

PROMTPRESS PUBLIC REPORT

Channel audit

Yoga with Lera



@yogabylera

I'm a yoga therapist with 7+ years of experience and your guide to yoga 🧘 Write "WORLD OF YOGA" to me in DM 👉 @yoga_by_lera to learn more about classes with me 😊 A+ Included in the Roskomnadzor list of personal...

SUBSCRIBERS

109 723

-1468 per month

ERR (% SEE POSTS)

5.0%

daily 1.9%

REACH/POST

4.8K

ad reach 2K/24h

— CONTENTS · 2026

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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 109 723 —	 SUBSCRIBER REACH 4.38% avg % subs see post	 VIEWS/POST 4.8K median 5.1K · 29 days	 POSTS/WEEK 8.2 over period
 7D TREND +5.9% vs previous week	 REACTIONS/POST 142.6 total 4,849 reactions, 209 reposts, 86 comments	 POST LENGTH 555 chars median 574 · 29 days	 POSTS ANALYZED 34 29 days
 AD REACH 2K 24h avg	 CHURN / MONTH -1468 last month	 CITATION RATE 12 citation index · 58 channels mentioned ever	 CHANNEL AGE 2 years 11 months created 02.08.2023

AI EDITOR SUMMARY

Channel «Yoga with Lera 🧘» — 109 723 subs. Each post avg views 4.8K people (4% of subs), low reach — need to grow audience. Publishes 8 posts/week (~1/day) — regular pace. Week Jun 15–21 reach grew by +5.9% to week Jun 8–14 — positive trend.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 34 posts in 29 days.
- 02 Dominant format — Video (15/34 posts).
- 03 Avg post length — 555 chars (median 574).
- 04 Audience peak activity — Tuesday, 17:00 MSK.
- 05 Top posts get 2x more views than the weakest (6.6K avg top vs 3.3K worst) — among 34 posts in 29 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 16.06 · 13:51 PHOTO From Kazan to Kaliningrad ✈️ My dream come true! I shared this wish with you. You inspired me so much with your stories about...	VIEWS 6 858 REPOSTS 2	REACTIONS 255 ER 6.3%
Nº2 17.06 · 12:54 TEXT 🥺🥰🥰🥰🥰 You are invited to my birthday ❤️ My birthday is coming soon, and I dreamed of celebrating it by the sea. Dreams come true ✨ Earlier I...	VIEWS 6 673 REPOSTS —	REACTIONS 279 ER 6.1%
Nº3 09.06 · 14:45 VIDEO No more yoga practice ❤️ I'm temporarily stopping offline classes because I'm closing my studio in Kazan. The landlord told me...	VIEWS 6 196 REPOSTS 14	REACTIONS 110 ER 5.6%

Nº4

14.06 • 07:05

PHOTO

Look what happened to the girls in 2 weeks 😱 These are participants of my two-week marathon, many of whom had never...

VIEWS

6 060

REPOSTS

6

REACTIONS

345

ER

5.5%

Nº5

03.06 • 12:21

PHOTO

How to stop putting life on hold and escape the procrastination swamp? 😊 I'm in a 'no energy, don't want anything' state. Giving myself...

VIEWS

6 048

REPOSTS

12

REACTIONS

84

ER

5.5%

WORST 3

↓ 28.06 • 10:35 VIDEO
(post without caption – video)

VIEWS

3 552

REPOSTS

1

REACTIONS

66

ER

3.2%

↓ 29.06 • 08:44 VIDEO
🎂 It's my birthday today, and I'm really waiting for you at my festive live stream! ❤️ It will take place today at 7:00 PM (Moscow time). ✨ This is a live...

VIEWS

3 450

REPOSTS

3

REACTIONS

119

ER

3.1%

↓ 29.06 • 10:54 PHOTO
Came to create a festive beautiful mood 🎉 ✨ P.S. I read everything, thanks for the congratulations 🤗

