

PUBLIC REPORT PROMTPRESS

# Channel audit

## Zhizn.RU



@zhiznry

Beauty finds, travel impressions, cozy home vibes, reflections on personal experience and emotions... From these little things a big story called life is built. By...

SUBSCRIBERS

**306 422**

+2022 per month

ERR (% SEE POSTS)

**36.0%**

daily **28.7%**

REACH/POST

**126.1K**

ad reach **88K**/24h

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— CONTENTS · 2026

# What's inside the report

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## 01 Channel snapshot

12 key metrics · AI summary

## 02 Content analysis

Top 5 posts · worst 3 · takeaways

## 03 Subscriber dynamics

Yearly chart · growth

## 04 Mentions

Who mentions the channel and how

## 05 Ad potential

How long a post generates reach

## 06 Competitors

Niche neighbors · your spot

## 07 Niche comparison

Position in «Blogs» category

## 08 Strategy

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

# Key channel metrics

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

|                                                                                                                                                  |                                                                                                                                                                                           |                                                                                                                                                                                  |                                                                                                                                                                       |
|--------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <div> SUBSCRIBERS</div> <div>306 422</div> <div>—</div>         | <div> SUBS REACH</div> <div>41.17%</div> <div>avg % subs see post</div>                                  | <div> VIEWS/POST</div> <div>126.1K</div> <div>median 119.1K · 18 days</div>                     | <div> POSTS/WK</div> <div>1.9</div> <div>over period</div>                         |
| <div> 7D TREND</div> <div>—</div> <div>no data for period</div> | <div> REACTIONS/POST</div> <div>1268.4</div> <div>total 6,342 reactions, 1,566 reposts, 0 comments</div> | <div> POST LENGTH</div> <div>1,000 chars</div> <div>median 1K · 18 days</div>                   | <div> POSTS ANALYZED</div> <div>5</div> <div>18 days</div>                         |
| <div> AD REACH</div> <div>88K</div> <div>24h avg</div>        | <div> CHURN / MONTH</div> <div>+2022</div> <div>last month</div>                                       | <div> MENTIONS</div> <div>11</div> <div>citation index · 47 channels mentioned all time</div> | <div> CHANNEL AGE</div> <div>3 years 1 month</div> <div>created 22.05.2023</div> |

AI EDITOR SUMMARY

Channel «Zhizn.RU» — 306 422 subs. Each post averages 126.1K people (41% from subs), wide reach for a channel this size. Publishes 2 posts/week (~0/day) — rare posts.

SECTION 02 · CONTENT ANALYSIS

# What works best

Top posts by engagement & underperformers — see what to repeat & what to drop.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 5 posts over 18 days.
- 02 Dominant format — Photo (5/5 posts).
- 03 Avg post length — 1000 chars (median 1000).
- 04 Peak audience activity — Tuesday, 14:00 MSK.
- 05 Top posts get 1x more views than the weakest (137.7K avg for top vs 112.2K for worst) — among 5 posts in 18 days. Analyze what the top has in common: topic, format, timing.

TOP 5 POSTS

|                                                                                                                                                                                                          |                                                                       |                                                                      |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------|----------------------------------------------------------------------|
| <div><div>Nº1</div><div>09.06 · 11:59</div><div>PHOTO</div></div> <div>Summer is a time to treat yourself. Who said one serving of berries or ice cream is enough? When I see how...</div>               | <div>VIEWS</div> <div>174 580</div> <div>REPOSTS</div> <div>424</div> | <div>REACTIONS</div> <div>1 558</div> <div>ER</div> <div>57.0%</div> |
| <div><div>Nº2</div><div>11.06 · 17:29</div><div>PHOTO</div></div> <div>Scientists found that those who eat over 30 different plants per week have healthier gut microbiome. And it's not about...</div>  | <div>VIEWS</div> <div>119 433</div> <div>REPOSTS</div> <div>313</div> | <div>REACTIONS</div> <div>1 669</div> <div>ER</div> <div>39.0%</div> |
| <div><div>Nº3</div><div>17.06 · 14:48</div><div>PHOTO</div></div> <div>I have many close people who can't say no, then call and complain they're being used. So why agree to your own detriment...</div> | <div>VIEWS</div> <div>119 114</div> <div>REPOSTS</div> <div>193</div> | <div>REACTIONS</div> <div>896</div> <div>ER</div> <div>38.9%</div>   |

Nº4

22.06 · 11:39

PHOTO

Did you know creativity reduces stress, boosts mood, and develops creative thinking? It helps you cope better with...

