

PROMTPRESS PUBLIC REPORT

Channel audit

IT Best



@it_elect

IT Best - channel with all the most important and interesting IT news and everything related. Admin: @itbest13

SUBSCRIBERS

12 124

-169 per month

ERR (% WHO SEE
POSTS)

4.0%

in 24 hrs **1.8%**

REACH/POST

388

ad reach **213**/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. Subtitle shows calculation period.

SUBSCRIBERS 12 124 —	SUBS REACH 3.2% avg % of subs see post	VIEWS/POST 388 median 400 · 29 days	POSTS/WEEK 20.6 over period
7D TREND -20.1% vs previous week	REACTIONS/POST 2.2 only 189 reactions, 376 reposts, 0 comments	POST LENGTH 330 chars median 340 · 29 days	POSTS ANALYZED 86 29 days
AD REACH 213 24h avg	CHURN / MONTH -169 last month	QUOTE RATE 504 citation index · 496 channels mentioned ever	CHANNEL AGE 5 years 11 months created 17.08.2020

AI EDITOR SUMMARY

Channel «IT Best» — 12 124 subs. Each post gets avg 388 people (3% from subs), reach is low — consider expanding audience. Publishes 21 posts per week (~3/day) — regular schedule. For week Jul 6–12 reach dropped by -20.1% by week Jun 29 – Jul 5 — worth analyzing the reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement & underperformers — to see what to repeat & what to drop.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **86** posts over 29 days.
- 02 Dominant format — **Photo** (50/86 posts).
- 03 Avg post length — **330** chars (median 340).
- 04 Peak audience activity — **Thursday**, 14:00 MSK.
- 05 Top posts get **3x** more views than the weakest (826 avg top vs 263 worst) — among 86 posts in 29 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 26.06 · 10:04 VIDEO Mars at night — rover shot a starry panorama 225M km from Earth so we could see this...	VIEWS 1 014 REPOSTS 14	REACTIONS 7 ER 8.4%
Nº2 02.07 · 11:02 PHOTO 🤔Russian universities cancel thesis due to AI. Sochi RUDN already ditched classic diplomas for future lawyers. Now...	VIEWS 933 REPOSTS 11	REACTIONS 5 ER 7.7%
Nº3 12.07 · 13:14 VIDEO 💖 Startups invented a collar that answers 'What's this sweet bunny's name?' It displays the pet's name and...	VIEWS 532 REPOSTS 7	REACTIONS 4 ER 4.4%

Nº4 21.06 • 10:01 **VIDEO**

! This year's Unified State Exam called worst in recent years – students mass-appeal, complain about errors in test materials, reports...

VIEWS
527

REACTIONS
1

REPOSTS
13

ER
4.3%

Nº5 29.06 • 07:04 **PHOTO**

! Telegram will become Discord's KILLER – new 'Communities' feature spotted in test build. It will combine several...

VIEWS
497

REACTIONS
2

REPOSTS
5

ER
4.1%

WORST 3

↓ 13.07 • 13:05 **VIDEO**

AI translates cat to human – Russia sells trendy PettiChat collar for 14K rubles. Gadget...

VIEWS
273

REACTIONS
4

REPOSTS
7

ER
2.3%

↓ 13.07 • 07:08 **TEXT**

2027 will be the worst time to buy RAM. SK Hynix CEO warns of a serious memory shortage due to...

VIEWS
264

REACTIONS
1

REPOSTS
4

ER
2.2%

↓ 13.07 • 10:02 **PHOTO**

NASA seeks volunteers for 'Mars mission' – participants will be locked in a Mars simulator for a year. They'll have to...

