

PROMTPRESS PUBLIC REPORT

Channel audit

ЗАПАШНЫЙ



@zapashnyru

Telegram channel of Edgard Zapashny Channel registration No. 4784894718

SUBSCRIBERS

38 249

-242 per month

ERR (% SEE POSTS)

12.0%

Per day 6.4%

REACH/POST

4.5K

Ad reach 2.5K/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 38 249 —	 SUBSCRIBER REACH 11.71% Avg % of subs see post	 VIEWS/POST 4.5K Median 4.2K · 29 days	 POSTS/WEEK 20.3 For the period
 7D TREND -3.3% vs previous week	 REACTIONS/POST 192.5 Total 16,551 reactions, 1,176 reposts, 674 comments	 POST LENGTH 352 chars Median 243 · 29 days	 POSTS ANALYZED 86 29 days
 AD REACH 2.5K 24h avg	 CHURN / MONTH -242 Last month	 CITATION RATE 729 Citation index · 2,262 channels mentioned over all time	 CHANNEL AGE 6 years 7 months Created 15.11.2019

AI EDITOR SUMMARY

Channel «ZAPASHNY» — 38 249 subs. Each post averages 4.5K people (12% From subs), reach is low — consider expanding audience. Publishes 20 posts/week (~3/day) — consistent. For the week Jun 29 – Jul 5, reach Stable (-3.3% vs week Jun 22–28).

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and outsiders – to see what to repeat and what to drop.

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on **86** posts in 29 days.
- 02 Dominant format – **Video** (44/86 posts).
- 03 Avg post length – **352** chars (median 243).
- 04 Peak audience activity – **Friday**, 00:00 MSK.
- 05 Top posts get **3x** More views than the weakest (11K avg top vs 3.4K worst) – among 86 posts in 29 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 17.06 · 10:13 VIDEO Latest video: This is what the Battle for Sevastopol Panorama Museum looks like now, completely burned after a Ukrainian drone attack.	VIEWS 15 016 REP. 109	REACTIONS 304 ER 39.3%
Nº2 07.07 · 14:11 PHOTO Israeli airline El Al cancels all flights to Russia due to the escalation of the conflict in Ukraine. That's the message I got...	VIEWS 9 137 REP. 178	REACTIONS 157 ER 23.9%
Nº3 29.06 · 11:33 VIDEO Why not 🤔	VIEWS 8 754 REP. 36	REACTIONS 167 ER 22.9%

Nº4 13.06 · 09:26 PHOTO We're the same blood 🐉 #hermes	VIEWS 7 062 REP. 18	REACTIONS 471 ER 18.5%
Nº5 01.07 · 19:26 VIDEO (post without caption – video)	VIEWS 7 047 REP. 25	REACTIONS 174 ER 18.4%

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WORST 3

↓ 05.07 · 05:45 PHOTO 🚒 Don't miss it! Today! ♦ Author's program «Wildlife with Edgard Zapashny» on radio «Sputnik». ♦ Tune in at 91.2 FM in...	VIEWS 3 463 REP. —	REACTIONS 82 ER 9.1%
↓ 03.07 · 09:23 VIDEO Wonderful student, straight-A student Bob) Kids at this age are like sponges, absorbing everything very quickly, so rehearsals with them are only 10 minutes...	VIEWS 3 444 REP. 11	REACTIONS 355 ER 9.0%
↓ 04.07 · 10:42 PHOTO 🐅 So happy for Dieter. Despite the heat, he spends a lot of time outside, taking long walks (I think well over 10,000 steps...	VIEWS 3 438 REP. 7	REACTIONS 406 ER 9.0%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth vs. loss.

