

PROMTPRESS PUBLIC REPORT

Channel audit

LavUrLav



@lavurlav

About life after 40) RKN: <https://clck.ru/3Pw68q> For ads: <https://clck.ru/3Q2RJJ>

SUBSCRIBERS

61 206

+10623 per month

ERR (% SEE POSTS)

52.0%

per day 47.1%

REACH/POST

41.9K

ad reach 27.7K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. Subtitle under the number shows the period it covers.

 SUBSCRIBERS 61 206 —	 SUBS REACH 68.43% avg % subs see a post	 VIEWS/POST 41.9K median 41.1K · 15 days	 POSTS/WEEK 2.2 over period
 7D TREND — no data for period	 REACTIONS/POST 1208.0 only 6,040 reactions, 2,199 reposts, 0 comments	 POST LENGTH 363 chars median 292 · 15 days	 POSTS ANALYZED 5 15 days
 AD REACH 27.7K 24h avg	 CHURN / MONTH +10623 last month	 CITATIONS 0 citation index · 87 channels mentioned all time	 CHANNEL AGE 3 years 6 months created 16.01.2023

AI EDITOR SUMMARY

Channel «LavUrLav» — 61 206 subs. Each post averages 41.9K people (68% subs), wide reach for a channel this size. Publishes 2 posts per week (~0/day) — rare posts.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS SHARE

- 01 Analysis based on 5 posts in 15 days.
- 02 Dominant format — Photo (3/5 posts).
- 03 Avg post length — 363 chars (median 292).
- 04 Peak audience activity — Saturday, 11:00 MSK.
- 05 Top posts get ×1 more views than the weakest (44.5K avg for top vs 39K for worst) — among 5 posts in 15 days. Analyze what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 04.07 · 08:53 VIDEO #LookRubric When I went shopping at my favorite 12Storeez after the awesome biopic 'Michael'     Too bad there's no famous glove 😊	VIEWS 46 448 REPOSTS 348	REACTIONS 1 206 ER 75.9%
Nº2 28.06 · 19:14 PHOTO #RestRubric What great memories of this wonderful place - JA Palm Tree Court hotel in Dubai! Just One ! A place that...	VIEWS 45 842 REPOSTS 536	REACTIONS 1 180 ER 74.9%
Nº3 10.07 · 13:17 PHOTO #LookRubric Went to one of my favorite stores - 12Storeez  and as always found a super-duper look: a summer suit made of mega...	VIEWS 41 149 REPOSTS 330	REACTIONS 1 286 ER 67.2%

Nº4 14.07 · 14:14 VIDEO #LookRubric A bit more looks for your feed💥❤️	VIEWS 38 933 REPOSTS 503	REACTIONS 1 176 ER 63.6%
Nº5 06.07 · 15:18 PHOTO #FoodRubric My good friend Volodya Kolganov - a gin guru - presented his new creation: ice-cream flavored gin😍😋🍦 Couldn't...	VIEWS 37 042 REPOSTS 482	REACTIONS 1 192 ER 60.5%