VIEWS

2 970

REPOSTS

2

REACTIONS

246

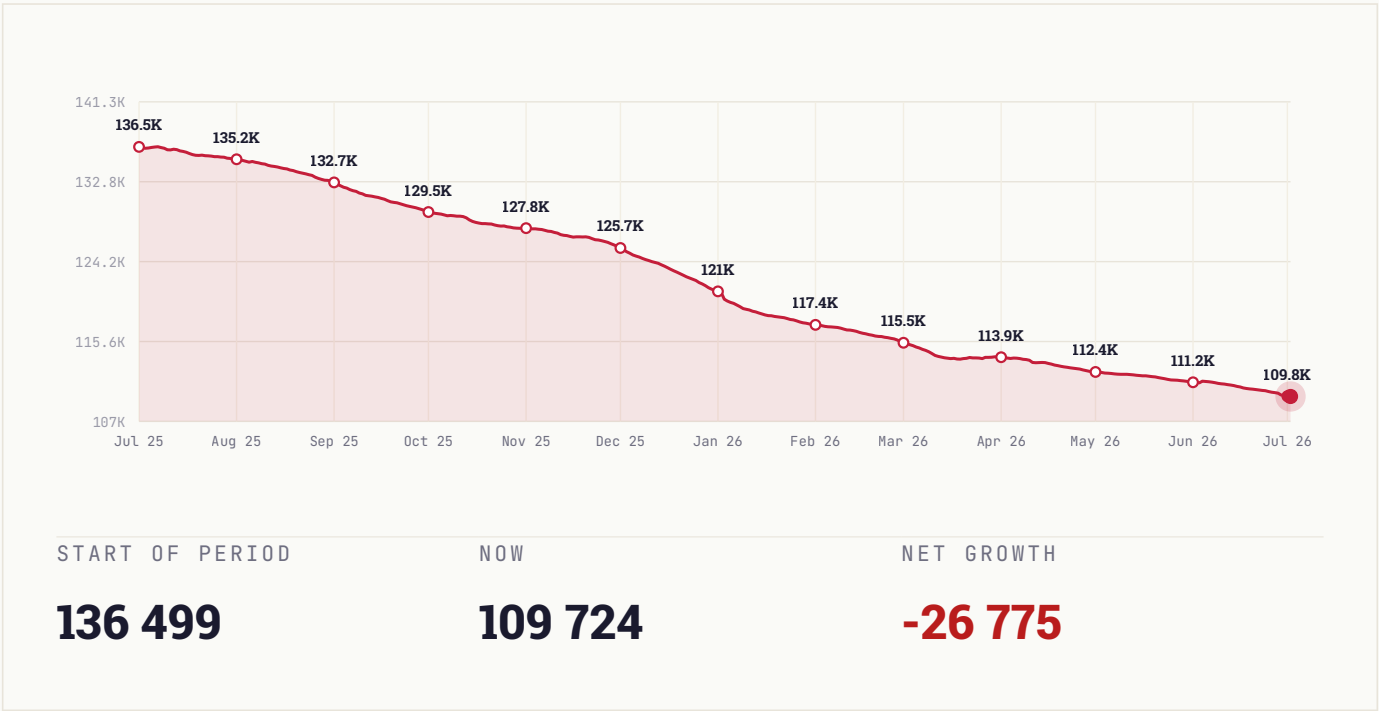
ER

2.7%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

