

PUBLIC REPORT BY PROMTPRESS

Channel audit

Lobushkin



@lobushkin

Best media manager in Russia Channel at MAX max.ru/lobushkin
Write personally @zhora Ads via @TgPodbor_bot Partner of K2
agency RKN registry: <https://vk.cc/cHe>

SUBSCRIBERS

100 044

-907 per month

ERR (% SEE POSTS)

10.0%

daily 7.8%

REACH/POST

10.1K

ad reach 7.8K/24h

— CONTENTS · 2026

What's inside the report

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How long a post brings reach

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Position in category «Blogs»

09 Strategy

5 priority actions

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 100 044 —	 SUBSCRIBER REACH 10.12% avg % of subs see post	 VIEWS/POST 10.1K median 8.6K · 28 days	 POSTS/WEEK 39.1 over period
 7D TREND -6.7% vs previous week	 REACTIONS/POST 43.8 only 7,045 reactions, 6,960 reposts, 77 comments	 POST LENGTH 526 chars median 505 · 28 days	 POSTS ANALYZED 161 28 days
 AD REACH 7.8K 24h avg	 CHURN / MONTH -907 last month	 CITATION RATE 732 citation index · 2,330 channels mentioned all time	 CHANNEL AGE 8 years 7 months created 07.12.2017

AI EDITOR SUMMARY

Channel «Lobushkin» — 100 044 subs. Each post averages 10.1K people (10% from subs), reach is low — should grow audience. Publishes 39 posts per week (~6/day) — active posting. For week Jun 29 – Jul 5, reach dropped -6.7% by week of Jun 22–28 — worth analyzing reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS SHARE

- 01 Analysis based on **161** posts over 28 days.
- 02 Dominant format – **Photo** (91/161 posts).
- 03 Avg post length – **526** chars (median 505).
- 04 Peak audience activity – **Tuesday**, 13:00 MSK.
- 05 Top posts get **8x** more views than the weakest (45.4K avg for top vs 5.9K for worst) – among 161 posts over 28 days. Worth analyzing what the top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 23.06 · 10:13 PHOTO Modern problems need modern solutions. @lobushkin	VIEWS 63 785 REP. 937	REACTIONS 30 ER 63.8%
Nº2 18.06 · 15:36 PHOTO Trust in global media hit an all-time low. This is from Reuters Institute annual reports since 2015...	VIEWS 36 487 REP. 100	REACTIONS 37 ER 36.5%
Nº3 05.07 · 18:20 PHOTO UK government wants to control YouTube algorithms. Essentially, the service would be required to show only approved content. Th...	VIEWS 35 970 REP. 419	REACTIONS 67 ER 36.0%

Nº4 15.06 • 10:22 TEXT In replies to this tweet, people bash Keir Starmer because the only social network not restricted is...	<table> <tr> <th>VIEWS</th><th>REACTIONS</th></tr> <tr> <td>35 440</td><td>39</td></tr> <tr> <td>REP.</td><td>ER</td></tr> <tr> <td>336</td><td>35.4%</td></tr> </table>	VIEWS	REACTIONS	35 440	39	REP.	ER	336	35.4%
VIEWS	REACTIONS								
35 440	39								
REP.	ER								
336	35.4%								

Nº5 21.06 • 20:22 TEXT You're welcome) @lobushkin	<table> <tr> <th>VIEWS</th><th>REACTIONS</th></tr> <tr> <td>34 294</td><td>54</td></tr> <tr> <td>REP.</td><td>ER</td></tr> <tr> <td>18</td><td>34.3%</td></tr> </table>	VIEWS	REACTIONS	34 294	54	REP.	ER	18	34.3%
VIEWS	REACTIONS								
34 294	54								
REP.	ER								
18	34.3%								