VIEWS

117 945

REPOSTS

347

REACTIONS

1 206

ER

38.5%

Nº5

28.06 · 09:37

PHOTO

How to recharge in one day and energize before the workweek  
Sometimes it feels like you need a seaside vacation to reset, but...

VIEWS

99 675

REPOSTS

289

REACTIONS

1 013

ER

32.5%

WORST 3

↓

17.06 · 14:48

PHOTO

I have many close people who can't say no, then call and complain they're being used. So why agree to your own detriment...

VIEWS

119 114

REPOSTS

193

REACTIONS

896

ER

38.9%

↓

22.06 · 11:39

PHOTO

Did you know creativity reduces stress, boosts mood, and develops creative thinking? It helps you cope better with...

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VIEWS

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REPOSTS

289

REACTIONS

1 013

ER

32.5%

SECTION 03 · SUBSCRIBER DYNAMICS

# How the channel grew over the year

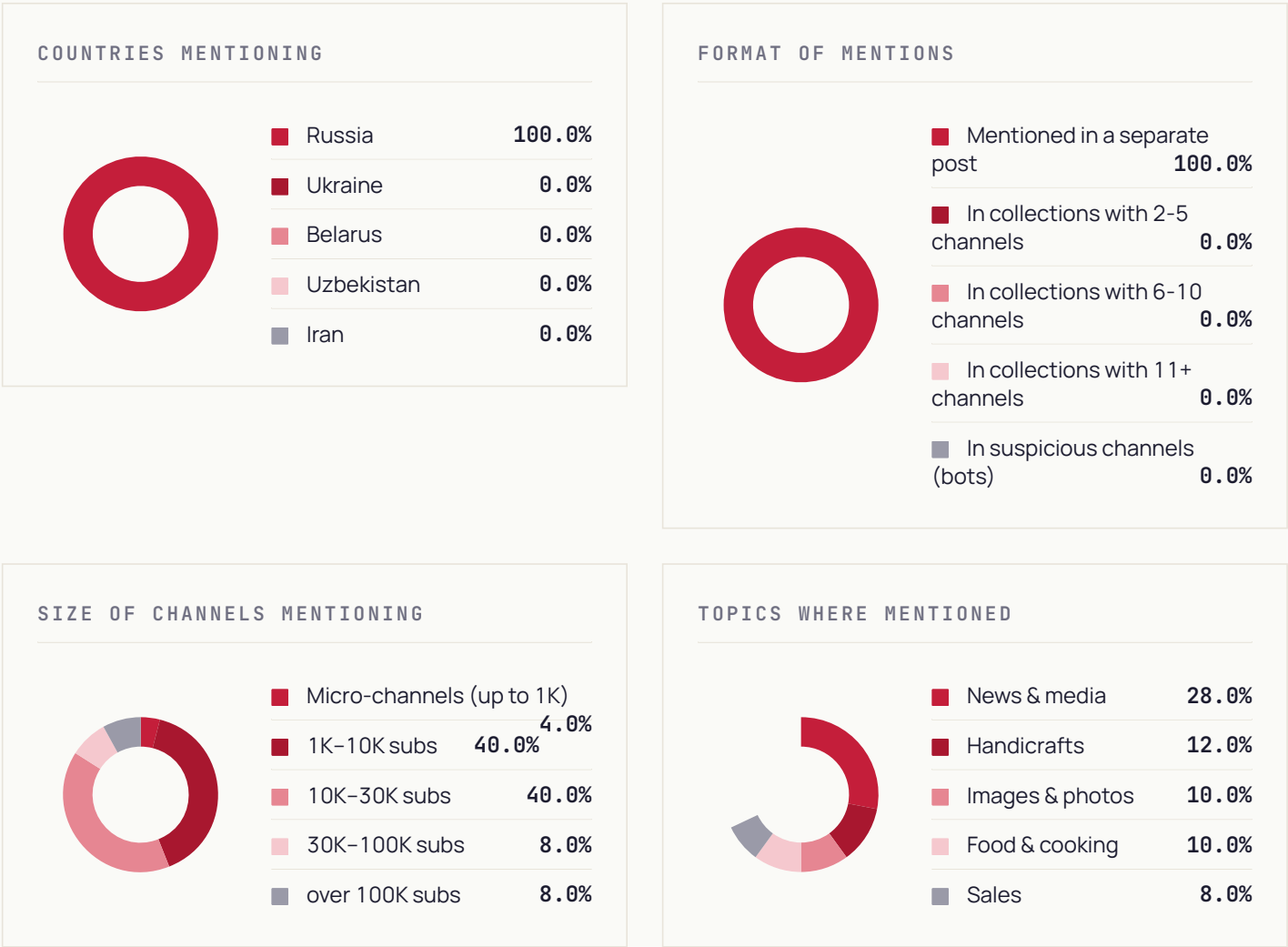
Subscriber growth chart for the year. Key months show exact subscriber count.  
Shows months of growth vs. loss.



