

PUBLIC REPORT BY PROMTPRESS

Channel audit

Luis Ivanovich



@livfashionmag

Luis at your service. A guide through emotionally-charged facts about fashion, people, banks, etc. 📌 For all questions @askLIV
NOTICE №...

SUBSCRIBERS

195 075

-7626 per month

ERR (% SEE POSTS)

28.0%

per day **16.6%**

REACH/POST

52.3K

ad reach **32.5K**/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 195 075 —	 SUBSCRIBER REACH 26.8% avg % subs see post	 VIEWS/POST 52.3K median 53.2K · 16 days	 POSTS/DAY 18.5 ~130 per week
 7D TREND — no data for period	 REACTIONS/POST — MTPROTO only	 POST LENGTH 264 chars median 154 · 16 days	 POSTS ANALYZED 308 16 days
 AD REACH 32.5K 24h avg	 CHURN / MONTH -7626 last month	 CITATION RATE 691 citation index · 1,468 channels mentioned all time	 CHANNEL AGE 6 years 1 month created 30.05.2020

AI EDITOR SUMMARY

Channel «Luis Ivanovich» — 195 075 subs. Each post averages 52.3K people (27% of subs), that's good reach. Publishes 130 posts per week (~19/day) — very active posting.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and outsiders – to see what to repeat and what to drop from rotation.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **308** posts over 16 days.
- 02 Dominant format – **Photo** (263/308 posts).
- 03 Avg post length – **264** chars (median 154).
- 04 Peak audience activity – **Sunday**, 20:00 MSK.
- 05 Top posts get **1x** more views than the weakest (63.9K avg for top vs 44K for worst) – among 308 posts over 16 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 22.06 · 17:26 PHOTO Bella Hadid launches new body & hair mists from OREBELLA. The brand drops two limited-edition scents.	VIEWS 66 409 REP. 67	REACTIONS — ER 34.0%
Nº2 27.06 · 19:34 PHOTO Gentle Monster has become famous for its iconic collabs over the years. From Bratz and Maison Margiela to Jennie and...	VIEWS 62 604 REP. 64	REACTIONS — ER 32.1%
Nº3 27.06 · 20:59 PHOTO Louis Vuitton expands La Beauté line, adding new products. After debut lipstick, balm, and palette collection...	VIEWS 62 555 REP. 62	REACTIONS — ER 32.1%

Nº4 27.06 · 20:29 PHOTO Frankies Bikinis presented their first wedding collection.	VIEWS 62 481 REP. 64	REACTIONS — ER 32.0%
Nº5 28.06 · 18:34 VIDEO #mybreakfasts Great snack option	VIEWS 62 407 REP. 120	REACTIONS — ER 32.0%

WORST 3

↓ 25.06 · 12:25 PHOTO The Cut, Jul 26	VIEWS 44 874 REP. 73	REACTIONS — ER 23.0%
↓ 30.06 · 12:33 PHOTO Half-Life copy sold at auction for record PC game price A copy of the original Half-Life sold at auction broke the record for...	VIEWS 44 476 REP. 5	REACTIONS — ER 22.8%
↓ 27.06 · 17:33 VIDEO #beautyadmin already wants this Korean miracle	VIEWS 42 544 REP. 95	REACTIONS — ER 21.8%

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 • MENTIONS

Who mentions the channel & how

Citation index **691** — 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 was mentioned **1 468** different channels.

