

PROMTPRESS PUBLIC REPORT

Channel audit

ZHOG



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Artyom Zhoga, Presidential Envoy to the Ural Federal District.
Registered in the list of social media page owners: <https://clck.ru/3FSw8R>

SUBSCRIBERS

40 661

+12 per month

ERR (% SEE POSTS)

22.0%

last day **3.6%**

REACH/POST

10K

ad reach **1.5K**/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 was calculated for.

 SUBSCRIBERS 40 661 —	 SUBS REACH 24.52% avg % subs see post	 VIEWS/POST 10K median 4.4K · 28 days	 POSTS/WEEK 9.2 for period
 7D TREND +317.3% vs previous week	 REACTIONS/POST 78.6 only 2,910 reactions, 625 reposts, 0 comments	 POST LENGTH 954 chars median 1000 · 28 days	 POSTS ANALYZED 37 28 days
 AD REACH 1.5K avg per 24h	 CHURN / MONTH +12 last month	 CITATION RATE 1 559 citation index · 3,134 channels mentioned all time	 CHANNEL AGE 3 years 9 months created 23.09.2022

AI EDITOR SUMMARY

Channel «ZHOG» — 40 661 subs. Each post avg views 10K people (25% of subs), avg reach — room to grow. Posts 9 posts/week (~1/day) — regular. Week Jun 29 – Jul 5 reach grew +317.3% by week Jun 22–28 — 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 TOP POSTS HAVE IN COMMON

- 01 Analysis based on 37 posts in 28 days.
- 02 Dominant format – Photo (32/37 posts).
- 03 Avg post length – 954 chars (median 1000).
- 04 Peak audience activity – Tuesday, 10:00 MSK.
- 05 Top posts drive 17x more views than the weakest (60.1K avg for top vs 3.5K for worst) – among 37 posts in 28 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

№101.07 · 05:02PHOTO	VIEWS	REACTIONS
	70 093	107
▪ July 1 – Combat Veterans Day In Russia, defenders of the Fatherland have always been held in special respect and honor: strong and...	REPOSTS	ER
	83	172.4%
№230.06 · 07:21PHOTO	VIEWS	REACTIONS
	65 034	71
🦏Titans of spirit who win against all odds On the first competition day of the II Plenipotentiary Cup in UrFD for Defenders of the Fatherland, games opened in...	REPOSTS	ER
	9	159.9%
№315.06 · 10:27PHOTO	VIEWS	REACTIONS
	45 228	90
🇷🇺Visited production sites of "Aviron" in Sverdlovsk Oblast, which develops equipment and software...	REPOSTS	ER
	85	111.2%

Nº4

17.06 · 07:20

PHOTO

 XVII International IT Forum kicked off in Khanty-Mansiysk The annual meeting in Yugra is one of the most significant IT events...

VIEWS

33 009

REACTIONS

65

REPOSTS

7

ER

81.2%

Nº5

18.06 · 15:11

VIDEO

 Glad to welcome Russia's Prosecutor General Alexander Gutsan on Ural soil Together we visited the "Defenders..." foundation branch

