

PUBLIC REPORT BY PROMTPRESS

Channel audit

Zhidkovskie posidelki



@zhidkovskiy_talk

Alexey Zhidkovsky. The channel works with ad service

@Tgpodbor_official RKN registration: [https://knd.gov.ru/license?](https://knd.gov.ru/license?id=678f5cd6acea5b74c4150ad6&istryType=bloggersPermission)

id=678f5cd6acea5b74c4150ad6&istryType=bloggersPermission

SUBSCRIBERS

573 994

-2335 per month

ERR (% SEE POSTS)

15.0%

per day **10.1%**

REACH/POST

83.8K

ad reach **57.9K**/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 573 994 —	 SUBSCRIBER REACH 14.6% avg % of subs see post	 VIEWS/POST 83.8K median 84.9K · 29 days	 POSTS/WEEK 28.4 for period
 7D TREND -7.0% vs previous week	 REACTIONS/POST 2321.7 total 280,921 reactions, 55,835 reposts, 3,029 comments	 POST LENGTH 147 chars median 70 · 29 days	 POSTS ANALYZED 121 29 days
 AD REACH 57.9K 24h avg	 CHURN / MONTH -2335 last month	 QUOTABILITY 322 citation index · 1,769 channels mentioned ever	 CHANNEL AGE 4 years 9 months created 01.10.2021

AI EDITOR SUMMARY

Channel "Zhidkovskie posidelki" — 573 994 subs. Each post avg views 83.8K people (15% from subs), reach low — expand audience. Publishes 28 posts per week (~4/day) — active posting. For week Jun 22–28 reach dropped -7.0% to week Jun 15–21 — analyze reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 121 posts in 29 days.
- 02 Dominant format – Photo (55/121 posts).
- 03 Avg post length – 147 chars (median 70).
- 04 Audience peak activity – Friday, 16:00 MSK.
- 05 Top posts get 1x more views than the weakest (103.3K avg top vs 76.4K worst) – among 121 posts in 29 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 05.06 · 13:43 PHOTO Started watching "Channel Zero" – all seasons are different, but quite dark and noir) It's one of those "just one episode" series...	VIEWS 107 107 REP. 1 074	REACTIONS 935 ER 18.7%
Nº2 18.06 · 16:32 PHOTO So, here's the list of best films released Jan–Jun according to critics 1. "Project: End of the World" 2. "Blue Heron" 3. "28 Years...	VIEWS 102 393 REP. 3 332	REACTIONS 1 378 ER 17.8%
Nº3 20.06 · 19:03 PHOTO Evening pick: new movies & series 2026 "Burrows" – sci-fi series from Stranger Things creators. Plot...	VIEWS 100 470 REP. 1 856	REACTIONS 836 ER 17.5%

Nº4 06.06 · 11:27 PHOTO So be it!	VIEWS 99 539 REP. 777	REACTIONS 3 189 ER 17.3%
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Nº5 13.06 · 22:23 PHOTO Great evening, heading home tomorrow👄	VIEWS 98 455 REP. 96	REACTIONS 3 310 ER 17.2%
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WORST 3

↓ 30.06 · 14:45 TEXT Listen, I figured out my favorite summer drink... ready? Beet water with vinegar (like from borscht, just without pulp), got it? It's...	VIEWS 76 566 REP. 62	REACTIONS 1 696 ER 13.3%
↓ 28.06 · 15:17 TEXT (post without caption – text)	VIEWS 76 392 REP. 33	REACTIONS 512 ER 13.3%
↓ 24.06 · 12:32 PHOTO Gamers here? Good news) Legend (GTA 6) is coming out very soon, and I've been playing since school, and today officially...	VIEWS 76 252 REP. 289	REACTIONS 1 066 ER 13.3%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

