

PUBLIC REPORT PROMTPRESS

Channel audit

Zaporozhye Speaks



@zaporozhiegovorit

Relevant and fresh news from the territories of Zaporozhye region.

For ads: @anna_rego RKN 6603295484

SUBSCRIBERS

36 556

+14580 per month

ERR (% SEE POSTS)

9.0%

per day 6.9%

REACH/POST

3.1K

ad reach 2.5K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. Subtitle shows the period calculated.

 SUBSCRIBERS 36 556 —	 SUBS REACH 8.5% avg % subs see post	 VIEWS/POST 3.1K median 3.4K · 29 days	 POSTS/WEEK 12.5 over period
 7D TREND -24.8% vs previous week	 REACTIONS/POST — MTPROTO only	 POST LENGTH 559 chars median 596 · 29 days	 POSTS ANALYZED 52 29 days
 AD REACH 2.5K 24h avg	 CHURN / MONTH +14580 over last month	 CITATION RATE 0 citation index · 29 channels mentioned all time	 CHANNEL AGE 7 months 9 days created 02.12.2025

AI EDITOR SUMMARY

Channel «Zaporozhye Speaks» — 36 556 subs. Each post averages 3.1K people (9% of subs), reach is low — consider expanding audience. Publishes 12 posts per week (~2/day) — regular schedule. For week 29 Jun — 5 Jul reach dropped by -24.8% by week 22–28 Jun — worth analyzing.

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 **52** posts over 29 days.
- 02 Dominant format — **Photo** (51/52 posts).
- 03 Avg post length — **559** chars (median 596).
- 04 Peak audience activity — **Wed**, 14:00 MSK.
- 05 Top posts get **2×** more views than the weakest (3.8K avg for top vs 2.3K for worst) — among 52 posts over 29 days. Worth analyzing what the top has in common: topic, format, time.

TOP 5 POSTS

Nº1 20.06 · 16:05 PHOTO !! Sochi doctors and neuropsychologists continue humanitarian mission in Zaporizhzhia region With support from Sochi administration, a team of doctors and...	VIEWS 3 754 REPOSTS 11	REACTIONS — ER 10.3%
Nº2 15.06 · 18:05 PHOTO Health Ministry: 3 babies born in Zaporozhye region in past 24 hours Boys — 2 Girls — 1 Zaporozhye...	VIEWS 3 753 REPOSTS 10	REACTIONS — ER 10.3%
Nº3 21.06 · 16:30 PHOTO Important info for Zaporozhye residents Ban on filming military personnel remains in effect in Zaporozhye region...	VIEWS 3 748 REPOSTS 8	REACTIONS — ER 10.3%

Nº4 22.06 • 16:32 PHOTO Zaporozhye roads to become safer State Enterprise «UAZO» continues installing speed bumps on...	VIEWS 3 738 REPOSTS 10 REACTIONS — ER 10.2%
Nº5 13.06 • 13:36 PHOTO On Russia Day, awarded deserving workers of culture of Zaporozhye region — thanks and orders 'For Merit to the...'	VIEWS 3 737 REPOSTS 8 REACTIONS — ER 10.2%

WORST 3

↓ 07.07 • 17:40 PHOTO Russia created a drug to reduce side effects in cancer therapy It is a radioprotector designed to reduce...	VIEWS 2 498 REPOSTS 9 REACTIONS — ER 6.8%
↓ 05.07 • 19:40 PHOTO Health Ministry: 4 babies born in Zaporozhye region in past 24 hours Boys — 2 Girls — 2 Zaporozhye...	VIEWS 2 267 REPOSTS 5 REACTIONS — ER 6.2%
↓ 17.06 • 16:03 PHOTO Over... applications submitted in two months for season 2 of the «Territory of New Opportunities» program by the Presidential Platform «Russia — Land of Opportunity»	VIEWS 2 247 REPOSTS 11 REACTIONS — ER 6.1%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

