

PUBLIC REPORT BY PROMTPRESS

Channel audit

Lemana PRO: pro community



@lemanapro_biznes

RKN: <https://clck.ru/3GVA3z> Everything for builders. 📌Important about materials & tools 📌Tips, instructions & checklists for construction & renovation ⚙️Special terms for professional...

SUBSCRIBERS

71 556

+588 per month

ERR (% SEE POSTS)

12.0%

per day 5.4%

REACH/POST

8.2K

ad reach 3.9K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 71 556 —	 SUBSCRIBER REACH 11.42% avg % of subs see post	 VIEWS/POST 8.2K median 8.2K · 29 days	 POSTS/WEEK 7.0 for period
 7D TREND +1.0% vs previous week	 REACTIONS/POST 33.1 total 959 reactions, 124 reposts, 78 comments	 POST LENGTH 621 chars median 651 · 29 days	 POSTS ANALYZED 29 29 days
 AD REACH 3.9K 24h avg	 CHURN / MONTH +588 last month	 MENTIONS 11 citation index · 42 channels mentioned it ever	 CHANNEL AGE 3 years 11 months created 30.06.2022

AI EDITOR SUMMARY

Channel «Leroy Merlin PRO: community of professionals» — 71 556 subs. Each post gets avg 8.2K people (11% from subs), reach is low — need to grow audience. Publishes 7 posts per week (~1/day) — regular schedule. For week Jun 15–21 reach stable (+1.0% vs week 8–14 Jun).

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on **29** posts over 29 days.
- 02 Dominant format — **Photo** (16/29 posts).
- 03 Avg post length — **621** chars (median 651).
- 04 Peak audience activity — **Friday**, 16:00 MSK.
- 05 Top posts get **2x** more views than the weakest (13K avg for top vs 5.8K for worst) — among 29 posts in 29 days. Worth analyzing what top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 28.05 · 12:00 PHOTO Preparation of facade bases and application of decorative plaster ☒ Master class by Bolars technical specialist Gennady...	VIEWS 13 774 REPOSTS 11	REACTIONS 48 ER 19.2%
Nº2 11.06 · 12:03 PHOTO ☒ Designing spaces? Make your mark! "Lemana PRO" is the partner of the "Interior" nomination of the #ЗнайНаших contest. Manufacturers...	VIEWS 12 956 REPOSTS 2	REACTIONS 40 ER 18.1%
Nº3 30.05 · 09:12 PHOTO Summer is almost here. Time to add some bright colors to your workdays ☒ Imagine: what would an ideal...	VIEWS 12 221 REPOSTS 3	REACTIONS 60 ER 17.1%

Nº4 10.06 • 15:39 PHOTO Home appliances and facades: ready solutions for your projects ☒ Equip kitchen projects with extra profit: at Лемана PRO...	VIEWS 11 264 REPOSTS 5 REACTIONS 29 ER 15.7%
Nº5 27.05 • 15:13 PHOTO How to tile a wall: checklist ☒ Planning to tile a wall? We've put together instructions with the process. Check if you...	VIEWS 11 254 REPOSTS 21 REACTIONS 50 ER 15.7%

