

— PROMTPRESS PUBLIC REPORT

Channel audit

IT с перцем

**@hotcodeit**

Top tech, AI & digital biz news — plain language. Timely, sharp, to the point. Our AI bot: @gpt3_unlim_chatbot Ads: @ChargeCats RKN: <https://clck.ru/3QEgG8>

SUBSCRIBERS

186 473

-5463 per month

ERR (% WHO SEE
POSTS)**5.0%**

daily 1.7%

REACH/POST

8.3K

ad reach 3.2K/24h

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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.

 SUBSCRIBERS 186 473 —	 SUBS REACH 4.44% avg % subs see post	 VIEWS/POST 8.3K median 9.4K · 29 days	 POSTS/WEEK 6.4 over period
 7D TREND -7.8% vs previous week	 REACTS/POST 20.3 total 548 reactions, 318 reposts, 0 comments	 POST LENGTH 399 chars median 368 · 29 days	 POSTS ANALYZED 27 29 days
 AD REACH 3.2K 24h avg	 CHURN / MONTH -5463 last month	 CITATION RATE 2 citation index · 33 channels mentioned ever	 CHANNEL AGE 2 years 5 months created 15.01.2024

AI EDITOR SUMMARY

Channel "IT with Pepper" – 186 473 subs. Each post avg views 8.3K people (4% of subs), reach low – should grow audience. Publishes 6 posts/week (~1/day) – rare. Week Jun 8–14 reach dropped -7.8% to week Jun 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 27 posts in 29 days.
- 02 Dominant format — Photo (23/27 posts).
- 03 Avg post length — 399 chars (median 368).
- 04 Peak audience activity — Thursday, 02:00 MSK.
- 05 Top posts get 3x more views than weakest (14.5K avg top vs 4.8K worst) — among 27 posts in 29 days. Worth analyzing what top shares: topic, format, timing.

TOP 5 POSTS

Nº1 28.05 · 23:59 PHOTO Company Ziyouliangji created Hitto platform that generates full songs from a phrase, photo, or emotion description. In version...	VIEWS	REACTS
	17 042	33
	REPOSTS	ER
	10	9.1%
Nº2 28.05 · 05:29 PHOTO Google AI sometimes can't even write its own name correctly — even "Google". Reasons relate to tokenization and preprocessing specifics...	VIEWS	REACTS
	13 233	49
	REPOSTS	ER
	11	7.1%
Nº3 27.05 · 23:21 PHOTO YouTube now auto-labels videos made with 'significant photorealistic AI'. Labels will be more visible from May and...	VIEWS	REACTS
	13 170	12
	REPOSTS	ER
	11	7.1%

Nº4 02.06 • 02:15 **PHOTO**

Researchers developed a machine learning model that measures heart rate via smartphone camera background footage...

VIEWS

13 039

REPOSTS

5

REACTS

27

ER

7.0%**Nº5** 26.05 • 23:41 **PHOTO**

85% of orgs want to adopt agentic AI in 3 years, but 76% say ops and infra aren't ready...

VIEWS

11 736

REPOSTS

4

REACTS

17

ER

6.3%**WORST 3**

21.06 • 12:49

VIDEO

Stack Overflow lost 76% of questions in 3 years. And revived as a service for those who killed it. Since ChatGPT launched in 2022, new...

VIEWS

5 033

REPOSTS

23

REACTS

15

ER

2.7%

22.06 • 05:40

PHOTO

Robots building robots Figure AI creates humanoid autonomous robots for factories and warehouses. Now it has become a showcase of its own idea...

VIEWS

4 771

REPOSTS

7

REACTS

10

ER

2.6%

22.06 • 17:43

PHOTO

🇺🇸 Z.ai asks the tough question: do you really need the most expensive AI? China's GLM-5.2 is already being compared to flagships in coding and complex...

