

PROMTPRESS PUBLIC REPORT

# Channel audit

## Gadget Station



@gadget\_station

Gadgets that change our lives. Smartphones, cars, neural networks, robots, unusual devices and top market novelties. News, reviews, opinions. ■For ads in the channel: @neurobird

SUBSCRIBERS

**233 609**

11 posts 27 days

ERR (% SEE POSTS)

**43.0%**

per day 15.7%

REACH/POST

**93.4K**

ad reach 43.7K/24h

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# What's inside the report

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SECTION 01 · CHANNEL SNAPSHOT

# Key channel metrics

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

|                                                                                                                                                            |                                                                                                                                                                                                  |                                                                                                                                                                              |                                                                                                                                                          |
|------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------|
| <div><div> SUBSCRIBERS</div><div>233 609</div><div>—</div></div>          | <div><div> SUBSCRIBER REACH</div><div>39.97%</div><div>avg % subs see post</div></div>                          | <div><div> VIEWS/POST</div><div>93.4K</div><div>median 105.3K · 27 days</div></div>         | <div><div> POSTS/WEEK</div><div>2.8</div><div>over period</div></div> |
| <div><div> 7-DAY TREND</div><div>-7.0%</div><div>vs prev week</div></div> | <div><div> REACTIONS/POST</div><div>365.9</div><div>only 4,025 reactions, 3,391 reposts, 0 comments</div></div> | <div><div> POST LENGTH</div><div>960 chars</div><div>median 1000 · 27 days</div></div>      | <div><div> POSTS ANALYZED</div><div>11</div><div>27 days</div></div>  |
| <div><div> AD REACH</div><div>43.7K</div><div>24h avg</div></div>       | <div><div> CITATION INDEX</div><div>0</div><div>citation index · 95 channels mentioned ever</div></div>       | <div><div> CHANNEL AGE</div><div>2 years 12 days</div><div>created 13.06.2024</div></div> |                                                                                                                                                          |

AI EDITOR SUMMARY

Channel «Gadget Station» — 233 609 subs. Each post averages 93.4K people (40% of subs), good reach. Publishes 3 posts per week (~0 per day) — rare posts. For week June 8–14 reach dropped by -7.0% to week June 1–7 — worth analyzing reasons.

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 HAVE IN COMMON

- 01 Analysis based on 11 posts over 27 days.
- 02 Dominant format — Photo (9/11 posts).
- 03 Avg post length — 960 chars (median 1000).
- 04 Audience activity peak — Wed, 10:00 MSK.
- 05 Top posts get by 1x more views than the weakest (1 12.6K avg for top vs 79.8K for worst) — among 11 posts in 27 days. Worth analyzing what top posts share — topic, format, timing.

TOP 5 POSTS

|                                                                                                                                                                                                                                  |                                                                       |                                                                    |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------|--------------------------------------------------------------------|
| <div><div>Nº1</div><div>03.06 · 07:34</div><div>PHOTO</div></div> <div><div>В России стартовал предзаказ на HUAWEI WATCH FIT 5 Pro У крупных российских ритейлеров появился предзаказ на HUAWEI WATCH FIT 5 Pro...</div></div>   | <div>VIEWS</div> <div>113 198</div> <div>REPOSTS</div> <div>233</div> | <div>REACTIONS</div> <div>349</div> <div>ER</div> <div>48.5%</div> |
| <div><div>Nº2</div><div>01.06 · 10:19</div><div>PHOTO</div></div> <div><div>New Claude became "more honest" Anthropic introduced Claude Opus 4.8. Main update is not that the model answers more effectively, but...</div></div> | <div>VIEWS</div> <div>112 323</div> <div>REPOSTS</div> <div>127</div> | <div>REACTIONS</div> <div>247</div> <div>ER</div> <div>48.1%</div> |
| <div><div>Nº3</div><div>31.05 · 09:11</div><div>PHOTO</div></div> <div><div>Clip-on headphones with AI features from HONOR Company released Earbuds Clip-On Pro — new open wireless clip-on headphones...</div></div>            | <div>VIEWS</div> <div>112 213</div> <div>REPOSTS</div> <div>307</div> | <div>REACTIONS</div> <div>252</div> <div>ER</div> <div>48.0%</div> |

Nº4

28.05 · 10:52

PHOTO

ASUS показала моноблок на Snapdragon X ASUS представила новый моноблок VM441. Интересен он тем, что работает на ARM-процессоре Snapdragon...

VIEWS

109 539

REACTIONS

329

REPOSTS

308

ER

46.9%

Nº5

09.06 · 09:18

VIDEO

Robots walked the runway alongside humans Seoul recently hosted the Mach 33: Physical AI Fashion Show, where models included not only people...

