

PUBLIC REPORT BY PROMTPRESS

Channel audit

Linch



@e_linch

Personal blog of journalist Lynch Ads - linch@dogematic.com
Collaboration - linchadvert@gmail.com TG ads - @riseden Extra
videos -...

SUBSCRIBERS

153 644

-1096 per month

ERR (% SEE POSTS)

64.0%

daily **23.4%**

REACH/POST

96.2K

ad reach **35.9K**/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 153 644 —	 SUBSCRIBER REACH 62.63% avg % subs see post	 VIEWS/POST 96.2K median 100.2K · 26 days	 POSTS/WEEK 4.5 for the period
 7D TREND -18.6% vs previous week	 REACTIONS/POST 8720.8 total 148,254 reactions, 5,055 reposts, 10,204 comments	 POST LENGTH 225 chars median 152 · 26 days	 POSTS ANALYZED 17 26 days
 AD REACH 35.9K 24h avg	 CHURN / MONTH -1096 last month	 CITATION RATE 30 citation index · 697 channels mentioned all time	 CHANNEL AGE 5 years 2 months created 18.04.2021

AI EDITOR SUMMARY

Channel «Linch 🐦» — 153 644 subs. Each post averages 96.2K people (63% from subs), wide reach for a channel this size. Publishes 4 posts/week (~1/day) — rare publications. For week 22–28 Jun reach **dropped -18.6%** to week 15–21 Jun — worth analyzing why.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on 17 posts over 26 days.
- 02 Dominant format — Photo (14/17 posts).
- 03 Avg post length — 225 chars (median 152).
- 04 Audience activity peak — Saturday, 16:00 MSK.
- 05 Top posts drive 2x more views than the weakest (135.7K avg for top vs 74.5K for worst) — among 17 posts over 26 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº109.06 · 11:57 PHOTO Oh no, it's fine, it's a cyclops🙈	VIEWS	REACTIONS
	141 138	12 056
	REPOSTS	ER
	370	91.9%
Nº213.06 · 13:09 PHOTO Editing episode 3, decided to check how many sounds I've collected over the years... 3120 sounds, and I think by the end of this...	VIEWS	REACTIONS
	133 576	9 254
	REPOSTS	ER
	134	86.9%
Nº309.06 · 11:51 PHOTO Am I the only one seeing Mr. Lamberton with a pickaxe?👷	VIEWS	REACTIONS
	132 406	11 841
	REPOSTS	ER
	420	86.2%

Nº4

14.06 · 14:04

PHOTO

Video coming... Still editing, but almost there😊

VIEWS

128 480

REPOSTS

581

REACTIONS

11 297

ER

83.6%

Nº5

15.06 · 19:02

PHOTO

Looks like something happened in the apartment...

