

PROMTPRESS PUBLIC REPORT

Channel audit

Not a bug, a feature



@bugnotfeature

Original source of IT life hacks and cybersecurity secrets 🦠 Ads:
@holartem Channel included in the RKN list: <https://rkn.link/tjh>

SUBS

678 598

-18912 per month

ERR (% WHO SEE
POSTS)

5.0%

per day 2.0%

REACH/POST

30.2K

ad reach 13.9K/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

Year chart · growth

04 Ad potential

How long a post generates reach

05 Competitors

Niche neighbors · your place

06 Mention dynamics

6 months · monthly

07 Niche Comparison

Rank in Tech 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.

 SUBS 678 598 —	 SUBSCRIBER REACH 4.46% avg % subs see post	 VIEWS/POST 30.2K median 32.8K · 29 days	 POSTS/DAY 16.5 ~116/week
 7D TREND -5.5% vs prev week	 REACTIONS/POST 370.2 total 183,637 reactions, 228,683 reposts, 0 comments	 POST LENGTH 374 chars median 337 · 29 days	 POSTS ANALYZED 496 29 days
 AD REACH 13.9K 24h avg	 CHURN / MONTH -18912 last month	 CITATION INDEX 1 201 citation index · 3,237 channels mentioned all time	 CHANNEL AGE 8 years 10 months created 03.09.2017

AI EDITOR SUMMARY

Channel 'Not a bug, a feature' — 678 598 subs. Each post averages 30.2K people (4% from subs), reach is low — expand audience. Publishes 116 posts/week (~17/day) — very active. Week Jun 22–28 reach dropped -5.5% by week Jun 15–21 — analyze reasons.

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 **496** posts over 29 days.
- 02 Dominant format — **Photo** (372/496 posts).
- 03 Avg post length — **374** chars (median 337).
- 04 Audience peak activity — **Saturday**, 12:00 MSK.
- 05 Top posts get **3x 3x** more views than the weakest (44.1K avg top vs 17K worst) — among 496 posts in 29 days. Analyze commonalities: topic, format, timing.

TOP 5 POSTS

Nº1 09.06 · 19:36 VIDEO ⚡ Telegram launched on Apple Watch — Pavel Durov said the fully native app is now available on smart watches. Finally! 😊...	VIEWS 44 683 REPOSTS 480	REACTIONS 557 ER 6.6%
Nº2 09.06 · 17:05 PHOTO ⚡ Anthropic released the most dangerous and powerful neural network — Fable 5 (Claude Mythos) already hacked Linux, MacOS and browser...	VIEWS 44 136 REPOSTS 721	REACTIONS 301 ER 6.5%
Nº3 09.06 · 15:02 PHOTO !! MAX LOST to activists! After complaints, Rosmolodezh let people register for concerts via website. Earlier the organization promised...	VIEWS 43 421 REPOSTS 193	REACTIONS 712 ER 6.4%

Nº4 13.06 • 09:09 PHOTO !! MAX will lose TLS certificate in a couple of months – said the press service of US certification center Let's Encrypt. Ye...	VIEWS 40 580 REACTIONS 952 REPOSTS 579 ER 6.0%
Nº5 03.06 • 19:12 PHOTO All parking lots in Russia after MAX removed from App Store. 😊 Not a bug, a feature	VIEWS 40 417 REACTIONS 703 REPOSTS 211 ER 6.0%

WORST 3

↓ 29.06 • 15:27 PHOTO Here's why context matters for neural networks 😞 😊 Not a bug, a feature	VIEWS 17 289 REACTIONS 222 REPOSTS 280 ER 2.5%
↓ 29.06 • 16:14 PHOTO GigaChat will become a runner's assistant – on July 4, the Sber Prime Marathon 'White Nights' will take place in nighttime St. Petersburg. Participants will...	VIEWS 16 868 REACTIONS 75 REPOSTS 16 ER 2.5%
↓ 29.06 • 15:33 VIDEO ⚡ Cyberpunk: Edgerunners 2 – first trailer of new season out. Premiere in fall. 😊 Not a bug, a feature	VIEWS 16 797 REACTIONS 77 REPOSTS 148 ER 2.5%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

