

PROMTPRESS PUBLIC REPORT

Channel audit

Lagom VPN — Новости ВПН



@lagomvpn

Lagom — free VPN service right in your Telegram. Connect now:
<https://cutt.ly/otiBjDFj> Support: @LagomSupport_bot

SUBSCRIBERS

152 615

+19209 per month

ERR (% SEE POSTS)

90.0%

last day 20.5%

REACH/POST

102K

ad reach 31.3K/24h

— CONTENT · 2026

What's inside the report

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03 Subscriber dynamics

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04 Quotability

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06 Competitors

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07 Mention dynamics

6 months · monthly

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09 Strategy

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. The subtitle shows the period.

 SUBSCRIBERS 152 615 —	 SUBS REACH 66.85% avg % subs see post	 VIEWS/POST 102K median 145.2K · 21 days	 POSTS/WEEK 1.6 for period
 7D TREND — no data for period	 REACTS/POST 1822.4 total 9,112 reactions, 2,309 reposts, 3,360 comments	 POST LENGTH 309 chars median 70 · 21 days	 POSTS ANALYZED 5 21 days
 AD REACH 31.3K 24h avg	 CHURN / MONTH +19209 last month	 QUOTABILITY 2 citation index · 70 channels mentioned all time	 CHANNEL AGE 3 years 1 month created 03.05.2023

AI EDITOR SUMMARY

Channel «Lagom VPN — News VPN» — 152 615 subs. Each post averages 102K people (67% of subs), wide reach for a channel this size. Publishes 2 posts per week (~0 per day) — rare publications.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and laggards – to see what to repeat and what to drop from rotation.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 5 posts over 21 days.
- 02 Dominant format – Text (4/5 posts).
- 03 Avg post length – 309 chars (median 70).
- 04 Peak audience activity – Wednesday, 21:00 MSK.
- 05 Top posts get 2× more views than the weakest (148.4K avg for top vs 70K for worst) – among 5 posts in 21 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 03.06 · 18:53 PHOTO Oops, what happened?	VIEWS 152 844 REPOSTS 691	REACTS 3 164 ER 100.2%
Nº2 04.06 · 12:28 TEXT LagomVPN is back! It will auto-start within a few hours. To connect now – update...	VIEWS 147 285 REPOSTS 328	REACTS 2 292 ER 96.5%
Nº3 04.06 · 11:00 TEXT Temporary service outage. Restoring shortly.	VIEWS 145 197 REPOSTS 555	REACTS 1 524 ER 95.1%

Nº4 24.06 · 14:09 TEXT Happ removed from Russian App Store. What happened and how to keep access? At Roskomnadzor's request, Apple removed Happ from the Russian App Store...	VIEWS 43 333 REPOSTS 540	REACTS 783 ER 28.4%
Nº5 25.06 · 16:34 TEXT ✂ Apple commented on VK removal: 'This is for Happ'	VIEWS 21 439 REPOSTS 195	REACTS 1 349 ER 14.0%

