

PUBLIC REPORT BY PROMTPRESS

Channel audit

IT Entry Point



@it_tochka

Cheat sheets, lectures & materials for programmers. Link:
@Portal_v_IT Collaboration, copyright: @oleginc, @tatiana_inc
Channel on exchange: https://telega.in/c/it_tochka RKN:...

SUBSCRIBERS

18 338

-121 per month

ERR (% SEE POSTS)

3.0%

per day 1.2%

REACH/POST

368

ad reach 224/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

SUBSCRIBERS 18 338 —	SUBSCRIBER REACH 2.01% avg % of subs see post	VIEWS/POST 368 median 384 · 28 days	POSTS/WEEK 15.6 over period
7D TREND -10.9% vs prev week	REACTIONS/POST 0.0 only 2 reactions, 211 reposts, 0 comments	POST LENGTH 185 chars median 51 · 28 days	POSTS ANALYZED 63 28 days
AD REACH 224 24h avg	CHURN / MONTH -121 over last month	CITATIONS 310 citation index · 675 channels mentioned all time	CHANNEL AGE 5 years 1 month created 08.06.2021

AI EDITOR SUMMARY

Channel «IT Entry Point» — 18 338 subs. Each post averages 368 people (2% from subs), reach is low — need to expand audience. Publishes 16 posts/week (~2/day) — steady pace. For the week of Jul 6–12, reach dropped -10.9% by the week of June 29 – July 5 — worth analyzing the 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 **63** posts in 28 days.
- 02 Dominant format — **Photo** (60/63 posts).
- 03 Avg post length — **185** chars (median 51).
- 04 Peak audience activity — **Saturday**, 17:00 MSK.
- 05 Top posts get **2x** more views than the weakest (466 avg for top vs 280 for worst) — among 63 posts over 28 days. Worth analyzing what the top posts have in common — topic, format, timing.

TOP 5 POSTS

Nº1 29.06 · 08:07 PHOTO What is a firewall, how it works and why your computer needs it Sharing an article that explains what a firewall is, how it...	VIEWS 484 REPOSTS 3	REACTIONS — ER 2.6%
Nº2 18.06 · 16:07 PHOTO Python Cheat Sheet IT Entry Point #Python	VIEWS 465 REPOSTS 2	REACTIONS — ER 2.5%
Nº3 18.06 · 08:07 PHOTO Figma Cheat Sheet IT Entry Point #figma	VIEWS 449 REPOSTS 2	REACTIONS — ER 2.4%

Nº4 30.06 · 08:07 PHOTO  Python Cheat Sheet IT Entry Point #общее	VIEWS 443 REPOSTS 3	REACTIONS — ER 2.4%
Nº5 24.06 · 16:07 PHOTO  Siem Cheat Sheet IT Entry Point #Siem	VIEWS 438 REPOSTS 3	REACTIONS — ER 2.4%