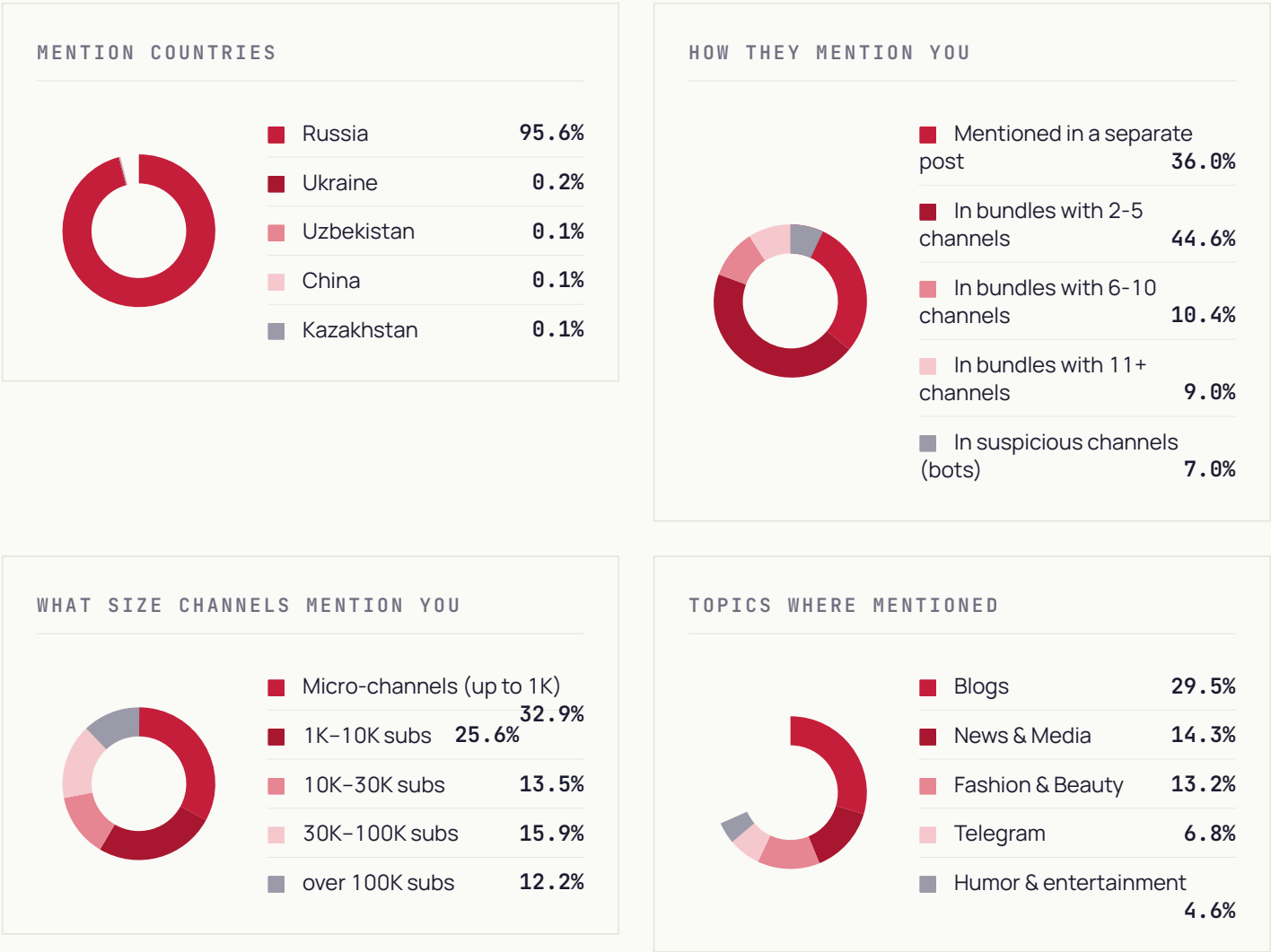
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