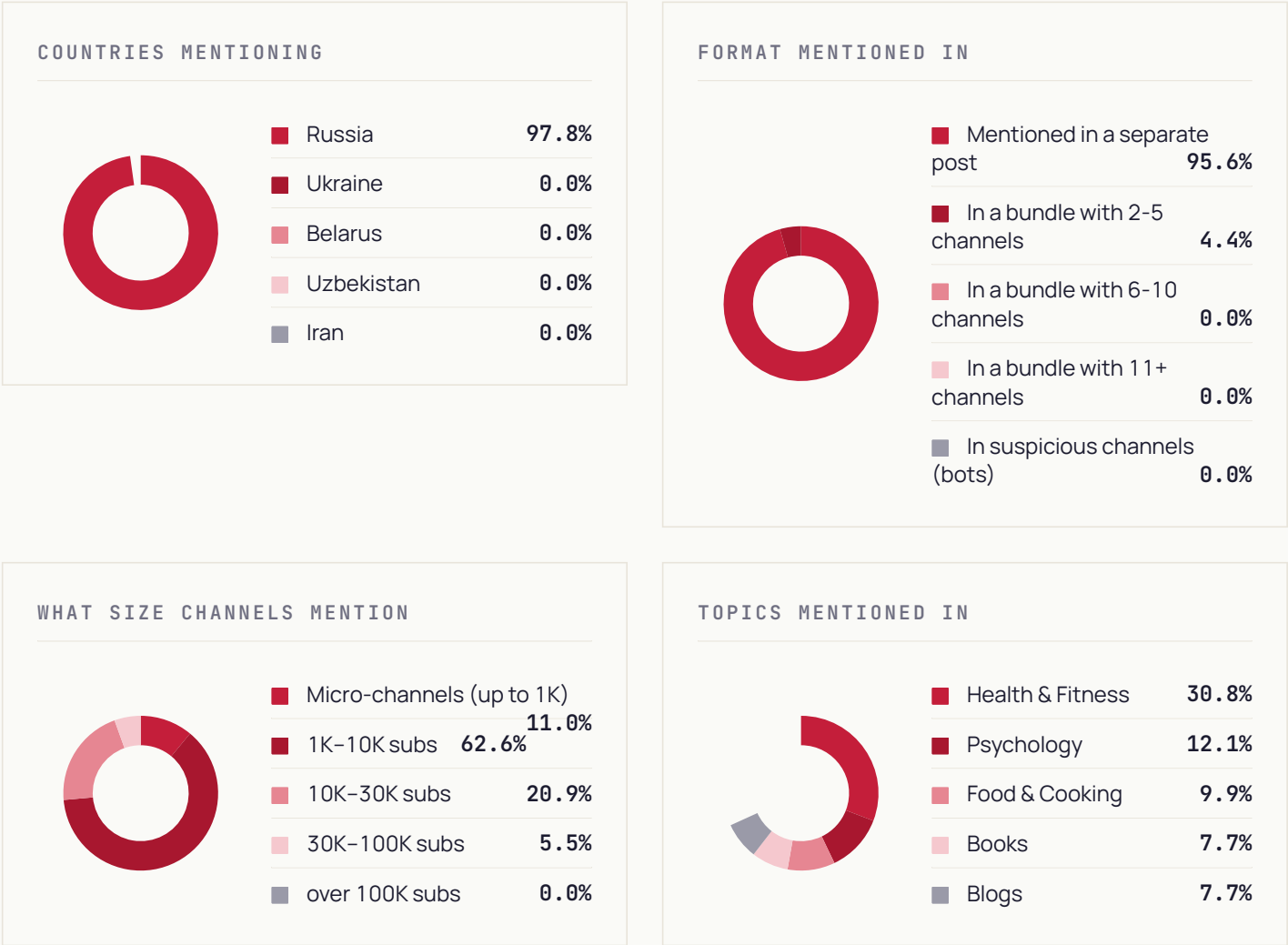
Subscriber growth chart over the year. Key months show exact subscriber count.
See which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

