

PROMTPRESS PUBLIC REPORT

Channel audit

Lectory



@lektoritv

Free lectures, seminars and masterclasses recommended by a HSE lecturer. Collaboration - @Alivian Channel link - @lektoritv Working with @Spiral_Yuri <https://rknn.link/bd3>

SUBSCRIBERS

95 004

-903 per month

ERR (% WHO SEE
POSTS)

3.0%

per day 1.4%

REACH/POST

2.6K

ad reach 1.3K/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 95 004 —	 SUBS REACH 2.7% avg % subs see post	 VIEWS/POST 2.6K median 2.6K · 29 days	 POSTS/WEEK 25.1 over period
 7D TREND -2.6% vs previous week	 REACTIONS/POST 18.3 total 1,937 reactions, 3,825 reposts, 0 comments	 POST LENGTH 461 chars median 432 · 29 days	 POSTS ANALYZED 106 29 days
 AD REACH 1.3K 24h average	 CHURN / MONTH -903 last month	 CITATION RATE 1 695 citation index · 2,089 channels mentioned all time	 CHANNEL AGE 6 years 1 month created 30.05.2020

AI EDITOR SUMMARY

Channel 'Lectory' — 95 004 subs. Each post averages 2.6K people (3% from subs), reach is low — consider expanding audience. Publishes 25 posts/week (~4/day) — active posting. For the week of Jun 29 – Jul 5, reach stable (-2.6% vs week Jun 22–28).

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 TOP POSTS HAVE IN COMMON

- 01 Analysis based on **106** posts over 29 days.
- 02 Dominant format – **Photo** (73/106 posts).
- 03 Avg post length – **461** chars (median 432).
- 04 Audience peak – **Sunday**, 21:00 MSK.
- 05 Top posts get **3x** more views than the weakest (4.1K avg for top vs 1.6K for worst) – among 106 posts in 29 days. Worth analyzing what top posts have in common – topic, format, timing.

TOP 5 POSTS

Nº1 14.06 · 18:54 VIDEO Oliver Tree died in helicopter crash in Brazil. According to CNN Brasil citing Rio de Janeiro police, the singer was victim...	VIEWS 4 399 REPOSTS 29	REACTIONS 26 ER 4.6%
Nº2 13.06 · 20:16 PHOTO Sugar turned out not to be the main health enemy – we've been scared for decades. Years of media and ads painted sugar as «white poison»...	VIEWS 3 944 REPOSTS 84	REACTIONS 32 ER 4.2%
Nº3 15.06 · 11:52 PHOTO China canceled over 12,000 university majors due to AI – cuts hit future journalists, philosophers, managers...	VIEWS 3 901 REPOSTS 106	REACTIONS 47 ER 4.1%

Nº4

13.06 · 14:45

VIDEO

In Reels, remembered a childhood computer game 'It Worked!'. The player acts as a professor's student solving puzzles with...

VIEWS

3 776

REPOSTS

37

REACTIONS

8

ER

4.0%

Nº5

19.06 · 19:46

PHOTO

4000 steps counteract sedentary lifestyle harm. Scientists found that to reduce risk of premature death and cardiovascular...

