

PUBLIC REPORT BY PROMTPRESS

Channel audit

Black Lebedev



@redLebedev

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Corporate governance. Boards of Directors. Ads/partnership
@crazizibra VK <https://vk.ru/redlebedev> International channel
(Eng):...

SUBSCRIBERS

42 769

+12329 per month

ERR (% SEE POSTS)

27.0%

last 24 hrs 9.5%

REACH/POST

11.8K

ad reach 4.1K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. Subtitle shows the period.

 SUBSCRIBERS 42 769 —	 SUBS REACH 27.65% avg % subs see post	 VIEWS/POST 11.8K median 10.6K · 27 days	 POSTS/WEEK 3.8 for period
 7D TREND — no data for period	 REACTIONS/POST 44.4 total 666 reactions, 85 reposts, 0 comments	 POST LENGTH 874 chars median 999 · 27 days	 POSTS ANALYZED 15 27 days
 AD REACH 4.1K 24h avg	 CHURN / MONTH +12329 last month	 CITATION RATE 5 citation index · 49 channels mentioned ever	 CHANNEL AGE 4 years 11 months created 27.07.2021

AI EDITOR SUMMARY

Channel 'Black Lebedev' — 42 769 subs. Each post avg views 11.8K people (28% of subs), good reach. Posts 4 posts/week (~1/day) — rare posts.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and laggards – to see what to repeat and what to drop from rotation.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **15** posts in 27 days.
- 02 Dominant format – **Video** (7/15 posts).
- 03 Avg post length – **874** chars (median 999).
- 04 Peak audience activity – **Sunday, 09:00 MSK**.
- 05 Strongest posts get **3 times** more views than the weakest (20K avg for top vs 6.7K for worst) – among 15 posts in 27 days. Worth analyzing what the top has in common – topic, format, timing.

TOP 5 POSTS

Nº1 28.06 · 06:51 VIDEO Reminder of Ivan Shugurov's review, based on his top management experience in the private sector and completed workshop -...	VIEWS 22 074 REPOSTS 4	REACTIONS 47 ER 51.6%
Nº2 26.06 · 07:09 VIDEO Board members, business owners, and top managers share one problem: the higher the responsibility, the narrower...	VIEWS 19 071 REPOSTS 4	REACTIONS 22 ER 44.6%
Nº3 27.06 · 13:09 PHOTO AI is pitched at every meeting now. Saying 'yes' is easy. Harder is answering for what it did a year later...	VIEWS 18 978 REPOSTS 4	REACTIONS 46 ER 44.4%

Nº4

25.06 · 19:15

TEXT

How to 'sell' an idea through public or political events Part 2. Start here 3. You're at the Event. People...

VIEWS

16 210

REPOSTS

4

REACTIONS

58

ER

37.9%

Nº5

12.07 · 19:53

PHOTO

🇪🇺 Director competency model (framework), latest version (November 2025) in Russian Competency framework developed by IoD for...

