

PUBLIC REPORT PROMTPRESS

Channel audit

Alice, what's new?



@alice_yndx

News about Alice AI neural network and Yandex smart devices. Chat with Alice AI: @alisa Community chat: @station_yandex Chat rules: wiki.yaboard.com/s/5i Statement number in Roskomnadzor: 4970330802

SUBSCRIBERS

136 663

-2637 per month

ERR (% SEE POSTS)

12.0%

per day 5.8%

REACH/POST

17.1K

ad reach 8K/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 136 663 —	 SUBS REACH 12.49% avg % of subs see post	 VIEWS/POST 17.1K median 13.4K · 29 days	 POSTS/WEEK 9.4 over period
 7D TREND -59.9% vs prev week	 REACTIONS/POST 105.1 total 4,098 reactions, 2,104 reposts, 1,277 comments	 POST LENGTH 796 chars median 831 · 29 days	 POSTS ANALYZED 39 29 days
 AD REACH 8K 24h avg	 CHURN / MONTH -2637 over the last month	 CITATION RATE 204 citation index · 656 channels mentioned ever	 CHANNEL AGE 7 years 5 months created 25.12.2018

AI EDITOR SUMMARY

Channel «Alice, what's new?» — 136 663 subs. Each post gets avg 17.1K people (12% of subs), reach is low — consider expanding audience. Publishes 9 posts per week (~1/day) — regular schedule. For week 8–14 Jun reach dropped by -59.9% to week 1–7 Jun — 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 **39** posts over 29 days.
- 02 Dominant format — **Photo** (25/39 posts).
- 03 Avg post length — **796** chars (median 831).
- 04 Peak audience activity — **Wednesday**, 15:00 MSK.
- 05 Top posts get **7x** more views than the weakest (71K avg for top vs 9.9K for worst) — among 39 posts over 29 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 03.06 · 12:36 PHOTO ☒ Let's show what's inside Stations and tell how we create them — today on Yandex's Twitch channel At 17:00 (MSK) join us on stream with...	VIEWS 178 548 REPOSTS 143	REACTIONS 72 ER 130.6%
Nº2 09.06 · 08:01 VIDEO ☒ Yandex Drops with Alice AI — now on sale! Our long-awaited first wearable AI device, where you can interact with Alice...	VIEWS 17 271 REPOSTS 657	REACTIONS 338 ER 12.6%
Nº3 29.05 · 08:02 PHOTO ☒ May updates for Alice AI Now in chat with Alice AI you can easily remove photo backgrounds, instantly animate images after...	VIEWS 17 145 REPOSTS 20	REACTIONS 74 ER 12.5%

Nº4 05.06 · 07:39 PHOTO ⌕ Caution, doors closing: turning routine into a tour with Alice AI Over 47 million minutes underground. Back and forth, from line to...	VIEWS 16 987 REPOSTS 7	REACTIONS 61 ER 12.4%
Nº5 02.06 · 12:14 PHOTO ⌕ Smart presence sensor: creates comfort where you are Introducing the new presence sensor — it detects people not only in...	VIEWS 16 699 REPOSTS 131	REACTIONS 132 ER 12.2%

WORST 3

↓ 19.06 · 14:02 PHOTO #пятничный_дайджест ⌕ 13 – 19 июня ⌕ Hey! Friday's here with a weekly news roundup. Chat with Alice AI 😊...	VIEWS 10 633 REPOSTS 8	REACTIONS 53 ER 7.8%
↓ 18.06 · 08:02 VIDEO ⌕ Is anyone in the room? The presence sensor knows! This new smart home device from Yandex detects if someone is in the room...	VIEWS 10 442 REPOSTS 35	REACTIONS 90 ER 7.6%
↓ 19.06 · 12:02 VIDEO ⌕ 'No more reaching into your pocket to talk to Alice AI.' How Yandex's first AI headphones were created, what technologies fit into...	VIEWS 8 707 REPOSTS 19	REACTIONS 97 ER 6.4%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