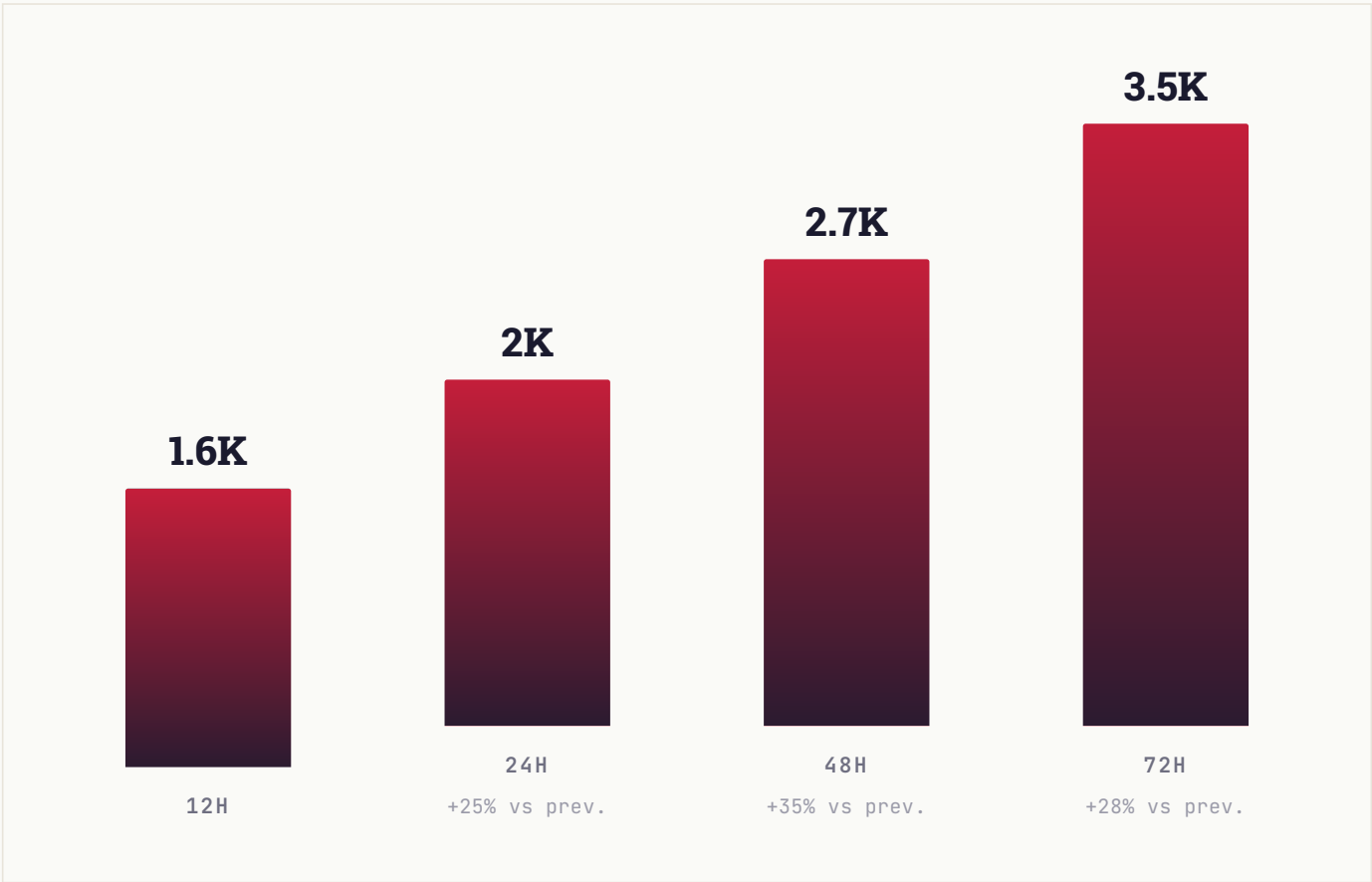
Citation index **12** – channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from 1K subs. All time channel was mentioned **58** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates 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. Highlighted your channel — see its rank among niche peers.

CHANNEL	SUBSCRIBERS
KZ Test purchase	768.4K
BI Biohackers	583.1K
BI Biohacking	533.5K
SL Sport Life	525.1K
VN Eternity in Tibet	494.1K
NT Our body	481.6K
AU Ales Ulishchenko Osteopath, PhD Faceplastic author	477.8K
BZ Stay Healthy	448.2K
ZE Healthy Food	417.5K
DZ Doctor Zubareva / Doctor Zubareva	413.8K
YS Yoga with Lera  YOU	109.7K

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#69 of 97). Niche median — 152.8K subs. First growth KPI — reach median. Leader: Test purchase (768.4K).

