

PUBLIC REPORT BY PROMTPRESS

# Channel audit

## Dept K: IT, cybersecurity



@cyber\_cabb

Безопасность в сети, IT-технологии, полезные фишки и сервисы.  
Channel зарегистрирован в РКН-<https://clck.ru/3TEhvt> По  
вопросам сотрудничества - @k\_libermann, агентство-  
@blueelephant\_media Купить...

SUBSCRIBERS

**82 807**

-568 per month

ERR (% SEE POSTS)

**30.0%**

in 24h **24.1%**

REACH/POST

**26.2K**

ad reach **20K**/24h

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SECTION 01 · CHANNEL SNAPSHOT

# Key channel metrics

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

|                                                                                                                                                         |                                                                                                                                                                         |                                                                                                                                                                                                 |                                                                                                                                                                                 |
|---------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <div><div> SUBSCRIBERS</div><div>82 807</div><div>—</div></div>        | <div><div> SUBSCRIBER REACH</div><div>31.62%</div><div>avg % subs see post</div></div> | <div><div> VIEWS/POST</div><div>26.2K</div><div>median 26.6K · 23 days</div></div>                             | <div><div> POSTS/WEEK</div><div>4.3</div><div>for period</div></div>                         |
| <div><div> 7D TREND</div><div>-7.8%</div><div>vs prev week</div></div> | <div><div> REACTIONS/POST</div><div>—</div><div>MTPROTO only</div></div>               | <div><div> POST LENGTH</div><div>914 chars</div><div>median 999 · 23 days</div></div>                          | <div><div> POSTS ANALYZED</div><div>14</div><div>23 days</div></div>                         |
| <div><div> AD REACH</div><div>20K</div><div>24h avg</div></div>       | <div><div> CHURN / MONTH</div><div>-568</div><div>last month</div></div>              | <div><div> CITATION RATE</div><div>668</div><div>citation index · 869 channels mentioned all time</div></div> | <div><div> CHANNEL AGE</div><div>6 years 11 months</div><div>created 05.08.2019</div></div> |

AI EDITOR SUMMARY

Channel «IT Department: IT, cybersecurity» — 82 807 subs. Avg post views 26.2K people (32% of subs), good reach. Publishes 4 posts/week (~1/day) — rare. Week Jun 29–Jul 5 reach dropped -7.8% to week Jun 22–28 — worth analyzing.

SECTION 02 · CONTENT ANALYSIS

# What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 14 posts in 23 days.
- 02 Dominant format — Text (9/14 posts).
- 03 Avg post length — 914 chars (median 999).
- 04 Peak audience activity — Wed, 16:00 MSK.
- 05 Top posts get ×1 more views than the weakest (28.9K avg for top vs 24K for worst) — among 14 posts over 23 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

|                                                                                                                                                                                                                              |                                                                     |                                                                  |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------|------------------------------------------------------------------|
| <div><div>Nº1</div><div>17.06 · 13:57</div><div>PHOTO</div></div> <div>♥No more choosing: one sub — all top AI models at once! Stop guessing whether GPT-5.5 or Claude Opus 4.8 handles your...</div>                        | <div>VIEWS</div> <div>30 184</div> <div>REPOSTS</div> <div>17</div> | <div>REACTIONS</div> <div>—</div> <div>ER</div> <div>36.5%</div> |
| <div><div>Nº2</div><div>03.07 · 12:30</div><div>TEXT</div></div> <div>В Москве растёт дефицит мощностей дата-центров<br/>Имеющиеся в столице ЦОДы заняты на 95%, а новые не могут подключить к сетям из-за нехватки...</div> | <div>VIEWS</div> <div>28 456</div> <div>REPOSTS</div> <div>58</div> | <div>REACTIONS</div> <div>—</div> <div>ER</div> <div>34.4%</div> |
| <div><div>Nº3</div><div>23.06 · 16:18</div><div>TEXT</div></div> <div>Tochka Bank launched a public bug bounty program on Standoff Bug Bounty. For found and confirmed critical...</div>                                     | <div>VIEWS</div> <div>28 111</div> <div>REPOSTS</div> <div>37</div> | <div>REACTIONS</div> <div>—</div> <div>ER</div> <div>33.9%</div> |

