

PROMTPRESS PUBLIC REPORT

Channel audit

Dnevnik Laury D



@lauradjagadiary

Author and host of FametimeTv Laura Dzhugelia @lauradjaga Ads:
@novokshchenova Natalia Registered in RKN registry: [https://
gosuslugi.ru/snet/679cb9a64fb9d46696c21c60](https://gosuslugi.ru/snet/679cb9a64fb9d46696c21c60) #UHTJM

SUBSCRIBERS

77 697

-294 per month

ERR (% SEE POSTS)

16.0%

per day 11.1%

REACH/POST

12.9K

ad reach 8.6K/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 77 697 —	 SUBSCRIBER REACH 16.57% avg % of subs see post	 VIEWS/POST 12.9K median 12.6K · 29 days	 POSTS/WEEK 33.7 for period
 7D TREND -8.0% vs previous week	 REACTIONS/POST 242.8 total 33 987 reactions, 9 013 reposts, 0 comments	 POST LENGTH 289 chars median 166 · 29 days	 POSTS ANALYZED 140 29 days
 AD REACH 8.6K 24h avg	 CHURN / MONTH -294 last month	 CITATION RATE 956 citation index · 3 294 channels mentioned over all time	 CHANNEL AGE 9 years 7 days created 05.07.2017

AI EDITOR SUMMARY

Channel «Dnevnik Laury D» – 77 697 subs. Each post is viewed by an average of 12.9K people (17% from subs), this is average reach – room to grow. Publishes 34 posts per week (~5/day) – active publishing. For week Jun 29 – Jul 5, reach dropped by -8.0% by week 22–28 Jun – worth analyzing reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **140** posts over 29 days.
- 02 Dominant format — **Photo** (73/140 posts).
- 03 Avg post length — **289** chars (median 166).
- 04 Peak audience activity — **Friday, 19:00 MSK**.
- 05 Top posts get **3×** more views than the weakest (27.3K avg for top vs 10.8K for worst) — among 140 posts over 29 days. Worth analyzing what top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 19.06 · 16:35 VIDEO Even I, with my fairly strict diet, think not allowing yourself ice cream in summer is a crime! Last week Magnat...		VIEWS 32 703	REACTIONS 112
		REP. 8	ER 42.1%
Nº2 30.06 · 12:32 VIDEO Missed our fire episode with Mash Milash? You skipped surprise songs on Stoleshnikov. And we were with Jasmine, Andrey Malakhov...		VIEWS 25 171	REACTIONS 191
		REP. 29	ER 32.4%
Nº3 17.06 · 10:04 VIDEO Ivan XOLIDAYBOY rarely gives big interviews — he hasn't for years, doesn't like them, and doesn't see the need.		VIEWS 23 928	REACTIONS 362
		REP. 179	ER 30.8%

Nº4 27.06 · 07:47 PHOTO Great project by channel psy.people on a banned social network.	VIEWS 17 061 REP. 415	REACTIONS 335 ER 22.0%
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Nº5 22.06 · 06:27 PHOTO Products that saved me from baldness: I never suffered from hair loss and didn't understand why girls worry so much when...	VIEWS 15 414 REP. 440	REACTIONS 242 ER 19.8%
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WORST 3

↓ 18.06 · 19:09 VIDEO Laura Dzhugelia 6 years ago: "I was told I need to start my own blog to become more recognizable." Dear Laura, happy...	VIEWS 10 850 REP. —	REACTIONS 212 ER 14.0%
↓ 18.06 · 18:46 TEXT Happy birthday, Laura! May your wish come true, dear ❤️ Peace and love!	VIEWS 10 825 REP. —	REACTIONS 120 ER 13.9%
↓ 18.06 · 19:09 PHOTO Laura, dear, Happy Birthday! 🎈 You're one of the brightest people I know. Kind, responsive, hardworking, sincere and...	VIEWS 10 644 REP. 20	REACTIONS 190 ER 13.7%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel grew and which it lost subs.