VIEWS

105 499

REACTIONS

407

REPOSTS

253

ER

45.2%

WORST 3

|                                                                                                                                                                                                              |                                                                                                                                         |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------|
| <div>↓</div> <div>15.06 · 08:22</div> <div>PHOTO</div> <div>Instead of TV: affordable projector from Acer Acer unveiled compact smart projector HD1500. In some countries it will be released under...</div> | <div>VIEWS</div> <div>88 002</div> <div>REACTIONS</div> <div>431</div> <div>REPOSTS</div> <div>364</div> <div>ER</div> <div>37.7%</div> |
| <div>↓</div> <div>18.06 · 08:39</div> <div>VIDEO</div> <div>Insta360 замахнулась на DJI Osmo Pocket Insta360 представила карманную камеру Luna Ultra. Формат знакомый: компактный корпус...</div>            | <div>VIEWS</div> <div>80 220</div> <div>REACTIONS</div> <div>403</div> <div>REPOSTS</div> <div>383</div> <div>ER</div> <div>34.3%</div> |
| <div>↓</div> <div>22.06 · 08:06</div> <div>PHOTO</div> <div>Casio выпускает стильные G-Shock G-Steel в ультратонком корпусе Компания представила две новые модели G-Shock G-Steel: GST-B1000BD-1A и...</div> | <div>VIEWS</div> <div>71 117</div> <div>REACTIONS</div> <div>381</div> <div>REPOSTS</div> <div>420</div> <div>ER</div> <div>30.4%</div> |

## SECTION 03 • MENTIONS

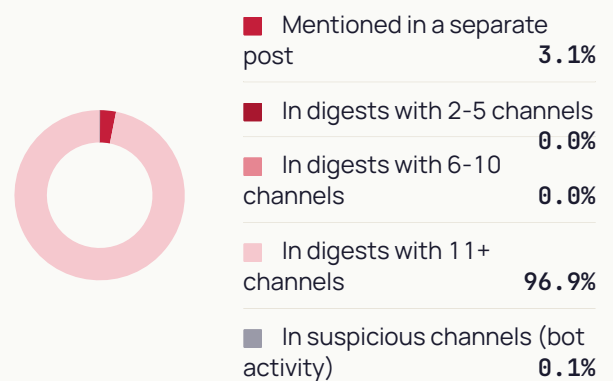
# Who and how mentions the channel

Citation index **0** – 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 channel. All-time mentions: **95** different channels.