|                                                                                                                                                                                                                                 |                                                                                                                                                                                          |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <div> <div>Nº4</div> <div>22.06 • 09:58</div> <div>TEXT</div> </div> <div> Import substitution matrix: market shifts from substitution to competition Analytical agency «Quadrant Technologies» presented the «Matrix... </div> | <div> <div>VIEWS</div> <div>27 766</div> </div> <div> <div>REPOSTS</div> <div>23</div> </div> <div> <div>REACTIONS</div> <div>—</div> </div> <div> <div>ER</div> <div>33.5%</div> </div> |
| <div> <div>Nº5</div> <div>25.06 • 08:02</div> <div>TEXT</div> </div> <div> No-code приходит в сервисные платформы Одна из заметных проблем сервисных платформ — высокая зависимость от разработчиков при изменении... </div>    | <div> <div>VIEWS</div> <div>27 618</div> </div> <div> <div>REPOSTS</div> <div>39</div> </div> <div> <div>REACTIONS</div> <div>—</div> </div> <div> <div>ER</div> <div>33.4%</div> </div> |
| <div> <div>WORST 3</div> </div>                                                                                                                                                                                                 |                                                                                                                                                                                          |
| <div> <div>↓</div> <div>30.06 • 13:46</div> <div>TEXT</div> </div> <div> «Русский Уголь» внедрил автопентест и выстроил проактивную киберзащиту Злоумышленники из года в год проявляют повышенное внимание к... </div>          | <div> <div>VIEWS</div> <div>25 575</div> </div> <div> <div>REPOSTS</div> <div>33</div> </div> <div> <div>REACTIONS</div> <div>—</div> </div> <div> <div>ER</div> <div>30.9%</div> </div> |
| <div> <div>↓</div> <div>09.07 • 15:21</div> <div>PHOTO</div> </div> <div> Kaspersky Lab announced the release of an updated version of its next-generation firewall. The updated version... </div>                              | <div> <div>VIEWS</div> <div>24 728</div> </div> <div> <div>REPOSTS</div> <div>5</div> </div> <div> <div>REACTIONS</div> <div>—</div> </div> <div> <div>ER</div> <div>29.9%</div> </div>  |
| <div> <div>↓</div> <div>02.07 • 14:08</div> <div>TEXT</div> </div> <div> Без PWS уже никуда: что это и почему бизнес-решение получает награды Компания Fork-Tech продолжает развитие первой российской... </div>                | <div> <div>VIEWS</div> <div>21 815</div> </div> <div> <div>REPOSTS</div> <div>45</div> </div> <div> <div>REACTIONS</div> <div>—</div> </div> <div> <div>ER</div> <div>26.3%</div> </div> |

