

PROMTPRESS PUBLIC REPORT

Channel Audit

IT Portal



@it_portal

Join our channel and dive into IT Collaboration, ads: @devmangx
RKN: <https://clck.ru/3H4Whw> Partnering with @Spiral_Yuri

SUBSCRIBERS

102 574

-1572 per month

ERR (% SEE POSTS)

14.0%

per day 7.0%

REACH/POST

13.3K

ad reach 7.2K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate health indicator. Subtitle shows the period.

 SUBSCRIBERS 102 574 —	 SUBSCRIBER REACH 12.94% avg % subs see post	 VIEWS/POST 13.3K median 12.4K · 29 days	 POSTS/WEEK 11.7 for the period
 7D TREND -22.1% vs previous week	 REACTIONS/POST 71.9 only 3,524 reactions, 9,165 reposts, 227 comments	 POST LENGTH 361 chars. median 314 · 29 days	 POSTS ANALYZED 49 29 days
 AD REACH 7.2K 24h avg	 CHURN / MONTH -1572 last month	 CITATION RATE 428 citation index · 1,216 channels mentioned all time	 CHANNEL AGE 2 years 4 months created 03.03.2024

AI EDITOR SUMMARY

Channel «IT Portal» – 102 574 subs. Each post averages 13.3K people (13% of subs), reach is low – consider expanding audience. Posts 12 posts per week (~2/day) – regular schedule. For week Jul 6–12 reach dropped by -22.1% by week Jun 29 – Jul 5 – worth analyzing reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **49** posts in 29 days.
- 02 Dominant format – **Photo** (32/49 posts).
- 03 Avg post length – **361** chars (median 314).
- 04 Peak audience activity – **Wednesday**, 09:00 MSK.
- 05 Top posts gather **3x** more views than the weakest (32.3K avg for top vs 10K for worst) – among 49 posts in 29 days. Worth analyzing what the top share: topic, format, timing.

TOP 5 POSTS

Nº1 17.06 · 06:52 PHOTO SpaceX officially bought Cursor for \$60B. Meanwhile Cursor launches its own "GitHub of the AI agent era" – Cursor Origin. This will...	VIEWS 40 031 REPOSTS 457	REACTIONS 96 ER 39.0%
Nº2 20.06 · 07:35 VIDEO Dead Internet theory in practice: a Reddit enthusiast set up a private WoW server on AzerothCore, populated it with 1800 bots...	VIEWS 37 753 REPOSTS 672	REACTIONS 134 ER 36.8%
Nº3 26.06 · 13:53 VIDEO PM helps their team @IT_Portal	VIEWS 19 125 REPOSTS 290	REACTIONS 155 ER 18.6%

Nº420.06 · 15:07 VIDEO
Found a cool SQL visualizer ☕ Tool turns PostgreSQL queries into interactive visual diagrams. Especially...

