

PUBLIC REPORT BY PROMTPRESS

Channel audit

IT в картинках



@it_kartinki

Link: @Portal_v_IT Collab: @oleginc, @tatiana_inc Exchange:
telega.in/c/it_kartinki RKN: clck.ru/3KHfRr

SUBSCRIBERS

13 253

-123 per month

ERR (% SEE POSTS)

16.0%

per day 8.9%

REACH/POST

2K

ad reach 1.2K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 13 253 —	 SUBS REACH 14.93% avg % of subs see post	 VIEWS/POST 2K median 2.1K · 29 days	 POSTS/WEEK 23.1 over period
 7D TREND -10.1% vs previous week	 REACTIONS/POST — MTPROTO only	 POST LENGTH 74 chars median 20 · 29 days	 POSTS ANALYZED 97 29 days
 AD REACH 1.2K 24h average	 CHURN / MONTH -123 over last month	 CITATION RATE 362 citation index · 500 channels mentioned all time	 CHANNEL AGE 6 years 5 months created 14.02.2020

AI EDITOR SUMMARY

Channel «IT в картинках» — 13 253 subs. Each post averages 2K people (15% of subs), reach is low — consider expanding audience. Publishes 23 posts per week (~3/day) — active posting. For week Jun 6–12, reach dropped by -10.1% by week of Jun 29 – Jul 5 — worth analyzing the 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 97 posts over 29 days.
- 02 Dominant format – Photo (95/97 posts).
- 03 Avg post length – 74 chars (median 20).
- 04 Peak audience activity – Monday, 17:00 MSK.
- 05 Top posts get 2x more views than the weakest (2.4K avg for top vs 1.5K for worst) – among 97 posts over 29 days. Worth analyzing what the top has in common – topic, format, timing.

TOP 5 POSTS

Nº1 20.06 · 08:07 PHOTO IT в картинках & Мах	VIEWS	REACTIONS
	2 441	—
	REPOSTS	ER
	31	18.4%
Nº2 18.06 · 11:06 PHOTO IT в картинках & Мах	VIEWS	REACTIONS
	2 428	—
	REPOSTS	ER
	53	18.3%
Nº3 25.06 · 08:06 PHOTO IT в картинках & Мах	VIEWS	REACTIONS
	2 331	—
	REPOSTS	ER
	51	17.6%