VIEWS
252

REACTIONS
–

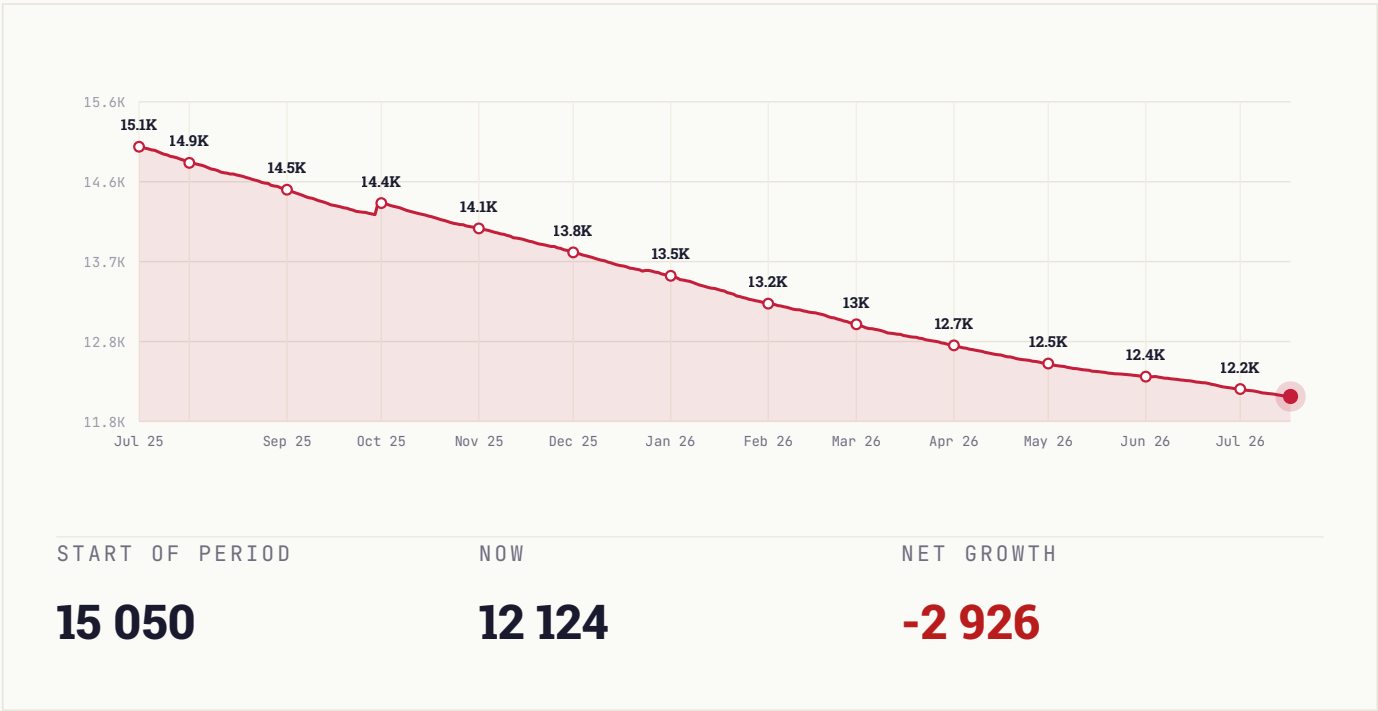
REPOSTS
4

ER
2.1%

SECTION 03 · SUBSCRIBER DYNAMICS

Channel growth over the year

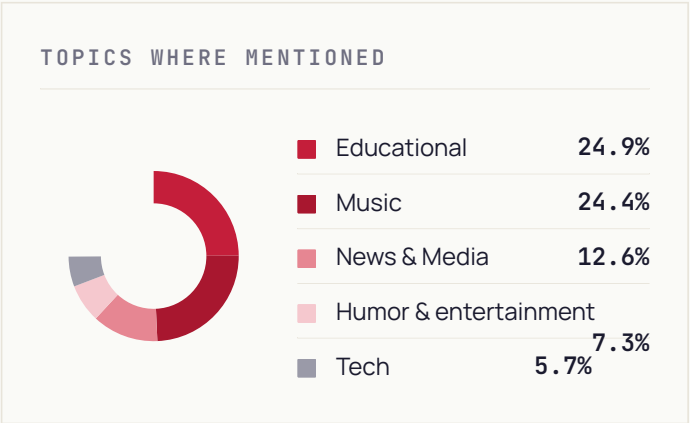
