

PROMTPRESS PUBLIC REPORT

Channel audit

iQOO Russia



@iqoo_rus

iQOO – synonym for high-performance smartphones VK: <https://vk.com/iqoorus>

SUBSCRIBERS

115 456

+45142 per month

ERR (% SEE POSTS)

9.0%

Daily 3.7%

REACH/POST

9.8K

Ad reach 4.3K/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 115 456 —	 SUBS REACH 8.49% Avg % subs see post	 VIEWS/POST 9.8K Median 9.3K · 29 days	 POSTS/WEEK 13.5 Period
 7D TREND -5.0% vs previous week	 REACTIONS/POST 141.3 7,912 reactions, 519 reposts, 5,810 comments	 POST LENGTH 447 chars Median 364 · 29 days	 POSTS ANALYZED 56 29 days
 AD REACH 4.3K 24h avg	 CHURN / MONTH +45142 Last month	 CITE RATE 73 Citation index · 224 channels mentioned all time	 CHANNEL AGE 1 year 9 months Created 24.09.2024

AI EDITOR SUMMARY

Channel «iQOO Russia» – 115 456 subs. Each post averages 9.8K people (8% from subs), low reach – consider expanding audience. Publishes 14 posts/week (~2/day) – consistent. Week Jun 8–14 reach Stable (-5.0% vs week of June 1–7).

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 **56** posts in 29 days.
- 02 Dominant format — **Photo** (30/56 posts).
- 03 Avg post length — **447** chars (median 364).
- 04 Peak audience activity — **Tue**, 16:00 MSK.
- 05 Top posts get **6x** More views than weakest (28.6K avg top vs 5.2K worst) — among 56 posts in 29 days. Worth analyzing top's common traits: topic, format, timing.

TOP 5 POSTS

Nº1 16.06 · 13:05 PHOTO Today at 7:00 PM — live launch of the new iQOO Z11! We'll tell you everything about the new device, host a cool bingo right on the stream...	VIEWS 54 237 REPOSTS 76	REACTIONS 114 ER 47.0%
Nº2 03.06 · 16:38 PHOTO Seen this yet? 📺 We added a new prize to our iQOO Bot! Go check it out — maybe it's yours 📺 If you don't have enough points yet...	VIEWS 16 706 REPOSTS 6	REACTIONS 146 ER 14.5%
Nº3 12.06 · 13:46 PHOTO A clear example of how your smartphone quickly switches gears when it's not exams looming but weeks of max chill...	VIEWS 14 724 REPOSTS 12	REACTIONS 176 ER 12.8%

Nº4 02.06 • 16:38 TEXT Imagine: you're writing a thesis on brainrot ☒ Eyes don't hurt, battery lasts, and you can watch TikToks for research till morning...	VIEWS 14 051 REACTIONS 98 REPOSTS 1 ER 12.2%
Nº5 17.06 • 16:43 PHOTO Checking out the iQOO Z11 launch ☒ Great vibe, real emotions, and of course the star of the night – iQOO Z11 The one with...	VIEWS 13 312 REACTIONS 149 REPOSTS 14 ER 11.5%