VIEWS

8 823

REACTIONS

77

REPOSTS

37

ER

21.7%

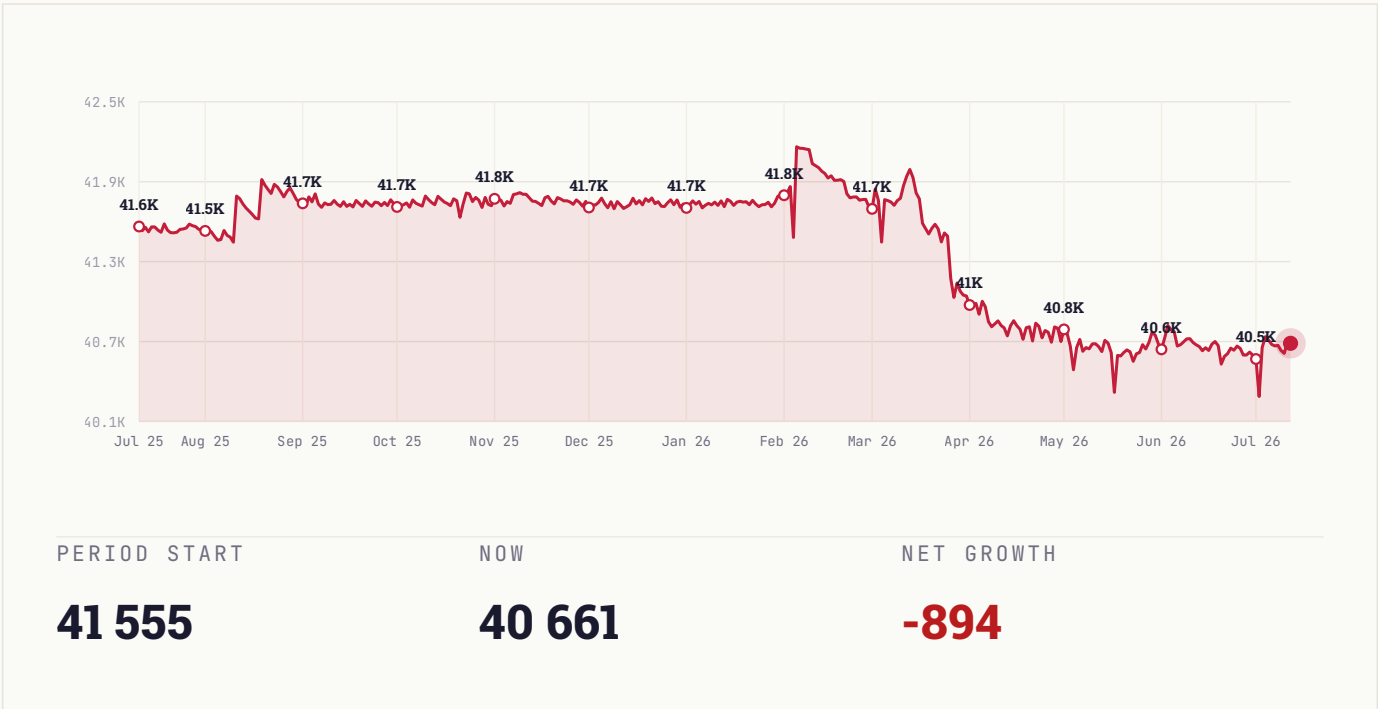
WORST 3

↓ 08.07 · 05:01 PHOTO  Family, Love and Fidelity Day – one of the most touching holidays in our country. It resonates in every Russian's heart: children...	VIEWS 3 622 REACTIONS 81 REPOSTS 8 ER 8.9%
↓ 07.07 · 11:05 PHOTO  Two Ural Federal District regions made the TOP-10 of industrial policy efficiency rating for 2025...	VIEWS 3 597 REACTIONS 51 REPOSTS 10 ER 8.8%
↓ 30.06 · 10:45 PHOTO  Launched a new educational project for youth of the Ural Federal District: a series of meetings with domestic stars...	VIEWS 3 251 REACTIONS 64 REPOSTS 8 ER 8.0%

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 subscribers.



SECTION 04 · CITATIONS

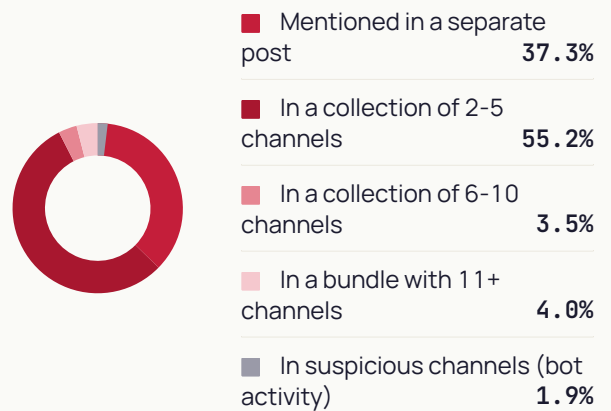
Who and how mentions the channel

Citation index **1 559** — 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 one. All time channel was mentioned **3 134** different channels.

