

PUBLIC REPORT BY PROMTPRESS

Channel audit

Lenta Dnya



@lentadnya

Mainly news. Lenta.ru For ads and collabs — @smirnoffkan Verified
@TgPodbor_bot Suggestions — @Lentadnya_connectbot We're on
Max — max.ru/lentaru Registered in Roskomnadzor list:...

SUBSCRIBERS

307 829

-1918 per month

ERR (% SEE POSTS)

9.0%

per day 8.0%

REACH/POST

26.3K

ad reach 24.5K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card – a separate channel health indicator. Subtitle shows the period.

 SUBSCRIBERS 307 829 —	 SUBS REACH 8.54% avg % subs see post	 VIEWS/POST 26.3K median 26.3K · 17 days	 POSTS/DAY 40.9 ~286 per week
 7D TREND — no data for period	 REACTIONS/POST 439.1 total 320,574 reactions, 73,442 reposts, 0 comments	 POST LENGTH 455 chars median 434 · 17 days	 POSTS ANALYZED 730 17 days
 AD REACH 24.5K 24h average	 CHURN / MONTH -1918 last month	 CITATION RATE 2 677 citation index · 8,080 channels mentioned all time	 CHANNEL AGE 8 years 9 months created 02.10.2017

AI EDITOR SUMMARY

Channel «Lenta Dnya» – 307 829 subs. Each post averages 26.3K people (9% of subs), reach is low – should expand audience. Publishes 286 posts per week (~41/day) – very active posting.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **730** posts over 17 days.
- 02 Dominant format — **Photo** (568/730 posts).
- 03 Avg post length — **455** chars (median 434).
- 04 Peak audience activity — **Thursday**, 21:00 MSK.
- 05 Top posts get **2x** more views than the weakest (51.1K avg for top vs 22.5K for worst) — among 730 posts in 17 days. Worth analyzing what the top shares: topic, format, timing.

TOP 5 POSTS

Nº1 02.07 · 18:10 PHOTO 🎵 Today he's the leader of one of Russia's most popular bands and curator of a major music festival. But before that he worked as...		VIEWS 86 459 REPOSTS 37	REACTIONS 195 ER 28.1%
Nº2 11.07 · 20:03 PHOTO 🐐 Prince Harry was hit in the groin during goat yoga. It happened at a charity event dedicated to goat yoga (ye...		VIEWS 33 509 REPOSTS 150	REACTIONS 394 ER 10.9%
Nº3 29.06 · 20:06 PHOTO 🐶 Dog swept away by tornado, but returned to destroyed home. Recently a powerful tornado hit Kushva. The whirlwind ripped off the doghouse with the dog and...		VIEWS 33 237 REPOSTS 218	REACTIONS 1 144 ER 10.8%

Nº4 07.07 • 00:18 PHOTO  Vologda governor's car ran out of gas on highway. "Stopped without fuel because gas ran out. Tank at zero," —...	VIEWS 33 167 REACTIONS 552 REPOSTS 94 ER 10.8%
Nº5 06.07 • 20:20 PHOTO  Wild elephant terrorizes one village for 16 years, killing residents. This terrifying story began in faraway 2010 in Nepal. Then...	VIEWS 33 062 REACTIONS 723 REPOSTS 159 ER 10.7%
WORST 3	
↓ 04.07 • 15:05 PHOTO  Fuel sales partially resumed in a Russian region. In Kaliningrad Oblast, from today drivers can...	VIEWS 22 701 REACTIONS 173 REPOSTS 31 ER 7.4%
↓ 11.07 • 15:01 PHOTO  Russian triathletes allowed to compete in Ironman. The World Triathlon Corporation officially permitted Russian athletes...	VIEWS 22 605 REACTIONS 239 REPOSTS 17 ER 7.3%
↓ 08.07 • 16:25 VIDEO  Chance to get a Hogwarts invite in Moscow metro is low, but never zero Subscribe to Moslenta in MAX	VIEWS 22 082 REACTIONS 487 REPOSTS 204 ER 7.2%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