VIEWS

108 598

REPOSTS

296

REACTIONS

10 464

ER

70.7%

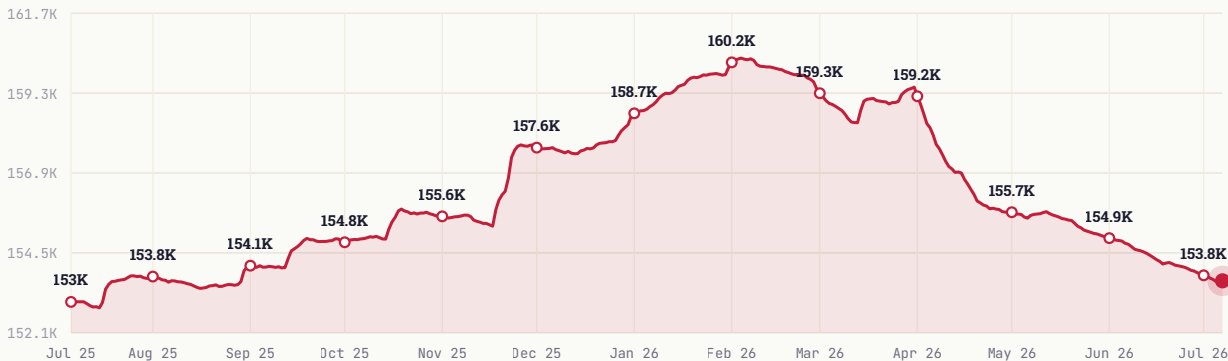
WORST 3

↓ 27.06 · 11:30 PHOTO Guys, put down your pickaxes and shovels – the biggest game world rift of the year just happened! Remember how many years we waited...	VIEWS 81 429 REPOSTS 38	REACTIONS 3 633 ER 53.0%
↓ 25.06 · 09:33 TEXT Every time I pick music for new episodes of Lynch's Childhood, I remember this moment from episode 1. And every time I think: why did I even...	VIEWS 76 813 REPOSTS 80	REACTIONS 6 341 ER 50.0%
↓ 01.07 · 13:56 PHOTO Check out what a monster bass I caught! Went with Lily out of town for a few days after the episode aired: fished, relaxed, boated...	VIEWS 65 388 REPOSTS 200	REACTIONS 6 568 ER 42.6%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

Subscriber growth chart for the year. On key months the exact number of subscribers is shown. You can see which months the channel gained and which months subscribers left.



PERIOD START

153 012

NOW

153 644

NET GROWTH

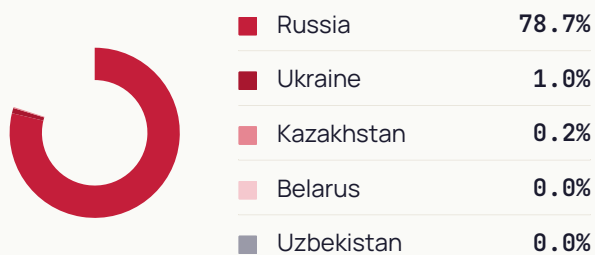
+632

— SECTION 04 • MENTIONS

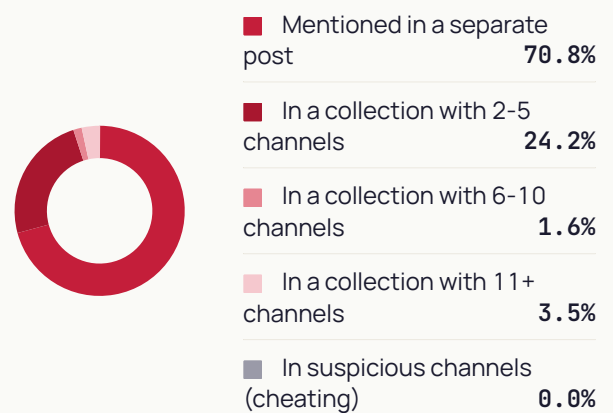
Who mentions the channel and how

Citation index **30** — 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 one. All-time mentions: **697** different channels.