SECTION 03 · SUBSCRIBER DYNAMICS

# How the channel grew over the year

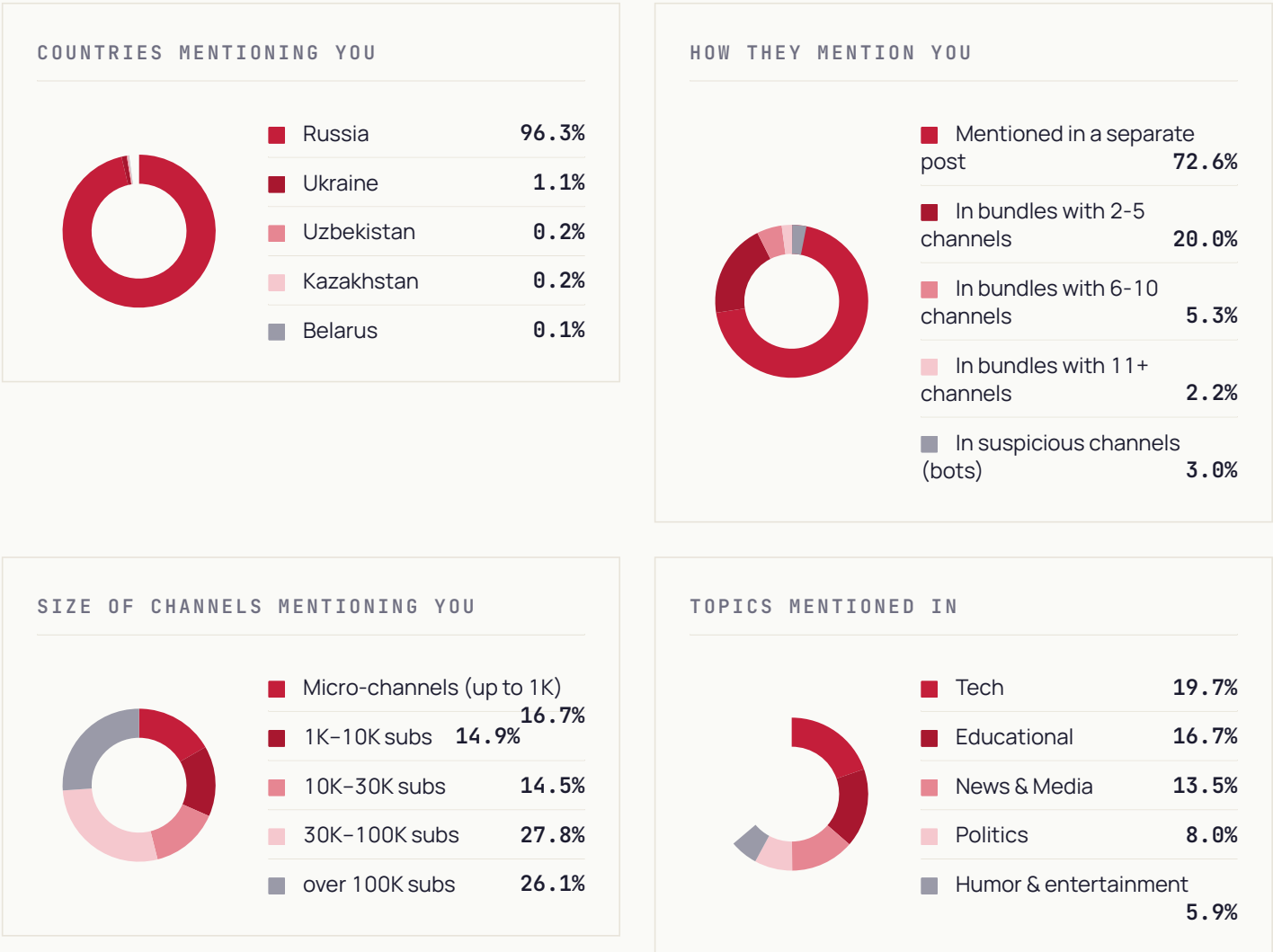
Subscriber growth chart for the year. Key months show exact subscriber count. See which months grew and which lost subs.



SECTION 04 · MENTIONS

# Who mentions the channel and how

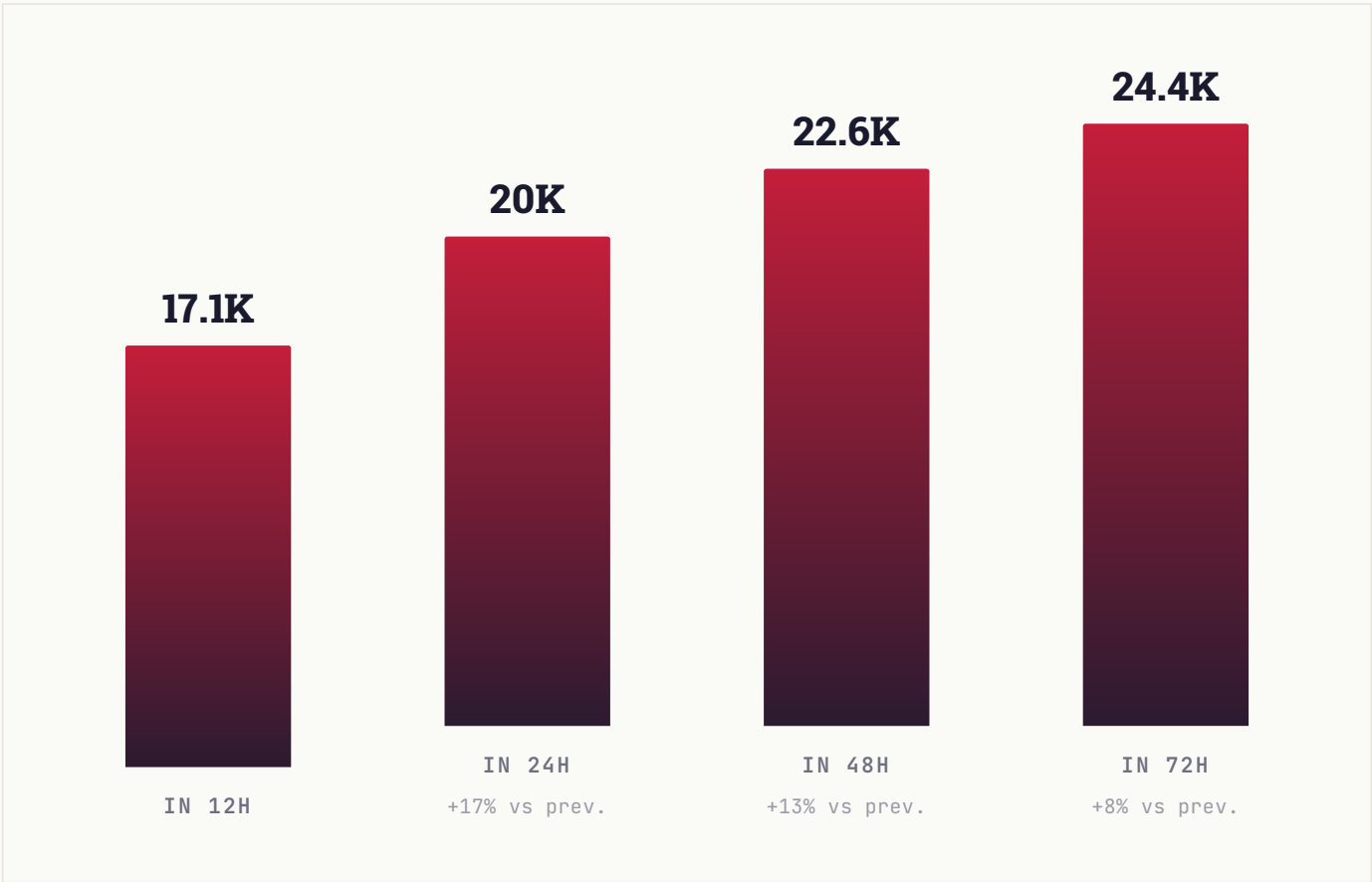
Citation index **668** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs one. All-time mentions: **869** different channels.



