

PUBLIC REPORT PROMTPRESS

Channel audit

Not a bug, a feature



@bugfeature

Original source of IT lifehacks and cybersecurity secrets Admin:
@andrey_admin RKN: cclk.ru/3G9aLX

SUBSCRIBERS

616 210

-16870 per month

ERR (% SEE POSTS)

4.0%

daily 2.2%

REACH/POST

19K

ad reach 13.8K/24h

— CONTENTS · 2026

What's inside the report

01 **Channel snapshot**

12 key metrics · AI summary

02 **Content analysis**

Top-5 posts · worst 3 · insights

03 **Subscriber dynamics**

Yearly chart · growth

04 **Ad potential**

How long a post brings reach

05 **Competitors**

Niche neighbors · your place

06 **Mention dynamics**

6 months · monthly

07 **Niche comparison**

Position in «Technology» category

08 **Strategy**

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. The subtitle below the number shows the period it covers.

 SUBSCRIBERS 616 210 —	 SUBSCRIBER REACH 3.08% avg % of subs see post	 VIEWS/POST 19K median 19.5K · 29 days	 POSTS/WK 28.1 over period
 7D TREND -6.7% vs previous week	 REACTS/POST 176.2 total 21,147 reactions, 31,169 reposts, 0 comments	 POST LENGTH 446 chars median 484 · 29 days	 POSTS IN ANALYSIS 120 29 days
 AD REACH 13.8K 24h avg	 CHURN / MONTH -16870 last month	 CITATION RATE 2 133 citation index · 4,866 channels mentioned all time	 CHANNEL AGE 8 years 9 months created 15.09.2017

AI EDITOR SUMMARY

Channel «Not a bug, a feature» — 616 210 subs. Avg views per post 19K people (3% from subs), reach is low — expand audience. Publishes 28 posts/week (~4/day) — active posting. Week of Jun 22–28 reach dropped -6.7% by week of Jun 15–21 — analyze why.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS SHARE

- 01 Analysis based on 120 posts over 29 days.
- 02 Dominant format — Photos (64/120 posts).
- 03 Avg post length — 446 chars (median 484).
- 04 Audience peak — Tuesday, 00:00 MSK.
- 05 Top posts get 1x more views than the weakest (23.8K avg for top vs 16.5K for bottom) — among 120 posts in 29 days. Analyze what the top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 07.06 · 12:15 VIDEO 🏆 Best of the best: the first Generated Awards in NYC honored top AI-generated works...		VIEWS	REACTS
		24 857	288
		REPOSTS	ER
		185	4.0%
Nº2 12.06 · 08:11 VIDEO ⚡ Rumors of Markdown in Telegram confirmed: yesterday Durov rolled out one of the biggest messenger updates...		VIEWS	REACTS
		23 589	181
		REPOSTS	ER
		108	3.8%
Nº3 08.06 · 08:11 PHOTOS ⚡ Bomb: get paid content in one click. A Microsoft dev shared a hack that unlocks free access...		VIEWS	REACTS
		22 930	134
		REPOSTS	ER
		1 701	3.7%

Nº4 09.06 • 21:15 **VIDEO**

🔒 Blocking of a domestic messenger in the App Store pushed some users to Android, but there's a catch... In...

VIEWS
22 488

REACTS
278

REPOSTS
154

ER
3.6%

Nº5 11.06 • 16:19 **VIDEO**

⚡ Bomb: now you can recreate almost any image with AI in a few clicks. Found a top extension for...

VIEWS
22 392

REACTS
88

REPOSTS
864

ER
3.6%

WORST 3

↓ 28.06 • 09:00 **VIDEO**

🔥 Procrastinators, take note: top 3 services to stop putting things off. 1. Habitica — gamified task manager...

VIEWS
16 852

REACTS
66

REPOSTS
442

ER
2.7%

↓ 24.06 • 08:11 **PHOTOS**

👁️ LOL: Google's AI search mode recommends alternative search engines to those tired of intrusive...

