

— PUBLIC REPORT BY PROMTPRESS

Channel audit

Lead



@provod

Fastest and most interesting about IT, digital & media.

Collaboration: @denmins RKN: <https://rkn.link/Rdx>

SUBSCRIBERS

1 398 127

+21484 per month

ERR (% SEE POSTS)

3.0%

in 24h **1.4%**

REACH/POST

38.2K

ad reach **19.2K**/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 1 398 127 —	SUBS REACH 2.73% avg % subs see post	VIEWS/POST 38.2K median 40.3K · 29 days	POSTS/DAY 18.7 ~131 per week
7D TREND -8.8% vs previous week	REACTIONS/POST 576.6 total 323,462 reactions, 271,980 reposts, 0 comments	POST LENGTH 329 chars median 288 · 29 days	POSTS ANALYZED 561 29 days
AD REACH 19.2K 24h avg	CHURN / MONTH +21484 last month	CITATION RATE 3 843 citation index · 6,553 channels mentioned all time	CHANNEL AGE 8 years 11 months created 31.07.2017

EDITOR AI SUMMARY

Channel «Lead» — 1 398 127 subs. Avg post views 38.2K people (3% of subs), reach low — expand audience. Publishes 131 posts/week (~19/day) — very active. Week Jun 22–28 reach dropped -8.8% by week Jun 15–21 — worth analyzing why.

SECTION 02 · CONTENT ANALYSIS

What Works Best

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

WHAT SUCCESSFUL POSTS SHARE

- 01 Analysis based on **561** posts in 29 days.
- 02 Dominant format – **Photo** (408/561 posts).
- 03 Avg post length – **329** chars (median 288).
- 04 Peak audience activity – **Sunday**, 14:00 MSK.
- 05 Top posts get **3x** more views than the weakest (59.9K avg for top vs 23K for worst) – among 561 posts in 29 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 03.06 · 07:54 VIDEO Joke: at SPIEF they showed a new 'Volga' that turned out to be... a rebadged Geely Monjaro. The fake 'Volga' will cost 4.2 million...	VIEWS	REACTIONS
	65 448	881
	REPOSTS	ER
	1 351	4.7%
Nº2 10.06 · 21:30 PHOTO ⚡⚡ Runet blocks to get 1.3 BILLION rubles boost – new powerful VPN crackdown is being prepared. If you felt a thaw...	VIEWS	REACTIONS
	58 277	2 062
	REPOSTS	ER
	1 591	4.2%
Nº3 14.06 · 07:18 VIDEO ⚡ Moscow FLOODED last night – downpour submerged underpasses, entire streets, and public transport...	VIEWS	REACTIONS
	55 921	1 417
	REPOSTS	ER
	646	4.0%

Nº4 09.06 • 20:33 PHOTO ⚡ Max removed from Google Play — national messenger now only in RU region. Same happened with Huawei's AppGallery. How long ago...	VIEWS 55 555 REACTIONS 1 775 REPOSTS 1 508 ER 4.0%
Nº5 21.06 • 08:10 VIDEO A beer pacifier found on marketplaces — lets you feel like a baby sucking beer. The beer device attaches to any bottle...	VIEWS 55 396 REACTIONS 640 REPOSTS 689 ER 4.0%

WORST 3

↓ 29.06 • 16:20 PHOTO Minecraft now generates CONTINENTS — a mod creates giant realistic worlds via AI. • Generates entire continents...	VIEWS 23 605 REACTIONS 167 REPOSTS 536 ER 1.7%
↓ 29.06 • 09:27 PHOTO 🔥 Find the perfect solution in any situation — a powerful team of AI sages is out to help you make the right decision. •...	VIEWS 23 053 REACTIONS 104 REPOSTS 660 ER 1.6%
↓ 29.06 • 16:53 PHOTO 🔥 NotebookLM is now free — full copy of Google's most useful learning AI is out. • Chat with docs and quickly make...	VIEWS 22 213 REACTIONS 51 REPOSTS 603 ER 1.6%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

