

PUBLIC REPORT BY PROMTPRESS

# Channel audit

## Losyonkina



@losenok95

Something. Registered in the RKN list <https://www.gosuslugi.ru/snet/67911e90ee896061c9c187cf>

SUBSCRIBERS

**352 644**

-308 per month

ERR (% SEE POSTS)

**45.0%**

per day **22.0%**

REACH/POST

**154.2K**

ad reach **77.4K/24h**

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SECTION 01 · CHANNEL SNAPSHOT

# Key channel metrics

Each card is a separate channel health indicator. The subtitle shows the period it covers.

|                                                                                                                                                              |                                                                                                                                                                                                           |                                                                                                                                                                                               |                                                                                                                                                                                 |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <div><div> SUBSCRIBERS</div><div>352 644</div><div>—</div></div>            | <div><div> SUBSCRIBER REACH</div><div>43.71%</div><div>avg % of subs see post</div></div>                                | <div><div> VIEWS/POST</div><div>154.2K</div><div>median 156.8K · 28 days</div></div>                         | <div><div> POSTS/WEEK</div><div>7.5</div><div>for the period</div></div>                     |
| <div><div> 7D TREND</div><div>-12.0%</div><div>vs previous week</div></div> | <div><div> REACTIONS/POST</div><div>6166.6</div><div>total 191 166 reactions, 19 966 reposts, 2 726 comments</div></div> | <div><div> POST LENGTH</div><div>196 chars</div><div>median 124 · 28 days</div></div>                        | <div><div> POSTS ANALYZED</div><div>31</div><div>28 days</div></div>                         |
| <div><div> AD REACH</div><div>77.4K</div><div>24h avg</div></div>         | <div><div> CHURN / MONTH</div><div>-308</div><div>last month</div></div>                                               | <div><div> QUOTE RATE</div><div>165</div><div>citation index · 632 channels mentioned all time</div></div> | <div><div> CHANNEL AGE</div><div>4 years 3 months</div><div>created 11.03.2022</div></div> |

AI EDITOR SUMMARY

Channel «Losyonkina» — 352 644 subs. Each post averages 154.2K people (44% from subs), wide reach for a channel this size. Publishes 8 posts per week (~1/day) — regular schedule. For week Jun 15–21, reach dropped by -12.0% by week Jun 8–14 — analyze why.

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 TOP POSTS SHARE

- 01 Analysis based on 31 posts in 28 days.
- 02 Dominant format – Photo (16/31 posts).
- 03 Avg post length – 196 chars (median 124).
- 04 Peak audience activity – Tue, 12:00 MSK.
- 05 Top posts get 2x more views than the weakest (210.3K avg for top vs 138.3K for worst) – among 31 posts in 28 days. Analyze what top posts have in common: topic, format, timing.

TOP 5 POSTS

|                                                                                                                                                                                                                            |                                                                      |                                                                      |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------|----------------------------------------------------------------------|
| <div><div>Nº1</div><div>10.06 · 09:04</div><div>PHOTO</div></div> <div>Guys, amazing and exciting news!!! We're going to my homeland ♥♥♥ To shoot a Krasnodar special of the Natal Chart! In a gorgeous...</div>           | <div>VIEWS</div> <div>232 699</div> <div>REP.</div> <div>4 161</div> | <div>REACTIONS</div> <div>9 023</div> <div>ER</div> <div>66.0%</div> |
| <div><div>Nº2</div><div>02.06 · 09:05</div><div>PHOTO</div></div> <div>New Natal Chart heroes📺 Tickets for the shoot - <a href="https://mediumquality.ru/natalnayakarta">https://mediumquality.ru/natalnayakarta</a></div> | <div>VIEWS</div> <div>207 312</div> <div>REP.</div> <div>5 164</div> | <div>REACTIONS</div> <div>6 099</div> <div>ER</div> <div>58.8%</div> |
| <div><div>Nº3</div><div>07.06 · 22:50</div><div>PHOTO</div></div> <div>Shot new cool Natal episodes! ♥♥♥ Missed you! Those who came - hugs!!!</div>                                                                        | <div>VIEWS</div> <div>190 891</div> <div>REP.</div> <div>55</div>    | <div>REACTIONS</div> <div>5 787</div> <div>ER</div> <div>54.1%</div> |

