

— PUBLIC REPORT BY PROMTPRESS

Channel audit

Feed



@lentacom

■Hi! I'm cat Woof, in charge of deals and discounts at Lenta. My instinct instantly finds the best value! 🐾 Subscribe so you don't miss Lenta news We're on Max: max.ru/lentacom Statement №...

SUBSCRIBERS	ERR (% SEE POSTS)	REACH/POST
422 757 -4830 per month	9.0% daily 5.3%	36.2K ad reach 22.5K/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 422 757 —	 SUBSCRIBER REACH 8.57% avg % subs see post	 VIEWS/POST 36.2K median 35.7K · 29 days	 POSTS/WEEK 28.0 over period
 7D TREND -16.6% vs previous week	 REACTIONS/POST 103.8 total 12,358 reactions, 5,789 reposts, 537 comments	 POST LENGTH 365 chars median 325 · 29 days	 POSTS ANALYZED 119 29 days
 AD REACH 22.5K 24h avg	 CHURN / MONTH -4830 last month	 CITATION RATE 758 citation index · 1,486 channels mentioned ever	 CHANNEL AGE 8 years 10 months created 08/09/2017

AI EDITOR SUMMARY

Channel «Lenta» — 422 757 subs. Each post averages 36.2K people (9% of subs), reach is low — worth expanding audience. Publishes 28 posts per week (~4/day) — active posting. For week Jun 1–7, reach dropped -16.6% to week May 25–31 — worth analyzing why.

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 HAVE IN COMMON

- 01 Analysis based on 119 posts over 29 days.
- 02 Dominant format — Photo (62/119 posts).
- 03 Avg post length — 365 chars (median 325).
- 04 Peak audience activity — Sunday, 18:00 MSK.
- 05 Strongest posts get 2x more views than the weakest (52.3K avg for top vs 23.4K for worst) — among 119 posts over 29 days. Worth analyzing what the top have in common: topic, format, timing.

TOP 5 POSTS

Nº1 31.05 · 15:18 PHOTO ☺ Woof, here come sweet bonuses for young shoppers! Tomorrow only, June 1, at 12:34:56, kids' coupons will be active on...	VIEWS 52 880 REP. 459	REACTIONS 176 ER 12.5%
Nº2 31.05 · 15:16 PHOTO 1234567 People's choice coupon with most votes: -30% on juices, nectars & fruit drinks when buying 2+! A...	VIEWS 52 032 REP. 853	REACTIONS 175 ER 12.3%
Nº3 24.05 · 11:29 PHOTO 1234567 ☺ Wow, so many deals! Tasty, healthy, and stock-up worthy! Use...	VIEWS 52 015 REP. 749	REACTIONS 187 ER 12.3%

Nº4 30.05 · 06:18 PHOTO In 123456 – celebrate! On June 1, we give sweet surprises to kids under 14 for Children's Day. Shop at...	VIEWS 51 640 REP. 94	REACTIONS 151 ER 12.2%
Nº5 24.05 · 11:31 PHOTO 🌳 Garden lovers, are you here? Two extra coupons are already waiting for you 🌳	VIEWS 51 612 REP. 316	REACTIONS 150 ER 12.2%

