

PUBLIC REPORT BY PROMTPRESS

Channel audit

Alexander Zubarev



@zubarefff

Social Media Advertiser Permit 8218845 Official channel of the father of all dumplings Don't fall for fakes! We never collect money!
Ads, collaboration tg: @reginaboytcova

SUBSCRIBERS

1 347 053

-42288 per month

ERR (% SEE POSTS)

20.0%

Daily 11.2%

REACH/POST

255.3K

Ad reach 150.8K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. The subtitle under the number shows the period it covers.

 SUBSCRIBERS 1 347 053 —	 SUBSCRIBER REACH 18.95% Avg % subs see post	 VIEWS/POST 255.3K Median 269.1K · 29 days	 POSTS/WEEK 19.6 For period
 7D TREND -14.7% vs previous week	 REACTIONS/POST 7618.8 624,742 reactions, 38,584 reposts, 52,759 comments	 POST LENGTH 42 chars Median 19 · 29 days	 POSTS ANALYZED 82 29 days
 AD REACH 150.8K 24h avg	 CHURN / MONTH -42288 Last month	 CITATION RATE 257 Citation index · 2,687 channels mentioned all time	 CHANNEL AGE 5 years 5 months Created 05.02.2021

AI EDITOR SUMMARY

Channel «Alexander Zubarev» – 1 347 053 subs. Each post avg views 255.3K people (19% From subs), avg reach – room to grow. Posts 20 posts/week (~3/day) – regular schedule. Week Jun 22–28 reach dropped -14.7% 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 remove from rotation.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **82** posts in 29 days.
- 02 Dominant format – **Video** (57/82 posts).
- 03 Avg post length – **42** chars (median 19).
- 04 Audience peak activity – **Monday**, 20:00 MSK.
- 05 Top posts get **2x** More views than weakest (335.9K top avg vs 200.7K worst) – among 82 posts in 29 days. Analyze top commonalities: topic, format, timing.

TOP 5 POSTS

Nº1 19.06 · 16:09 PHOTO twitch.tv/zubarefff	VIEWS 339 399 REP. 407	REACTIONS 5 848 ER 25.2%
Nº2 15.06 · 17:04 PHOTO kick.com/zubarefff45	VIEWS 339 216 REP. 446	REACTIONS 6 428 ER 25.2%
Nº3 15.06 · 12:53 VIDEO Quickly drop likes for Allusik	VIEWS 329 107 REP. 74	REACTIONS 13 459 ER 24.4%

Nº4 17.06 · 16:06 PHOTO Formula 1 twitch.tv/zubarefff	VIEWS 324 373 REP. 727	REACTIONS 6 569 ER 24.1%
Nº5 15.06 · 15:39 TEXT Guys. Stream an hour later than usual. Sorry	VIEWS 323 144 REP. 65	REACTIONS 6 471 ER 24.0%

|

WORST 3

↓ 01.07 · 16:03 PHOTO twitch.tv/zubarefff	VIEWS 207 934 REP. 258	REACTIONS 4 257 ER 15.4%
↓ 01.07 · 14:59 VIDEO Collected before?	VIEWS 200 754 REP. 166	REACTIONS 4 698 ER 14.9%
↓ 01.07 · 18:23 VIDEO (post without caption – video)	VIEWS 193 457 REP. 59	REACTIONS 6 116 ER 14.4%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