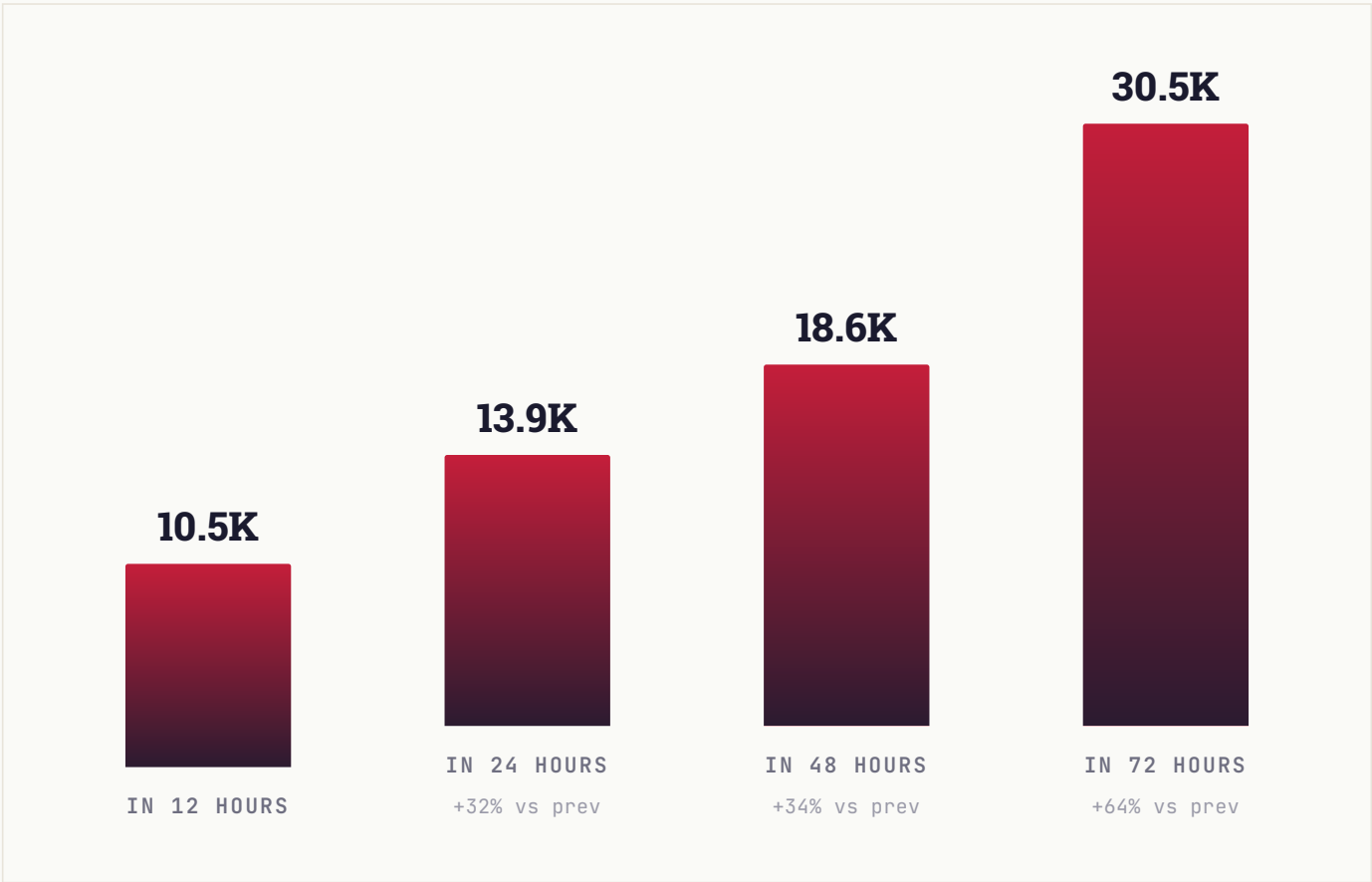
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel grew and which months subscribers left.