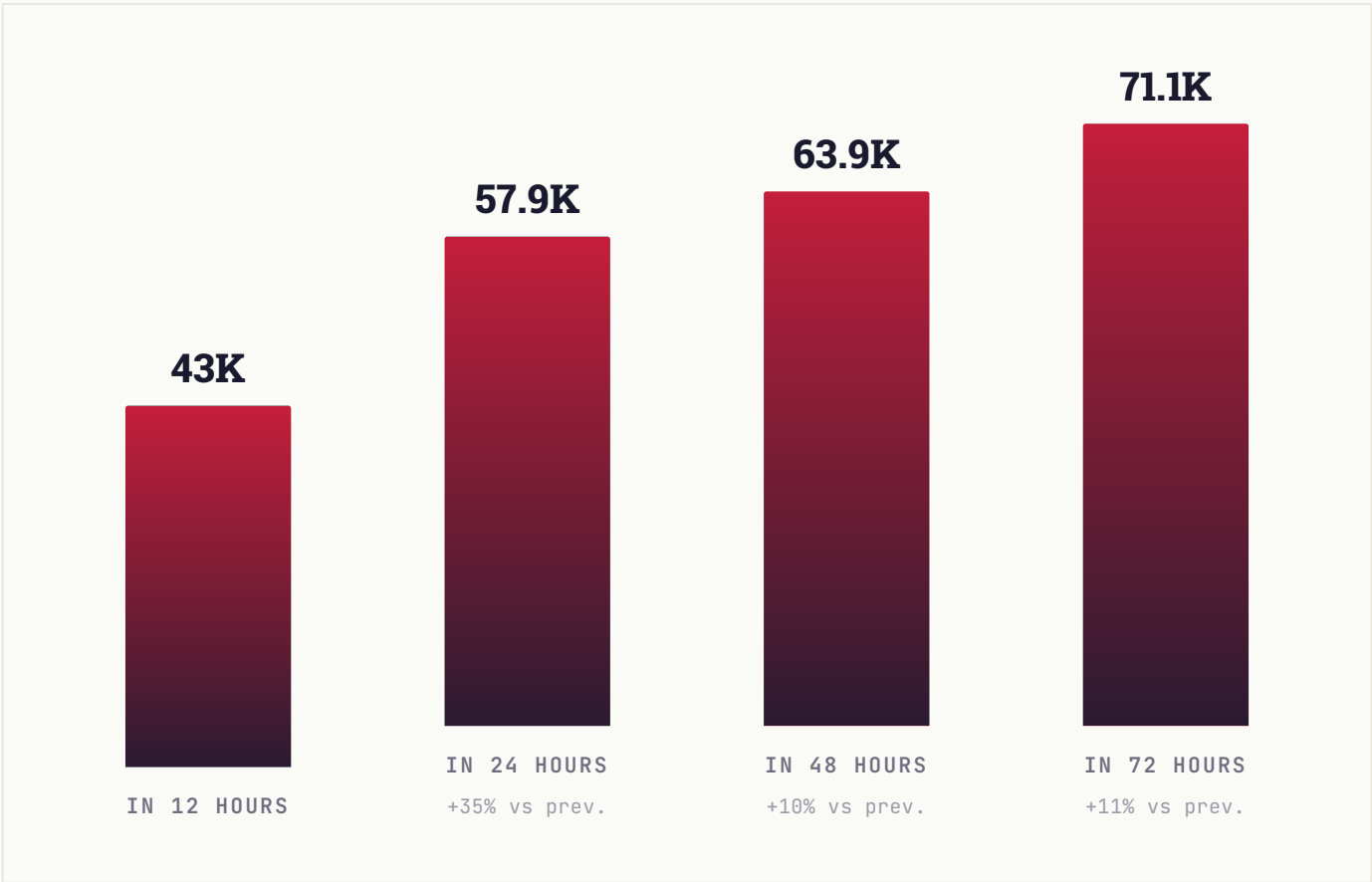
Citation index **322** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All time the channel was mentioned **1 769** different channels.



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 — see its rank among niche neighbors.