VIEWS

3 770

REPOSTS

54

REACTIONS

18

ER

4.0%

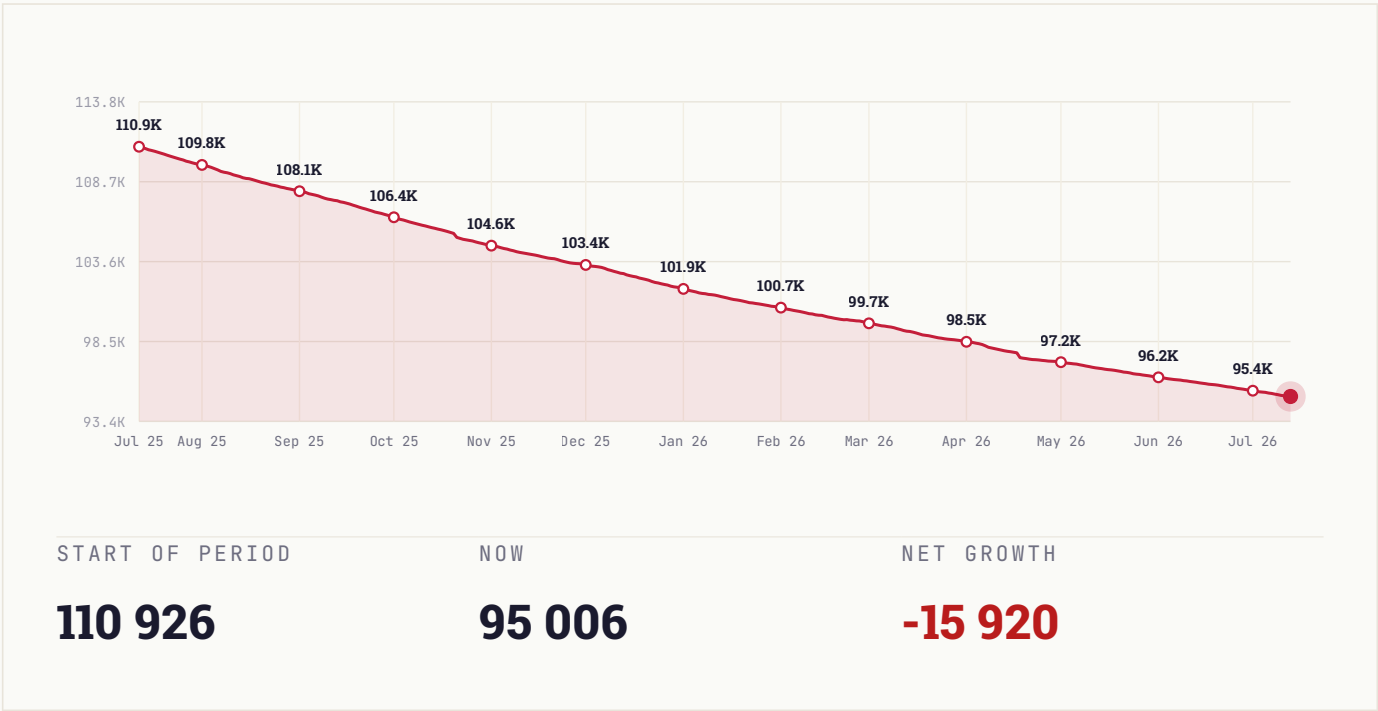
WORST 3

↓ 08.07 · 17:37 PHOTO Scientific director of Sber's Corporate University Artem Oganov received one of China's top science awards – international...	VIEWS 1 761 REPOSTS 6 REACTIONS 8 ER 1.9%
↓ 08.07 · 11:59 PHOTO Sex with a colleague may result in a fine – the State Duma is discussing amendments to the Family Code against marital infidelity...	VIEWS 1 590 REPOSTS 13 REACTIONS 34 ER 1.7%
↓ 08.07 · 12:56 VIDEO Six skydivers had dinner right in free fall from 4,000 meters. During the unusual stunt, the Nitro team members...	VIEWS 1 524 REPOSTS 15 REACTIONS — ER 1.6%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

