

PROMTPRESS PUBLIC REPORT

Channel Audit

Device365



@device365_ru

Device365 — a store specializing in original, high-tech devices.
@InfoDevice365_Bot Address: Moscow, Sushchevsky Val 5, bldg
1A, Savelovsky Shopping Center,...

SUBSCRIBERS

12 777

+128 per month

ERR (% SEE POSTS)

10.0%

per day 7.2%

REACH/POST

1.2K

ad reach 920/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card – a separate channel health indicator. The subtitle below the number shows the calculation period.

 SUBSCRIBERS 12 777 —	 SUBS REACH 9.57% avg % subs see post	 VIEWS/POST 1.2K median 1.3K · 29 days	 POSTS/WEEK 28.8 over period
 7D TREND -6.4% vs previous week	 REACTIONS/POST 1.1 total 128 reactions, 80 reposts, 0 comments	 POST LENGTH 861 chars median 913 · 29 days	 POSTS ANALYZED 121 29 days
 AD REACH 920 24h avg	 CHURN / MONTH +128 last month	 CITATION INDEX 385 citation index · 668 channels mentioned ever	 CHANNEL AGE 8 years 8 months created 03.11.2017

AI EDITOR SUMMARY

Channel «Device365» – 12 777 subs. Each post averages 1.2K people (10% of subs), reach is low – consider expanding audience. Publishes 29 posts per week (~4/day) – active posting. For week Jul 6–12, reach dropped -6.4% By week Jun 29 – Jul 5 – worth analyzing the reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and outsiders – to see what to repeat and what to drop from rotation.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 121 posts over 29 days.
- 02 Dominant format – Text (121/121 posts).
- 03 Avg post length – 861 chars (median 913).
- 04 Peak audience activity – Sunday, 21:00 MSK.
- 05 Top posts get 2x more views than the weakest (1.6K avg for top vs 986 for worst) – among 121 posts over 29 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 22.06 · 18:00 TEXT  iPhone 16 in 2026: buy or pay extra for iPhone 17? Two years on the market – a reason to write off or, on the contrary, grab at a nice...	VIEWS 1 629 REPOSTS 1	REACTIONS 6 ER 12.7%
Nº2 18.06 · 18:00 TEXT  Apple Magic Mouse (USB-C) – multi-touch mouse without buttons, moved to USB-C but kept the main controversial point: charging port...	VIEWS 1 564 REPOSTS —	REACTIONS 4 ER 12.2%
Nº3 17.06 · 18:00 TEXT Sony PULSE 3D Wireless Headset – official wireless headset for PS5 with Tempest 3D AudioTech spatial sound, designed...	VIEWS 1 530 REPOSTS —	REACTIONS 1 ER 12.0%

Nº4 19.06 · 18:00 TEXT ⚙️ AMD Ryzen 7 9700X in 2026 — 8-core Zen 5 with 65W TDP, setting energy efficiency records and handling both games and work without...	VIEWS 1 523 REPOSTS —	REACTIONS 1 ER 11.9%
Nº5 25.06 · 18:00 TEXT 🌟 Samsung Galaxy Tab S11 — flagship Android tablet with S Pen included, IP68, and 1600-nit screen. 🌟 What's new and important: • ✎ S Pen...	VIEWS 1 509 REPOSTS —	REACTIONS 1 ER 11.8%

