

PUBLIC REPORT BY PROMTPRESS

Channel audit

ZHZHGIS



@zhzhgiss

Course signup <https://zhzhgis.ru/#course> Recipe book <https://zhzhgis.ru/#book> Free guides <https://zhzhgis.ru/#guides> Ads @Exclusivelimbmedia

SUBSCRIBERS

122 038

+1910 per month

ERR (% SEE POSTS)

36.0%

per day 11.6%

REACH/POST

35.1K

ad reach 14.2K/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 122 038 —	 SUBS REACH 28.78% avg % subs see post	 VIEWS/POST 35.1K median 29.6K · 24 days	 POSTS/WEEK 2.8 over period
 7D TREND — no data for period	 REACTIONS/POST 527.7 total 5,277 reactions, 1,518 reposts, 536 comments	 POST LENGTH 553 chars. median 408 · 24 days	 POSTS ANALYZED 10 24 days
 AD REACH 14.2K 24h avg	 CHURN / MONTH +1910 last month	 CITATION RATE 24 citation index · 131 channels mentioned all time	 CHANNEL AGE 4 years 4 months created 26.02.2022

AI EDITOR SUMMARY

Channel «ZHZHGIS» — 122 038 subs. Each post averages 35.1K people (29% from subs), good reach. Publishes 3 posts per week (~0 per day) — rare posts.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 10 posts over 24 days.
- 02 Dominant format — Photo (8/10 posts).
- 03 Avg post length — 553 chars (median 408).
- 04 Peak audience activity — Sunday, 15:00 MSK.
- 05 Top posts get 3x 3x more views than the weakest (59.2K avg for top vs 23K for worst) — among 10 posts over 24 days. Analyze what the top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 06.06 · 13:42 PHOTO Processed food test results 🥫 Link to protocols Previous test results 📌 Cheese summary table Test results...	VIEWS 62 843 REPOSTS 492	REACTIONS 643 ER 51.5%
Nº2 07.06 · 12:00 PHOTO READY MEAL RATING 2026. What's actually worth buying? In this video I made my personal rating of ready meals for weight loss. If you don't...	VIEWS 60 671 REPOSTS 140	REACTIONS 364 ER 49.7%
Nº3 14.06 · 12:15 PHOTO Best weight loss products and recipes! Hi everyone, in this video I've put together a selection of the healthiest products for delicious...	VIEWS 54 230 REPOSTS 118	REACTIONS 371 ER 44.4%

Nº4 21.06 • 11:40 PHOTO The best cheese for weight loss I compared 16 brands of light cheese Tested them for macros in a lab, compared price, taste and...	VIEWS 41 055 REPOSTS 174 REACTIONS 440 ER 33.6%
Nº5 25.06 • 09:07 PHOTO HOW I'D START LOSING WEIGHT FROM SCRATCH NOW Even though I've lost 30 kg in 4 months four times, today I wouldn't start with calorie counting...	VIEWS 32 832 REPOSTS 110 REACTIONS 1 620 ER 26.9%
WORST 3	
↓ 27.06 • 13:33 VIDEO For the last 4 years I gained weight in summer to lose it from September, here's why I won't gain anymore... probably)) I don't like...	VIEWS 26 429 REPOSTS 71 REACTIONS 779 ER 21.7%
↓ 28.06 • 11:04 PHOTO I lost 130 to 95 kg. Here's my plan. In this video I show the weight loss system that helped me drop from 130 to 95...	VIEWS 23 598 REPOSTS 161 REACTIONS 309 ER 19.3%
↓ 29.06 • 14:59 VIDEO TENDER DESSERT AND CRUNCHY SALAD My favorite pudding, like in Turkey, is made like this: High-protein milk BOMBBAR put on low heat...	VIEWS 19 106 REPOSTS 130 REACTIONS 210 ER 15.7%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