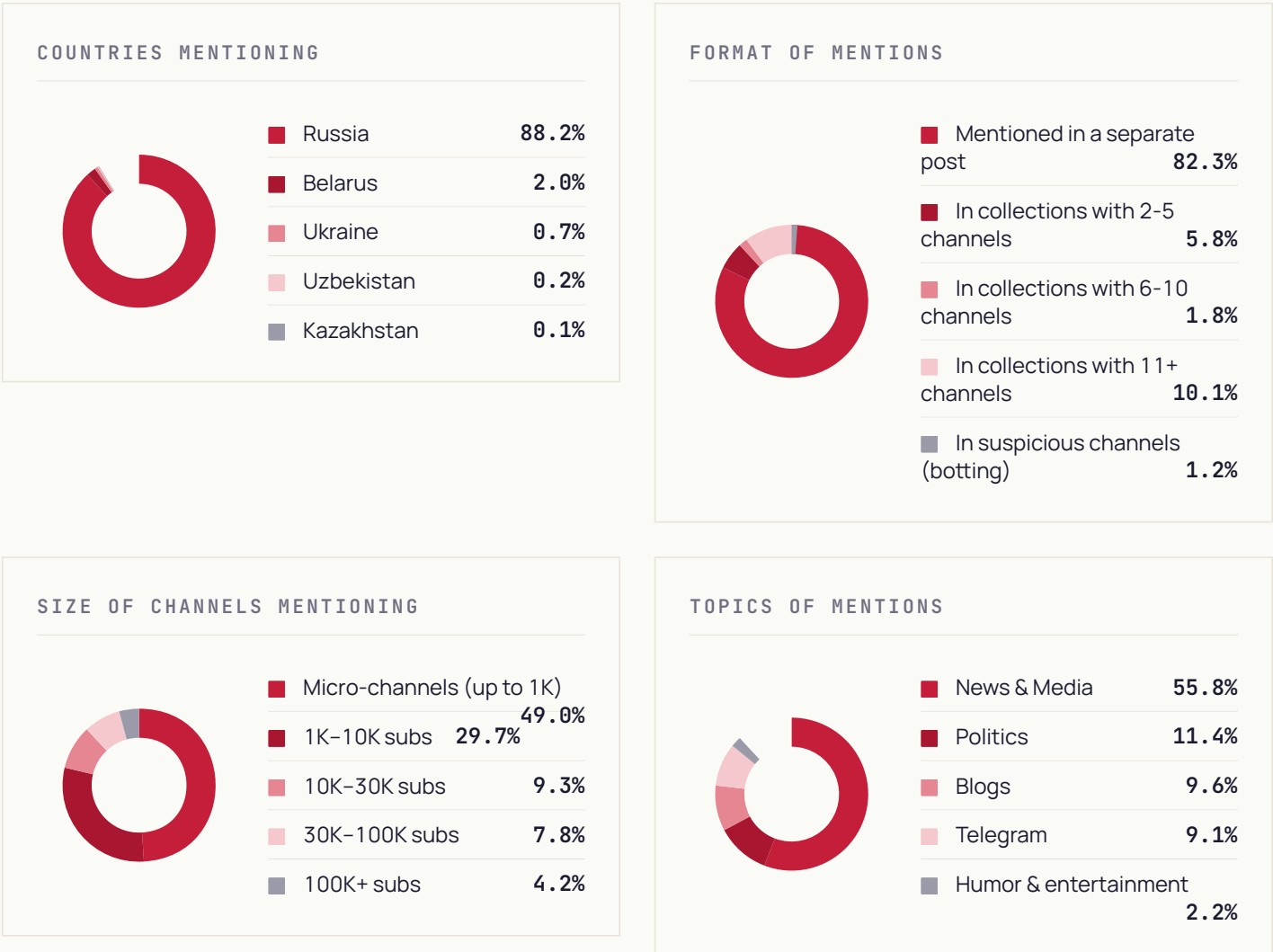
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · CITATIONS