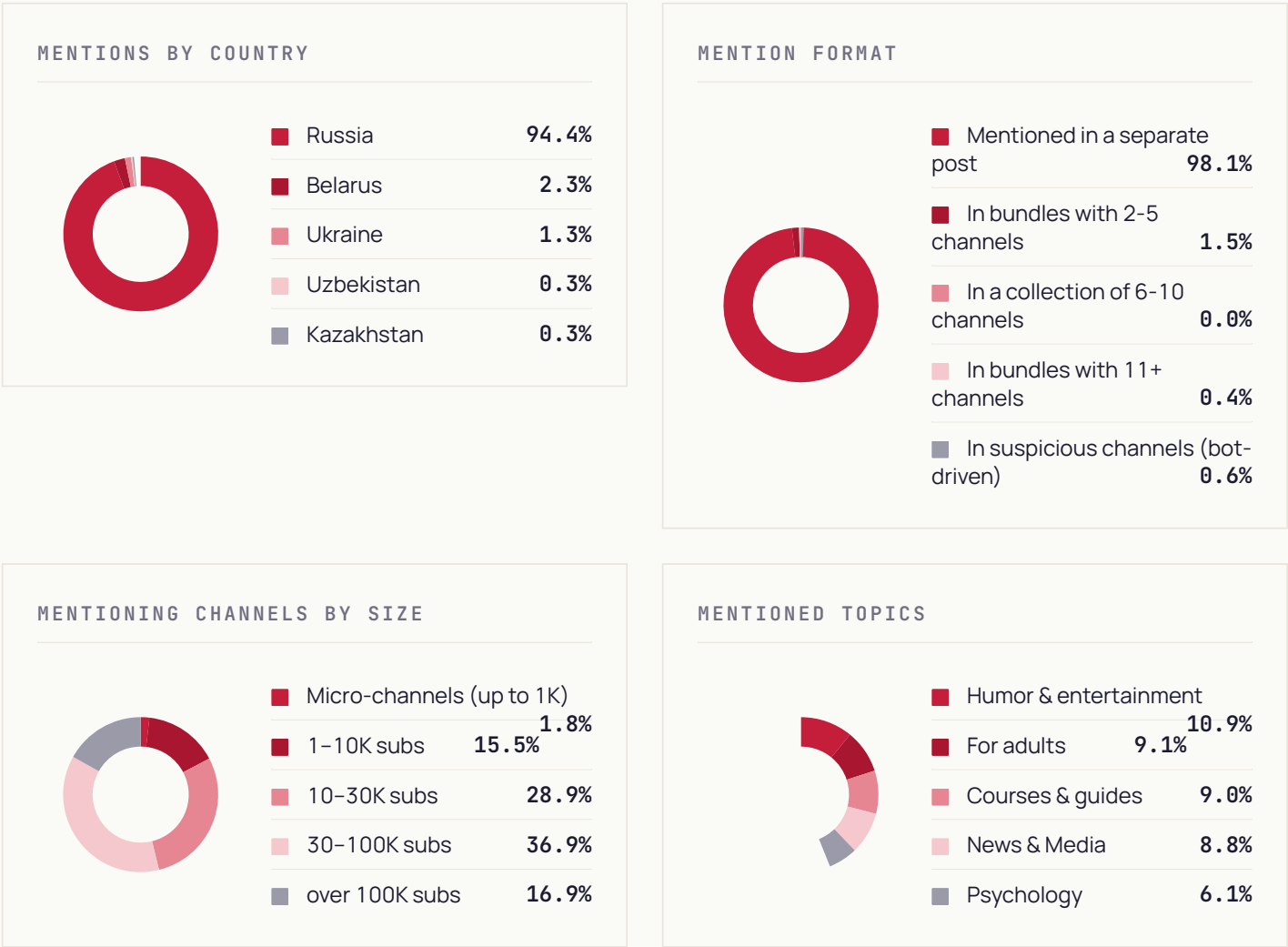
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