VIEWS	REACTIONS
18 429	81
REPOSTS	ER
633	18.0%

Nº502.07 · 15:07 VIDEO
Team lead who "doesn't control" @IT_Portal

VIEWS	REACTIONS
17 891	146
REPOSTS	ER
208	17.4%

WORST 3

↓ 08.07 · 13:49 PHOTO
At least on Fridays stick to @IT_Portal

VIEWS	REACTIONS
10 241	85
REPOSTS	ER
102	10.0%

↓ 13.07 · 06:44 PHOTO
Monday @IT_Portal

VIEWS	REACTIONS
9 949	94
REPOSTS	ER
116	9.7%

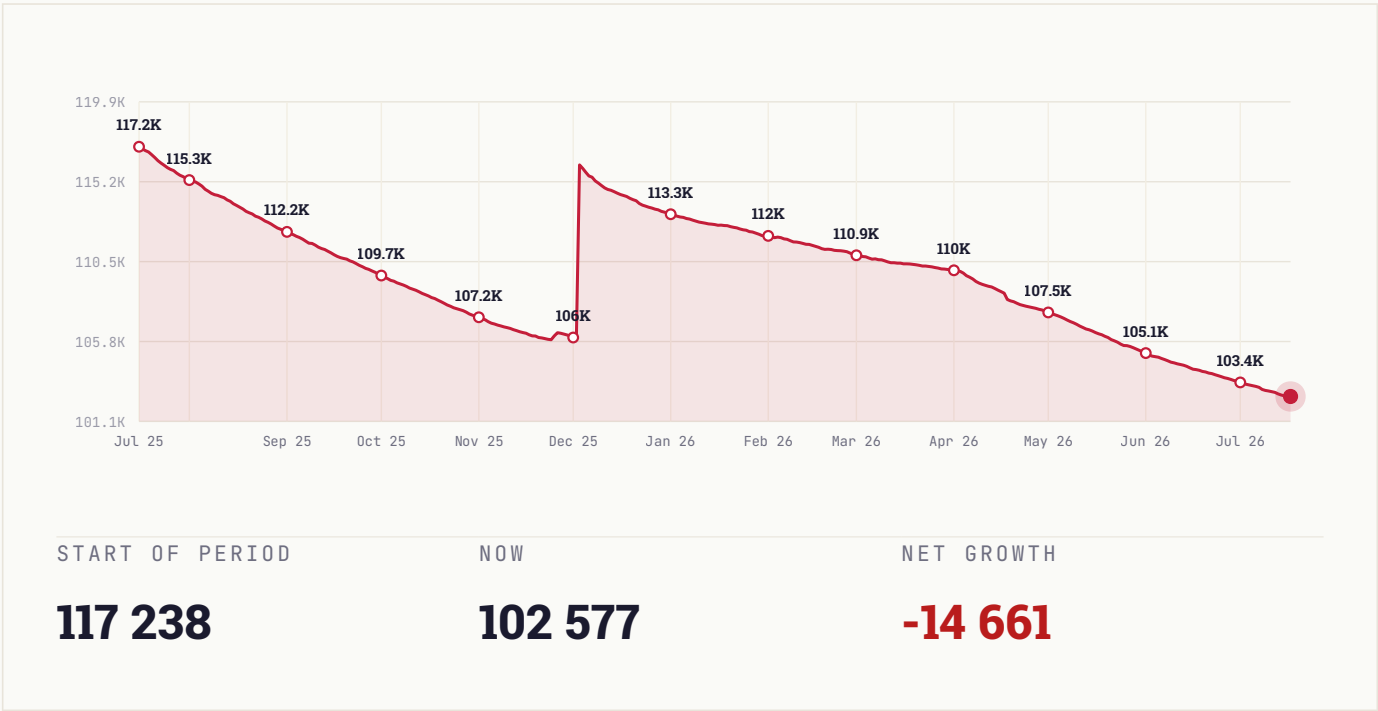
↓ 13.07 · 09:07 VIDEO
Enthusiast collected a huge library of open-source tools that work right in the browser with no sign-up. Inside there are...

VIEWS	REACTIONS
9 869	33
REPOSTS	ER
379	9.6%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

Yearly subscriber growth chart. Key months show exact subscriber count. Shows growth and loss months.



SECTION 04 • MENTIONS

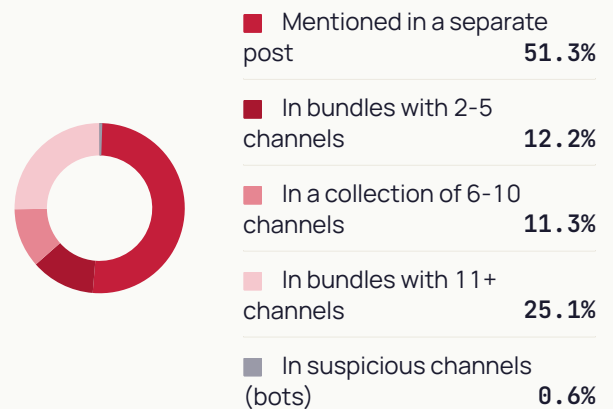
Who and how mentions the channel

Citation index **428** — 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 a 1K subs channel. All-time mentions: **1 216** different channels.