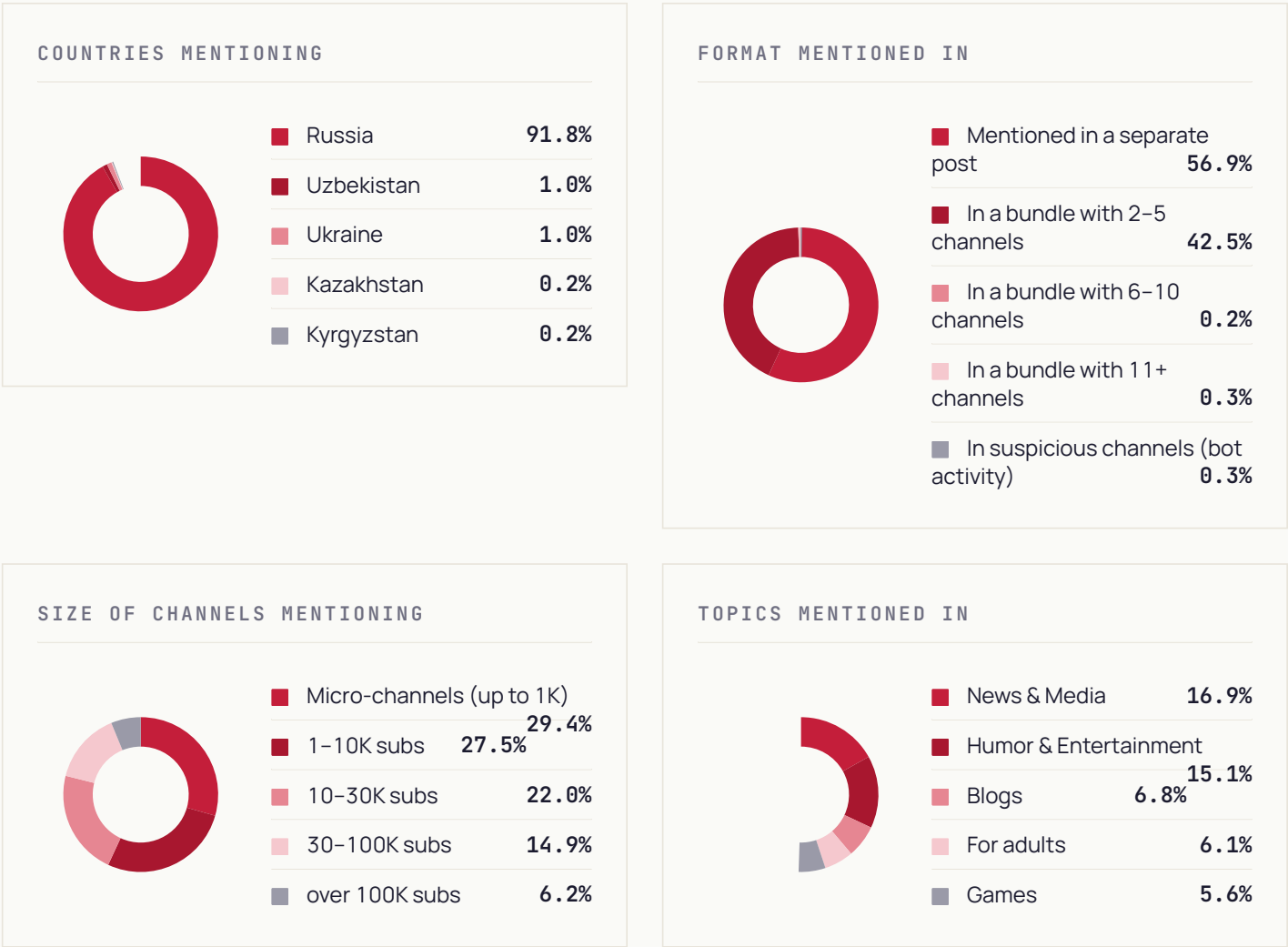
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