VIEWS

4 578

REPOSTS

17

REACTS

16

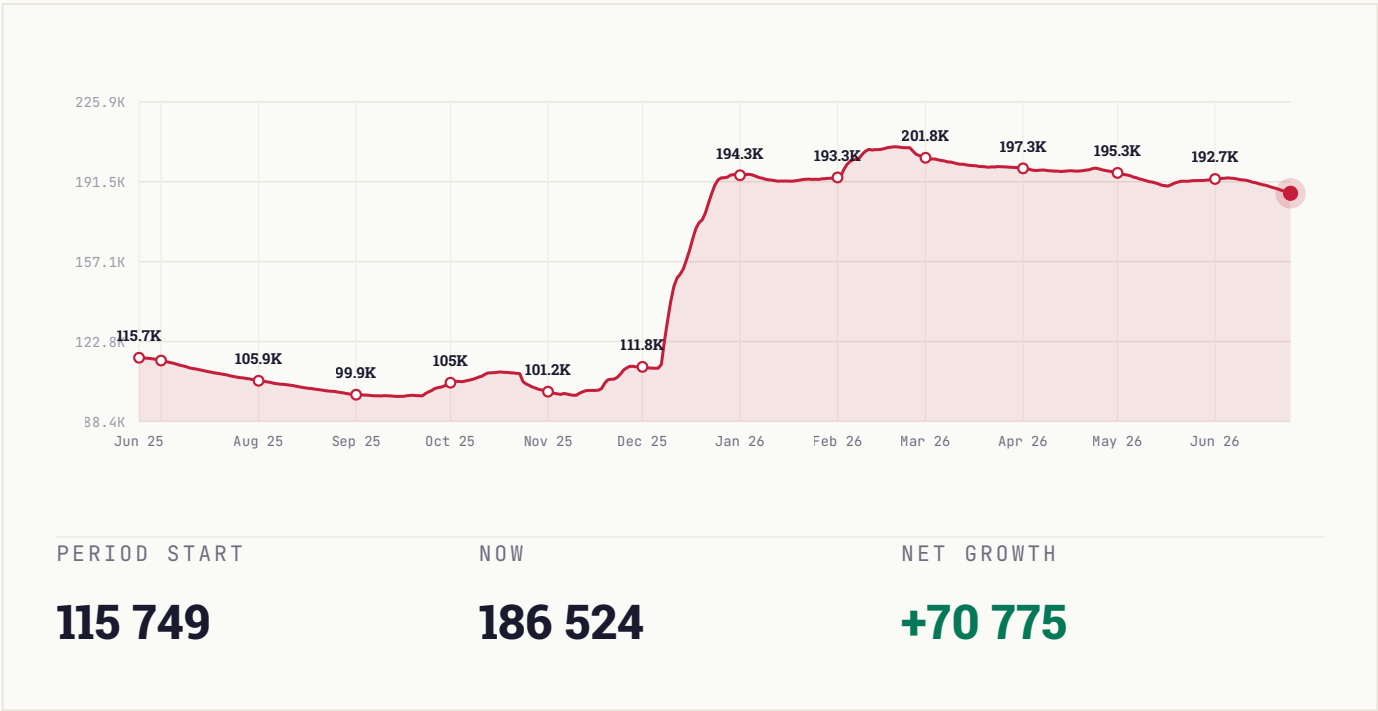
ER

2.5%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth vs. churn.



SECTION 04 • MENTIONS

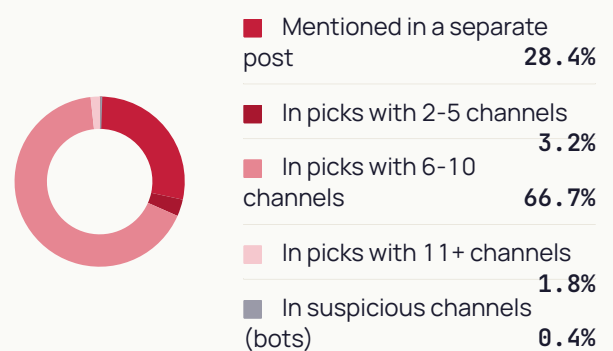
Who mentions the channel and how

Citation index **2** – channel popularity score based on mentions. Considers not just count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from 1K subs. All-time mentions: **33** different channels.

