

PROMTPRESS PUBLIC REPORT

Channel audit

Zadarom



@zadarom

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SUBSCRIBERS

147 163

-4761 per month

ERR (% WHO SEE
POSTS)

2.0%

last day **1.1%**

REACH/POST

2.5K

ad reach **1.6K**/24h

— CONTENTS · 2026

What's inside the report

01 Channel snapshot

12 key metrics · AI summary

02 Content analysis

Top-5 posts · worst 3 · insights

03 Subscriber dynamics

Year chart · growth

04 Citation rate

Who mentions the channel and how

05 Ad potential

How long a post brings reach

06 Competitors

Niche neighbors · your spot

07 Mention dynamics

6 months · monthly

08 Niche comparison

Position in «Sales» category

09 Strategy

5 priority actions

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.

 SUBSCRIBERS 147 163 —	 SUBS REACH 1.73% avg % subs see post	 VIEWS/POST 2.5K median 2.5K · —	 POSTS/WK 1.0 for the period
 7D TREND — no data for period	 REACTIONS/POST 40.0 total 40 reactions, 6 reposts, 0 comments	 POST LENGTH 414 chars median 414 · —	 POSTS ANALYZED 1 —
 AD REACH 1.6K 24h avg	 CHURN / MONTH -4761 last month	 CITATION RATE 762 citation index · 839 channels mentioned all time	 CHANNEL AGE 5 yrs 4 mo created 20.01.2021

AI EDITOR SUMMARY

Channel «Zadarom» — 147 163 subs. Each post averages 2.5K people (2% of subs), reach is low — consider expanding audience. Publishes 1 posts per week (~0/day) — rare publications.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and underperformers — to see what to repeat and what to drop from rotation.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 1 posts for —.
- 02 Dominant format — **Photo** (1/1 posts).
- 03 Avg post length — **414** chars (median 414).
- 04 Peak audience activity — **Thursday**, 17:00 MSK.
- 05 Top posts get **by 0x** more views than the weakest (847 avg for top vs 2.5K for worst) — among 1 posts over —. Analyze what top posts share: topic, format, time.

TOP 1 POSTS

Nº1 11.06 · 14:41 PHOTO Why should a beautiful dress gather dust in the closet because it's «too nice» and «nowhere to wear»? We killed that stereotype! Our stylish...	VIEWS	REACTIONS
	2 541	40
	REPOSTS	ER
	6	1.7%