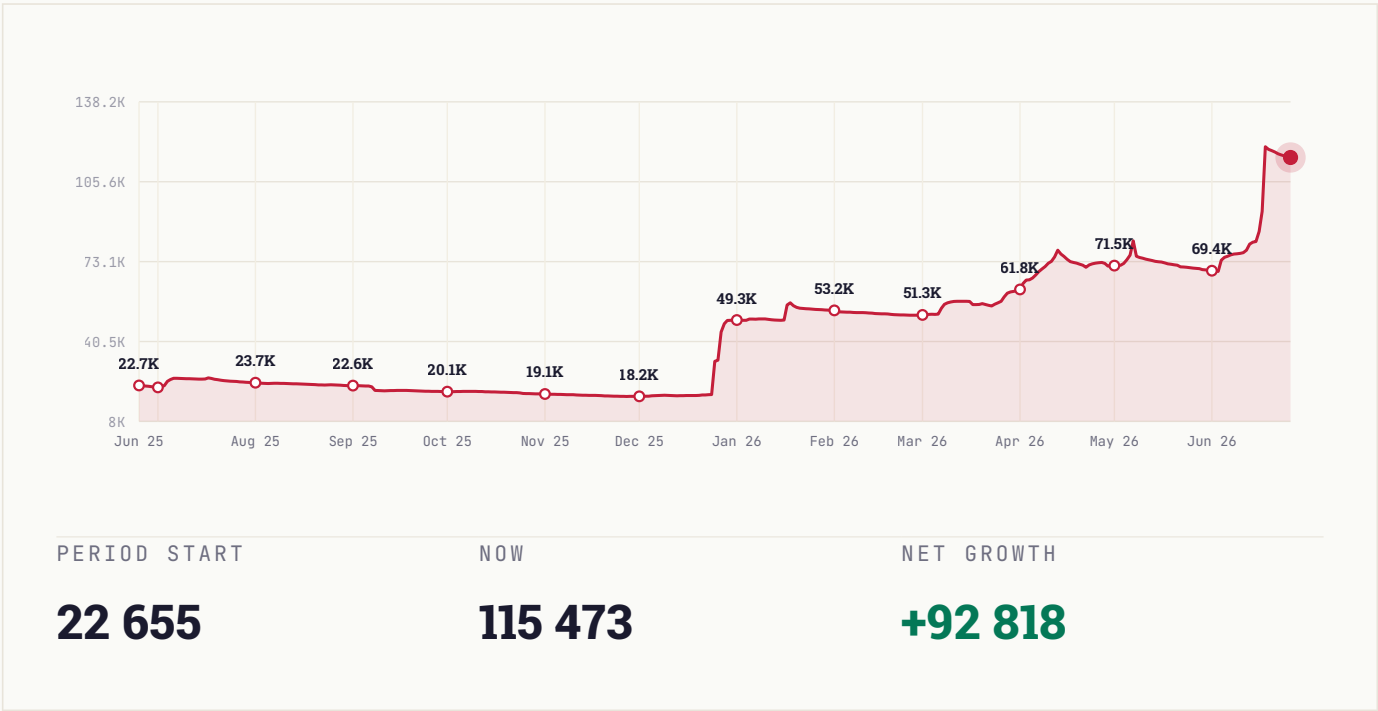
WORST 3

↓ 22.06 • 15:55 TEXT There are 1,000 and 1 reasons why the iQOO Z11 just has to be in your pocket. First, you can forget about...	VIEWS 5 648 REACTIONS 123 REPOSTS 3 ER 4.9%
↓ 30.05 • 12:57 TEXT ☒ Any IPS-screen lovers among my subs?) https://www.youtube.com/shorts/FlteMasqY3g	VIEWS 5 453 REACTIONS 81 REPOSTS 1 ER 4.7%
↓ 27.05 • 13:27 VIDEO How to do it all? Study, work, blog, friends, sports – and not fall off the wagon Our hero has a secret: the iQOO Z11x, which adapts...	VIEWS 4 411 REACTIONS 76 REPOSTS 3 ER 3.8%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

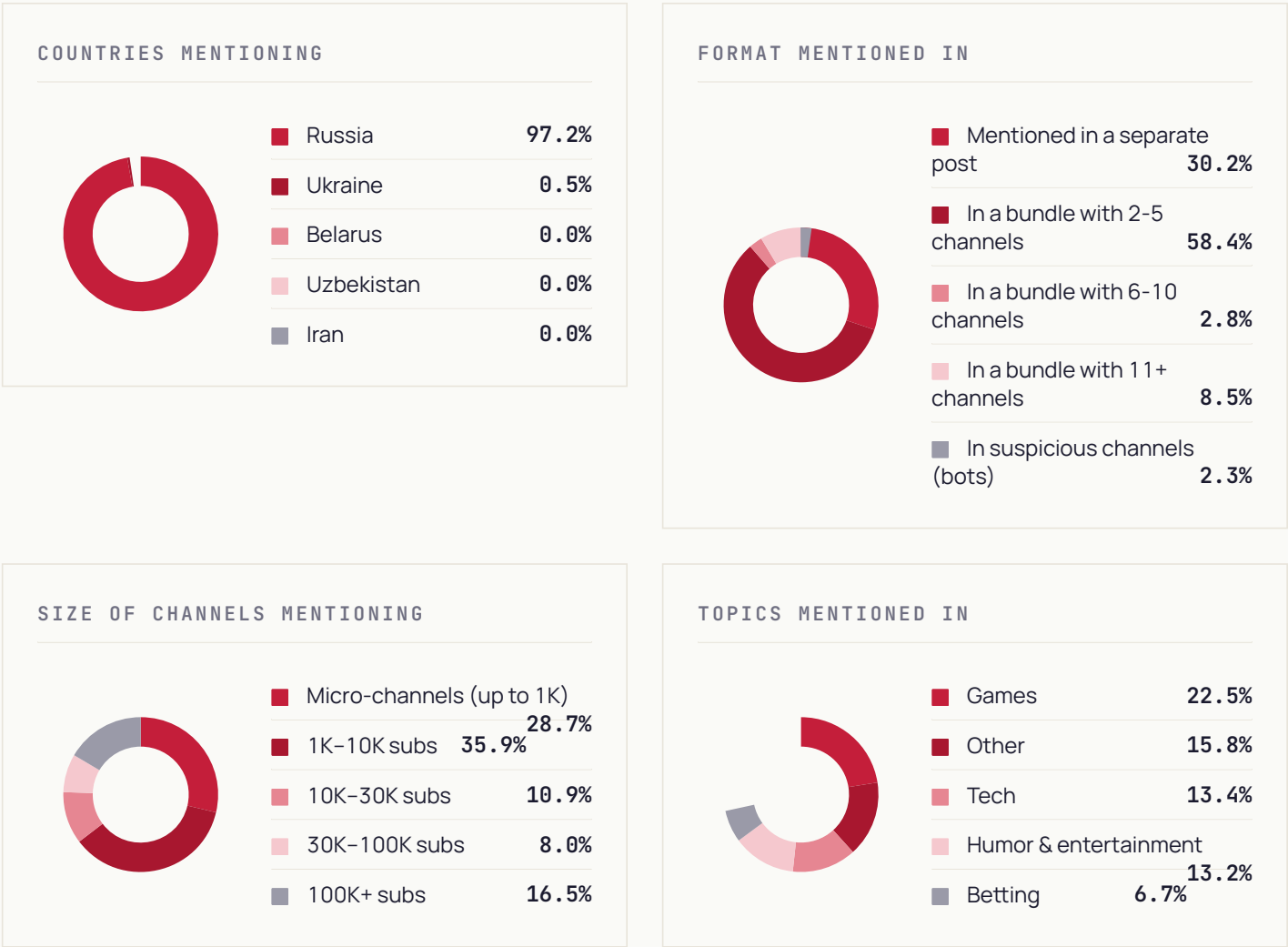
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel grew and which it lost subs.