|                                                                                                                                                                                                        |                                                                    |                                                                      |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------|----------------------------------------------------------------------|
| <div><div>Nº4</div><div>10.06 · 10:09</div><div>TEXT</div></div> <div>Friends, please note that filming will be in KRASNODAR!!! 😊</div>                                                                | <div>VIEWS</div> <div>174 058</div> <div>REP.</div> <div>175</div> | <div>REACTIONS</div> <div>5 304</div> <div>ER</div> <div>49.4%</div> |
| <div><div>Nº5</div><div>03.06 · 22:13</div><div>PHOTO</div></div> <div>Today we shot new episodes of BS!!! Thanks to our viewers for coming and for your support 🙏🙏 I slept 3 hours today, so...</div> | <div>VIEWS</div> <div>170 124</div> <div>REP.</div> <div>115</div> | <div>REACTIONS</div> <div>6 287</div> <div>ER</div> <div>48.2%</div> |

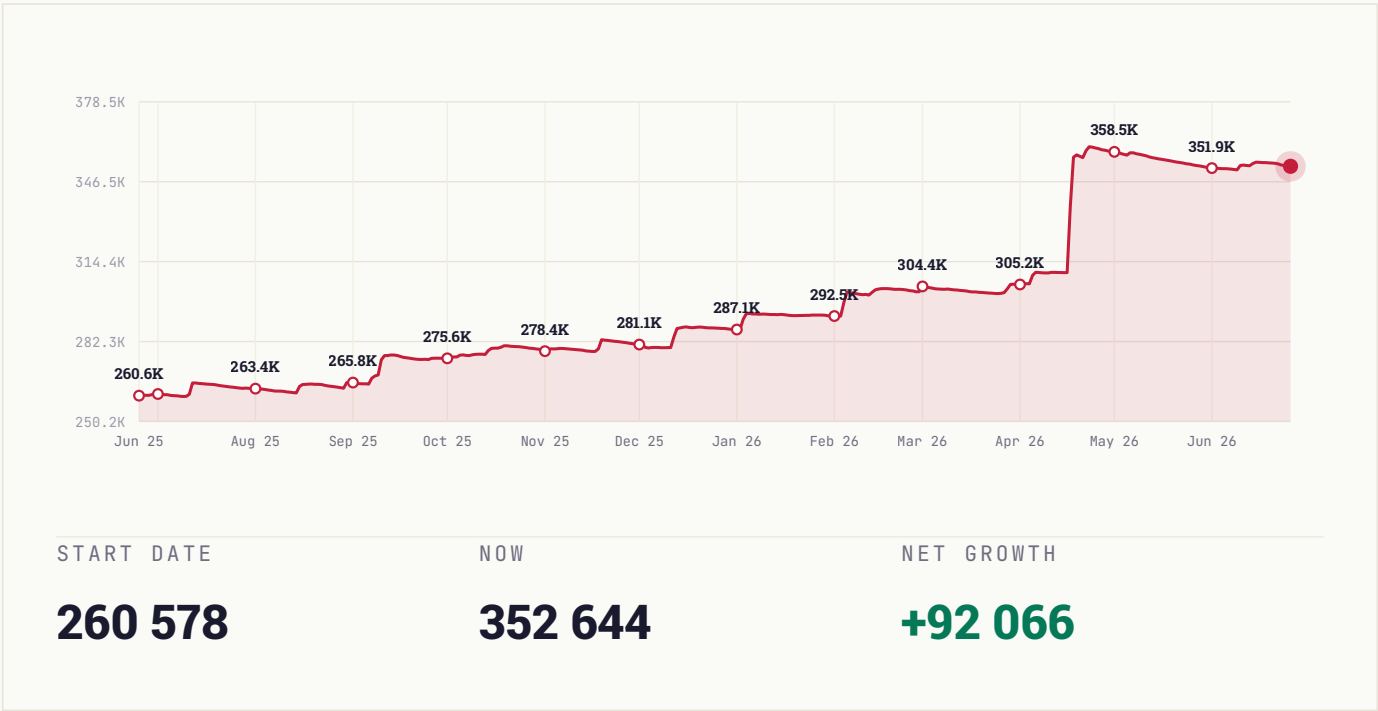
WORST 3

|                                                                                                                                            |                                                                    |                                                                      |