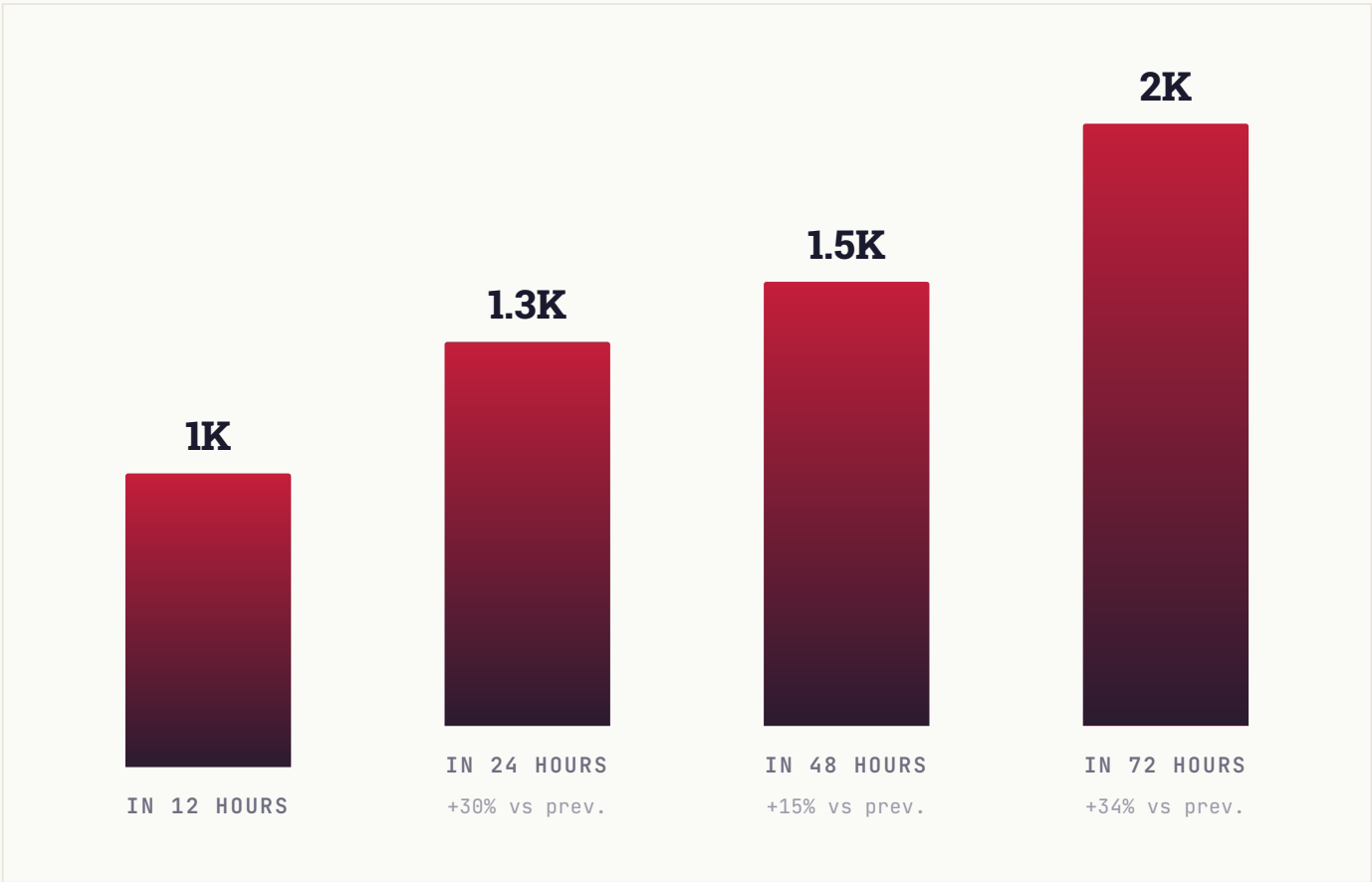
Citation index **1 695** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned **2 089** different channels.



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 effective.



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
Mم Manjmy منجمى	406.4K
BO Free education	312.1K
UF UDEMY FREE Coursevania	257.7K
MO My Education	234.9K
EC Extreme Cursos	173.3K
FC Free Courses With Certificates!	168.7K
كو كورسات ووظائف مجانية	152K
نن نیمہ نیکخواہ یوتیوب گرام 	149.9K
لا لوعة الفراق	138.3K
WD Web Development	133.5K
LE Lectory YOU	95K

COMPARATIVE INSIGHT

Channel intop quarter of niche (#19 of 100). Leader — Manjmy منجمى (406.4K). Goal for coming months: enter niche top-10 through systematic traffic work.