VIEWS
16 410

REACTS
149

REPOSTS
69

ER
2.7%

↓ 26.06 • 12:16 **PHOTOS**

Colleagues, have a great and «mega-productive» Friday! 😊
@bugfeature

VIEWS
16 294

REACTS
221

REPOSTS
134

ER
2.6%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

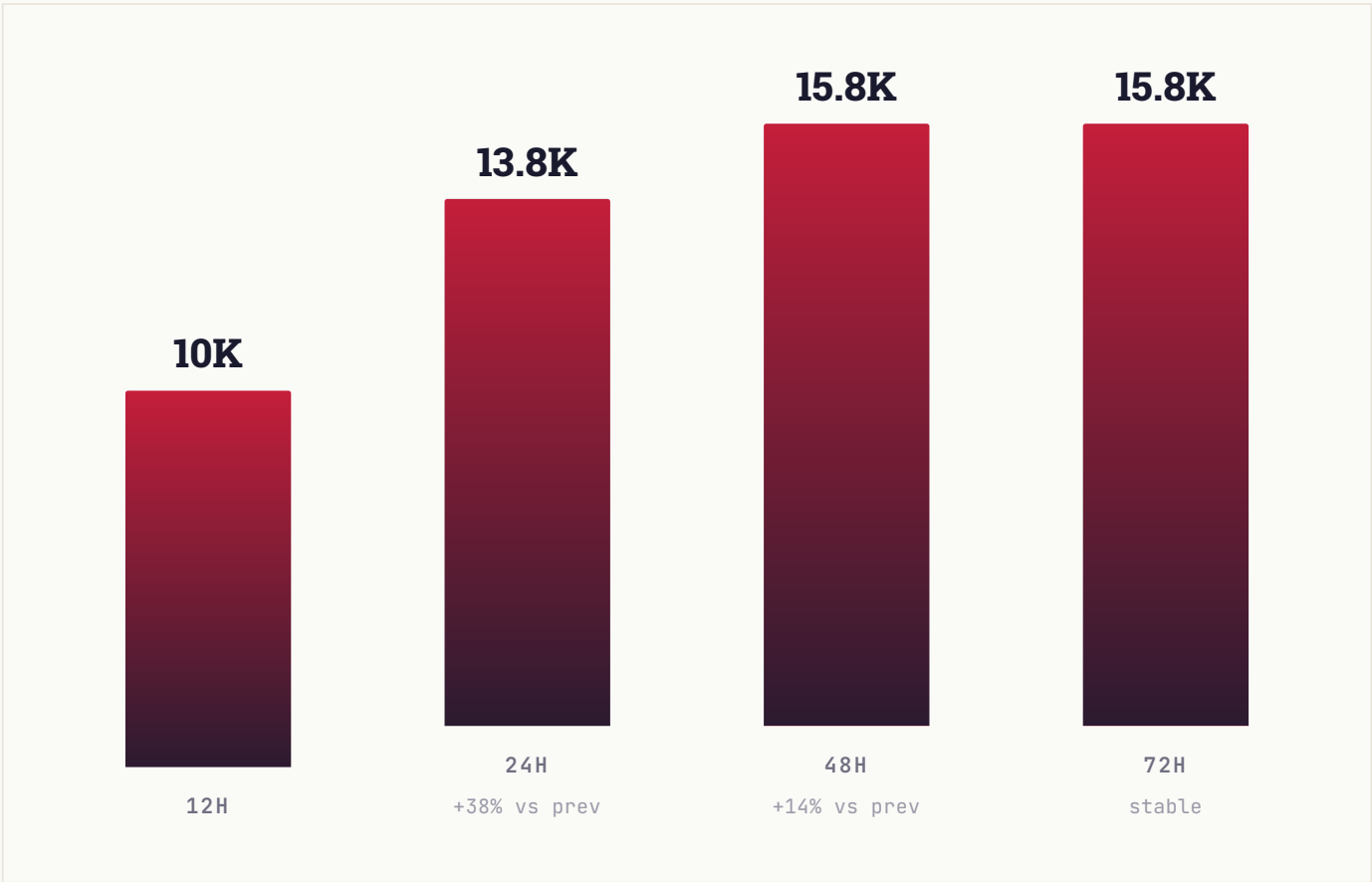
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · AD POTENTIAL

How long a post brings reach

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



SECTION 05 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
HI hitvpn_blog	4.6M
MT Trend world	3.4M
TE Technochat	3.1M
HA Hi, AI • Tech News	2.5M
آا اینترنت زَاد	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
NB Not a bug, a feature YOU	616.2K

COMPARATIVE INSIGHT

Channel in top half of niche (#39 of 100). Niche leader — hitvpn_blog (4.6M), median subs 430.9K. Aim for top quartile — realistic 6-12 month horizon.

SECTION 06 · MENTION DYNAMICS

How often the channel is mentioned

Monthly we track posts in other channels that mention yours. Over the last **6 months** such mentions **1 231**, they brought **326 980** new subs.