COUNTRIES MENTIONING



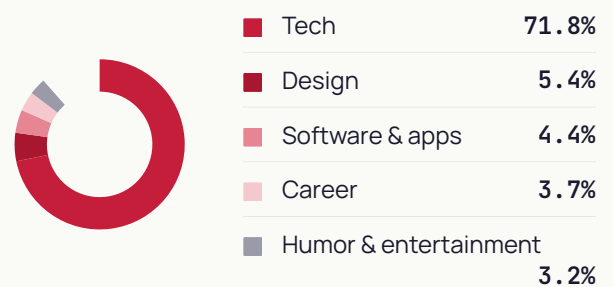
FORMAT OF MENTIONS



WHAT SIZE CHANNELS MENTION



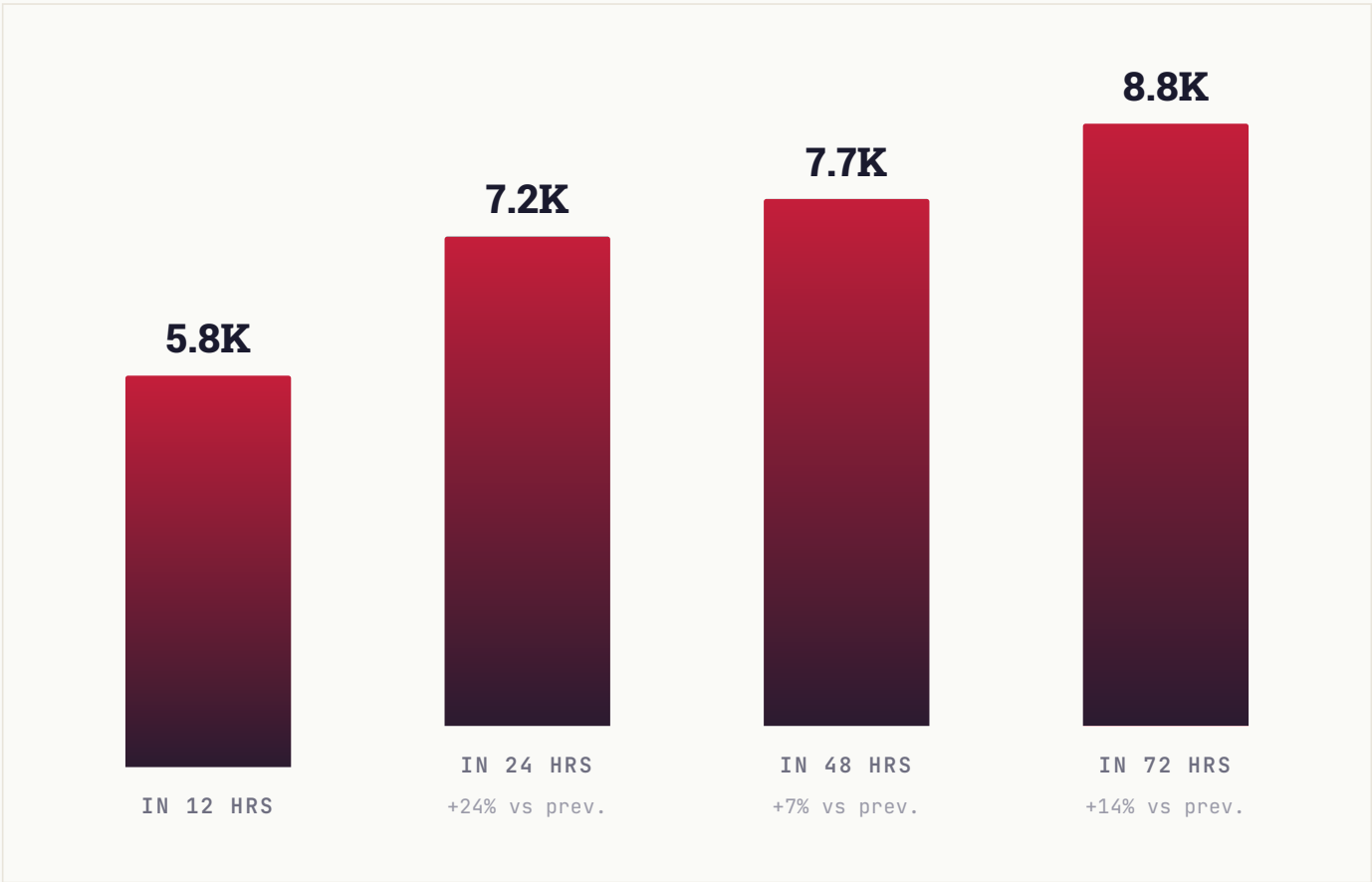
TOPICS OF MENTIONS



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of ad post by time since publication. Helps estimate 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
IP IT Portal YOU	102.6K

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 & content work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Monthly we track posts in other channels that mention yours. Over the last **6 months** such mentions were **494**, they brought **10 620** new subs.