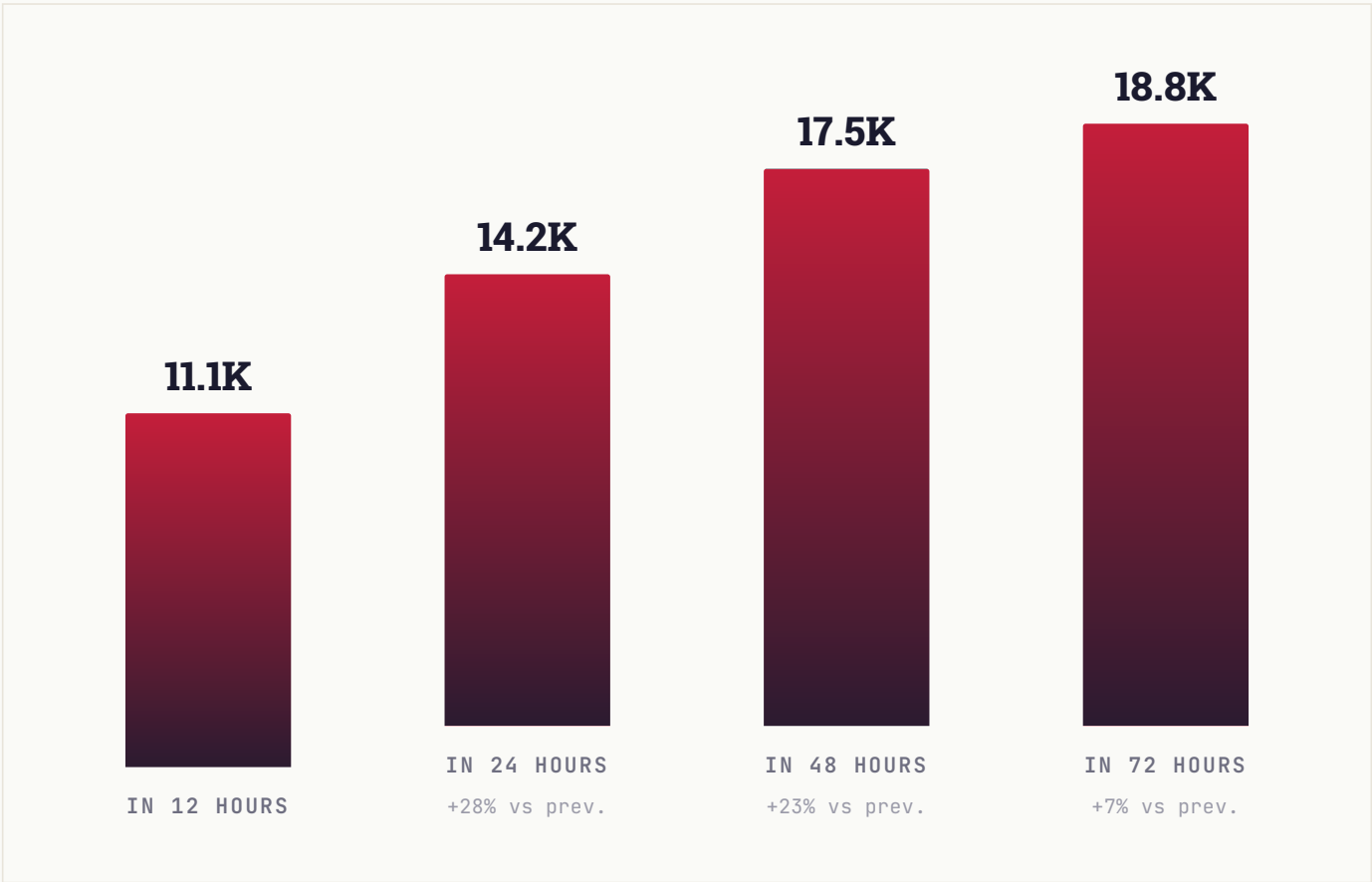
Subscriber growth over the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · AD POTENTIAL

How long a post brings reach

Avg ad post reach by time since publication. Helps gauge how long a placement stays relevant.



SECTION 05 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
KZ Test purchase	768.4K
BI Biohackers	583.1K
BI Biohacking	533.5K
SL Sport Life	525.1K
VN Eternity in Tibet	494.1K
NT Our body	481.6K
AU Ales Ulishchenko Osteopath, PhD Faceplastic author	477.8K
BZ Stay healthy	448.2K
ZE Healthy food	417.5K
DZ Doctor Zubareva / Doctor Zubareva	413.8K
LJ ZHZHGIS YOU	122K

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#64 of 97). Niche median — 152.8K subs. First growth KPI — reach median. Leader: Test purchase (768.4K).