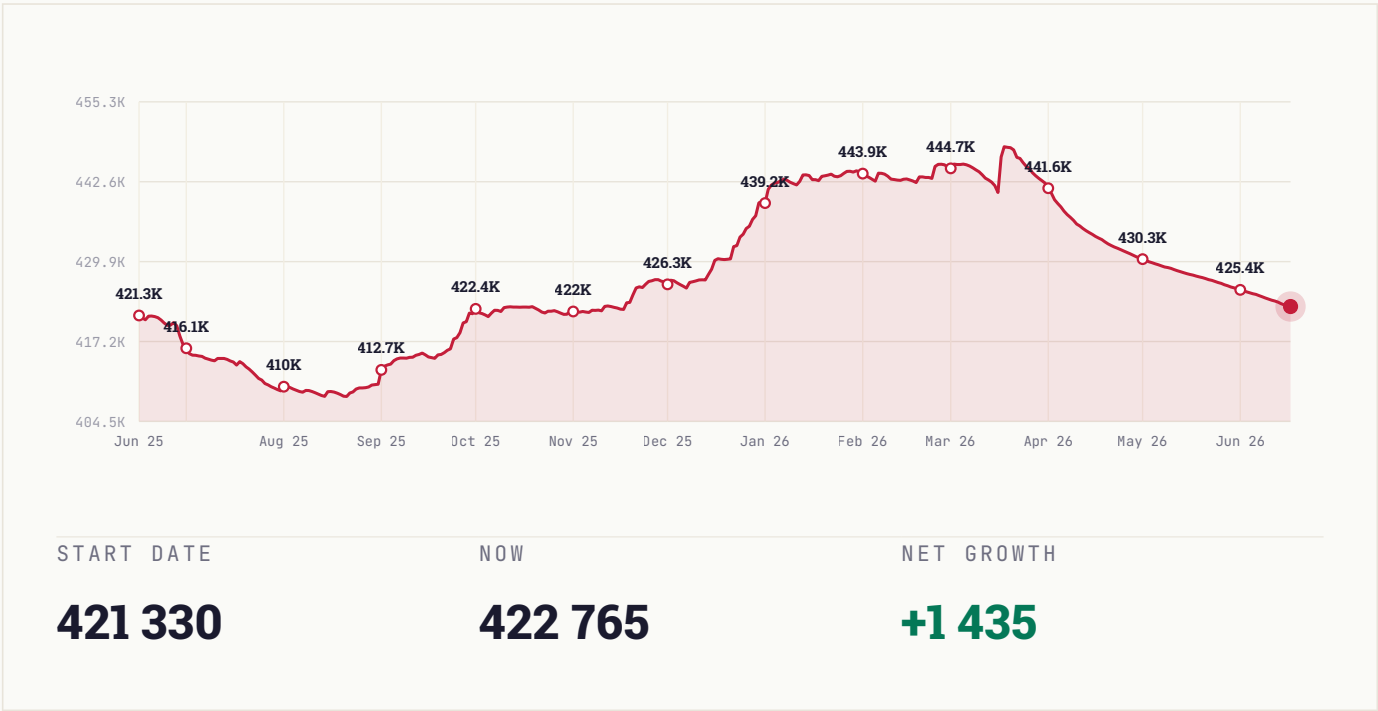
WORST 3

↓ 14.06 · 05:06 POLL (post without caption – poll)	VIEWS 23 688 REP. —	REACTIONS 51 ER 5.6%
↓ 14.06 · 05:10 POLL (post without caption – poll)	VIEWS 23 495 REP. —	REACTIONS 42 ER 5.6%
↓ 14.06 · 05:08 POLL (post without caption – poll)	VIEWS 23 082 REP. 1	REACTIONS 55 ER 5.5%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

