

PUBLIC PROMTPRESS REPORT

Channel audit

LOST MARY

Russia



@lostmaryrf

Official LOST MARY Telegram channel Wholesale & support: <https://vk.com/lostmaryofficial> Our chat: <https://t.me/+42LNK9BlvY9hNjUy>

SUBSCRIBERS

31 376

-385 per month

ERR (% SEE POSTS)

172.0%

daily 3.1%

REACH/POST

47.1K

ad reach 978/24h

— 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

Yearly chart · growth

04 Citation rate

Who mentions the channel and how

05 Ad potential

How long a post brings reach

06 Competitors

Niche neighbors · your place

07 Mention dynamics

6 months · monthly

08 Comparison with niche

Rank in «Sales» category

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 31 376 —	 SUBS REACH 150.2% avg % of subs see post	 VIEWS/POST 47.1K median 3.5K · 27 days	 POSTS/WEEK 4.0 for the period
 7D TREND -98.1% vs previous week	 REACTIONS/POST 37.6 only 602 reactions, 360 reposts, 76 comments	 POST LENGTH 102 chars median 52 · 27 days	 POSTS ANALYZED 16 27 days
 AD REACH 978 24h avg	 CHURN / MONTH -385 last month	 CITATION RATE 885 citation index · 1,839 channels mentioned ever	 CHANNEL AGE 3 years 5 months created 11.01.2023

AI EDITOR SUMMARY

Channel «LOST MARY Russia» — 31 376 subs. Each post averages 47.1K people (150% from subs), this is wide reach for a channel of this size. Publishes 4 posts per week (~1/day) — rare publications. For week Jun 22–28, reach dropped -98.1% by week Jun 15–21 — worth analyzing why.

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 16 posts over 27 days.
- 02 Dominant format — Photo (14/16 posts).
- 03 Avg post length — 102 chars (median 52).
- 04 Peak audience activity — Monday, 18:00 MSK.
- 05 Top posts get 135x more views than the weakest (239.5K avg for top vs 1.8K for worst) — among 16 posts in 27 days. Worth analyzing what the top has in common — topic, format, timing.

TOP 5 POSTS

Nº1 15.06 · 15:33 PHOTO USE ELFJOURNAL? Win one of 30 X-Link sets (device + 3 pods)! Rules:  Subscribe to...	VIEWS 599 125 REPOSTS 102	REACTIONS 118 ER 1909.5%
Nº2 19.06 · 15:53 PHOTO Let them play to YOUR advantage⚽ Predict matches and win prizes on ELFJOURNAL	VIEWS 114 962 REPOSTS 16	REACTIONS 33 ER 366.4%
Nº3 18.06 · 15:42 PHOTO New drop after new drop👁️ LOST MARY Nic Salts	VIEWS 4 328 REPOSTS 58	REACTIONS 45 ER 13.8%

Nº4 17.06 • 15:31 PHOTO Pure pleasure🌀 New - LOST MARY Air	VIEWS 4 195 REPOSTS 80 REACTIONS 64 ER 13.4%
Nº5 08.06 • 15:46 PHOTO Sometimes it pays to unite🔥❄️ #XLink	VIEWS 4 135 REPOSTS 3 REACTIONS 27 ER 13.2%

WORST 3

↓ 30.06 • 16:11 PHOTO ✅X-Link promo ended Thank you for your active participation! Top 5 participants selected. Prizes will be in ELFJOURNAL profile. S...	VIEWS 2 099 REPOSTS 4 REACTIONS 35 ER 6.7%
↓ 01.07 • 15:26 PHOTO Tasty😋 #NicSalts	VIEWS 1 857 REPOSTS 6 REACTIONS 31 ER 5.9%
↓ 03.07 • 16:23 PHOTO PRIZES OUT OF THIN AIR🌀 Wait, is this real? Yes! Register Air on ELFJOURNAL, predict 2026 World Cup matches, and win gifts on the wheel...	VIEWS 1 371 REPOSTS 2 REACTIONS 19 ER 4.4%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