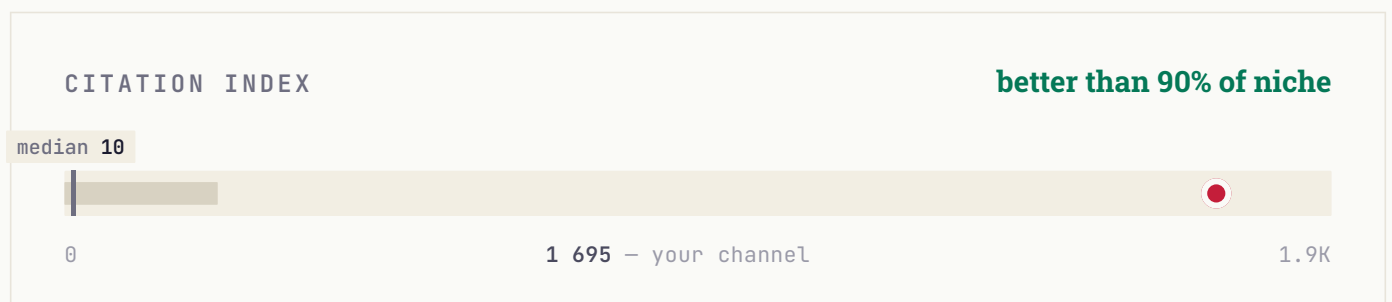
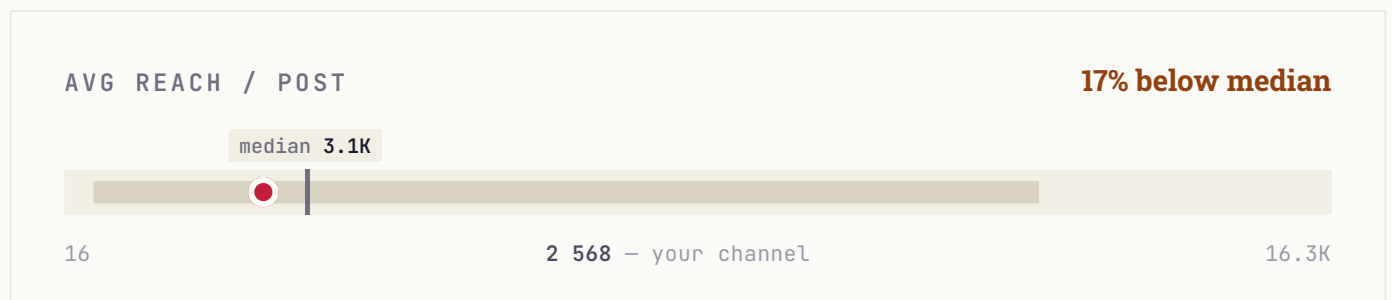
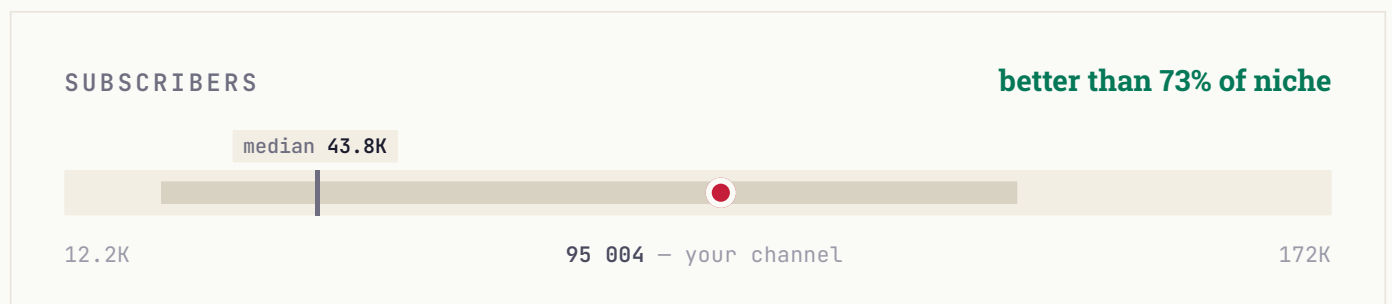
— SECTION 07 · NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category "Courses & guides» (Russia) and compared your channel against them. Gray bar — range where 80% of niche channels fall (p10 to p90). Black vertical — median. Red dot — your channel.

#19/100

RANK IN NICHE
Channel in top 19% — strong position



— SECTION 08 · 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 Sunday

Audience is most active on this day and at 21:00 MSK.

EFFECT

**Best window
for an
important post**

02

ER below niche benchmark — rethink formats

Current ER 2.7% vs norm 6.0%. Try polls and interactive formats.

EFFECT

+3.3pp ER

03

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**

04

Test polls and interactive formats

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

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

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

EFFECT

**Growth from
relevant
audience**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — 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 Telegram ad <https://panel.promptpress.com/register>

02 Contact manager t.me/PromptPress_manager
