

PUBLIC REPORT PROMTPRESS

Channel audit

Lisarulit



@lisarulit777

For ads: 7605339@mail.ru <https://knd.gov.ru/license?id=676d2ac71e4e233a718957cc@istryType=bloggersPermission>

SUBSCRIBERS

272 932

-3923 per month

ERR (% SEE POSTS)

21.0%

per day 8.4%

REACH/POST

56.9K

ad reach 23.1K/24h

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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.

 SUBSCRIBERS 272 932 —	 SUBSCRIBER REACH 20.86% avg % subs see post	 VIEWS/POST 56.9K median 51.8K · 29 days	 POSTS/WEEK 7.0 over period
 7D TREND +26.0% vs previous week	 REACTIONS/POST 438.7 only 12,723 reactions, 2,512 reposts, 1,246 comments	 POST LENGTH 486 chars median 371 · 29 days	 POSTS ANALYZED 29 29 days
 AD REACH 23.1K 24h avg	 CHURN / MONTH -3923 last month	 CITATION RATE 69 citation index · 346 channels mentioned all time	 CHANNEL AGE 8 years 5 months created 25.01.2018

AI EDITOR SUMMARY

Channel «Lisarulit» – 272 932 subs. Each post avg views 56.9K people (21% from subs), this is avg reach – room to grow. Publishes 7 posts/week (~1/day) – regular pace. For week Jun 15–21 reach grew +26.0% vs week Jun 8–14 – positive trend.

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 **29** posts over 29 days.
- 02 Dominant format — **Photo** (17/29 posts).
- 03 Avg post length — **486** chars (median 371).
- 04 Peak audience activity — **Saturday**, 11:00 MSK.
- 05 Strongest posts get **4x** more views than the weakest (143.3K avg for top vs 37.1K for worst) — among 29 posts over 29 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 20.06 · 08:43 VIDEO You know I like to figure it out myself when some noise starts on the internet: I drove straight from the event to the nearest gas station...	VIEWS 279 969 REP. 1 379	REACTIONS 1 414 ER 102.6%
Nº2 27.05 · 14:00 PHOTO My name is Vasily, I own a car service. Every spring it's the same — queue for tire change, phone ringing off the hook, mechanics exhausted. And...	VIEWS 75 995 REP. 15	REACTIONS 221 ER 27.8%
Nº3 02.06 · 05:25 PHOTO Over 250 Russians lost hundreds of millions of rubles transferred to a Krasnodar company for car delivery from Korea. Deceived...	VIEWS 73 947 REP. 193	REACTIONS 405 ER 27.1%

Nº4 30.05 • 05:23 VIDEO I don't quite understand why Mr. Lukashenko suddenly mentioned a very high recycling fee, but the fact is he's right: I...	VIEWS 68 435 REACTIONS 2 003 REP. 110 ER 25.1%
Nº5 03.06 • 10:30 VIDEO I'm in St. Pete :-)) love this city♥ Tomorrow I'll go to SPIEF, show you the Volga, you've never seen it 🤪🤪🤪 Other days I hang out at my...	VIEWS 67 317 REACTIONS 652 REP. 21 ER 24.7%
WORST 3	
↓ 18.06 • 09:35 PHOTO Hybrids are gaining popularity, what could that mean? But still, in quantitative terms, it's not much. I have a place to charge...	VIEWS 39 468 REACTIONS 182 REP. 28 ER 14.5%
↓ 22.06 • 08:15 VIDEO Four gas stations just passed. First has fuel but expensive. Each pump says only with fuel card...	VIEWS 36 148 REACTIONS 512 REP. — ER 13.2%
↓ 19.06 • 13:01 PHOTO A very good interview of mine with Anton Krasovsky came out, in my opinion: https://vkvideo.ru/video-218655765_456244338?t=35s We talked about...	VIEWS 35 678 REACTIONS 237 REP. 16 ER 13.1%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