### COUNTRIES MENTIONING



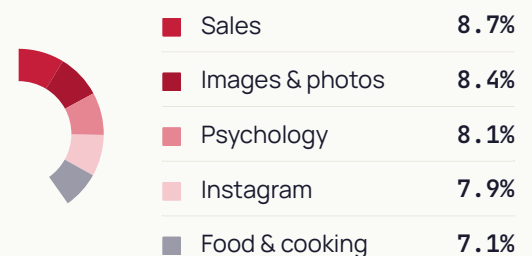
### MENTION FORMAT



### SIZE OF CHANNELS MENTIONING



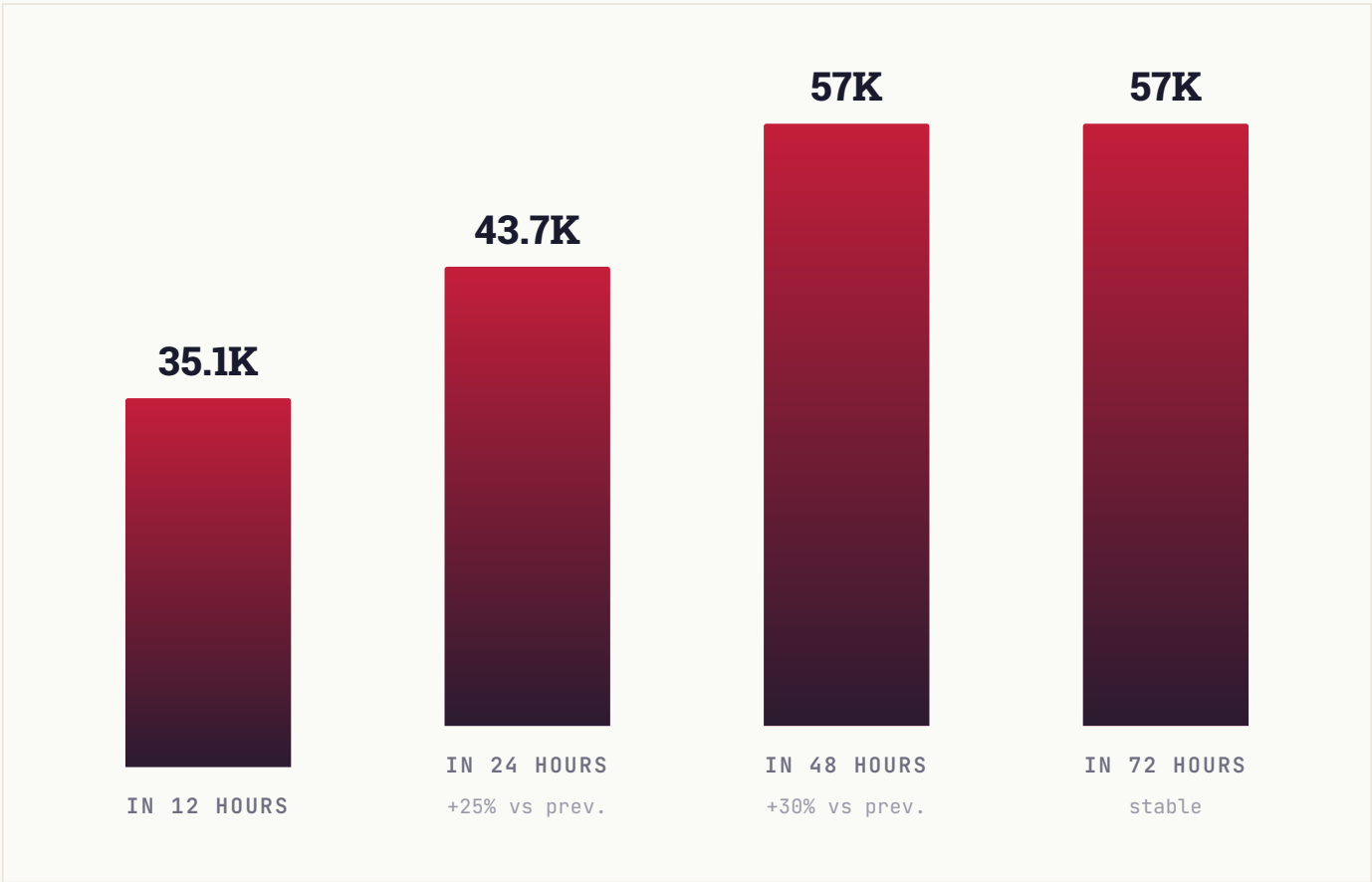
### TOPICS WHERE MENTIONED



SECTION 04 · AD POTENTIAL

# How long a post brings reach

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



SECTION 05 · COMPETITORS

# Who you compete with

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

| CHANNEL                             | SUBSCRIBERS |
|-------------------------------------|-------------|
| HI hitvpn_blog                      | 4.2M        |
| MT Trends world                     | 3.4M        |
| TE Technochat                       | 3.1M        |
| HA Hi, AI · Новости технологий      | 2.5M        |
| NN NN                               | 2.2M        |
| TE Technomotel                      | 2.2M        |
| L- LIVE — Telegram, AI и технологии | 2.1M        |
| ЭК Exploit                          | 2M          |
| ЦЖ Digital Journal   IT, Neuroseti  | 1.8M        |
| BE Backdoor                         | 1.8M        |
| GS Gadget Station YOU               | 233.6K      |

COMPARISON CONCLUSION

Channel in top half of niche (#46 of 100). Niche leader — hitvpn\_blog (4.2M), median subs 211.8K. Aiming for top quartile is a realistic 6-12 month horizon.

SECTION 06 · NICHE COMPARISON

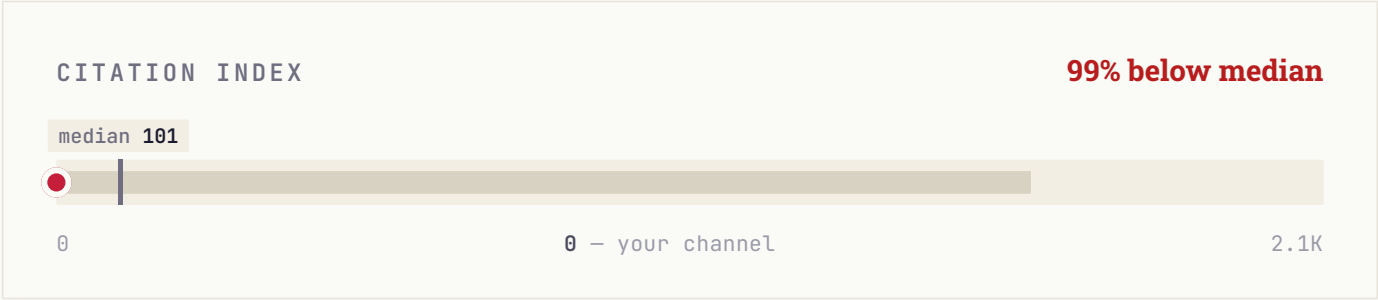
# Where channel stands in its league

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.

#46/100

POSITION IN NICHE

Channel in top half of ranking



## — SECTION 07 · STRATEGY

# What to do right now

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

01

## Increase post frequency

Currently 2.8 posts/week. Active channels average 7-10. Consistency is key to audience retention.

EFFECT

**Consistency  
beats volume**

02

## Top post of the week — on Wednesday

Audience most active on this day at 10:00 MSK.

EFFECT

**Best window  
for important  
post**

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 and interactive formats

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

EFFECT

**+5-15% ER**

05

## Cross-promo with neighboring channels

Swap posts quarterly with channels in the same segment. 2-3 collabs give relevant growth — no need for daily.

EFFECT

**Growth from  
relevant  
audience**

★ WHAT'S NEXT

# Want us to do it PromptPress?

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

01

**Launch ads in  
Telegram**

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

02

**Contact manager**

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