SECTION 04 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post by time since publication. Helps estimate how long a placement should 'live'.



SECTION 05 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Highlighted your channel — shows its rank among niche peers.

CHANNEL	SUBS
HI hitvpn_blog	4.6M
MT Trend world	3.4M
TE Technochat	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
ER Exploit	2M
PP PINK PROXY پروکسی	2M
NB Not a bug, a feature YOU	678.6K

COMPARATIVE CONCLUSION

Channel in top half of niche (#37 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

Every month we record posts in other channels that mention your channel. Over the last **6 months** such mentions were **1 224**, they brought **147 821** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
Jan 2026	108	55	14 817
December 2025	202	78	18 767
November 2025	225	114	42 023
October 2025	163	83	14 273
September 2025	268	103	2 591
August 2025	258	107	55 350
TOTAL MENTIONS			1 224
MONTHS OF DATA			6
ATTRACTED SUBS			147 821

SECTION 07 · NICHE COMPARISON

Where channel ranks 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.

#37

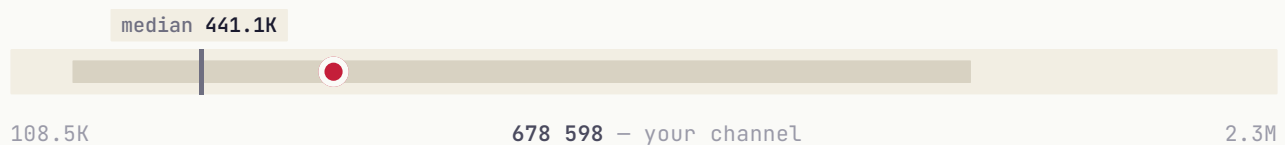
/100

RANK IN NICHE

Channel in the top half of the ranking

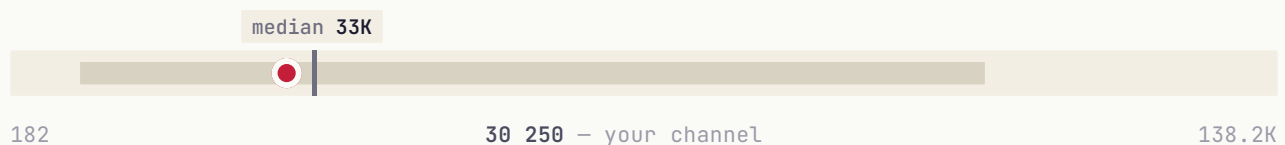
SUBS

better than 56% of niche



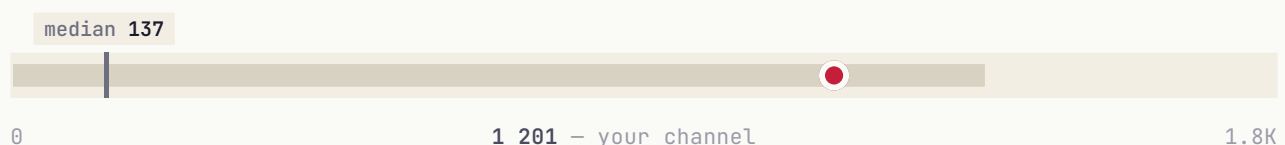
AVG REACH / POST

8% below median



CITATION INDEX

better than 83% of niche



— 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 — on Saturday

Audience most active on this day at 12:00 MSK.

EFFECT

Best window for an important post
- 02

ER below niche benchmark — rethink formats

Current ER 4.46% vs norm 4.5%. Try polls and interactive formats.

EFFECT

+0.0pp 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 weekly poll on a hot topic is an easy win.

EFFECT

+5-15% ER
- 05

Cross-promo with neighboring channels

Swap posts with same-segment channels quarterly.
Not daily — 2-3 collabs give relevant growth.

EFFECT

Growth from relevant audience

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in minutes using public data. Want to go further — run ads with us and hit your growth plan in a month.

01

Launch ads in Telegram

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

02

Contact manager

t.me/PromptPress_manager