SECTION 04 · CITATIONS

Who mentions the channel and how

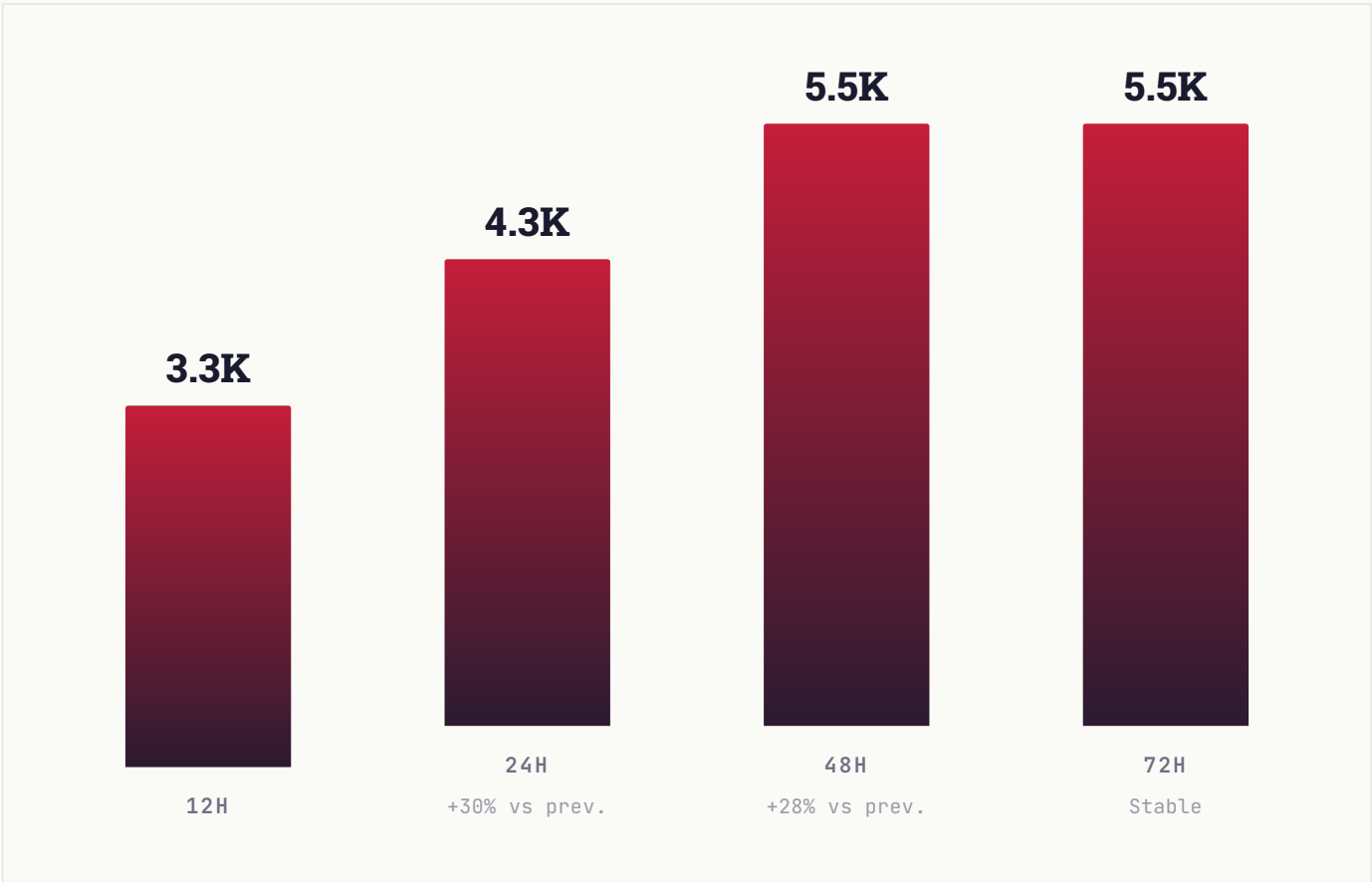
Citation index **73** – channel popularity score based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time channel was mentioned **224** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

