

PROMTPRESS PUBLIC REPORT

Channel audit

Lunacy



@lunacy_ru

Premium gaming gear ■ Site: lunacy.ru Support: help@lunacy.ru, DM
VK page (Mon-Fri 10:00-18:00) Buy: Lunacy Shop: clck.ru/3SuuNn
M.Video: goo.su/1uBplBB DNS:...

SUBSCRIBERS

227 201

+38895 per month

ERR (% SEE POSTS)

19.0%

daily 8.7%

REACH/POST

41.1K

ad reach 17.2K/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 calculation period.

 SUBSCRIBERS 227 201 —	 SUBS REACH 18.1% avg % of subs see post	 VIEWS/POST 41.1K median 39.6K · 26 days	 POSTS/WEEK 4.2 for period
 7D TREND -21.5% vs previous week	 REACTS/POST 273.4 only 4,375 reactions, 657 reposts, 388 comments	 POST LENGTH 182 chars median 141 · 26 days	 POSTS ANALYZED 16 26 days
 AD REACH 17.2K 24h avg	 CHURN / MONTH +38895 last month	 CITATION RATE 40 citation index · 110 channels mentioned all time	 CHANNEL AGE 2 years 7 months created 15.11.2023

AI EDITOR SUMMARY

Channel «Lunacy» – 227 201 subs. Each post averages 41.1K people (18% of subs), this is average reach – room to grow. Publishes 4 posts/week (~1/day) – infrequent. For week Jun 1–7, reach dropped -21.5% vs week May 25–31 – worth analyzing reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement & underperformers — to see what to repeat and what to drop.

WHAT TOP POSTS SHARE

- 01 Analysis based on 16 posts over 26 days.
- 02 Dominant format — Photo (8/16 posts).
- 03 Avg post length — 182 chars (median 141).
- 04 Peak audience activity — Friday, 16:00 MSK.
- 05 Strongest posts get 2x more views than the weakest (54.5K avg top vs 32.2K worst) — among 16 posts over 26 days. Worth analyzing what top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 22.05 · 13:26 PHOTO 📁 LUNACY DEVICE GIVEAWAY WITH AUTOGRAPHS 📁 Eight prizes: Louder + One + Moonlight sets signed by the new video crew from...	VIEWS 65 941 REPOSTS 330	REACTS 916 ER 29.0%
Nº2 27.05 · 10:30 PHOTO • Outside: new loyalty program shop.lunacy.ru • Inside: 500 welcome bonus on signup & 7%–12% cashback on each...	VIEWS 48 981 REPOSTS 25	REACTS 144 ER 21.6%
Nº3 25.05 · 10:03 VIDEO Waiting for 24-hour ASMR stream with Lunacy Moonlight 📁	VIEWS 48 526 REPOSTS 17	REACTS 294 ER 21.4%

Nº4

21.05 · 10:42

PHOTO

One... Two... Three... Lunacy The premium Lunacy CTRL Shogun since unboxing

VIEWS

46 503

REPOSTS

12

REACTS

170

ER

20.5%

Nº5

28.05 · 16:13

TEXT

Slava stuck in traffic on Sadovoye He says: buy Lunacy. Best on site with delivery.