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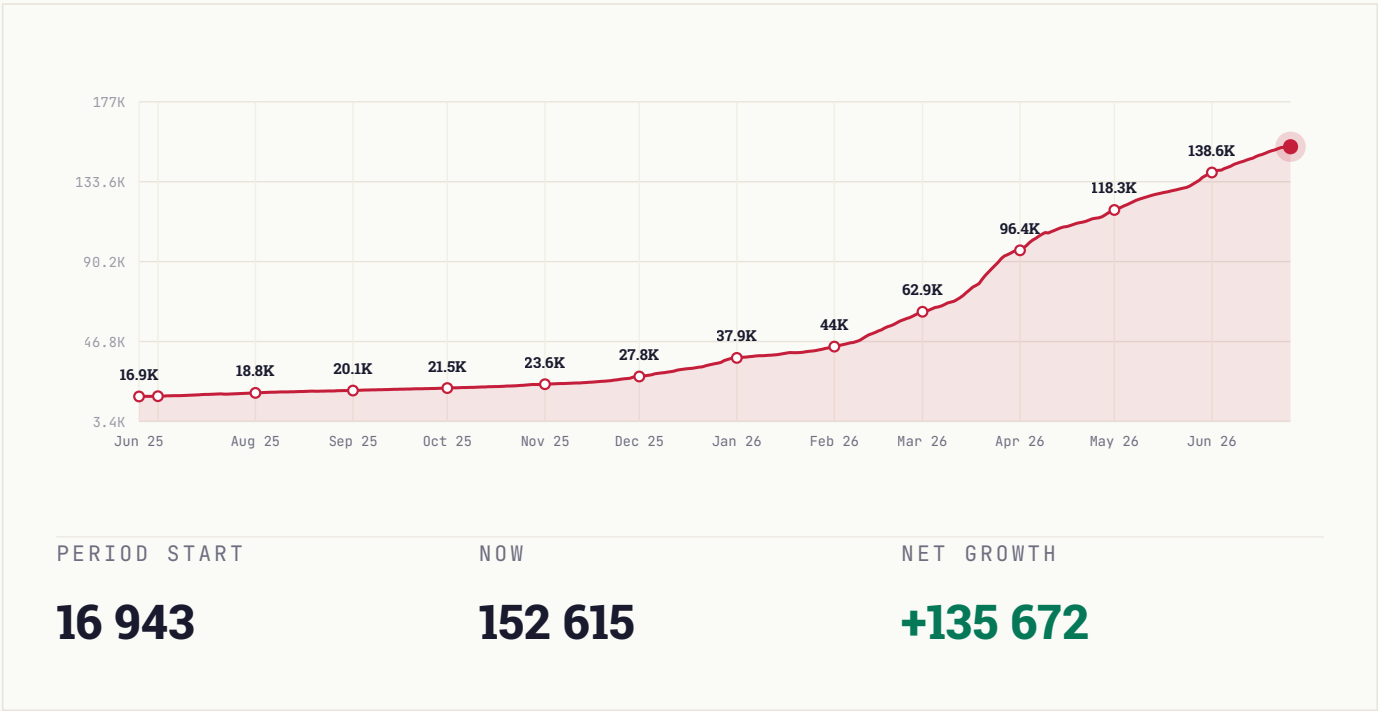
WORST 3

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SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