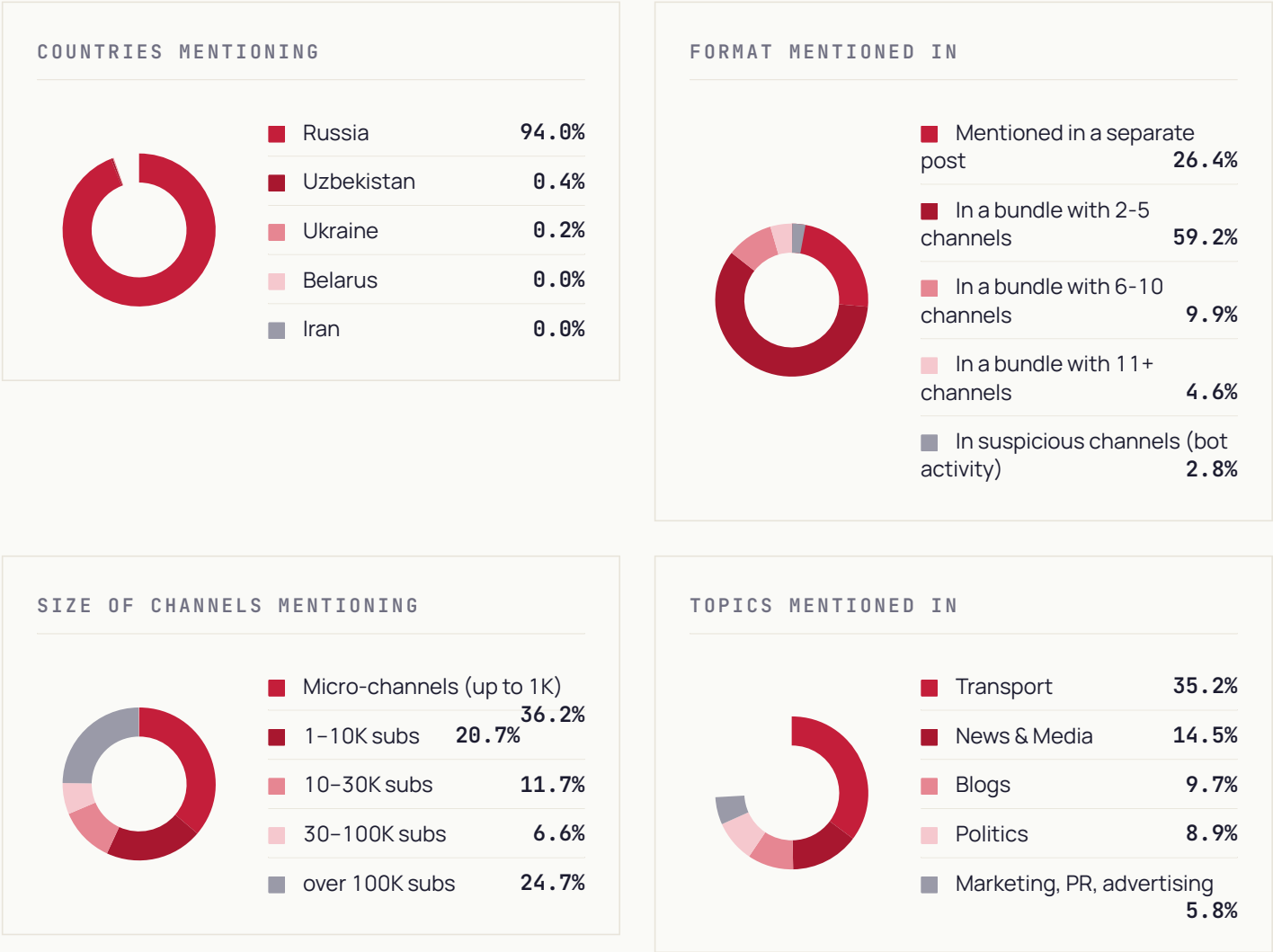
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained and lost subs.



