

PUBLIC REPORT BY PROMTPRESS

Channel audit

Lentach



@lentachold

Official channel of the Lentach community For unban, send your nickname to Channel Messages for stars For ads @mark_shein

SUBSCRIBERS

382 523

+1057 per month

ERR (% SEE POSTS)

32.0%

in 24h **26.5%**

REACH/POST

119.5K

ad reach **101.4K/24h**

— CONTENTS · 2026

What's inside the report

01 Channel snapshot

12 key metrics · AI summary

02 Content analysis

Top 5 posts · worst 3 · takeaways

03 Subscriber dynamics

Yearly chart · growth

04 Citation rate

Who mentions the channel and how

05 Ad potential

How long a post generates reach

06 Competitors

Niche neighbors · your spot

07 Mention dynamics

6 months · monthly

08 Niche comparison

Position in category «News & Media»

09 Strategy

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 382 523 —	 SUBS REACH 31.24% avg % subs see post	 VIEWS/POST 119.5K median 119.6K · 29 days	 POSTS/DAY 15.7 ~110 per week
 7D TREND -0.2% vs previous week	 REACTIONS/POST 1.3 total 594 reactions, 336,166 reposts, 1,887 comments	 POST LENGTH 385 chars median 337 · 29 days	 POSTS ANALYZED 471 29 days
 AD REACH 101.4K 24h avg	 CHURN / MONTH +1057 last month	 CITATION RATE 2 094 citation index · 8,524 channels mentioned all time	 CHANNEL AGE 10 years 21 days created 06/29/2016

AI EDITOR SUMMARY

Channel «Lentach» — 382 523 subs. Each post averages 119.5K people (31% of subs), good reach. Publishes 110 posts per week (~16/day) — very active. Week of Jul 6–12 reach stable (-0.2% vs week Jun 29 – Jul 5).

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS SHARE

- 01 Analysis based on 471 posts in 29 days.
- 02 Dominant format — Photo (326/471 posts).
- 03 Avg post length — 385 chars (median 337).
- 04 Peak audience activity — Sunday, 23:00 MSK.
- 05 Top posts get 1x more views than the weakest (153.4K avg for top vs 108.4K for worst) — among 471 posts in 29 days. Analyze what the top shares: topic, format, timing.

TOP 5 POSTS

Nº1 10.07 · 13:10 VIDEO Russia's Foreign Ministry may have started drafting a bill on exit visas. This is reported by 'We Can Explain' (foreign agent) citing...	VIEWS 165 637 REPOSTS 14 376	REACTIONS 21 ER 43.3%
Nº2 21.06 · 20:04 PHOTO Hacked tg channel «Sergei Sobyanin. Personal blog». No verified badge, but link on Moscow mayor's site. Shortly after posts...	VIEWS 148 838 REPOSTS 1 425	REACTIONS — ER 38.9%
Nº3 12.07 · 13:56 PHOTO Woman filed her teeth with a file and bit off her husband's penis out of jealousy According to Baza, she found messages in his phone...	VIEWS 145 817 REPOSTS 6 572	REACTIONS — ER 38.1%

Nº4 21.06 • 07:18 PHOTO In Crimea, fuel supply for residents completely stopped Fuel will only be supplied to government agencies, reported...	VIEWS 145 468 REACTIONS 12 REPOSTS 4 986 ER 38.0%
Nº5 26.06 • 20:14 VIDEO «Бляяяать, сукааа, куда я поехал? 700 рублей!» Poor guy accidentally missed a turn and ended up on a toll road for 700 rubles. The whole range...	VIEWS 143 982 REACTIONS 4 REPOSTS 2 542 ER 37.6%
WORST 3	
↓ 30.06 • 16:01 PHOTO Rods, enemas, bloodletting and emetic root: read how depression was treated in the Middle Ages: https://lentach.media/fnc3E	VIEWS 108 797 REACTIONS — REPOSTS 367 ER 28.4%
↓ 16.07 • 14:32 PHOTO It became known who will commentate the 2026 World Cup final: https://lentach.media/iUaPx	VIEWS 108 729 REACTIONS — REPOSTS 60 ER 28.4%
↓ 17.07 • 14:13 TEXT By the way, today is Friday — the Ministry of Justice updated the 'foreign agents' registry. Added: ▪ Libertarian Party of Russia; ▪ Project 'Fourth...	VIEWS 107 592 REACTIONS 1 REPOSTS 150 ER 28.1%