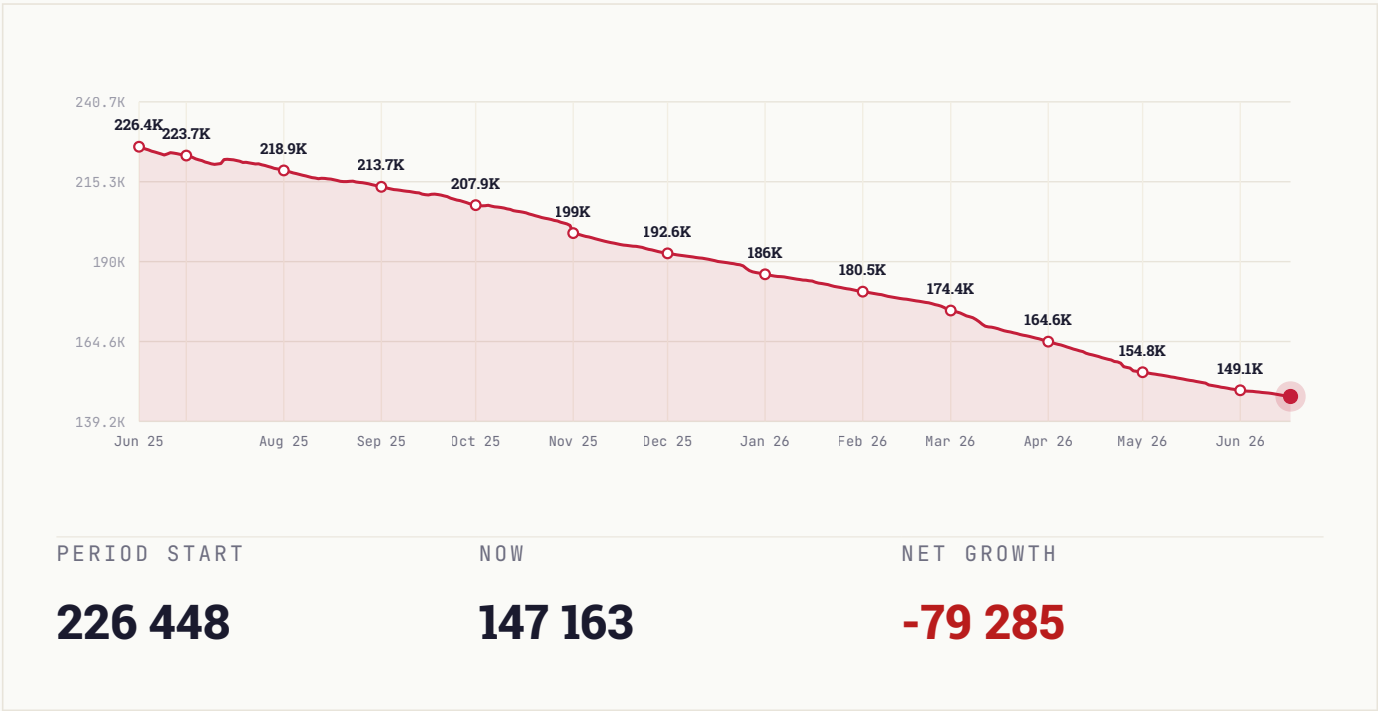
WORST 1

↓ 11.06 · 14:41 PHOTO Why should a beautiful dress gather dust in the closet because it's «too nice» and «nowhere to wear»? We killed that stereotype! Our stylish...	VIEWS	REACTIONS
	2 541	40
	REPOSTS	ER
	6	1.7%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

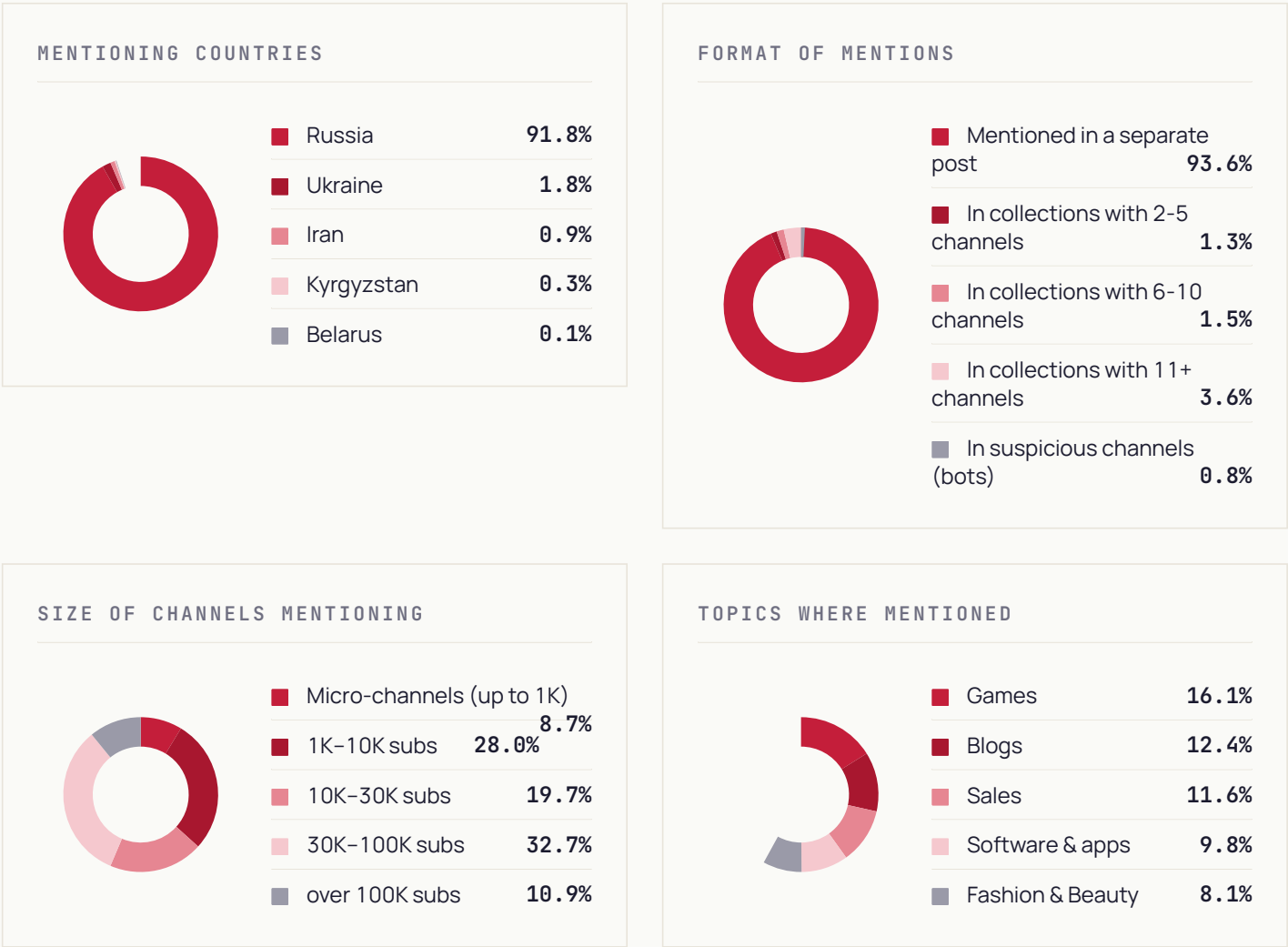
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel grew and which it lost subs.