|--------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------|----------------------------------------------------------------------|
| <div><div>↓</div><div>15.06 · 19:02</div><div>TEXT</div></div> <div>Everyone go to the movies from Aug 13! Fresh Kolobok! Yummy!!! 😊</div> | <div>VIEWS</div> <div>139 666</div> <div>REP.</div> <div>12</div>  | <div>REACTIONS</div> <div>1 642</div> <div>ER</div> <div>39.6%</div> |
| <div><div>↓</div><div>07.06 · 13:18</div><div>VIDEO</div></div> <div>(post without caption – video)</div>                                  | <div>VIEWS</div> <div>137 980</div> <div>REP.</div> <div>221</div> | <div>REACTIONS</div> <div>2 576</div> <div>ER</div> <div>39.1%</div> |
| <div><div>↓</div><div>07.06 · 13:18</div><div>TEXT</div></div> <div>Today we're shooting the Natal Chart!!!!🙏</div>                        | <div>VIEWS</div> <div>137 251</div> <div>REP.</div> <div>7</div>   | <div>REACTIONS</div> <div>1 819</div> <div>ER</div> <div>38.9%</div> |

SECTION 03 · SUBSCRIBER DYNAMICS

# How the channel grew over the year

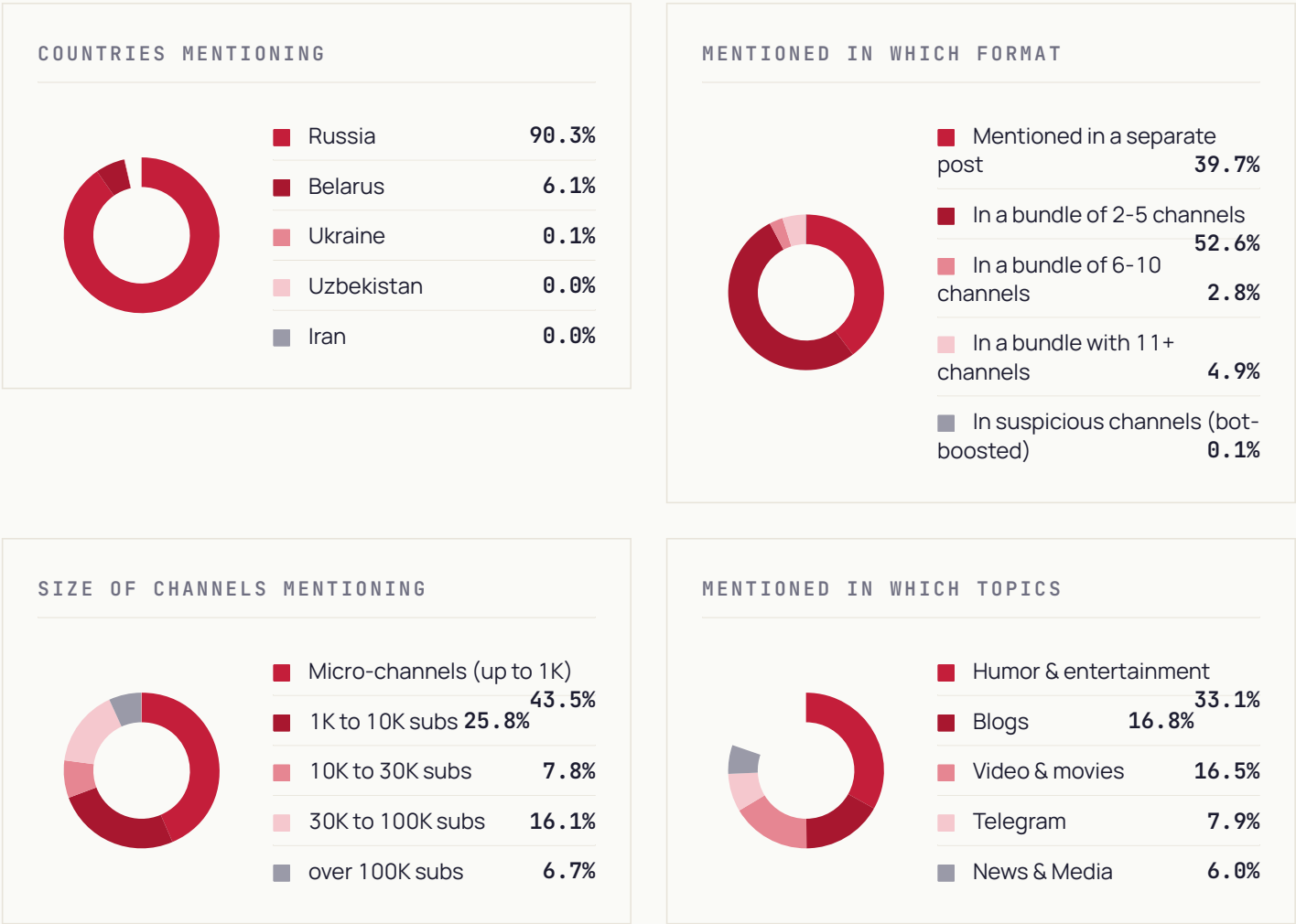
Subscriber growth chart for the year. Key months show exact subscriber count. See which months grew and which lost subs.



