

PROMTPRESS PUBLIC REPORT

Channel audit

ZARUB - плати за рубежом



@zarub_official

Virtual cards with Apple/Google Pay for stores and foreign services
 @zarub_help_bot - support @zarub_manager - cooperation
 @zarub_team -...

SUBSCRIBERS

26 793

+13930 per month

ERR (% SEE POSTS)

37.0%

last day 15.4%

REACH/POST

9.3K

ad reach 2.9K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 26 793 —	 SUBS REACH 34.86% avg % subs see post	 VIEWS/POST 9.3K median 9.2K · 26 days	 POSTS/WEEK 2.6 for period
 7D TREND +50.0% vs prev week	 REACTIONS/POST 61.2 only 612 reactions, 330 reposts, 0 comments	 POST LENGTH 872 chars median 872 · 26 days	 POSTS ANALYZED 10 26 days
 AD REACH 2.9K 24h avg	 CHURN / MONTH +13930 last month	 CITATION RATE 6 citation index · 53 channels mentioned ever	 CHANNEL AGE 1 year 2 months created 04.05.2025

AI EDITOR SUMMARY

Channel «ZARUB - pay abroad» — 26 793 subs. Each post averages 9.3K people (35% of subs), good reach. Posts 3 posts per week (~0/day) — rare. For week 22–28 Jun reach grew by +50.0% by week 15–21 Jun — positive trend.

SECTION 02 · CONTENT ANALYSIS

What Works Best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 10 posts in 26 days.
- 02 Dominant format – Photo (9/10 posts).
- 03 Avg post length – 872 chars (median 872).
- 04 Audience peak – Friday, 16:00 MSK.
- 05 Top posts get 2x more views than the weakest (12.5K avg for top vs 8K for worst) – among 10 posts in 26 days. Worth analyzing what the top has in common – topic, format, time.

TOP 5 POSTS

Nº1 26.06 · 13:57 TEXT ⚡ We reminded you about GTA 6 for a reason. Pre-order is open, hype is insane, and you can get the game for free ⚡ 5 copies of GTA 6 - free, no...	VIEWS 14 806 REPOSTS 93	REACTIONS 200 ER 55.3%
Nº2 22.06 · 11:00 PHOTO GTA VI – most anticipated game of the decade. 🎮 13 years – that's how long since GTA V launched. June 18 Rockstar...	VIEWS 13 006 REPOSTS 29	REACTIONS 63 ER 48.5%
Nº3 20.06 · 11:36 PHOTO 💜 Creating content? Let's collaborate. We launched an affiliate program for creators and are looking for authors who create...	VIEWS 9 784 REPOSTS 30	REACTIONS 36 ER 36.5%

Nº4

12.06 · 16:19

PHOTO

🔥 ZARUB Users' Choice! Services our users pay for most often and on a regular basis 🗣️📡 Starlink – satellite...

VIEWS

9 711

REPOSTS

33

REACTIONS

34

ER

36.2%

Nº5

30.06 · 11:05

PHOTO

📺 Did you know ZARUB card works not only where you think? Everyone knows about Netflix, Spotify, and ChatGPT. But ZARUB card is accepted...