VIEWS

16 158

REPOSTS

25

REACTIONS

58

ER

37.8%

|

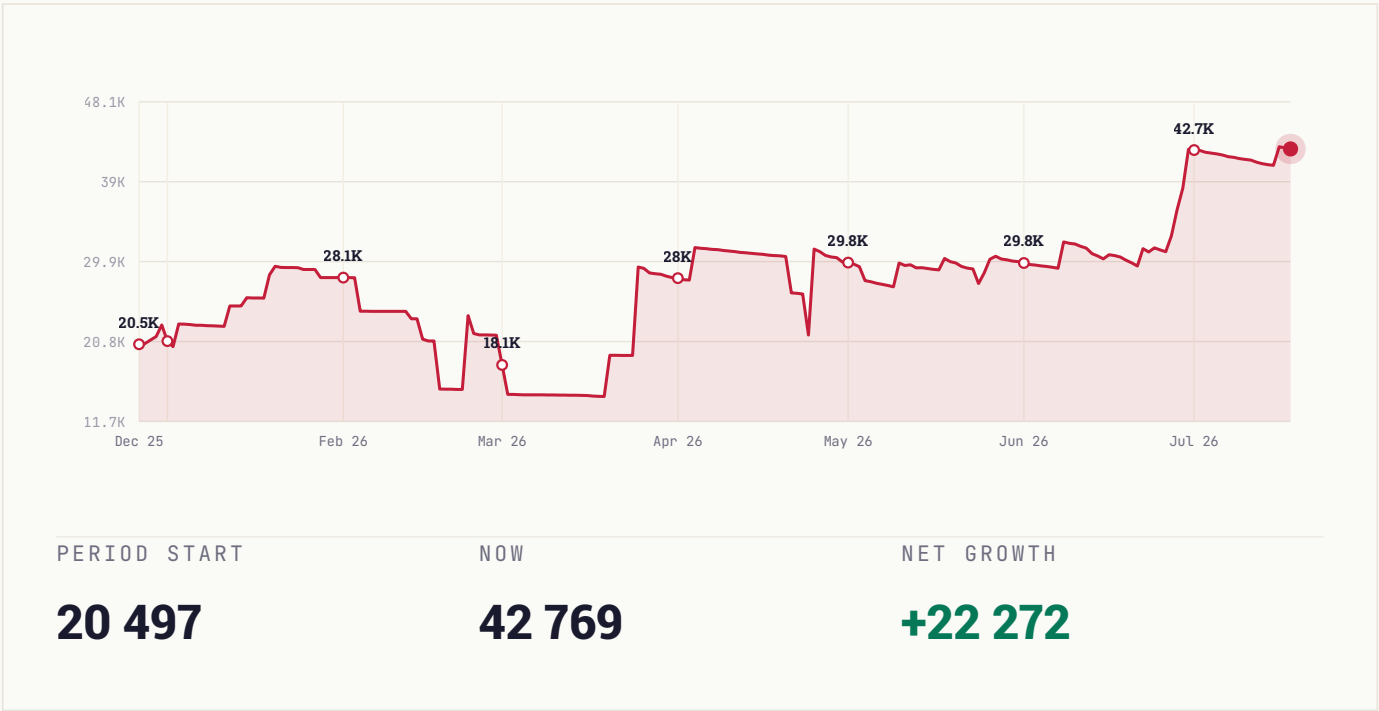
WORST 3

↓ 13.07 · 17:23 VIDEO 🌟 Reminder of Pavel Shvetsov's review (many cool projects in infosec, cybersecurity & AI, now works with the only...	VIEWS 7 264 REPOSTS 4	REACTIONS 47 ER 17.0%
↓ 22.06 · 05:44 TEXT Here's a podcast with Sergey Evstafievich Novosad: corporate culture, boards of directors, and leadership from HR Director of the Year with experience...	VIEWS 6 503 REPOSTS 2	REACTIONS 55 ER 15.2%
↓ 20.06 · 11:13 VIDEO ...I filled out a form on the Rosimushchestvo portal using Alexander Lebedev's method. Now they've contacted me directly from the Central...	VIEWS 6 271 REPOSTS 3	REACTIONS 21 ER 14.7%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