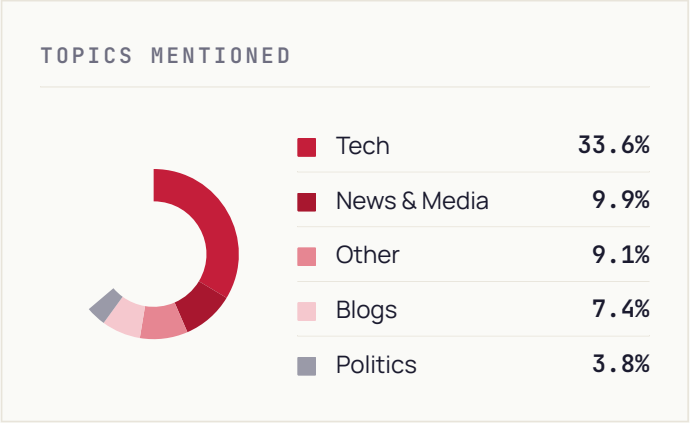
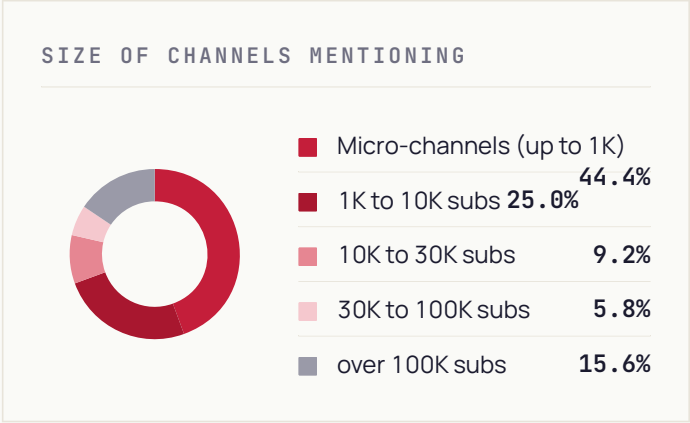
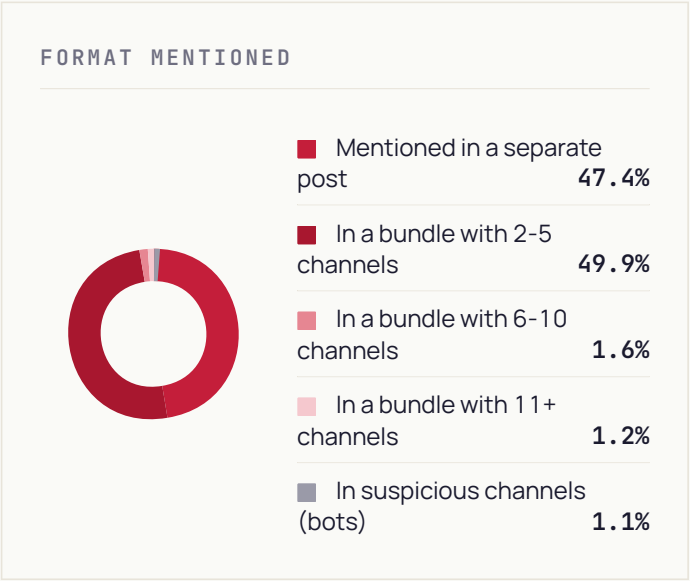
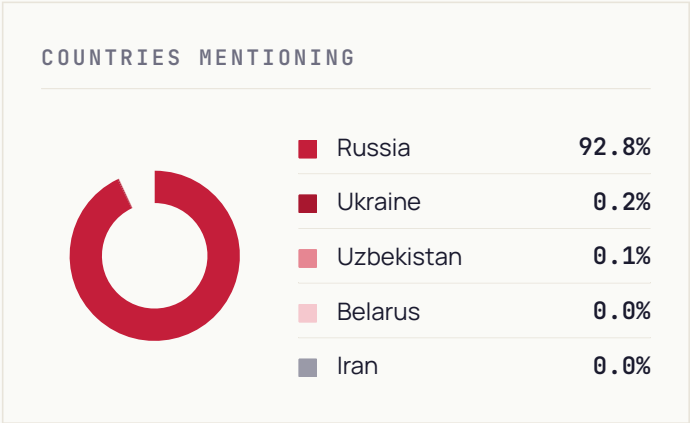
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth vs. loss.