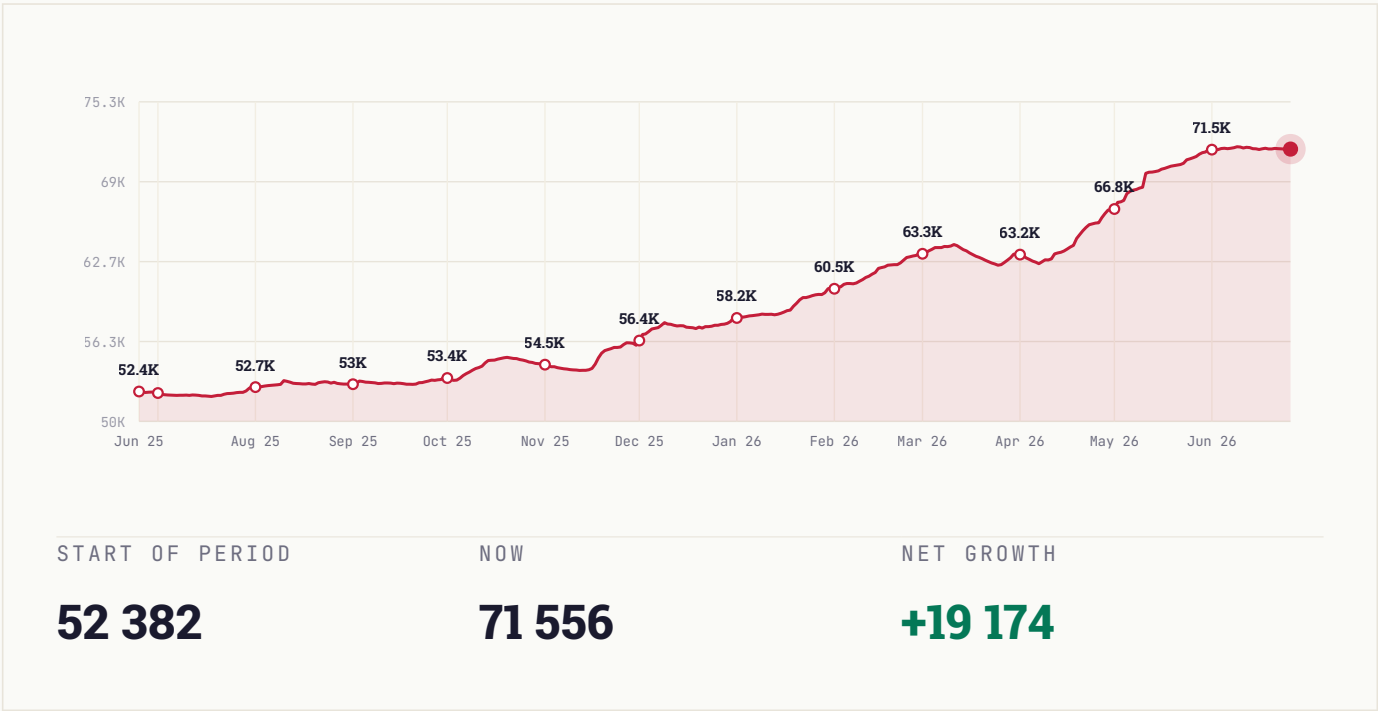
WORST 3

↓ 17.06 • 16:59 VIDEO (post without caption – video)	VIEWS 6 272 REPOSTS 1 REACTIONS 15 ER 8.8%
↓ 02.06 • 12:43 PHOTO Work season is in full swing – we've gathered May materials that may come in handy on sites this summer. Save...	VIEWS 6 186 REPOSTS 4 REACTIONS 32 ER 8.6%
↓ 09.06 • 15:32 PHOTO Dowels in different conditions: usage scenarios and selection for the task. Part 2 In the first part we covered the main types of dowels for the most...	VIEWS 5 011 REPOSTS 6 REACTIONS 10 ER 7.0%

SECTION 03 • SUB DYNAMICS

How the channel grew over the year

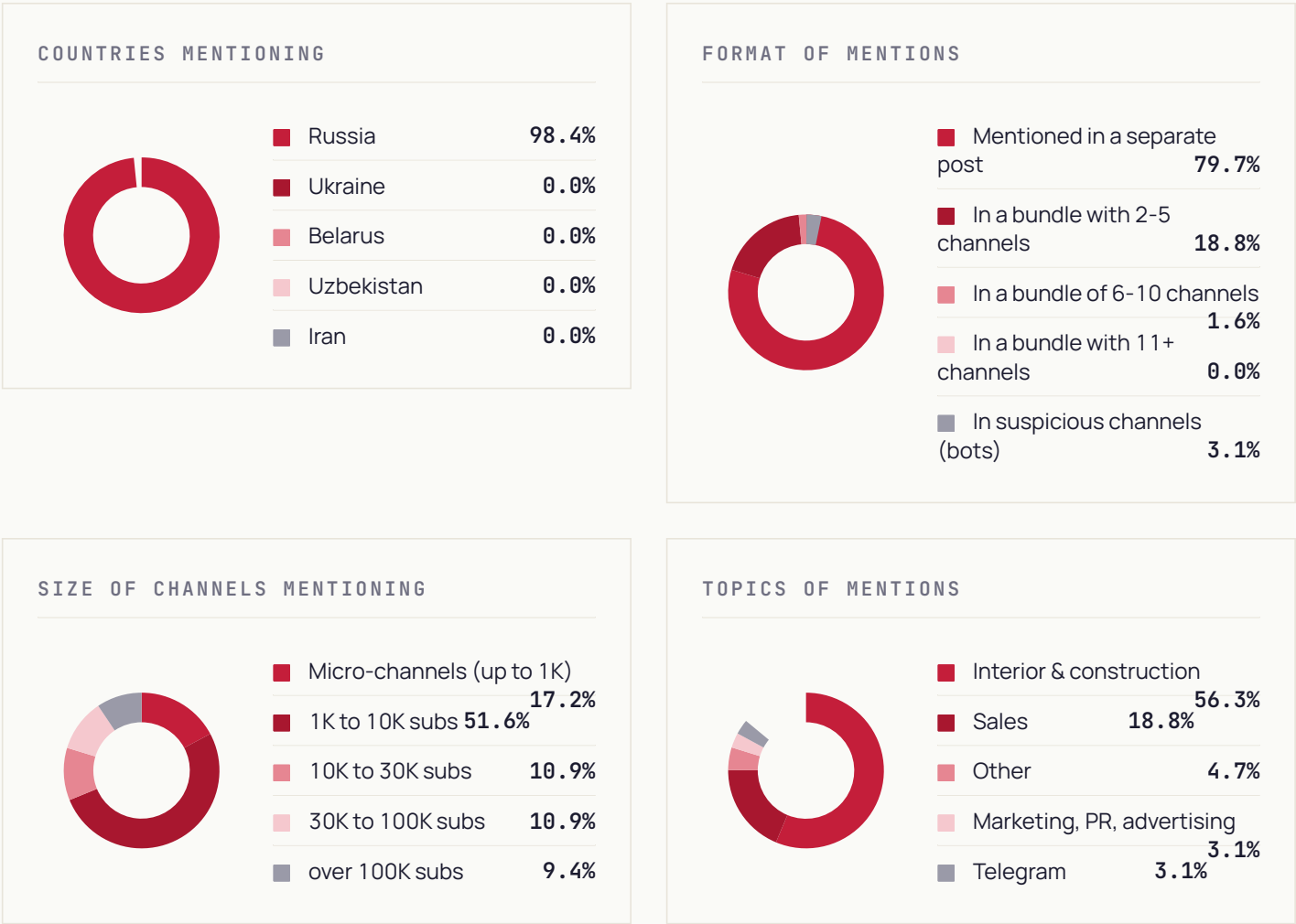
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel & how