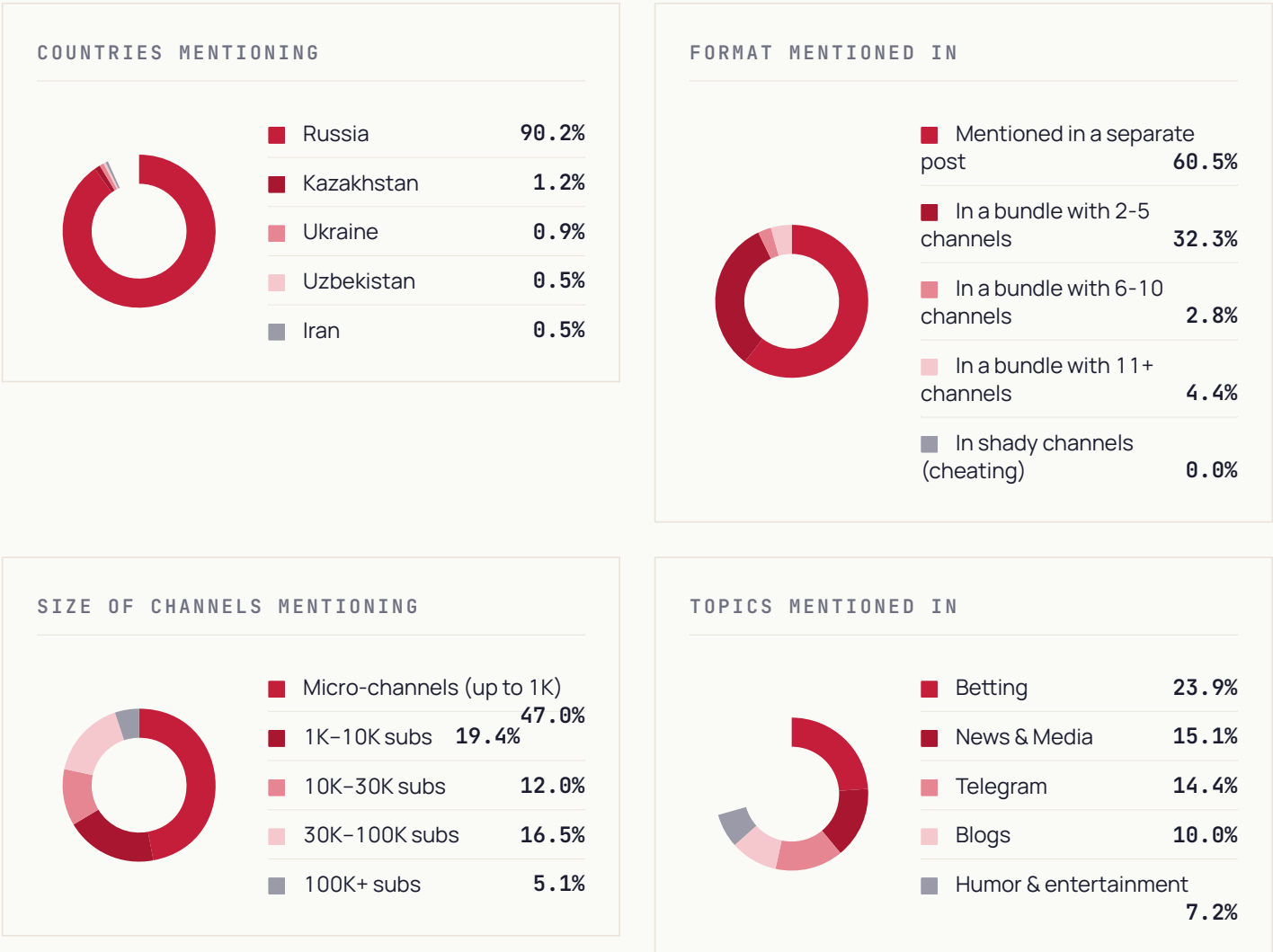
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

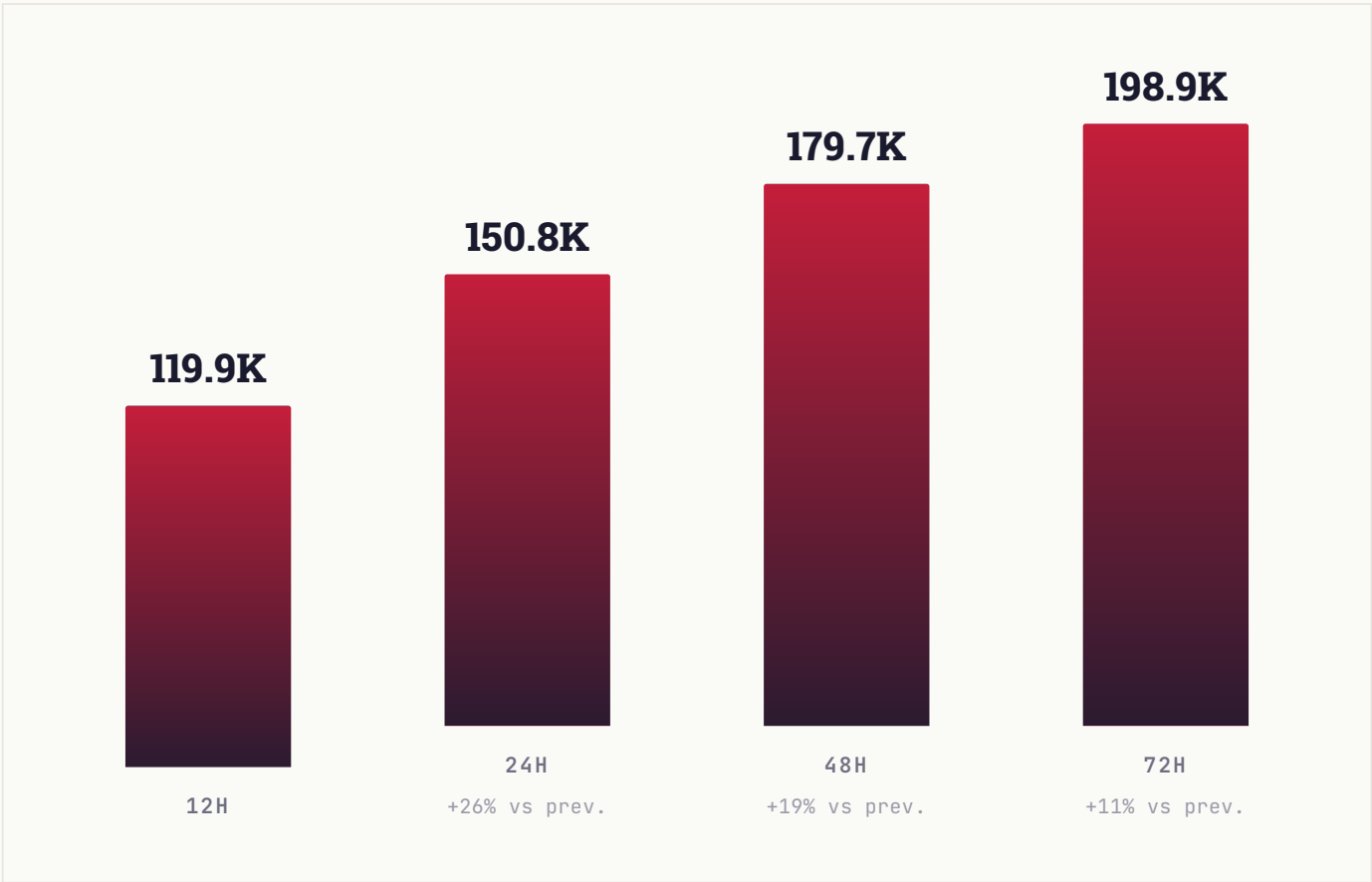
Citation index **257** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100k subs channel weighs more than from a 1k subs channel. All time channel was mentioned **2 687** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of ad post over time since publication. Helps estimate how long a placement should «live».