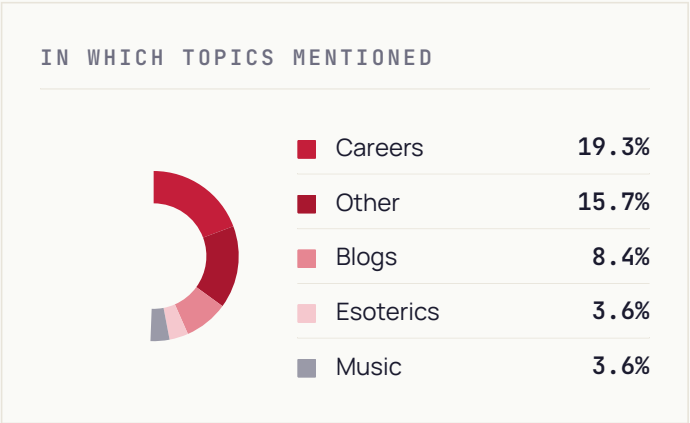
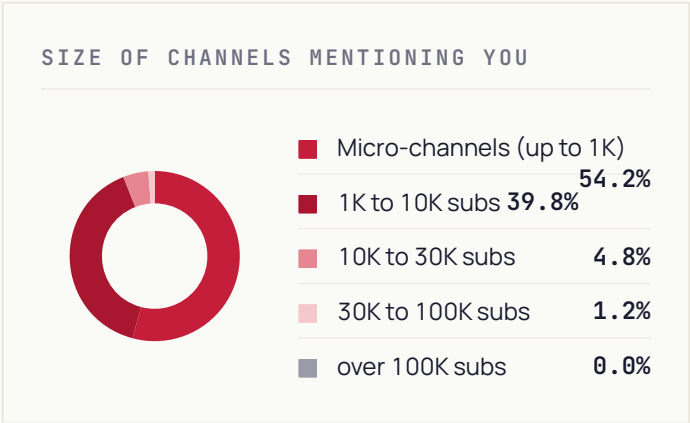
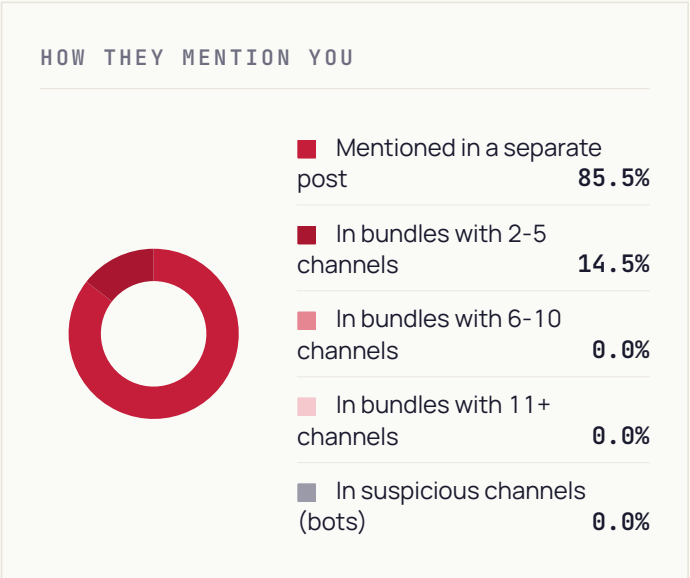
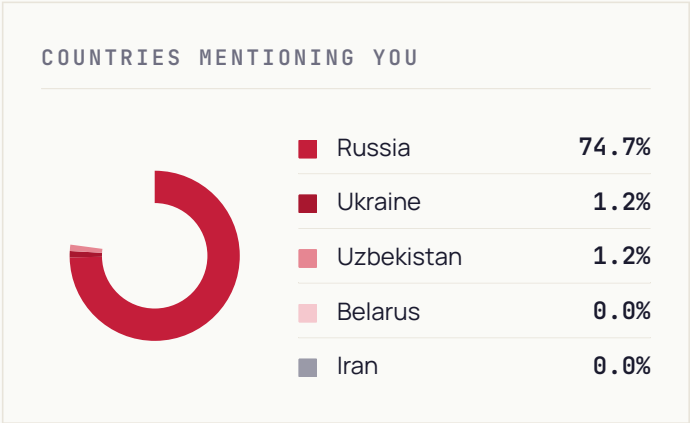
Subscriber growth chart for the year. Key months show exact sub count. See which months gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