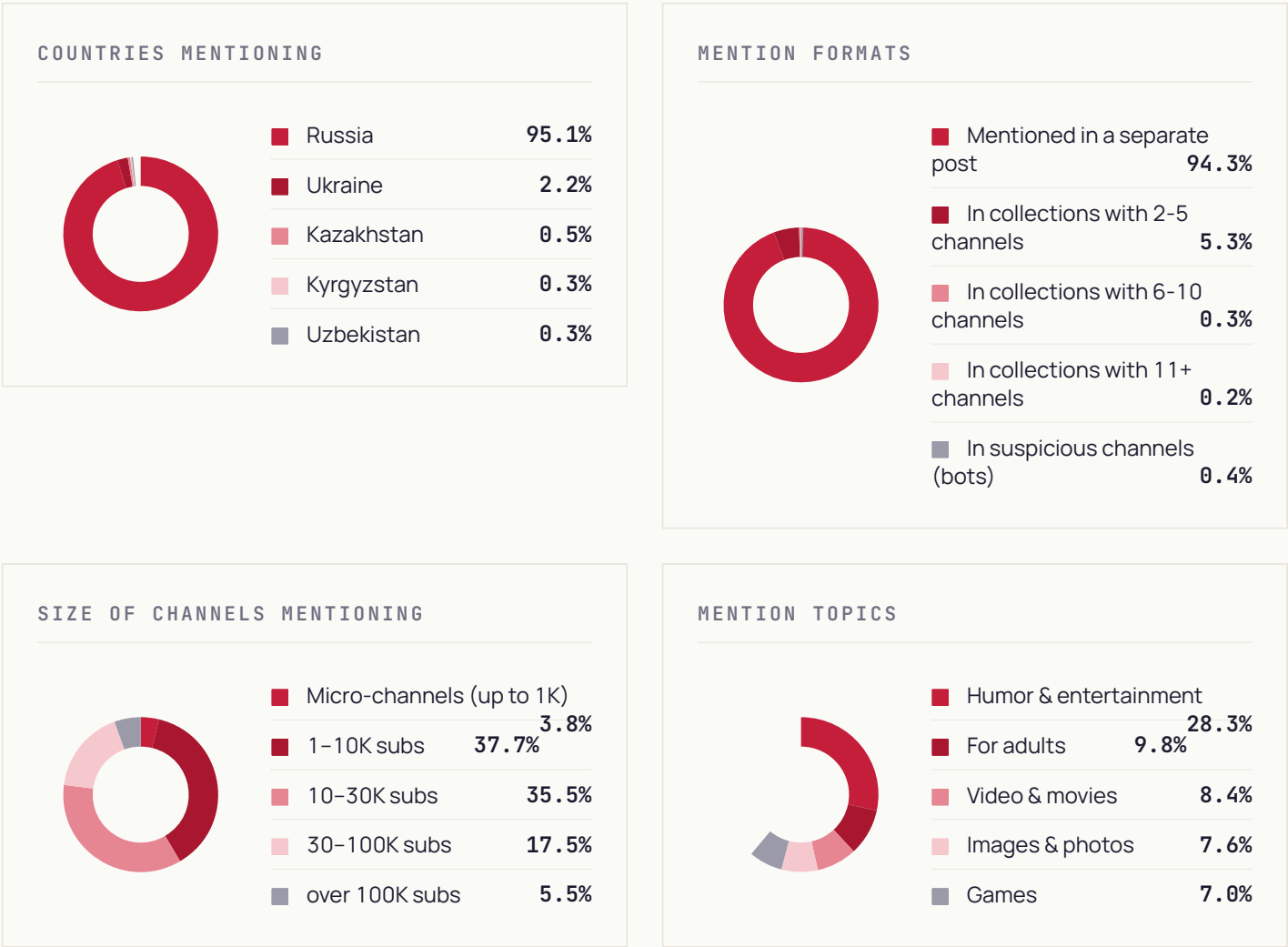
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained and lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