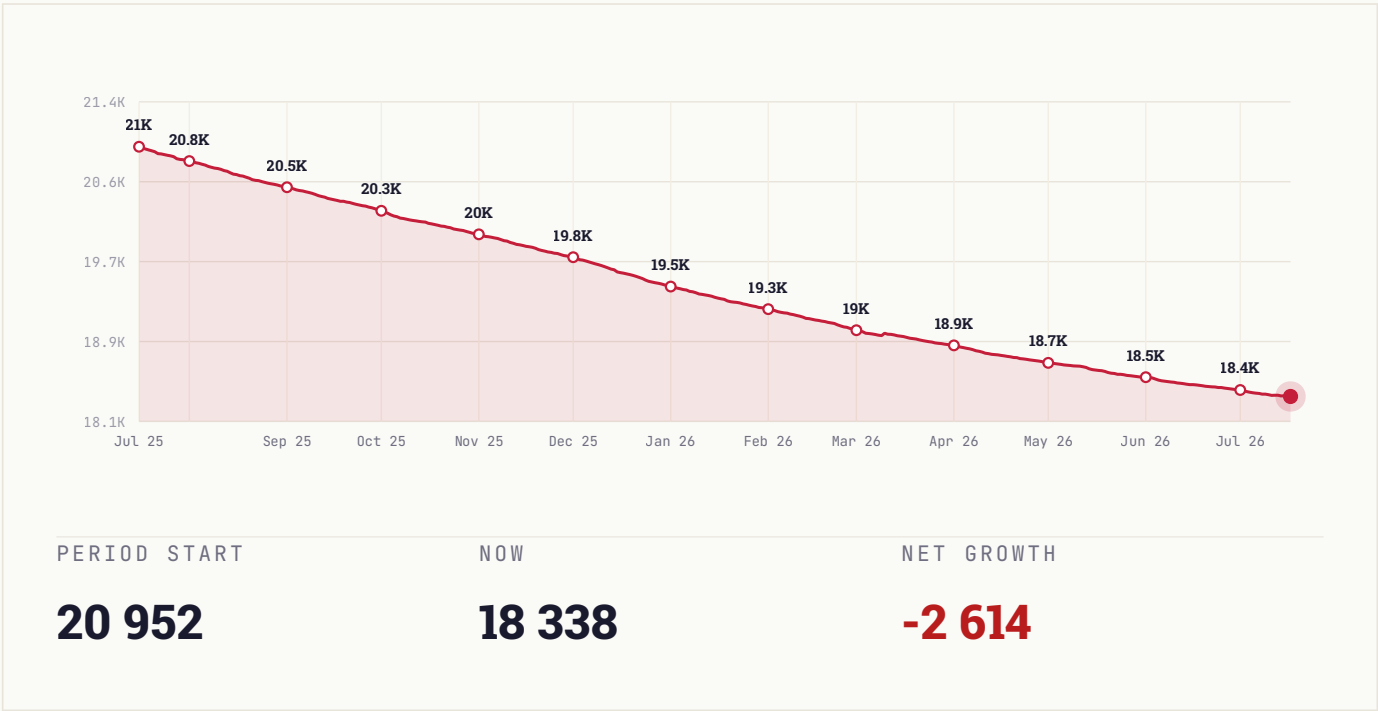
WORST 3

↓ 13.07 · 08:07 PHOTO  IP Addresses Cheat Sheet IT Entry Point #ip	VIEWS 288 REPOSTS 4	REACTIONS — ER 1.6%
↓ 11.07 · 08:07 PHOTO  Python Tools Cheat Sheet IT Entry Point #Python	VIEWS 284 REPOSTS 2	REACTIONS — ER 1.5%
↓ 08.07 · 10:25 PHOTO  Portable Monitor 15.6 Laptomo Price: ~6500₽ Rating: 4.8 😊 Reviews: 503   Order Portable monitor 15.6" IPS FHD (1920×1080)...	VIEWS 270 REPOSTS 1	REACTIONS — ER 1.5%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