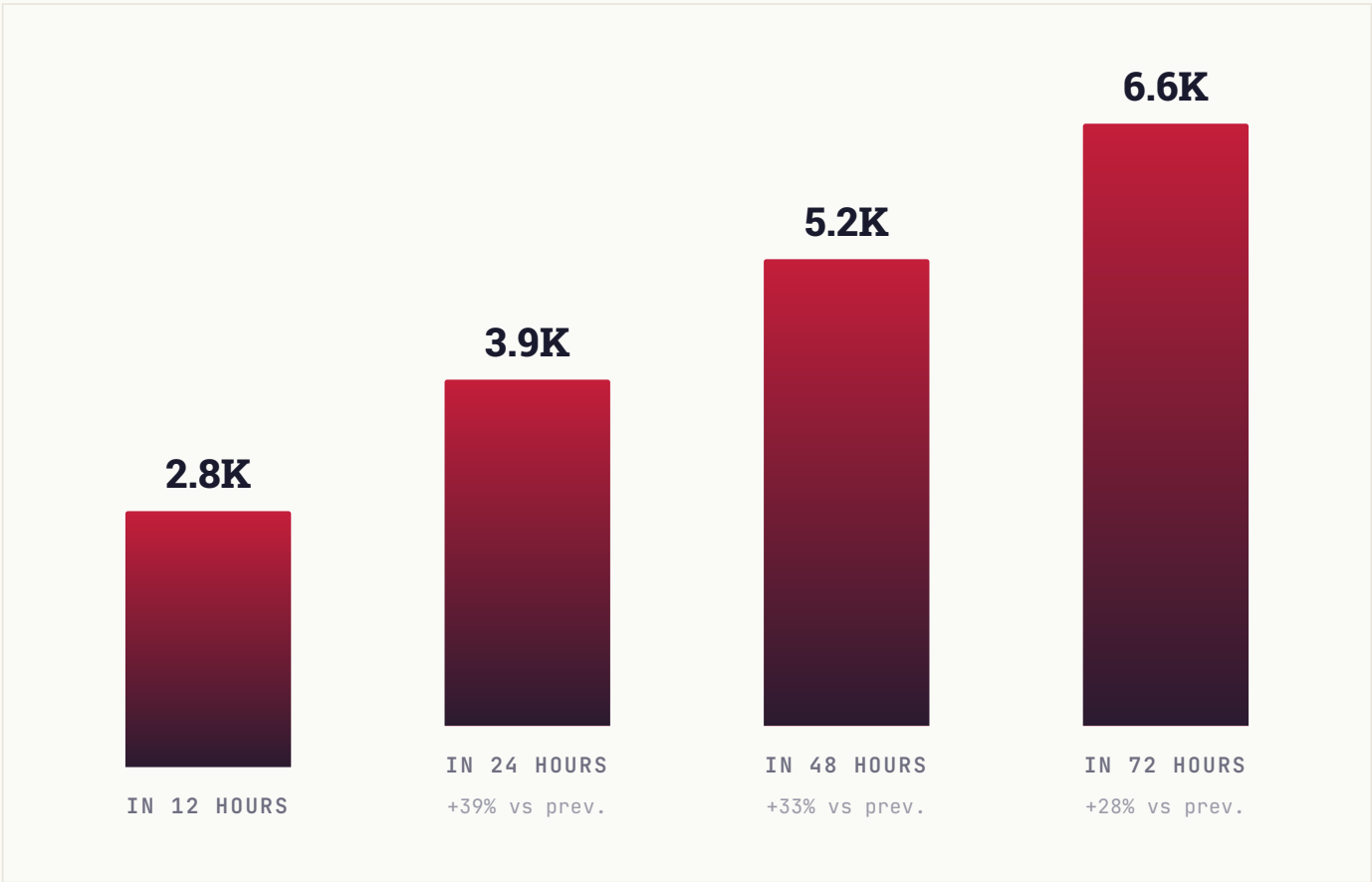
Citation index **11** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned **42** different channels.



