

PROMTPRESS PUBLIC REPORT

Channel audit

Yana Lantratova



@lantratovadobro

Channel I run myself. 🏠___ Sincerely, Human Rights Commissioner in Russia <https://max.ru/lantratovaDOBRO> <https://vk.com/yanapr>
RKN:...

SUBSCRIBERS

167 594

+30249 per month

ERR (% SEE POSTS)

24.0%

per day 10.6%

REACH/POST

41.8K

ad reach 17.5K/24h

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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.

 SUBSCRIBERS 167 594 —	 SUBSCRIBER REACH 24.94% avg % subs see post	 VIEWS/POST 41.8K median 32.7K · 29 days	 POSTS/DAY 7.2 ~51 per week
 7D TREND -33.8% vs previous week	 REACTIONS/POST 148.2 total 31,558 reactions, 3,788 reposts, 0 comments	 POST LENGTH 785 chars median 908 · 29 days	 POSTS ANALYZED 213 29 days
 AD REACH 17.5K 24h avg	 CHURN / MONTH +30249 last month	 CITATION RATE 1 109 citation index · 3,224 channels mentioned ever	 CHANNEL AGE 4 years 4 months created 26.02.2022

AI EDITOR SUMMARY

Channel «Yana Lantratova» — 167 594 subs. Each post avg views 41.8K people (25% of subs), avg reach — room to grow. Publishes 51 posts/week (~7/day) — active publishing. Week Jun 29 – Jul 5 reach dropped -33.8% to week Jun 22–28 — worth analyzing why.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on **213** posts in 29 days.
- 02 Dominant format – **Photo** (142/213 posts).
- 03 Avg post length – **785** chars (median 908).
- 04 Peak audience activity – **Saturday**, 15:00 MSK.
- 05 Top posts get **23x** more views than weakest (541.2K avg top vs 23.3K worst) – among 213 posts in 29 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 27.06 · 12:51 VIDEO Continuing humanitarian dialogue between Russia and Ukraine Yesterday we exchanged 160 for 160 prisoners of war. Today civilians were returned: 7...	VIEWS 727 271 REP. 440	REACTIONS 127 ER 433.9%
Nº2 26.06 · 11:50 PHOTO 160 Russian SVO fighters returned from captivity to Homeland At the checkpoint "Novaya Guta" in Gomel region of the Republic of Belarus, a...	VIEWS 726 996 REP. 255	REACTIONS 121 ER 433.8%
Nº3 19.06 · 15:09 PHOTO Even strict rules need room for fairness Today the main exam days ended. For thousands of students this is an important milestone...	VIEWS 169 481 REP. 6	REACTIONS 434 ER 101.1%

Nº4 15.06 · 06:01 PHOTO Arms suppliers are accomplices to war crimes Arming the Kyiv regime leads to more civilian casualties. We...	VIEWS 60 655 REP. 88	REACTIONS 152 ER 36.2%
Nº5 30.06 · 11:07 PHOTO Held a meeting with the Head of the Regional Delegation of the International Committee of the Red Cross in Russia and Belarus, Rania Mashlab...	VIEWS 55 538 REP. 33	REACTIONS 150 ER 33.1%

|

WORST 3

↓ 27.06 · 09:17 VIDEO Negotiations and exchange 🙏 It's important to me that the first negotiations took place in Belarus. I thank my Belarusian colleagues for their support. Only three...	VIEWS 24 215 REP. 40	REACTIONS 66 ER 14.4%
↓ 27.06 · 09:24 PHOTO Five residents of Kursk region returned home from captivity Russians were brought back through humanitarian work with the Ukrainian side. 💎 ...	VIEWS 23 596 REP. 58	REACTIONS 88 ER 14.1%
↓ 15.06 · 18:08 VIDEO Palliative care for children needs special attention 'Circle of Kindness' Foundation helps children with severe, including rare (orphan)...	VIEWS 22 204 REP. 11	REACTIONS 61 ER 13.2%

