

PUBLIC REPORT PROMTPRESS

Channel audit

YanReyzen ЧАТ



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<https://gosuslugi.ru/snet/67b2ea52747447211b62877a>

SUBSCRIBERS

189 124

-1998 per month

ERR (% SEE POSTS)

68.0%

per day 29.0%

REACH/POST

110.2K

ad reach 55K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate health indicator. The subtitle shows the period it covers.

 SUBSCRIBERS 189 124 —	 SUBS REACH 58.26% avg % of subs see post	 VIEWS/POST 110.2K median 113.1K · 22 days	 POSTS/WEEK 3.1 over period
 7D TREND -24.0% vs prev week	 REACTIONS/POST 17093.2 total 170,932 reactions, 3,155 reposts, 3,618 comments	 POST LENGTH 37 chars median 30 · 22 days	 POSTS ANALYZED 10 22 days
 AD REACH 55K 24h avg	 CHURN / MONTH -1998 last month	 CITATION RATE 21 citation index · 323 channels mentioned all time	 CHANNEL AGE 8 years 10 months created 03.09.2017

AI EDITOR SUMMARY

Channel «YanReyzen CHAT 🗨️» — 189 124 subs. Each post averages 110.2K people (58% from subs), this is wide reach for a channel of this size. Publishes 3 posts per week (~0 per day) — rare publications. For the week of June 22–28, reach dropped by -24.0% by week 15–21 June — 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 10 posts over 22 days.
- 02 Dominant format – Photo (9/10 posts).
- 03 Avg post length – 37 chars (median 30).
- 04 Peak audience activity – Monday, 18:00 MSK.
- 05 Top posts get 2x more views than the weakest (145.6K avg for top vs 70.3K for worst) – among 10 posts over 22 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 15.06 · 15:40 PHOTO Decided to test a new camera..	VIEWS	REACTIONS
	154 010	21 616
	REPOSTS	ER
	285	81.4%
Nº2 11.06 · 10:59 PHOTO Thanks:) Video is being shot!!	VIEWS	REACTIONS
	149 413	14 673
	REPOSTS	ER
	275	79.0%
Nº3 15.06 · 09:53 PHOTO 😂	VIEWS	REACTIONS
	133 375	19 247
	REPOSTS	ER
	166	70.5%

Nº4 14.06 · 13:29 PHOTO Went to the MOVIE THEATER for 200₽, 1000₽ and 135.000₽ https://youtu.be/tmk_BQ0a0RE	VIEWS 126 436 REPOSTS 622	REACTIONS 13 450 ER 66.9%
Nº5 26.06 · 13:31 PHOTO Crazy... caught an earthquake here.... Really felt everything shaking 🤪	VIEWS 113 350 REPOSTS 226	REACTIONS 17 896 ER 59.9%

|

WORST 3

↓ 01.07 · 11:14 PHOTO New photos from Japan posted!! 😊	VIEWS 80 561 REPOSTS 56	REACTIONS 13 569 ER 42.6%
↓ 02.07 · 16:42 PHOTO pov: when you land in Korea 😁	VIEWS 74 299 REPOSTS 375	REACTIONS 15 076 ER 39.3%
↓ 03.07 · 17:48 PHOTO Visited his first event in Korea by invitation! Love it 😊	VIEWS 55 949 REPOSTS 366	REACTIONS 16 675 ER 29.6%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