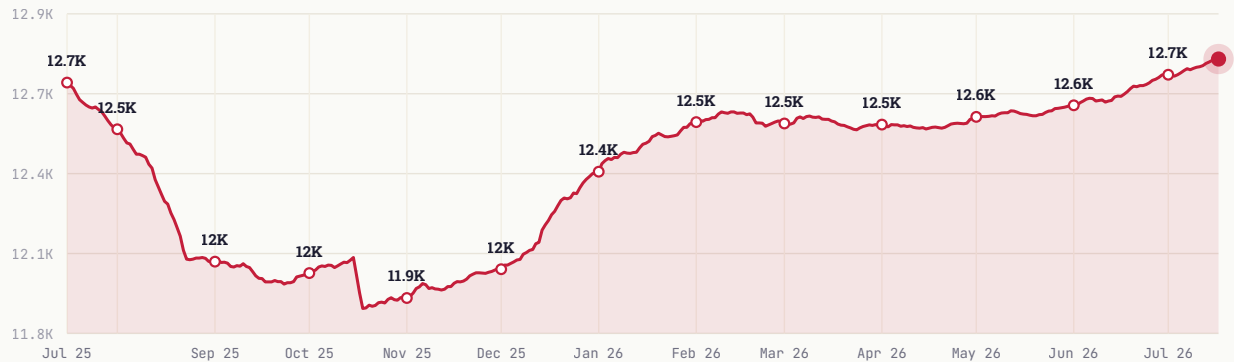
WORST 3

↓ 09.07 · 15:00 TEXT 🌟 Google Fitbit Air (Obsidian) — Your invisible personal trainer 🌟 Not just a fitness tracker. It's your quiet assistant that...	VIEWS 998 REPOSTS 3	REACTIONS 1 ER 7.8%
↓ 11.07 · 12:00 TEXT 🌀 Dyson V16 Piston Animal vs V15 Detect — new flagship more powerful and with a huge bin, but why does it clean worse than the old one in tests? 🌟...	VIEWS 988 REPOSTS —	REACTIONS 2 ER 7.7%
↓ 09.07 · 14:00 TEXT HONOR MagicBook X14 GDG-X — an ultrabook proving budget doesn't mean compromise. Thin, light, and strict gray aluminum (this...	VIEWS 972 REPOSTS 1	REACTIONS — ER 7.6%

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 and which it lost subscribers.