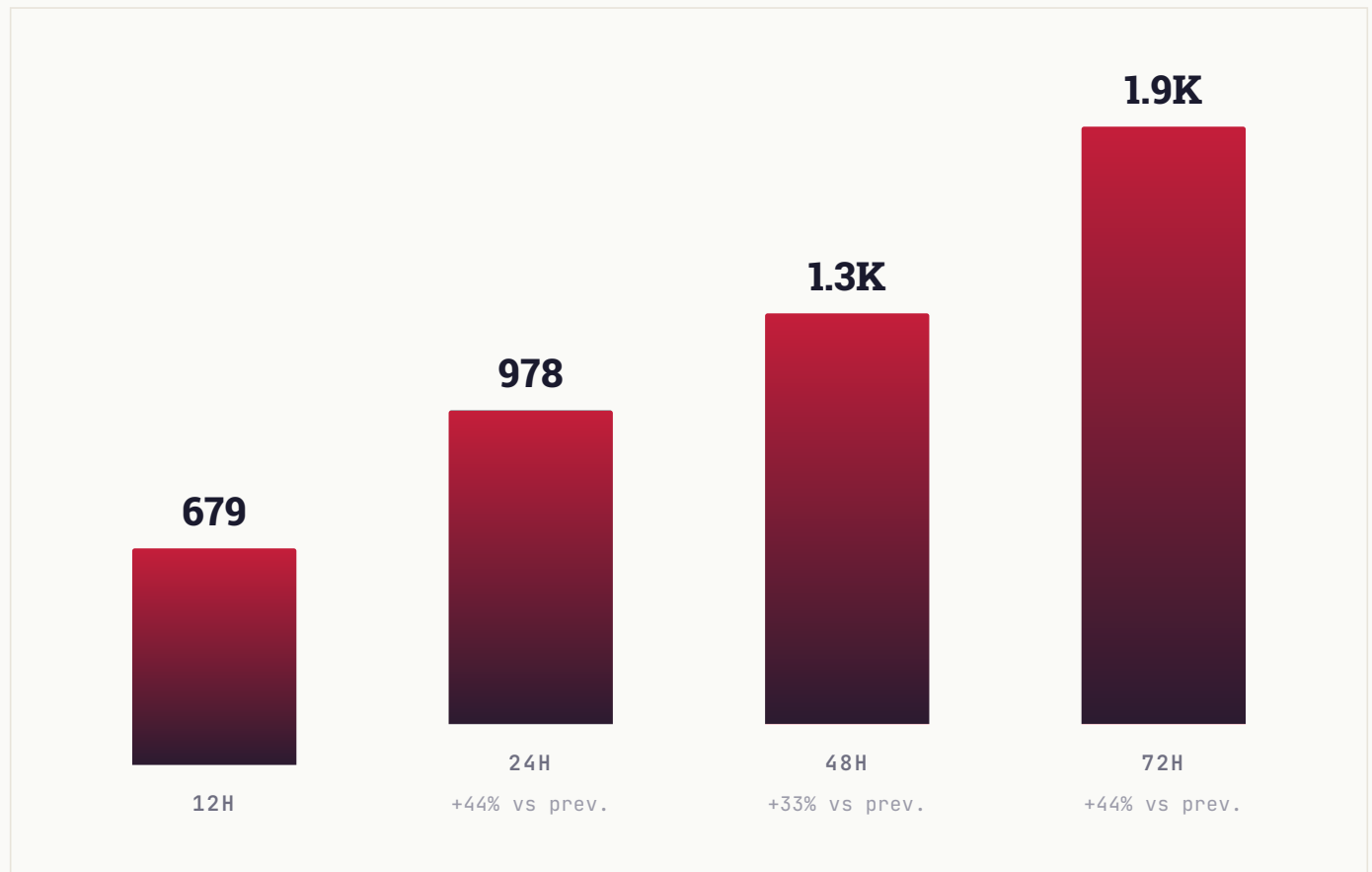
Citation index **885** — channel popularity rating based on mentions. Considers not only quantity but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **1 839** different channels.



— SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of 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 — shows its place among niche neighbors.

CHANNEL	SUBSCRIBERS
OZ OZON	1.1M
SN Market discounts	1M
YaM Yandex Market	1M
X- Freeloaders - Lightning	997.5K
WS WB Sniper Finds on Wildberries Discounts Promos	922.2K
PB By Blat	876.1K
Z Hare Promos Discounts	874.4K
W Wildberries finds	793.3K
VI ITEMS FROM VIDEO	703.1K
AL Alfa-Profitable	558.5K
LM LOST MARY Russia YOU	31.4K

COMPARATIVE CONCLUSION

Channel not yet outside top-94 niche — early growth stage. Niche leader — OZON (1.1M), top-94 median: 204.2K. First goal — enter top-94 through systematic traffic and content work.