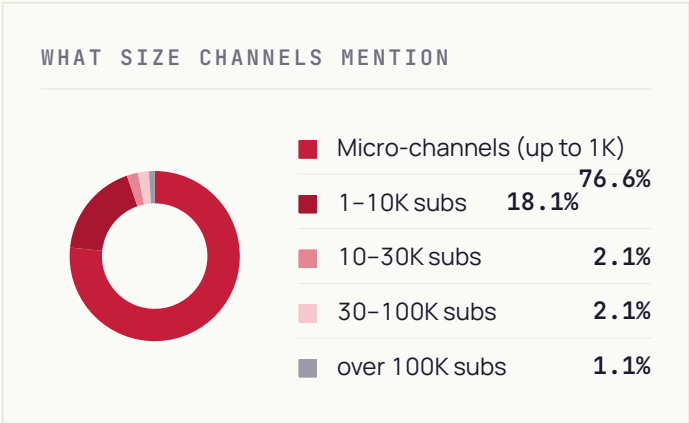
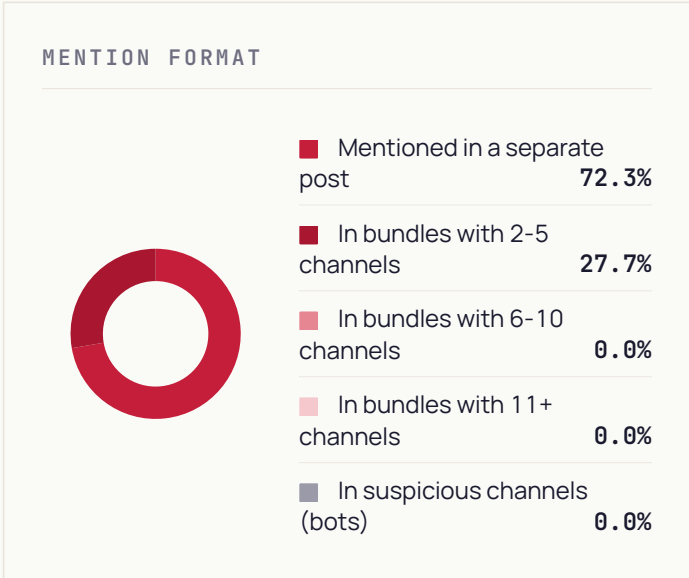
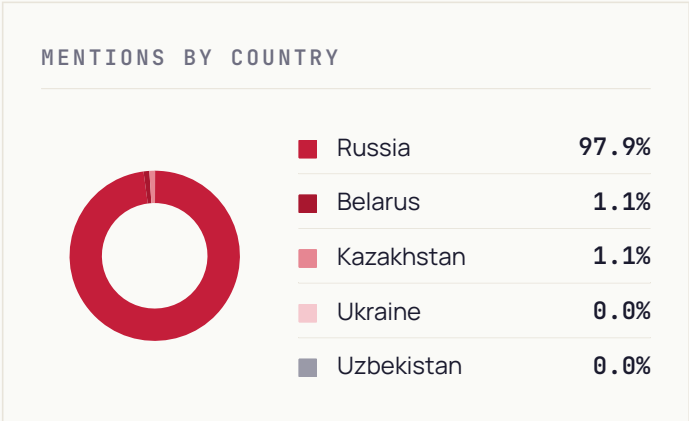
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth vs. churn.