VIEWS

9 673

REPOSTS

30

REACTIONS

124

ER

36.1%

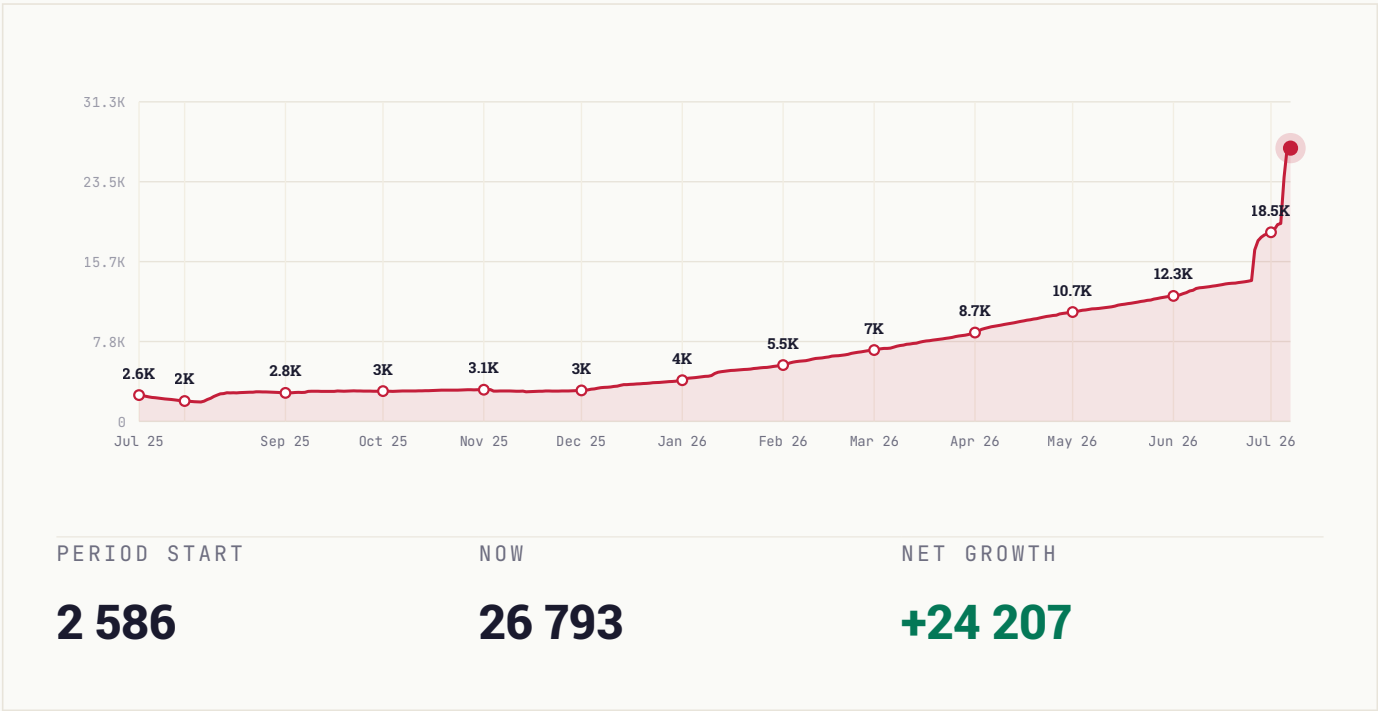
WORST 3

↓ 11.06 · 16:15 PHOTO 💰 Why "I'll wait" is the most expensive decision? Most people carefully calculate access cost: subscription to a service, new tool...	VIEWS 8 573 REPOSTS 7	REACTIONS 50 ER 32.0%
↓ 10.06 · 16:10 PHOTO 🎮 What can you pay with ZARUB card besides AI services? Ad-free music, high-quality movies, and favorite content without limits...	VIEWS 7 809 REPOSTS 8	REACTIONS 22 ER 29.1%
↓ 09.06 · 16:22 PHOTO 💳 What can you pay with ZARUB card to keep up and start earning? We've gathered the most popular AI services that you can...	VIEWS 7 747 REPOSTS 40	REACTIONS 35 ER 28.9%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