VIEWS

43 747

REPOSTS

11

REACTS

448

ER

19.3%

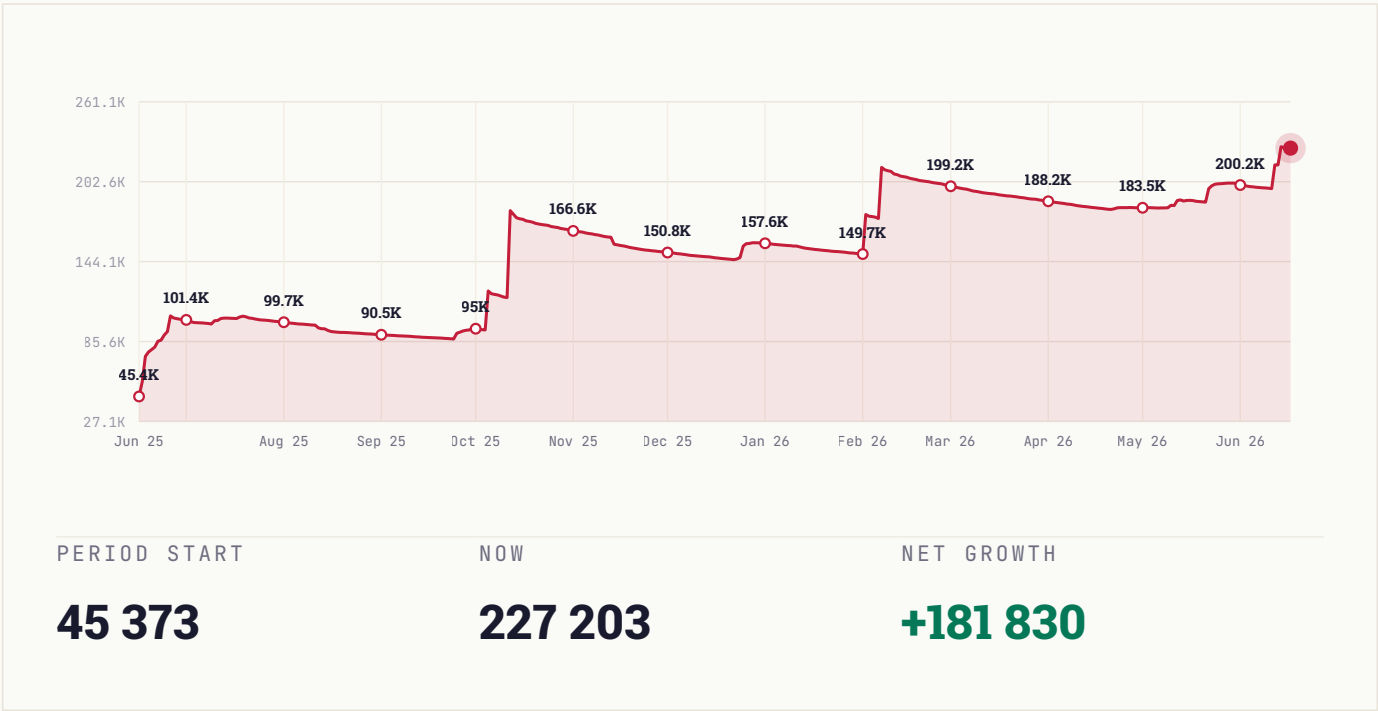
WORST 3

↓ 04.06 · 15:02 PHOTO Another item found: Moonlight keyboard All secret mission devices collected. What's next? Find out in the new series...	VIEWS 33 818 REPOSTS 10 REACTS 181 ER 14.9%
↓ 04.06 · 08:55 TEXT Selecting additional winners (1): Winner: 1. Pusha ✓Check results	VIEWS 31 580 REPOSTS 5 REACTS 170 ER 13.9%
↓ 14.06 · 08:34 PHOTO Big giveaway from Daxak x Lunacy Many cool gadgets for subscribing Lunacy In space keyboard Lunacy Moonlight keyboard ...	VIEWS 31 060 REPOSTS 161 REACTS 478 ER 13.7%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