SECTION 04 · CITATIONS

Who mentions the channel and how

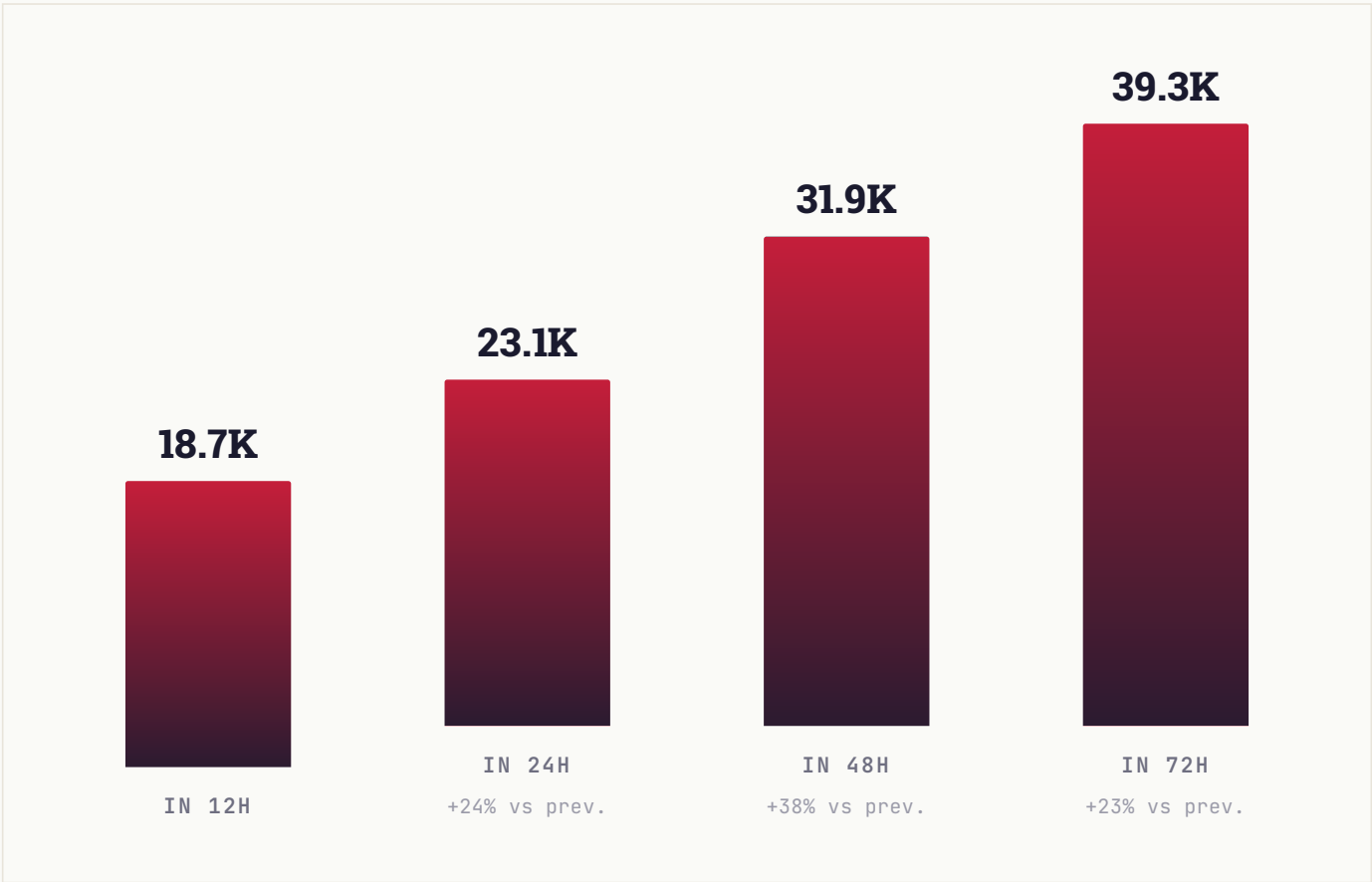
Citation index **69** – channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from 1K subs. All-time mentions: **346** different channels.