COUNTRIES MENTIONING



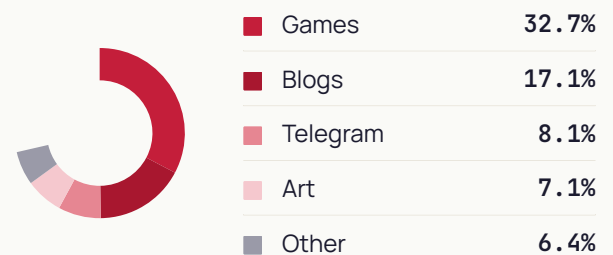
FORMAT OF MENTIONS



WHAT SIZE CHANNELS MENTION



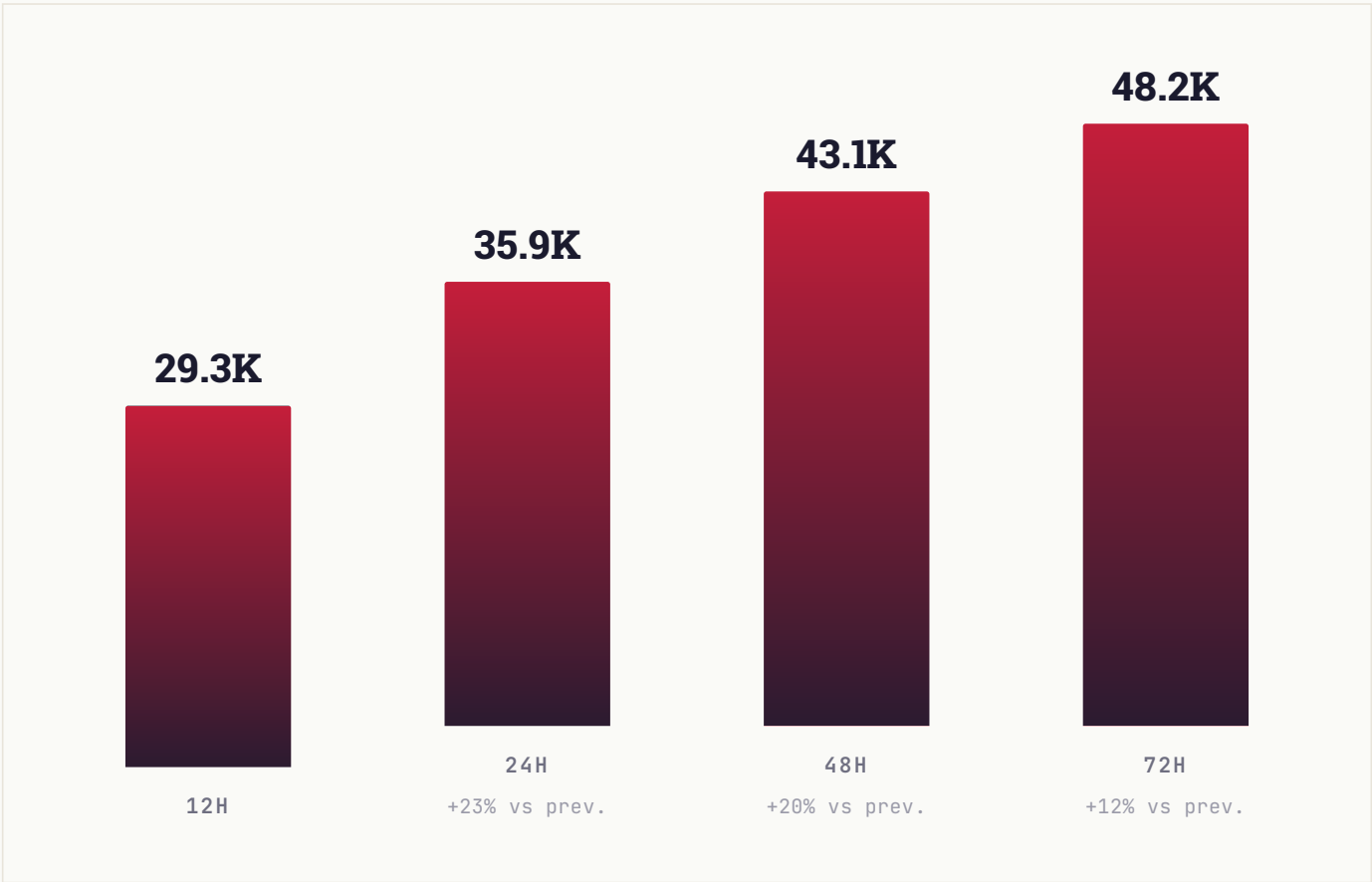
TOPICS OF MENTIONS



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 stays effective.



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Your channel is highlighted — shows its position among niche neighbors.

CHANNEL	SUBSCRIBERS
DM Dima Maslennikov	2.2M
LI LITVIN	1.6M
EX Exile	1.4M
AZ Alexander Zubarev	1.3M
B🍄 Booster 🍄	1.2M
E1 EVELONE 192	1.2M
KB Bloody Lady	1.1M
LJ brown lives here	1.1M
PA PARADEYEVICH	1M
NE NEVZOROV	1M
L🦆 Linch 🦆 YOU	153.6K

COMPARATIVE INSIGHT

Channel not yet outside niche top 100 — early growth stage. Niche leader — Dima Maslennikov (2.2M), top-100 median: 426.9K. First goal: enter top-100 through systematic traffic and content work.

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 **65**, they brought **8 390** new subs.

