

PUBLIC REPORT BY PROMTPRESS

Channel audit

Zakhar Prilepin



@zakharprilepin

Official channel of writer, public and military figure, Lt. Col. Zakhar Prilepin. For official comments: @IvanValerievich91 For collaboration: @IvanValerievich91,...

SUBSCRIBERS

230 292

-11167 per month

ERR (% SEE POSTS)

9.0%

daily 4.5%

REACH/POST

20.6K

ad reach 10.4K/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 230 292 —	SUBSCRIBER REACH 8.96% avg % subs see post	VIEWS/POST 20.6K median 20.1K · 29 days	POSTS/WEEK 49.9 for period
7D TREND -19.3% vs previous week	REACTIONS/POST — MTPROTO only	POST LENGTH 725 chars median 910 · 29 days	POSTS ANALYZED 209 29 days
AD REACH 10.4K 24h avg	CHURN / MONTH -11167 last month	CITATION RATE 3 258 citation index · 8,240 channels mentioned all time	CHANNEL AGE 6 years 5 months created 29.01.2020

AI EDITOR SUMMARY

Channel «Zakhar Prilepin» — 230 292 subs. Each post averages 20.6K people (9% of subs), reach is low — should expand audience. Publishes 50 posts per week (~7/day) — active publishing. For week Jun 29 – Jul 5, reach dropped -19.3% to week Jun 22–28 — worth analyzing reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

Top engagement posts & underperformers — see what to repeat and what to drop.

WHAT TOP POSTS SHARE

- 01 Analysis based on 209 posts in 29 days.
- 02 Dominant format — Photo (95/209 posts).
- 03 Avg post length — 725 chars (median 910).
- 04 Audience peak activity — Sunday, 14:00 MSK.
- 05 Top posts get 5x more views than the weakest (51.3K avg top vs 10K worst) — among 209 posts in 29 days. Worth analyzing what top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 21.06 · 16:49 TEXT 👉👉👉 The explanation for this phenomenon — when a country doesn't know its heroes — is actually very simple. Military structures in general have alienated...	VIEWS 54 653 REPOSTS 310	REACTIONS — ER 23.7%
Nº2 13.06 · 10:17 TEXT German, of course, they won't beat anyone. But they explain it like this: because Russia still has 5,000 Lenin statues and a hundred statues...	VIEWS 50 171 REPOSTS 214	REACTIONS — ER 21.8%
Nº3 19.06 · 13:00 PHOTO "For every tear of an Israeli mother, a thousand tears of Lebanese mothers must be shed. All of Lebanon must burn to the ground." Minister...	VIEWS 49 045 REPOSTS 317	REACTIONS — ER 21.3%

Nº4 27.06 · 07:36 TEXT It's amusing when the very same people who spent a year and a half praising Trump and convincing us he came to crush Zelensky and...	VIEWS 47 317 REPOSTS 254 REACTIONS — ER 20.5%
Nº5 17.06 · 12:59 TEXT In the past contract, I noticed one obvious thing. While serving in management, I oversaw several units, which constantly...	VIEWS 45 519 REPOSTS 671 REACTIONS — ER 19.8%

WORST 3

↓ 07.07 · 16:09 PHOTO Zakhar (Evgeny Nikolaevich) Prilepin miraculously survived an assassination attempt and severe injury. Since then, he has a second life. And every new day...	VIEWS 10 500 REPOSTS 15 REACTIONS — ER 4.6%
↓ 07.07 · 17:36 TEXT A true Russian man, selfless, sincere, fearless, talented, honest and daring — happy birthday to Zakhar Prilepin...	VIEWS 10 270 REPOSTS 13 REACTIONS — ER 4.5%
↓ 07.07 · 16:09 VIDEO Heroes of the SVO: call sign Babushka. Part 1. He volunteered to defend Donbass back in 2014. Now he's 60, with a career in...	VIEWS 9 373 REPOSTS 21 REACTIONS — ER 4.1%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