|

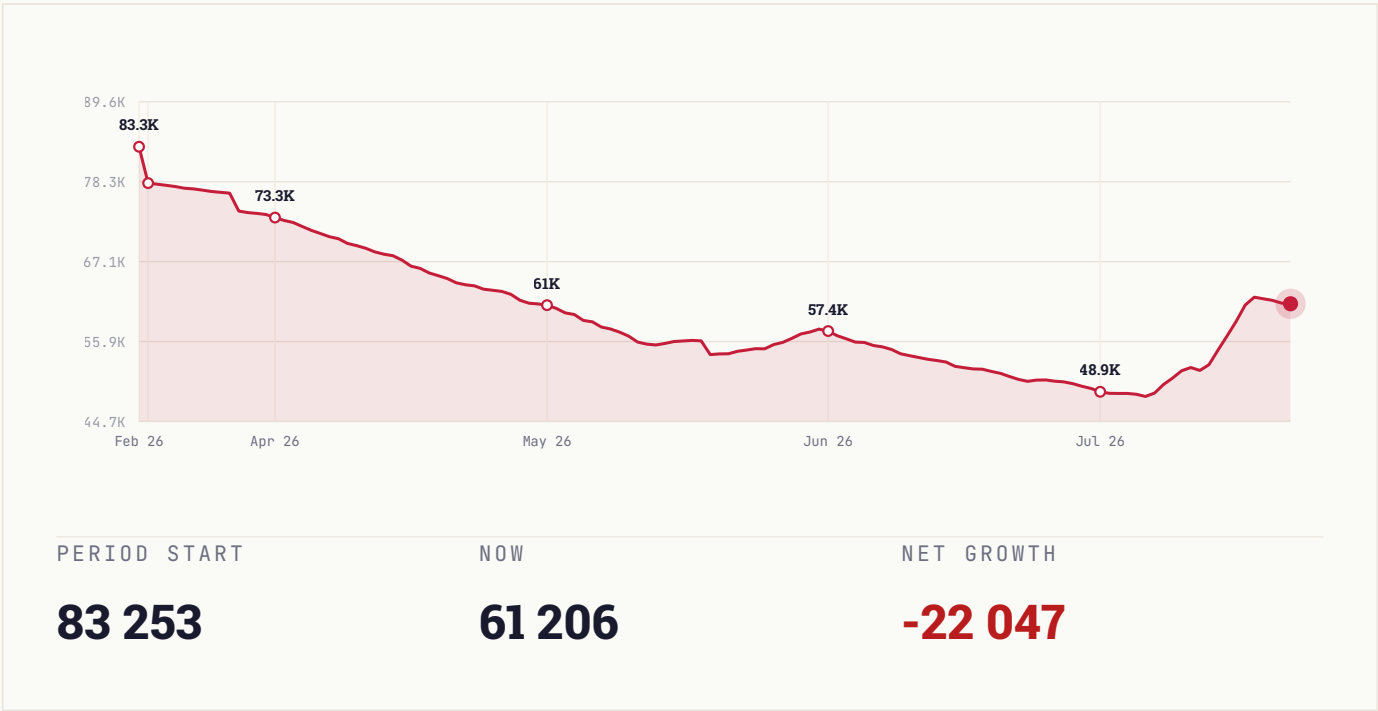
WORST 3

↓ 10.07 · 13:17 PHOTO #LookRubric Went to one of my favorite stores - 12Storeez❤️ and as always found a super-duper look: a summer suit made of mega...	VIEWS 41 149 REPOSTS 330	REACTIONS 1 286 ER 67.2%
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SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