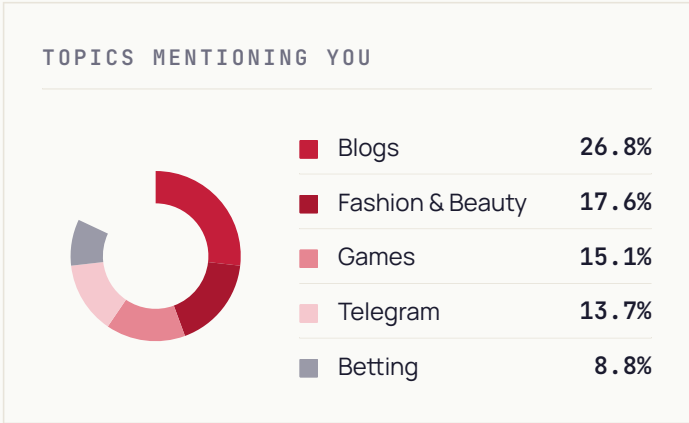
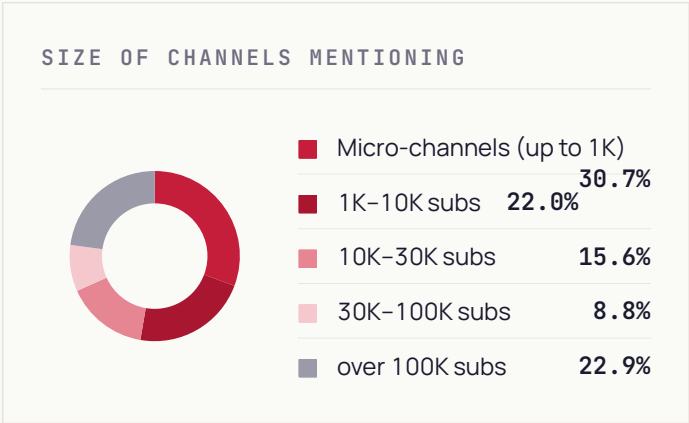
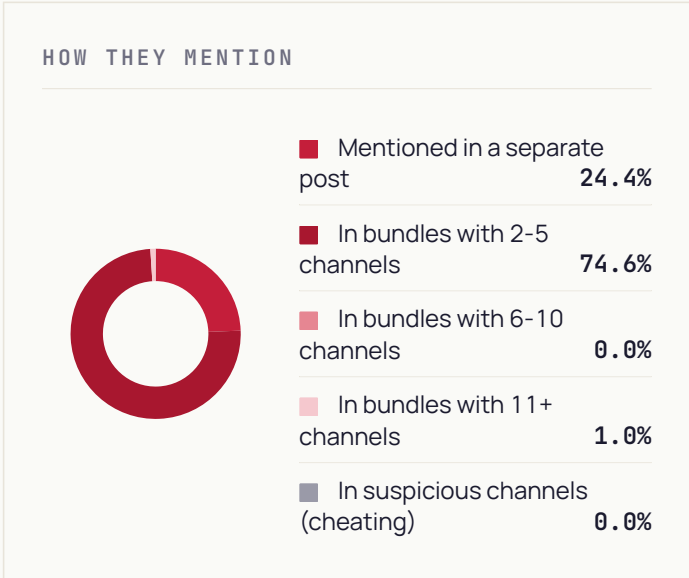
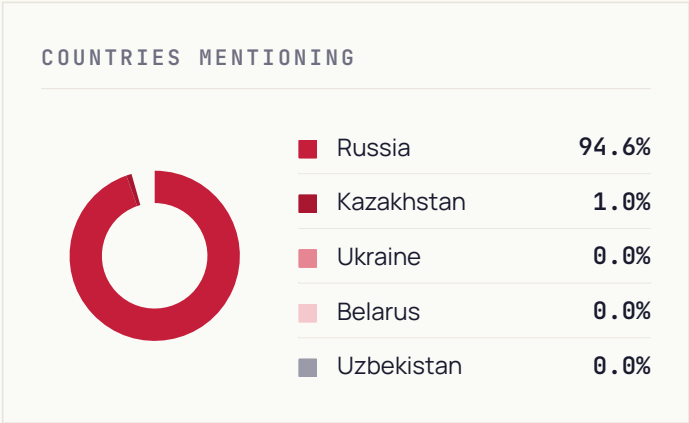
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth vs. loss.