SECTION 03 • SUBSCRIBER DYNAMICS

How the channel grew over the year

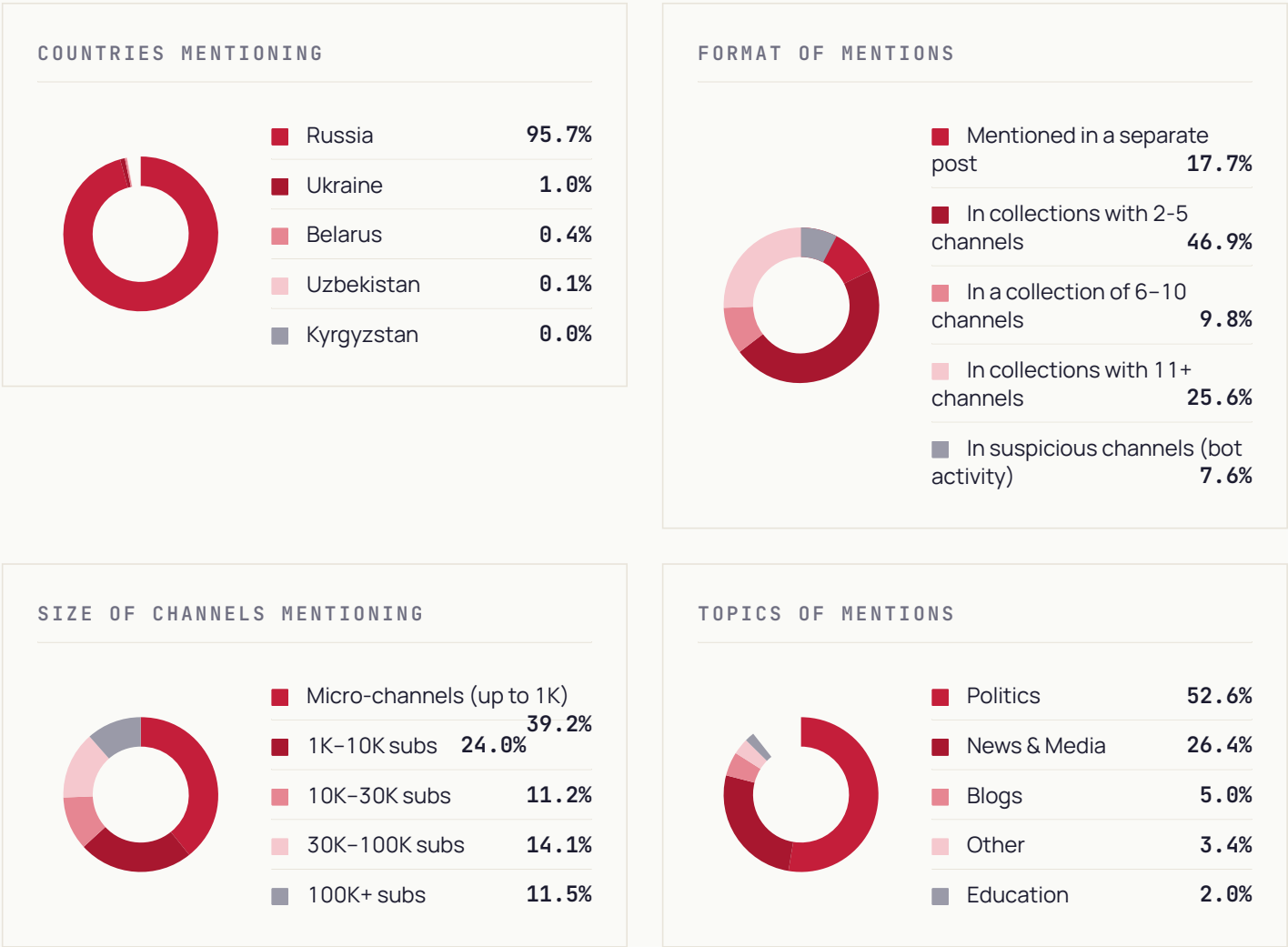
Yearly subscriber growth chart. Key months show exact subscriber count.
Highlights months of growth vs. loss.