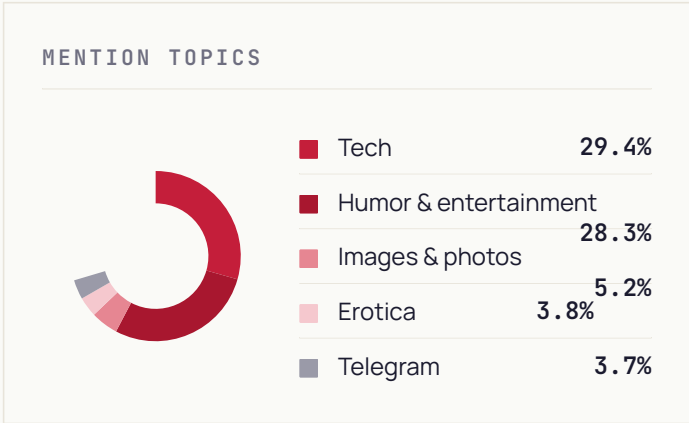
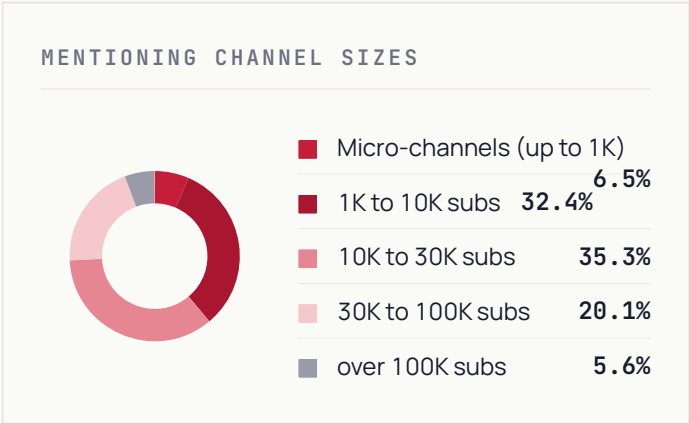
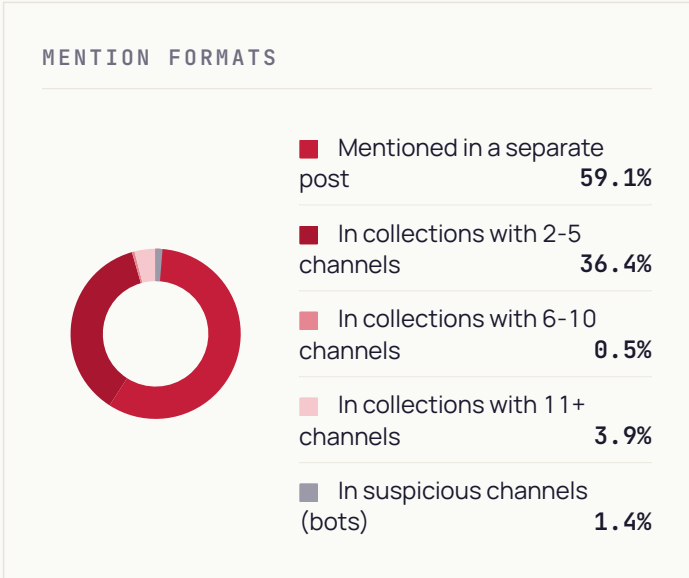
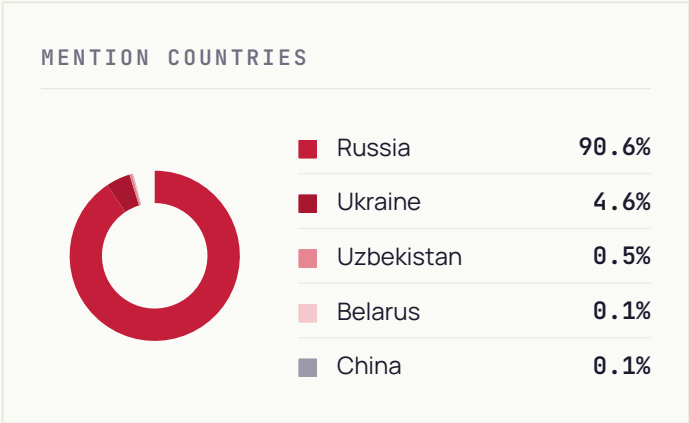
Yearly subscriber growth chart. Key months show exact subscriber count. See which months gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