Nº4

22.06 · 16:07

PHOTO

IT в картинках & Мах

VIEWS	REACTIONS
2 329	—
REPOSTS	ER
8	17.6%

Nº5

01.07 · 16:07

PHOTO

IT в картинках & Мах

VIEWS	REACTIONS
2 328	—
REPOSTS	ER
49	17.6%

WORST 3

↓

13.07 · 08:06

PHOTO

IT в картинках & Мах

VIEWS	REACTIONS
1 528	—
REPOSTS	ER
11	11.5%

↓

13.07 · 16:06

PHOTO

IT в картинках & Мах

VIEWS	REACTIONS
1 426	—
REPOSTS	ER
8	10.8%

↓

13.07 · 11:06

PHOTO

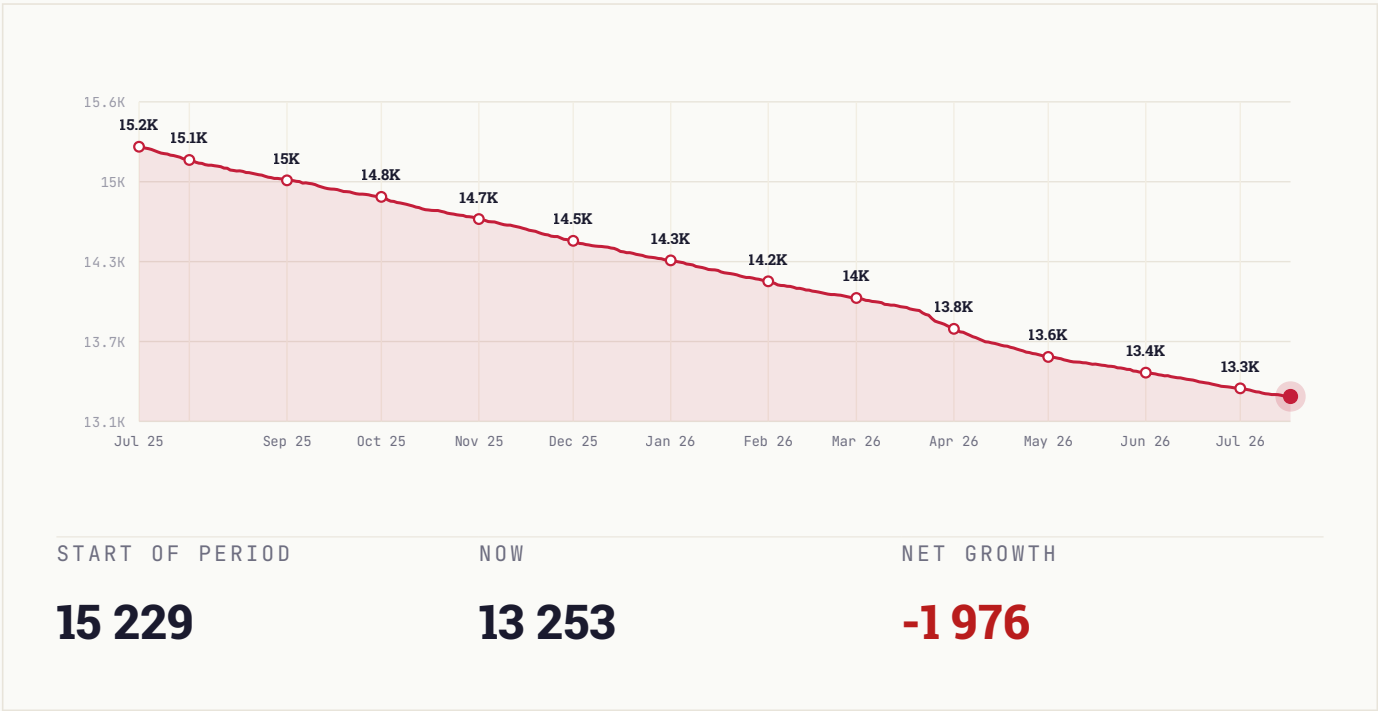
IT в картинках & Мах

VIEWS	REACTIONS
1 415	—
REPOSTS	ER
18	10.7%

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 and which lost subs.



SECTION 04 · CITATIONS

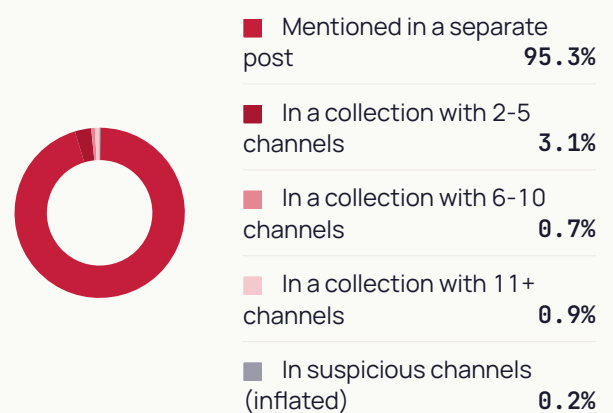
Who and how mentions the channel

Citation index **362** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from 1K. All time, your channel was mentioned **500** different channels.