SECTION 04 · CITATIONS

Who mentions the channel and how

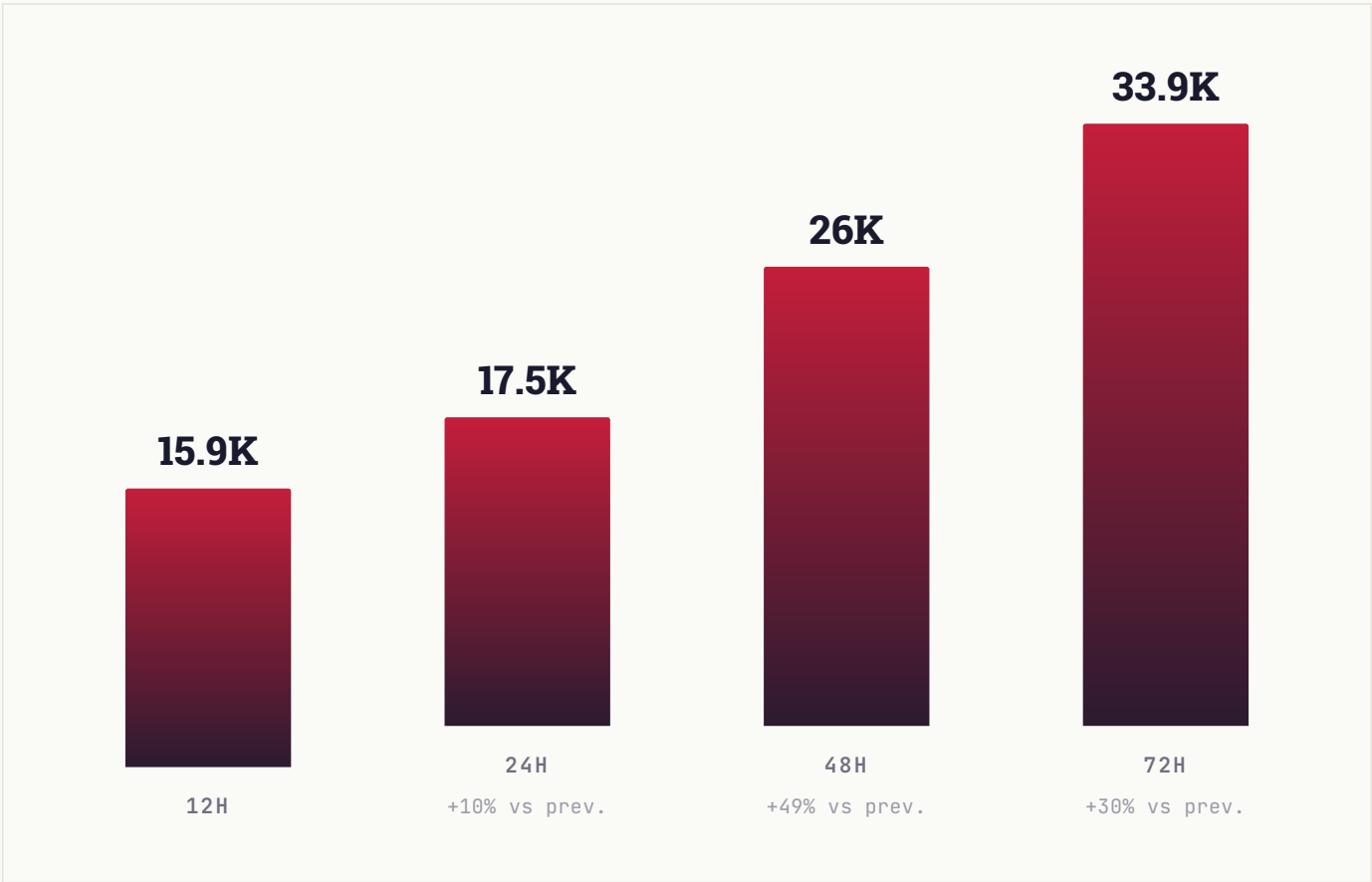
Citation index **1 109** — channel popularity rating based on mentions. Accounts for both quantity and weight of mentioning channels: a post from a 100k subs channel weighs more than from a 1k subs channel. All-time mentions: **3 224** different channels.



SECTION 05 · AD POTENTIAL

How long a post drives reach

Avg reach of ad post by time since publication. Helps estimate how long placement should 'live'.



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
ا خ اخبار فوری خبر فوری جنگ امریکا فوری	6M
ا خ ا خبر فوری اخبار فوری جنگ فوری امریکا	4.7M
خ ب خبر فوری	4.5M
ک ا کانال اخبار فوری خبر فوری	4.4M
PE Live Broadcast • News	4.1M
TL Topor Live	4.1M
M• Moskvach • Moscow News	3.8M
M- Moscow is interesting	3.4M
PM First Moscow	3.2M
TP Trukha ⚡ Ukraine	3.1M
YL Yana Lantratova YOU	167.6K

COMPARATIVE INSIGHT

Channel not yet outside niche top 97 — early growth stage. Niche leader — اخبار فوری (6M), median top-97: 1.3M. First goal — enter top-97 through systematic work on traffic and content.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