SECTION 03 • SUBSCRIBER DYNAMICS

How the channel grew over the year

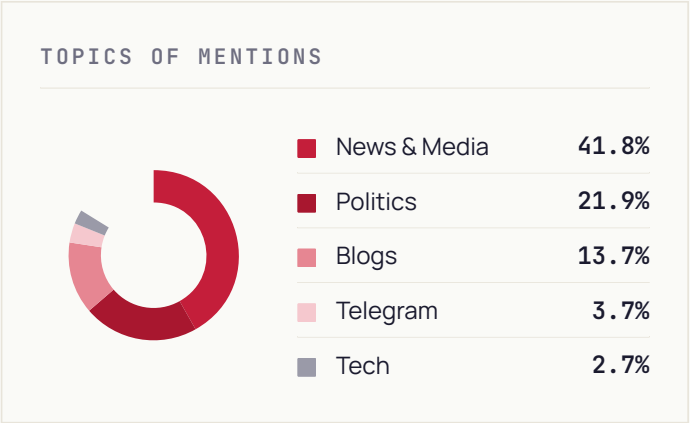
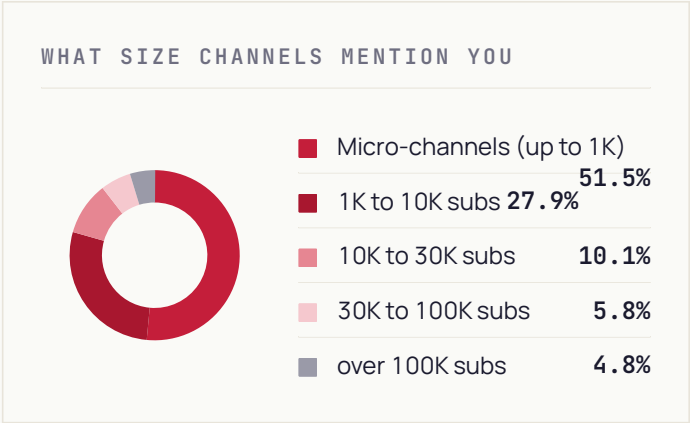
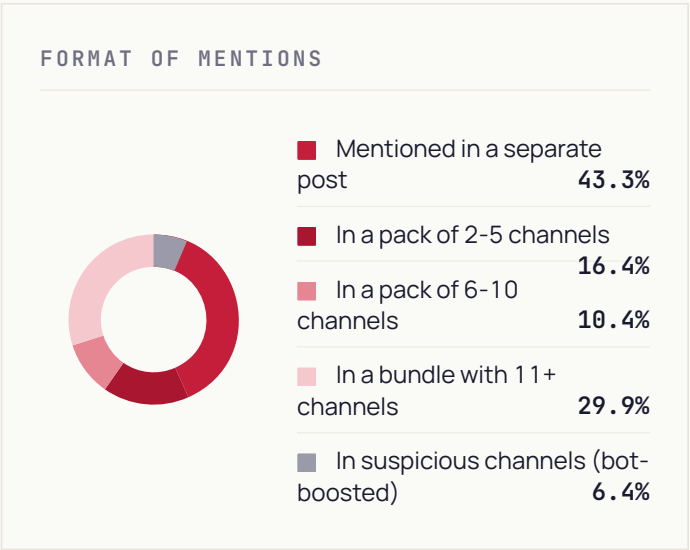
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · CITATIONS