SECTION 04 · MENTIONS

# Who mentions the channel and how

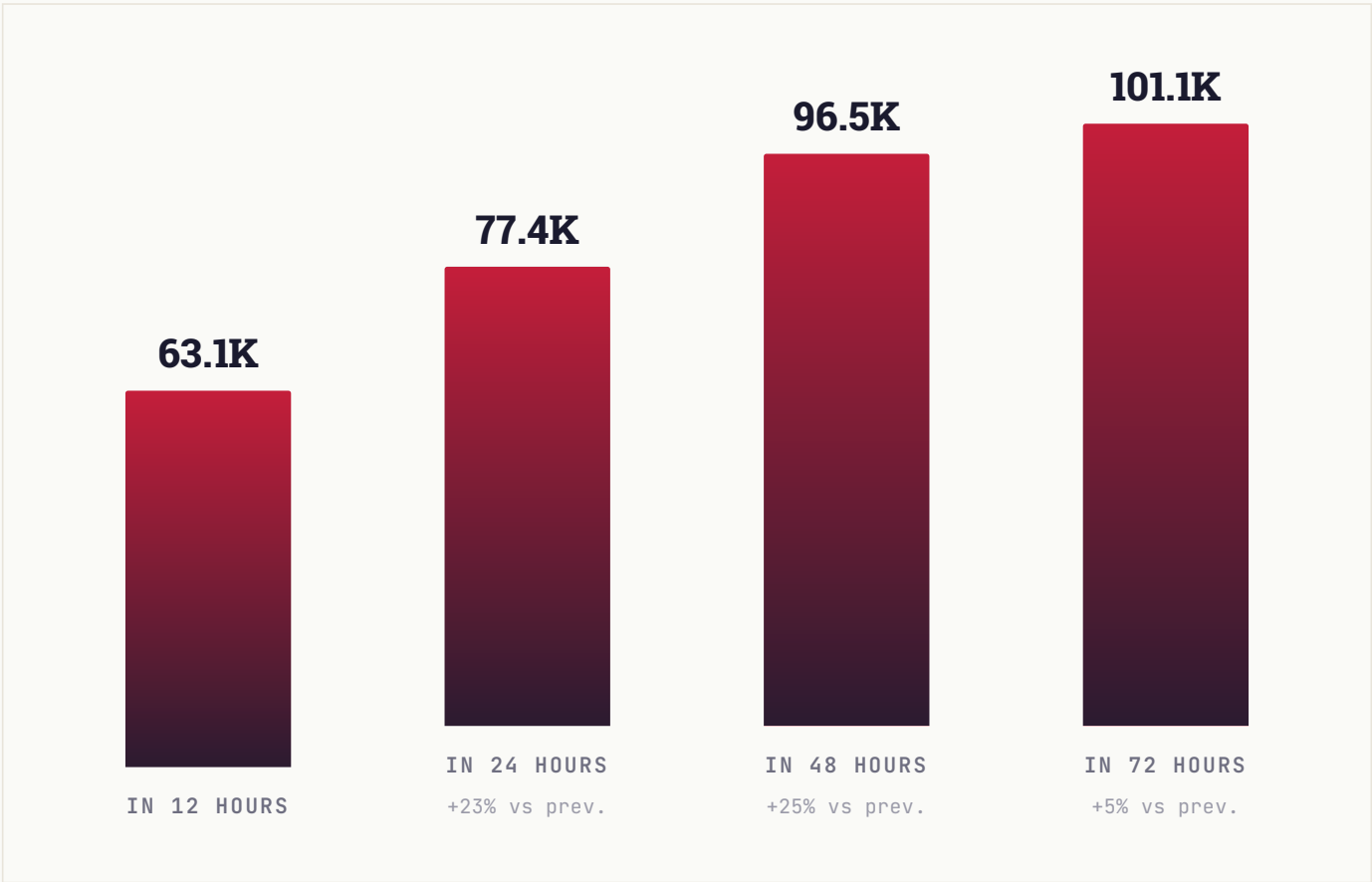
Citation index **165** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioners: a post from a channel with 100K subs weighs more than from 1K subs. All time channel was mentioned **632** different channels.



