

PUBLIC REPORT BY PROMTPRESS

Channel audit

Hi, AI • Новости технологий



@hiaimedia

Main channel about AI and neural networks. RKN: <https://clck.ru/3GAwut> 🤖 AI bot: @GPT4Telegrambot 🤝 Ads: @hiaai_ads 🤝 Work with @bidfox_news, @Tgpodbor_official

SUBSCRIBERS

2 521 750

+2972 per month

ERR (% SEE POSTS)

4.0%

per day 2.0%

REACH/POST

79.5K

ad reach 50.8K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 2 521 750 —	 SUBS REACH 3.15% avg % subs see post	 VIEWS/POST 79.5K median 80.5K · 29 days	 POSTS/WEEK 18.2 over period
 7D TREND -33.5% vs previous week	 REACTIONS/POST 450.4 total 34,678 reactions, 13,104 reposts, 411 comments	 POST LENGTH 926 chars. median 1000 · 29 days	 POSTS ANALYZED 77 29 days
 AD REACH 50.8K 24h avg	 CHURN / MONTH +2972 last month	 CITATION RATE 95 citation index · 780 channels mentioned all time	 CHANNEL AGE 2 years 9 months created 17.09.2023

AI EDITOR SUMMARY

Channel «Hi, AI • Tech News» — 2 521 750 subs. Each post averages 79.5K people (3% from subs), reach is low — consider expanding audience. Publishes 18 posts per week (~3/day) — regular schedule. For week 22–28 Jun reach dropped by -33.5% by week 15–21 Jun — worth analyzing reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 77 posts over 29 days.
- 02 Dominant format – Photo (63/77 posts).
- 03 Avg post length – 926 chars (median 1000).
- 04 Peak audience activity – Thursday, 10:00 MSK.
- 05 Top posts get 3x more views than the weakest (135.8K avg for top vs 53.2K for worst) – among 77 posts in 29 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 18.06 · 07:28 PHOTO  Five AI & tech series to watch instead of Black Mirror If you want to watch something about artificial...	VIEWS 144 068 REPOSTS 497	REACTIONS 375 ER 5.7%
Nº2 19.06 · 06:40 PHOTO  iPhone launch hit birth rates That's the conclusion of US National Bureau of Economic Research researchers. They compared...	VIEWS 132 727 REPOSTS 242	REACTIONS 1 106 ER 5.3%
Nº3 20.06 · 08:14 VIDEO  'I made ChatGPT my co-parent' – young mom lets AI raise kids, becomes influencer 33-year-old Lillian Schmidt from...	VIEWS 130 695 REPOSTS 241	REACTIONS 934 ER 5.2%

Nº4

21.06 · 07:25

PHOTO

 ChatGPT's chatbot market share drops below 50% for first time Analysts from Sensor Tower got these numbers. By end of May, ChatGPT's...

VIEWS

118 285

REPOSTS

99

REACTIONS

ER

245

4.7%

Nº5

22.06 · 07:11

PHOTO

 Basketball helped schoolkids understand fractions Danish scientists found a way to make math more fun and clear for students...

VIEWS

111 714

REPOSTS

128

REACTIONS

ER

634

4.4%

WORST 3

↓ 25.06 · 16:04 VIDEO  MIT brings ultrasound into virtual reality MIT researchers developed an ultrasound system that outputs 3D images directly into...	VIEWS 55 093 REPOSTS 63 REACTIONS ER 170 2.2%
↓ 25.06 · 13:04 PHOTO  Russia opens enrollment for advanced IT student program T-Ob Education opened applications for T-Academy – a free...	VIEWS 53 071 REPOSTS 89 REACTIONS ER 125 2.1%
↓ 25.06 · 12:02 PHOTO  The next AI interface may have no screen. Major players bet on headphones While the internet debates smart glasses...	VIEWS 51 330 REPOSTS 36 REACTIONS ER 242 2.0%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