Who mentions the channel and how

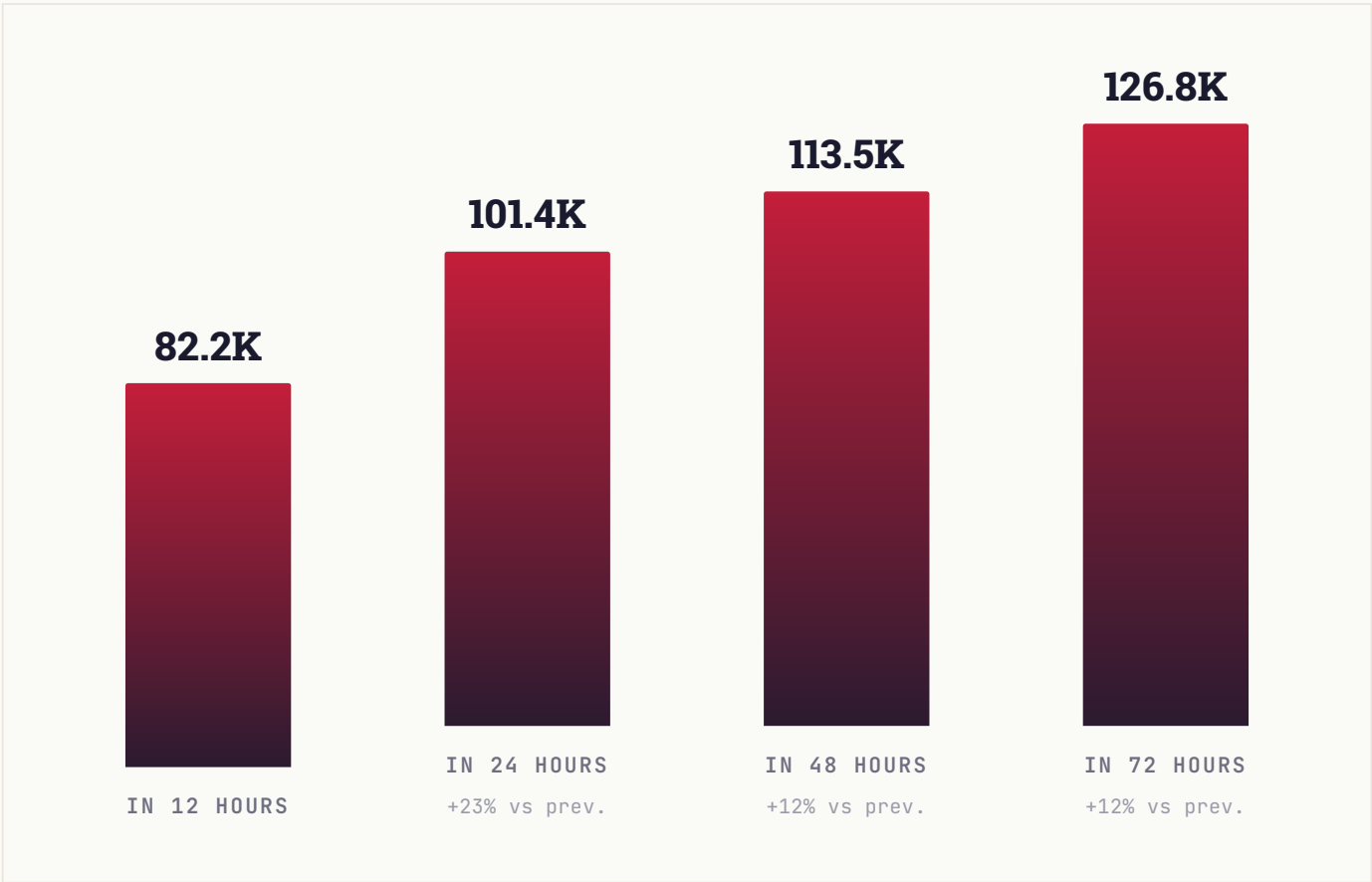
Citation index **2 094** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100k subs channel weighs more than from a 1k subs channel. All-time channel was mentioned **8 524** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post by time since publication. Helps estimate how long placement stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
ا خ اخبارفوری خبرفوری جنگ امریکا فوری	6.1M
ا خ ا خبرفوری اخبارفوری جنگ فوری امریکا	4.9M
ا ج اخبارفوری جنگ	4.3M
ا ب خبرفوری	4.3M
PE Direct • 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
MA Mash	3.1M
LE Lentach YOU	382.5K

COMPARATIVE INSIGHT

Channel not yet outside top 97 of niche — early growth stage. Niche leader — اخبارفوری خبرفوری جنگ امریکا فوری (6.1M), 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

Monthly we track posts in other channels that mention yours. Over the last **6 months** such mentions were **813**, they brought **10 560** new subs.