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



SECTION 06 · COMPETITORS

Who you compete with

11 Nearby channels by topic & audience. Your channel is highlighted — see its rank among niche neighbors.

CHANNEL	SUBSCRIBERS
HI hitvpn_blog	4.2M
MT Trends 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
EC Exploit	2M
CZ Digital Journal IT, Neuroseti	1.8M
BE Backdoor	1.8M
IP iQOO Russia YOU	115.5K

COMPARATIVE CONCLUSION

Channel in Bottom half of top-100 niche (#99 of 100). Niche median — 211.8K subs. First growth KPI — reach the median. Leader: hitvpn_blog (4.2M).

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we record posts in other channels that mention your channel. Over the last **6 months** Such mentions: **51**, they brought **36 097** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
December 2025	19	17	31 303	
November 2025	3	3	50	
October 2025	1	1	131	
Sep 2025	3	3	158	
August 2025	6	6	252	
July 2025	19	13	4 203	

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS
51	6	36 097

— SECTION 08 · NICHE COMPARISON

Where the channel ranks in its league

Took top-**100** Channels in category «**Tech**» (Russia) and compared your channel against them. Gray bar — range where 80% of niche channels fall (p10 to p90). Black vertical — median. Red dot — your channel.

#99

/100

RANK IN NICHE

Channel in the bottom half of the ranking

SUBSCRIBERS

46% below median

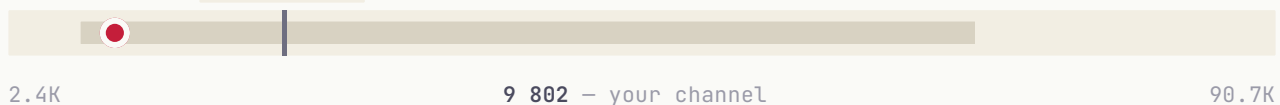
Median 212.3K



AVG REACH / POST

worse than median by 54%

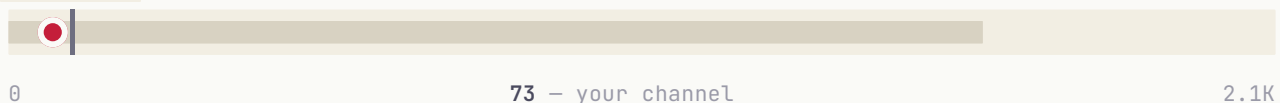
Median 21.5K



CITATION INDEX

28% below median

Median 101



— SECTION 09 · STRATEGY

What to do right now

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

- 01

Top post of the week — on Tuesday

Audience is most active on this day at 16:00 MSK.

EFFECT

Best window for a key post
- 02

System traffic buy

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

EFFECT

+1000-3000 subs
- 03

Test polls & interactive formats

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

EFFECT

+5-15% ER
- 04

Cross-promo with neighboring channels

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

EFFECT

Growth from relevant audience
- 05

Update channel description for Telegram search

Telegram search scans descriptions. Add 3-5 niche keywords — it's a source of organic traffic.

EFFECT

Organic traffic source

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in a few minutes based on public data. If you 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
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02	Contact manager	t.me/PromptPress_manager
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