SECTION 06 · COMPETITORS

Who you compete with

11 Nearest channels by topic & audience. Your channel 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 YOU	1.3M
B Booster	1.2M
E1 EVELONE 192	1.2M
KB Bloody Lady	1.1M
LJ Broen lives here	1.1M
PA PARADEYEVICH	1M
NE NEVZOROV	1M
AL Artemy Lebedev	970K

COMPARATIVE CONCLUSION

Channel in top-10 niche (#4 of 100). Strong position. Niche leader — Dima Maslennikov (2.2M), room to grow to #1. Mutual exchanges with other top-10 channels as equals.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

We record posts in other channels that mention your channel monthly. Over the last **6 months** such mentions were **196**, they brought **224 317** New subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
January 2026	49	9	423
December 2025	11	6	137 486
Nov 2025	35	11	1 105
Oct 2025	40	5	0
September 2025	57	18	84 835
August 2025	4	3	468
TOTAL MENTIONS			
196			
MONTHS OF DATA			
6			
GAINED SUBSCRIBERS			
224 317			

SECTION 08 • NICHE COMPARISON

Where the channel ranks in its league

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

#4 /100

RANK IN NICHE

Channel in top 4% blogs Russia

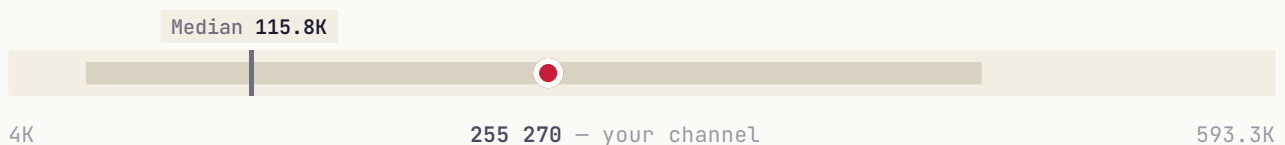
SUBSCRIBERS

Better than 90% of niche



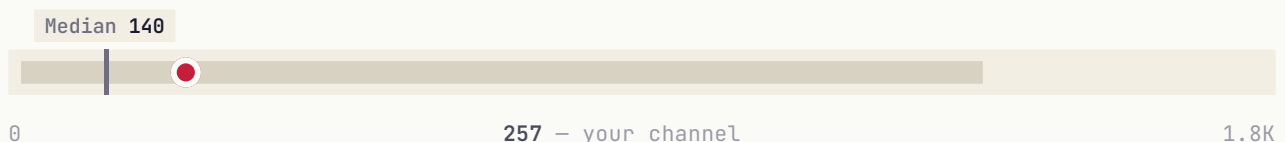
AVG REACH / POST

Better than 66% of niche



CITATION INDEX

Better than 53% of niche



— SECTION 09 · STRATEGY

What to do right now

5 priority actions sorted by expected impact. Check off as done and revisit in a month.

01

Main post of the week — on Monday

Audience is most active on this day at 20:00 MSK.

EFFECT

**Best time for
an important
post**

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 is an easy win.

EFFECT

+5-15% ER

04

Cross-promo with similar channels

Exchange posts with channels in the same segment once a quarter. No need to do it daily — 2-3 collabs bring relevant growth.

EFFECT

**Growth from
relevant
audience**

05

Update channel description for Telegram search

Telegram search scans descriptions. Add 3-5 niche keywords — it's 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 ad <https://panel.promptpress.com/register>

02 Contact manager t.me/PromptPress_manager
