

PROMTPRESS PUBLIC REPORT

Channel audit

Habr



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SUBS

130 339

+718 per month

ERR (% SEE POSTS)

14.0%

per day 10.5%

REACH/POST

17.7K

ad reach 13.7K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBS 130 339 —	 SUBSCRIBER REACH 13.59% avg % subs see post	 VIEWS/POST 17.7K median 17.8K · 29 days	 POSTS/DAY 7.2 ~51 per week
 7D TREND +0.8% vs prev week	 REACTIONS/POST 85.9 total 18 207 reactions, 21 431 reposts, 2 090 comments	 POST LENGTH 675 chars median 684 · 29 days	 POSTS ANALYZED 212 29 days
 AD REACH 13.7K 24h avg	 CHURN / MONTH +718 last month	 CITATION INDEX 86 citation index · 1 094 channels mentioned all time	 CHANNEL AGE 10 yrs 2 mo created 20.04.2016

AI EDITOR SUMMARY

Channel «Habr» — 130 339 subs. Avg views per post: 17.7K people (14% from subs), reach low — consider expanding audience. Publishes 51 posts/week (~7/day) — active. Week Jun 8–14 reach stable (+0.8% vs week 1–7 Jun).

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS SHARE

- 01 Analysis based on 212 posts in 29 days.
- 02 Dominant format – Photo (207/212 posts).
- 03 Avg post length – 675 chars (median 684).
- 04 Peak audience activity – Wed, 15:00 MSK.
- 05 Top posts get ×1 more views than the weakest (21.2K avg top vs 14.5K worst) – among 212 posts over 29 days. Analyze what top posts share – topic, format, timing.

TOP 5 POSTS

Nº1 09.06 · 12:01 PHOTO Argentine enthusiast Dante Leoncini ran original Half-Life on a Nokia N95 feature phone at 30 fps...	VIEWS	REACTIONS
	22 043	119
	REPOSTS	ER
	152	16.9%
Nº2 27.05 · 21:01 PHOTO CPU didn't die, it just waited. China builds a two-exaflop supercomputer without a single GPU – breakthrough, necessity, fake? System LineShine...	VIEWS	REACTIONS
	20 899	94
	REPOSTS	ER
	136	16.0%
Nº3 09.06 · 10:05 PHOTO Programmer Erin Maus forced an IT corporation to officially exempt her from vibe-coding due to religion. The American cited the tenets of...	VIEWS	REACTIONS
	20 658	213
	REPOSTS	ER
	358	15.8%

Nº4 27.05 · 17:00 PHOTO Building the Sarcophagus. Part Two. Concrete rivers and steel shores Erecting the 'Shelter' over the Chernobyl NPP broke all standards. Work went on there...	VIEWS 20 649 REACTIONS 110 REPOSTS 140 ER 15.8%
Nº5 03.06 · 17:00 PHOTO VPN degradation and allowlist providers: automating TSPU-block diagnostics From 2025, providers switch to allowlist model...	VIEWS 20 513 REACTIONS 126 REPOSTS 377 ER 15.7%

WORST 3

↓ 21.06 · 16:13 PHOTO When I find my dream job, I won't tell anyone, but there will be signs. Staying calm even after mistakes will be helped by the right skills...	VIEWS 14 816 REACTIONS 73 REPOSTS 38 ER 11.4%
↓ 21.06 · 11:04 PHOTO ☒ Sharing great announcements from Habr Calendar! Jun 26 in Moscow: «AdIndex City 2026» conference starts. This time the event...	VIEWS 14 805 REACTIONS 41 REPOSTS 9 ER 11.4%
↓ 18.06 · 10:47 PHOTO Hi! This is the Habr editorial team. We're preparing an article on when and how to teach kids programming, and we want to talk to parents who...	VIEWS 14 027 REACTIONS 67 REPOSTS 23 ER 10.8%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