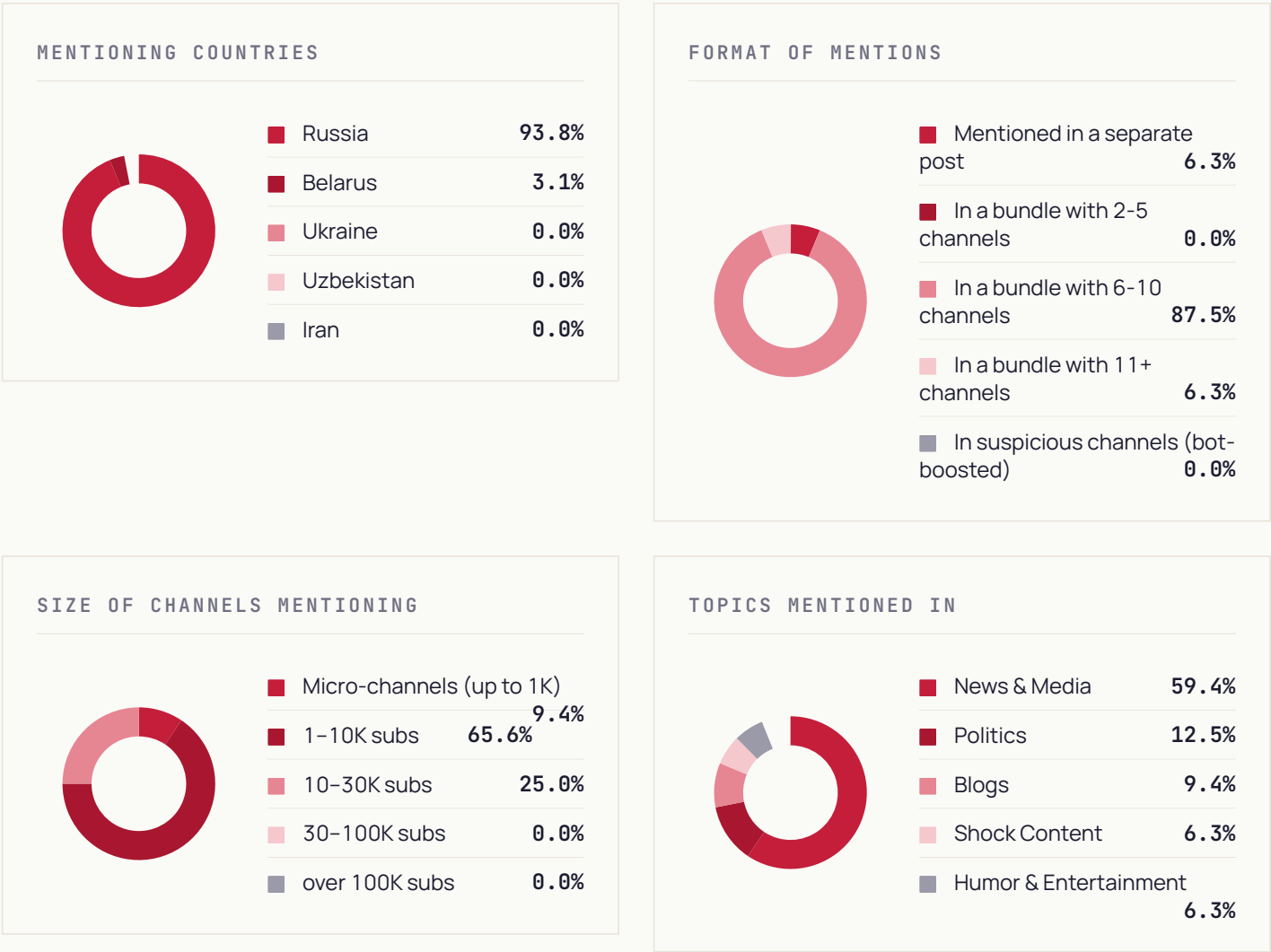
Subscriber growth chart for the year. Key months show exact subscriber count. See which months gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