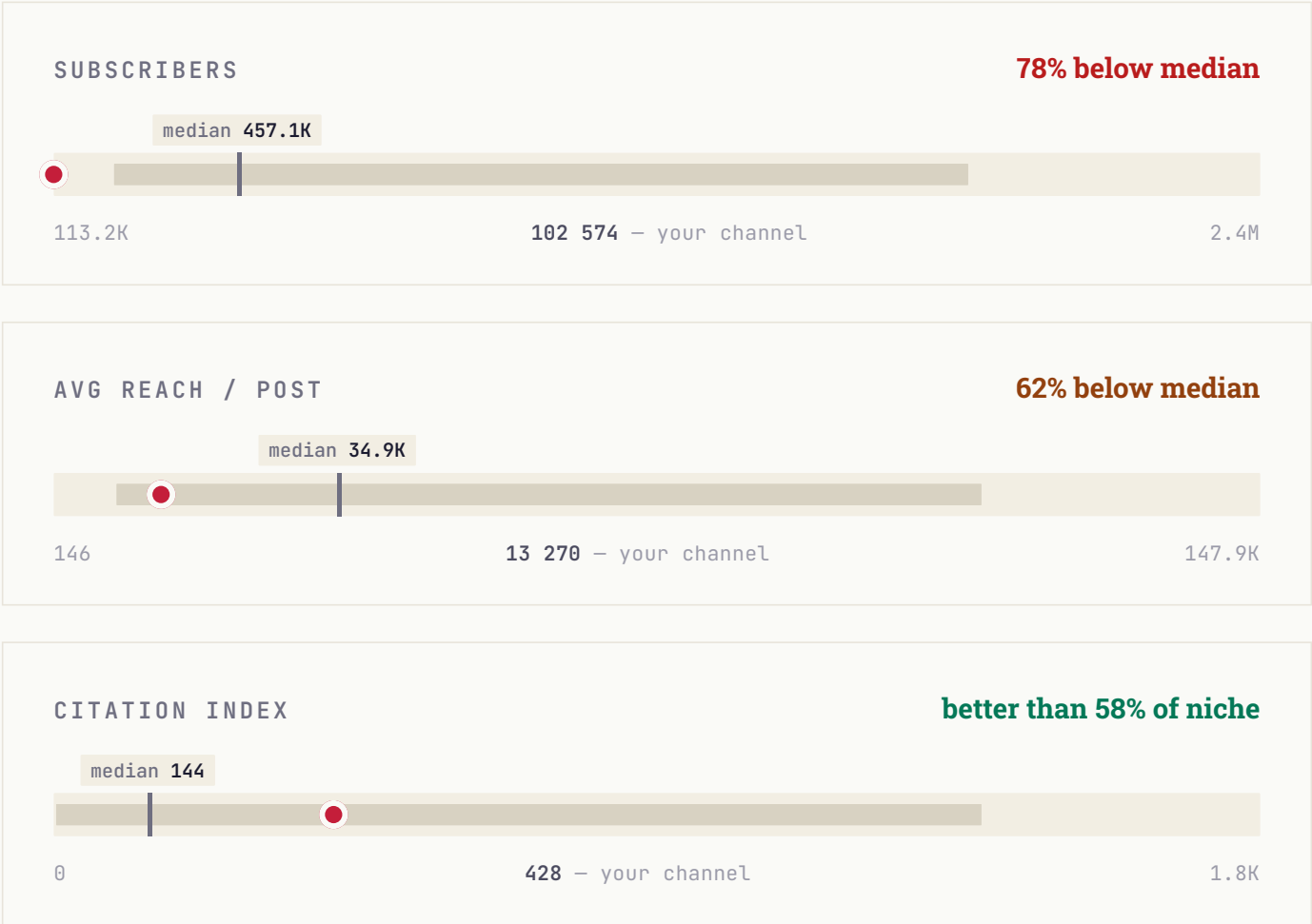
PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
January 2026	20	17	5	
December 2025	137	129	10 208	
November 2025	209	185	407	
October 2025	25	16	0	
September 2025	55	37	0	
August 2025	48	23	0	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
494	6	10 620

SECTION 08 · NICHE COMPARISON

Where channel stands in its league

Took top-100 channels in category «Tech» (Russia) and compared your channel.
Gray band = range where 80% of niche channels fall (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**Top post of the week — on Wednesday**

On this day at 09:00 MSK audience is most active.

EFFECT

**Best window
for an
important post****02****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****03****Test polls & interactive formats**

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

EFFECT

+5-15% ER**04****Cross-promo with neighboring channels**

Swap posts with same-segment channels once a quarter. 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 minutes from 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