SECTION 05 · AD POTENTIAL

# How long a post brings reach

Avg reach of an ad post over 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 |
|----------------------|-------------|
| DM Dima Maslennikov  | 2.2M        |
| LI LITVIN            | 1.6M        |
| AZ Alexander Zubarev | 1.4M        |
| EX Exile             | 1.3M        |
| B Booster            | 1.2M        |
| E1 EVELONE 192       | 1.2M        |
| KB Bloody Lady       | 1.1M        |
| LJ here lives broen  | 1.1M        |
| PA PARADEYEVICH      | 1M          |
| NE NEVZOROV          | 1M          |
| LO Losyonkina YOU    | 352.6K      |

COMPARATIVE INSIGHT

Channel in bottom half of top-100 niche (#72 of 100). Niche median — 424.7K subs. First growth KPI — reach the median. Leader: Dima Maslennikov (2.2M).

SECTION 07 · MENTION DYNAMICS

# How often the channel is mentioned

Each month we record posts in other channels that mention yours. Over the last **6 months** such mentions **228**, they brought **44 459** new subs.

| PERIOD         | MENTIONS | CHANNELS       | BROUGHT               | SUBSCRIBERS            |
|----------------|----------|----------------|-----------------------|------------------------|
| December 2025  | 16       | 9              | 8 936                 | <div><div></div></div> |
| November 2025  | 47       | 30             | 5 911                 | <div><div></div></div> |
| October 2025   | 25       | 12             | 5 558                 | <div><div></div></div> |
| September 2025 | 82       | 36             | 12 278                | <div><div></div></div> |
| August 2025    | 42       | 24             | 6 118                 | <div><div></div></div> |
| July 2025      | 16       | 10             | 5 658                 | <div><div></div></div> |
| TOTAL MENTIONS |          | MONTHS OF DATA | ATTRACTED SUBSCRIBERS |                        |
| 228            |          | 6              | 44 459                |                        |