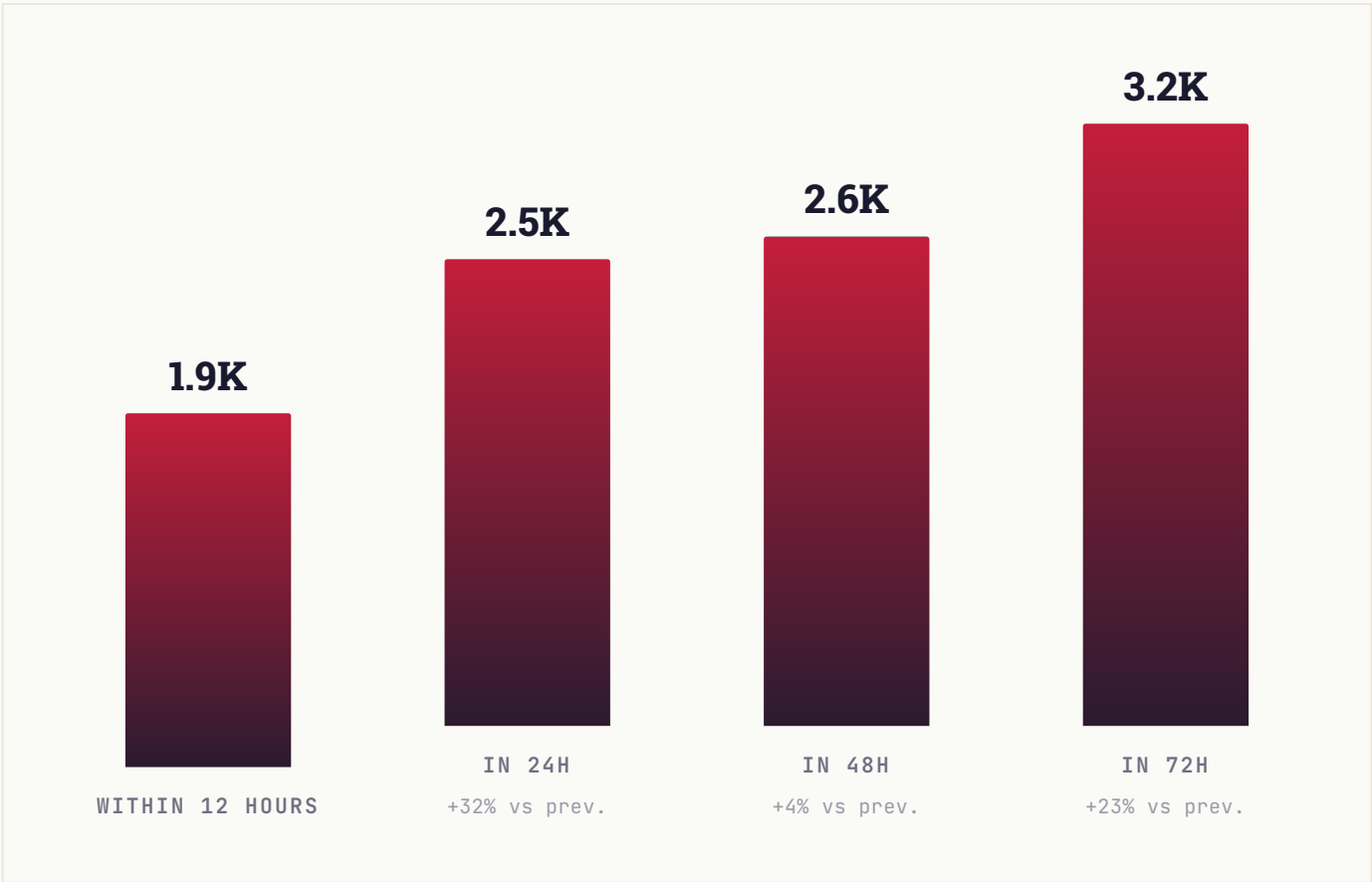
Citation index 0 – channel popularity rating based on mentions. Considers not only their count but also the weight of mentioners: a post from a 100k subs channel weighs more than from a 1k subs channel. All time channel mentioned 29 different channels.



SECTION 05 · AD POTENTIAL

How long a post generates 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 is highlighted — you can see its place among niche neighbors.

CHANNEL	SUBSCRIBERS
ا خ اخبارفوری خبرفوری جنگ امریکا فوری	6M
ا خ خبرفوری اخبارفوری جنگ فوری امریکا	4.7M
خ ب خبرفوری	4.5M
ک ا کانال اخبارفوری خبرفوری	4.4M
PE Live Broadcast • News	4.1M
TL Topor Live	4.1M
M• Moskvach • Moscow News	3.8M
M- Moscow is interesting	3.4M
PM First Moscow	3.2M
TP Trukha ⚡ Ukraine	3.1M
ZG Zaporozhye Speaks YOU	36.6K

COMPARATIVE CONCLUSION

Channel not yet outside top 97 of niche — early growth stage. Niche leader — اخبارفوری خبرفوری جنگ امریکا فوری (6M), top-97 median: 1.3M. First goal — enter top-97 through systematic work with traffic and content.

— SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Monthly we track posts in other channels that mention yours. Over the last **2 months** such mentions were **31**, they brought **3 689** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
January 2026	0	0	3 689
December 2025	31	28	0

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
31	2	3 689

Where 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, a darker beige segment representing the median, and a vertical line for the target value. A red dot on the left indicates the current channel's position.

- SUBSCRIBERS:** The median is 1.3M. The target is 36,556. The channel is at 501K, which is 97% below the median.
- AVG REACH / POST:** The median is 85.3K. The target is 3,108. The channel is at 744, which is 96% below the median.
- CITATION INDEX:** The median is 1.8K. The target is 0. The channel is at 0, which is 99% below the median.

Metric	Median	Target	Channel Value	Performance Status
SUBSCRIBERS	1.3M	36 556	501K	97% below median
AVG REACH / POST	85.3K	3 108	744	96% below median
CITATION INDEX	1.8K	0	0	99% below median

— SECTION 09 · STRATEGY

What to Do Right Now

5 priority actions sorted by expected impact. Can be checked off and revisited in a month.

01

Top post of the week — Wednesday

Best time: this day at 14:00 MSK — audience most active.

EFFECT

**Best window
for important
posts**

02

Increase share of video posts

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

EFFECT

**Video retains
audience
better**

03

Systematic traffic buying

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

EFFECT

**+1000-3000
subs**

04

Test polls & interactive formats

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

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

Swap posts quarterly with channels in the same segment. No need daily — 2-3 collabs give relevant growth.

EFFECT

**Growth from
relevant
audience**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in a few minutes based on public data. If you want to go further — run ads through us and close 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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