SECTION 04 · CITATIONS

# Who mentions the channel and how

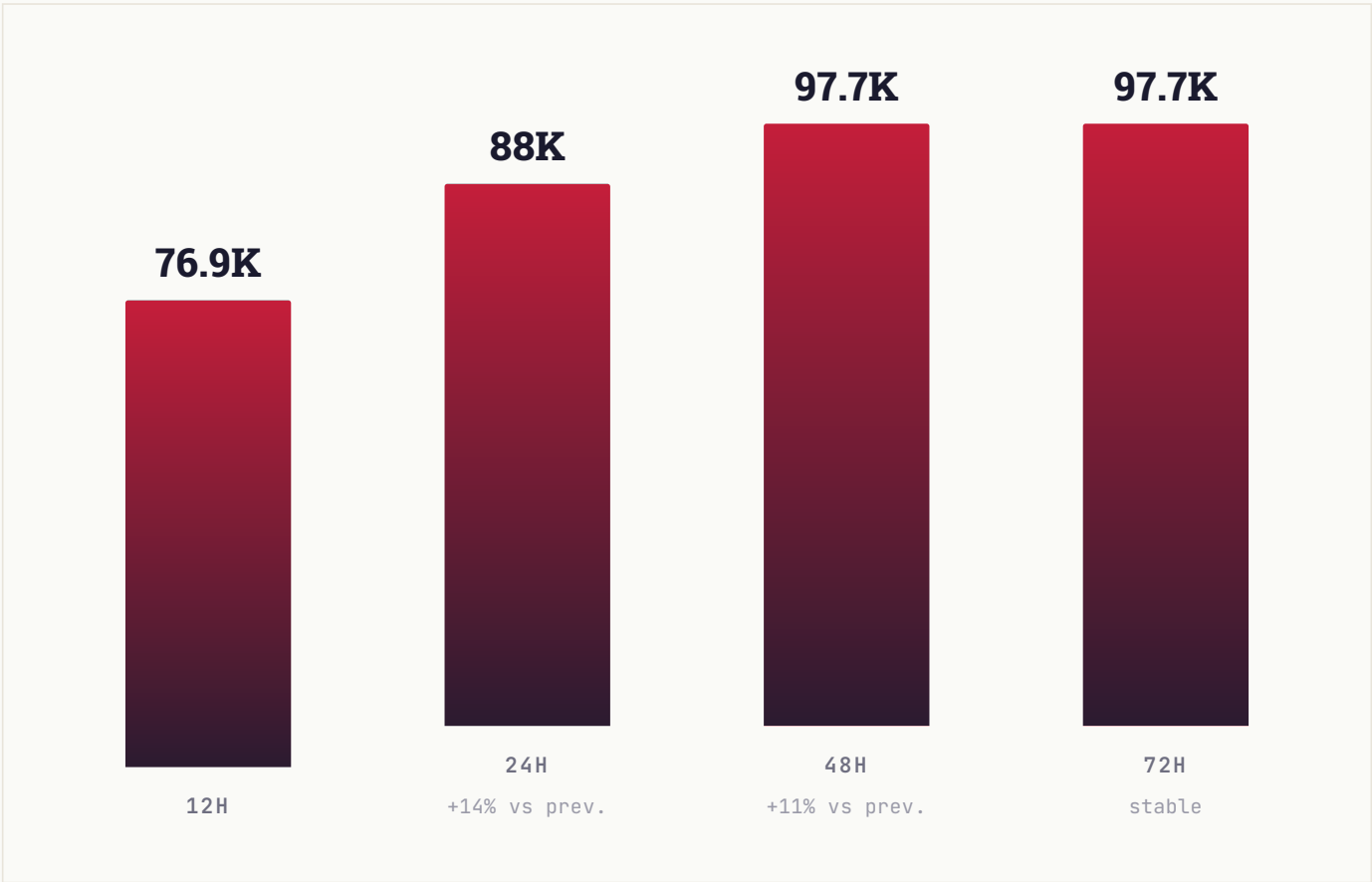
Citation index **11** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from 1K subs. All time channel was mentioned **47** different channels.