SECTION 04 · MENTIONS

Who mentions the channel and how

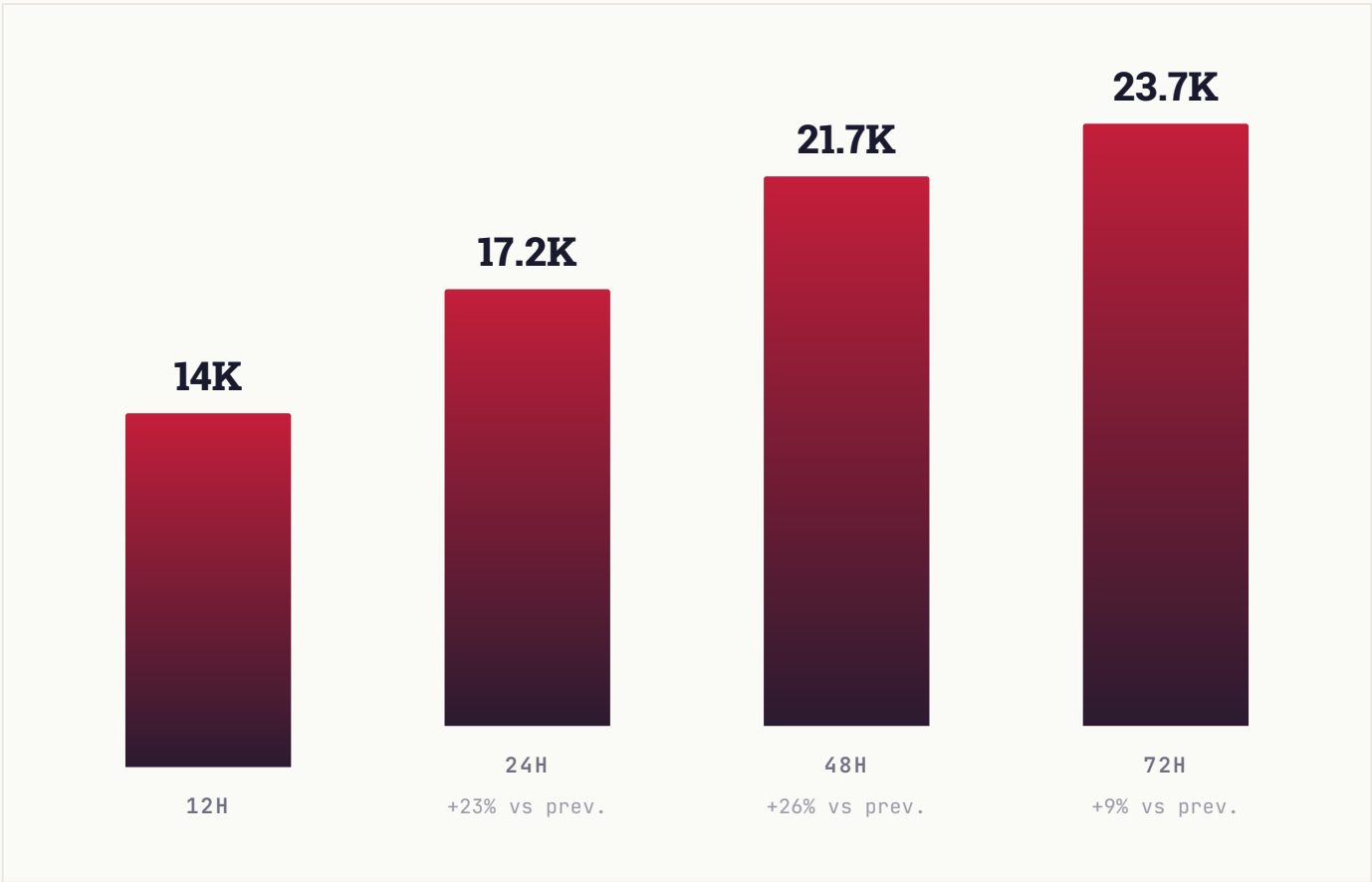
Citation index **40** – channel popularity rating based on mentions. Considers both count and weight of mentioners: a post from a 100K subs channel weighs more than from 1K. All-time mentions: **110** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of ad post by time since publication. Helps estimate how long placement stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic & audience. Your channel is highlighted — see its rank among niche neighbors.