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 highlighted — shows its rank among niche neighbors.

CHANNEL	SUBSCRIBERS
TI Cars & Point	3.4M
AB Avtomanya	1.8M
WE WENGALLBI	1M
DS Dubrovsky Syndicate Zhekich Dubrovsky	694K
FI Fighterbomber	520.8K
AB Auto.ru	497.5K
GA Garage	487K
AB AVTOZAKAZ.RU	479.8K
ZR Behind the Wheel	473.8K
AB Driving instructor	466.8K
LI Lisarulit YOU	272.9K

COMPARATIVE CONCLUSION

Channel in top half of niche (#32 of 98). Niche leader — Cars & Point (3.4M), median subs 166K. Aim for top quartile — realistic 6-12 month horizon.

SECTION 07 · MENTION DYNAMICS

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 **49**, they brought **7 963** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	9	7	251
November 2025	9	6	921
October 2025	5	5	1 464
Sep 2025	12	10	2 135
August 2025	9	8	1 571
July 2025	5	5	1 621

TOTAL MENTIONS	MONTHS IN DATA	ATTRACTED SUBSCRIBERS
49	6	7 963

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

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

#32

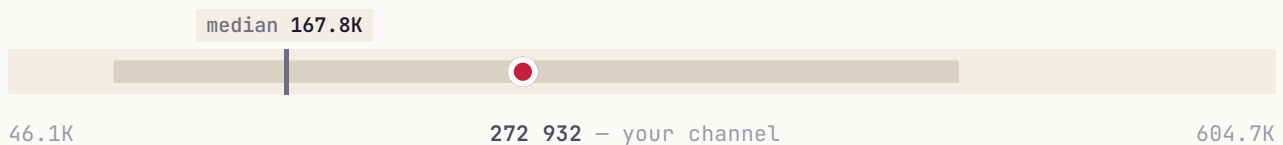
/100

POSITION IN NICHE

Channel in the top half of the ranking

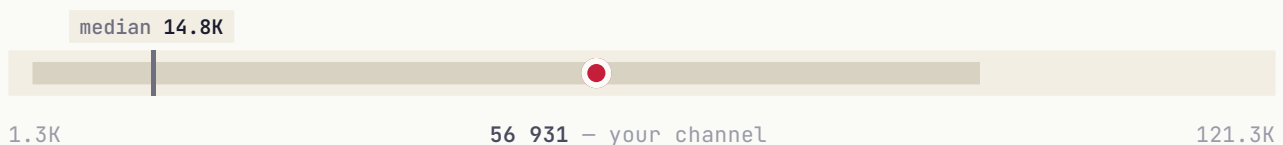
SUBSCRIBERS

better than 64% of niche



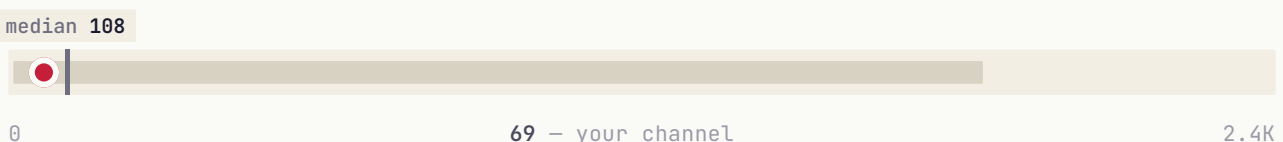
AVG REACH / POST

better than 71% of niche



CITATION INDEX

36% below median



— SECTION 09 · STRATEGY

What to do right now

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

- | | | |
|-----------|---|--|
| 01 | Main post of the week — on Saturday
Audience is most active on this day at 11:00 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 — easy growth lever. | EFFECT
+5-15% ER |
| 04 | Cross-promo with nearby channels
Exchange posts with channels in the same segment once a quarter. No need to do it every day — 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 — organic traffic source. | EFFECT
Organic traffic
source |

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — 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
