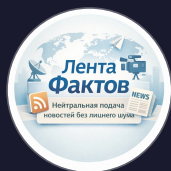


PUBLIC REPORT BY PROMTPRESS

Channel audit

Lenta Faktov



@lentafacts

The Telegram channel everyone's talking about Ads & collab:
@yndmisht02 Our channel: @lentaFacts

SUBS

233 412

-25997 per month

ERR (% SEE POSTS)

41.0%

per day 41.3%

REACH/POST

100.5K

ad reach 97.2K/24h

— CONTENTS · 2026

What's inside the report

01 Channel snapshot

12 key metrics · AI summary

02 Content analysis

Top 5 posts · bottom 3 · insights

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 place

07 Niche comparison

Rank in 'News & Media' category

08 Strategy

5 priority actions

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.

 SUBS 233 412 —	 SUBSCRIBER REACH 43.04% avg % subs see post	 VIEWS/POST 100.5K median 103.6K · 28 days	 POSTS/WEEK 16.3 over period
 TREND 7D -4.0% vs previous week	 REACTIONS/POST — MTPROTO only	 POST LENGTH 325 chars. median 315 · 28 days	 POSTS ANALYZED 67 28 days
 AD REACH 97.2K 24h avg	 CHURN / MONTH -25997 over last month	 CITATION RATE 0 citation index · 4 channels mentioned ever	 CHANNEL AGE 2 years 4 months created 24.02.2024

AI EDITOR SUMMARY

Channel «Lenta Faktov» — 233 412 subs. Each post gets avg 100.5K people (43% of subs), this is a wide reach for a channel of this size. Publishes 16 posts/week (~2/day) — regular pace. Week of Jul 6–12 reach stable (-4.0% 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 67 posts in 28 days.
- 02 Dominant format — Video (34/67 posts).
- 03 Avg post length — 325 chars (median 315).
- 04 Peak audience activity — Sunday, 20:00 MSK.
- 05 Top posts get 2x more views than the weakest (111.6K avg for top vs 69.1K for worst) — among 67 posts in 28 days. Worth analyzing what top posts have in common: topic, format, publish time.

TOP 5 POSTS

Nº1 12.07 · 17:00 VIDEO Don't say you haven't heard this! And if you haven't seen it, welcome!	VIEWS 114 296 REPOSTS 114	REACTIONS — ER 49.0%
Nº2 04.07 · 11:40 VIDEO Turkish drama fan from Nigeria paid over 3M RUB for a date with 'Kerem Bürsin' A Krasnodar resident...	VIEWS 110 744 REPOSTS 109	REACTIONS — ER 47.4%
Nº3 30.06 · 19:44 PHOTO Horrific details of the Moscow region tragedy revealed. A 29-year-old mother of a 6-month-old child killed by a Ukrainian drone strike on a residential...	VIEWS 109 699 REPOSTS 115	REACTIONS — ER 47.0%

Nº4 29.06 • 15:53 VIDEO Shaman showed his underwear and compared himself to Russian tsars. Thus he decided to prove that he wears underwear.	VIEWS 108 905 REPOSTS 6 REACTIONS — ER 46.7%
Nº5 05.07 • 15:00 VIDEO In Vietnam, a man bitten by a rabid dog started growling like a beast and died in agony. Months earlier, a pensioner tried to feed...	VIEWS 108 407 REPOSTS 127 REACTIONS — ER 46.4%

WORST 3

↓ 17.07 • 16:35 PHOTO In Krasnoyarsk Krai, a rejected SVO participant committed suicide at the entrance. According to neighbors, the man tried to break in all night...	VIEWS 81 099 REPOSTS 100 REACTIONS — ER 34.7%
↓ 07.07 • 18:20 PHOTO  Russians mass-google GASOLINE recipe Query «how to make gasoline» surged to 17k in the past month – that's...	VIEWS 68 631 REPOSTS 129 REACTIONS — ER 29.4%
↓ 07.07 • 15:40 PHOTO ! Drone threat in Novosibirsk region – first-time alert Authorities urge staying indoors, away from windows, seeking...	VIEWS 57 622 REPOSTS 144 REACTIONS — ER 24.7%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