SECTION 04 · MENTIONS

Who mentions the channel and how

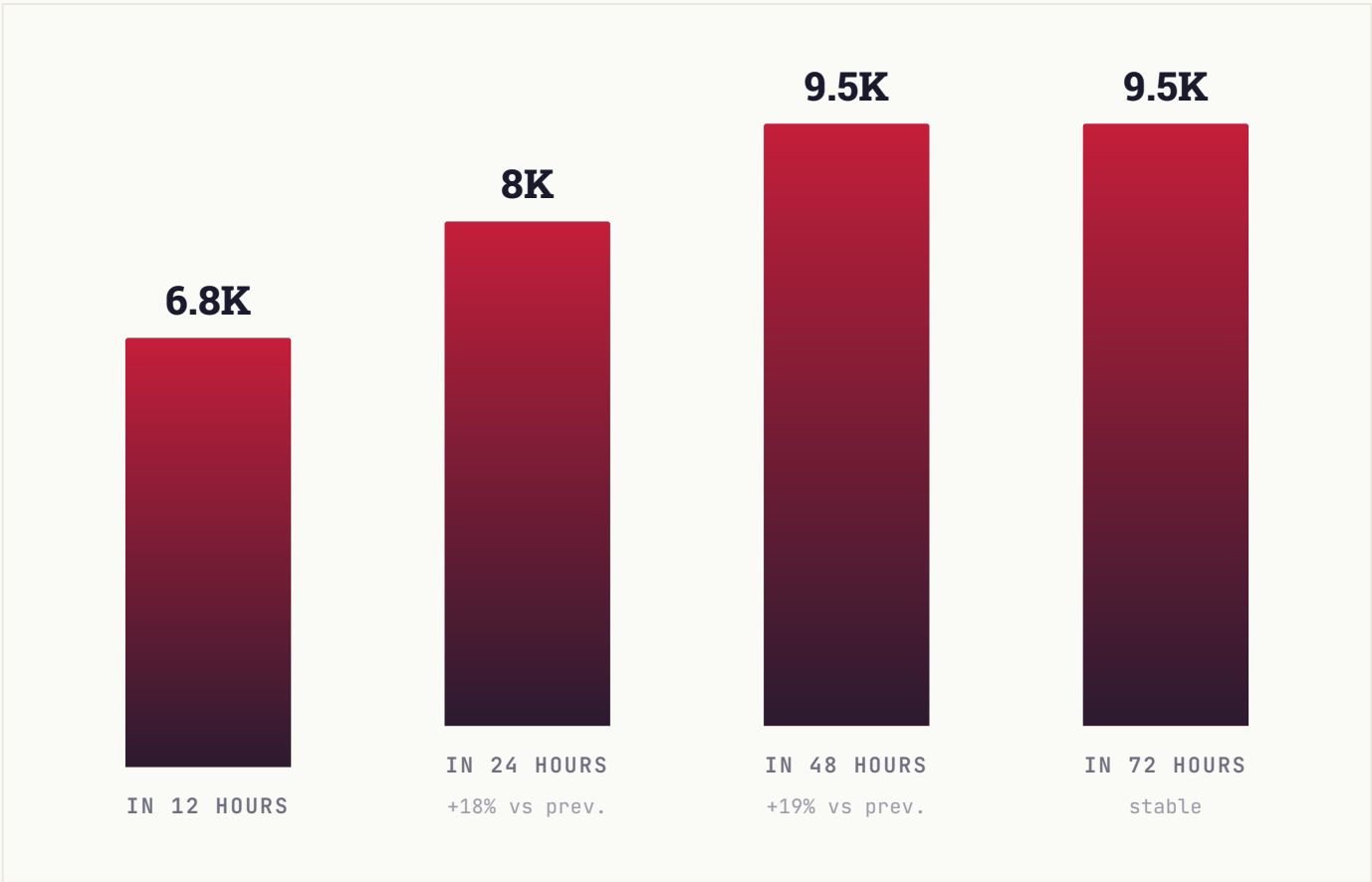
Citation index **204** — channel popularity rating based on mentions. Considers both count and mentioner weight: a post from a 100K subs channel 'weighs' more than from a 1K one. All-time channel mentions: **656** different channels.



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

CHANNEL		SUBSCRIBERS
HI	hitvpn_blog	4.2M
MT	Trends World	3.4M
TE	Technochat	3.1M
HA	Hi, AI • Tech News	2.5M
NN	NN	2.2M
TE	Technomotel	2.2M
L-	LIVE — Telegram, AI & Tech	2.1M
EX	Exploit	2M
DJ	Digital Journal IT, Neural Networks	1.8M
ER	Backdoor	1.8M
Subs	Alice, what's new? YOU	136.7K

COMPARATIVE CONCLUSION

Channel inbottom half of top-100 niche (#84 of 100). Niche median: 211.8K subs.
First growth KPI: reach the median. Leader: hitvpn_blog (4.2M).

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 **238**, they brought **39 129** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
December 2025	35	30	19 212	
November 2025	39	33	323	
October 2025	38	37	10 092	
September 2025	35	30	2 446	
August 2025	39	30	295	
July 2025	52	38	6 761	
TOTAL MENTIONS		MONTHS OF DATA	ATTRACTED SUBSCRIBERS	
238		6	39 129	