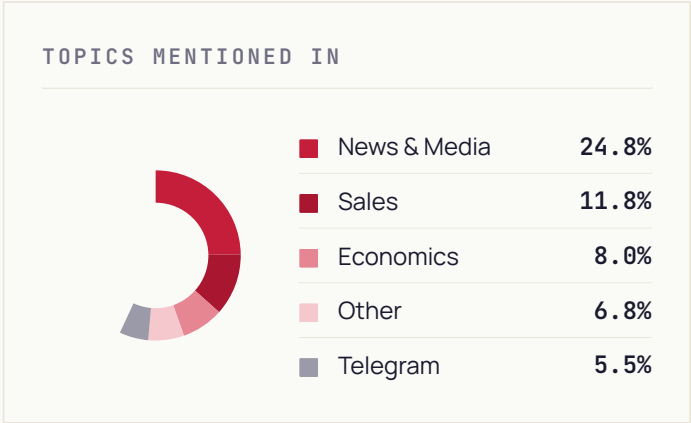
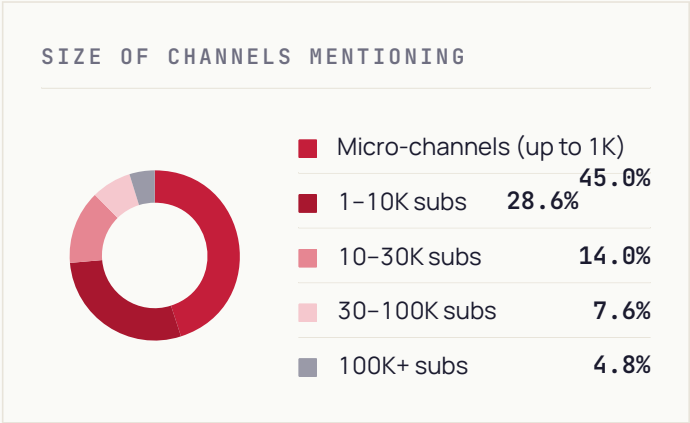
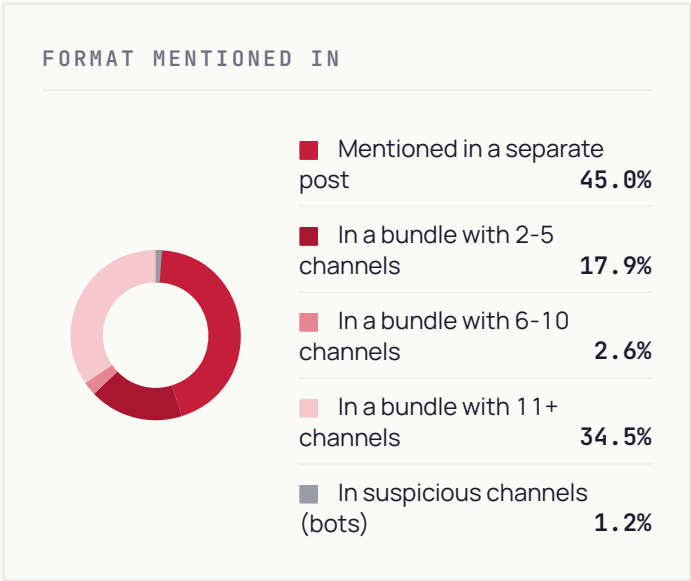
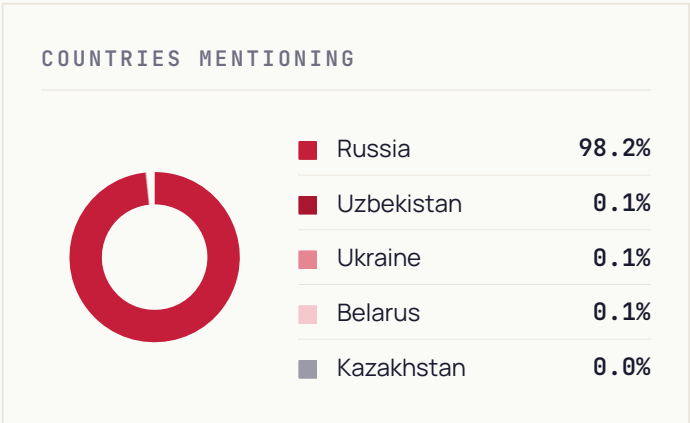
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained and lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