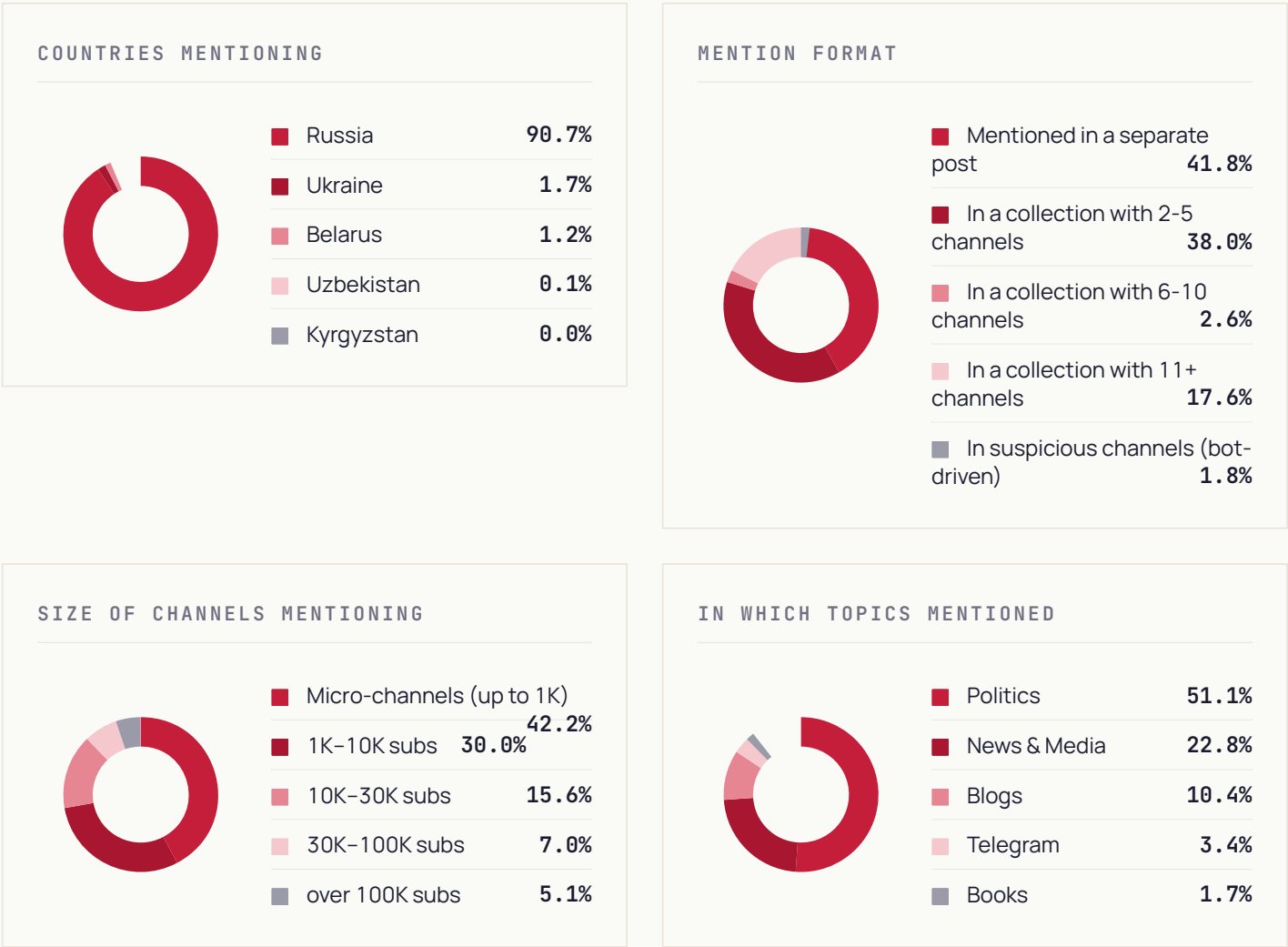
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained and lost subs.