SECTION 05 · AD POTENTIAL

# How long a post brings reach

Avg reach of ad post by time since publication. Helps gauge how long placement stays relevant.



SECTION 06 · COMPETITORS

# Who you compete with

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

| CHANNEL                             | SUBSCRIBERS |
|-------------------------------------|-------------|
| HI hitvpn_blog                      | 4.6M        |
| MT Trends world                     | 3.3M        |
| TE Techchat                         | 3.1M        |
| HA Hi, AI • Новости технологий      | 2.6M        |
| آا اینترنت آزاد                     | 2.5M        |
| TE Technomotel                      | 2.4M        |
| NN NN                               | 2.2M        |
| EC Exploit                          | 2.1M        |
| L- LIVE — Telegram, AI и технологии | 2M          |
| PP PINK PROXY   پروکسی              | 2M          |
| OK Dept K: IT, cybersecurity YOU    | 82.8K       |

COMPARATIVE SUMMARY

Channel not yet outside niche top 100 — early growth stage. Niche leader — hitvpn\_blog (4.6M), top-100 median: 446.9K. First goal: enter top-100 through systematic traffic & content work.

SECTION 07 · MENTION TRENDS

# How often the channel is mentioned

Every month we track posts in other channels that mention yours. Over the last **6 months** such mentions were **47**, they brought **1 656** new subs.