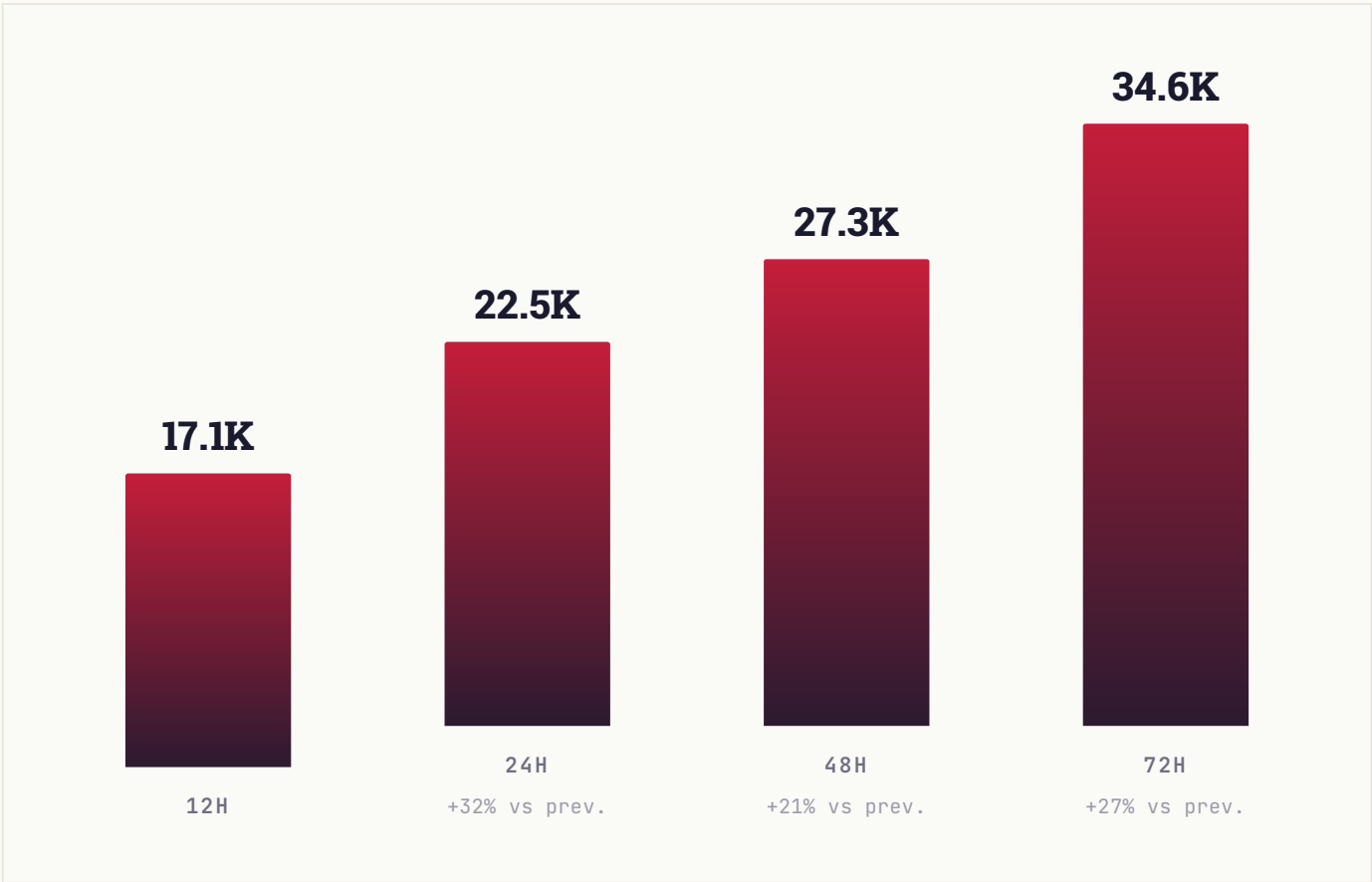
Citation index **758** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioners: a post from a 100k subs channel weighs more than from a 1k subs channel. All-time channel mentioned **1 486** different channels.



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 relevant.



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
OZ OZON	1.1M
YM Yandex Market	1M
X- Freeloaders - Lightning	1M
SN Market discounts	993.1K
WS WB Sniper Wildberries Finds Discounts Promos	932.9K
PB By Blat	888K
Z Hare Promos Discounts	877.5K
W Wildberries finds	799.3K
VI ITEMS FROM VIDEO	711.7K
AL Alfa-Profitable	563K
LE Feed YOU	422.8K

COMPARATIVE CONCLUSION

Channel in top 25% of niche (#18 of 94). Leader — OZON (1.1M). Goal for coming months: enter niche top-10 through systematic traffic work.

SECTION 07 · MENTION TRENDS

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 **180**, they brought **40 825** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
December 2025	41	22	14 580	
Nov 2025	61	54	6 095	
Oct 2025	26	13	3 426	
September 2025	26	19	12 146	
August 2025	14	9	3 640	
July 2025	12	7	938	