SECTION 04 · MENTIONS

Who mentions the channel & how

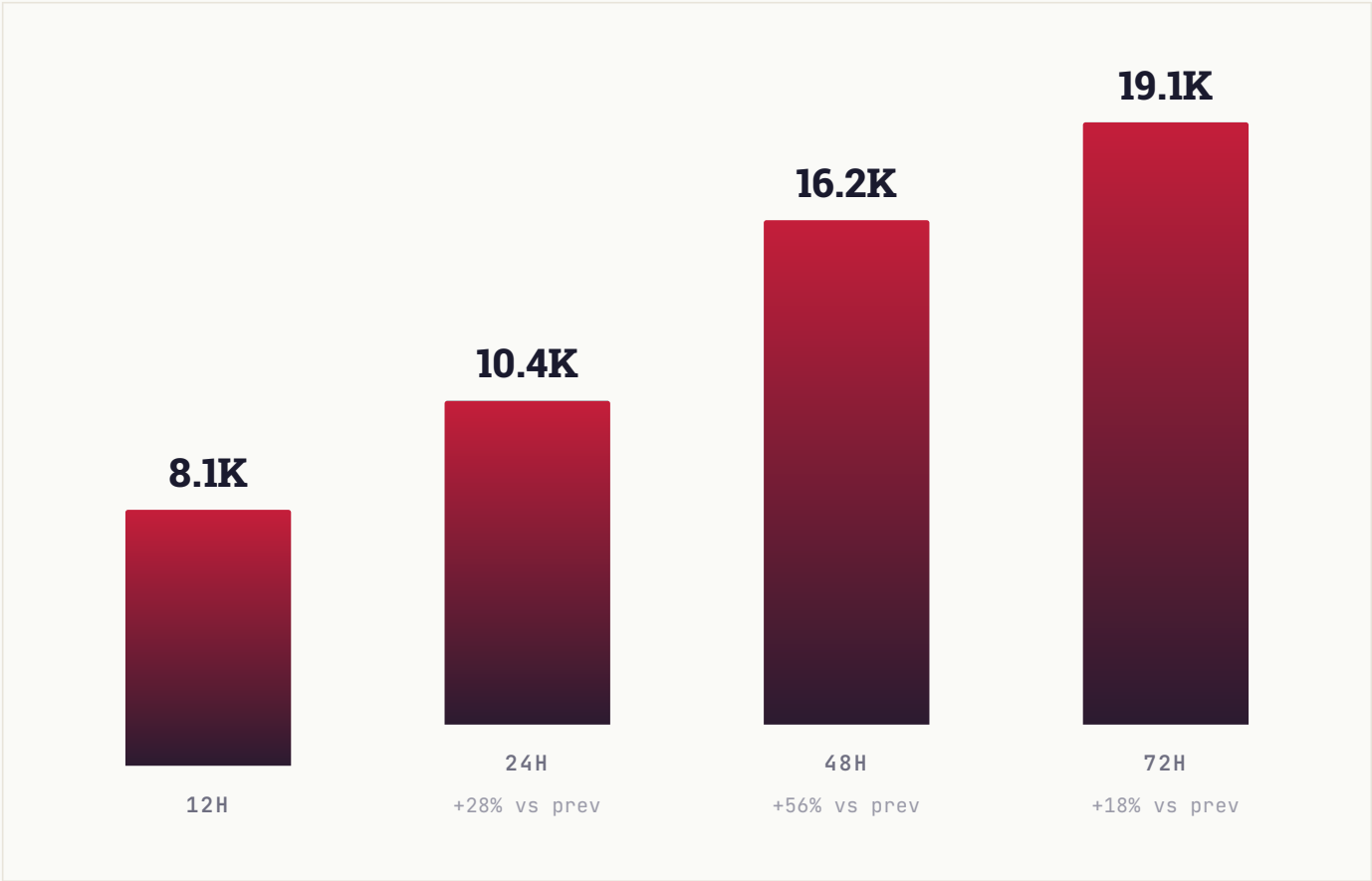
Citation index **3 258** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioners: a post from a channel with 100K subs weighs more than from 1K subs. All time channel was mentioned **8 240** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg ad post reach over time. Helps estimate how long placement stays effective.



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic & audience. Your channel is highlighted — see its rank 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
KB Bloody Lady	1.1M
E1 EVELONE 192	1.1M
LJ broen lives here	1.1M
PA PARADEEVICH	1M
NE NEVZOROV	1M
ZP Zakhar Prilepin YOU	230.3K

COMPARATIVE INSIGHT

Channel not yet outside niche top 100 — early growth stage. Niche leader — Dima Maslennikov (2.2M), median top-100: 480.6K. First goal — enter top-100 through systematic work with traffic and content.

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 **3 301**, they brought **51 405** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	583	301	9 089
December 2025	479	237	11 580
Nov 2025	583	314	18 914
Oct 2025	653	278	10 665
Sep 2025	486	204	1 111
August 2025	517	225	46

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
3 301	6	51 405

Where the channel stands in its league

The figure consists of three horizontal bar charts, each representing a different performance metric. Each chart has a light beige background bar representing the niche range, a darker beige segment representing the top 10% of the niche, and a vertical line indicating the median. A red dot marks the channel's performance, and a green dot marks the top 10% threshold.

SUBSCRIBERS

52% worse than median

median 483.2K

174.1K 230 292 — your channel 1.3M

AVG REACH / POST

85% worse than median

median 136.7K

6.3K 20 630 — your channel 584.8K

CITATION INDEX

top 10% of niche

median 163

0 3 258 — your channel 3.6K

Metric	Channel Value	Median	Top 10% Threshold	Performance Status
Subscribers	230,292	483.2K	1.3M	52% worse than median
Avg Reach / Post	20,630	136.7K	584.8K	85% worse than median
Citation Index	3,258	163	3.6K	top 10% of niche

— SECTION 09 · STRATEGY

What to do right now

5 priority actions sorted by expected impact. Check off as done and revisit this report in a month.

01

Top post of the week — on Sunday

On this day at 14:00 MSK audience is most active.

EFFECT

**Best time for
important
posts**

02

Systematic traffic buying

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

EFFECT

**+1000-3000
subs**

03

Test polls & interactive formats

Posts with polls/reactions usually give +5-15% to ER.
One poll per week on a hot topic — easy growth point.

EFFECT

+5-15% ER

04

Cross-promo with similar channels

Exchange posts with similar channels 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 — it's a source of organic traffic.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in minutes from public data. Want to go further? Run ads with us and close your growth plan in a month.

01 **Launch ads on Telegram** <https://panel.promptpress.com/register>

02 **Contact manager** t.me/PromptPress_manager