CHANNEL	SUBSCRIBERS
DM Dima Maslennikov	2.2M
LI LITVIN	1.6M
EX Exile	1.4M
AZ Alexander Zubarev	1.3M
B🍄 Booster 🍄	1.2M
E1 EVELONE 192	1.2M
KB Bloody Lady	1.1M
ZJ here lives broen	1.1M
PA PARADEYEVICH	1M
NE NEVZOROV	1M
JP Zhidkovskie posidelki YOU	574K

COMPARATIVE CONCLUSION

Channel in top half of niche (#36 of 100). Niche leader — Dima Maslennikov (2.2M), median subs 426.9K. Aim for the top quartile — a realistic 6-12 month horizon.

SECTION 07 · MENTION DYNAMICS

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 **130**, they brought **57 829** new subs.

PERIOD	MENTIONS	CHANNELS	SUBS BROUGHT IN
January 2026	18	17	20 425
December 2025	48	33	5 214
November 2025	31	30	6 576
October 2025	21	17	8 217
September 2025	9	8	11 114
August 2025	3	3	6 283

TOTAL MENTIONS	MONTHS OF DATA	SUBS ATTRACTED
130	6	57 829

SECTION 08 · NICHE COMPARISON

Where the channel ranks in its league

Top-100 channels in category «Blogs» (Russia) and saw how your channel compares. Gray band — range for 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

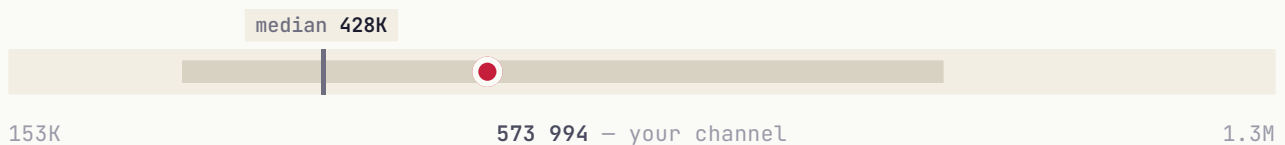
#36 /100

POSITION IN NICHE

Channel in the top half of the ranking

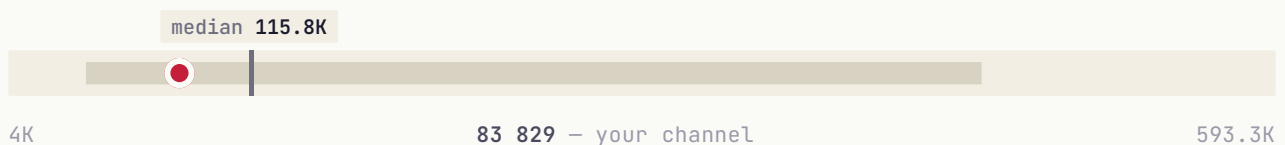
SUBSCRIBERS

better than 60% of niche



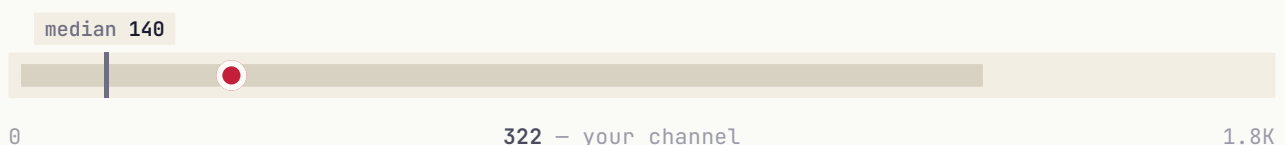
AVG REACH / POST

worse than median by 28%



CITATION INDEX

better than 55% of niche



— 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

Top post of the week — on Friday

Audience is most active on this day at 16:00 MSK.

EFFECT

**Best window
for important
posts**

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 and interactive formats

Posts with polls/reactions usually boost ER by +5-15%.
One poll per week on a hot topic — easy growth point.

EFFECT

+5-15% ER

04

Cross-promo with nearby channels

Exchange 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 descriptions. Add 3-5 niche keywords — 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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