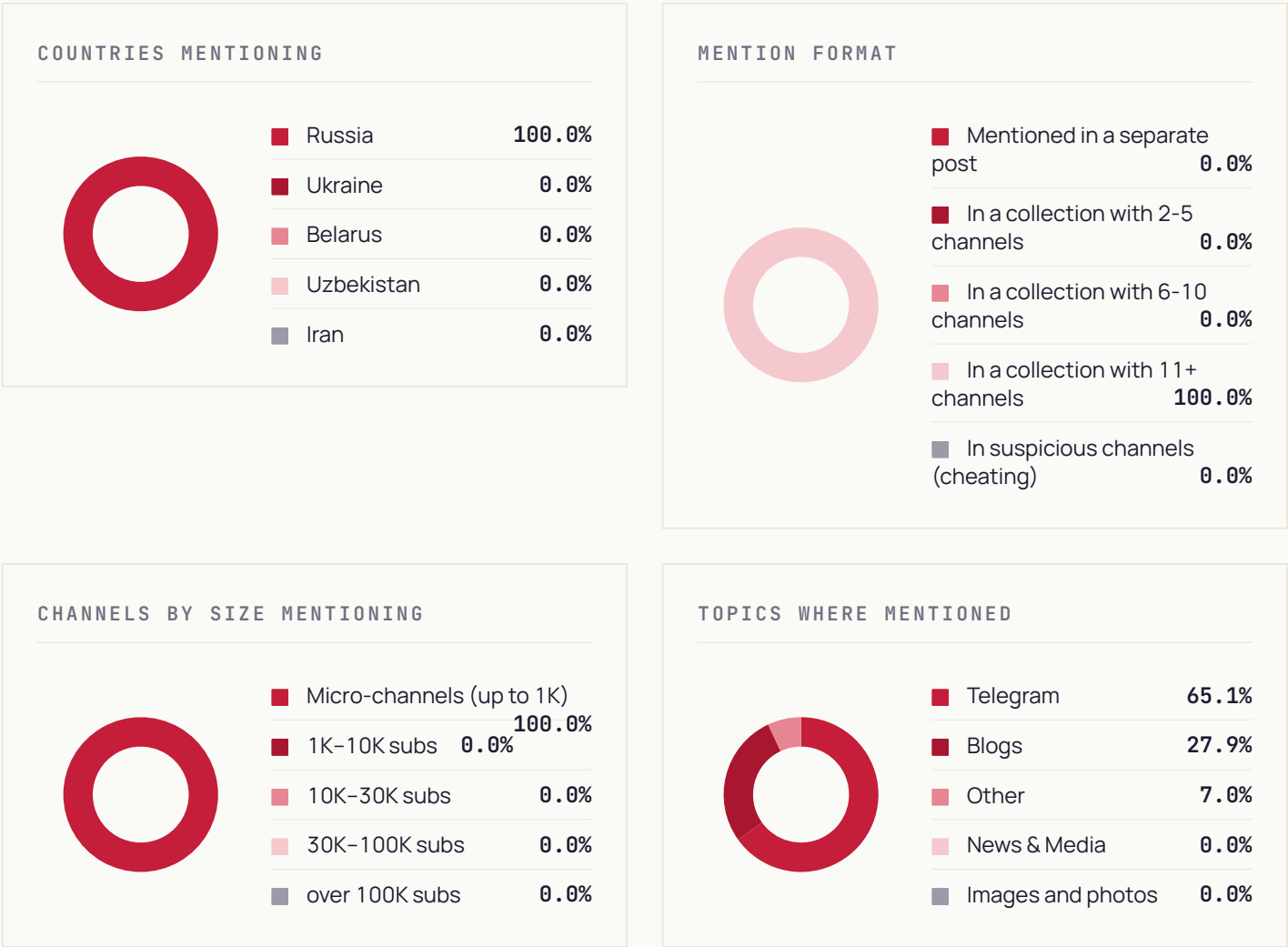
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subscribers.



