

PUBLIC REPORT BY PROMTPRESS

Channel audit

Andrei Lankov



@a_lankov

This is the official channel of Andrey Lankov's YouTube lecture hall.
Support the project: With Russian cards - <https://web.tribute.tg//Kp>
With foreign cards - https://www.patreon.com/lankov_official RKN
statement:...

SUBSCRIBERS

41 748

+179 per month

ERR (% SEE POSTS)

82.0%

in 24 hours **30.0%**

REACH/POST

32.7K

ad reach **12.5K**/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 41 748 —	 SUBS REACH 78.23% avg % of subs see post	 VIEWS/POST 32.7K median 31.9K · 27 days	 POSTS/WEEK 3.3 for the period
 7D TREND -34.0% vs prev week	 REACTIONS/POST 1062.5 total 13,813 reactions, 1,828 reposts, 0 comments	 POST LENGTH 841 chars median 1000 · 27 days	 POSTS ANALYZED 13 27 days
 AD REACH 12.5K 24h avg	 CHURN / MONTH +179 last month	 QUOTABILITY 104 citation index · 356 channels mentioned all time	 CHANNEL AGE 7 years 2 months created 09.05.2019

AI EDITOR SUMMARY

Channel «Andrey Lankov» — 41 748 subs. Each post averages 32.7K people (78% from subs), wide reach for a channel this size. Publishes 3 posts per week (~0/day) — rare. For week June 29 – July 5 reach dropped by -34.0% to the week of June 22–28 — worth analyzing why.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement & outliers – to see what to repeat and what to drop.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 13 posts in 27 days.
- 02 Dominant format – Photo (10/13 posts).
- 03 Avg post length – 841 chars (median 1000).
- 04 Peak audience activity – Sunday, 10:00 MSK.
- 05 Top posts get 2x more views than the weakest (45.1K avg top vs 26K bottom) – among 13 posts in 27 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 28.06 · 07:12 PHOTO On June 3, the Rodong Sinmun published an article on the problems of Russian education (though, rather, not on the problems...	VIEWS 56 215 REP. 221	REACTIONS 1 162 ER 134.7%
Nº2 24.06 · 07:04 PHOTO In previous posts I told you about ATOM, which helps open foreign accounts in trusted CIS banks. Many of my...	VIEWS 41 137 REP. 51	REACTIONS 264 ER 98.5%
Nº3 21.06 · 06:43 PHOTO Studies show people are drinking less in recent years. South Korea is no exception...	VIEWS 38 024 REP. 288	REACTIONS 1 382 ER 91.1%

Nº4

16.06 · 07:03

PHOTO

Non-Korean cuisine in Korea Recently, many restaurants featuring cuisines from various countries have appeared in Russia...

VIEWS

37 476

REACTIONS

1 303

REP.

84

ER

89.8%

Nº5

23.06 · 15:30

PHOTO

When I first came to work in South Korea in the early 1990s, there were almost no foreign students at universities. For the first...

VIEWS

35 158

REACTIONS

1 145

REP.

68

ER

84.2%

WORST 3

↓

03.07 · 19:31

PHOTO

Interesting news from Kalma resort, occasionally covered in Russian media. If you recall, last year...

VIEWS

27 756

REACTIONS

1 476

REP.

122

ER

66.5%

↓

12.07 · 07:23

TEXT

New lecture on China! 🇨🇳 Many have asked to hear about this period of Andrey Nikolaevich's history. The Great Leap Forward - a bold experiment...

VIEWS

27 213

REACTIONS

868

REP.

167

ER

65.2%

↓

10.07 · 07:02

PHOTO

Last night I went to the store and saw tomato jelly. Specifically from 'honey tomatoes'. Readers may be surprised, but in Korea...

VIEWS

22 928

REACTIONS

1 280

REP.