WORST 3

↓ 24.06 • 14:30 TEXT 👉 Already 40% of built treatment facilities meet required standards, confirmed by Rosprirodnadzor inspections...	<table> <tr> <th>VIEWS</th><th>REACTIONS</th></tr> <tr> <td>6 499</td><td>13</td></tr> <tr> <td>REP.</td><td>ER</td></tr> <tr> <td>4</td><td>6.5%</td></tr> </table>	VIEWS	REACTIONS	6 499	13	REP.	ER	4	6.5%
VIEWS	REACTIONS								
6 499	13								
REP.	ER								
4	6.5%								
↓ 13.06 • 07:07 VIDEO «We take off into the storm» Music by Maxim Fadeev, lyrics by Maria Zakharova Without closing my eyes, I look at the world around. I'm afraid to miss my hour...	<table> <tr> <th>VIEWS</th><th>REACTIONS</th></tr> <tr> <td>6 424</td><td>51</td></tr> <tr> <td>REP.</td><td>ER</td></tr> <tr> <td>18</td><td>6.4%</td></tr> </table>	VIEWS	REACTIONS	6 424	51	REP.	ER	18	6.4%
VIEWS	REACTIONS								
6 424	51								
REP.	ER								
18	6.4%								
↓ 18.06 • 12:34 TEXT #Opinions "The story about 'non-existent biolabs' finally moves from 'conspiracy theory' to the big agenda..."	<table> <tr> <th>VIEWS</th><th>REACTIONS</th></tr> <tr> <td>4 855</td><td>29</td></tr> <tr> <td>REP.</td><td>ER</td></tr> <tr> <td>33</td><td>4.9%</td></tr> </table>	VIEWS	REACTIONS	4 855	29	REP.	ER	33	4.9%
VIEWS	REACTIONS								
4 855	29								
REP.	ER								
33	4.9%								

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 or lost subs.

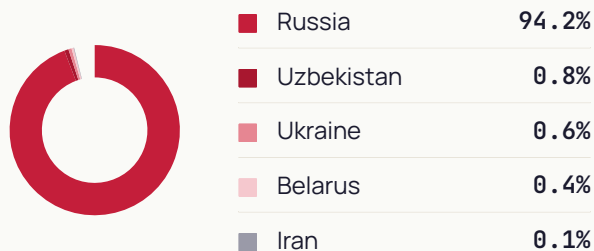


SECTION 04 • CITATIONS

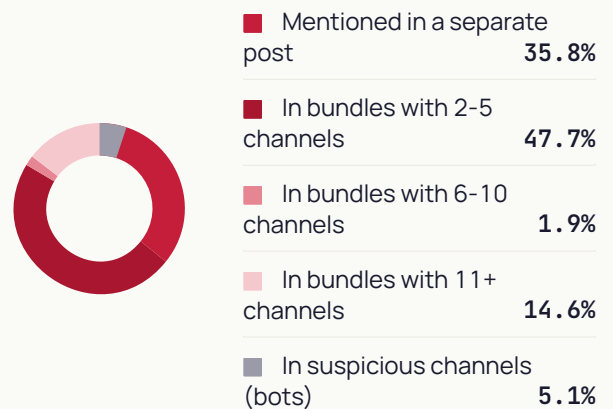
Who mentions the channel and how

Citation index **732** — 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 the channel was mentioned **2 330** different channels.

