

PROMTPRESS PUBLIC REPORT

Channel Audit

ZaTelecom



@zatelecom

#3aТелеком - only about telecom - past, future, and what calms the heart. Contact author only via bot: @ForTelekom_support_bot

SUBSCRIBERS

64 610

+307 per month

ERR (% SEE POSTS)

28.0%

last 24 hrs 20.1%

REACH/POST

17.6K

ad reach 13K/24h

— CONTENT · 2026

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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 was calculated for.

 SUBSCRIBERS 64 610 —	 SUBS REACH 27.21% avg % subs see post	 VIEWS/POST 17.6K median 17K · 29 days	 POSTS/WEEK 49.5 for period
 7D TREND -10.6% vs prev week	 REACTIONS/POST 152.5 total 31,864 reactions, 27,803 reposts, 0 comments	 POST LENGTH 549 chars median 556 · 29 days	 POSTS ANALYZED 209 29 days
 AD REACH 13K 24h avg	 CHURN / MONTH +307 last month	 QUOTABILITY 694 citation index · 2,607 channels mentioned all time	 CHANNEL AGE 9 years 2 months created 22.04.2017

AI EDITOR SUMMARY

Channel «ZaTelecom 🌐» — 64 610 subs. Each post averages 17.6K people (27% of subs), good reach. Publishes 50 posts/week (~7/day) — active posting. For week Jun 29–Jul 5 reach dropped -10.6% by week Jun 22–28 — 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 **209** posts over 29 days.
- 02 Dominant format — **Photo** (106/209 posts).
- 03 Avg post length — **549** chars (median 556).
- 04 Peak audience activity — **Tuesday**, 00:00 MSK.
- 05 Top posts get **4×** more views than the weakest (52.2K avg for top vs 13.5K for worst) — among 209 posts in 29 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 23.06 · 21:33 TEXT Deutsche Bahn halted train service nationwide for about 22 hours due to a nationwide digital railway radio outage...	VIEWS 81 058 REPOSTS 538	REACTIONS 93 ER 125.5%
Nº2 25.06 · 08:33 PHOTO Meanwhile, Apple removed ALL VK apps from AppStore I tested selectively and definitely not, e.g., VK Mail (that's mail.ru...	VIEWS 40 775 REPOSTS 165	REACTIONS 204 ER 63.1%
Nº3 19.06 · 11:38 PHOTO Not exactly telecom, but definitely internet. Donald Trump is trending again in the Spanish-language segment...	VIEWS 34 639 REPOSTS 1 146	REACTIONS 300 ER 53.6%

Nº4

23.06 · 07:05

PHOTO

Agree with both

VIEWS	REACTIONS
23 351	350
REPOSTS	ER
526	36.1%

Nº5

30.06 · 10:10

TEXT

Consequences of this RF Government Decree Given regular data leaks and the technical ability to change IMEI on some devices, implementing this...

VIEWS	REACTIONS
22 976	297
REPOSTS	ER
801	35.6%

WORST 3



17.06 · 07:56

TEXT

Due to mobile internet outages in Russia, advertisers are increasingly buying promo mailings via SMS @meduza_news
Open site...

VIEWS	REACTIONS
13 886	125
REPOSTS	ER
40	21.5%



09.07 · 14:58

TEXT

 Off-topic. Today the Russian State Duma passed a law on souvenir AI in the third reading: <https://sozd.duma.gov.ru/bill/1271570-8> A...

VIEWS	REACTIONS
13 467	54
REPOSTS	ER
37	20.8%



17.06 · 08:09

TEXT

Hi! GEN PAY cards have a two-level referral program. With it, both you and the person you invite can get...

VIEWS	REACTIONS
13 227	52
REPOSTS	ER
33	20.5%

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 gained or lost subs.