SECTION 04 · CITATIONS

Who & how mentions the channel

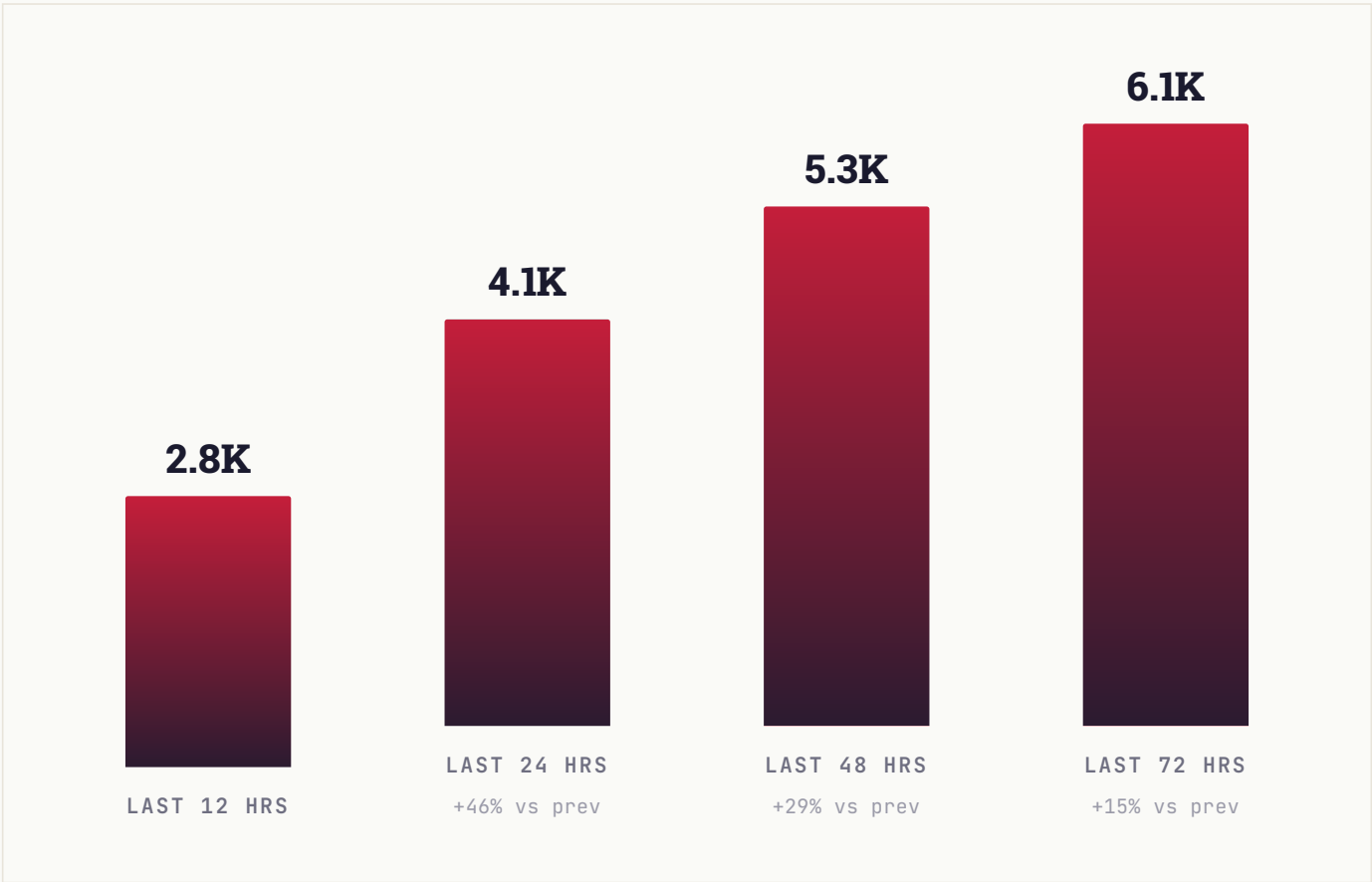
Citation index 5 – channel popularity score based on mentions. Considers not just count but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **49** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates 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 and audience. Your channel is highlighted — you can see its place among niche neighbors.

CHANNEL	SUBSCRIBERS
S& Startups & Ventures	2.6M
VC Venture Capital	2.6M
ME Mohamed El Guazzar 🇪🇬	2.2M
IT ISHBOR Toshkent	1.4M
MO MoscowBusiness	1.1M
CI Million-dollar books business blog	861.7K
RTI Roxman is typing...	529.9K
AB Business Shark	502.2K
CPC Merger & acquisition	469.6K
لز لباس زیر اقساطی ریزسابل	456.9K
CHL Black Lebedev YOU	42.8K

COMPARATIVE CONCLUSION

Channel not yet outside top 99 of niche — early growth stage. Niche leader — Startups & Ventures (2.6M), top-99 median: 171.4K. First goal — enter top-99 through systematic traffic & content work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