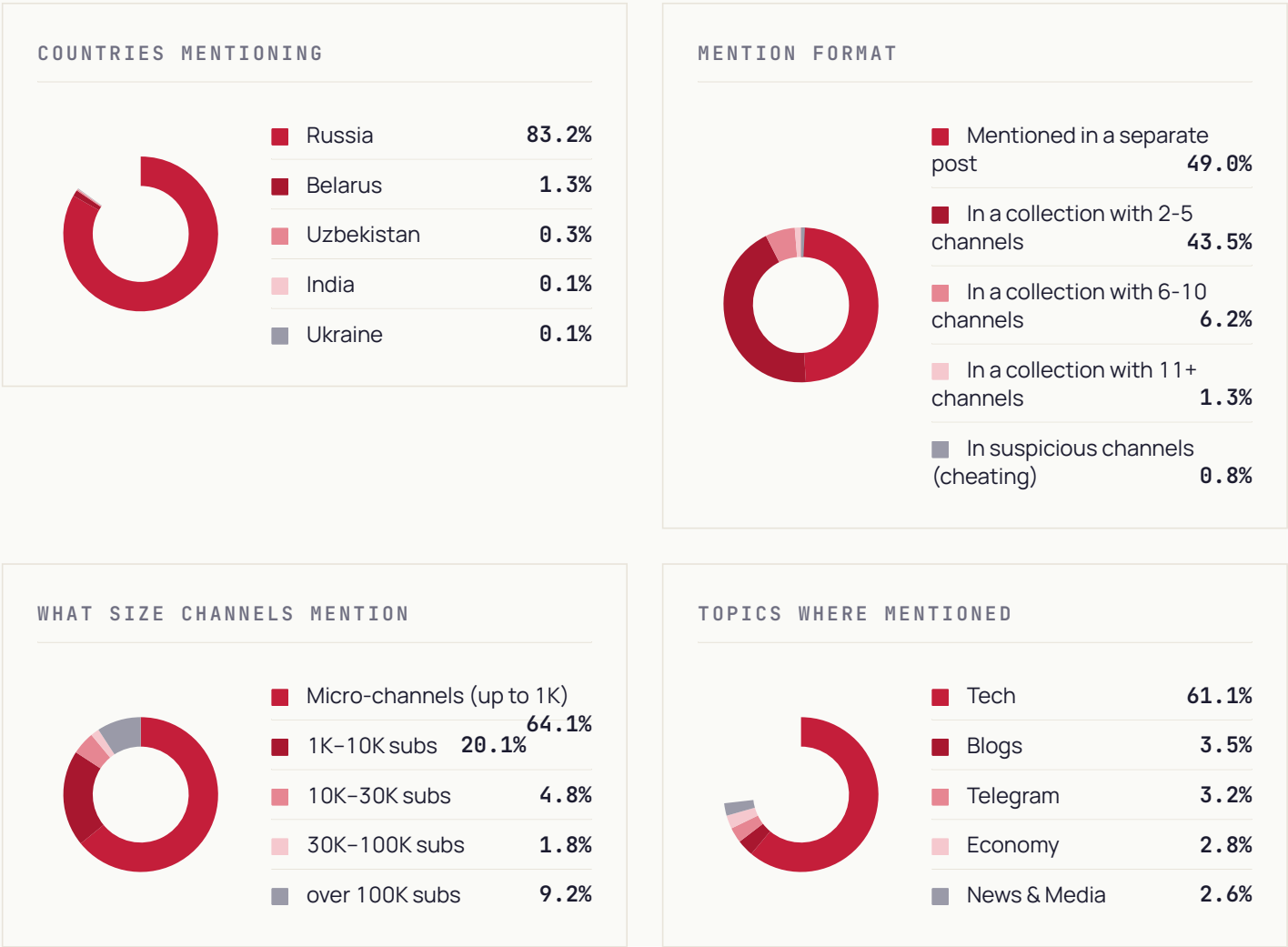
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who and how mentions the channel