Who mentions the channel and how

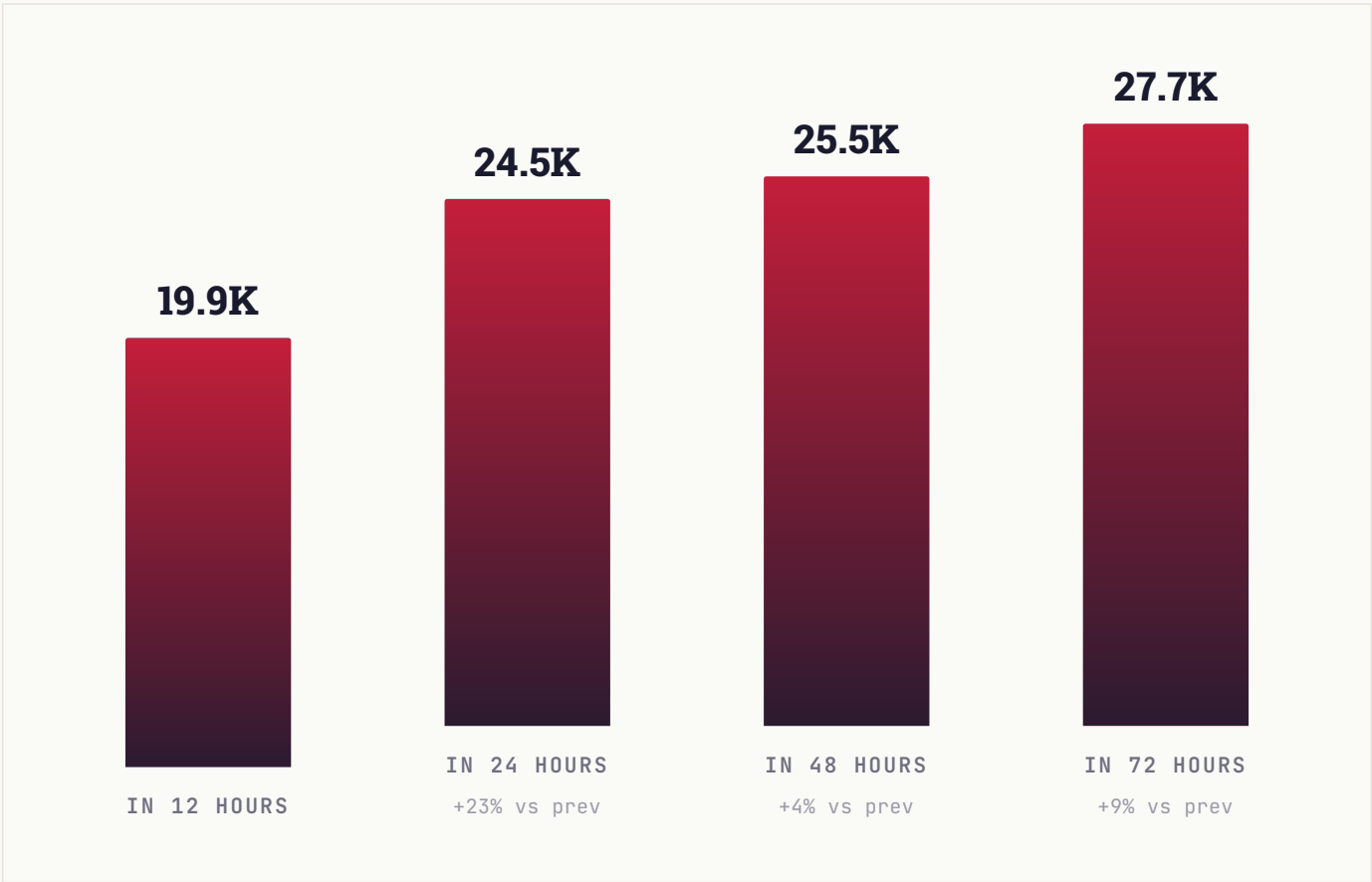
Citation index **2 677** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioners: a post from a 100k subs channel weighs more than from a 1k subs channel. All-time channel mentions: **8 080** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg ad post reach by time since publication. Helps gauge how long a placement stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
ا خ اخبار فوری خبر فوری جنگ امریکا فوری	6M
ا خ خبر فوری اخبار فوری جنگ فوری امریکا	4.7M
خ ب خبر فوری	4.4M
کا کانال اخبار فوری خبر فوری	4.3M
PE Live Broadcast • News	4.1M
TL Topor Live	4.1M
M• Moskvach • Moscow News	3.8M
M- Moscow is interesting	3.4M
PM Perviy Moskovskiy	3.2M
TP Trukha ⚡Ukraine	3.1M
LD Lenta Dnya YOU	307.8K

COMPARATIVE CONCLUSION

Channel not yet outside top 97 of niche — early growth stage. Niche leader — اخبار فوری خبر فوری جنگ امریکا فوری (6M), top-97 median: 1.3M. First goal — enter top-97 through systematic work on traffic and content.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

We track posts in other channels that mention yours monthly. Over the last **6 months** such mentions were **3 999**, they brought **65 466** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
Jan 2026	539	265	3 741
December 2025	566	261	16 033
Nov 2025	504	223	17 297
Oct 2025	715	262	16 966
Sep 2025	787	233	7 324
August 2025	888	226	4 105
TOTAL MENTIONS			3 999
MONTHS OF DATA			6
ATTRACTED SUBS			65 466

Where the channel stands in its league

The figure consists of three horizontal bar charts, each representing a different performance metric. Each chart has a light beige background with a darker beige bar representing the range of other channels. A vertical line marks the median, and a red dot marks the channel's performance. The data is as follows:

Metric	Channel Value	Median	Comparison
SUBSCRIBERS	307,829	1.3M	76% below median
AVG REACH / POST	26,275	93.7K	72% below median
CITATION INDEX	2,677	1.9K	better than 54% of niche

SUBSCRIBERS 76% below median

498.9K 307 829 – your channel 4.1M

median 1.3M

AVG REACH / POST 72% below median

733 26 275 – your channel 443.8K

median 93.7K

CITATION INDEX better than 54% of niche

0 2 677 – your channel 11.2K

median 1.9K

— SECTION 09 · STRATEGY

What to do right now

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

01

Main post of the week — on Thursday

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

EFFECT

**Best window
for important
post**

02

Increase video post share

Video in Telegram retains audience longer and is favored by the algorithm. 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 finds sources for your niche.

EFFECT

**+1000-3000
subs**

04

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 lever.

EFFECT

+5-15% ER

05

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**

★ 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 through us and hit your growth plan in a month.

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