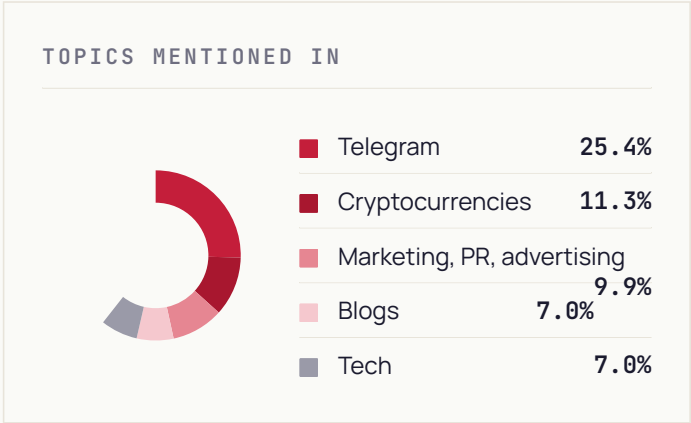
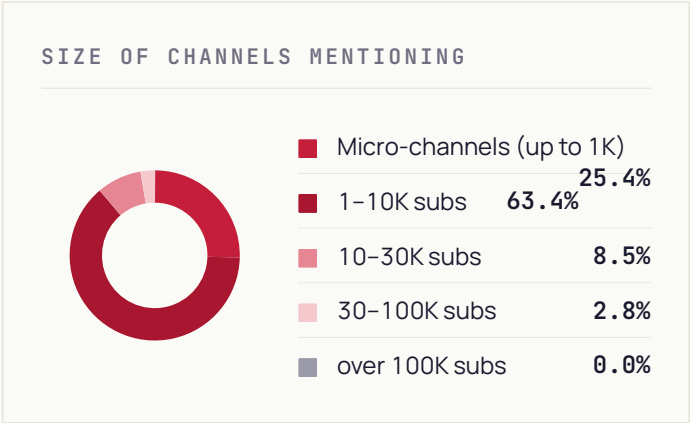
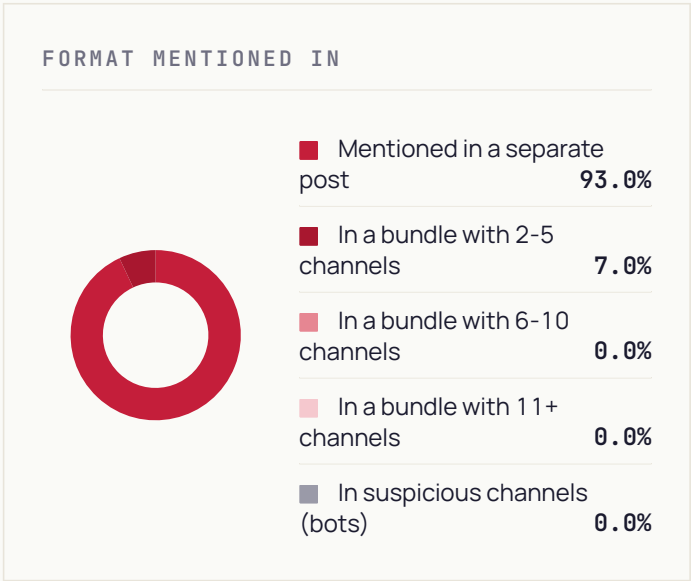
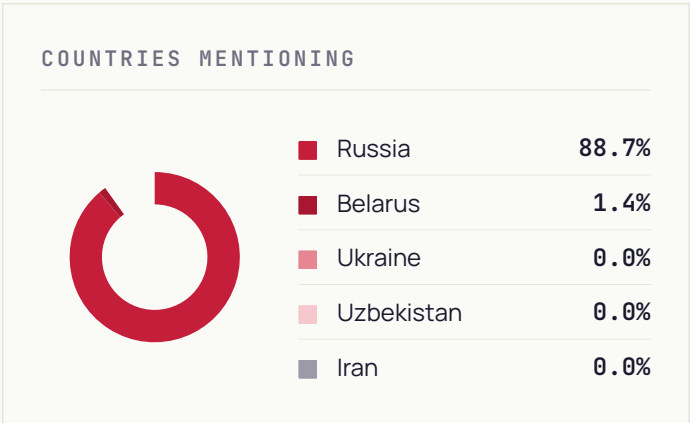
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth vs. loss.