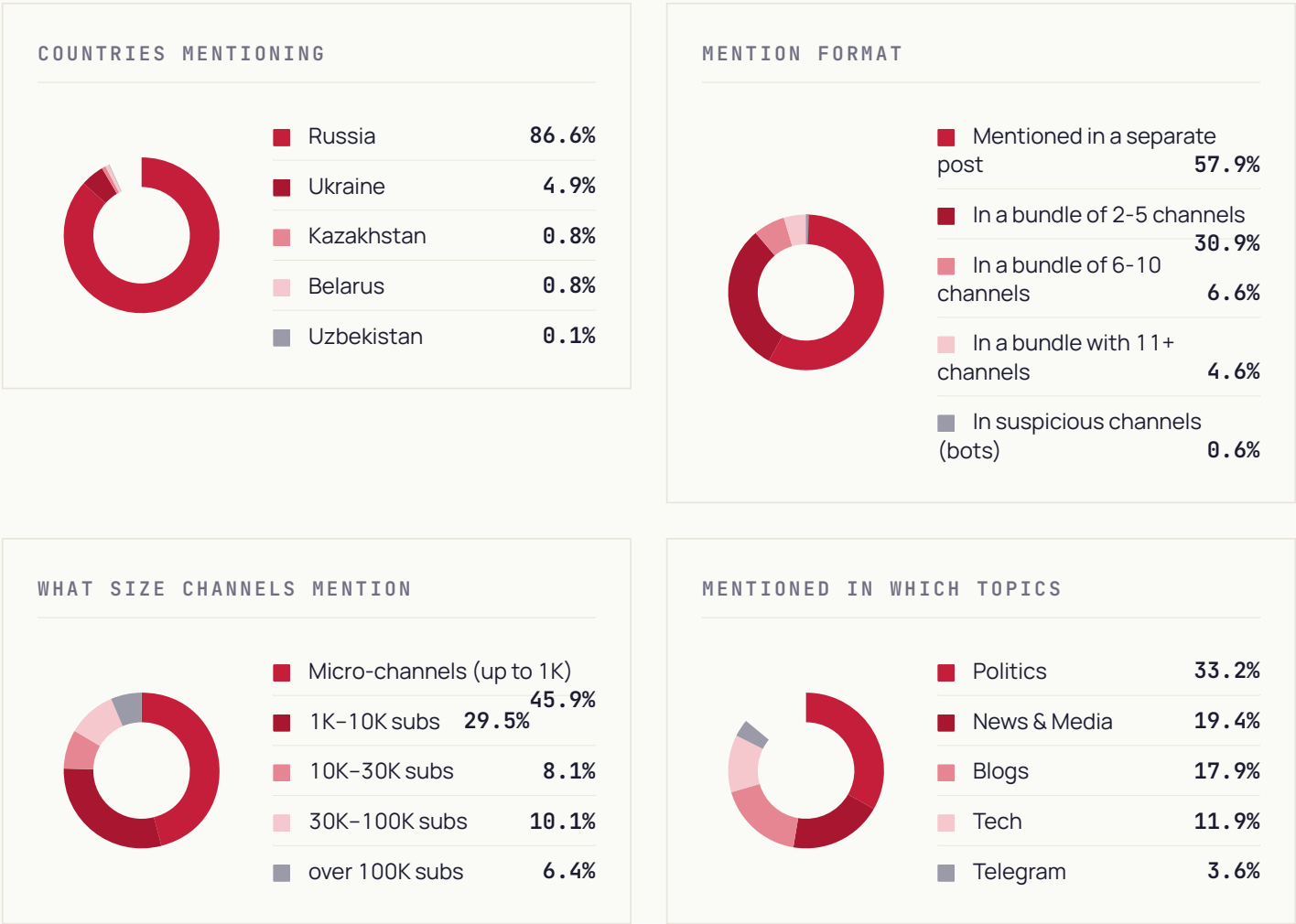


START OF PERIOD	NOW	NET GROWTH
59 088	64 609	+5 521

SECTION 04 · CITATIONS

Who and how mentions the channel

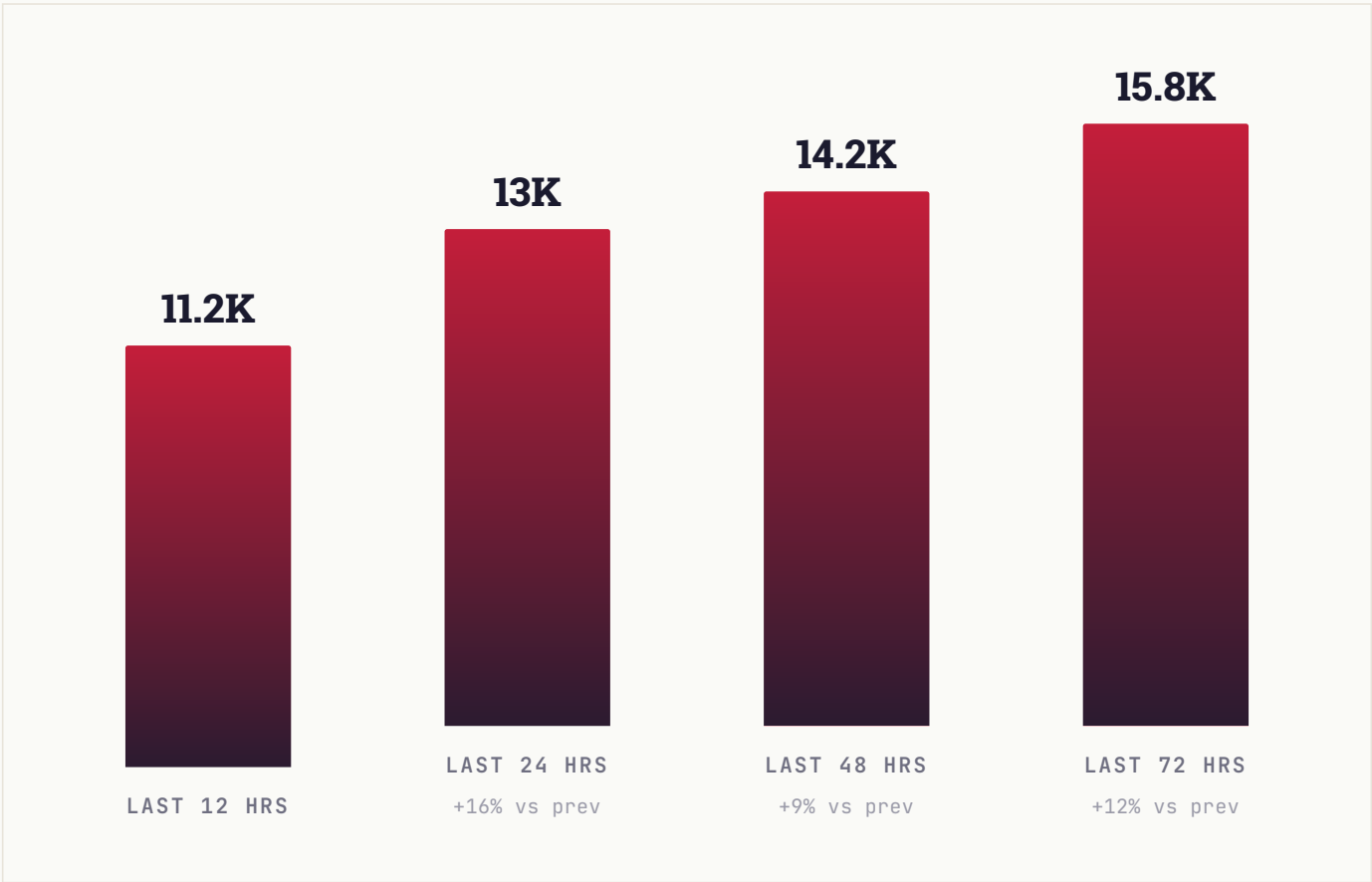
Citation index **694** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned **2 607** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg ad post reach by time since publication. Helps gauge how long a placement should 'live'.



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Your channel is highlighted — see its rank among niche neighbors.

CHANNEL	SUBSCRIBERS
HI hitvpn_blog	4.6M
MT Trend world	3.3M
TE Technochat	3.1M
HA Hi, AI • Tech News	2.5M
آا اینترنت آزاد	2.5M
TE Technomotel	2.5M
NN NN	2.2M
EC Exploit	2.1M
PP PINK PROXY پروکسی	2M
L- LIVE — Telegram, AI & Tech	2M
ZaTelecom YOU	64.6K

COMPARATIVE CONCLUSION

Channel is not yet outside niche top 100 — early growth stage. Niche leader — hitvpn_blog (4.6M), median top-100: 455.3K. First goal: enter top-100 through systematic traffic and content work.

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 **206**, they brought **2 907** new subs.

