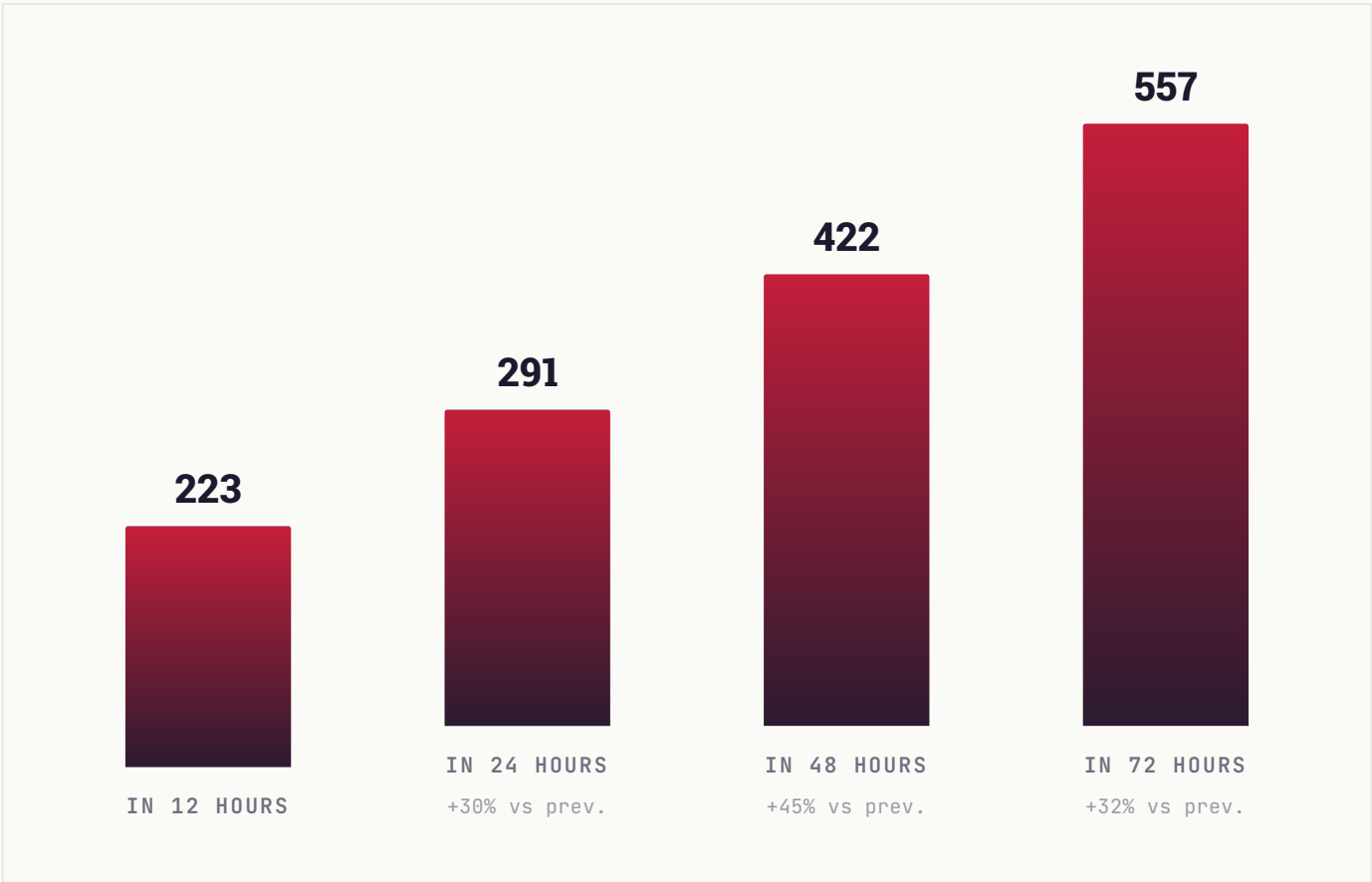
Citation index **1 754** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **3 335** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg ad post reach over 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. Highlighted your channel — see its rank among niche peers.