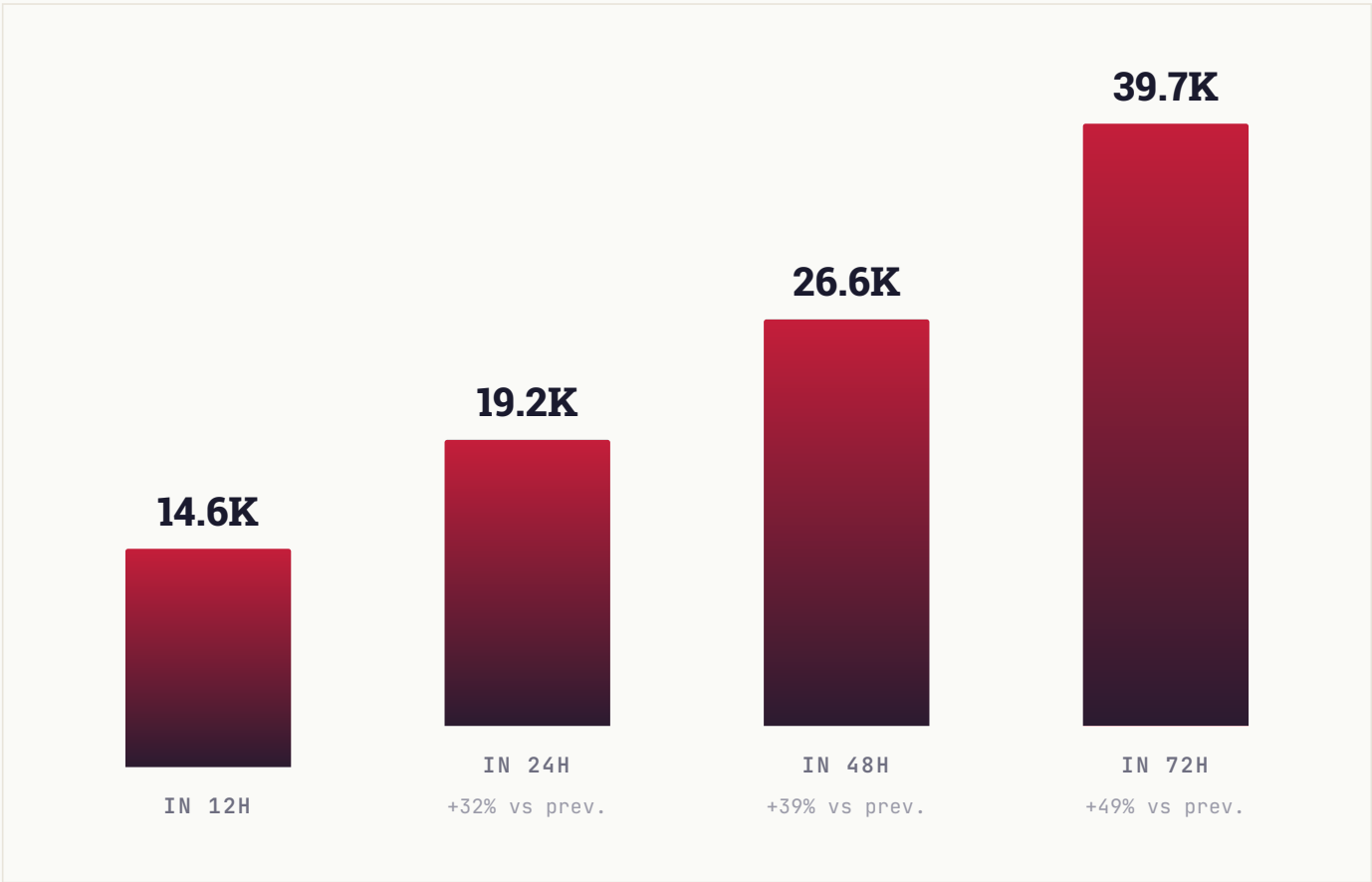
Citation index **3 843** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100k subs channel weighs more than from a 1k subs channel. All-time channel was mentioned **6 553** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg ad post reach over time since publication. Helps estimate how long a placement stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
HI hitvpn_blog	4.6M
MT Trends	3.4M
TE Techchat	3.1M
HA Hi, AI • Tech News	2.5M
آا اینترنت ژاد	2.5M
TE Technomotel	2.3M
NN NN	2.2M
L- LIVE — Telegram, AI & Tech	2.1M
EC Exploit	2M
PP PINK PROXY پروکسی	2M
PR Lead YOU	1.4M

COMPARATIVE SUMMARY

Channel in top 25% of niche (#16 of 100). Leader — hitvpn_blog (4.6M). Goal for coming months: enter niche top-10 through systematic traffic work.