PERIOD START

83 033

NOW

77 695

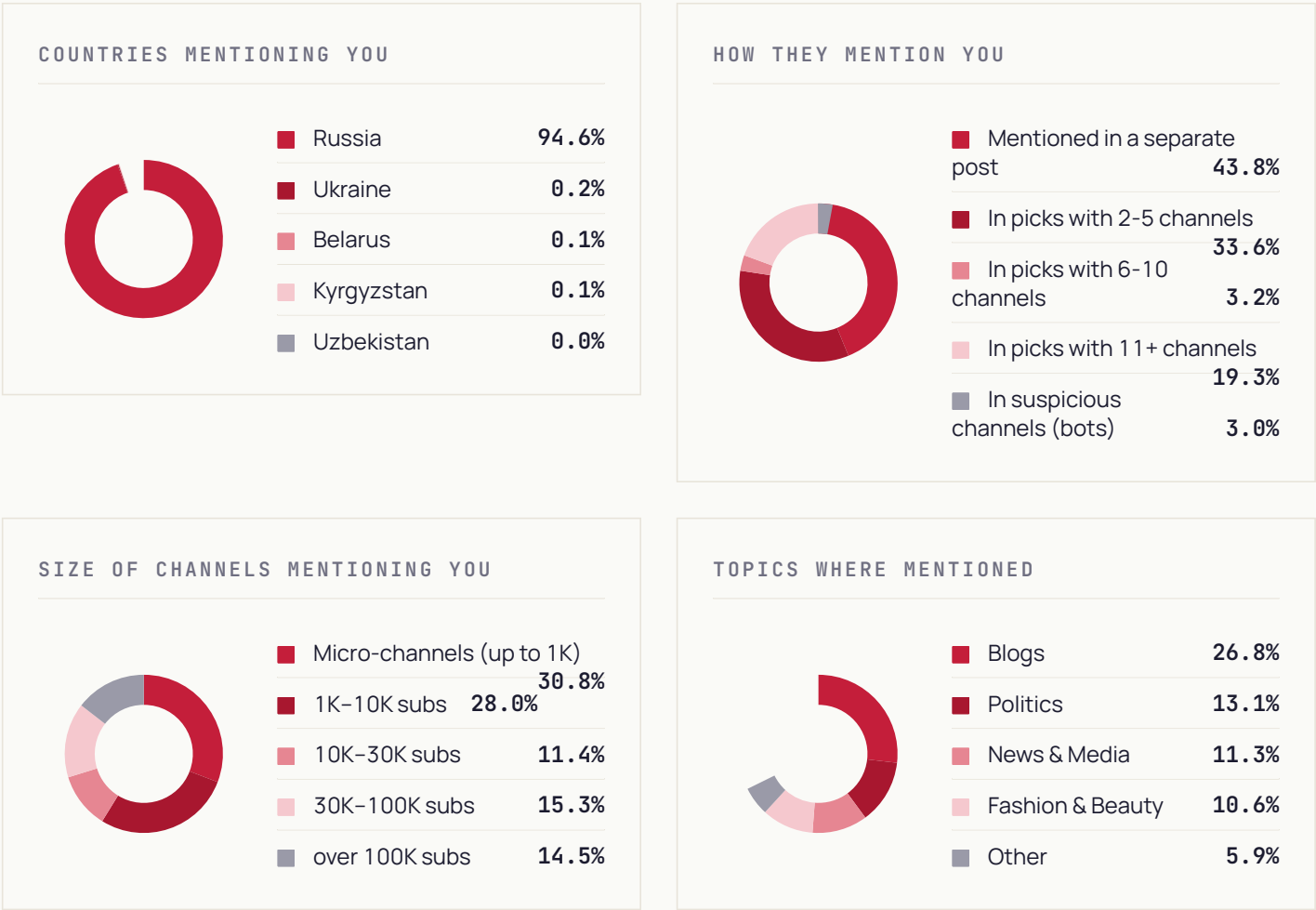
NET GROWTH

-5 338

SECTION 04 · MENTIONS

Who & how mentions the channel

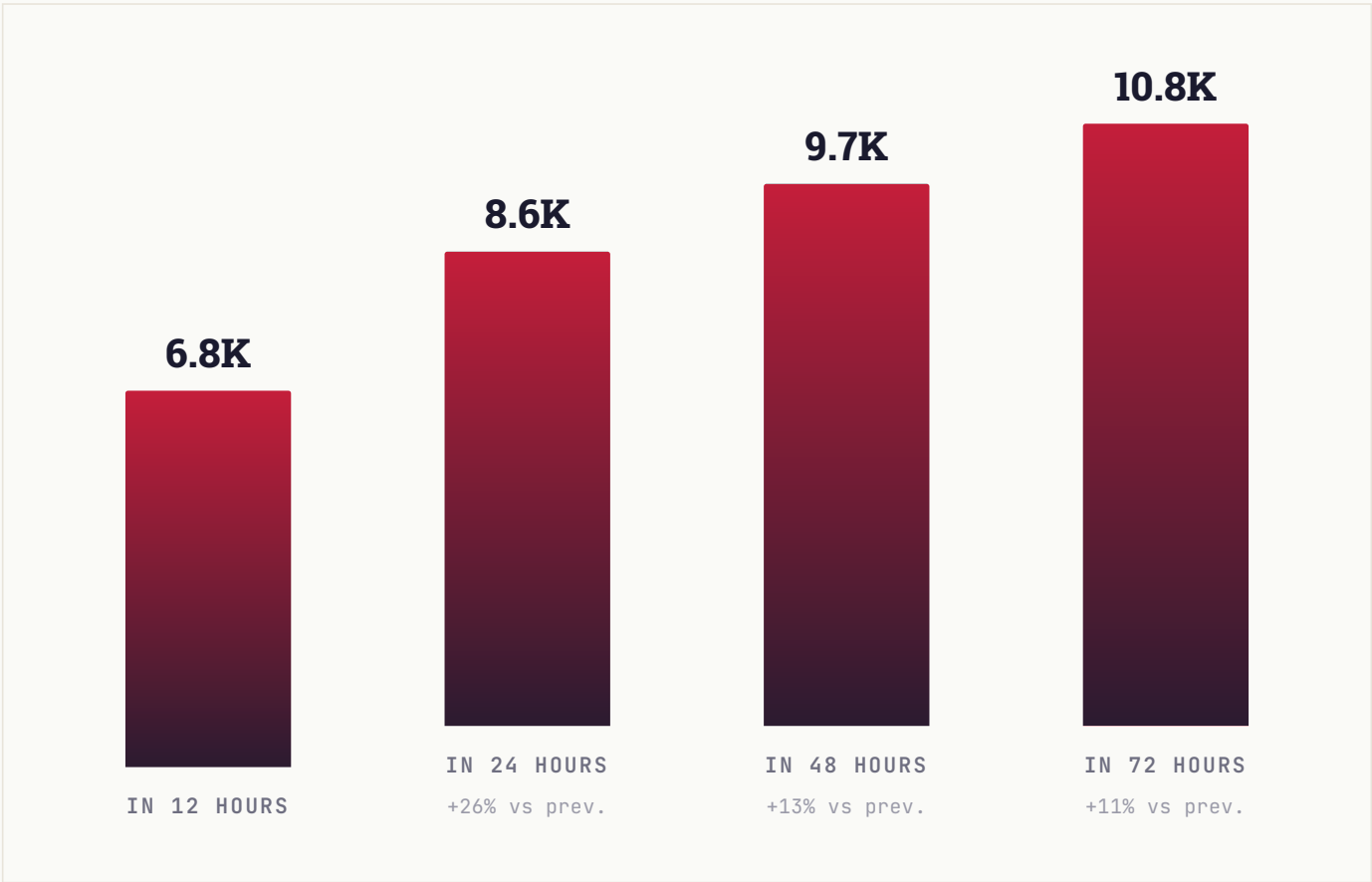
Citation index **956** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time channel mentions: **3 294** different channels.



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 should 'live'.



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Your channel is highlighted — see its rank 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
KB Bloody Lady	1.1M
E1 EVELONE 192	1.1M
LJ here lives брoен	1.1M
PA PARADEEVICH	1M
NE NEVZOROV	1M
DL Dnevnik Laury D YOU	77.7K

COMPARATIVE CONCLUSION

Channel not yet outside top 100 of niche — early growth stage. Niche leader — Dima Maslennikov (2.2M), top-100 median: 480.6K. 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 **567**, they brought **2 103** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
January 2026	59	55	308
December 2025	90	76	14
Nov 2025	165	144	1 193
Oct 2025	75	65	168
September 2025	91	87	139
August 2025	87	76	281

TOTAL MENTIONS	MONTHS IN DATA	ATTRACTED SUBSCRIBERS
567	6	2 103

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: range for 80% of niche channels (p10-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 Friday

Audience is most active on this day at 19:00 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 picks sources for your niche.

EFFECT

**+1000-3000
subs**

03

Test polls & interactive formats

Posts with polls/reactions usually give +5-15% ER. One weekly poll on a hot topic is an easy growth lever.

EFFECT

+5-15% ER

04

Cross-promo with nearby channels

Swap posts with same-segment channels once a quarter. 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 us to do this **PromptPress?**

This audit is what we can do in minutes using public data. Want 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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