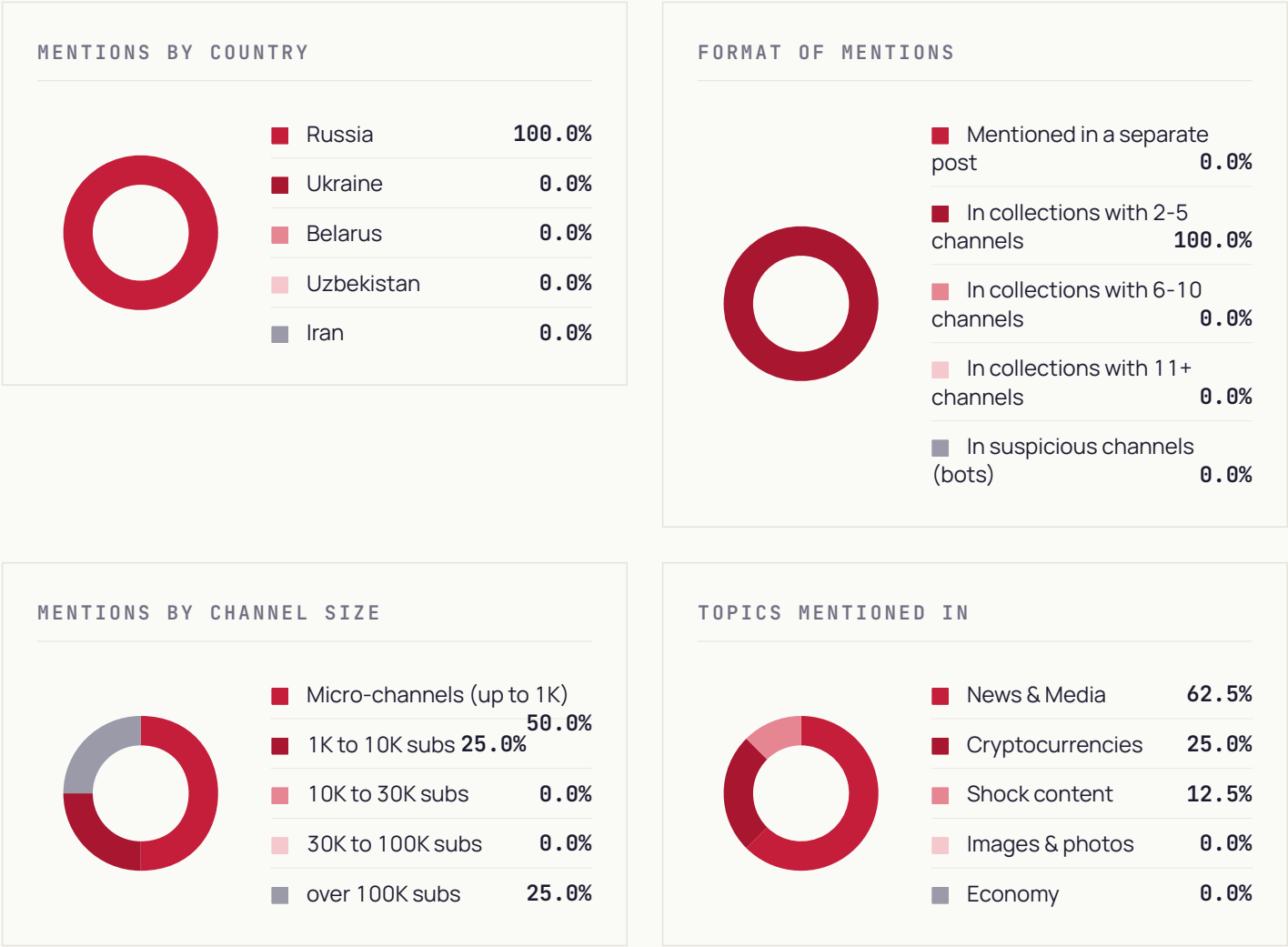
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained and which it lost subs.