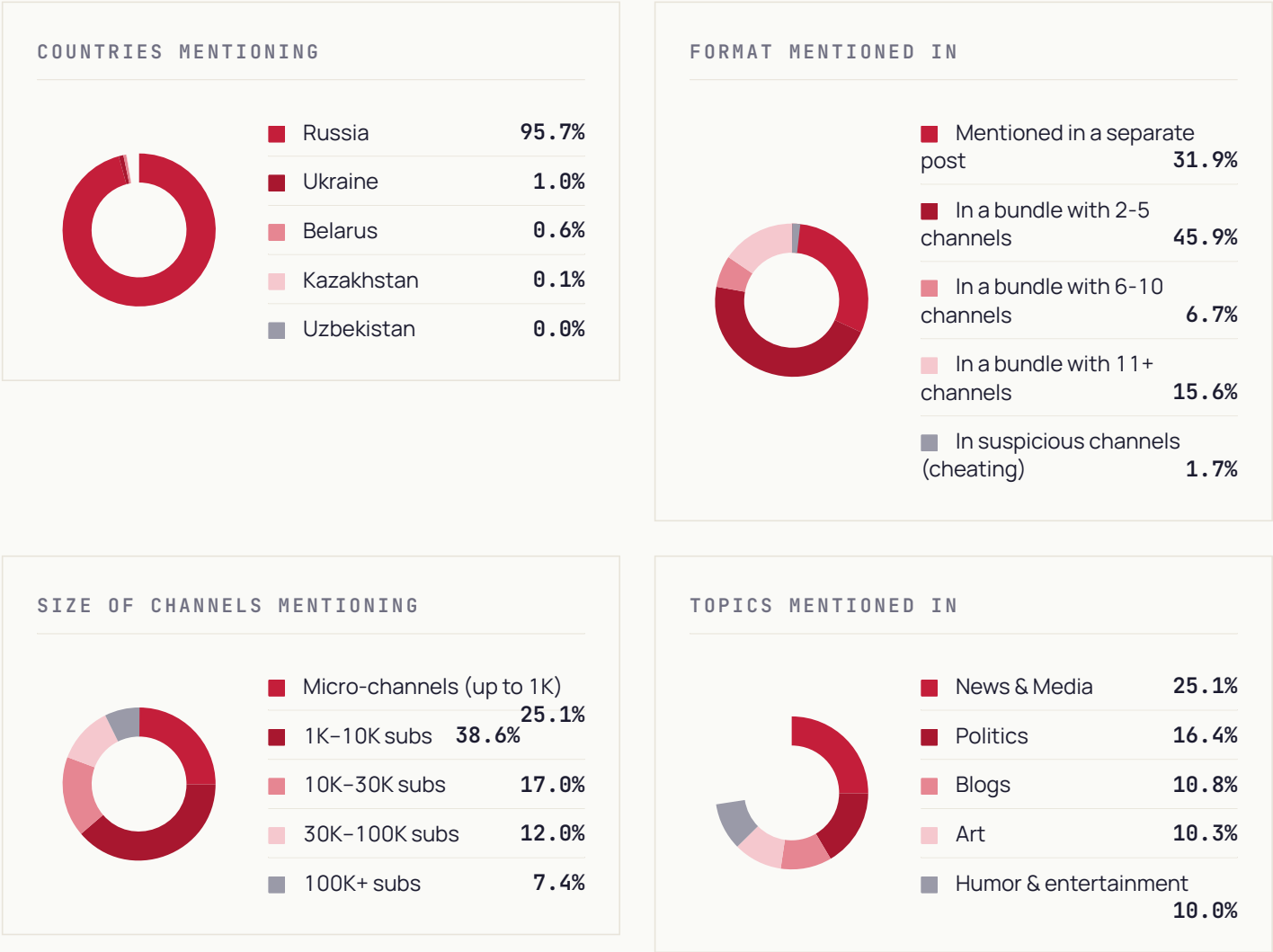


PERIOD START	NOW	NET GROWTH
42 172	38 242	-3 930

SECTION 04 · MENTIONS

Who mentions the channel and how

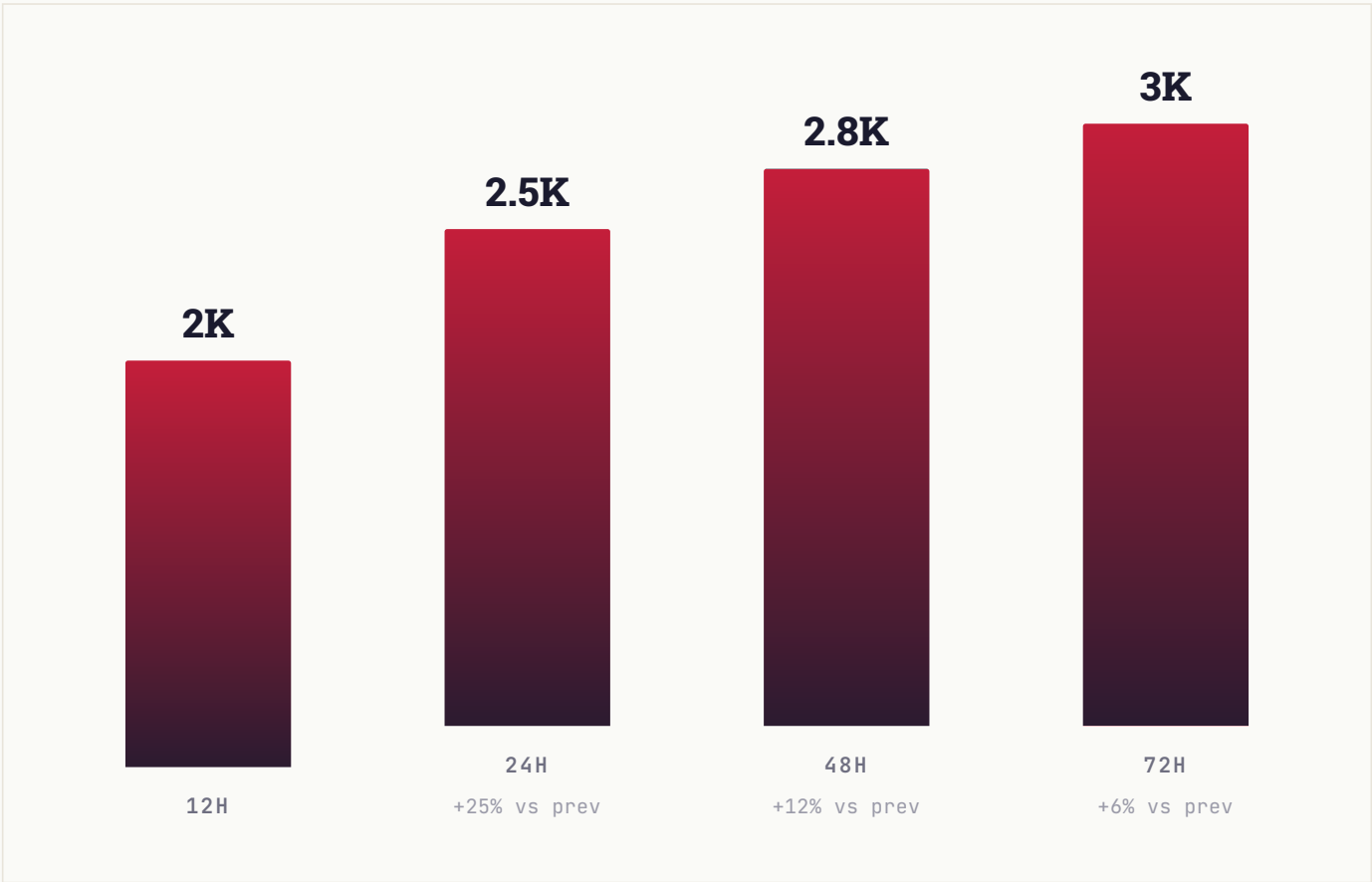
Citation index **729** — channel popularity rating based on mentions. Considers not only count but also mentioner weight: a post from a 100K subs channel weighs more than from 1K. All-time mentions: **2 262** different channels.



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 Nearby channels by topic & audience. Your channel is highlighted — 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
KB Bloody Lady	1.1M
E1 EVELONE 192	1.1M
LJ Broen lives here	1.1M
PA PARADEYEVICH	1M
NE NEVZOROV	1M
ZA ЗАПАШНЫЙ YOU	38.2K

COMPARATIVE INSIGHT

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

SECTION 07 · MENTION TRENDS

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: **729**, they brought **1 615** New subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
January 2026	56	24	351	
December 2025	152	84	49	
Nov 2025	197	73	59	
Oct 2025	122	65	330	
September 2025	67	29	106	
August 2025	135	49	720	

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS
729	6	1 615

Where the channel stands in its league

SUBSCRIBERS worse than median by 92%

Median 483.2K

174.1K 38 249 — your channel 1.3M

AVG REACH / POST worse than median by 97%

Median 136.7K

6.3K 4 480 — your channel 584.8K

CITATION INDEX Better than 66% of niche

Median 163

0 729 — your channel 2K

— SECTION 09 · STRATEGY

What to do right now

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

01**Main post of the week — on Friday**

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

EFFECT

**Best time 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 poll per week on a hot topic — easy growth lever.

EFFECT

+5-15% ER**04****Cross-promo with similar channels**

Exchange posts with similar channels quarterly. 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 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 plan in a month.

01	Launch ads in Telegram	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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