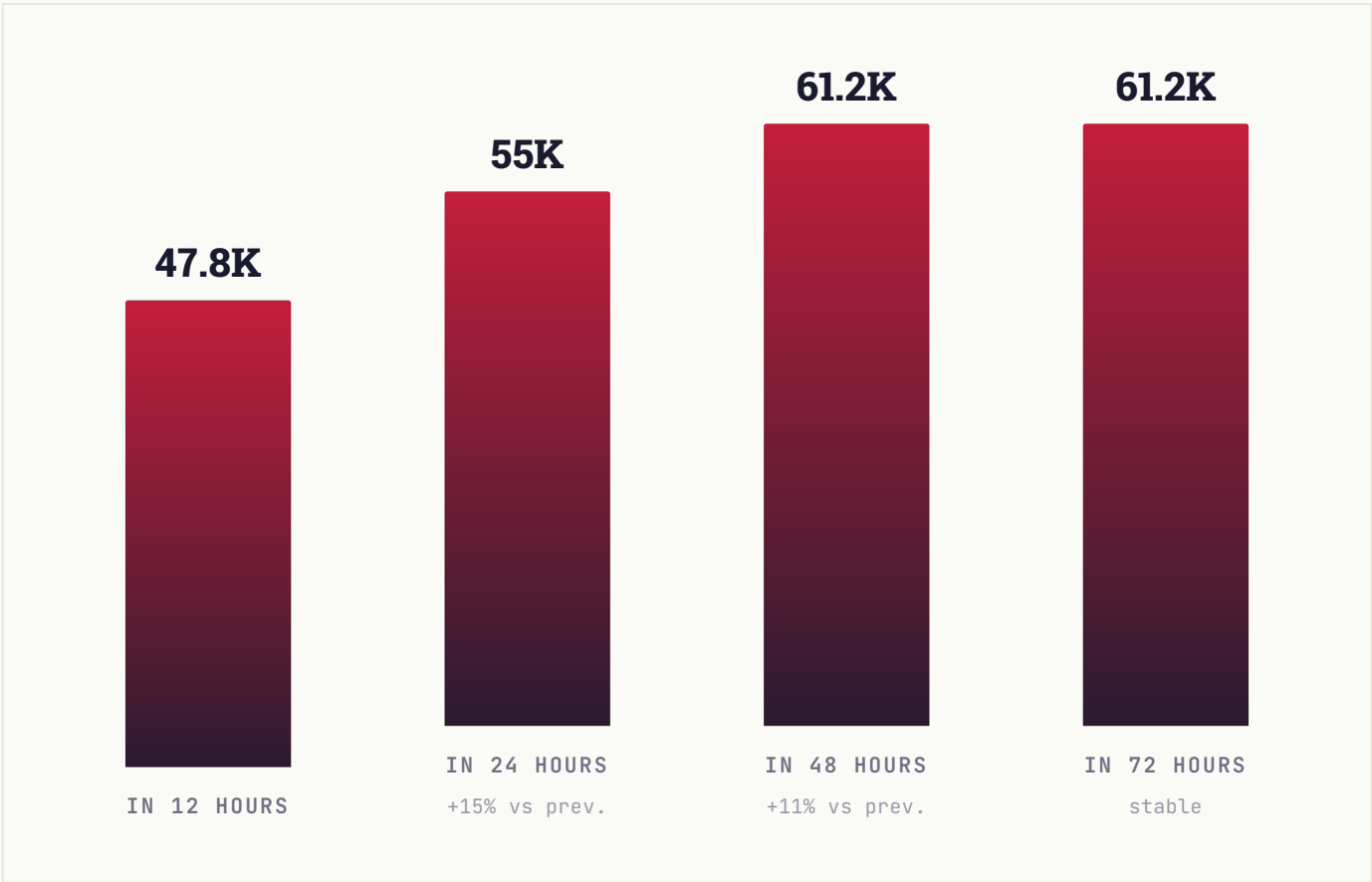
Subscriber growth chart for the year. Key months show exact subs. See which months grew or lost.



SECTION 04 · AD POTENTIAL

How long a post brings reach

Avg reach of ad post over 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	SUBSCRIBERS
DM Dima Maslennikov	2.2M
LI LITVIN	1.6M
EX Exile	1.4M
A3 Alexander Zubarev	1.3M
B🍄 Booster 🍄	1.2M
E1 EVELONE 192	1.2M
KB Bloody Lady	1.1M
ZJ brown lives here	1.1M
PA PARADEYEVICH	1M
NE NEVZOROV	1M
YЧ YanReyzen ЧАТ 🤝	189.1K

COMPARATIVE CONCLUSION

Channel not yet outside top 100 niche — 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 06 · MENTION DYNAMICS

How often the channel is mentioned

Each month we track posts in other channels that mention yours. Over the last **6 months** such mentions were **7**, they brought **10 275** new subs.

