

PROMTPRESS PUBLIC REPORT

Channel audit

Background



@fon_tech

Media about internet and tech lifestyle. Creating a clean background in digital noise. Supported by @megafon_online PKH: № 6586371293

SUBSCRIBERS

267 292

-32403 per month

ERR (% SEE POSTS)

13.0%

daily 9.3%

REACH/POST

33.8K

ad reach 24.9K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 267 292 —	 SUBSCRIBER REACH 12.65% avg % subs see post	 VIEWS/POST 33.8K median 31.4K · 28 days	 POSTS/WEEK 14.2 over period
 7D TREND +0.7% vs previous week	 REACTIONS/POST 445.4 26,280 reactions, 7,423 reposts, 93 comments	 POST LENGTH 401 chars median 387 · 28 days	 POSTS ANALYZED 59 28 days
 AD REACH 24.9K 24h avg	 CHURN / MONTH -32403 last month	 CITATIONS 128 citation index · 322 channels mentioned ever	 CHANNEL AGE 2 years 5 months created 19.01.2024

AI EDITOR SUMMARY

Channel «Background» — 267 292 subs. Avg views per post 33.8K people (13% from subs), low reach — expand audience. Publishes 14 posts/week (~2/day) — regular. Week Jun 8–14 reach stable (+0.7% vs week 1–7 Jun).

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 **59** posts in 28 days.
- 02 Dominant format – **Photo** (48/59 posts).
- 03 Avg post length – **401** chars (median 387).
- 04 Peak audience activity – **Tue**, 19:00 MSK.
- 05 Top posts get **1x** more views than weakest (32.2K avg top vs 30.2K worst) – among 59 posts in 28 days. Analyze commonalities: topic, format, timing.

TOP 5 POSTS

Nº1 01.06 · 06:05 PHOTO Ready, set, summer! Finally – 92 days of warmth, vacations, and time off ahead. In this #FonDigest issue we talk about...	VIEWS 32 330 REPOSTS 59	REACTIONS 510 ER 12.1%
Nº2 13.06 · 07:07 TEXT ☒ Wait, is this real? Panasonic made a compact phone, and Nokia a pendant phone? Spoiler: yes! And more. These and other...	VIEWS 32 123 REPOSTS 60	REACTIONS 594 ER 12.0%
Nº3 04.06 · 06:09 PHOTO ☒ Only it can challenge the iPhone. Today is the birthday of the Samsung Galaxy S – the first model saw the light on June 4, 2010. A...	VIEWS 32 120 REPOSTS 59	REACTIONS 555 ER 12.0%

Nº4

09.06 · 06:05

PHOTO

Xiaomi 17 Pro Max, is that you? Nope, just iPhone 17 Pro Max in a Rollme case with a cover display. It shows notifications...

VIEWS

32 077

REPOSTS

104

REACTIONS

488

ER

12.0%

Nº5

14.06 · 07:20

TEXT

Day X of the weekend. Lost count already. How's your Sunday? ♥ – binging series & reels 🎧 – sleeping 🛌 – chilling from...

VIEWS

32 030

REPOSTS

60

REACTIONS

335

ER

12.0%

WORST 3

↓ 21.06 · 07:20 PHOTO Achievements we earned 🎮 Wish real life gave rewards like games! Free dopamine + extra reason to...	VIEWS 30 383 REPOSTS 164	REACTIONS 403 ER 11.4%
↓ 22.06 · 06:05 PHOTO What time is it? Selfie time. Just yesterday was Selfie Day, celebrated since 2014. And with MegaFamily from MegaFon you can...	VIEWS 30 246 REPOSTS 188	REACTIONS 395 ER 11.3%
↓ 20.06 · 11:05 PHOTO Mood: hug a corgi and go offline 😊 Reminder: in our channel on MAX you can win one of 5 🐕 plush corgis...	VIEWS 30 019 REPOSTS 99	REACTIONS 460 ER 11.2%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

