PUBLIC REPORT BY PROMTPRESS

Channel audit LETUAL

@letoileofficial

Official club of non-anonymous beautyholics LETUAL: new products, life hacks, cats & beauty banks. RKN https://clck.ru/3Gbkyz

SUBSCRIBERS	ERR (% WHO SEE POSTS)	REACH/POST
292 097	**3.0%**	**7.2K**
-28437 per month	per day 1.5%	ad reach 4.4K/24h

CONTENTS · 2026

What's inside the report

01 **Channel snapshot**
12 key metrics · AI summary

02 **Content analysis**
Top 5 posts · worst 3 · insights

03 **Subscriber dynamics**
Year chart · growth

04 **Citation rate**
Who and how mentions the channel

05 **Ad potential**
How long a post brings reach

06 **Competitors**
Niche neighbors · your rank

07 **Mention dynamics**
6 months · monthly

08 **Niche comparison**
Position in «Economy» category

09 **Strategy**
5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. Subtitle under the number shows the period.

SUBSCRIBERS **292 097** –	SUBSCRIBER REACH **2.46%** avg % of subs see post	VIEWS/POST **7.2K** median 7K · 29 days	POSTS/WEEK **35.0** for period
7D TREND **-15.2%** vs prev week	REACTIONS/POST **308.9** total 45,406 reactions, 5,445 reposts, 1,404 comments	POST LENGTH **458 chars** median 484 · 29 days	POSTS ANALYZED **147** 29 days
AD REACH **4.4K** 24h avg	CHURN / MONTH **-28437** last month	CITATION RATE **2 185** citation index · 2,844 channels mentioned ever	CHANNEL AGE **10 years 1 month** created 01.06.2016

AI EDITOR SUMMARY

Channel «LETUAL» — 292 097 subs. Each post averages 7.2K people (2% from subs), reach is low — consider expanding audience. Publishes 35 posts per week (~5/day) — active publishing. For week 22–28 Jun, reach dropped -15.2% vs week 15–21 Jun — worth analyzing reasons.

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 SHARE

01 Analysis based on **147** posts over 29 days.

02 Dominant format — **Photo** (70/147 posts).

03 Avg post length — **458** chars (median 484).

04 Peak audience activity — **Monday**, 20:00 MSK.

05 Strongest posts get **3x** more views than the weakest (16.3K avg for top vs 4.9K for worst) — among 147 posts over 29 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

№1 15.06 · 15:35 VIDEO

🧳😳 Giving away a whole SUITCASE of VIVIENNE SABO skincare ...Plus a beach bag and travel set! Inside each accessory you'll find new...

VIEWS	REACTIONS
17 617	1 176
REPOSTS	**ER**
716	6.0%

№2 15.06 · 17:31 TEXT

🐍 Giveaway closed! Serpent clutch from STELLARY 🐍💚 Winners: 1. @AlexYa37 🔍 Check results All...

VIEWS	REACTIONS
15 623	299
REPOSTS	**ER**
8	5.3%

№3 15.06 · 10:25 VIDEO

🇩🇰💋 Classic red lip makeup tutorial: Danish chic Black liner + red lipstick — a timeless formula...

VIEWS	REACTIONS
15 545	262
REPOSTS	**ER**
14	5.3%

№4 16.06 · 07:30 PHOTO

I'm trying to figure out when to wash my hair 🤓 And they turned off hot water too... @letoileofficial ⭐

VIEWS	REACTIONS
13 848	317
REPOSTS	ER
29	4.7%

№5 30.06 · 16:40 PHOTO

🔥Tyumen, Yekaterinburg, Novosibirsk — light up style with BEARWOLF!🔥 Ready to meet your favorite artist? Don't miss...

VIEWS	REACTIONS
10 841	170
REPOSTS	ER
35	3.7%

WORST 3

04.07 · 09:52 PHOTO

📹 STREAM: exploring luxury German fragrances with perfumer Kirill Khaykin Most attentive get a floral arrangement...