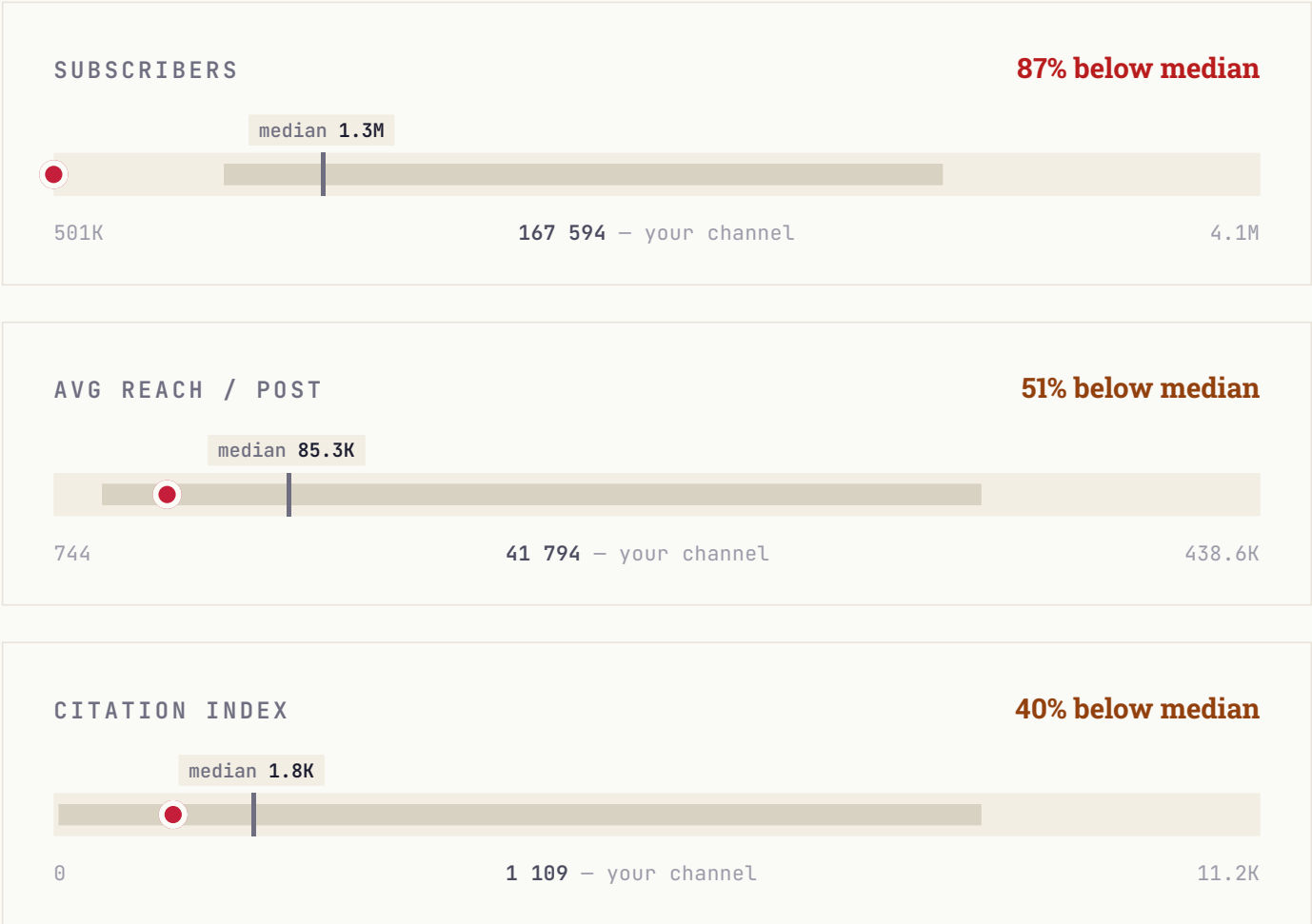
Each month we log posts in other channels that mention yours. Over the last **6 months** such mentions were **2 758**, they brought **142 157** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	436	131	40 672
December 2025	567	172	26 004
November 2025	458	146	12 791
October 2025	530	182	22 235
Sep 2025	385	151	26 403
August 2025	382	178	14 052
TOTAL MENTIONS			2 758
MONTHS OF DATA			6
ATTRACTED SUBSCRIBERS			142 157

SECTION 08 · NICHE COMPARISON

Where the channel ranks in its league

Took top-100 channels in category "News & Media» (Russia) and compared your channel. Gray band — range covering 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 and revisit this report in a month.

01

Top post of the week — on Saturday

Audience is most active on this day at 15:00 MSK.

EFFECT

**Best window
for an
important post**

02

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**

03

Test polls & interactive formats

Posts with polls/reactions usually boost ER by +5-15%.
One poll per week on a hot topic — easy growth point.

EFFECT

+5-15% ER

04

Cross-promo with neighboring channels

Exchange posts quarterly with channels in the same segment. No need daily — 2-3 collabs give 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 is 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 ads on
Telegram**

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

02

Contact manager

t.me/PromptPress_manager