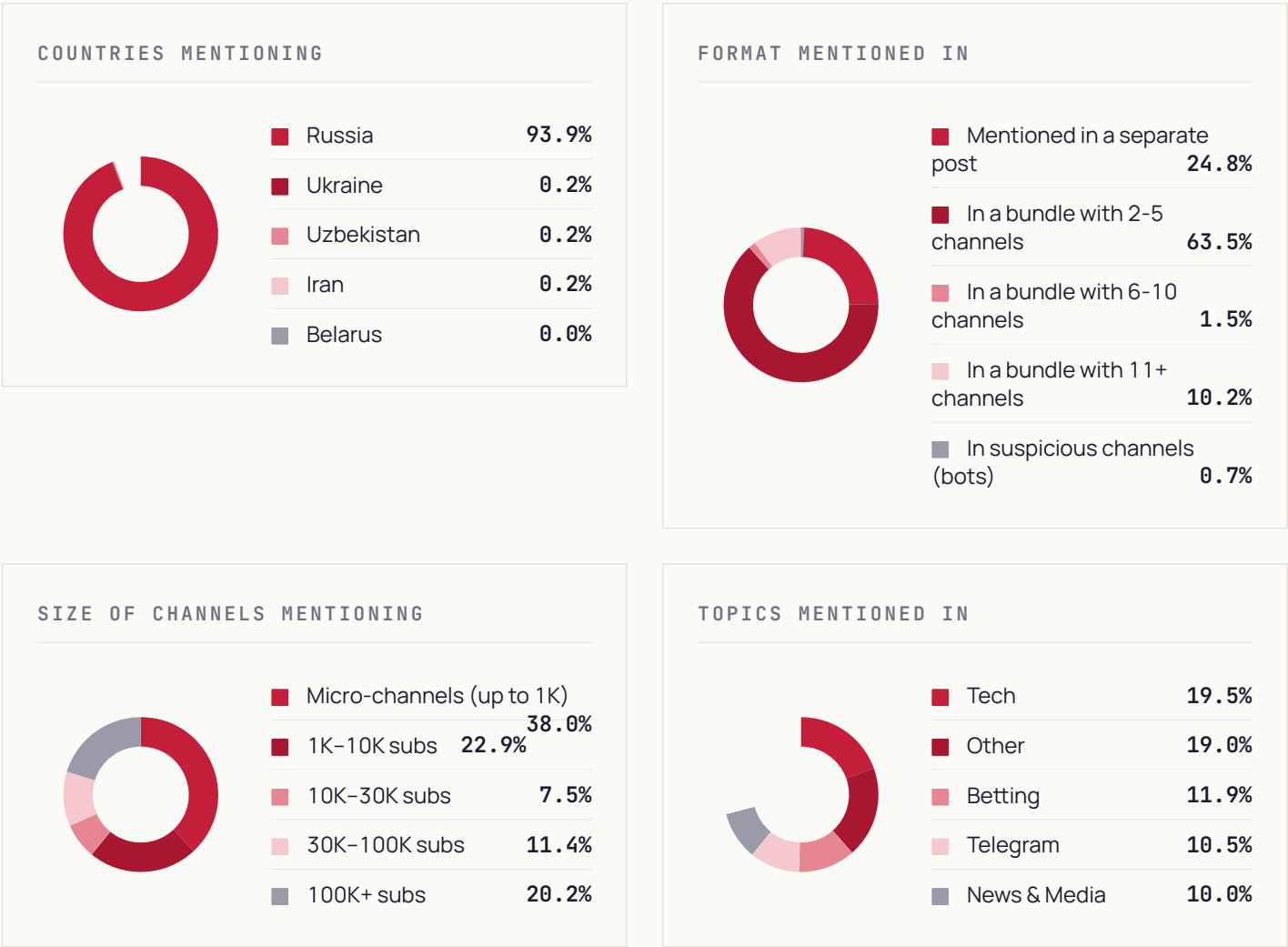
Yearly subscriber growth chart. Key months show exact subs. See which months grew and which lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