COUNTRIES MENTIONING



FORMAT MENTIONED IN



SIZE OF CHANNELS MENTIONING



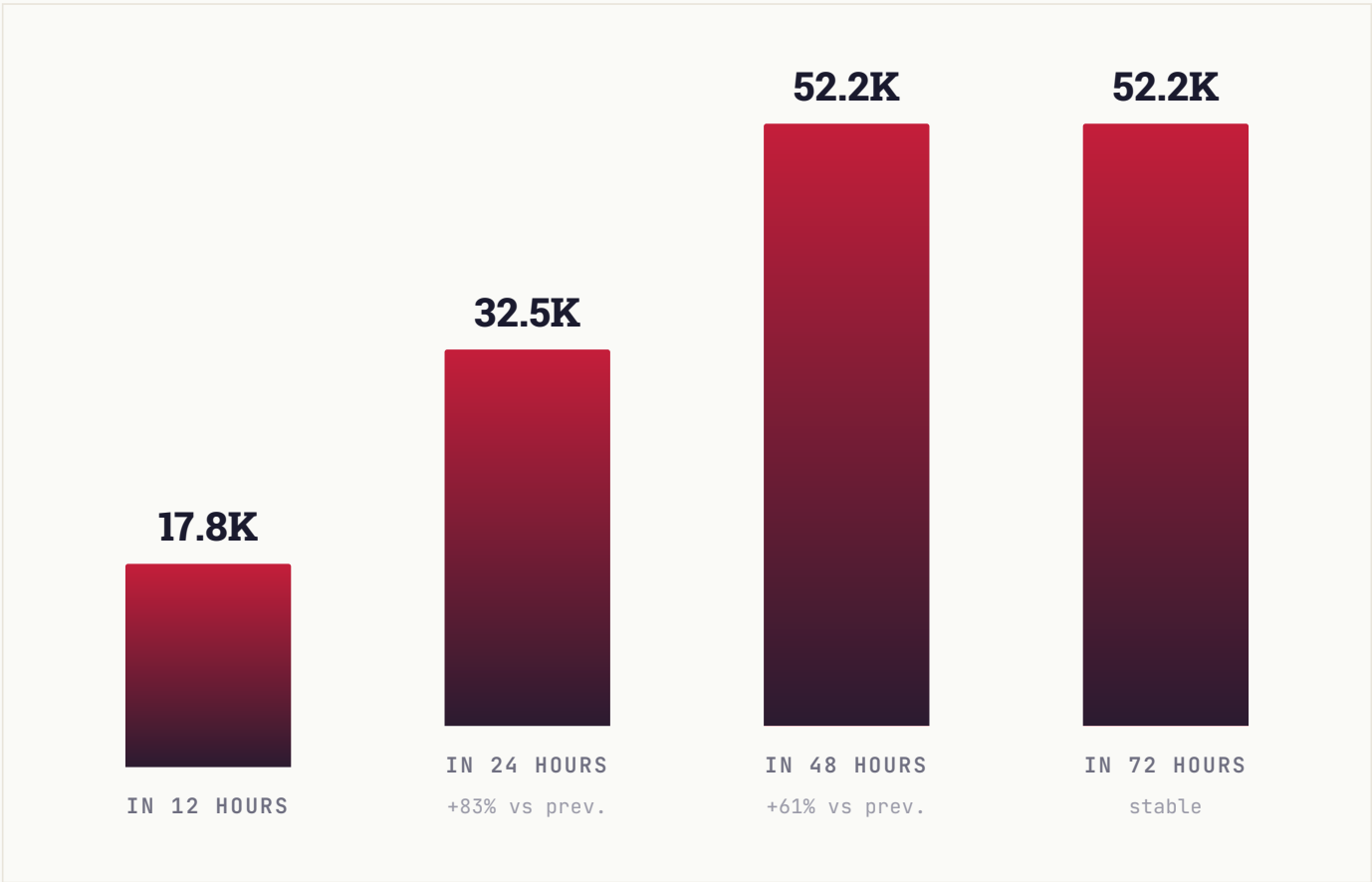
TOPICS MENTIONED IN



SECTION 05 · AD POTENTIAL

How long a post generates reach

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



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
TЭ 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
LI Luis Ivanovich YOU	195.1K

COMPARATIVE CONCLUSION

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 through systematic work with traffic and content.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