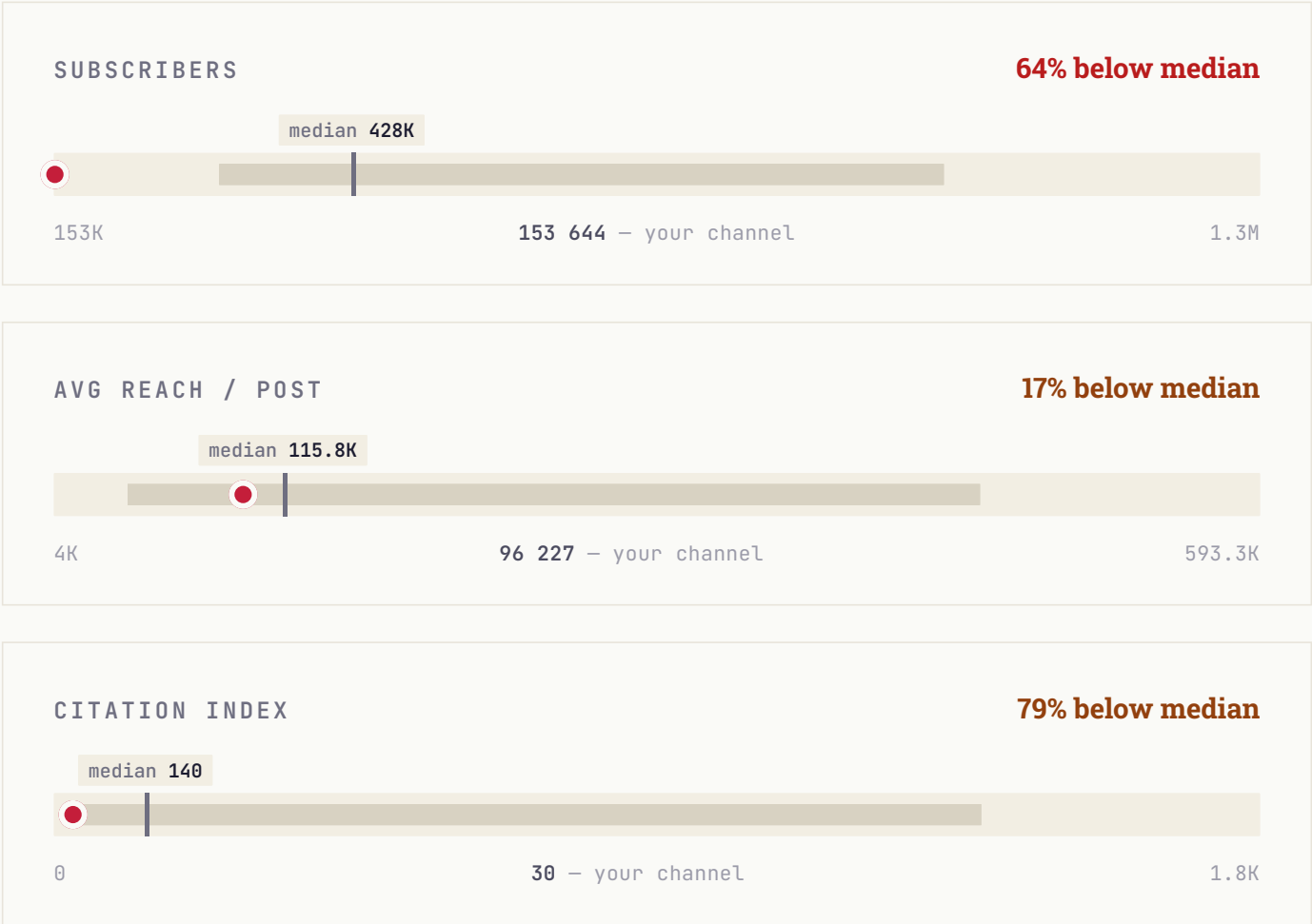
PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
January 2026	15	9	1 563	
December 2025	19	16	1 202	
November 2025	6	6	2 559	
October 2025	16	16	1 166	
September 2025	6	5	1 087	
August 2025	3	3	813	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
65	6	8 390

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category «Blogs» (Russia) and compared your channel.
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 them off and revisit this report in a month.

01

Increase posting frequency

Now 4.5 posts/wk. Active channels average 7-10.
Consistency is key to audience retention.

EFFECT

**Consistency
beats volume**

02

Main post of the week — on Saturday

On this day and at 16:00 MSK audience is most active.

EFFECT

**Best window
for an
important post**

03

Increase video posts share

Video in Telegram retains audience longer and is better perceived by the algorithm. We recommend bringing the 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 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 weekly poll on a hot topic is an easy growth lever.

EFFECT

+5-15% ER

★ WHAT'S NEXT

Want this done by **PromptPress?**

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

01

Launch ads in Telegram

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

02

Contact manager

t.me/PromptPress_manager