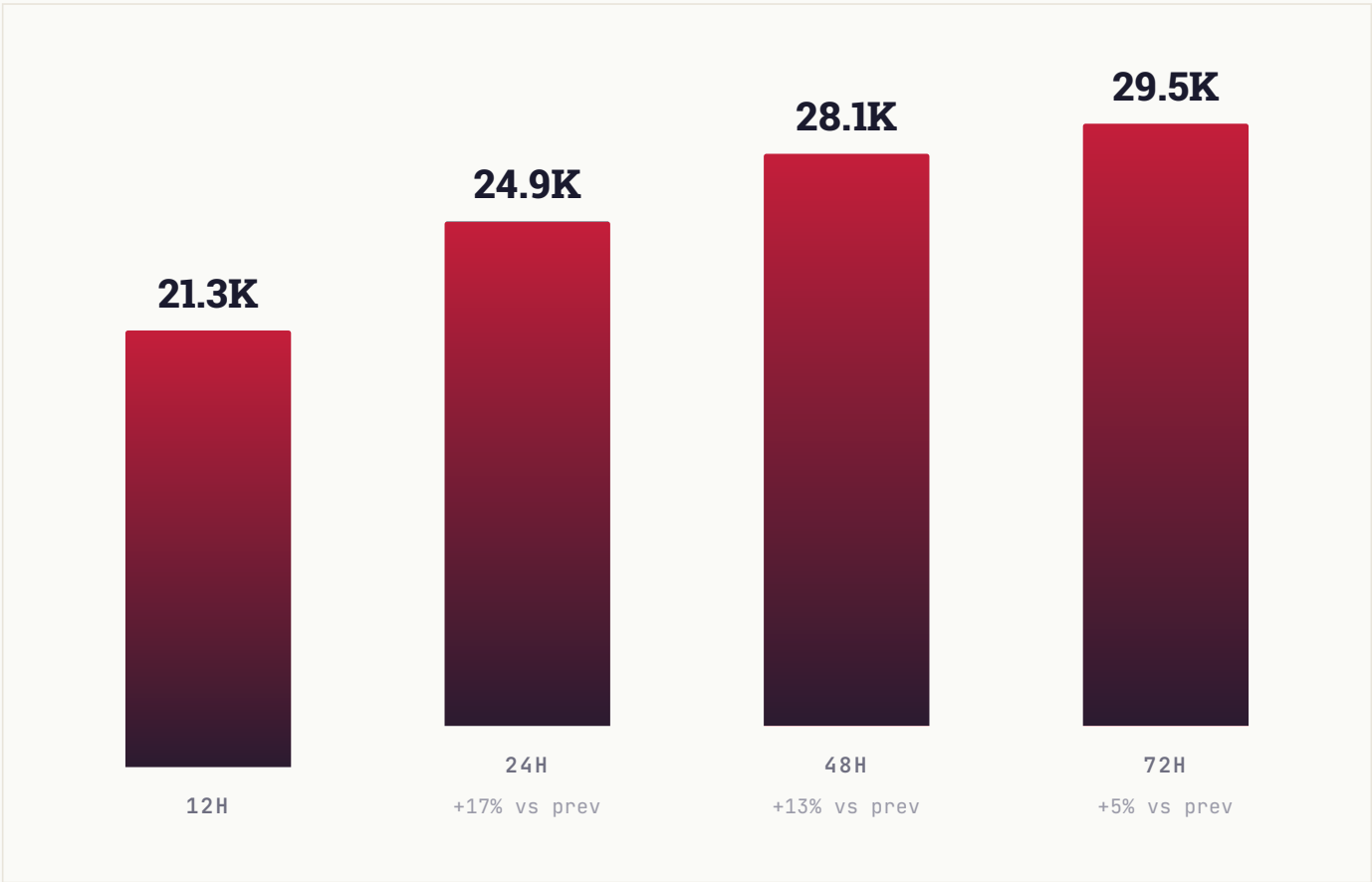
Citation index **128** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from 1K. All time channel mentioned **322** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post by 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 Trending World	3.4M
TE Techchat	3.1M
HA Hi, AI • Tech News	2.5M
NN NN	2.2M
TE Technomotel	2.2M
L- LIVE — Telegram, AI & Tech	2.1M
EC Exploit	2M
CJ Digital Journal IT, Neuroseti	1.8M
ER Backdoor	1.8M
FO Background YOU	267.3K

COMPARATIVE INSIGHT

Channel in top half of niche (#45 of 100). Niche leader — hitvpn_blog (4.2M), median subs 211.8K. Aim for the first quartile — realistic 6-12 month horizon.