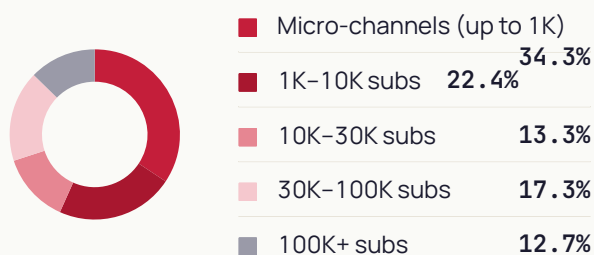
COUNTRIES MENTIONING



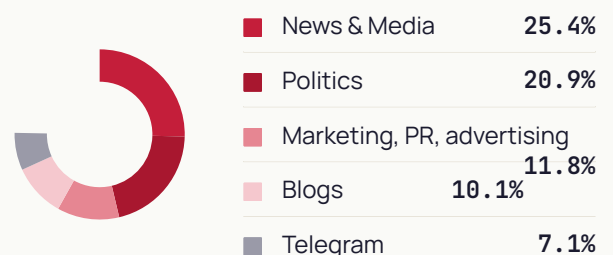
HOW THEY MENTION



SIZE OF CHANNELS MENTIONING



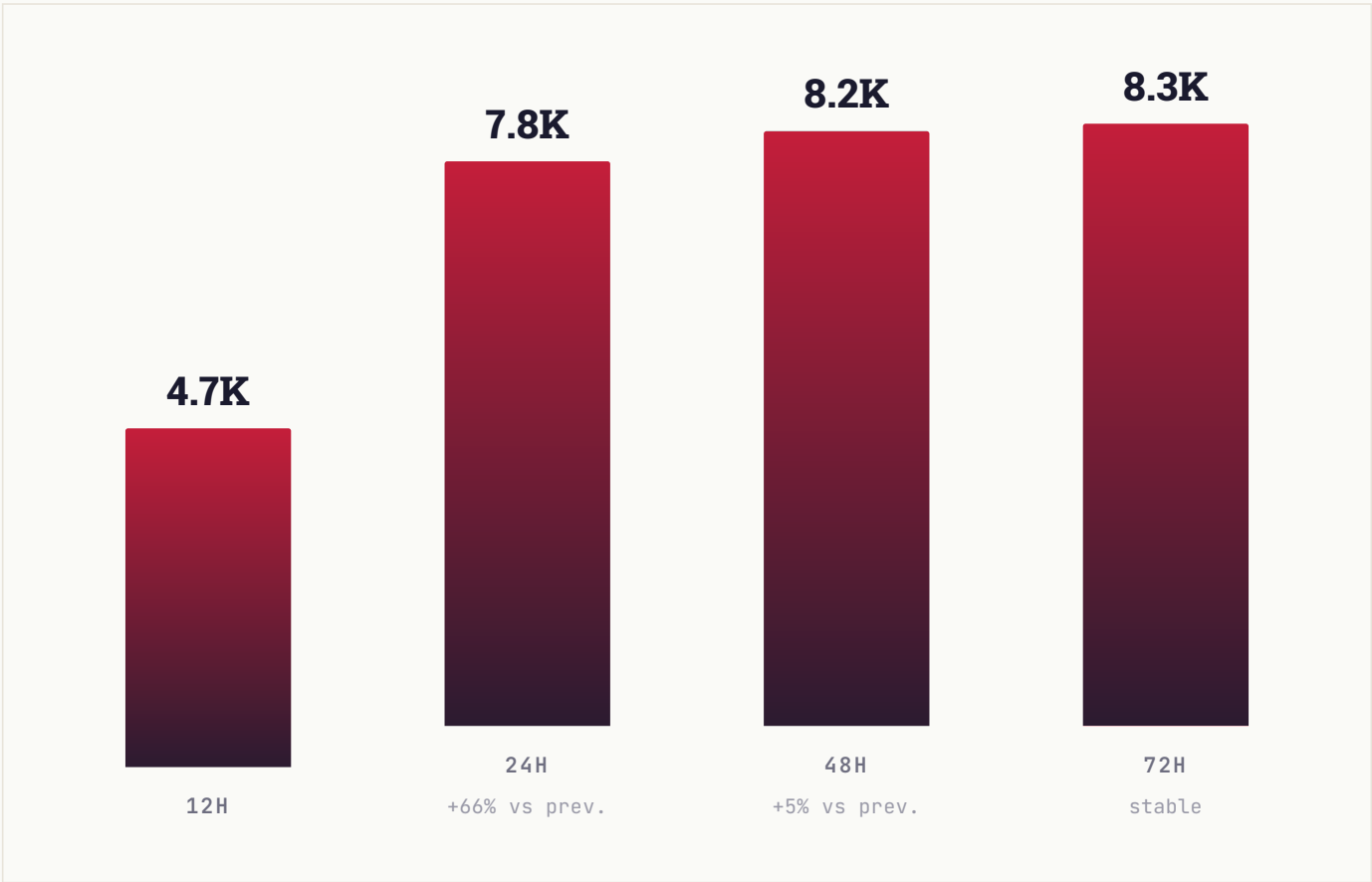
IN WHICH TOPICS MENTIONED



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg ad post reach over time since publication. Helps estimate how long 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
DM Dima Maslennikov	2.2M
LI LITVIN	1.6M
EX Exile	1.4M
AZ Alexander Zubarev	1.3M
B🍄 Booster 🍄	1.2M
KB Bloody Lady	1.1M
EI EVELONE 192	1.1M
LJ here lives broen	1.1M
PA PARADEYEVICH	1M
NE NEVZOROV	1M
LO Lobushkin YOU	100K

COMPARATIVE INSIGHT

Channel not yet outside niche top 100 — early growth stage. Niche leader — Dima Maslennikov (2.2M), top-100 median: 480.6K. First goal — enter top-100 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 **11**, they brought **6 950** new subs.

