

PUBLIC REPORT BY PROMTPRESS

Channel audit

Zimanzóne



@zimanzone

Yulia Ziman | Everything for home & soul Saving your time. Finding the best for stylish interiors on a budget! Collaboration 
@ulia_ziman VK community: <https://vk.com/zimanzone> My
Pinterest:...

SUBS

53 986

-880 per month

ERR (% SEE POSTS)

32.0%

per day 17.3%

REACH/POST

17.3K

ad reach 9.6K/24h

— CONTENTS · 2026

What's inside the report

01 Channel snapshot

12 key metrics · AI summary

02 Content analysis

Top 5 posts · worst 3 · insights

03 Subscriber dynamics

Yearly chart · growth

04 Ad potential

How long a post generates reach

05 Competitors

Niche neighbors · your spot

06 Mention dynamics

6 months · monthly

07 Niche comparison

Rank in «Interior & Construction»

08 Strategy

5 priority actions

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.

 SUBS 53 986 —	 SUBSCRIBER REACH 31.97% avg % of subs see post	 VIEWS/POST 17.3K median 17.1K · 23 days	 POSTS/WEEK 2.1 over period
 7D TREND -10.2% vs previous week	 REACTIONS/POST 320.7 total 2,245 reactions, 842 reposts, 2 comments	 POST LENGTH 451 chars median 395 · 23 days	 POSTS ANALYZED 7 23 days
 AD REACH 9.6K 24h avg	 CHURN / MONTH -880 last month	 CITATION RATE 9 citation index · 25 channels mentioned ever	 CHANNEL AGE 2 years 7 months created 17.11.2023

AI EDITOR SUMMARY

Channel «Zimanzóne» — 53 986 subs. Each post averages 17.3K people (32% from subs), good reach. Publishes 2 posts per week (~0 per day) — rare posts. For the week of June 15–21, reach dropped by -10.2% to week 8–14 Jun — worth analyzing why.

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 SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 7 posts over 23 days.
- 02 Dominant format – Photo (6/7 posts).
- 03 Avg post length – 451 chars (median 395).
- 04 Peak audience activity – Friday, 10:00 MSK.
- 05 Top posts get 1x more views than the weakest (19.7K avg for top vs 14.9K for worst) – among 7 posts over 23 days. Worth analyzing what the top has in common – topic, format, timing.

TOP 5 POSTS

Nº1 05.06 · 07:30 PHOTO I'm ready to make summer cottage selections forever) 🧑🏻 Part 1 can be viewed here Links in the comments 💛 #дача	VIEWS 21 644 REPOSTS 184	REACTIONS 392 ER 40.1%
Nº2 11.06 · 14:17 PHOTO #вседлясна 🛏 You know what's a bummer? We can carefully care for our skin, buy good serums and creams, and then sleep face-down all night...	VIEWS 19 152 REPOSTS 26	REACTIONS 202 ER 35.5%
Nº3 11.06 · 07:00 VIDEO Maldives water in the pool all season! Report from the dacha and a «hard-earned» guide for crystal clear water) Two previous attempts with...	VIEWS 18 231 REPOSTS 167	REACTIONS 269 ER 33.8%

Nº4 17.06 • 08:02 PHOTO #детская 🐻 Treat your kid. Or your inner kid) This selection was inspired by the wallpaper from slide 3. I saw on them...	VIEWS 17 107 REPOSTS 111 REACTIONS 302 ER 31.7%
Nº5 15.06 • 09:00 PHOTO Well, the Chinese, well done 😊 Links in comments💬	VIEWS 17 037 REPOSTS 143 REACTIONS 392 ER 31.6%

WORST 3

↓ 15.06 • 09:00 PHOTO Well, the Chinese, well done 😊 Links in comments💬	VIEWS 17 037 REPOSTS 143 REACTIONS 392 ER 31.6%
↓ 16.06 • 15:18 PHOTO Continuing the home tech theme - was looking for a laptop as a gift for mom and saw a great deal at DNS, decided to share with...	VIEWS 16 189 REPOSTS 21 REACTIONS 219 ER 30.0%
↓ 28.06 • 08:11 PHOTO Great carpets with good reviews and affordable 🏠 Almost all models available in different sizes, and in person they look much...	VIEWS 11 457 REPOSTS 190 REACTIONS 469 ER 21.2%