PERIOD	MENTIONS	CHANNELS	GAINED SUBS	
Jan 2026	154	74	0	
Dec 2025	192	106	0	
Nov 2025	180	90	51 286	
Oct 2025	215	84	1 019	
September 2025	189	88	41 366	
August 2025	301	82	233 309	
TOTAL MENTIONS		MONTHS OF DATA	ATTRACTED SUBS	
1 231		6	326 980	

SECTION 07 · NICHE COMPARISON

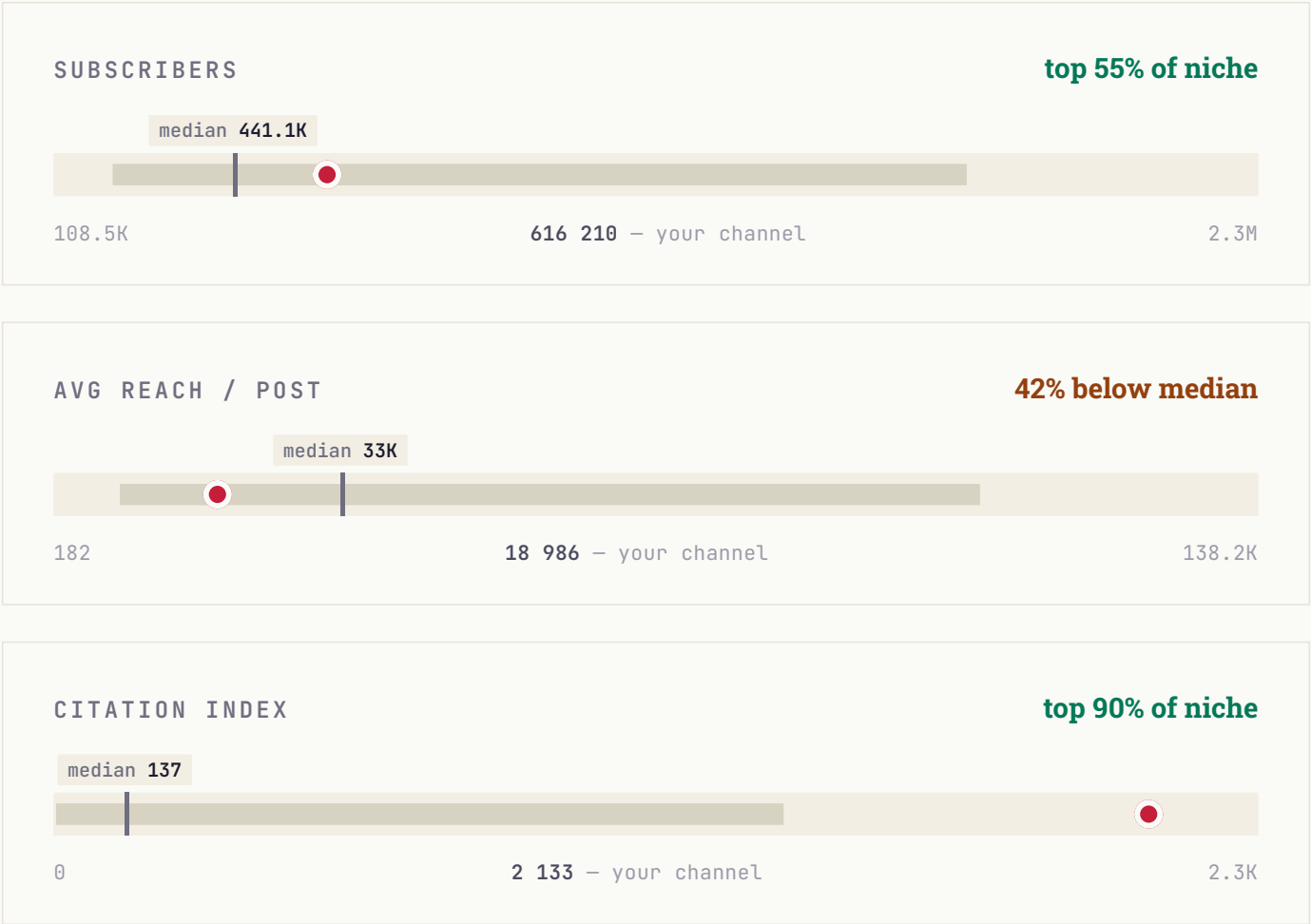
Where the channel stands in its league

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

#39/100

POSITION IN NICHE

Channel in the top half of the ranking



— SECTION 08 · STRATEGY

What to do right now

5 priority actions sorted by expected impact. Check off and revisit next month.

01**Top post of the week — Tuesday**

Audience most active at this day and 00:00 MSK.

EFFECT

**Best window
for an
important post****02****ER below niche benchmark — rethink formats**

Current ER 3.08% vs norm 4.5%. Try polls and interactive formats.

EFFECT

+1.4pp ER**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

+1K-3K subs**04****Test polls and interactive formats**

Posts with polls/reactions usually boost ER by +5-15%.
One poll per week on a hot topic — easy win.

EFFECT

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

Swap posts quarterly with same-segment channels.
2-3 collabs give relevant growth.

EFFECT

**Growth from
relevant
audience**

★ NEXT STEPS

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 goal in a month.

01

Launch Telegram ad

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

02

Contact manager

t.me/PromptPress_manager