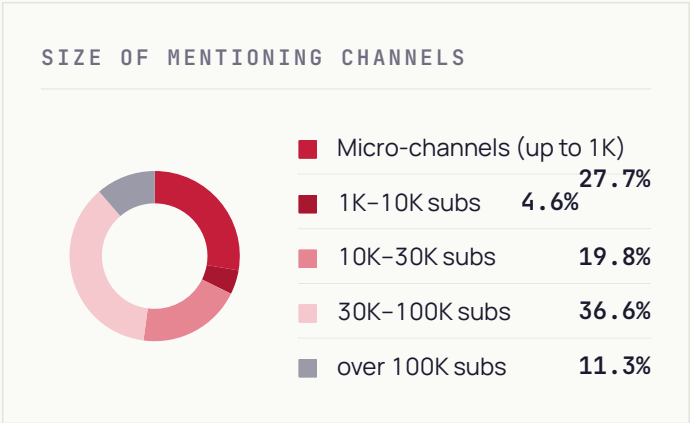
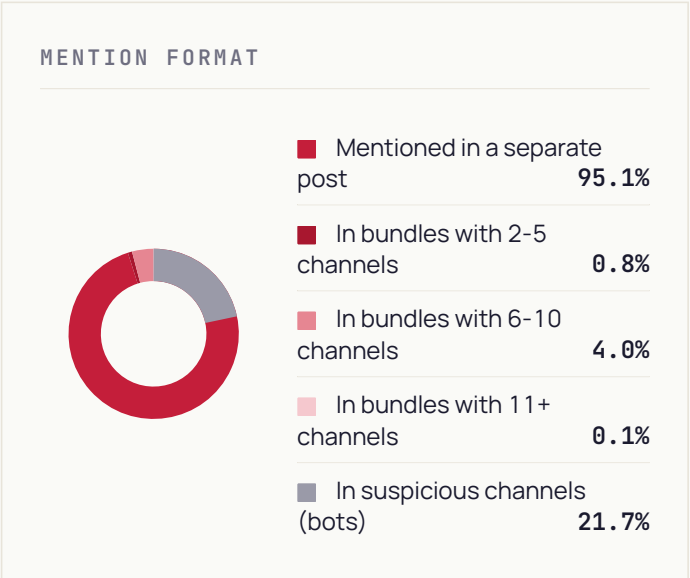
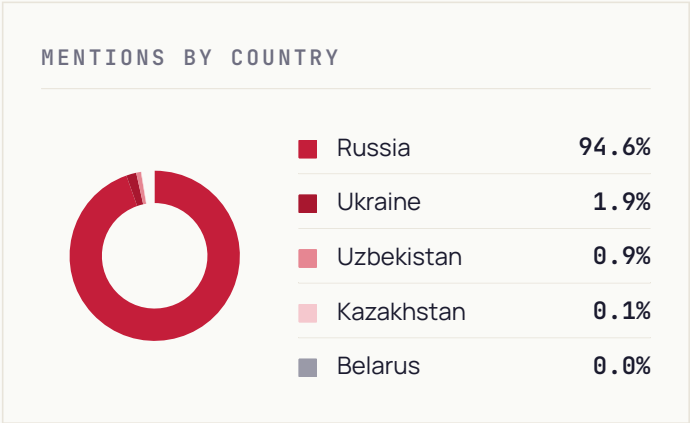
Subscriber growth over the year. Key months show exact subs. See gains and losses.