191

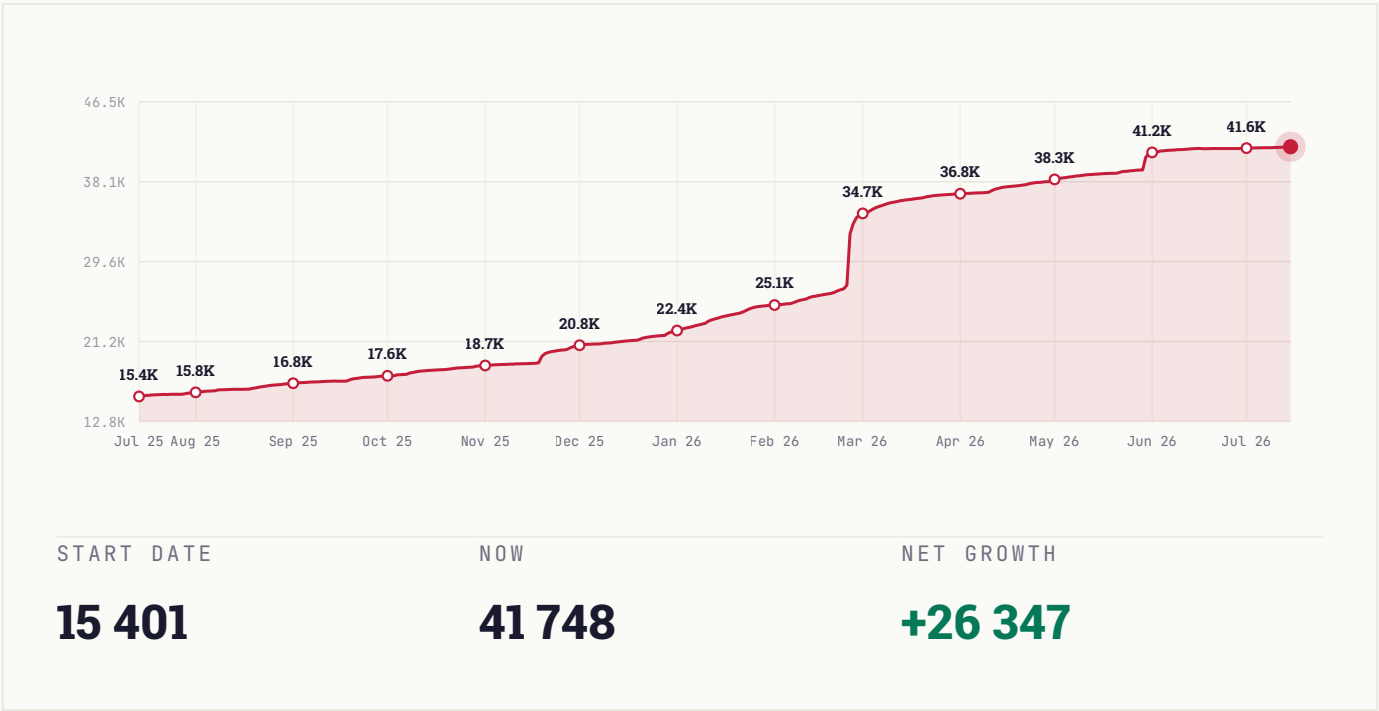
ER

54.9%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