SECTION 04 · CITATIONS

Who mentions the channel and how

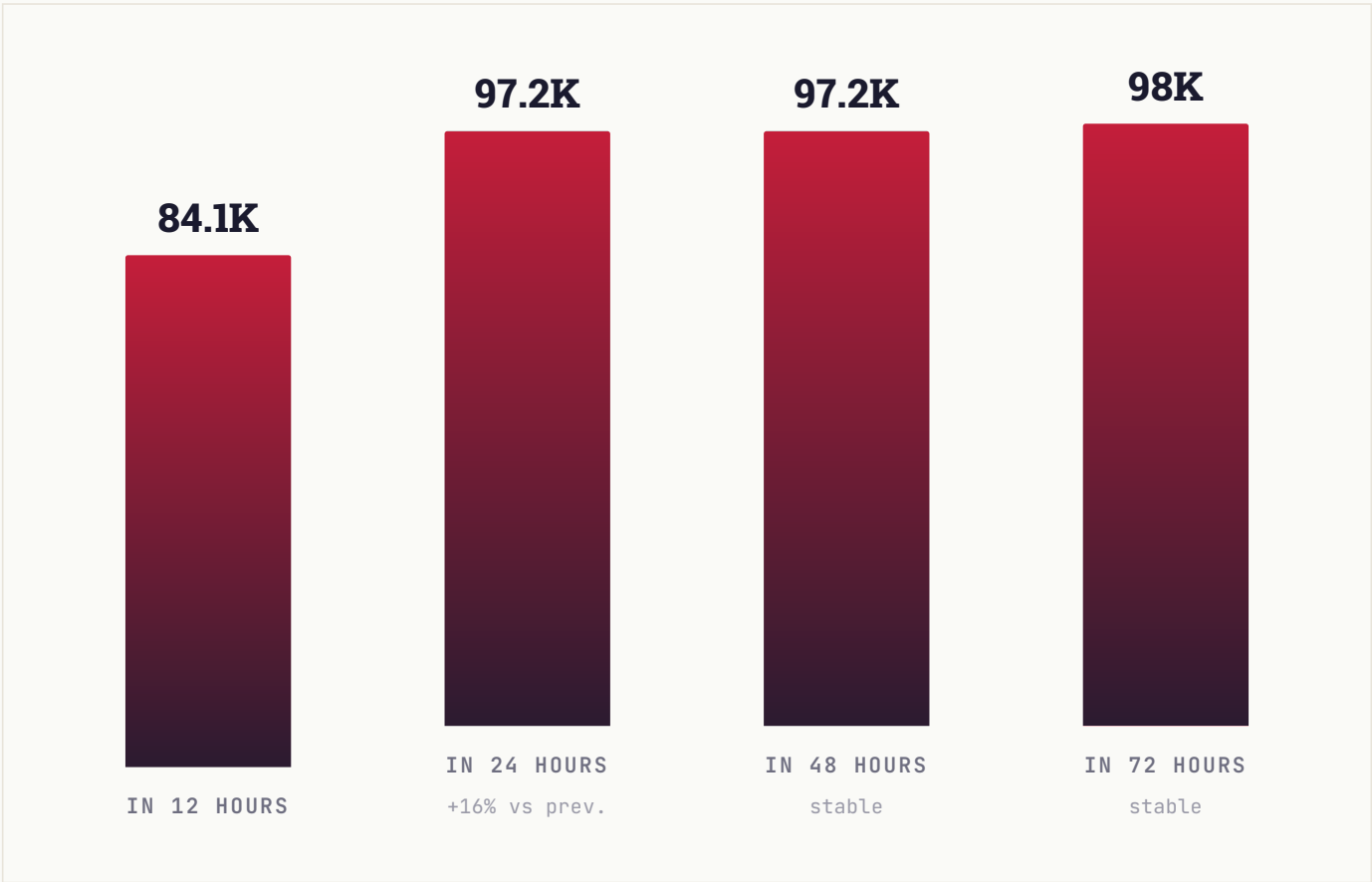
Citation index 0 – channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100k subs channel weighs more than from a 1k subs channel. All-time mentions: 4 different channels.



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 'lives'.



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Your channel is highlighted — you can see its rank among niche peers.

CHANNEL	SUBS
ا خ اخبار فوری خبر فوری جنگ امریکا فوری	6.1M
ا خ خبر فوری اخبار فوری جنگ فوری امریکا	4.9M
ا ج اخبار فوری جنگ	4.3M
خ ب خبر فوری	4.3M
PE Live • 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
LF Lenta Faktov YOU	233.4K

COMPARATIVE INSIGHT

Channel still outside top-97 of niche — early growth stage. Niche leader — اخبار فوری (6.1M), top-97 median: 1.3M. First goal: enter top-97 through systematic traffic & content work.

— SECTION 07 • NICHE COMPARISON

Where your channel ranks in its league

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



— 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 — Sunday

Audience most active on this day at 20:00 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 picks sources for your niche.

EFFECT

**+1000-3000
subs**

03

Test polls & interactive formats

Posts with polls/reactions usually boost ER by 5-15%.
One weekly poll on a hot topic is an easy growth lever.

EFFECT

+5-15% ER

04

Cross-promo with neighboring channels

Swap posts with same-segment channels quarterly. 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 this done by **PromptPress?**

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

01 Launch Telegram ad <https://panel.promptpress.com/register>

02 Contact manager t.me/PromptPress_manager