SECTION 04 · CITATIONS

Who mentions the channel and how

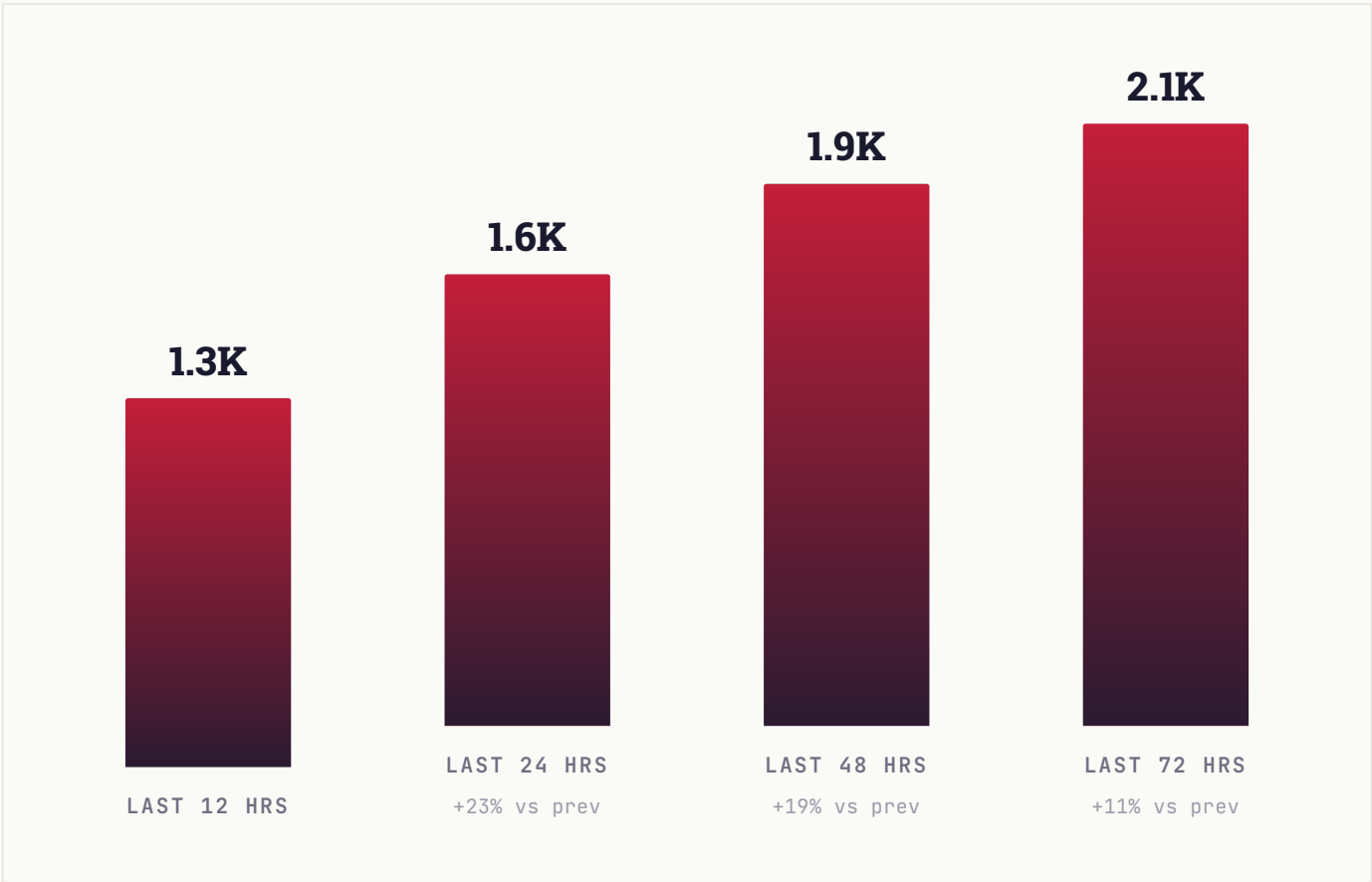
Citation index **762** – channel popularity rating based on mentions. Considers not only their count but also the weight of mentioners: a post from a channel with 100K subs weighs more than from 1K subs. All time channel was mentioned **839** different channels.