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

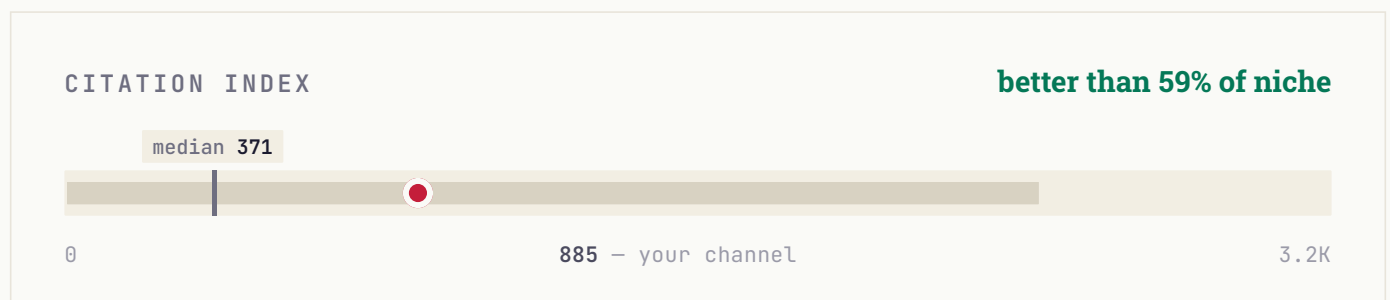
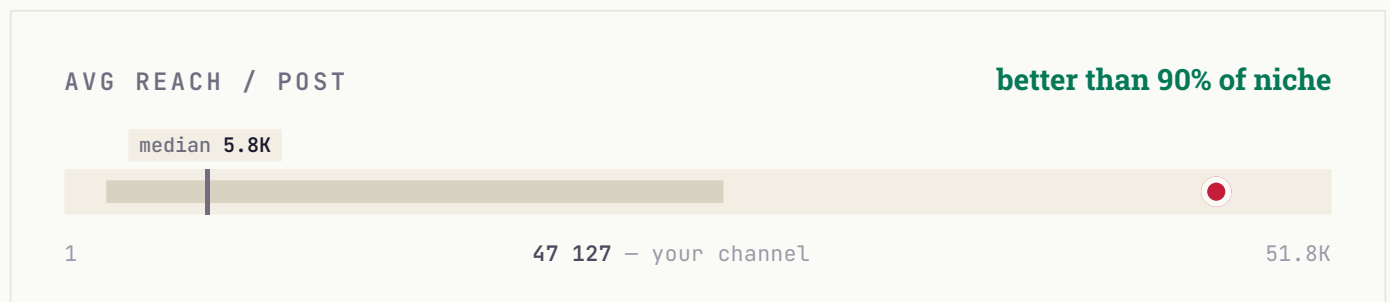
Monthly we track posts in other channels that mention your channel. Over the last **6 months** such mentions were **38**, they brought **36 174** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
January 2026	5	5	1 304
December 2025	12	11	20 804
Nov 2025	4	4	902
Oct 2025	2	2	828
September 2025	8	7	2 995
August 2025	7	5	9 341

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
38	6	36 174

Where the channel stands in its league

Took top-**100** channels in category "**Sales**» (Russia) and compared your channel.
Gray band – range for 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 ranked by expected impact. Check off and revisit next month.

- | | | |
|----|---|--|
| 01 | Increase posting frequency
Now 4.0 posts/wk. Active channels norm 7-10.
Consistency is key to audience retention. | EFFECT
Consistency
beats volume |
| 02 | Main post of the week — on Monday
Audience is most active on this day at 18:00 MSK. | EFFECT
Best window
for an
important post |
| 03 | Increase share of video posts
Video in Telegram retains audience longer and is better perceived by the algorithm. We recommend increasing share to 15-25%. | EFFECT
Video retains
audience
better |
| 04 | 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 |
| 05 | Test polls and interactive formats
Posts with polls/reactions usually boost ER by 5-15%.
One weekly poll on a hot topic is an easy growth lever. | EFFECT
+5-15% ER |

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in a few minutes based on public data. If you want to go further — run ads through us and hit your growth plan in a month.

01	Launch Telegram ads	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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