SECTION 04 · MENTIONS

Who mentions the channel and how

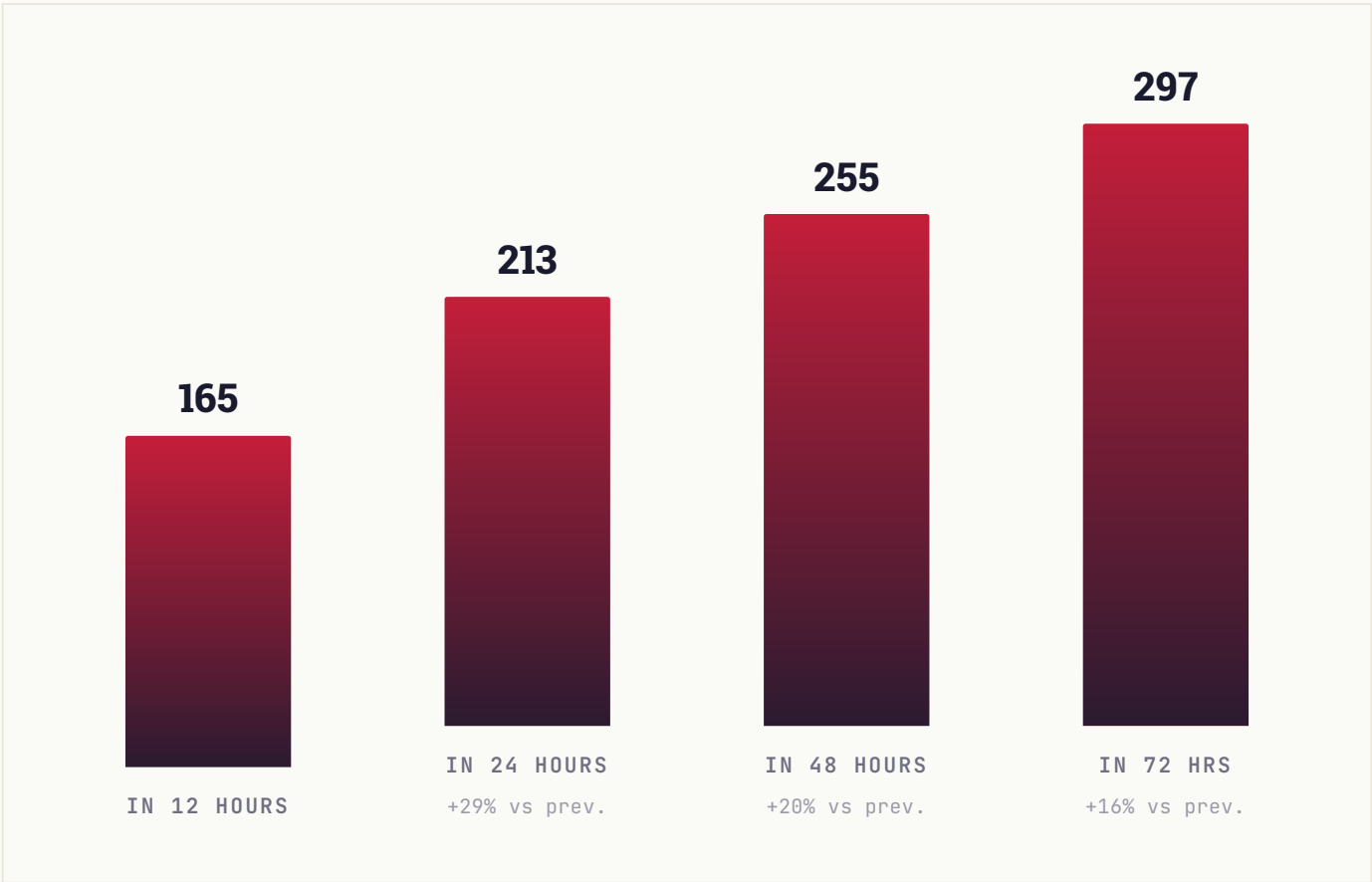
Citation index **504** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from 1K subs. All-time mentions: **496** different channels.



SECTION 05 · AD POTENTIAL

How long a post drives reach

Avg reach of ad post by time since publication. Helps gauge how long a placement stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
HI hitvpn_blog	4.6M
MT Trends world	3.3M
TE Technochat	3.1M
HA Hi, AI • Tech News	2.5M
آا اینترنت زَاد	2.5M
TE Technomotel	2.5M
NN NN	2.2M
EC Exploit	2.1M
PP PINK PROXY پروکسی	2M
L- LIVE — Telegram, AI & Tech	2M
IB IT Best YOU	12.1K

COMPARATIVE INSIGHT

Channel not yet outside top 100 niche — early growth stage. Niche leader — hitvpn_blog (4.6M), top-100 median: 455.3K. First goal: enter top-100 through systematic traffic and content work.