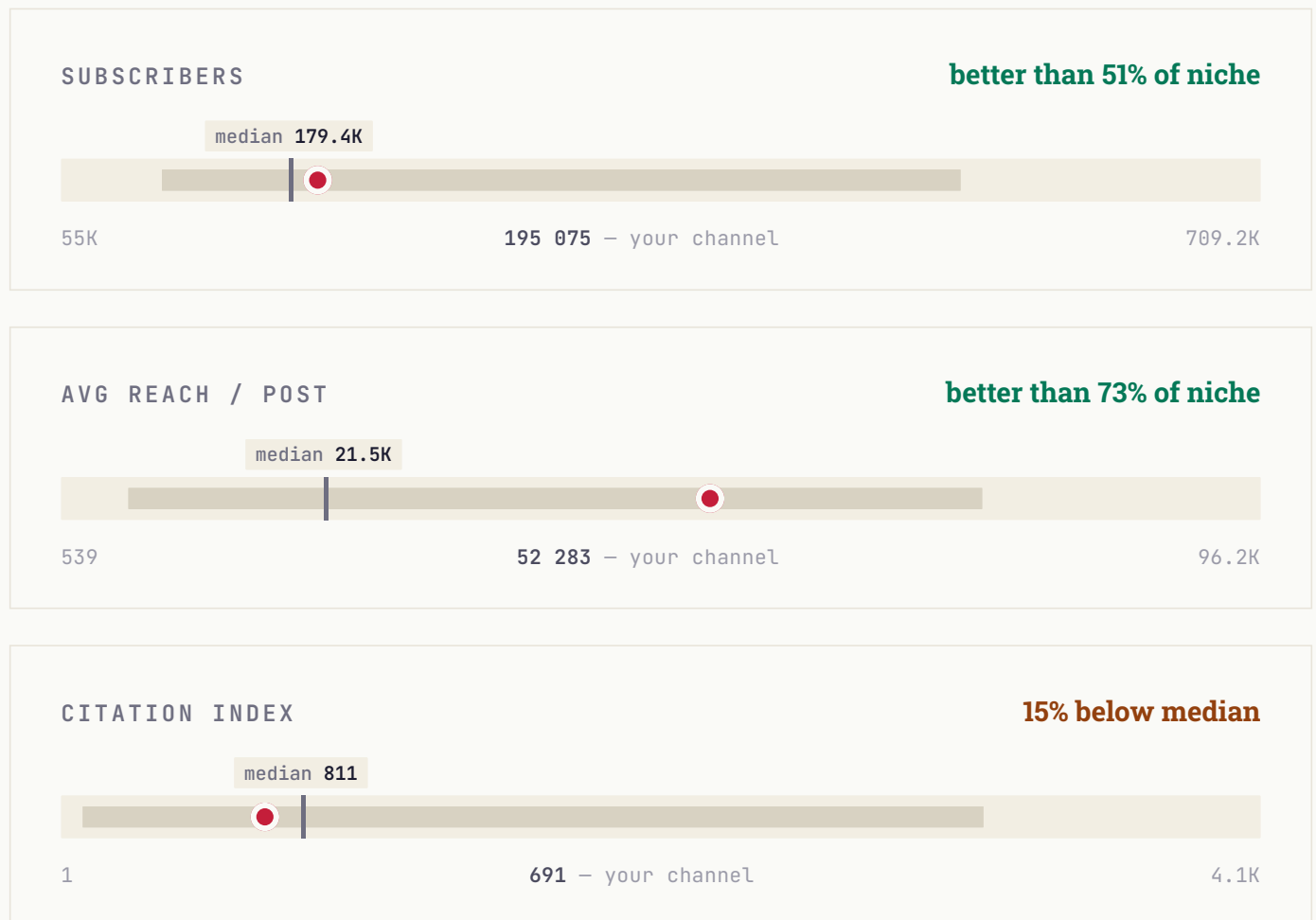
Every month we record posts in other channels that mention yours. Over the last **6 months** such mentions were **89**, they brought **202 131** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	11	8	4 744
December 2025	18	15	14 792
Nov 2025	7	4	34 992
Oct 2025	7	5	59 569
September 2025	17	13	57 723
August 2025	29	19	30 311
TOTAL MENTIONS			89
MONTHS OF DATA			6
ATTRACTED SUBSCRIBERS			202 131

SECTION 08 • NICHE COMPARISON

Where the channel stands in its league

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



— SECTION 09 · 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 — on Sunday

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

EFFECT

**Best window
for an
important post**

02

Increase share of video posts

Video in Telegram holds audience longer and is favored by the algorithm. We recommend keeping its share at 15-25%.

EFFECT

**Video holds
audience
better**

03

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**

04

Test polls & interactive formats

Posts with polls/reactions usually give +5-15% to ER. One poll per week on a «hot» topic — easy growth point.

EFFECT

+5-15% ER

05

Cross-promo with adjacent 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 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 ads in Telegram	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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