PERIOD START

12 691

NOW

12 777

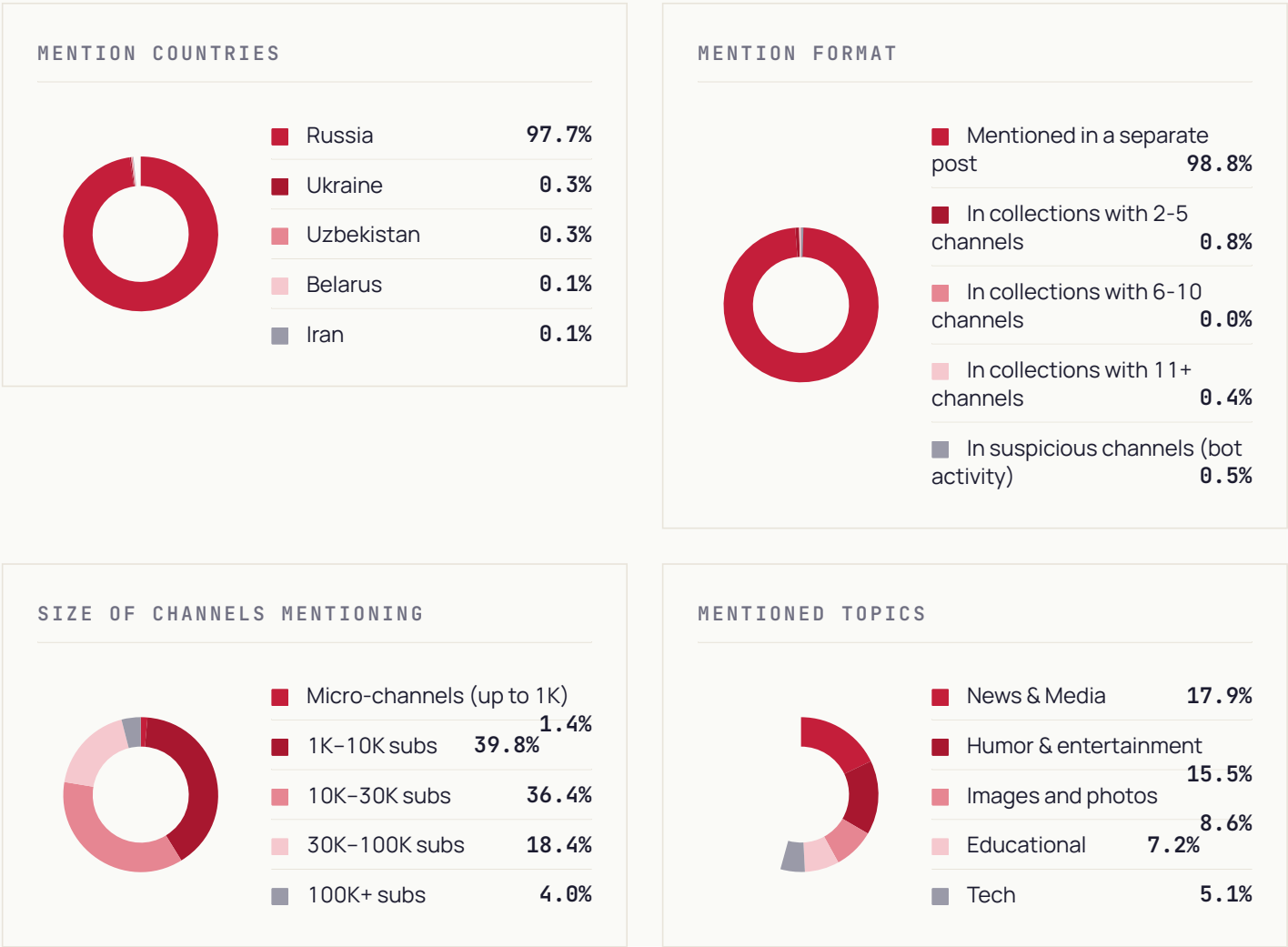
NET GROWTH

+86

SECTION 04 · MENTIONS

Who and how mentions the channel

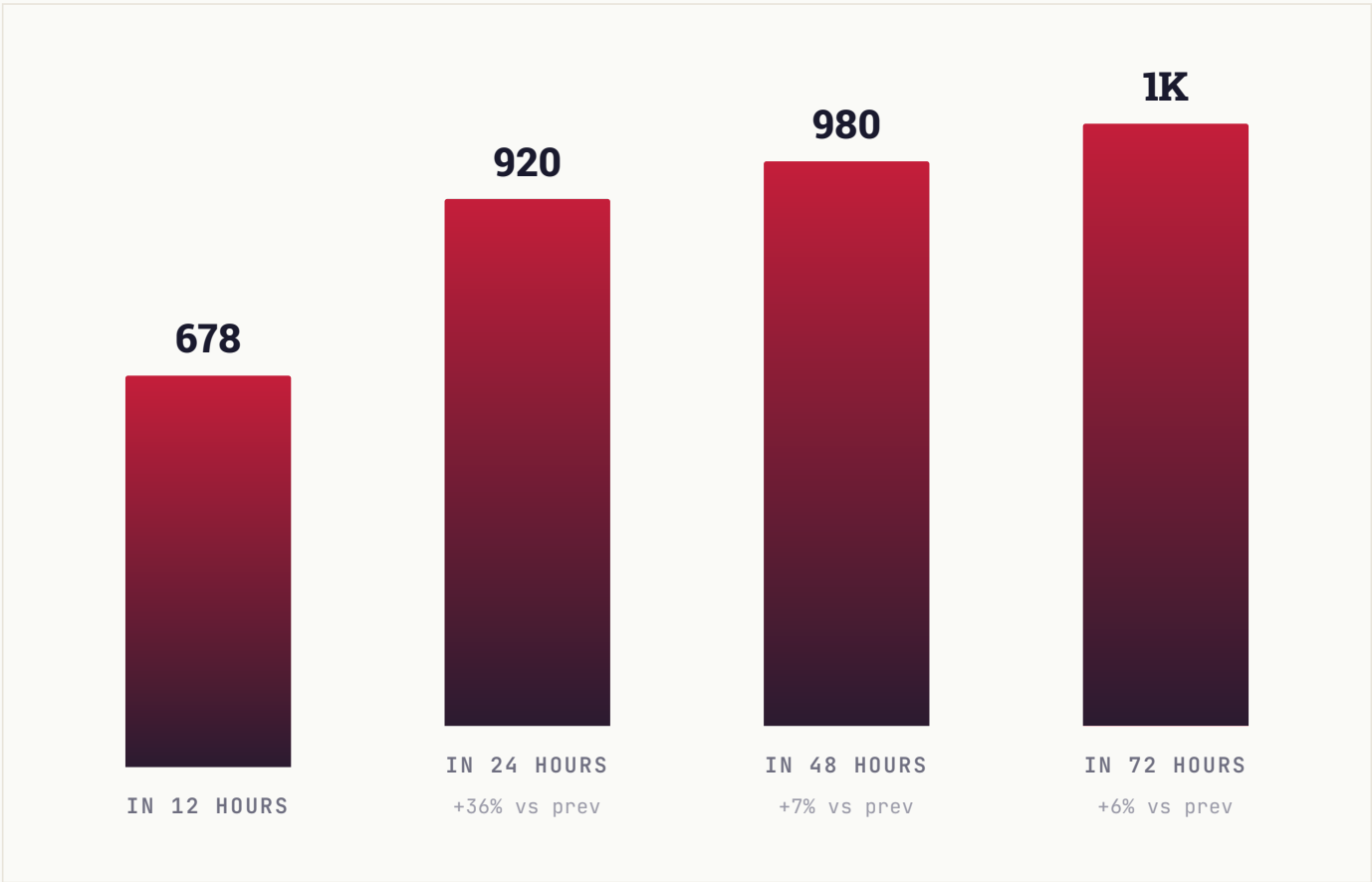
Citation index **385** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100K-sub channel weighs more than from a 1K-sub channel. All-time channel mentions: **668** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg ad post reach over time since publication. Helps estimate how long placement should «live».