SECTION 07 · MENTION DYNAMICS

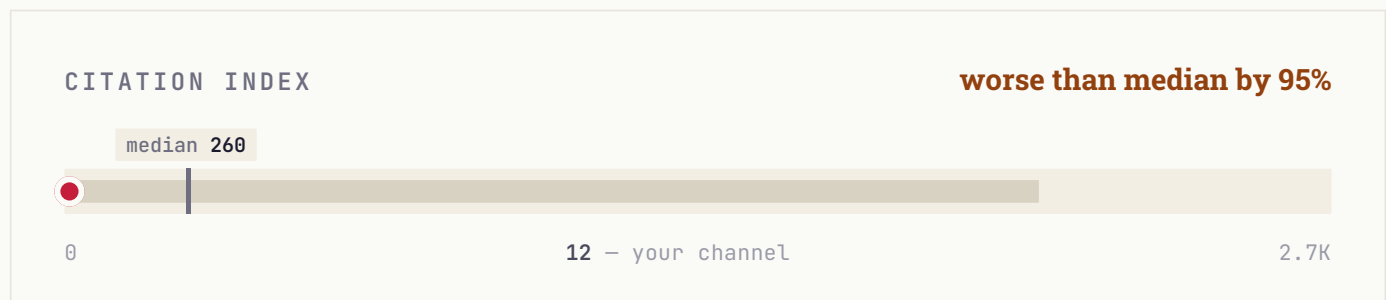
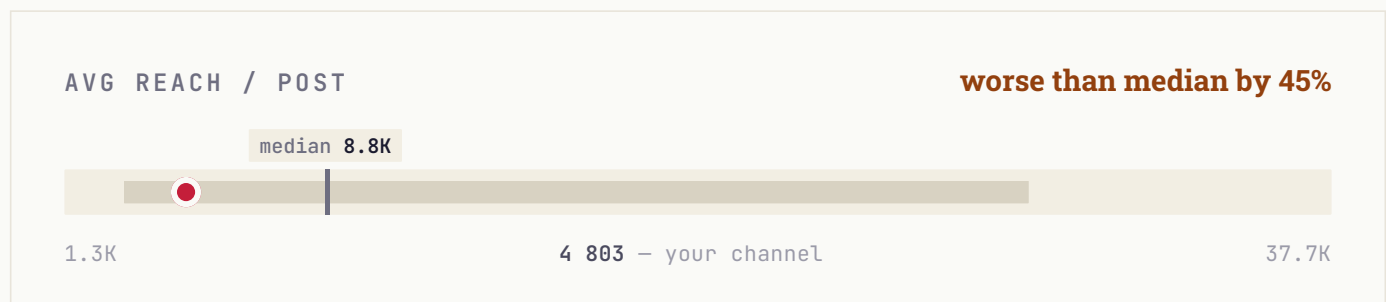
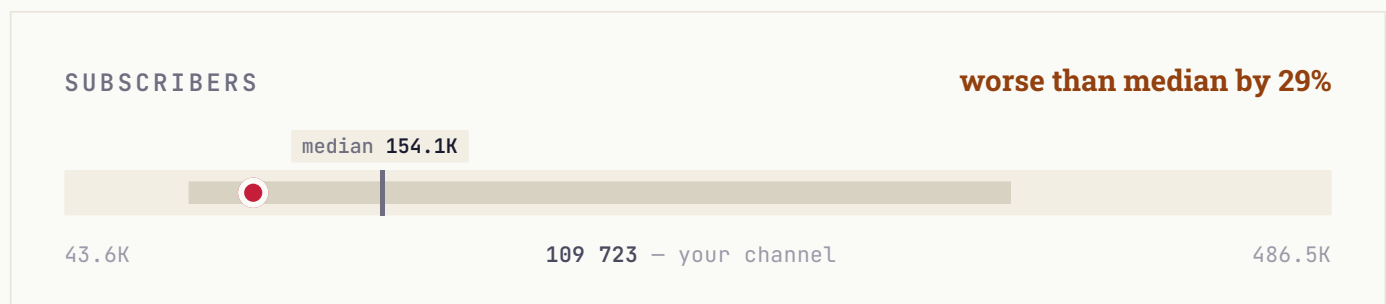
How often the channel is mentioned

We track posts in other channels that mention yours monthly. Over the last **6 months** such mentions **9**, they brought **178** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
Jan 2026	5	2	0	
December 2025	2	2	0	
November 2025	2	2	47	
October 2025	0	0	62	
September 2025	0	0	0	
August 2025	0	0	69	
TOTAL MENTIONS	9	MONTHS OF DATA	6	ATTRACTED SUBSCRIBERS
			178	

Where the channel ranks in its league

#69 /100 POSITION IN NICHE
Channel in bottom half of 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

Main post of the week — on Tuesday

Audience is most active on this day at 17:00 MSK.

EFFECT

**Best window
for important
post**

02

ER below niche benchmark — rethink formats

Current ER 4.38% vs norm 7.0%. Try polls and interactive formats.

EFFECT

+2.6pp ER

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 give +5-15% ER. One poll per week on a hot topic is an easy growth point.

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

Exchange posts with channels in the same segment once a quarter. No need to do it every day — 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 using public data. To go further — run ads with us and hit your growth plan in a month.

01

Launch a Telegram ad

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

02

Contact manager

t.me/PromptPress_manager