CHANNEL	SUBSCRIBERS
OZ OZON	1.1M
YM Yandex Market	1M
X- Freeloaders - Lightning	1M
SN Market discounts	993.1K
WS WB Sniper Wildberries finds Discounts Promos	932.9K
PB By Blat	888K
Z Hare Promos Discounts	877.5K
W Wildberries finds	799.3K
VI ITEMS FROM VIDEO	711.7K
AL Alpha-Profitable	563K
LU Lunacy YOU	227.2K

COMPARATIVE INSIGHT

Channel in top half of niche (#42 of 94). Niche leader: OZON (1.1M), median subs 201.1K. 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 yours. Over the last **6 months** such mentions were **82**, they brought **118 726** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
December 2025	10	10	12 443
November 2025	3	3	0
October 2025	7	4	92 209
Sep 2025	51	26	8 017
August 2025	2	2	0
July 2025	9	8	6 057
TOTAL MENTIONS	82	MONTHS OF DATA	6
		ACQUIRED SUBS	118 726

SECTION 08 • NICHE COMPARISON

Where the channel stands in its league

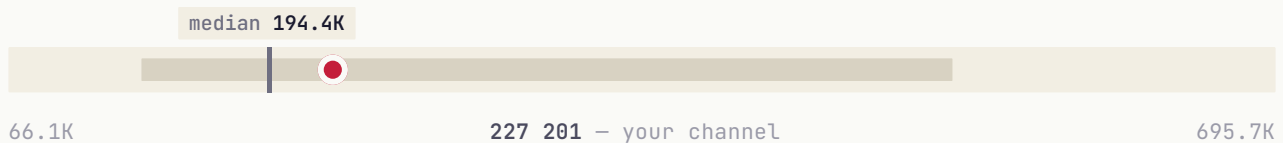
Took top-100 channels in category «Sales» (Russia) and saw how your channel compares. Gray band = range for 80% of niche channels (p10-p90). Black vertical = median. Red dot = your channel.

#42 /100

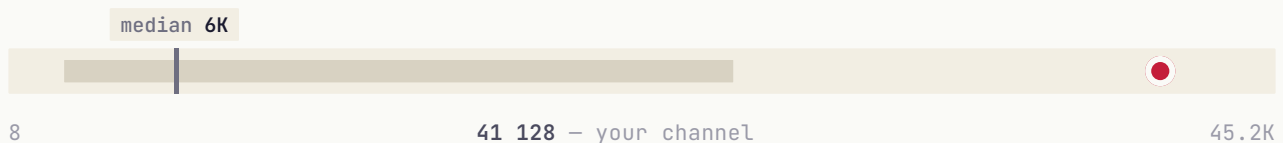
RANK IN NICHE

Channel in the top half of the ranking

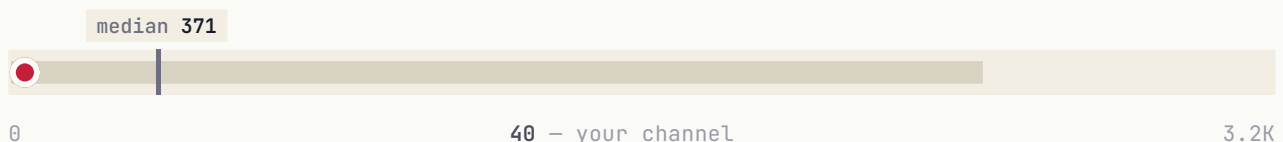
SUBSCRIBERS

better than 53% of niche


AVG REACH / POST

better than 90% of niche


CITATION INDEX

89% worse than median


— 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 4.2 posts/wk. Active channels norm 7-10.
Consistency is key for retention. | EFFECT
Consistency over volume |
| 02 | Main post of the week — on Friday
Audience is most active on this day at 16:00 MSK. | EFFECT
Best time for key post |
| 03 | Systematic traffic buying
Three formats for your media: Inhouse (premium channels), Native (native integrations), Premium (target audience). PromptPress finds sources for your niche. | EFFECT
+1000-3000 subs |
| 04 | 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 |
| 05 | Cross-promo with neighboring channels
Swap posts with same-segment channels quarterly. No need daily — 2-3 collabs give relevant growth. | EFFECT
Growth from relevant audience |

★ WHAT'S NEXT

Want us to do this PromptPress?

This audit is what we can do in minutes from public data. To go further, run ads with us and hit your growth plan in a month.

01

Launch Telegram ad

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

02

Contact manager

t.me/PromptPress_manager