CHANNEL	SUBS
DM Dima Maslennikov	2.2M
LI LITVIN	1.6M
EX Exile	1.4M
AZ Alexander Zubarev	1.3M
B🍄 Booster 🍄	1.2M
KB Bloody Lady	1.1M
E1 EVELONE 192	1.1M
LJ broen lives here	1.1M
PA PARADEYEVICH	1M
NE NEVZOROV	1M
Brief Aunt Zina YOU	25.1K

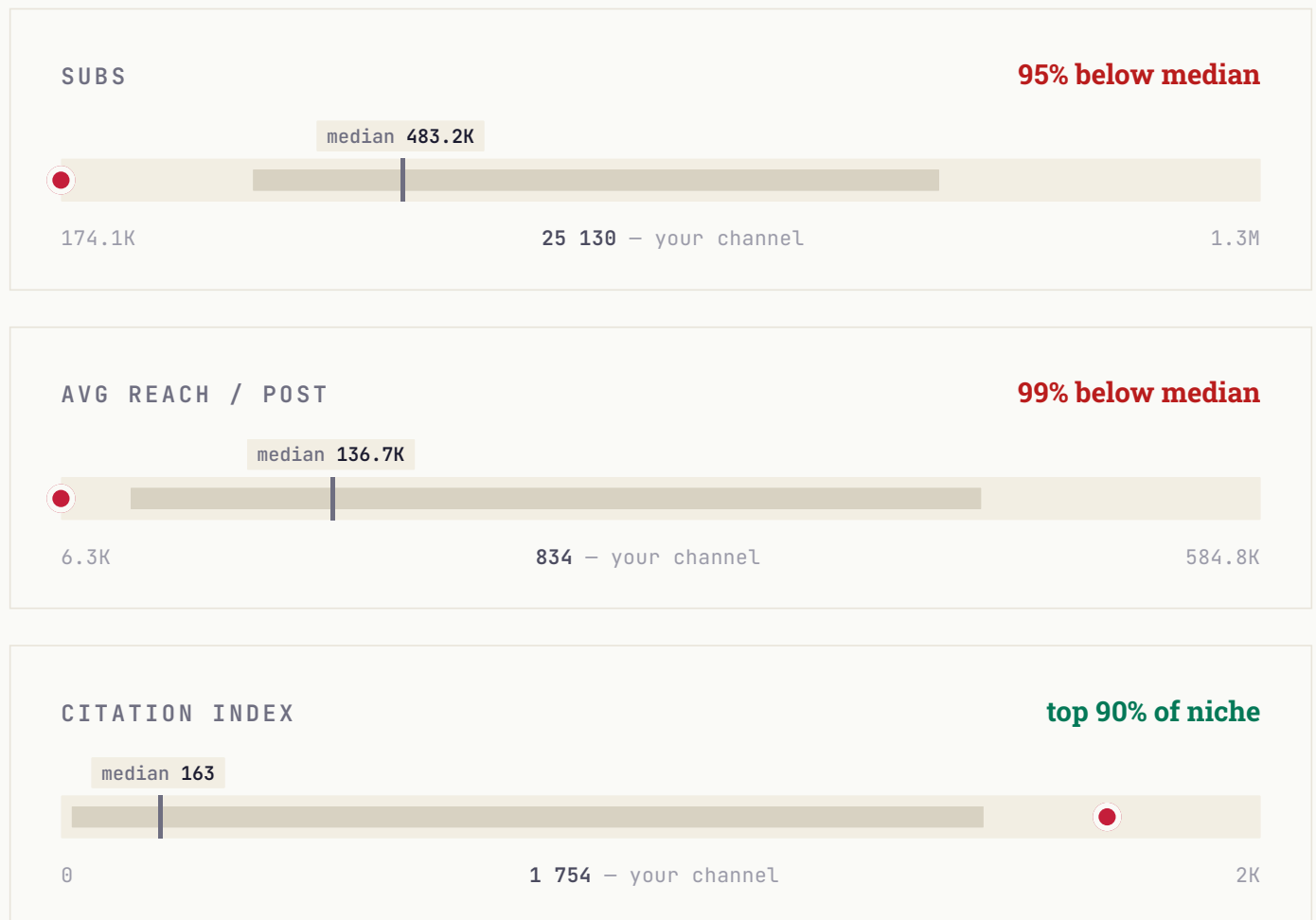
COMPARATIVE INSIGHT

Channel yet outside top 100 niche — early growth stage. Niche leader — Dima Maslennikov (2.2M), top-100 median: 480.6K. First goal: enter top-100 via systematic traffic & content work.

SECTION 07 • NICHE COMPARISON

Where the channel is in its league

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



— SECTION 08 · STRATEGY

What to do right now

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

- 01

Main post of the week — on Friday

On this day at 15:00 MSK audience is most active.

EFFECT

Best window for an 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 3.32% vs norm 5.5%. Try polls and interactive formats.

EFFECT

+2.2pp 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 weekly poll on a hot topic is an easy win.

EFFECT

+5-15% ER

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in a few minutes from public data.
Want to go further — run ads through us and close your growth
plan in a month.

01

Launch ads in Telegram

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

02

Contact manager

t.me/PromptPress_manager