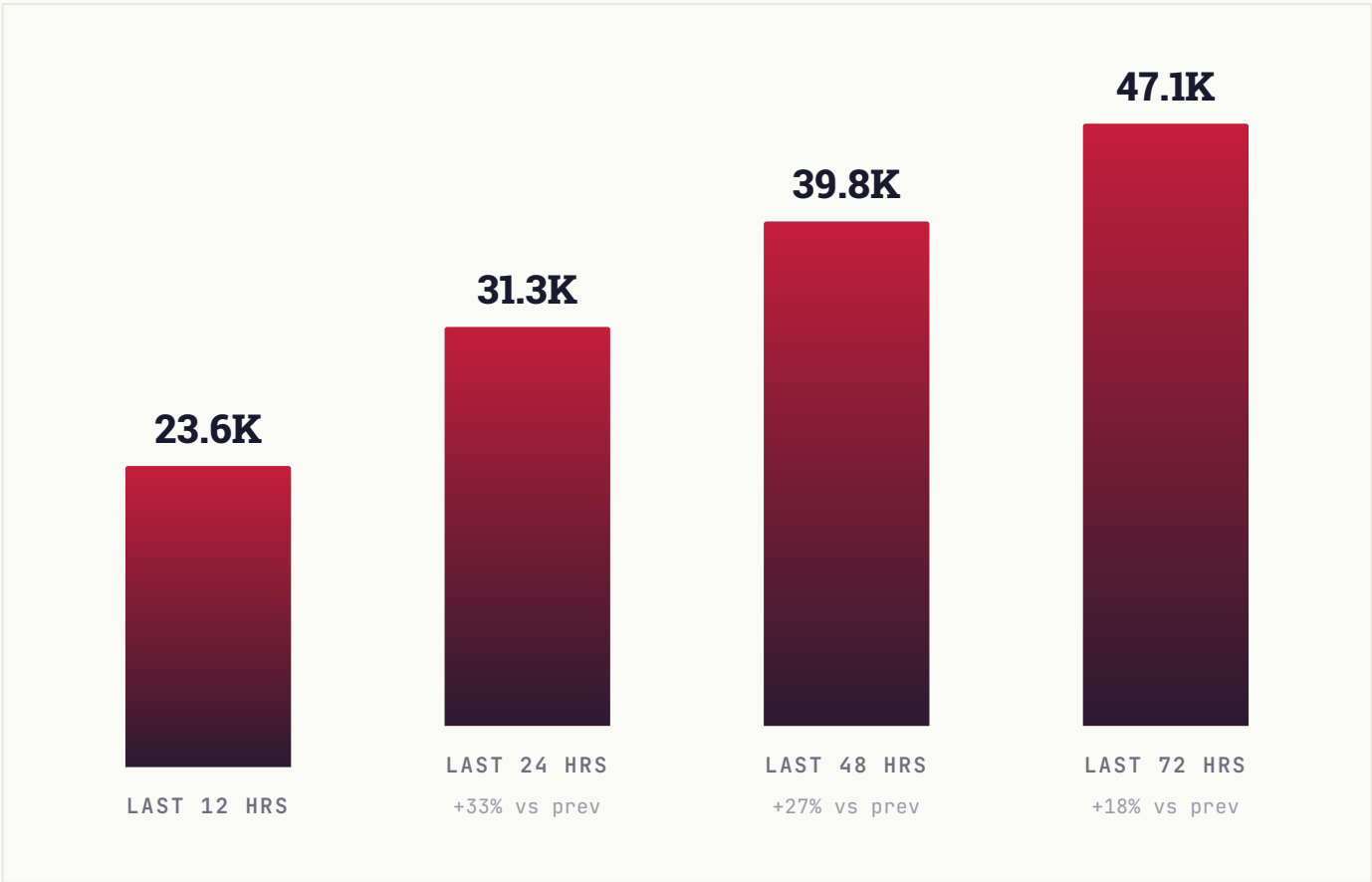
Citation index 2 – channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from 1K. All time channel mentioned **70** different channels.



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
HI hitvpn_blog	4.2M
MT Trending World	3.4M
TE Technochat	3.1M
HA Hi, AI • Tech News	2.5M
NN NN	2.2M
TE Technomotel	2.2M
L- LIVE — Telegram, AI & Tech	2.1M
EC Exploit	2M
DJ Digital Journal IT, Neuroseti	1.8M
ER Backdoor	1.8M
IV Lagom VPN — Новости ВПН YOU	152.6K

COMPARATIVE OUTPUT

Channel in bottom half of top-100 niche (#76 of 100). Niche median — 211.8K subs.
First growth KPI — reach median. Leader: hitvpn_blog (4.2M).

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Monthly we track posts in other channels that mention yours. Over the last **6 months** such mentions occurred **11**, they brought **20 991** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
December 2025	0	0	10 077
Nov 2025	1	1	4 116
Oct 2025	1	1	2 072
Sep 2025	6	6	1 363
August 2025	3	3	1 513
July 2025	0	0	1 850