COUNTRIES MENTIONING



FORMAT OF MENTIONS



SIZE OF CHANNELS MENTIONING



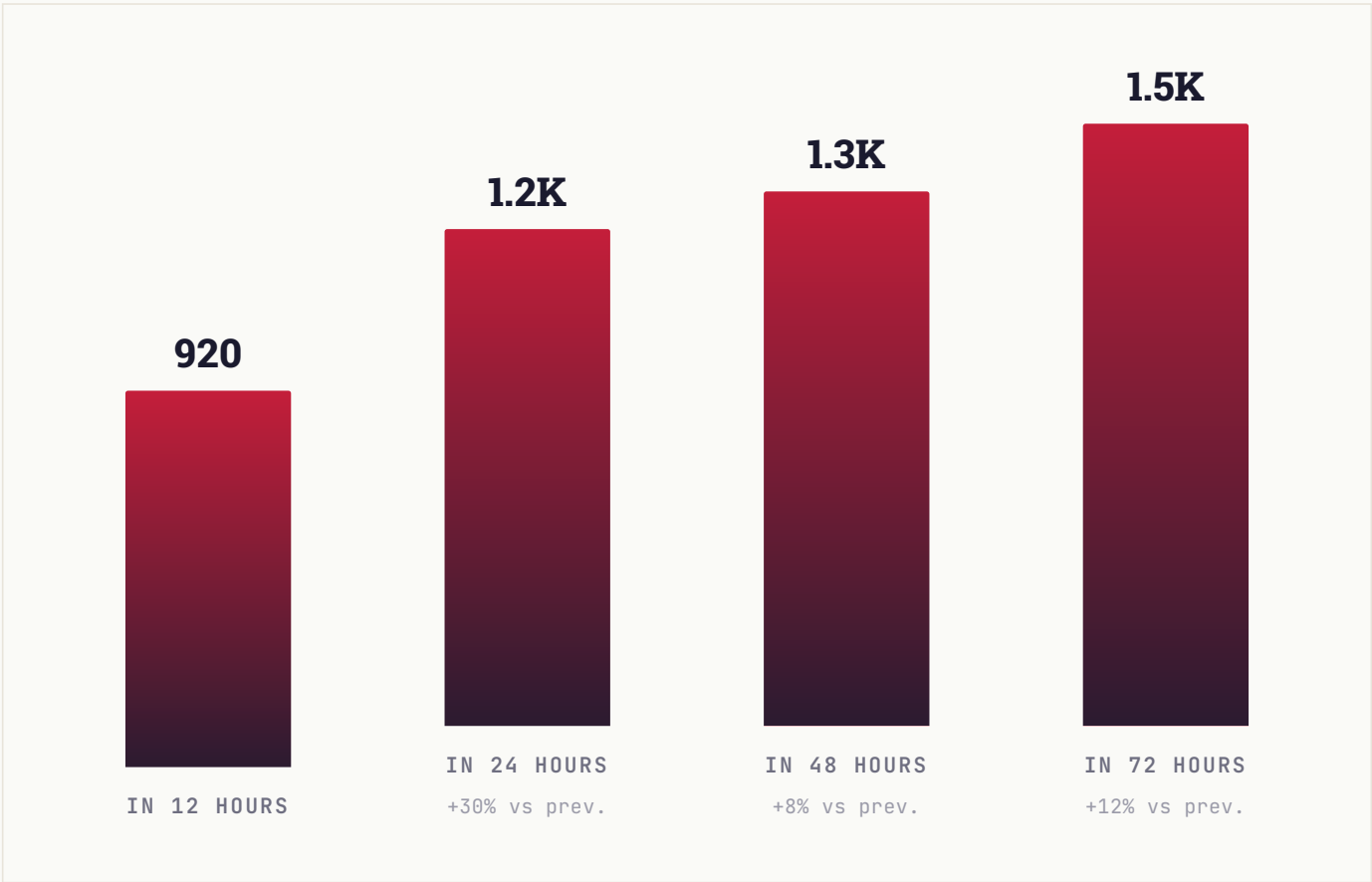
TOPICS OF MENTIONS



SECTION 05 · AD POTENTIAL

How long a post brings reach

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



SECTION 06 · COMPETITORS

Who you compete with

11 closest channels by topic and audience. Highlighted your channel — shows its rank among niche peers.

CHANNEL	SUBSCRIBERS
HI hitvpn_blog	4.6M
MT Trends world	3.3M
TE Techchat	3.1M
HA Hi, AI • Новости технологий	2.5M
آا اینترنت آزاد	2.5M
TE Technomotel	2.5M
NN NN	2.2M
EC Exploit	2.1M
PP PINK PROXY پروکسی	2M
L- LIVE – Telegram, AI и технологии	2M
IB IT в картинках YOU	13.3K

COMPARATIVE CONCLUSION

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 DYNAMICS

How often the channel is mentioned

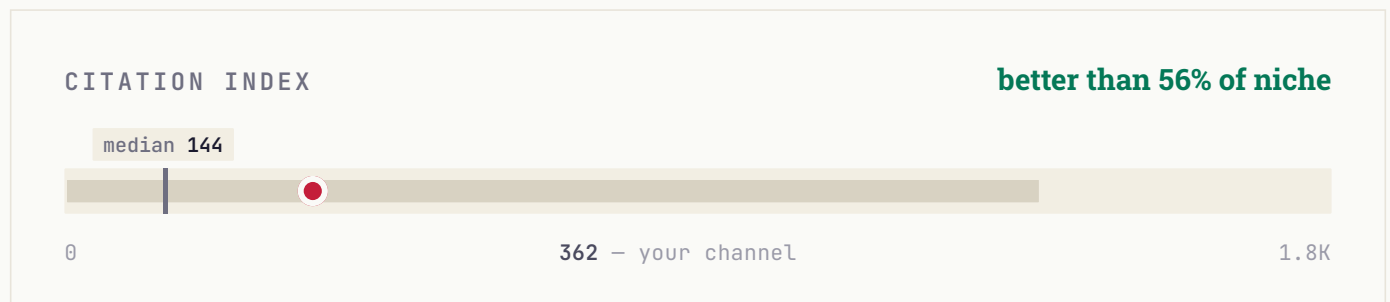
Monthly we record posts in other channels that mention yours. Over the last **6 months** such mentions were **6**, they brought **3** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
Jan 2026	1	1	0	
December 2025	0	0	0	
November 2025	1	1	0	
October 2025	4	4	0	
September 2025	0	0	2	
August 2025	0	0	1	

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS
6	6	3

Where the channel stands in its league

Gray band: range for 80% of niche channels (p10-p90). Black vertical: median. Red dot: your channel.



— 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 — on Monday

On this day at 17:00 MSK audience is most active.

EFFECT

**Best window
for an
important post**

02

Increase video post share

Video in Telegram holds audience longer and is better perceived by the algorithm. We recommend bringing the share to 15-25%.

EFFECT

**Video retains
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

**+1000-3000
subs**

04

Test polls & interactive formats

Posts with polls/reactions usually give +5-15% ER. One poll per week on a hot topic — easy growth lever.

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

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

EFFECT

**Growth from
relevant
audience**

★ WHAT'S NEXT

Want us to do this **PromptPress?**

This audit — what we can do in a few minutes using public data.
To go further — run ads through us and hit your growth target
in a month.

01

**Launch ads in
Telegram**

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

02

Contact manager

t.me/PromptPress_manager