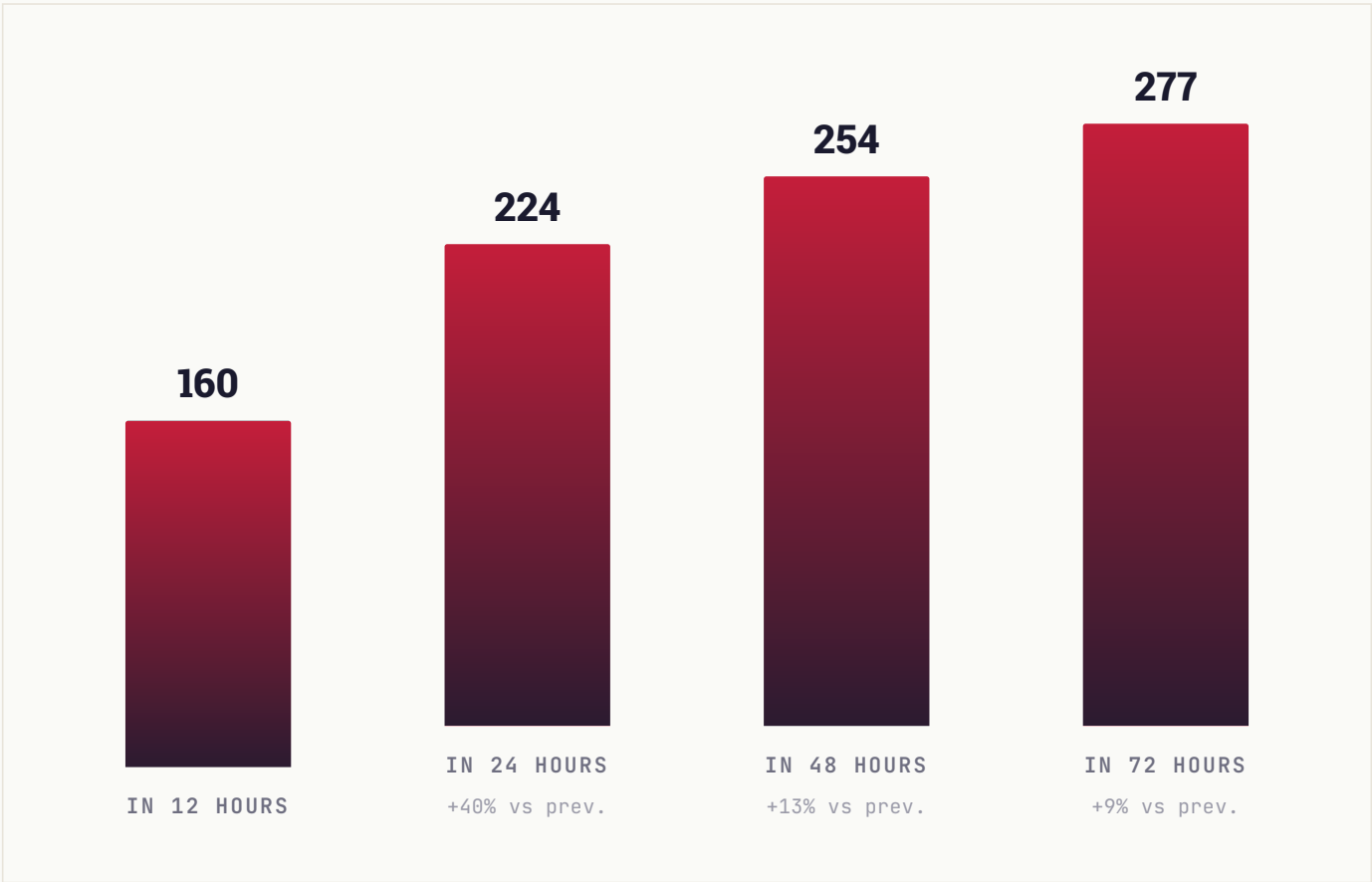
Citation index **310** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **675** different channels.



SECTION 05 · AD POTENTIAL

How long a post drives 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 nearest channels by topic and audience. Highlighted your channel — you can see its rank among niche peers.

CHANNEL	SUBSCRIBERS
HI hitvpn_blog	4.6M
MT Trending world	3.3M
TE Technochat	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
TV IT Entry Point YOU	18.3K