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
11	6	20 991

SECTION 08 · NICHE COMPARISON

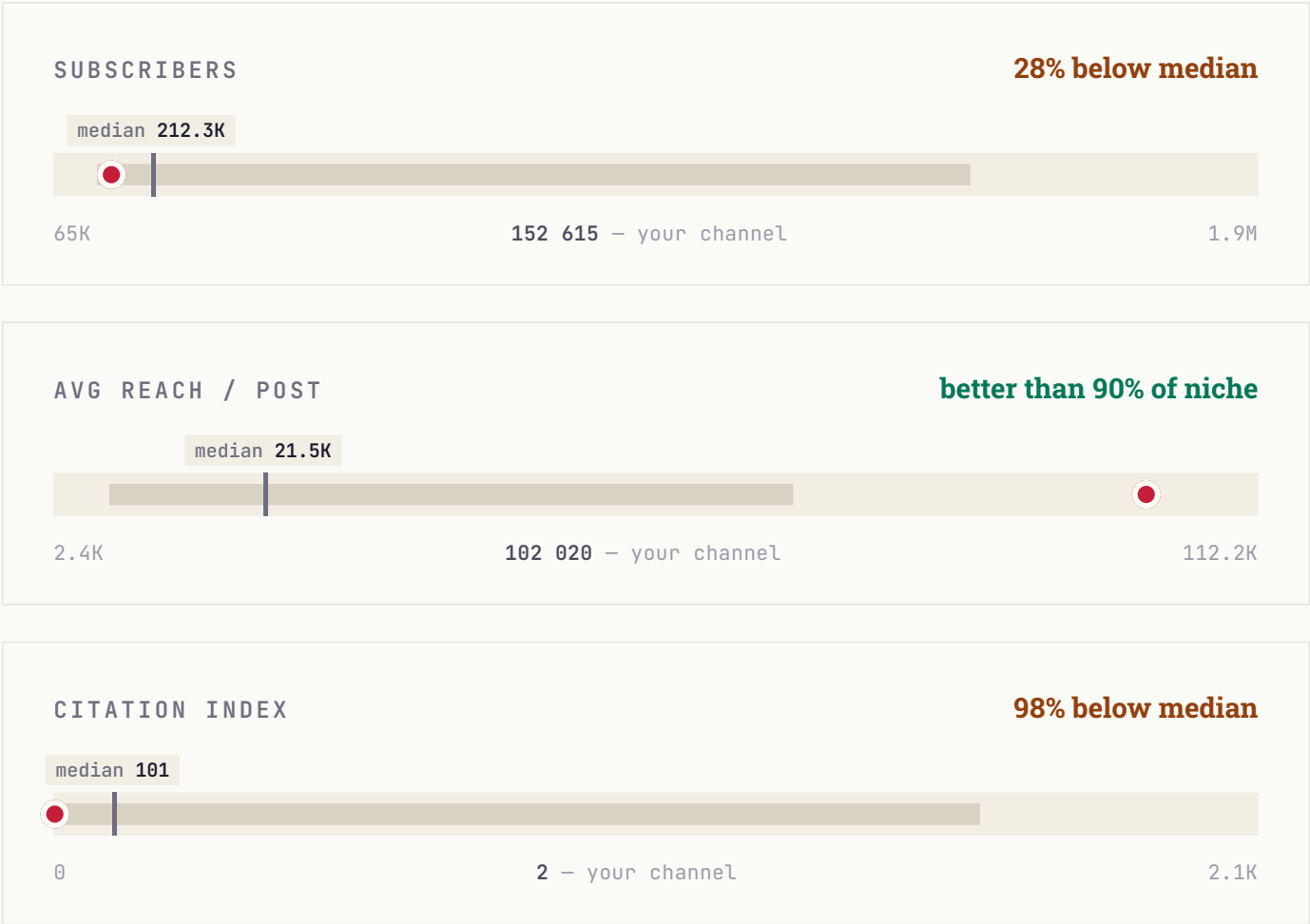
Where the channel ranks in its league

Took top-100 channels in category «Tech» (Russia) and saw how your channel compares. Gray band — range covering 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

#76/100

RANK IN NICHE

Channel in the bottom half of the ranking



— SECTION 09 · 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 1.6 posts/week. Active channels do 7-10.
Consistency is key to retention. | EFFECT
Consistency > volume |
| 02 | Top post of the week — on Wednesday
Audience is most active on this day at 21:00 MSK. | EFFECT
Best window for an important post |
| 03 | Increase share of video posts
Video in Telegram holds audience longer and is favored by the algorithm. Aim for 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% to 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 — what we can do in minutes from 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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