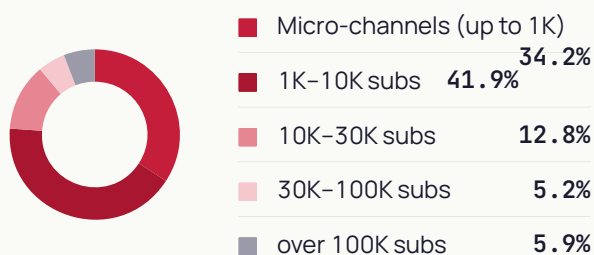
COUNTRIES MENTIONING



MENTIONED IN WHICH FORMAT



WHAT SIZE CHANNELS MENTION



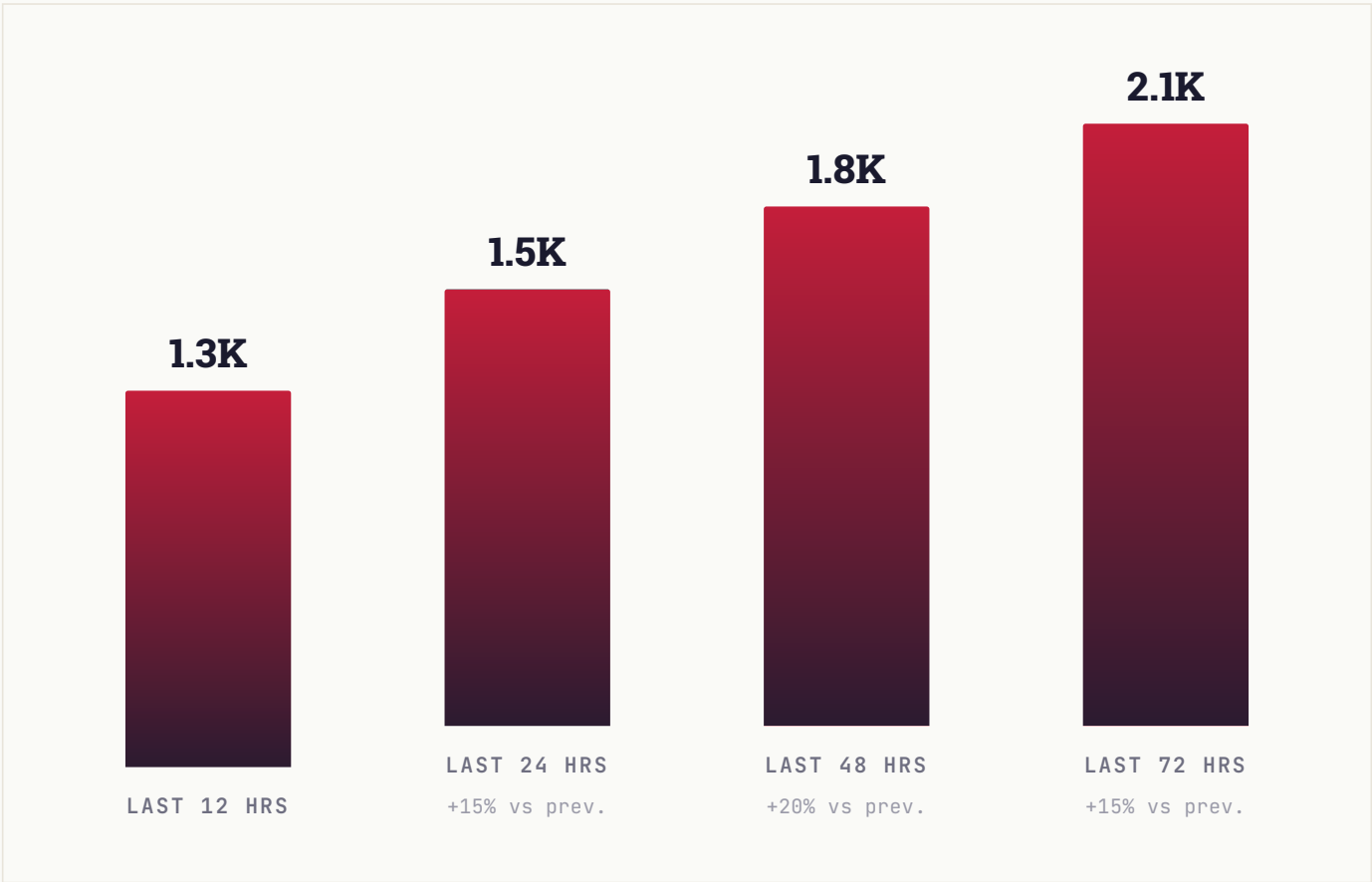
MENTIONED IN WHICH TOPICS



— SECTION 05 · AD POTENTIAL

How long a post brings 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 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
KB Bloody Lady	1.1M
E1 EVELONE 192	1.1M
ZZH broen lives here	1.1M
PA PARADEYEVICH	1M
NE NEVZOROV	1M
ZHO ZHOG YOU	40.7K

COMPARATIVE CONCLUSION

Channel not yet outside niche top 100 — early growth stage. Niche leader — Dima Maslennikov (2.2M), top-100 median: 480.6K. First goal — enter top-100 through systematic work with traffic and content.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