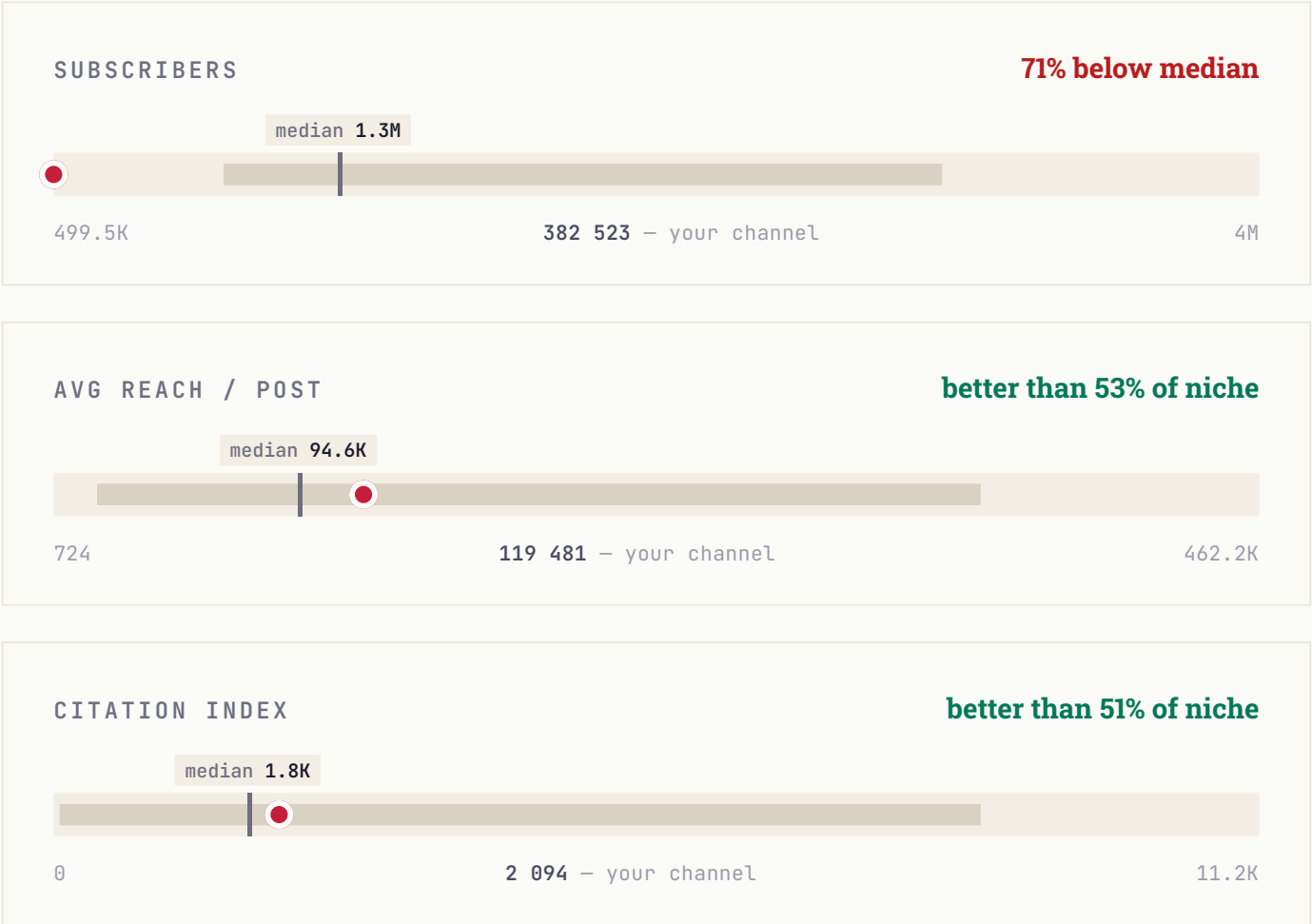
PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	164	31	441
December 2025	197	37	881
November 2025	178	46	1 175
October 2025	136	28	1 685
Sep 2025	83	33	2 947
August 2025	55	26	3 431

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS
813	6	10 560

SECTION 08 · NICHE COMPARISON

Where channel stands in its league

Took top-100 channels in category «News & Media» (Russia) and saw how your channel compares. Gray band — range for 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 Sunday

Audience most active on this day at 23:00 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 selects 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 is an 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 us to do this **PromptPress?**

This audit is what we can do in minutes from 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>

02

Contact manager

t.me/PromptPress_manager