SECTION 08 · NICHE COMPARISON

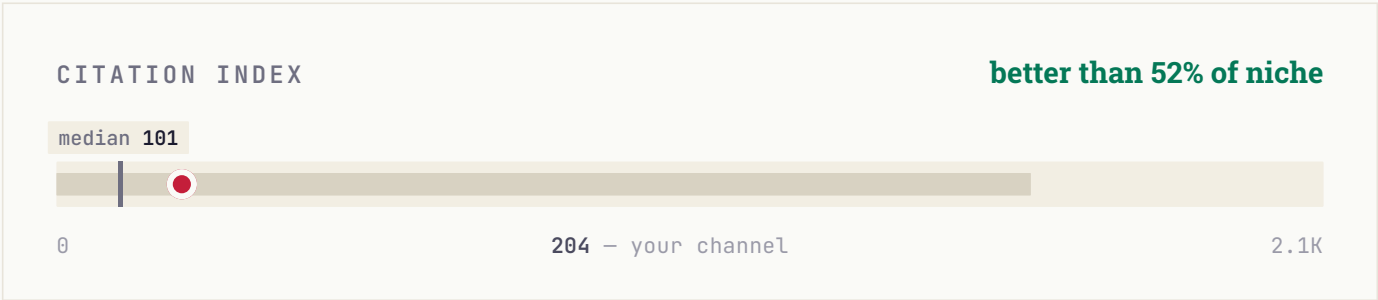
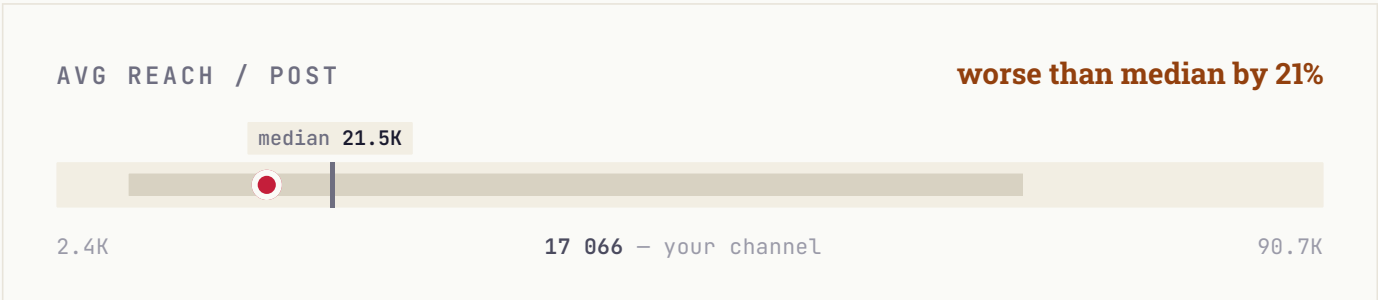
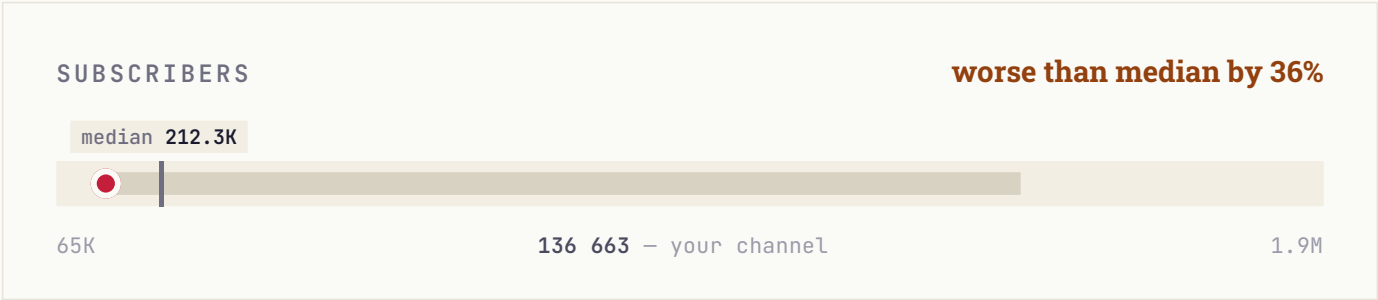
Where the channel ranks in its league

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

#84/100

RANK IN NICHE

Channel in the bottom half of the 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**Top post of the week — on Wednesday**

Audience is most active on this day at 15:00 MSK.

EFFECT

**Best window
for an
important post****02****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****03****Test polls & interactive formats**

Posts with polls/reactions typically boost ER by 5-15%.
One weekly poll on a hot topic is an easy growth lever.

EFFECT

+5-15% ER**04****Cross-promo with neighboring channels**

Exchange posts with channels in the same segment quarterly. No need daily — 2-3 collabs give relevant growth.

EFFECT

**Growth from
relevant
audience****05****Update channel description for Telegram search**

Telegram search scans descriptions. Add 3-5 niche keywords — it's a source of organic traffic.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in a few minutes based on public data. To go further — run ads through 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