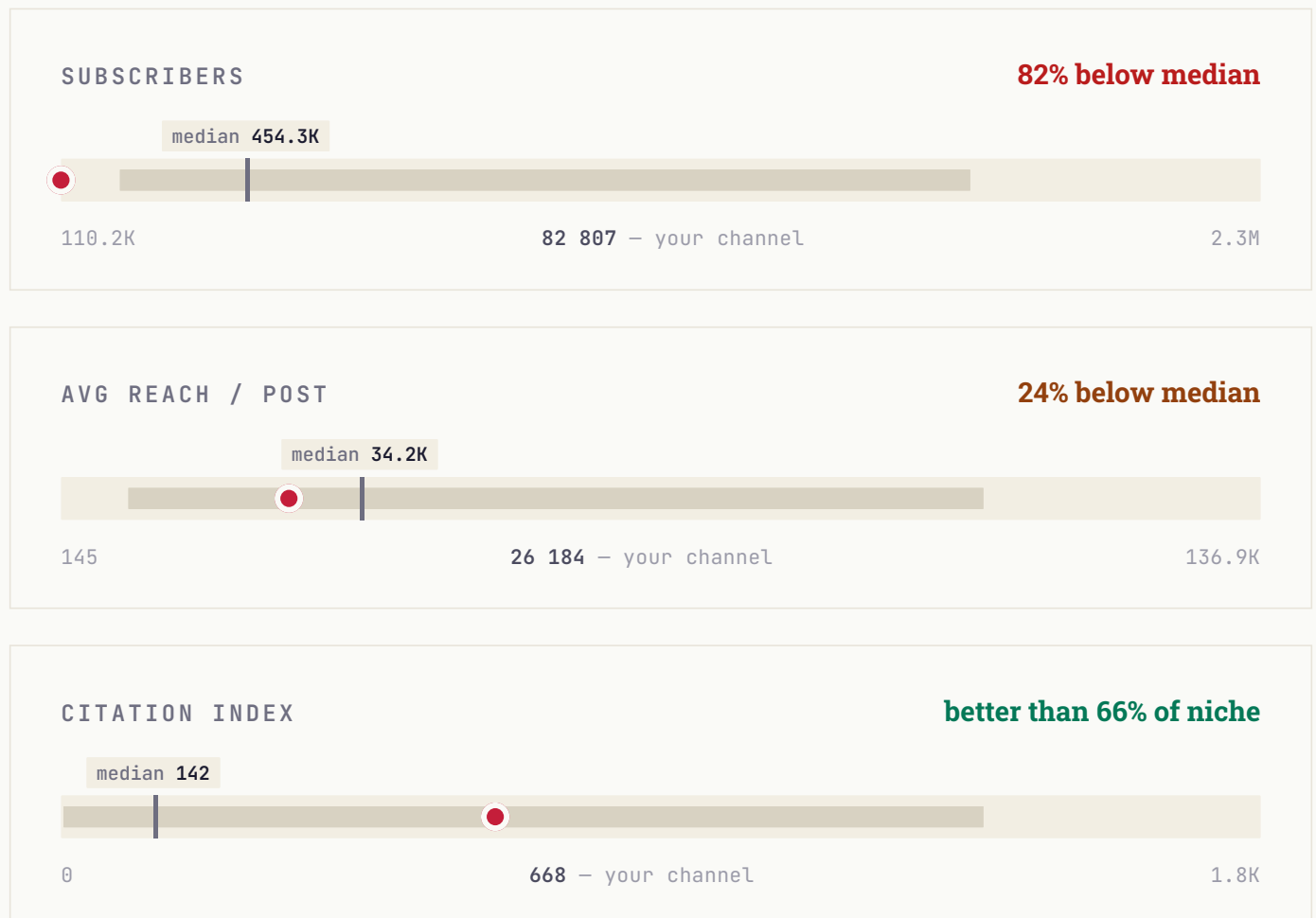
| PERIOD         | MENTIONS | CHANNELS | BROUGHT | SUBSCRIBERS            |
|----------------|----------|----------|---------|------------------------|
| Jan 2026       | 17       | 17       | 230     | <div><div></div></div> |
| December 2025  | 3        | 2        | 209     | <div><div></div></div> |
| November 2025  | 5        | 5        | 312     | <div><div></div></div> |
| October 2025   | 12       | 10       | 410     | <div><div></div></div> |
| September 2025 | 7        | 5        | 274     | <div><div></div></div> |
| August 2025    | 3        | 3        | 221     | <div><div></div></div> |

|                |                |                       |
|----------------|----------------|-----------------------|
| TOTAL MENTIONS | MONTHS OF DATA | ATTRACTED SUBSCRIBERS |
| 47             | 6              | 1 656                 |

## — SECTION 08 · NICHE COMPARISON

# Where the channel ranks in its league

Took top-100 channels in category «Tech» (Russia) and saw how your channel compares. Gray band: range for 80% of niche channels (p10-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 4.3 posts/week. Active channels average 7-10.  
Consistency is key to retention.

EFFECT

**Consistency  
beats volume**

02

## Best post day of the week — Wednesday

Audience is most active on this day at 16:00 MSK.

EFFECT

**Best window  
for important  
posts**

03

## Increase share of video posts

Video in Telegram holds audience longer and is favored by the algorithm. Aim for 15-25% share.

EFFECT

**Video retains  
audience  
better**

04

## 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**

05

## Test polls & interactive formats

Posts with polls/reactions usually get +5-15% ER. One poll per week on a hot topic — easy growth lever.

EFFECT

**+5-15% ER**

★ 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.

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01

## Launch Telegram ads

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

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02

## Contact manager

[t.me/PromptPress\\_manager](https://t.me/PromptPress_manager)

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