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 stays effective.





SECTION 06 · COMPETITORS

# Who you compete with

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

| 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 broen lives here  | 1.1M        |
| PA PARADEYEVICH      | 1M          |
| NE NEVZOROV          | 1M          |
| ZH Zhizn.RU YOU      | 306.4K      |

COMPARATIVE CONCLUSION

Channel in bottom half of niche top-100 (#90 of 100). Niche median — 426.7K subs. First growth KPI — reach median. Leader: Dima Maslennikov (2.2M).

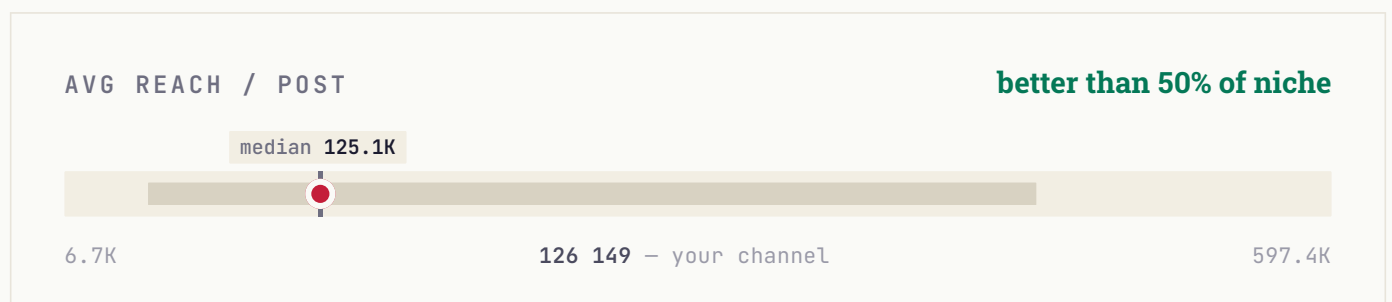
— SECTION 07 · NICHE COMPARISON

# Where channel stands in its league

Took top-100 channels in category "Blogs» (Russia) and saw how your channel compares. Gray band shows the range for 80% of niche channels (p10 to p90). Black vertical line is median. Red dot is your channel.

#90/100

POSITION IN NICHE  
**Channel in the bottom half of the ranking**



## — SECTION 08 · STRATEGY

# What to do right now

5 priority actions ranked by expected impact. Check off and revisit this report in a month.

01

## Increase posting frequency

Now 1.9 posts/wk. Active channels average 7-10.  
Consistency is key to retention.

EFFECT

**Consistency  
beats volume**

02

## Main post of the week — on Tuesday

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

EFFECT

**Best window  
for an  
important post**

03

## Increase share of video posts

Video in Telegram retains audience longer and is  
favored by the algorithm. Recommend increasing share  
to 15-25%.

EFFECT

**Video holds  
audience  
better**

04

## Systematic traffic buying

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

EFFECT

**+1000-3000  
subs**

05

## Test polls & interactive formats

Posts with polls/reactions usually boost ER by 5-15%.  
One weekly poll on a hot topic is an easy growth point.

EFFECT

**+5-15% ER**

★ WHAT'S NEXT

# Want this done by **PromptPress?**

This audit is what we can do in minutes using public data. Want to go further? Run ads through us and hit your growth plan in a month.

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|    |                            |                                                                                             |
|----|----------------------------|---------------------------------------------------------------------------------------------|
| 01 | <b>Launch Telegram ads</b> | <a href="https://panel.promptpress.com/register">https://panel.promptpress.com/register</a> |
|----|----------------------------|---------------------------------------------------------------------------------------------|

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|    |                        |                                                                         |
|----|------------------------|-------------------------------------------------------------------------|
| 02 | <b>Contact manager</b> | <a href="https://t.me/PromptPress_manager">t.me/PromptPress_manager</a> |
|----|------------------------|-------------------------------------------------------------------------|

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