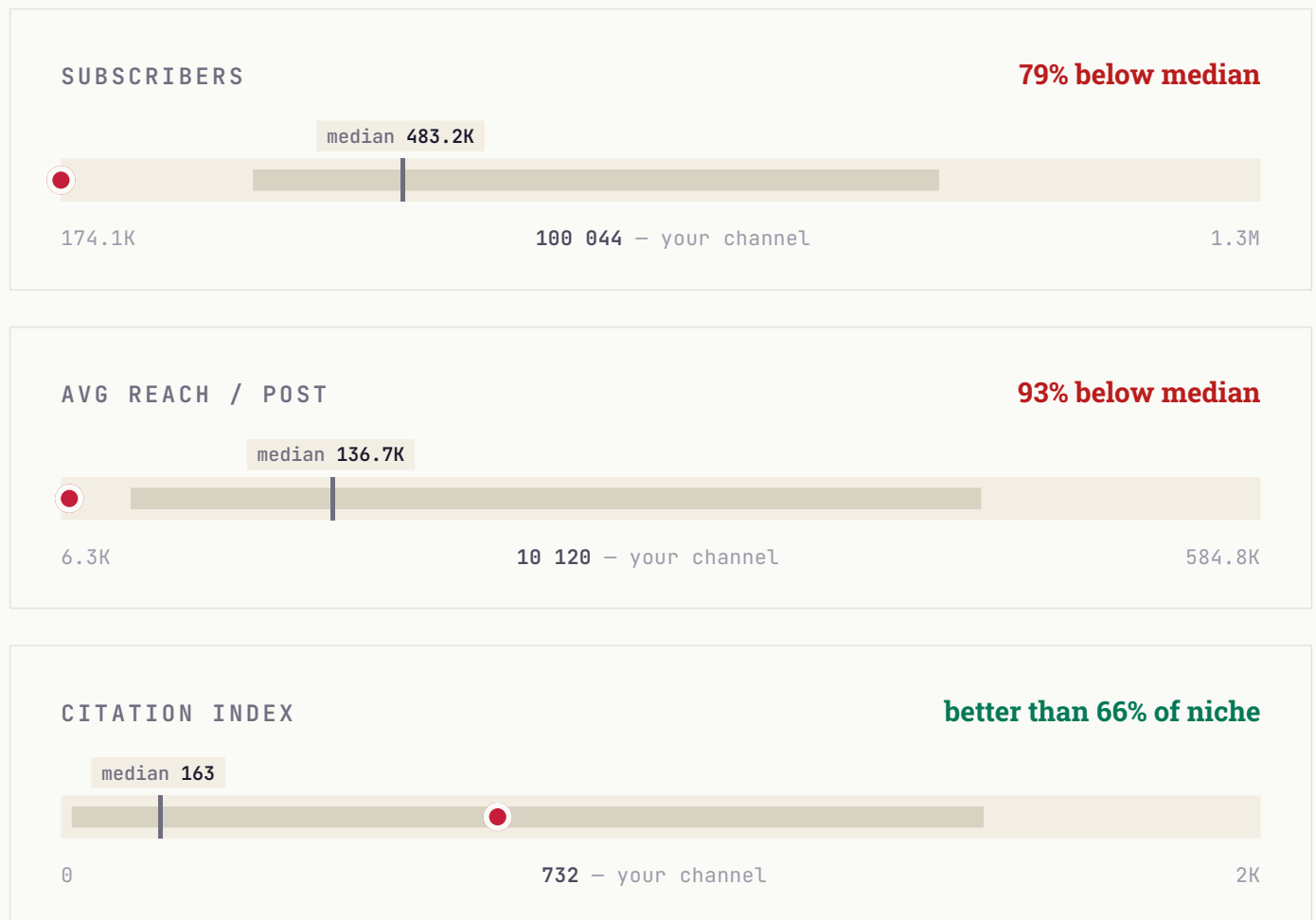
PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
January 2026	0	0	726
December 2025	0	0	1 634
November 2025	0	0	1 315
October 2025	0	0	1 137
September 2025	11	11	1 760
August 2025	0	0	378

TOTAL MENTIONS	MONTHS OF DATA	GAINED SUBSCRIBERS
11	6	6 950

— SECTION 08 • NICHE COMPARISON

Where the channel ranks in its league

Took top-100 channels in category "Blogs» (Russia) and saw how your channel looks against them. Gray band — range where 80% of niche channels fall (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 as done and return to this report in a month.

01

Top post of the week — Tuesday
 Audience is most active on this day at 13:00 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 selects sources for the niche.

EFFECT
+1000-3000 subs

03

Test polls & interactive formats
 Posts with polls/reactions usually give +5-15% to ER. One poll per week on a 'hot' topic — an easy growth point.

EFFECT
+5-15% ER

04

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

05

Update channel description for Telegram search
 Telegram search looks at description. Add 3-5 keywords of your niche — it's a source of organic traffic.

EFFECT
Organic traffic source

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in minutes from public data. Want more? Run ads with us and hit your growth plan in a month.

01

**Launch Telegram
ads**

<https://panel.promptpress.com/register>

02

Contact manager

t.me/PromptPress_manager