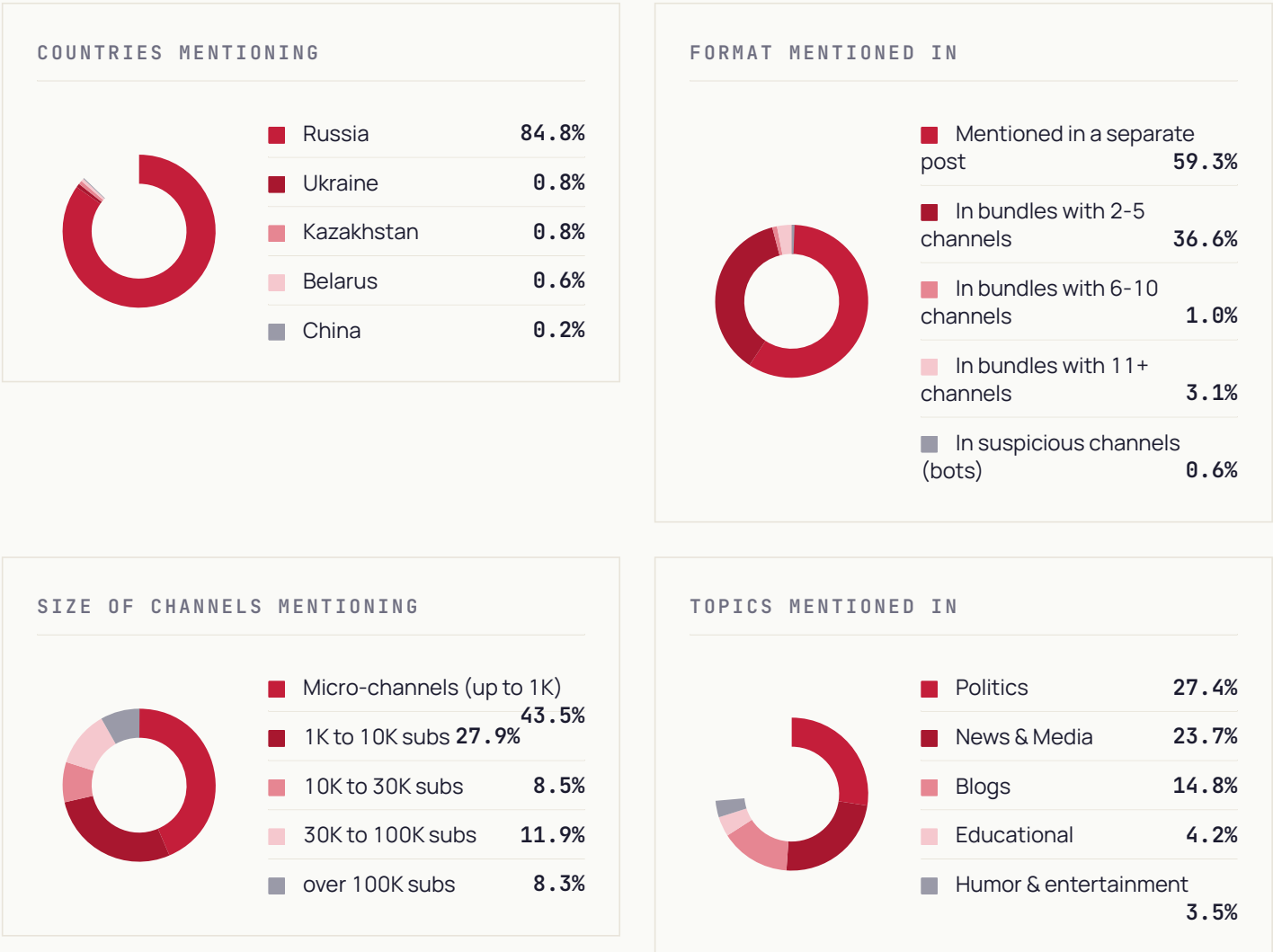
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth and decline.