COUNTRIES MENTIONING



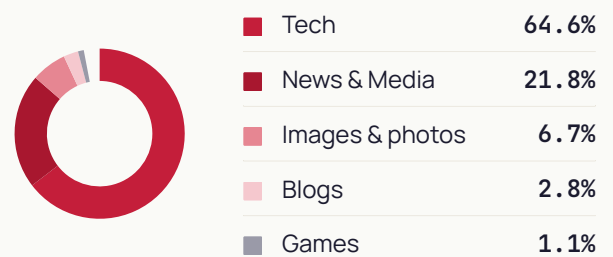
FORMAT MENTIONED IN



SIZE OF CHANNELS MENTIONING



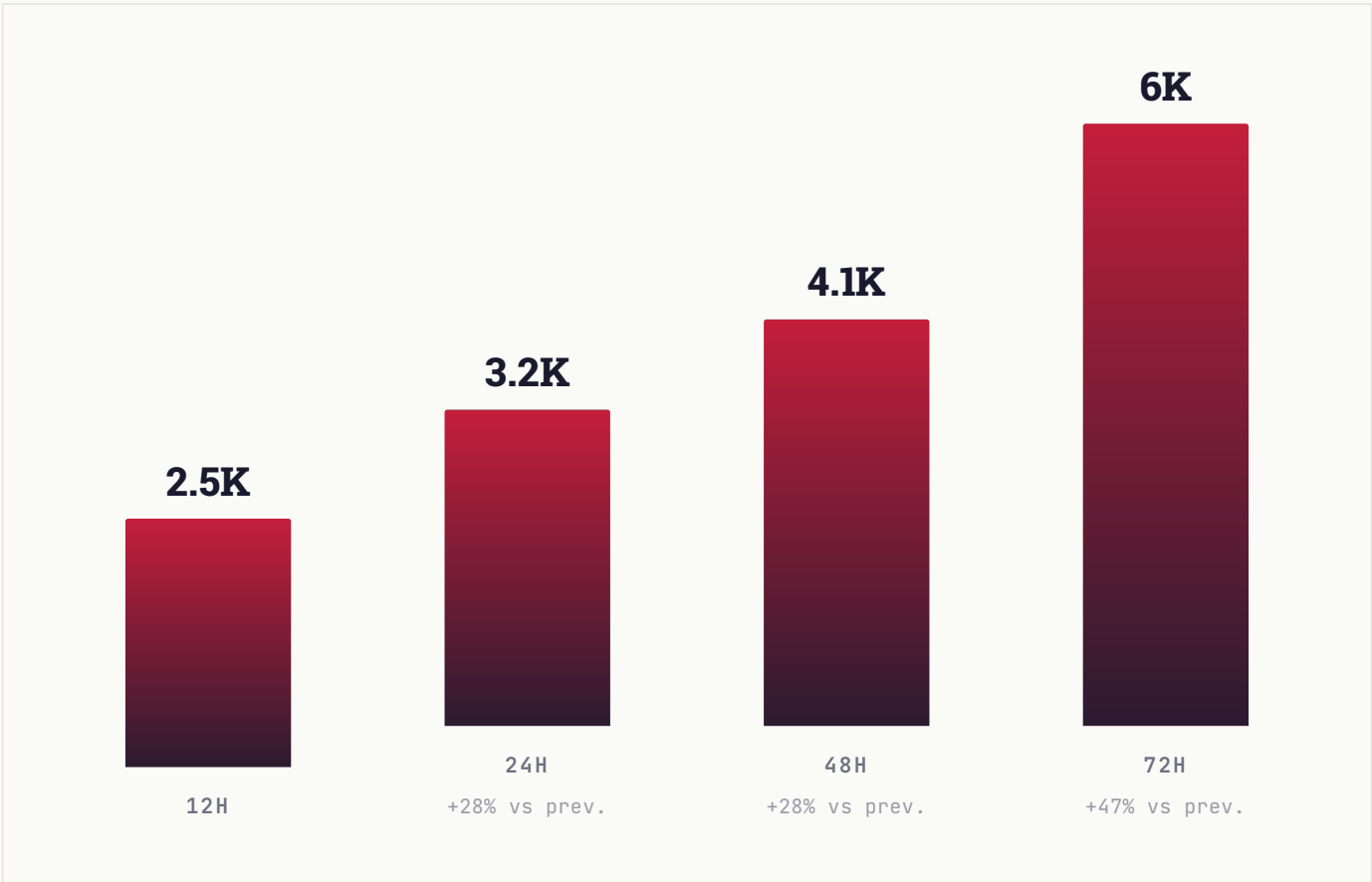
TOPICS MENTIONED IN



SECTION 05 · AD POTENTIAL

How long a post generates reach

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



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
HI hitvpn_blog	4.2M
MT Trends 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
DJ Digital Journal IT, Neuroseti	1.8M
BE Backdoor	1.8M
IC IT с перцем YOU	186.5K

COMPARATIVE INSIGHT

Channel in bottom half of top-100 niche (#63 of 100). Niche median — 211.8K subs.
First growth KPI — reach median. Leader: hitvpn_blog (4.2M).

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Monthly we track posts in other channels that mention your channel. Over the last **6 months** such mentions were **69**, they brought **107 363** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
December 2025	1	1	83 414
Nov 2025	2	1	12 947
Oct 2025	8	4	5 539
Sep 2025	6	4	5 463
August 2025	10	4	0
July 2025	42	4	0
TOTAL MENTIONS	69	MONTHS OF DATA	6
		GAINED SUBS	107 363

— SECTION 08 • NICHE COMPARISON

Where the channel stands in its league