SECTION 07 · MENTION TRENDS

Mention frequency

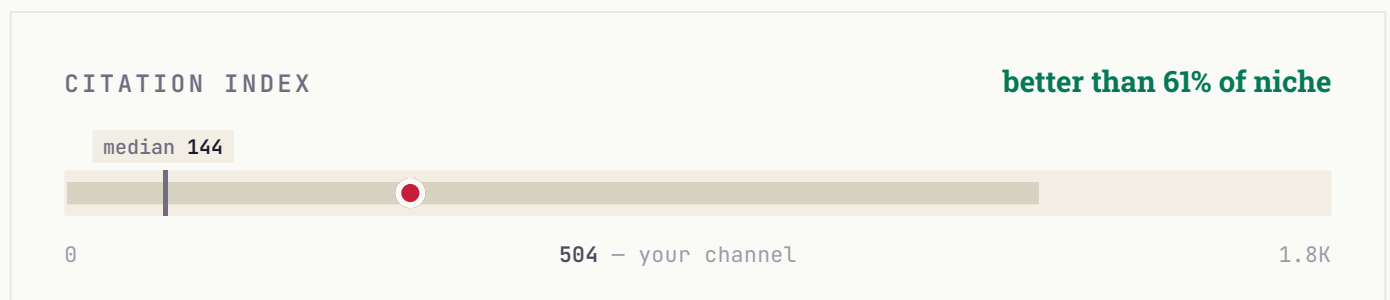
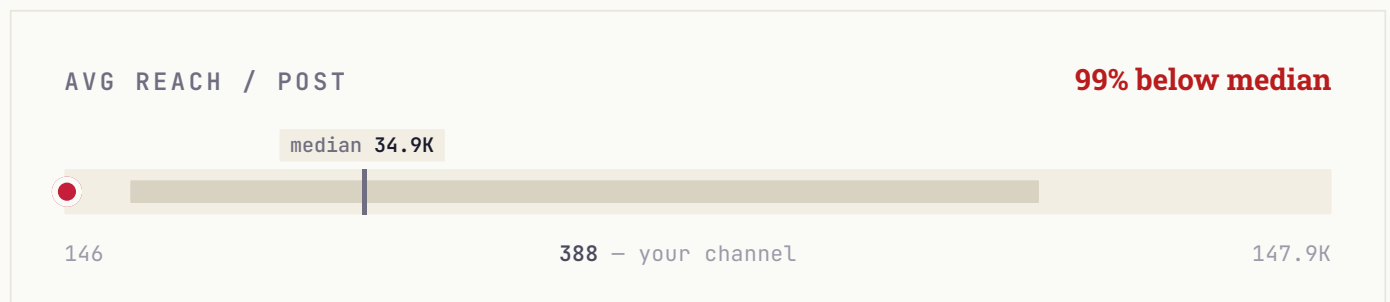
Monthly we track posts in other channels that mention yours. Over the last **6 months** such mentions were **0**, they brought **149** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
Jan 2026	0	0	0
December 2025	0	0	9
Nov 2025	0	0	0
Oct 2025	0	0	0
Sep 2025	0	0	140
August 2025	0	0	0
TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS	
0	6	149	

— SECTION 08 • NICHE COMPARISON

Where channel ranks in its league

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.



— 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

Best post day — Thursday

Audience is most active on this day at 14:00 MSK.

EFFECT

**Best window
for important
posts**

02

ER below niche benchmark — rethink formats

Current ER 3.2% vs norm 4.5%. Try polls & interactive formats.

EFFECT

+1.3pp 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 weekly poll on a hot topic is an easy growth lever.

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

Swap posts with same-segment channels quarterly.
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 from public data. Want to go further? Run ads with us & hit your growth plan in a month.

01

Launch Telegram ad

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

02

Contact manager

t.me/PromptPress_manager