SECTION 04 · MENTIONS

Who mentions the channel & how

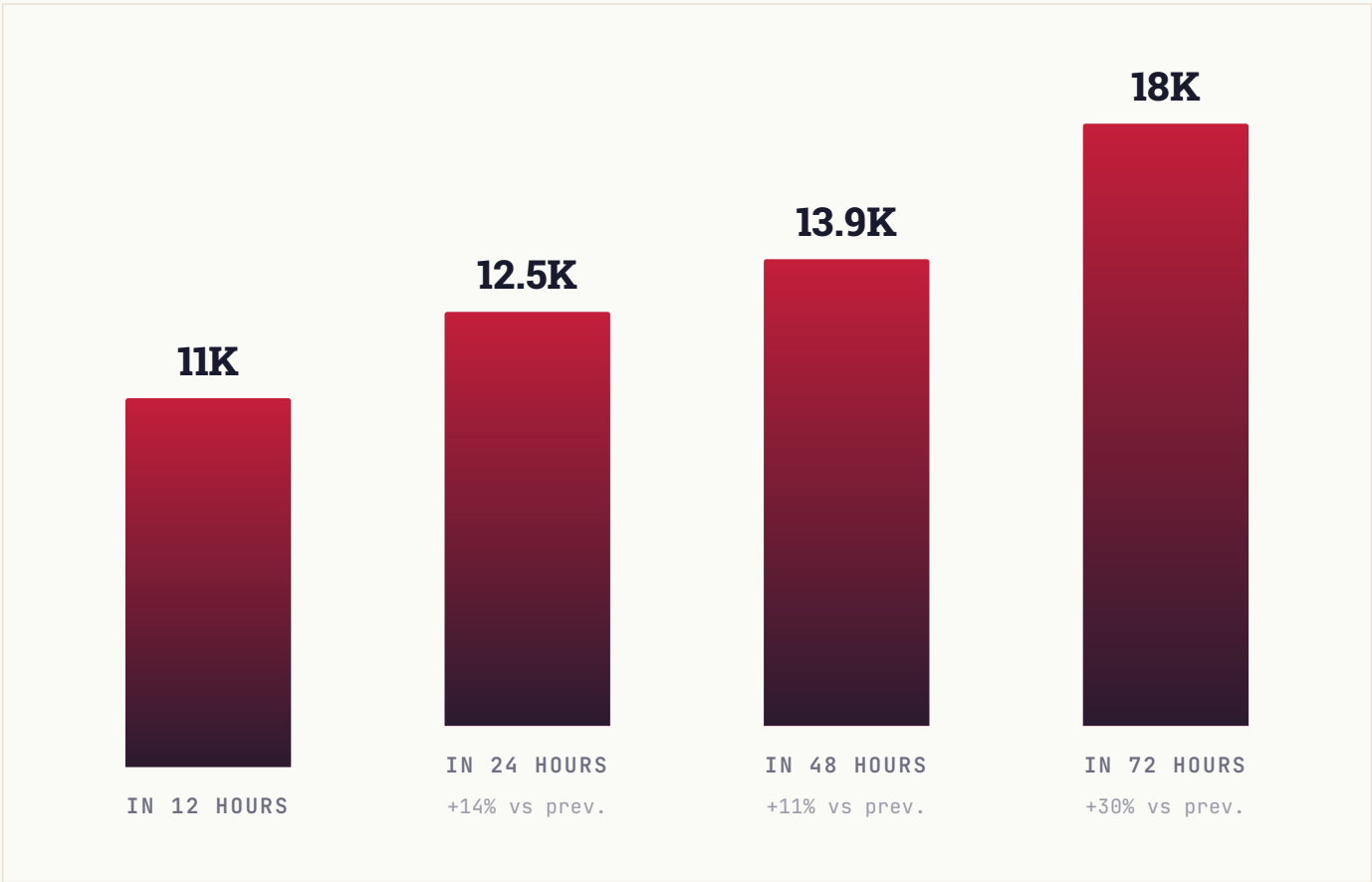
Citation index **104** — channel popularity rating based on mentions. Considers not only quantity but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time channel was mentioned **356** different channels.



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 relevant.



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
M- Moscow - Where to Go Events	1.2M
A« Pobeda Airlines	1.1M
MD Moscow Digest	556.4K
AE AEROFLOT	524.9K
MO Muscovite	500.8K
JP Yandex Travel	496.6K
TU Tutu	494.1K
Sun Discount wagon	431.6K
OT Ozon Travel	413.5K
SP Ways to travel almost free (RU) Vandrouki, Вандруки, вандроки — ЭТО МЫ	401.7K
AL Andrei Lankov YOU	41.7K

COMPARATIVE CONCLUSION

Channel not yet outside top-95 niche — early growth stage. Niche leader — Moscow - Where to Go | Events (1.2M), top-95 median: 157K. First goal — enter top-95 through systematic work with traffic and content.

SECTION 07 · MENTION TRENDS

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 **91**, they brought **9 253** new subs.

