

PROMTPRESS PUBLIC REPORT

Channel audit

ZAVOZ



@zavozzy

RKN: № 6045841621 A secret DELIVERY is being prepared here.

Ads: @pashteticks (off-topic messages = BAN) Contact via @Upravdim Suggest news — @zavvozybot

SUBSCRIBERS

219 901

+4000 per month

ERR (% WHO SEE
POSTS)

33.0%

in 24h **27.4%**

REACH/POST

69.3K

ad reach **60.3K**/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 219 901 —	 SUBS REACH 31.5% avg % subs see post	 VIEWS/POST 69.3K median 69.2K · 29 days	 POSTS/DAY 11.7 ~82 per week
 7D TREND +2.5% vs previous week	 REACTIONS/POST 4963.1 total 1,737,070 reactions, 135,051 reposts, 7,472 comments	 POST LENGTH 272 chars. median 241 · 29 days	 POSTS ANALYZED 350 29 days
 AD REACH 60.3K 24h avg	 CHURN / MONTH +4000 last month	 CITATIONS 20 citation index · 194 channels mentioned ever	 CHANNEL AGE 1 year 6 months created 24.12.2024

AI EDITOR SUMMARY

Channel «ZAVOZ» — 219 901 subs. Each post gets avg 69.3K people (31% of subs), good reach. Publishes 82 posts/week (~12/day) — very active. Week Jul 6–12 reach stable (+2.5% vs week June 29 – July 5).

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **350** posts in 29 days.
- 02 Dominant format – **Photo** (204/350 posts).
- 03 Avg post length – **272** chars (median 241).
- 04 Peak audience activity – **Wednesday**, 14:00 MSK.
- 05 Top posts get **2x** more views than the weakest (145.1K avg for top vs 58.3K for worst) – among 350 posts over 29 days. Worth analyzing what the top has in common – topic, format, timing.

TOP 5 POSTS

Nº1 15.07 · 11:19 PHOTO #AndreyKokoshka announced lineup for «Backrooms» show 📺 👤 Participants: #Satir, #DimaKoval, #DanilaGorilla, #DenisKukoyaka...	VIEWS 266 549 REP. 2 516	REACTIONS 6 750 ER 121.2%
Nº2 12.07 · 20:16 PHOTO TikToker Serega sentenced to 5.5 years in Belarus 🚫 On March 8 he hit a person, who fell, hit his head and...	VIEWS 86 686 REP. 2 802	REACTIONS 11 259 ER 39.4%
Nº3 03.07 · 18:58 VIDEO #YanTopless kissed another unknown girl in a club in May ! Footage from our subscriber in the suggestion box. ❤️ – hope they're with his wife...	VIEWS 82 003 REP. 1 352	REACTIONS 12 414 ER 37.3%

Nº4 03.07 • 19:07 PHOTO ! Second channel #Exile - «ExileLive» appears to have been hacked ! A text asking to change the password was posted in its «recordings»...	VIEWS 81 726 REACTIONS 11 699 REP. 211 ER 37.2%
Nº5 14.07 • 21:21 VIDEO #SclallyMilano lost 3,000,000 rubles betting on France win 🚫 How can you bet 3 mil, idiot ahahahaha – Shah. Match...	VIEWS 81 109 REACTIONS 5 508 REP. 1 394 ER 36.9%