SECTION 06 · MENTION DYNAMICS

How often the channel is mentioned

Each month we track posts in other channels that mention yours. Over the last **6 months** such mentions were **74**, they brought **32 353** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
January 2026	4	4	6 202
December 2025	14	13	2 107
November 2025	9	7	2 502
October 2025	14	9	4 372
September 2025	25	20	7 139
August 2025	8	7	10 031

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS
74	6	32 353

SECTION 07 · NICHE COMPARISON

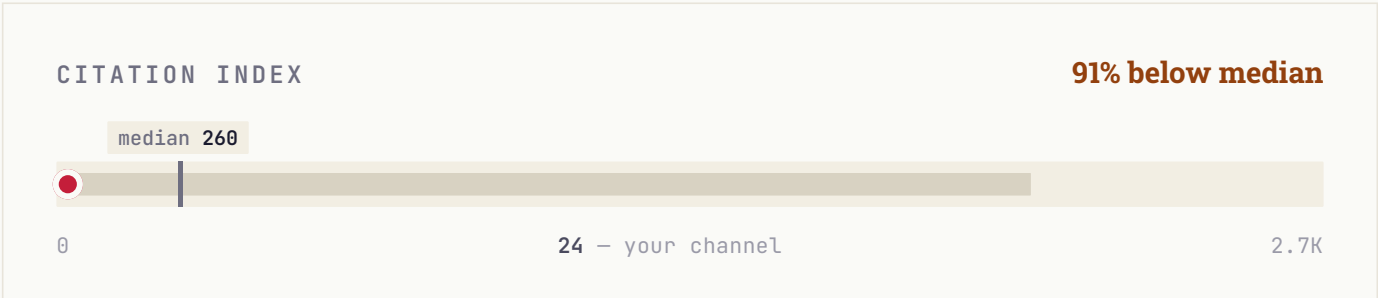
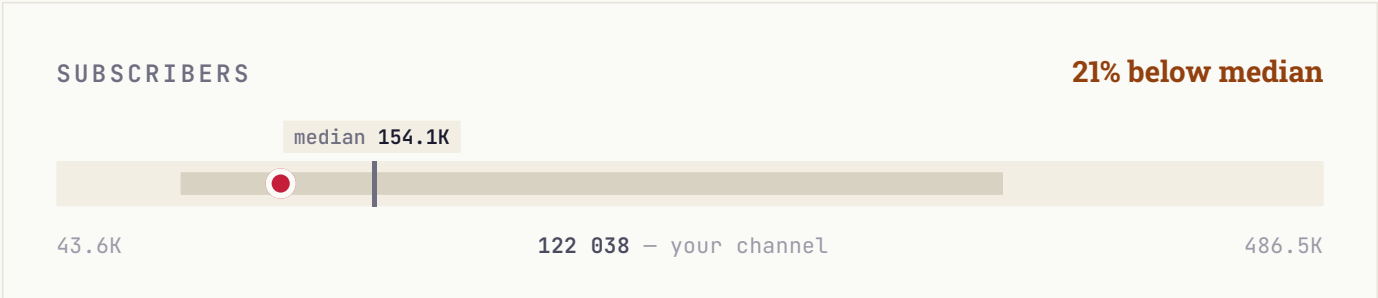
Where the channel stands in its league

Took top-100 channels in category «Health & Fitness» (Russia) and compared your channel. Gray band — range for 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

#64/100

RANK IN NICHE

Channel in the bottom half of the ranking



— SECTION 08 · STRATEGY

What to do right now

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

01

Increase posting frequency

Now 2.8 posts/week. Active channels do 7-10.
Consistency is key to retention.

EFFECT

Consistency > volume

02

Top post of the week — Sunday

Audience most active on this day at 15:00 MSK.

EFFECT

Best window for an important post

03

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

04

Test polls & interactive formats

Posts with polls/reactions usually boost ER by +5-15%.
One poll per week on a hot topic — 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 is what we can do in minutes using public data. Want to go further? Run ads with 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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