SECTION 08 · NICHE COMPARISON

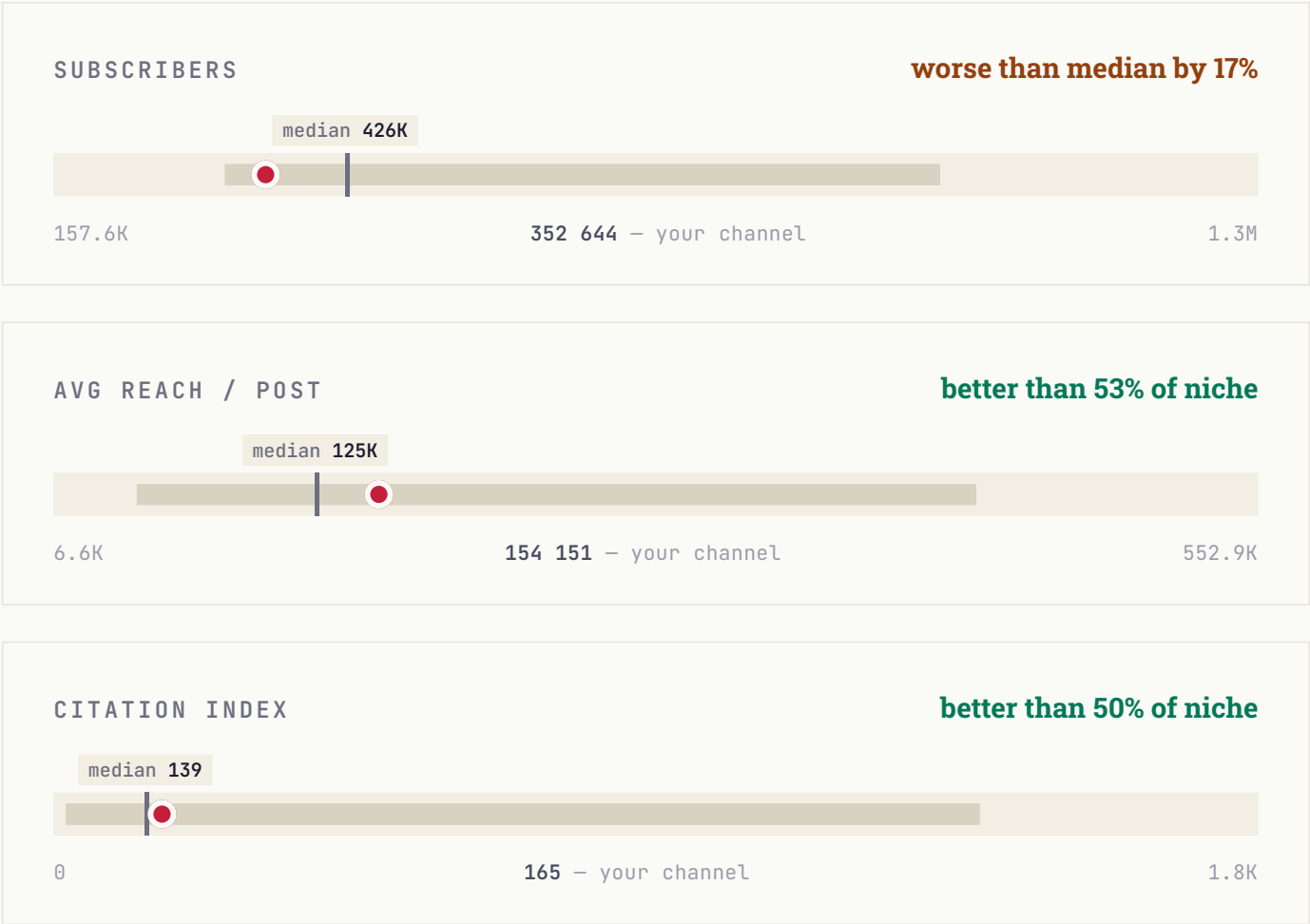
# Where the channel stands in its league

Took top-100 channels in category «Blogs» (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.

#72/100

POSITION IN NICHE

Channel in the lower half of the ranking



## — 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 Tuesday**  
On this day at 12:00 MSK audience is most active.

EFFECT  
**Best time for an important post**
- 02

**Increase share of video posts**  
Video in Telegram holds audience longer and is favored by the algorithm. Aim for 15-25% share.

EFFECT  
**Video retains audience better**
- 03

**Systematic traffic buying**  
Three formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromptPress picks sources for the niche.

EFFECT  
**+1000-3000 subs**
- 04

**Test polls and interactive formats**  
Posts with polls/reactions usually boost ER by +5-15%.  
One poll per week on a hot topic — an easy growth point.

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 it 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.

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01 **Launch ads on  
Telegram**

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

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02 **Contact manager**

[t.me/PromptPress\\_manager](https://t.me/PromptPress_manager)

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