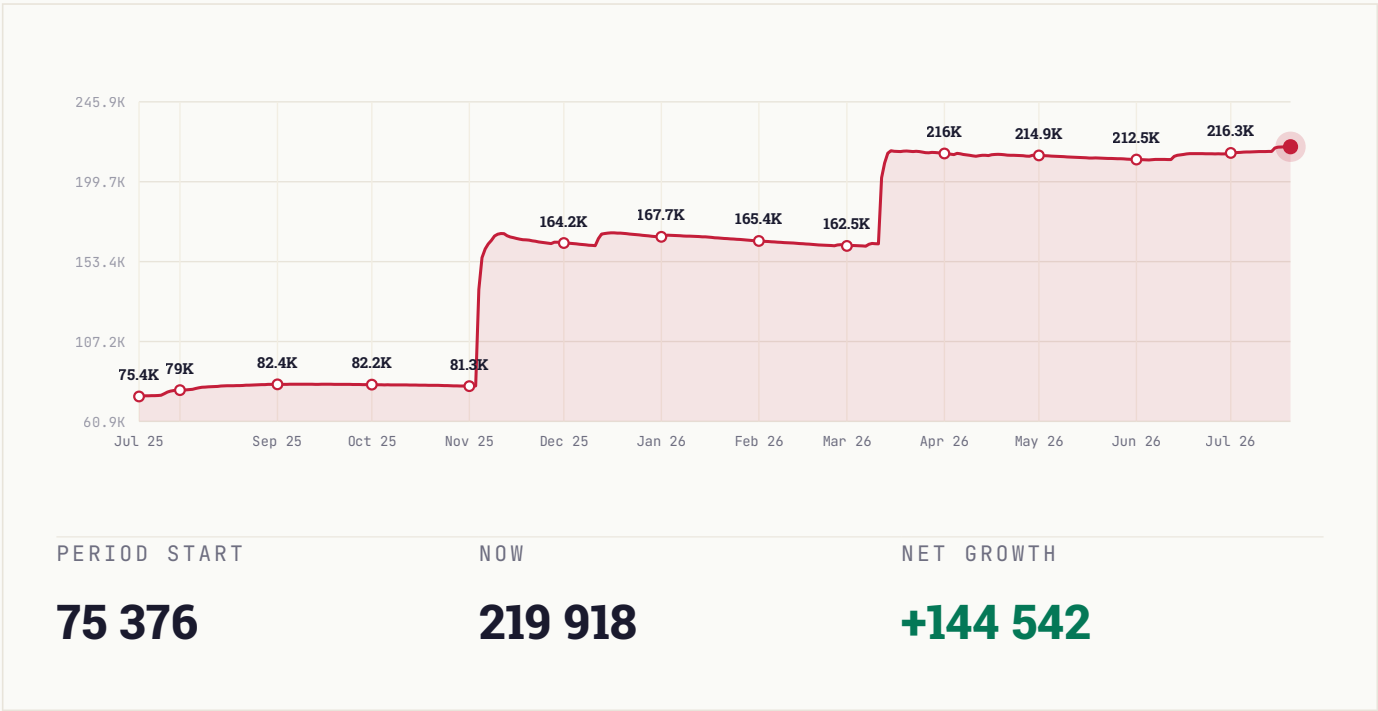
WORST 3

↓ 30.06 • 10:29 PHOTO #DanilaGorilla shares atmospheric shots from Eurotour 🔥❤️ – so beautiful there 💕 – wanna go to Europe too 🙄 ZAVOZ	VIEWS 59 234 REACTIONS 4 464 REP. 97 ER 26.9%
↓ 30.06 • 08:45 PHOTO #Madk1d is the new guest on «Vpiska» show 🙌 Vasya, Kolya, Mark, boom! 🏃 Who wanted a Vpiska about SoundCloud rap? Waiting? ❤️ – really waiting for the interview...	VIEWS 59 182 REACTIONS 2 950 REP. 234 ER 26.9%
↓ 30.06 • 10:42 PHOTO EU not preparing full ban on tourist visas from Russia, says rep ✓❤️ – can we breathe? 🙄 – one day it'll happen, I...	VIEWS 56 493 REACTIONS 3 413 REP. 225 ER 25.7%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