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 highlighted — see its rank among niche neighbors.

CHANNEL	SUBSCRIBERS
OZ OZON	1.1M
YM Yandex Market	1M
X- Freeloaders - Lightning	1M
SN Market discounts	993.1K
WS WB Sniper Finds on Wildberries Discounts Promos	932.9K
PB Po Blatu	888K
Z Zayats Promos Discounts	877.5K
W Wildberries finds	799.3K
VI ITEMS FROM VIDEO	711.7K
AL Alpha-Profitable	563K
ZA Zadarom YOU	147.2K

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#78 of 94). Niche median — 201.1K subs. First growth KPI — reach median. Leader: OZON (1.1M).

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we record posts in other channels that mention your channel. Over the last **6 months** such mentions were **4**, they brought **2 301** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
December 2025	0	0	0	
November 2025	1	1	0	
October 2025	0	0	168	
September 2025	0	0	252	
August 2025	0	0	237	
July 2025	3	1	1 644	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
4	6	2 301

— SECTION 08 • NICHE COMPARISON

Where the channel stands in its league

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

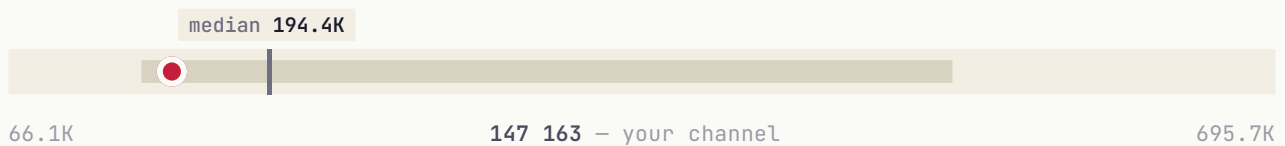
#78 /100

POSITION IN NICHE

Channel in the bottom half of the ranking

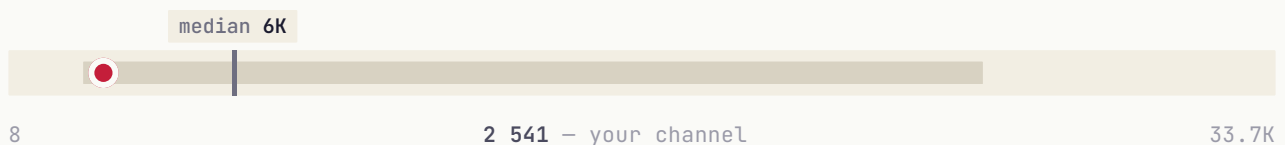
SUBSCRIBERS

24% worse than median



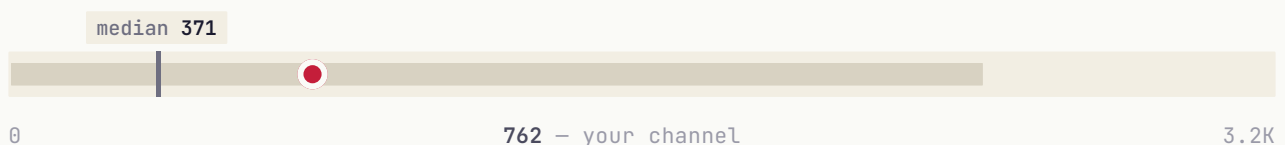
AVG REACH / POST

57% worse than median



CITATION INDEX

better than 57% of niche



— SECTION 09 • 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 1.0 posts/wk. Active channels average 7-10.
Consistency is key to retaining audience.

EFFECT

**Consistency
beats volume****02****Main post of the week — on Thursday**

Audience is most active on this day at 17:00 MSK.

EFFECT

**Best window
for an
important post****03****Increase video post 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****04****ER below niche benchmark — rethink formats**

Current ER 1.73% vs norm 5.5%. Try polls and interactive formats.

EFFECT

+3.8pp ER**05****System traffic purchase**

Three formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromptPress picks sources for your niche.

EFFECT

**+1000-3000
subs**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in minutes using public data. 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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