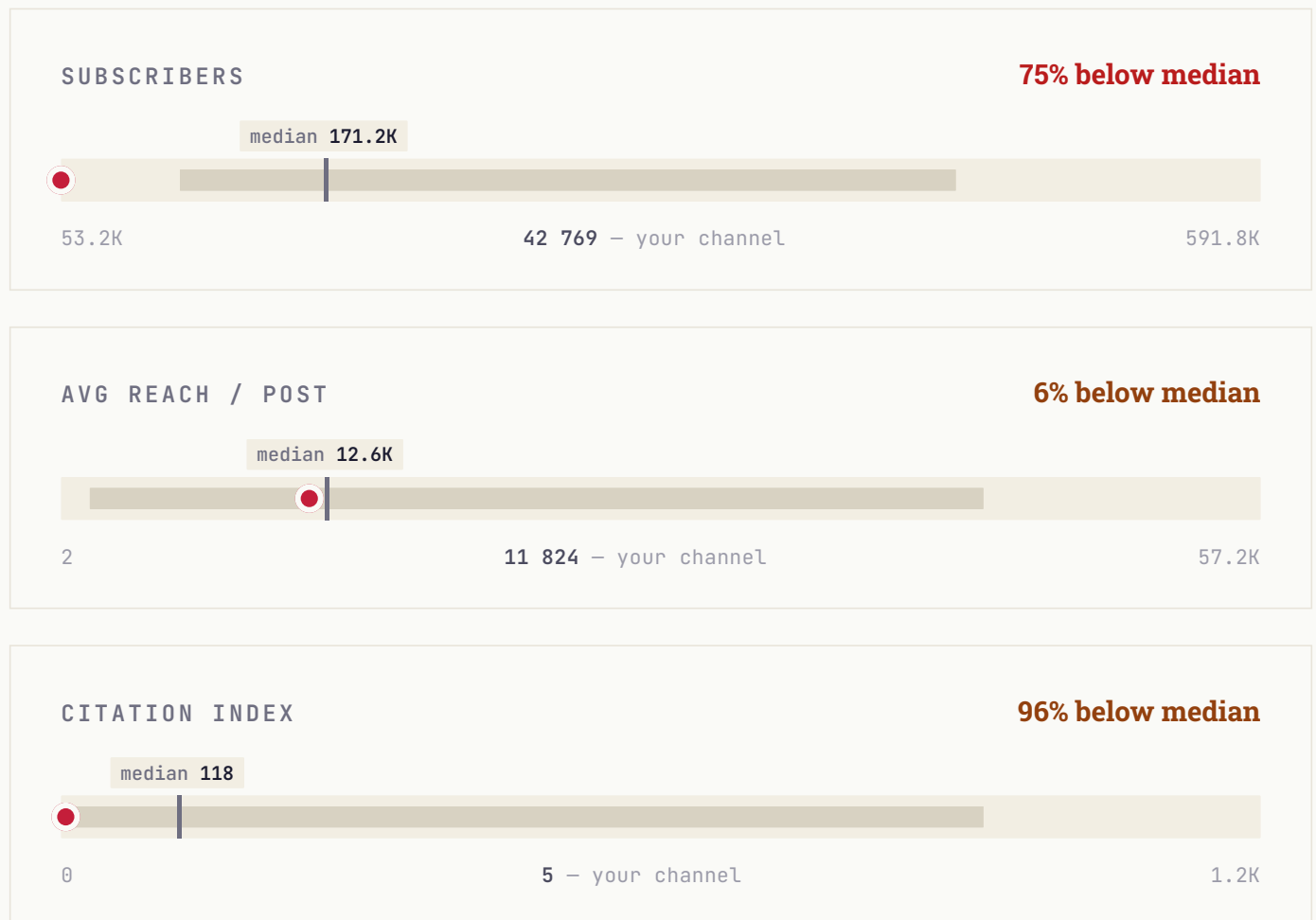
Monthly we log posts in other channels that mention yours. Over the last **6 months** such mentions were **16**, they brought **11 689** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
January 2026	3	1	9 484
December 2025	2	2	2 205
Nov 2025	1	1	0
Oct 2025	5	3	0
September 2025	3	3	0
August 2025	2	2	0
TOTAL MENTIONS	MONTHS OF DATA		ATTRACTED SUBS
16	6		11 689

SECTION 08 • NICHE COMPARISON

Where channel ranks in its league

Took top-100 channels in «**Business & startups**» (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 sorted by expected impact. Check them off and revisit this report in a month.

01**Increase posting frequency**

Now 3.8 posts/week. Active channels average 7-10.
Consistency is key to audience retention.

EFFECT

**Consistency
beats volume****02****Top post of the week — on Sunday**

Audience most active on this day at 09:00 MSK.

EFFECT

**Best window
for an
important post****03****System traffic purchase**

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 — easy growth lever.

EFFECT

+5-15% ER**05****Cross-promo with neighboring channels**

Cross-post with channels in the same segment once a quarter. 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 a few minutes based on public data. To go further — run ads through us and close 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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