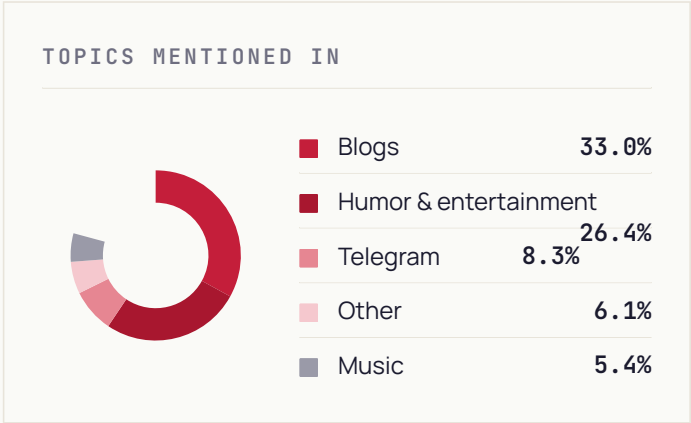
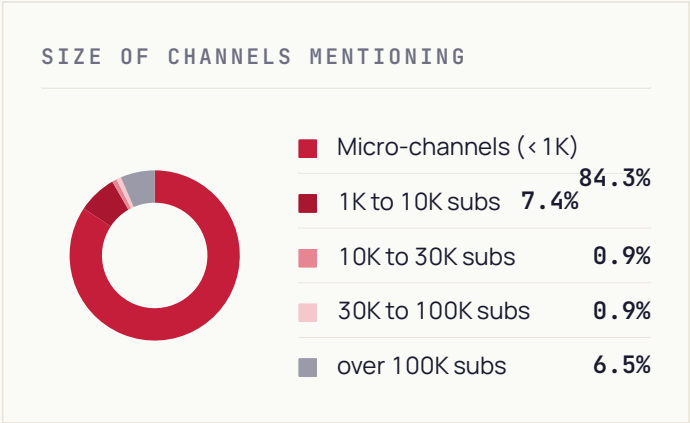
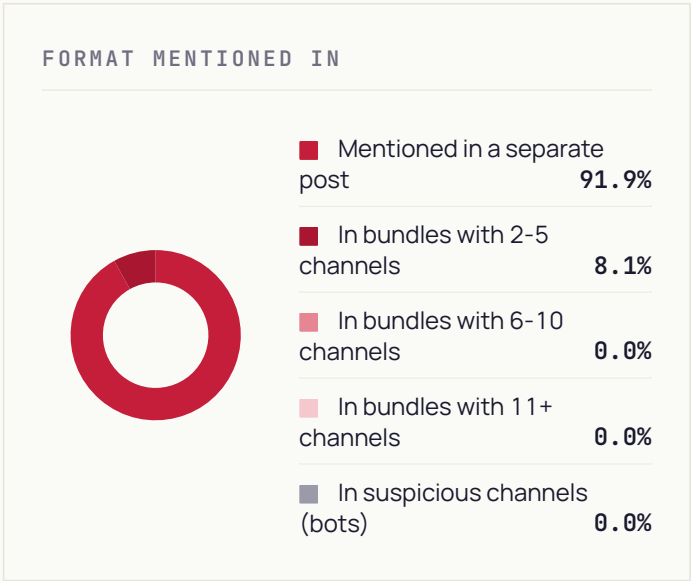
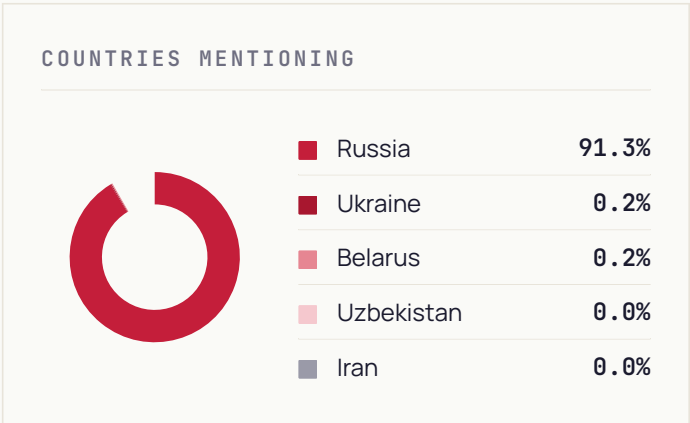
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth vs. loss.