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Monthly we track posts in other channels that mention yours. Over the last **6 months** such mentions were **76**, they brought **369 033** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	34	30	131 527
Nov 2025	16	16	33 195
Oct 2025	25	24	51 127
Sep 2025	0	0	61 895
August 2025	1	1	48 268
July 2025	0	0	43 021

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS
76	6	369 033

SECTION 08 · NICHE COMPARISON

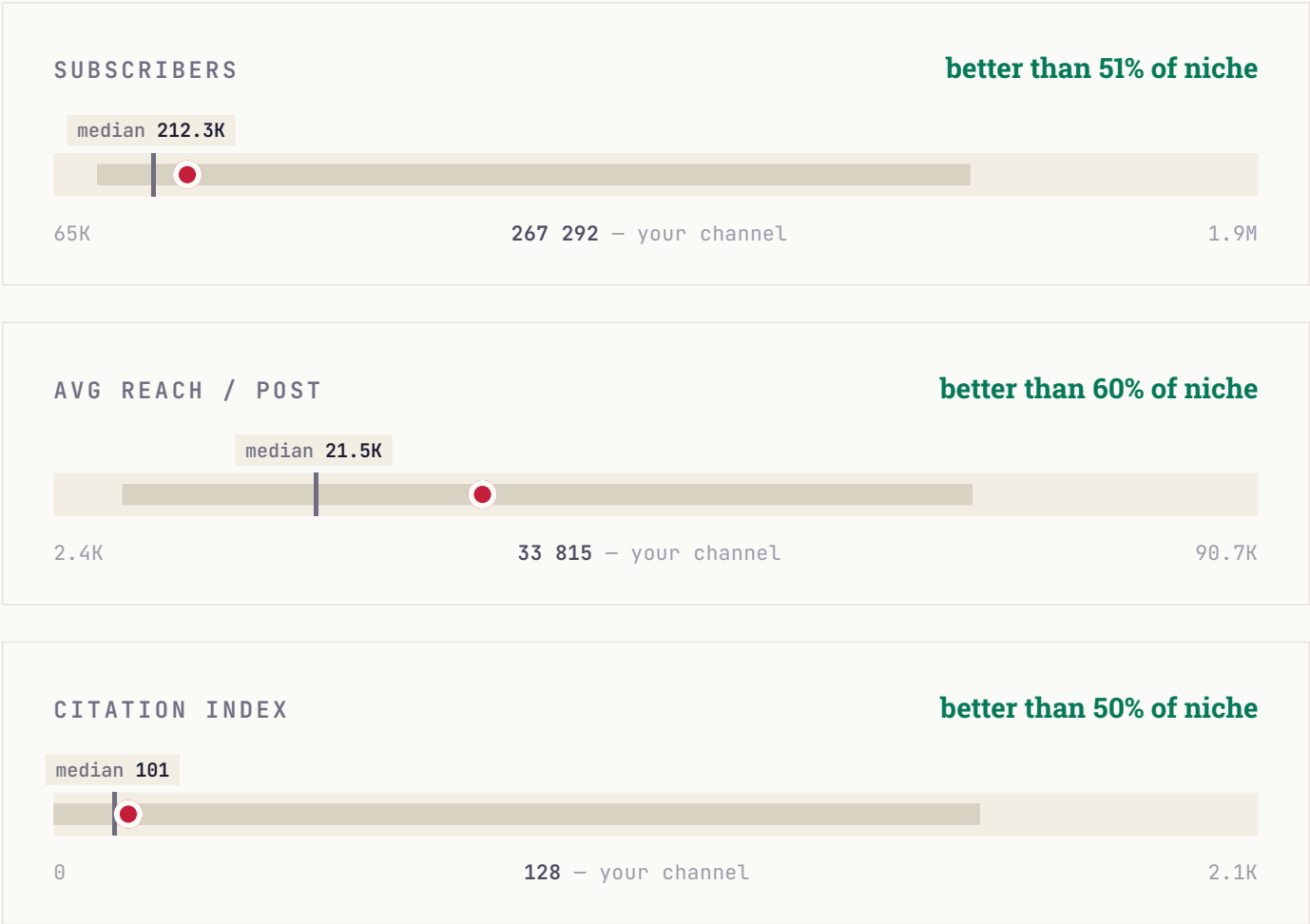
Where the channel ranks in its league

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.

#45/100

POSITION IN NICHE

Channel in the top 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 Tuesday

Audience is most active on this day at 19:00 MSK.

EFFECT

Best window for an important post
- 02

Increase video posts share

Video in Telegram holds audience longer and is favored by the algorithm. Aim for 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 — easy growth lever.

EFFECT

+5-15% ER
- 05

Cross-promo with neighboring channels

Cross-post 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 — what we can do in minutes from public data. Want to go further — run ads through us and close your growth plan in a month.

01 **Launch ads in Telegram** <https://panel.promptpress.com/register>

02 **Contact manager** t.me/PromptPress_manager