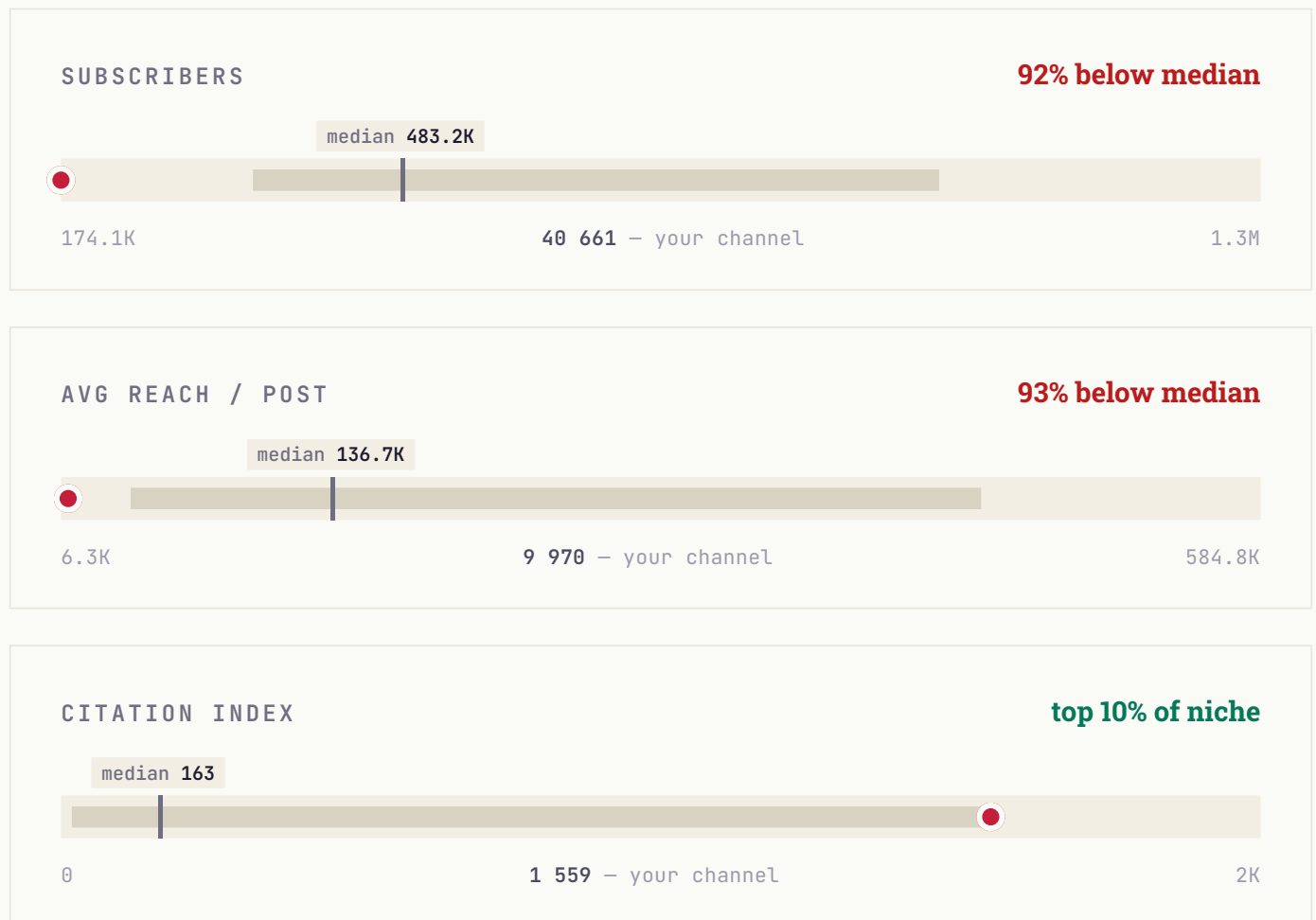
Every month we record posts in other channels that mention your channel. Over the last **6 months** such mentions were **793**, they brought **3 151** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
January 2026	81	62	420	
December 2025	76	40	484	
Nov 2025	309	231	357	
Oct 2025	109	58	576	
September 2025	98	52	435	
August 2025	120	62	879	
TOTAL MENTIONS	MONTHS IN DATA		ACQUIRED SUBSCRIBERS	
793	6		3 151	

SECTION 08 • NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in «Blogs» (Russia) and saw how your channel looks against them. Gray band — range where 80% of niche channels fall (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 10:00 MSK audience is most active.

EFFECT

Best window for an important post
- 02

Increase share of video posts

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

EFFECT

Video retains 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 usually give +5-15% to ER. One poll per week on a hot topic — an easy growth point.

EFFECT

+5-15% ER
- 05

Cross-promo with neighboring channels

Swap posts quarterly with channels in the same segment. No need daily — 2-3 collabs give relevant growth.

EFFECT

Growth from relevant audience

★ WHAT'S NEXT

Want us to do this **PromptPress?**

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

01 **Launch ads in
Telegram**

<https://panel.promptpress.com/register>

02 **Contact manager**

t.me/PromptPress_manager