SECTION 04 · CITATIONS

Who mentions the channel and how

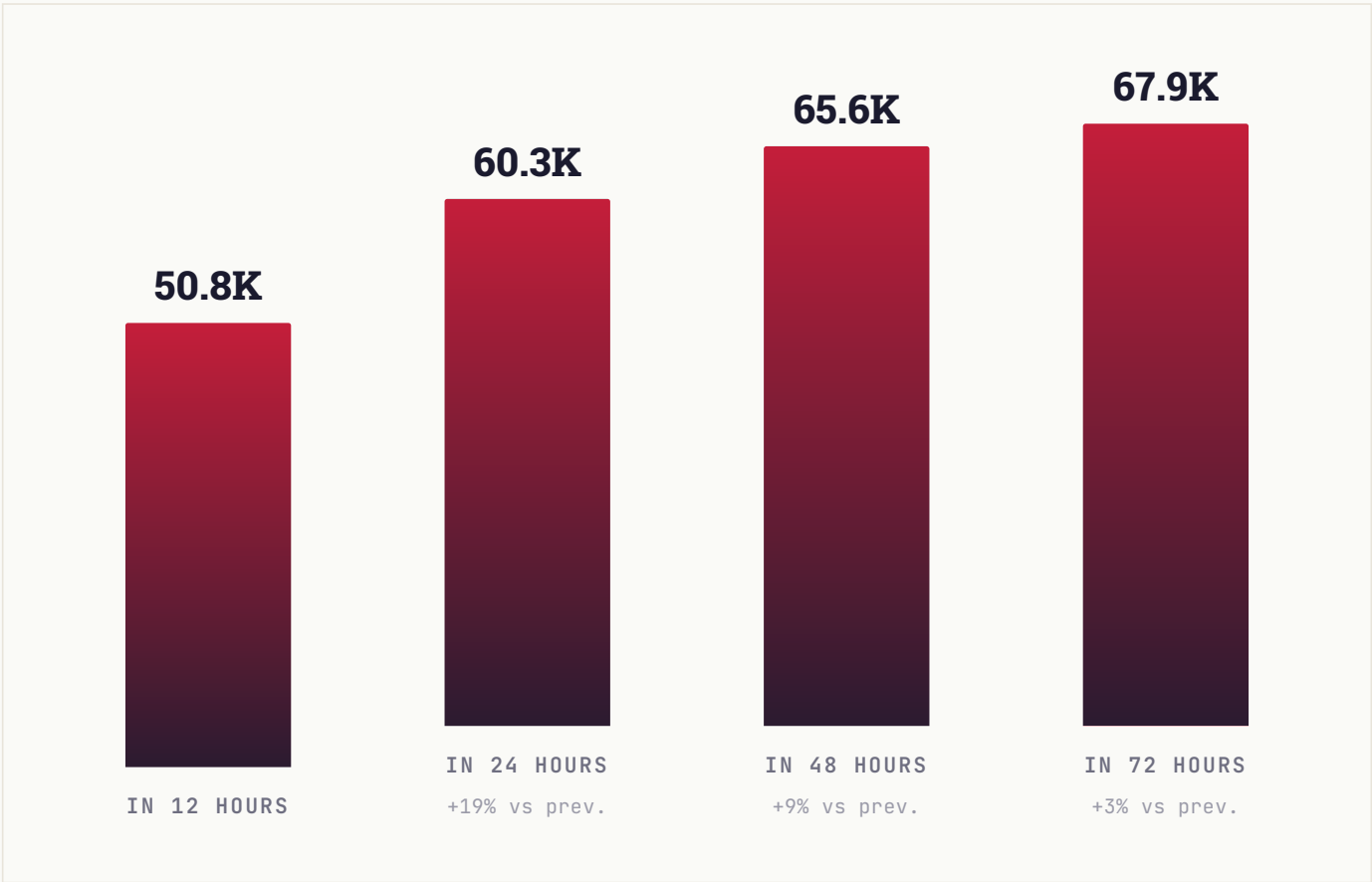
Citation index **20** – channel popularity rating based on mentions. Considers not only their count but also the weight of mentioners: a post from a 100k subs channel «weighs» more than from a 1k subs one. All time channel was mentioned **194** different channels.



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. Highlighted your channel — shows its rank among niche neighbors.

CHANNEL	SUBSCRIBERS
ا خ اخبار فوری خبر فوری جنگ امریکا فوری	6.1M
ا خ ا خبر فوری اخبار فوری جنگ فوری امریکا	4.9M
ا ج اخبار فوری جنگ	4.3M
ا ب خبر فوری	4.3M
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
MA Mash	3.1M
FOR ZAVOZ YOU	219.9K

COMPARATIVE CONCLUSION

Channel not yet outside top 97 niches — early growth stage. Niche leader — اخبار فوری خبر فوری جنگ امریکا فوری (6.1M), median top-97: 1.3M. First goal — enter top-97 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 yours. Over the last **6 months** such mentions were **110**, they brought **101 487** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
Jan 2026	20	15	1 010
December 2025	40	19	7 497
Nov 2025	26	21	89 176
Oct 2025	5	5	56
Sep 2025	2	2	278
August 2025	17	14	3 470

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
110	6	101 487

Where channel ranks in its league

The figure consists of three horizontal bar charts, each representing a different performance metric. Each chart includes a red dot indicating the channel's performance, a vertical line for the median, and a shaded bar representing the peer group range.

SUBSCRIBERS

84% below median

median 1.3M

499.5K 219 901 – your channel 4M

AVG REACH / POST

27% below median

median 94.6K

724 69 263 – your channel 462.2K

CITATION INDEX

99% below median

median 1.8K

0 20 – your channel 11.2K

— 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 — on Wednesday

Audience most active on this day at 14:00 MSK.

EFFECT

**Best window
for an
important post**

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 neighboring channels

Swap posts with same-segment 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 looks at description. 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 — 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 Telegram ads	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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