SECTION 04 · MENTIONS

Who and how mentions the channel

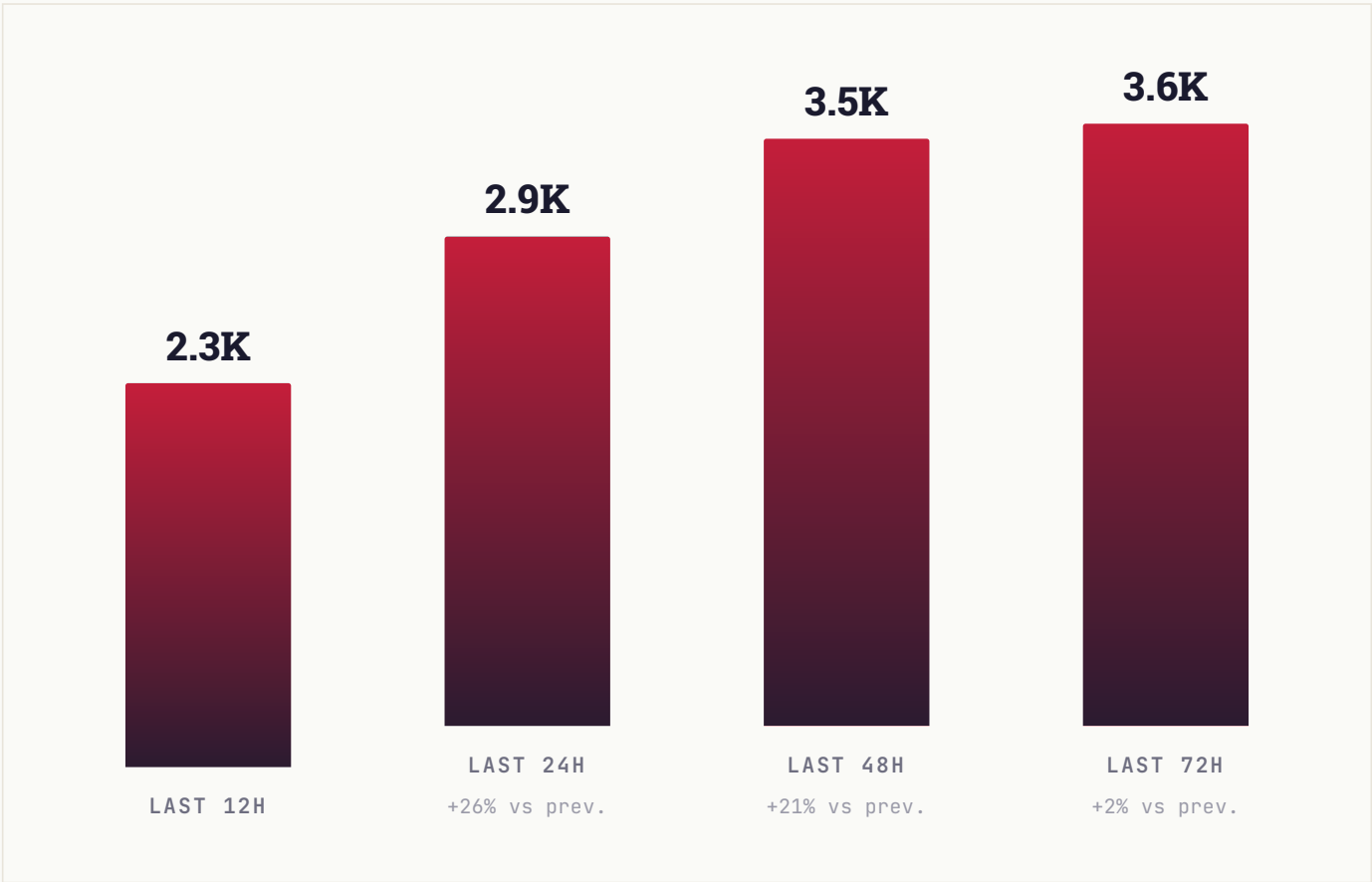
Citation index 6 – channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel 'weighs' more than from a 1K subs channel. All-time channel mentions: 53 different channels.



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
OZ OZON	1.1M
SN Market Discounts	1M
YaM Yandex Market	1M
X- Freeloaders - Lightning	997.5K
WS WB Sniper Wildberries finds Discounts Deals	922.2K
PB By Blat	876.1K
Z Hare Promos Discounts	874.4K
W Wildberries finds	793.3K
VI ITEMS FROM VIDEO	703.1K
AL Alpha-Profitable	558.5K
Z- ZARUB - плати за рубежом YOU	26.8K

COMPARATIVE SUMMARY

Channel not yet outside top 94 of niche — early growth stage. Niche leader — OZON (1.1M), top-94 median: 204.2K. First goal — enter top-94 through systematic work on traffic and content.

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Every month we track posts in other channels that mention yours. Over the last **6 months** such mentions were **19**, they brought **4 124** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
January 2026	12	11	1 461	
December 2025	2	2	983	
November 2025	2	2	203	
October 2025	3	2	180	
September 2025	0	0	267	
August 2025	0	0	1 030	

TOTAL MENTIONS	MONTHS IN DATA	ACQUIRED SUBS
19	6	4 124

Where channel stands in its league

Black vertical – median. Red dot – your channel.



— SECTION 09 · STRATEGY

What to Do Right Now

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

- | | | |
|-----------|--|--|
| 01 | Increase posting frequency
Now 2.6 posts/week. Active channels average 7-10.
Consistency is key to retention. | EFFECT
Consistency
beats volume |
| 02 | Main post of the week — on Friday
Audience is most active on this day at 16:00 MSK. | EFFECT
Best window
for an
important post |
| 03 | Increase video post share
Video in Telegram holds audience longer and is favored
by the algorithm. Recommend share of 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 & 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 |

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in a few minutes using public data. If you want to go further — run ads through us and hit your growth target 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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