SECTION 03 • SUBSCRIBER DYNAMICS

How the channel grew over the year

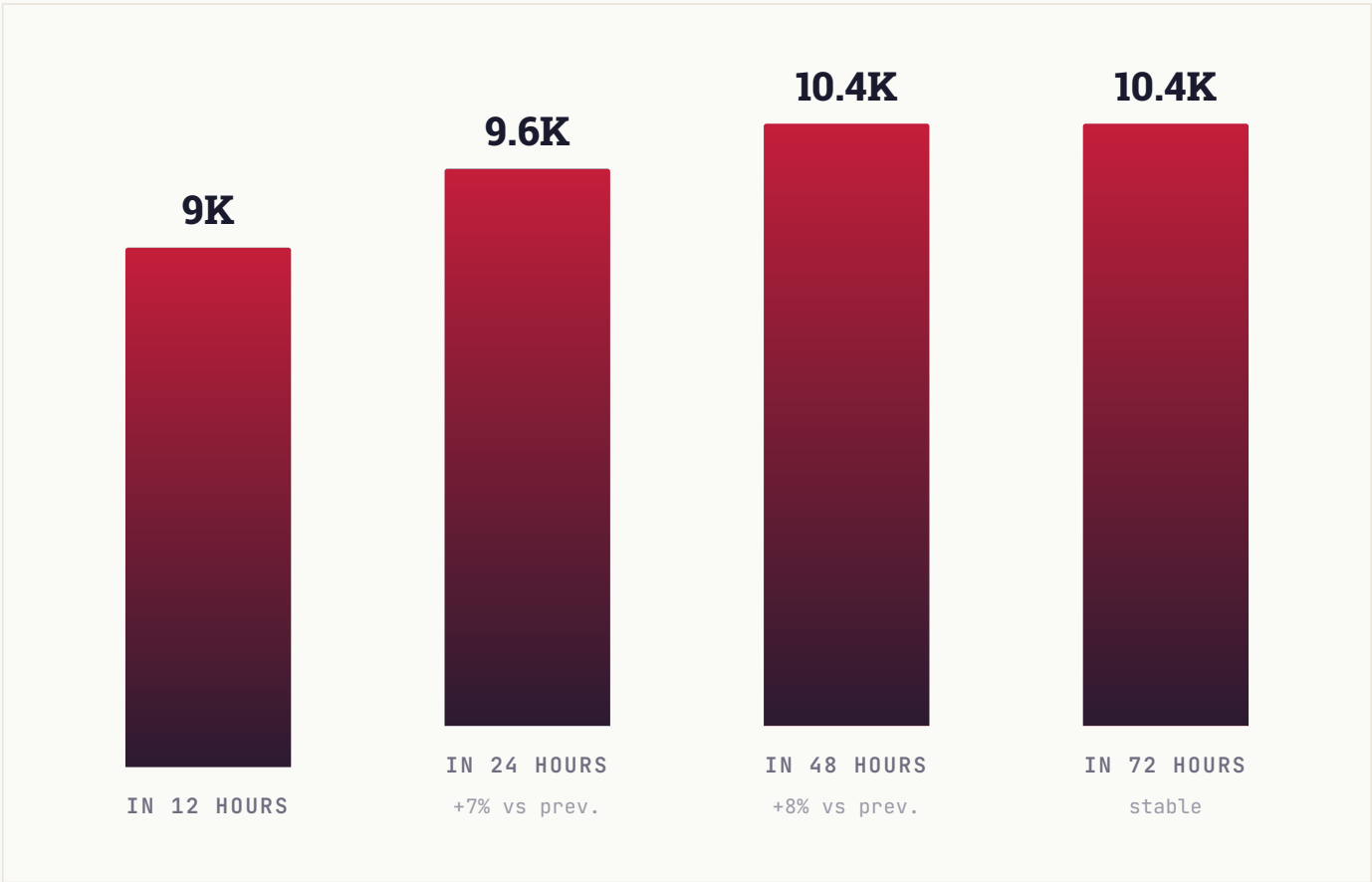
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · AD POTENTIAL

How long a post generates reach

Avg reach of ad posts over time since publication. Helps estimate how long placement stays effective.