SECTION 04 · MENTIONS

Who and how mentions the channel

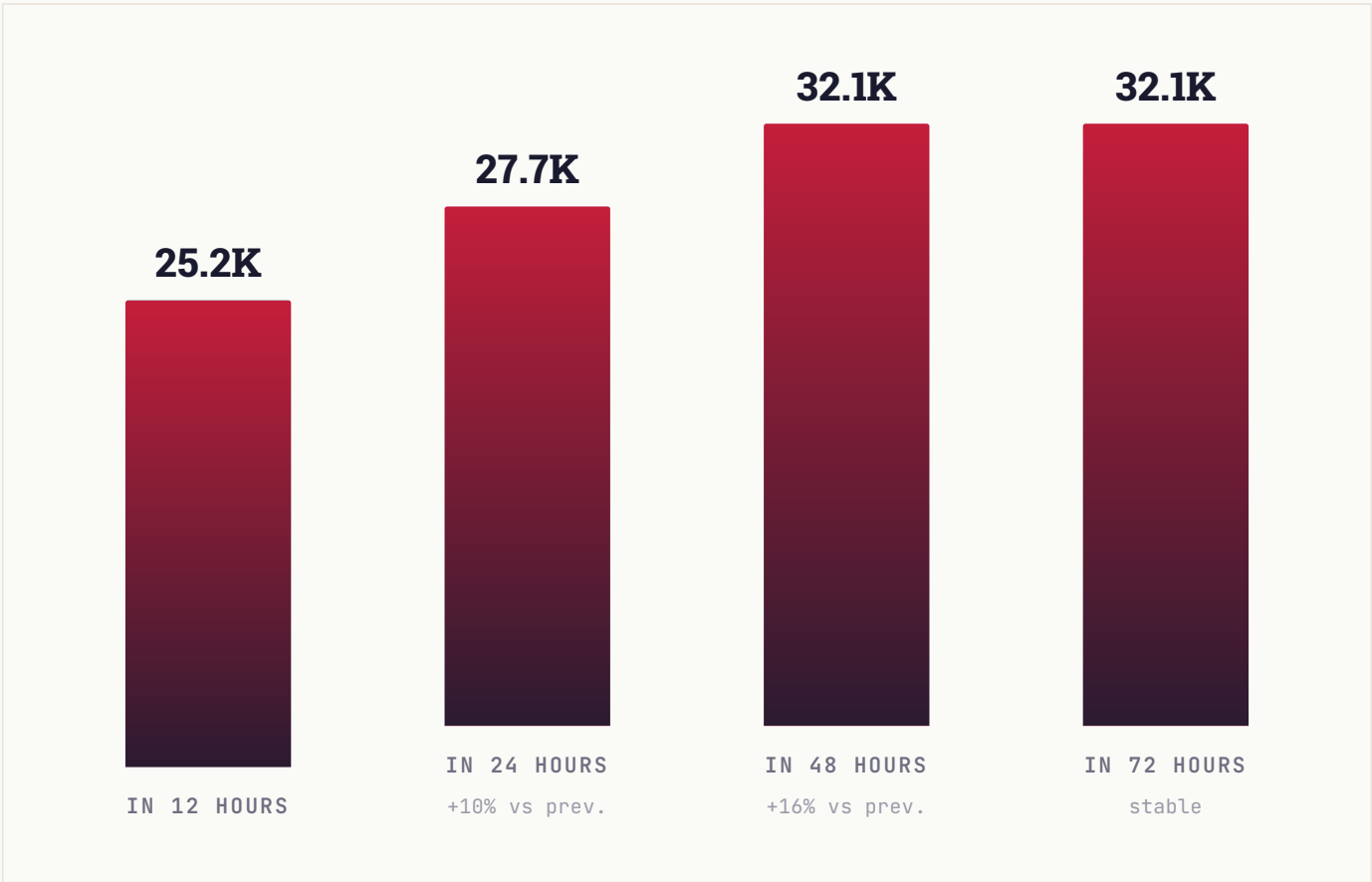
Citation index 0 – channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100K subs channel 'weighs' more than from a 1K subs channel. All time channel was mentioned **87** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post over time since publication. Helps estimate how long a placement stays effective.



SECTION 06 · COMPETITORS

Who you compete with

11 closest channels by topic and audience. Your channel is highlighted — see its rank among niche peers.

CHANNEL	SUBSCRIBERS
DM Dima Maslennikov	2.2M
RR Ranbir Roy (VSG)	2.1M
LI LITVIN	1.6M
EX Exile	1.4M
AZ Alexander Zubarev	1.3M
B🍄 Booster 🍄	1.2M
KB Bloody Lady	1.2M
E1 EVELONE 192	1.1M
AB Anastasia Bragina	1.1M
LJ broen lives here	1.1M
LA LavUrLav YOU	61.2K

COMPARATIVE INSIGHT

Channel not yet outside top 100 niche — early growth stage. Niche leader — Dima Maslennikov (2.2M), top-100 median: 495.5K. First goal — enter top-100 through systematic traffic and content work.

SECTION 07 · NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category «Blogs» (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.



— SECTION 08 · STRATEGY

What to do right now

5 priority actions sorted by expected impact. Check off and come back in a month.

01**Post more often**

Now 2.2 posts/week. Active channels average 7-10.
Consistency is key to retention.

EFFECT

**Consistency
beats volume****02****Main post of the week — on Saturday**

On this day at 11:00 MSK audience is most active.

EFFECT

**Best window
for an
important post****03****Systematic traffic buying**

3 formats for your media: **Inhouse** (premium channels),
Native (native integrations), **Premium** (target
audience). PromptPress picks sources for your niche.

EFFECT

**+1000-3000
subs****04****Test polls and interactive formats**

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

EFFECT

+5-15% ER**05****Cross-promo with neighboring channels**

Swap posts quarterly with channels in the same
segment. No need daily — 2-3 collabs give relevant
growth.

EFFECT

**Growth from
relevant
audience**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in minutes using public data. Want to go further? Run ads with us and hit your growth plan in a month.

01	Launch ad in Telegram	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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