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
HI hitvpn_blog	4.6M
MT Trends world	3.3M
TE Technochat	3.1M
HA Hi, AI • Tech News	2.5M
آا اینترنت آزاد	2.5M
TE Technomotel	2.5M
NN NN	2.2M
EC Exploit	2.1M
PP PINK PROXY پروکسی	2M
L- LIVE – Telegram, AI & Tech	2M
DE Device365 YOU	12.8K

COMPARATIVE CONCLUSION

Channel not yet outside top-100 niche – early growth stage. Niche leader – hitvpn_blog (4.6M), top-100 median: 455.3K. First goal – enter top-100 through systematic work on traffic and content.

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 **1**, they brought **901** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
January 2026	0	0	206	
December 2025	0	0	356	
November 2025	1	1	137	
October 2025	0	0	133	
September 2025	0	0	61	
August 2025	0	0	8	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
1	6	901

Where the channel stands in its league

The figure consists of three horizontal bar charts, each representing a different performance metric. Each chart has a light beige background with a darker beige bar indicating the range of the niche. A vertical line marks the median, and a red dot indicates the channel's position.

- SUBSCRIBERS:** The channel has 12,777 subscribers, which is 97% below the median of 457.1K. The range is from 113.2K to 2.4M.
- AVG REACH / POST:** The channel has 1,223 average reach per post, which is 96% below the median of 34.9K. The range is from 146 to 147.9K.
- CITATION INDEX:** The channel has a citation index of 385, which is better than 57% of the niche. The range is from 0 to 1.8K, with a median of 144.

Metric	Channel Value	Median	Comparison	Range (Min - Max)
SUBSCRIBERS	12 777	457.1K	97% below median	113.2K - 2.4M
AVG REACH / POST	1 223	34.9K	96% below median	146 - 147.9K
CITATION INDEX	385	144	better than 57% of niche	0 - 1.8K

— SECTION 09 · STRATEGY

What to do right now

5 priority actions ranked by expected impact. Check off and revisit this report in a month.

- 01

Main post of the week — on Sunday
Audience is most active on this day at 21:00 MSK.

EFFECT
Best window for important posts
- 02

Increase video post share
Video in Telegram retains audience longer and is better perceived by the algorithm. We recommend increasing share to 15-25%.

EFFECT
Video retains audience better
- 03

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
- 04

Test polls & interactive formats
Posts with polls/reactions usually boost ER by +5-15%.
One poll per week on a hot topic — an easy growth point.

EFFECT
+5-15% ER
- 05

Cross-promo with neighboring channels
Swap posts with same-segment channels once a quarter. No need daily — 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 a few minutes using public data. If you want to go further — run ads with us and hit your growth target in a month.

01	Launch Telegram ads	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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