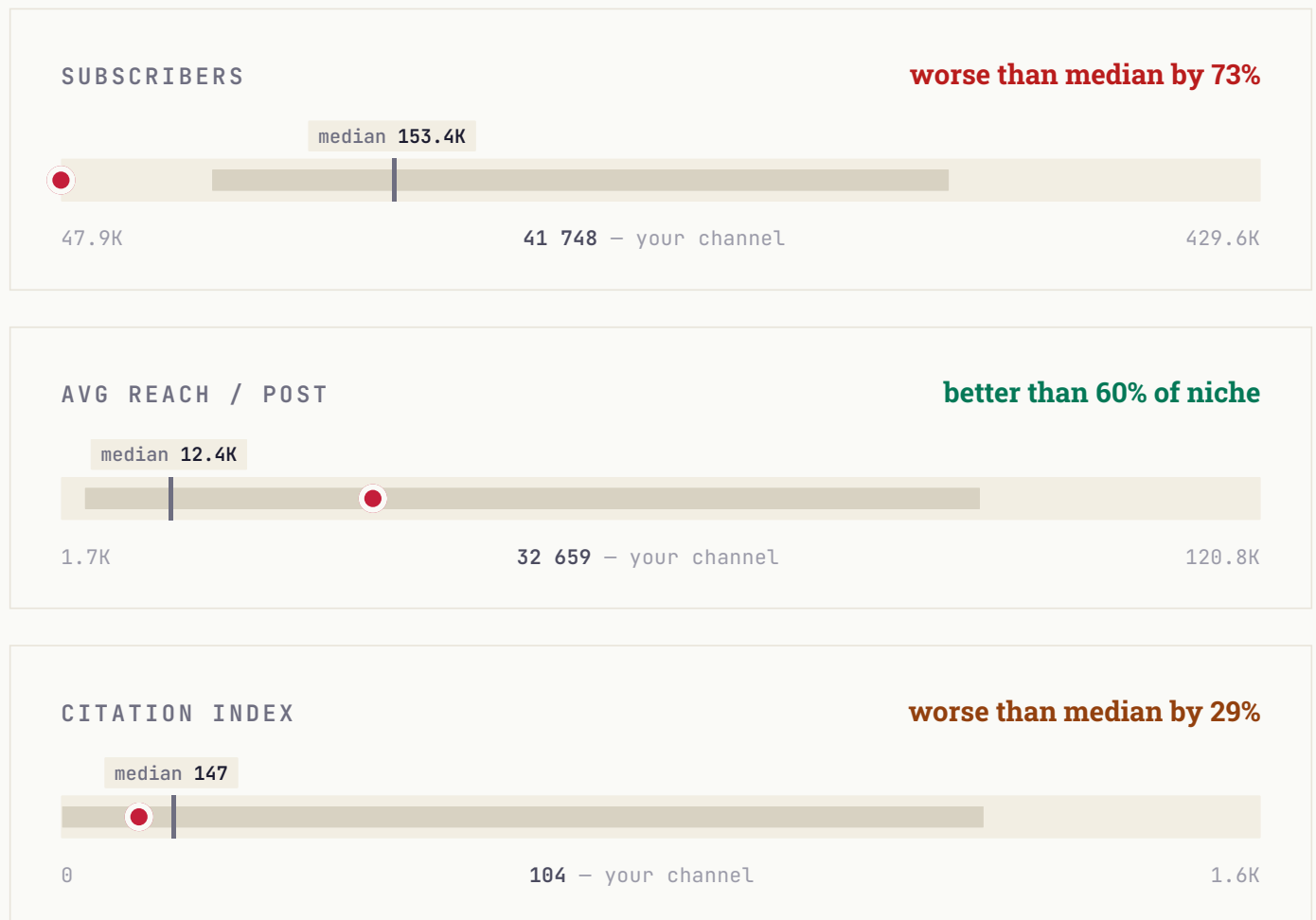
PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
January 2026	19	16	2 741
December 2025	10	9	1 593
Nov 2025	12	9	2 049
Oct 2025	18	17	1 094
September 2025	18	12	806
August 2025	14	13	970

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS
91	6	9 253

SECTION 08 • NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category «Travel» (Russia) and saw how your channel compares. Gray band — range for 80% of niche channels (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 as done and revisit this report in a month.

01**Increase posting frequency**

Now 3.3 posts/wk. Active channels avg 7-10.
Consistency is key to retention.

EFFECT

**Consistency
beats volume****02****Top post of the week — on Sunday**

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

EFFECT

**Best time for
key posts****03****Increase video posts share**

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

EFFECT

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

EFFECT

+5-15% ER

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in minutes from public data. To go further — run ads through 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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