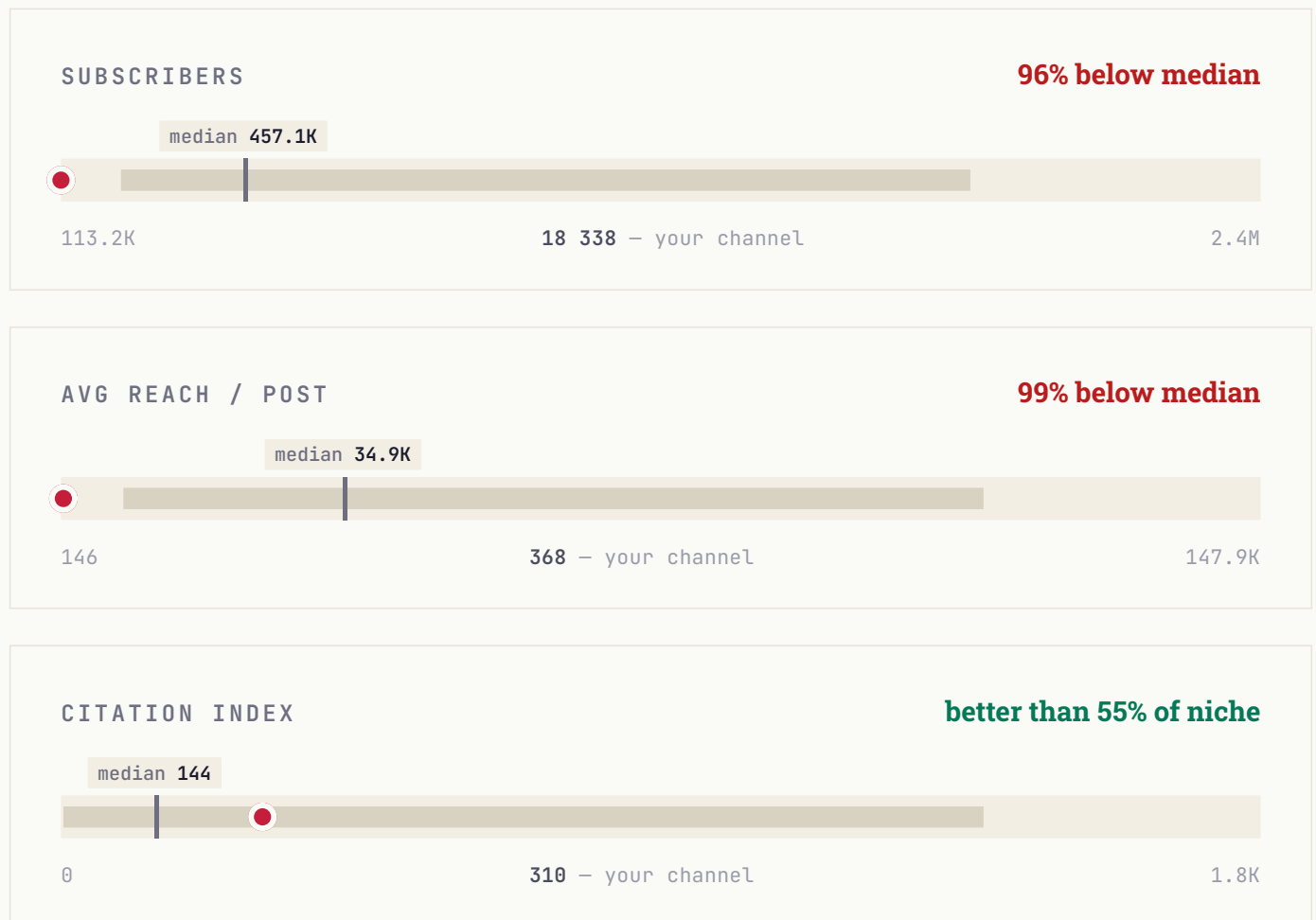
COMPARATIVE INSIGHT

Channel still 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 • NICHE COMPARISON

Where the channel ranks in its league

Took 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 08 · STRATEGY

What to do right now

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

- 01

Top post of the week — on Saturday

Audience most active at this day and 17:00 MSK.

EFFECT

Best window for important posts
- 02

Increase video posts share

Video in Telegram holds audience longer and is favored by the algorithm. Aim for 15-25%.

EFFECT

Video retains audience better
- 03

ER below niche benchmark — rethink formats

Current ER 2.01% vs norm 4.5%. Try polls and interactive formats.

EFFECT

+2.5pp ER
- 04

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
- 05

Test polls and interactive formats

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

EFFECT

+5-15% ER

★ WHAT'S NEXT

Want us to do it? **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 hit your growth plan in a month.

01	Launch Telegram ads	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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