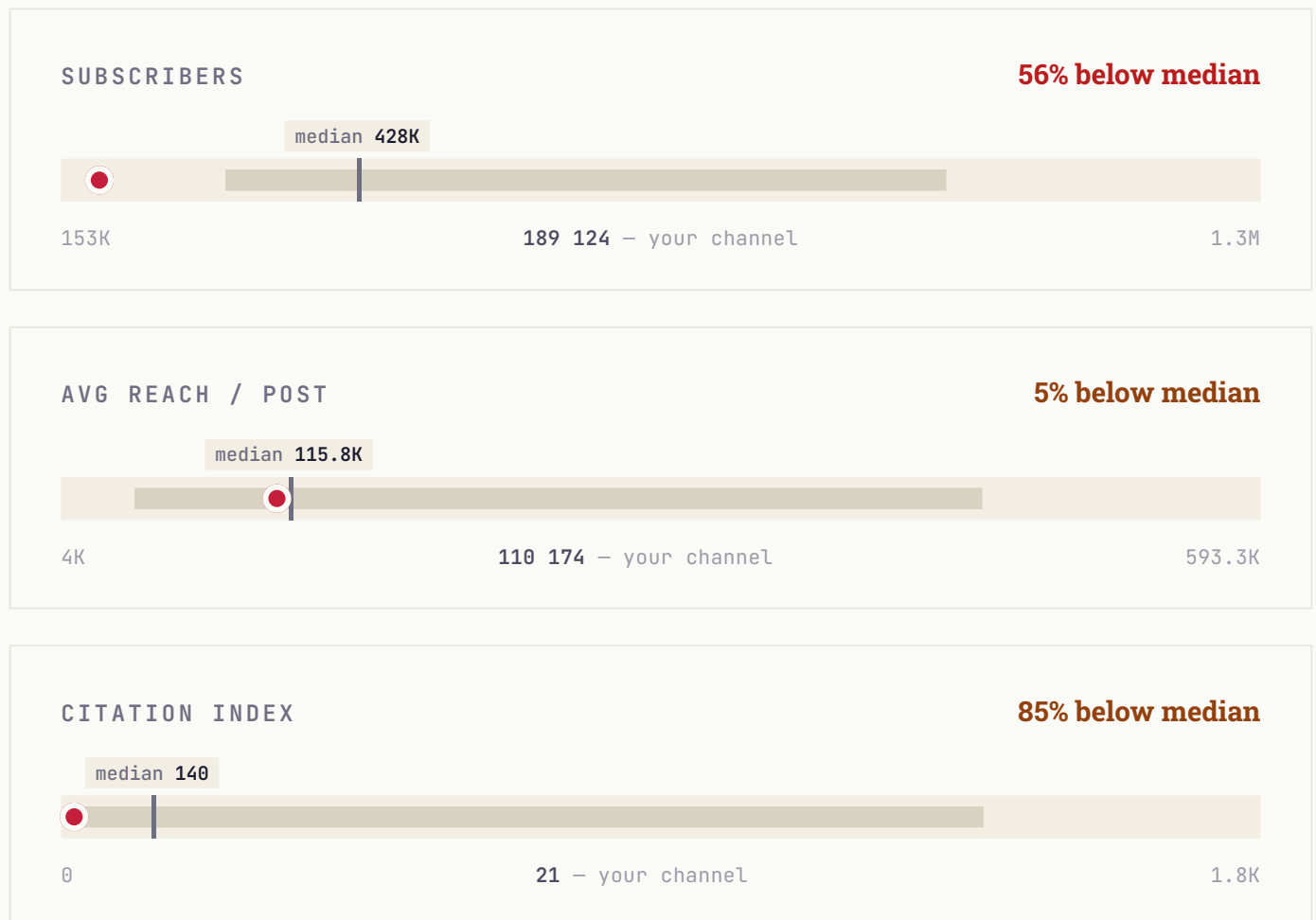
PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	1	1	1 935
December 2025	2	2	932
November 2025	0	0	1 624
October 2025	1	1	459
September 2025	3	3	2 963
August 2025	0	0	2 362

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
7	6	10 275

— SECTION 07 • NICHE COMPARISON

Where the channel stands 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 line — median. Red dot — your channel.



— SECTION 08 · STRATEGY

What to do right now

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

01

Increase posting frequency

Now 3.1 posts/week. Active channels average 7-10.
Consistency is key to audience retention.

EFFECT

**Consistency
beats volume****02**

Top post of the week — on Monday

Best time: this day at 18:00 MSK — audience most active.

EFFECT

**Best window
for important
posts****03**

Increase share of video posts

Video in Telegram holds audience longer & is favored by the algorithm. Aim for 15-25%.

EFFECT

**Video retains
audience
better****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 and interactive formats

Posts with polls/reactions usually boost ER by +5-15%.
One poll per week on a hot topic — easy win.

EFFECT

+5-15% ER

★ 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 target in a month.

01 Launch Telegram ad <https://panel.promptpress.com/register>

02 Contact manager t.me/PromptPress_manager