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS
180	6	40 825

— SECTION 08 • NICHE COMPARISON

Where the channel ranks in its league

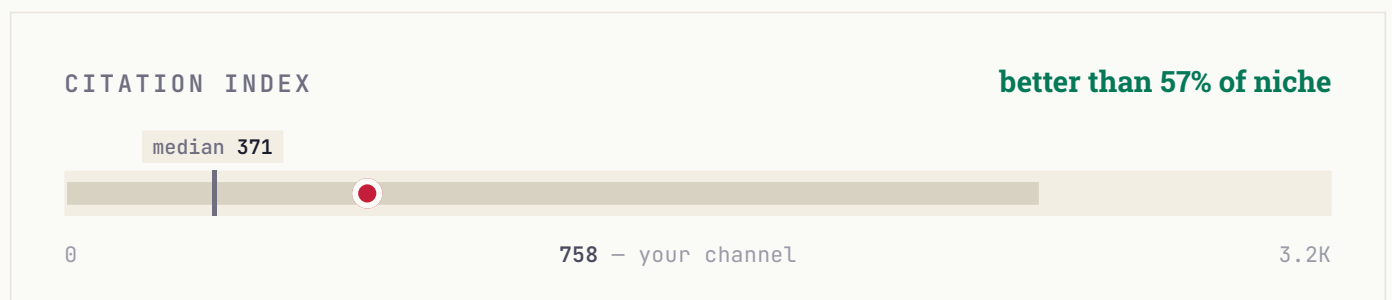
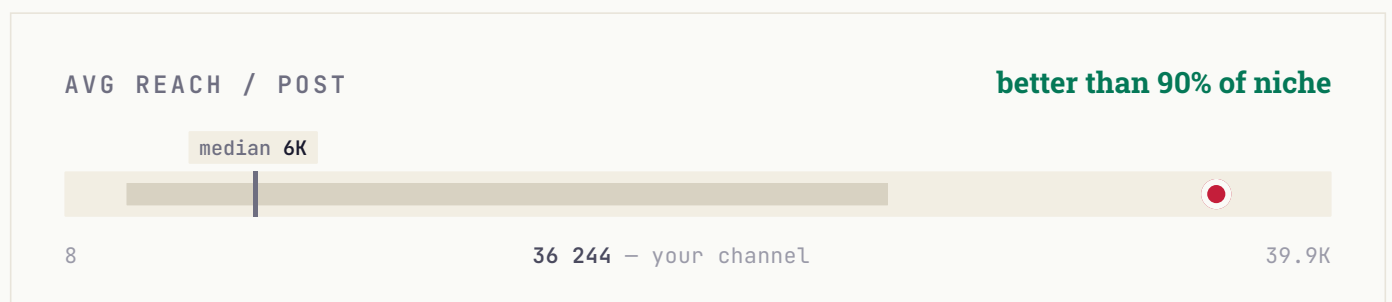
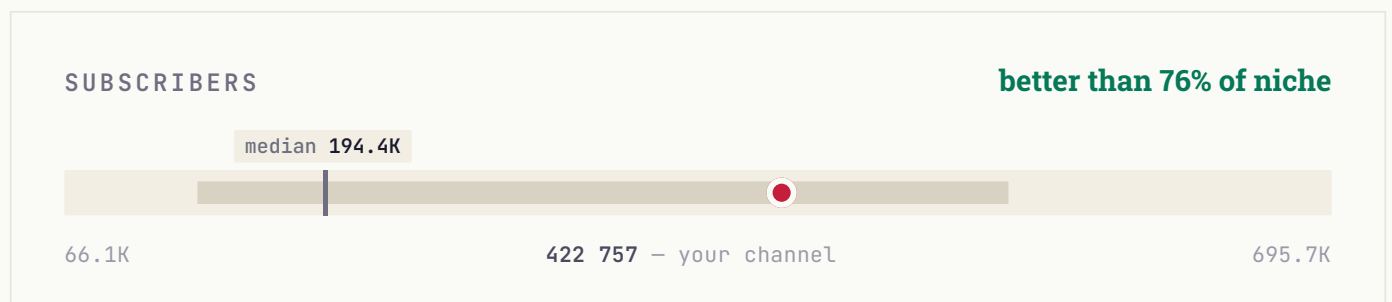
Took top-**100** channels in category "**Sales**» (Russia) and compared your channel.
Gray band = range where 80% of niche channels fall (p10 to p90). Black vertical = median. Red dot = your channel.

#18

/100

RANK IN NICHE

Channel in top 18% – strong position



— SECTION 09 · STRATEGY

What to do right now

5 priority actions ranked by expected impact. Check off and revisit next month.

- 01

Top post of the week — on Sunday

Audience is most active on this day at 18:00 MSK.

EFFECT

Best time 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 typically boost ER by +5-15%. One poll per week on a hot topic is an easy win.

EFFECT

+5-15% ER
- 04

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
- 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 — what we can do in a few 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