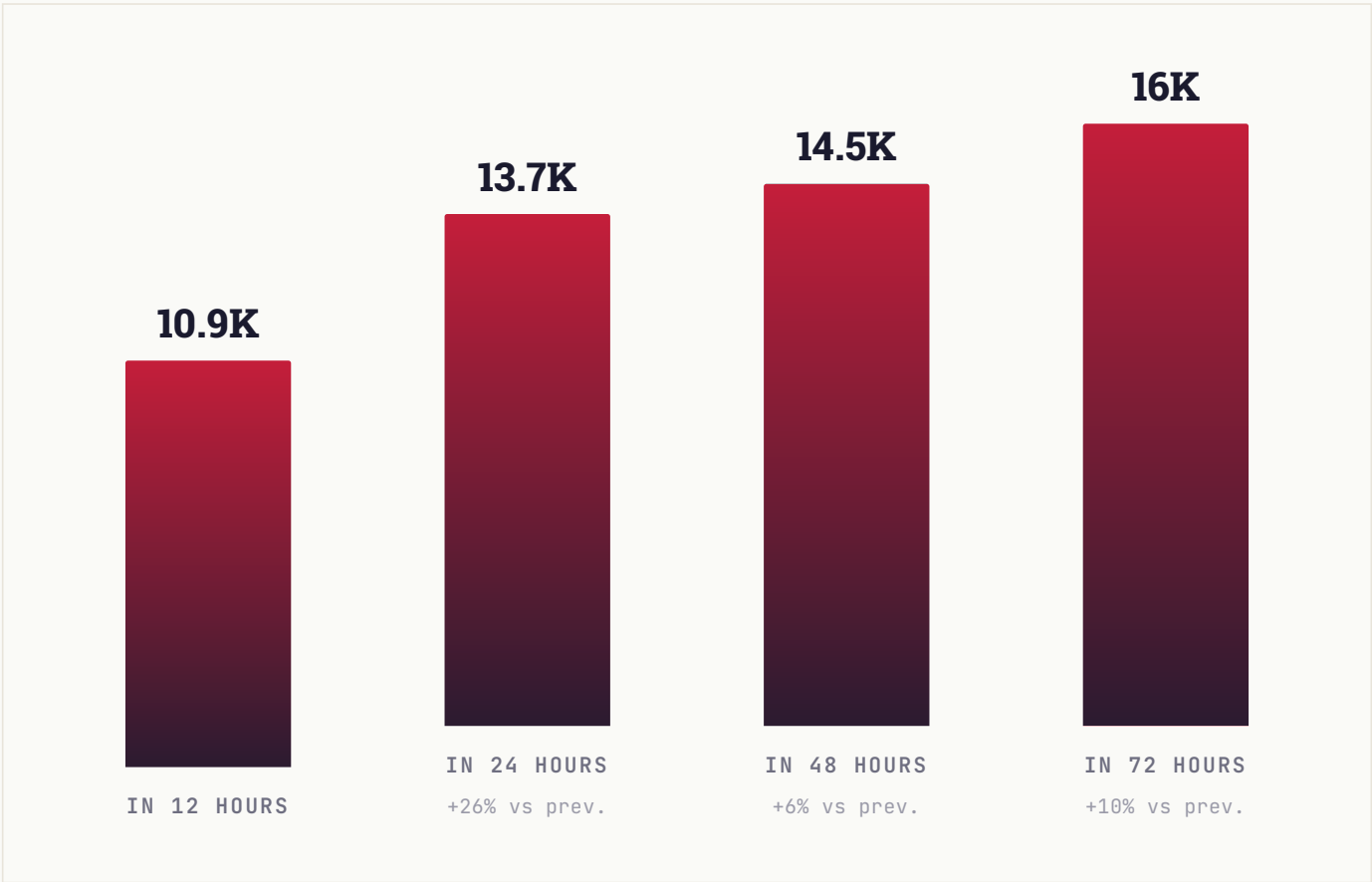
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · AD POTENTIAL

How long a post generates reach

Average reach of an 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. Your channel highlighted — see its rank among niche peers.

CHANNEL	SUBS
HI hitvpn_blog	4.2M
MT Trend world	3.4M
TE Technochat	3.1M
HA Hi, AI • Tech News	2.5M
NN NN	2.2M
TE Technomotel	2.2M
L- LIVE — Telegram, AI & Tech	2.1M
EK Exploit	2M
DJ Digital Journal IT, Neuroseti	1.8M
ER Backdoor	1.8M
HA Habr YOU	130.3K

COMPARATIVE INSIGHT

Channel inbottom half of top-100 niche (#89 of 100). Niche median — 211.8K subs. First growth KPI — reach median. Leader: hitvpn_blog (4.2M).

SECTION 06 · MENTION DYNAMICS

How often the channel is mentioned

Each month we track posts in other channels that mention yours. Over the last **6 months** such mentions: **835**, they brought **5 771** new subs.

PERIOD	MENTIONS	CHANNELS	GAINED SUBS
Dec 2025	216	11	489
Nov 2025	218	7	746
Oct 2025	227	8	792
September 2025	102	7	790
August 2025	34	7	1 688
Jul 2025	38	10	1 266

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
835	6	5 771

SECTION 07 • NICHE COMPARISON

Where the channel stands in its league

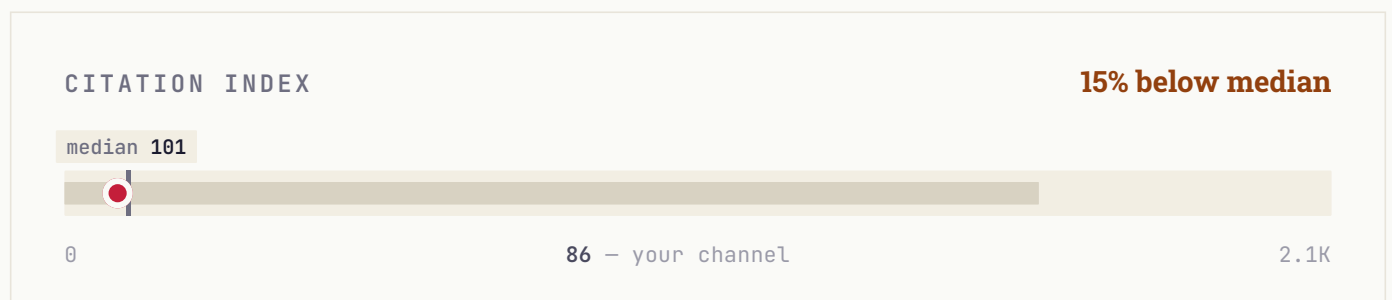
Took top-100 channels in category «Tech» (Russia) and saw how your channel stacks up. Gray band — range for 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

#89

/100

RANK IN NICHE

Channel in the bottom half of the ranking



— SECTION 08 · 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 Wednesday**

Audience most active at this day and 15:00 MSK.

EFFECT

**Best window
for an
important post****02****Increase video post share**

Video in Telegram retains audience longer and is algorithm-friendly. Recommend increasing share to 15-25%.

EFFECT

**Video holds
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

+1K-3K 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 — easy growth lever.

EFFECT

+5-15% ER**05****Cross-promo with neighboring channels**

Exchange posts with channels in the same segment once a quarter. No need to do it daily — 2-3 collabs give relevant growth.

EFFECT

**Growth from
relevant
audience**

★ NEXT STEPS

Want this done by **PromptPress?**

This audit — what we can do in a few minutes from public data.
Want more? Run ads with us and hit your growth plan in a month.

01

Launch Telegram ad

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

02

Contact manager

t.me/PromptPress_manager