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

#63 /100

RANK IN NICHE

Channel in bottom half of ranking

SUBSCRIBERS

12% below median

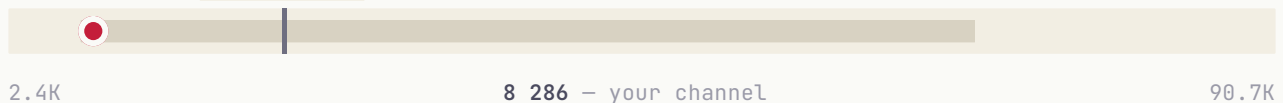
median 212.3K



AVG REACH / POST

61% below median

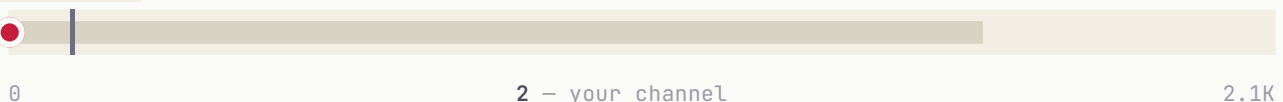
median 21.5K



CITATION INDEX

98% below median

median 101



— SECTION 09 · STRATEGY

What to do right now

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

01**Main post of the week — Thursday**

Audience is most active on this day at 02:00 MSK.

EFFECT

**Best time for
an important
post****02****Increase share of video posts**

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****ER below niche benchmark — rethink formats**

Current ER 4.44% vs norm 4.5%. Try polls and interactive formats.

EFFECT

+0.1pp ER**04****System traffic buy**

Three formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromptPress finds sources for your niche.

EFFECT

**+1000-3000
subs****05****Test polls and 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

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in minutes using public data. Want to go further? 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