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 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
DD DOMEО. ДИЗАЙН РЕМОНТ НЕДВИЖИМОСТЬ	523.8K
PL Planirovo4ka	455.5K
AI Interior & decor	452K
MK My Apartment	429.1K
MS Wise Builder	411.3K
LK Favorite Apartment	410K
PR ProNedvizhka	378.2K
GF GC FSK	377.7K
US Smart Builder	354.6K
PI PIK	340.7K
LP Lemana PRO: pro community YOU	71.6K

COMPARATIVE INSIGHT

Channel in bottom half of niche top-100 (#76 of 89). Niche median — 108.7K subs. First growth KPI — reach the median. Leader: DOMEО. ДИЗАЙН | РЕМОНТ | НЕДВИЖИМОСТЬ (523.8K).

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 **5**, they brought **9 430** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
December 2025	2	2	2 773	
November 2025	0	0	2 186	
October 2025	1	1	1 833	
September 2025	0	0	963	
August 2025	0	0	827	
July 2025	2	2	848	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
5	6	9 430

SECTION 08 • NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category "Interior & construction» (Russia) and saw how your channel compares. Gray band — range where 80% of niche channels fall (p10 to p90). Black vertical — median. Red dot — your channel.

#76

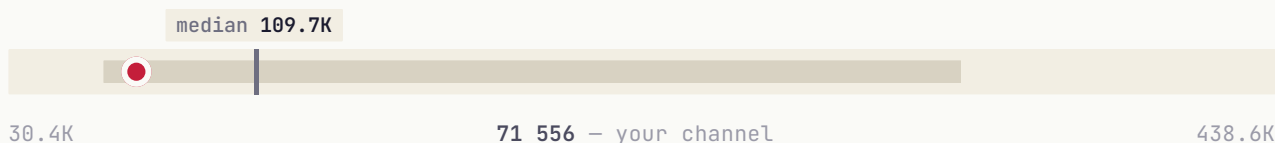
/100

POSITION IN NICHE

Channel in the bottom half of the ranking

SUBSCRIBERS

35% below median



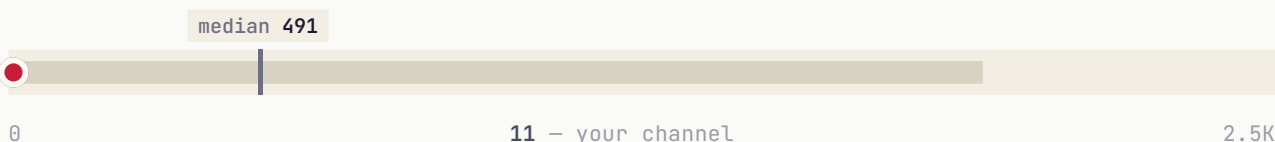
AVG REACH / POST

better than 54% of niche



CITATION INDEX

98% below median



— SECTION 09 • STRATEGY

What to do right now

5 priority actions sorted by expected impact. Check off and return to this report in a month.

01

Main post of the week — on Friday
Audience is most active on this day at 16:00 MSK.

EFFECT
Best window for an important post

02

Increase video posts share
Video in Telegram retains audience longer and is better perceived by the algorithm. We recommend increasing share to 15-25%.

EFFECT
Video retains audience better

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 & 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

05

Cross-promo with neighboring channels
Exchange posts with channels in the same segment once a quarter. No need to do it every day — 2-3 collabs bring relevant growth.

EFFECT
Growth from relevant audience

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in a few minutes based on public data. Want to go further — run ads through us and hit your growth plan in a month.

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