SECTION 07 · MENTION TRENDS

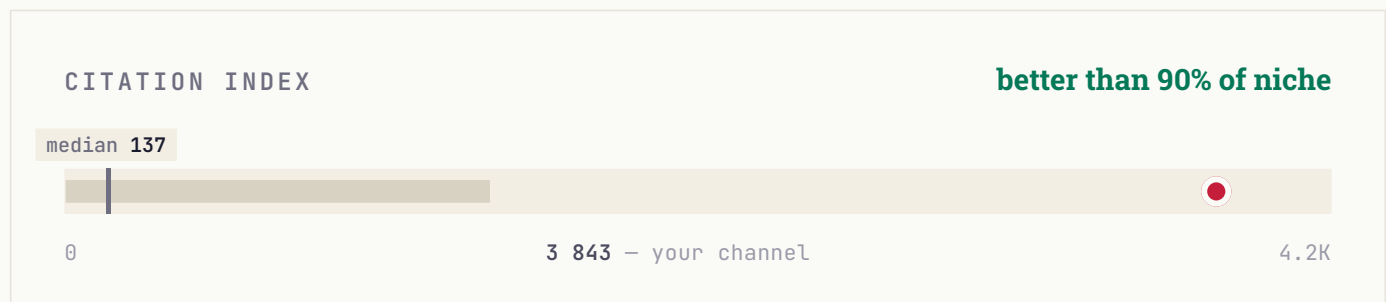
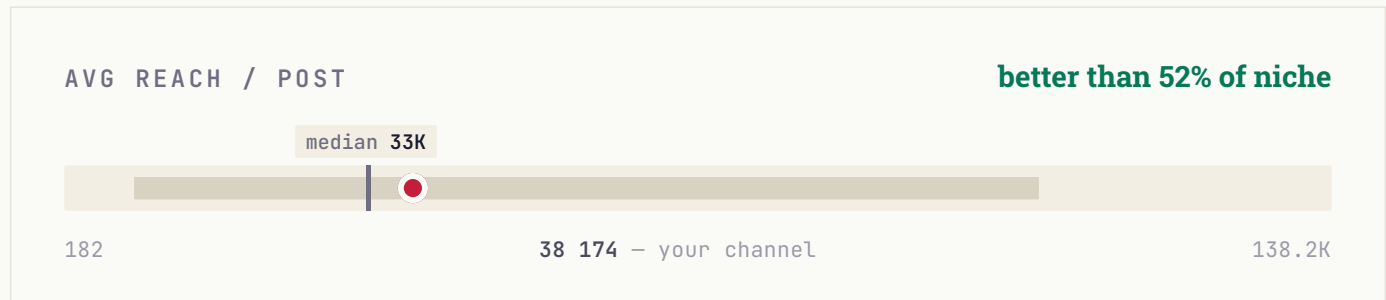
How often the channel is mentioned

Every month we record posts in other channels that mention your channel. Over the last **6 months** such mentions **815**, they brought **402 074** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
January 2026	96	56	21 152
December 2025	141	95	11 617
Nov 2025	113	83	65 264
Oct 2025	145	84	229 858
Sep 2025	156	92	42 055
August 2025	164	92	32 128
TOTAL MENTIONS			815
MONTHS OF DATA			6
ATTRACTED SUBS			402 074

Where the channel stands in its league

#16 /100 RANK IN NICHE
Channel in top 16% – strong position



— 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 — Sunday

Audience is most active on this day at 14:00 MSK.

EFFECT

**Best window
for an
important post**

02

ER below niche benchmark — rethink formats

Current ER 2.73% vs norm 4.5%. Try polls & interactive formats.

EFFECT

+1.8pp ER

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 boost ER by +5-15%.
One poll per week on a hot topic is an easy growth lever.

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 this done by **PromptPress?**

This audit is what we can do in minutes from public data. Want to go further? Run ads with us & hit your growth plan in a month.

01

Launch Telegram ad

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

02

Contact manager

t.me/PromptPress_manager