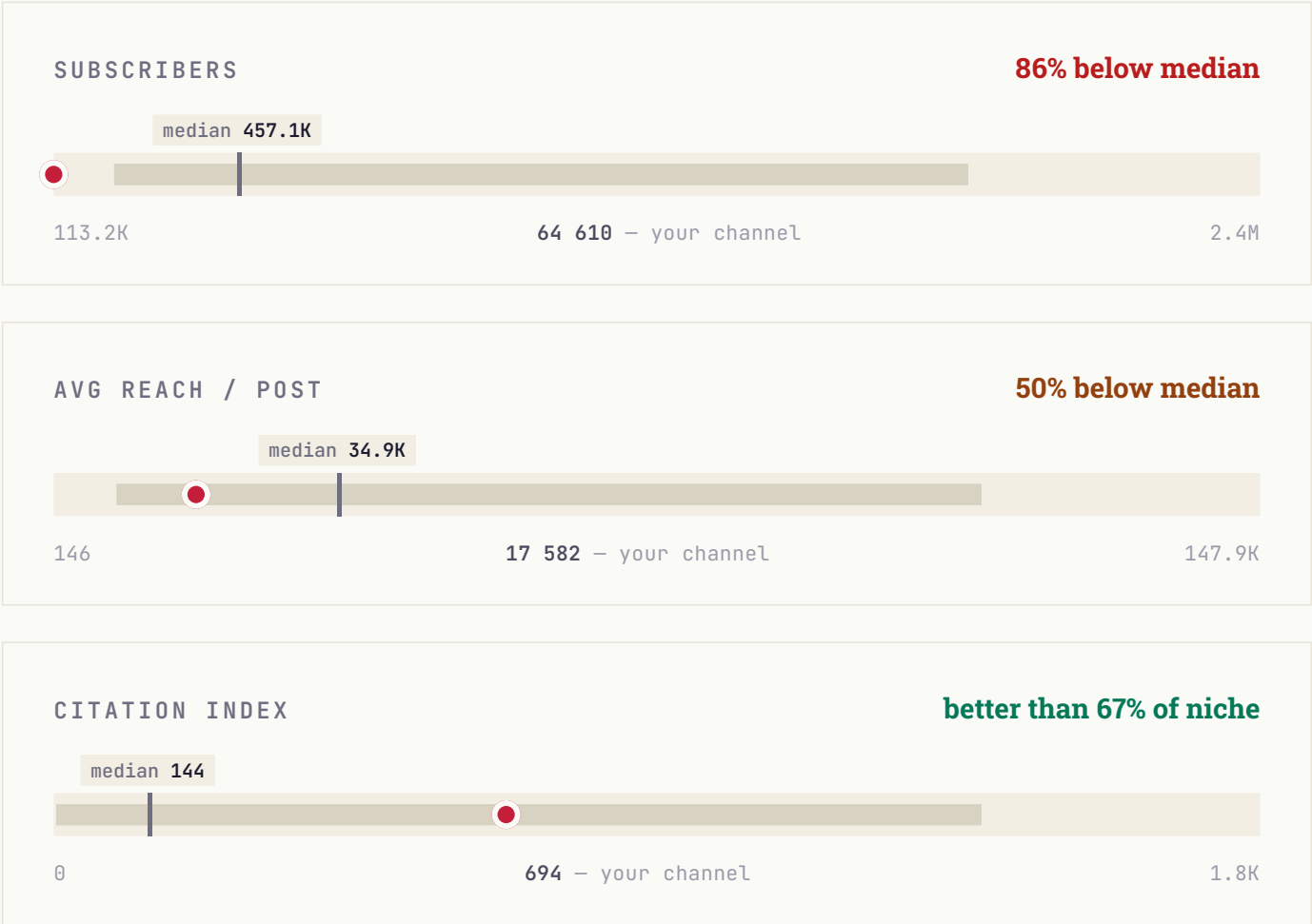
PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	37	29	182
December 2025	60	42	630
Nov 2025	30	21	877
Oct 2025	45	31	579
Sep 2025	11	7	86
August 2025	23	14	553

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
206	6	2 907

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category "Tech» (Russia) and compared your channel.
Gray band: range covering 80% of niche channels (p10 to p90). 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 this report in a month.

01

Main post of the week — on Tuesday

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

EFFECT

**Best window
for an
important post**

02

Increase video post share

Video in Telegram holds audience longer and is better perceived by the algorithm. We recommend increasing share to 15-25%.

EFFECT

**Video holds
audience
better**

03

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**

04

Test polls & interactive formats

Posts with polls/reactions typically boost ER by +5-15%. One poll per week on a hot topic is an easy growth lever.

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

Swap posts with channels in the same segment once a quarter. 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 from 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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