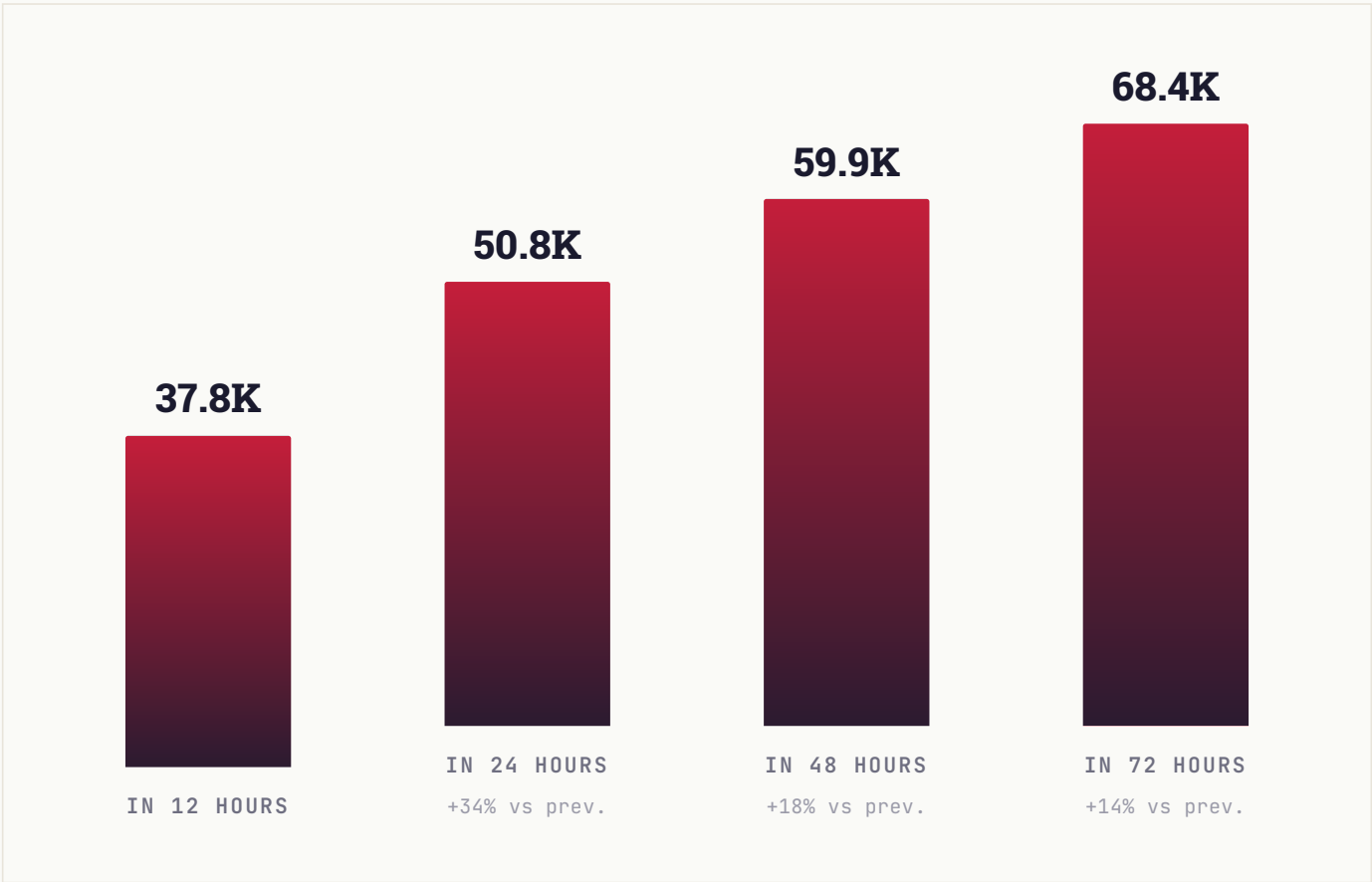
Citation index **95** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100k subs channel weighs more than from 1k. All time channel mentioned **780** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

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



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
HI hitvpn_blog	4.6M
MT Trends world	3.4M
TE Technochat	3.1M
HA Hi, AI • Новости технологий YOU	2.5M
آا اینترنت ژاد	2.5M
TE Technomotel	2.3M
NN NN	2.2M
L- LIVE — Telegram, AI and tech	2.1M
EC Exploit	2M
PP PINK PROXY پروکسی	2M
DJ Digital Journal IT, Neuroseti	1.8M

COMPARATIVE CONCLUSION

Channel in top 10 of niche (#4 of 100). Strong position. Niche leader — hitvpn_blog (4.6M), room to grow to #1. With other top-10 channels — mutual exchanges as equals.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Each month we record posts in other channels that mention your channel. Over the last **6 months** such mentions were **638**, they brought **1 427 883** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
Jan 2026	69	39	92 116
December 2025	148	53	217 961
November 2025	152	74	44 367
October 2025	86	37	533 994
September 2025	94	40	471 356
August 2025	89	35	68 089
TOTAL MENTIONS			638
MONTHS OF DATA			6
ACQUIRED SUBS			1 427 883

SECTION 08 · NICHE COMPARISON

Where the 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.

#4/100

RANK IN NICHE

Channel in top 4% tech Russia



— SECTION 09 · STRATEGY

What to do right now

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

01

Top post of the week — on Thursday

On this day at 10:00 MSK audience is most active.

EFFECT

**Best window
for an
important post**

02

ER below niche benchmark — rethink formats

Current ER 3.15% vs norm 4.5%. Try polls & interactive formats.

EFFECT

+1.4pp ER

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 win.

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

Cross-post with channels in the same segment 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 minutes using public data. Want more? — run ads with us and hit your growth plan in a month.

01

Launch ads in Telegram

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

02

Contact manager

t.me/PromptPress_manager