SECTION 05 · COMPETITORS

Who you compete with

11 closest channels by topic and audience. Highlighted your channel – you can see its position among niche peers.

CHANNEL	SUBS
DD DOME0. DESIGN RENOVATION REAL ESTATE	527.4K
PL Planning	454.5K
AI Interior & decor	450.8K
MK My apartment	428.3K
MS Wise Builder	410.7K
LK Favorite apartment	409.4K
GF GC FSK	377.8K
PR ProRealEstate	375.5K
SB Smart Builder	354.2K
PI PIK	338.8K
ZI Zimanzóne YOU	54K

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#98 of 89). Niche median – 109.5K subs. First growth KPI – reach the median. Leader: DOME0. DESIGN | RENOVATION | REAL ESTATE (527.4K).

SECTION 06 · 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 **3**, they brought **22 747** new subs.

PERIOD	MENTIONS	CHANNELS	GAINED SUBS
Jan 2026	1	1	1 382
December 2025	1	1	6 566
November 2025	0	0	3 195
October 2025	0	0	6 885
September 2025	1	1	1 724
August 2025	0	0	2 995

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
3	6	22 747

— SECTION 07 • NICHE COMPARISON

Where the channel ranks in its league

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

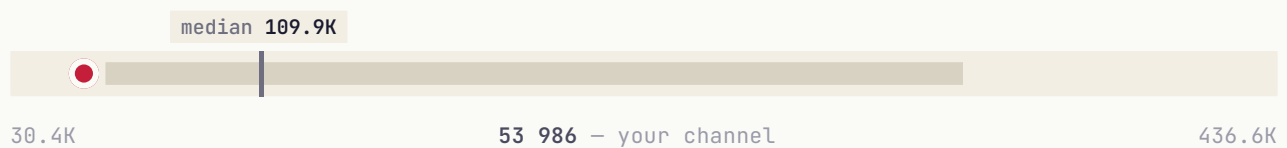
#98 /100

RANK IN NICHE

Channel in the bottom half of the ranking

SUBS

51% worse than median



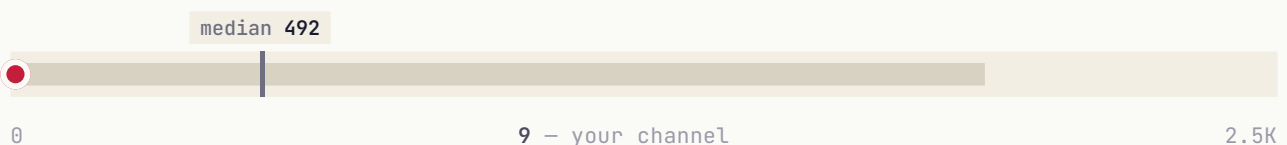
AVG REACH / POST

better than 80% of niche



CITATION INDEX

98% worse than median



— SECTION 08 · STRATEGY

What to do right now

5 priority actions sorted by expected impact. Check them off and come back in a month.

01

Increase posting frequency

Now 2.1 posts/week. Active channels average 7-10.
Consistency is key to retention.

EFFECT

**Consistency
beats volume**

02

Top post of the week — on Friday

Audience is most active on this day at 10:00 MSK.

EFFECT

**Best window
for an
important post**

03

Increase video post share

Video in Telegram holds 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 picks sources for your niche.

EFFECT

**+1000-3000
subs**

05

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

★ WHAT'S NEXT

Want this done by **PromptPress?**

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

01 Launch Telegram ad <https://panel.promptpress.com/register>

02 Contact manager t.me/PromptPress_manager