VIEWS	REACTIONS
5 234	189
REPOSTS	ER
3	1.8%

01.07 · 13:32 VIDEO

That moment when 1 month of summer is already gone👍 Honestly, we don't get how that happened @letoileofficial ⭐

VIEWS	REACTIONS
5 069	242
REPOSTS	ER
40	1.7%

05.07 · 11:34 VIDEO

(captionless post — video)

VIEWS	REACTIONS
4 505	249
REPOSTS	ER
2	1.5%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

Subscriber growth chart for the year. Key months show exact subscriber count. Shows months of growth vs. loss.

START DATE	NOW	NET GROWTH
307 666	292 109	-15 557

SECTION 04 · MENTIONS

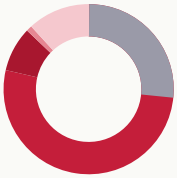
Who and how mentions the channel

Citation index **2 185** — channel popularity rating based on mentions. Considers not only quantity but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time channel mentions: **2 844** different channels.

COUNTRIES MENTIONING

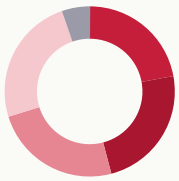
Russia	98.1%
Iran	0.1%
Ukraine	0.1%
Uzbekistan	0.0%
Belarus	0.0%

FORMAT OF MENTIONS



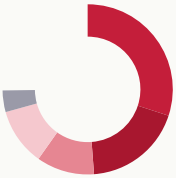
Mentioned in a separate post	78.6%
In bundles with 2-5 channels	8.5%
In bundles with 6-10 channels	1.1%
In bundles with 11+ channels	11.9%
In suspicious channels (bots)	26.5%

SIZE OF CHANNELS MENTIONING



Micro-channels (up to 1K)	22.1%
1K–10K subs	23.8%
10K–30K subs	24.3%
30K–100K subs	24.5%
over 100K subs	5.4%

TOPICS MENTIONED IN

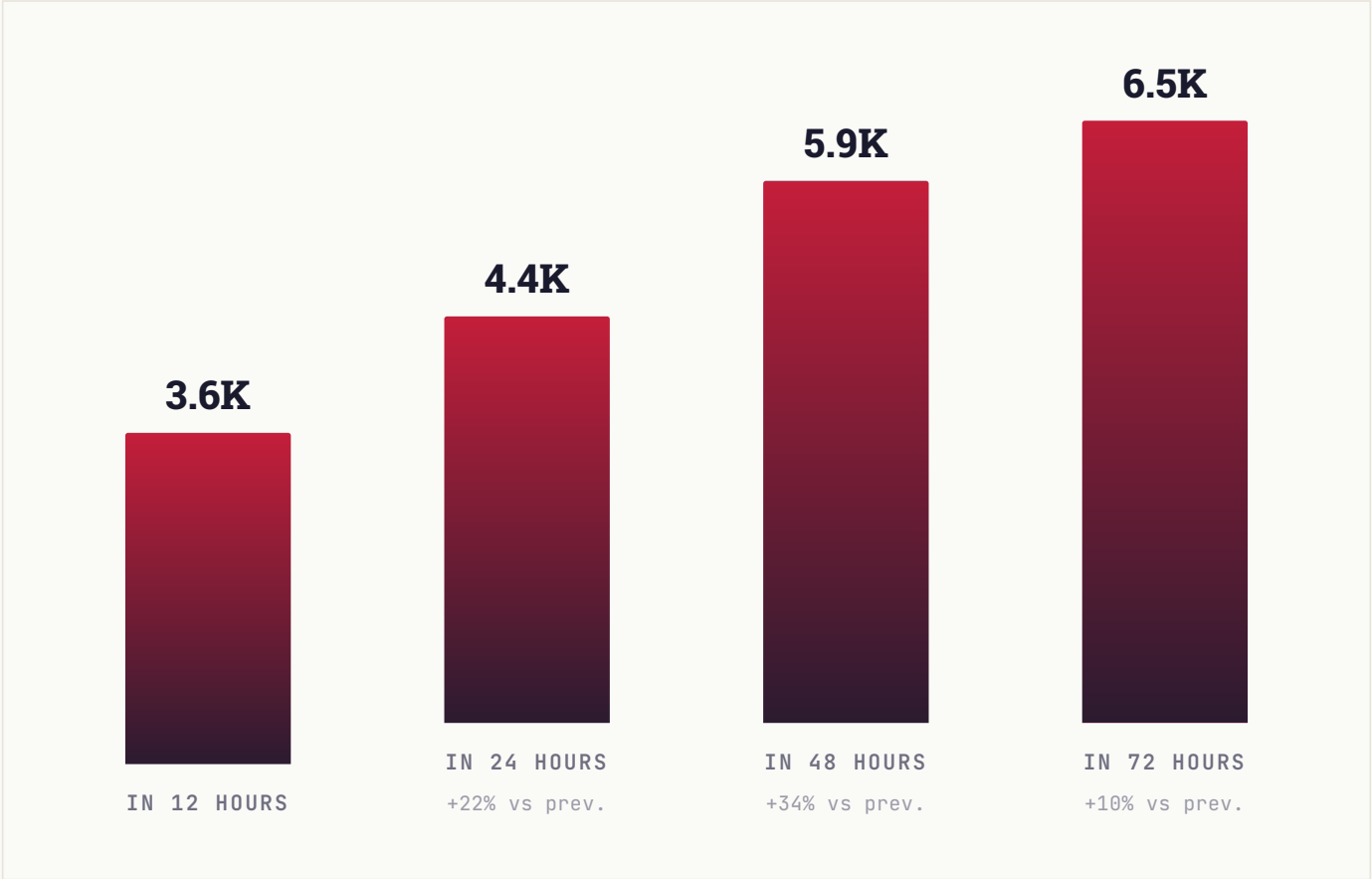


News & Media	30.0%
Fashion & Beauty	18.8%
Other	11.0%
Blogs	10.9%
Humor & entertainment	4.1%

SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of ad post by time since publication. Helps estimate how long a placement should «live».



— 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
ТЭ **The Economist**	1.3M
TE **Topor. Economy.**	1.2M
RE **Russian economy**	1M
AL **Alfa-Bank**	1M
BB **Ruthless Bankster**	991.1K
MU **Multiplier**	759.6K
AL **Alfa-Investments**	728.8K
SB **Sber**	712.3K
BCh **More than economy**	602.6K
OG **Olga Gogaladze**	586.5K
LE **LETUAL** YOU	292.1K

COMPARATIVE INSIGHT

Channel not yet outside top-99 of niche — early growth stage. Niche leader — The Economist (1.3M), top-99 median: 178.2K. First goal — enter top-99 via systematic traffic & content work.

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 **1 322**, they brought **50 360** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
January 2026	62	38	**4 706**
December 2025	350	284	**16 580**
Nov 2025	350	272	**5 419**
Oct 2025	368	327	**11 963**
September 2025	156	120	**8 255**
August 2025	36	23	**3 437**

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS
1 322	**6**	**50 360**

— SECTION 08 · NICHE COMPARISON

Where channel ranks in its league

Took top-**100** channels in category «**Economy**» (Russia) and compared your channel. Gray band — range for 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

SUBSCRIBERS

better than 62% of niche

55K **292 097** — your channel 709.2K

AVG REACH / POST

67% below median

539 **7 189** — your channel 96.2K

CITATION INDEX

better than 73% of niche

1 **2 185** — your channel 4.1K

— SECTION 09 · STRATEGY

What to do right now

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

01

Main post of the week — on Monday

Audience most active on this day at 20:00 MSK.

EFFECT

Best window for important posts

02

ER below niche benchmark — rethink formats

Current ER 2.46% vs norm 4.5%. Try polls & interactive formats.

EFFECT

+2.0pp ER

03

Systematic traffic buying

Three formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromtPress 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 weekly poll on a hot topic — easy growth lever.

EFFECT

+5-15% ER

05

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

★ WHAT'S NEXT

Want us to do this PromtPress?

This audit — what we can do in a few minutes using public data. To go further — run ads with us and hit your growth target in a month.

01	**Launch ads in Telegram**	https://panel.promtpress.com/register
02	**Contact manager**	t.me/PromtPress_manager

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