

PROMTPRESS PUBLIC REPORT

Channel audit

АйТиБорода



@itbeard

Lex "ITBeard" Karytnnik @iamitbeard. About AI, IT & tech. Code Evolution: evocoders.ai ITBeard: youtube.com/@itbeard KPSShl: youtube.com/@kalasyai On Vibe: youtube.com/@podcastonvibe All...

SUBSCRIBERS

19 512

-267 per month

ERR (% SEE POSTS)

19.0%

daily 8.9%

REACH/POST

3.7K

ad reach 1.7K/24h

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What's inside the report

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. The subtitle shows the period it covers.

 SUBSCRIBERS 19 512 —	 SUBS REACH 18.87% avg % subs see post	 VIEWS/POST 3.7K median 3.7K · 19 days	 POSTS/WEEK 2.8 over period
 7D TREND — no data for period	 REACTIONS/POST — MTPROTO only	 POST LENGTH 721 chars median 940 · 19 days	 POSTS ANALYZED 8 19 days
 AD REACH 1.7K 24h avg	 CHURN / MONTH -267 last month	 CITATION RATE 58 citation index · 386 channels mentioned ever	 CHANNEL AGE 7 years 10 months created 15.08.2018

AI EDITOR SUMMARY

Channel «ITBeard» — 19 512 subs. Each post avg views 3.7K people (19% of subs), avg reach — room to grow. Posts 3 posts/week (~0/day) — rare posts.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 8 posts in 19 days.
- 02 Dominant format — Photo (4/8 posts).
- 03 Avg post length — 721 chars (median 940).
- 04 Peak audience activity — Saturday, 13:00 MSK.
- 05 Top-performing posts get 2x more views than the weakest (4.8K avg for top vs 2.5K for worst) — among 8 posts in 19 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

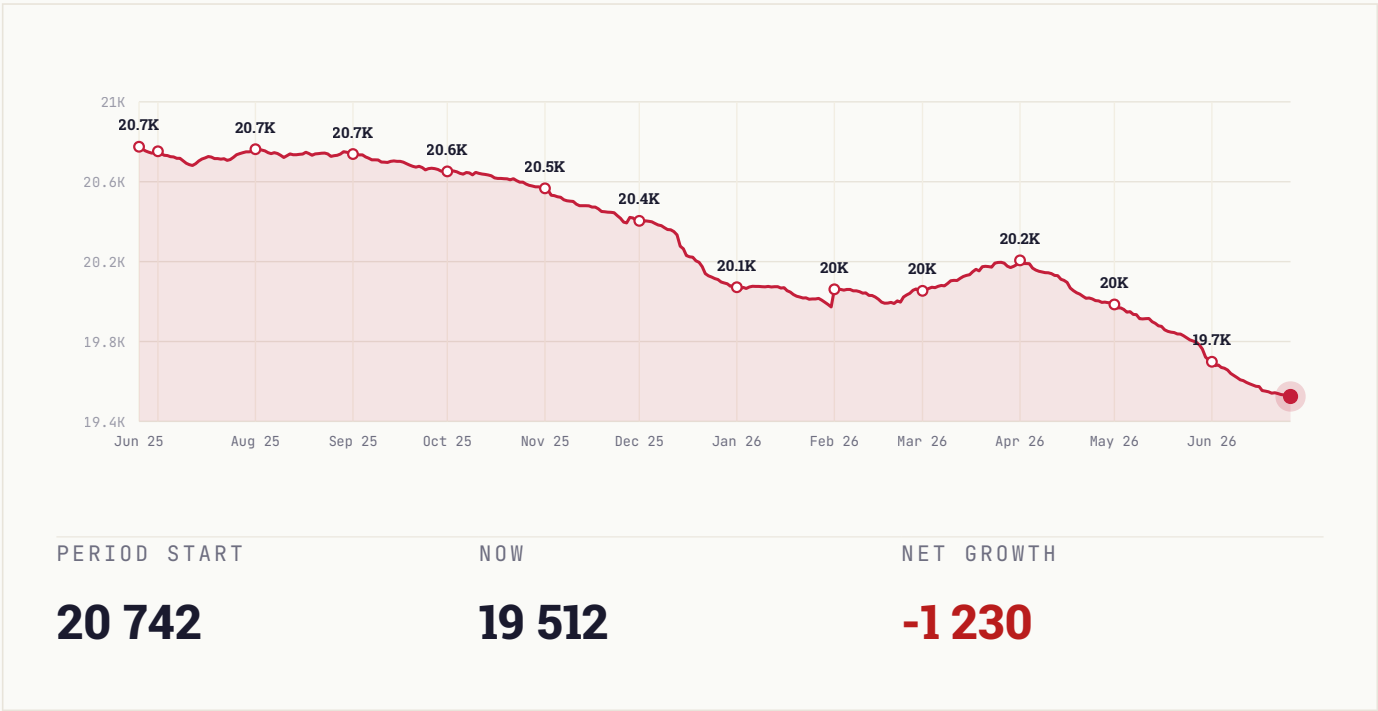
Nº1 30.05 · 10:58 TEXT For my Belarusian subs: I told Sasha Ivilina about the current state of AI, enjoy...	VIEWS 5 697 REPOSTS 8	REACTIONS — ER 29.2%
Nº2 29.05 · 17:38 PHOTO ✂ Premium Show "After Vibe" Episode 5 Is Out! Vika stress-tests a wild hypothesis: can a person with minimal...	VIEWS 4 461 REPOSTS 9	REACTIONS — ER 22.9%
Nº3 28.05 · 14:59 TEXT And as a gift, here's a treat from Evolution Code — a meetup with Gonka Protocol co-creator Gleb Morgachyov...	VIEWS 4 313 REPOSTS 17	REACTIONS — ER 22.1%

Nº4 10.06 • 13:58 PHOTO ↗ Temporal as the Backbone of Multi-Agent Systems Why agents without durable orchestration turn into chaos, how Temporal...	VIEWS 4 044 REPOSTS 33 REACTIONS — ER 20.7%
Nº5 28.05 • 14:46 PHOTO Code Evolution launches a mini-series of 3 workshops with Misha Savchenko — CEO of INITE and our frequent speaker. We'll dive into not just...	VIEWS 3 305 REPOSTS 9 REACTIONS — ER 16.9%
WORST 3	
↓ 16.06 • 22:06 PHOTO ↗ INITE Brain: Memory, Time & Boundaries for AI Agents Workshop: bitemporal facts, lifecycle, locale-pinning, retract/forget...	VIEWS 2 760 REPOSTS 14 REACTIONS — ER 14.1%
↓ 17.06 • 12:23 TEXT 📺 New Interview on ITBeard Channel: SAP & ABAP (finally!!) Hardcore deep dive into a closed...	VIEWS 2 465 REPOSTS 14 REACTIONS — ER 12.6%
↓ 17.06 • 12:15 TEXT In a couple hours I'll talk to Artyom Babenko about dev and IT management through AI transformation, join in...	VIEWS 2 408 REPOSTS 9 REACTIONS — ER 12.3%

SECTION 03 • SUBSCRIBER DYNAMICS

How the channel grew over the year

Subscriber growth chart for the year. Key months show exact subscriber count. See which months gained or lost subs.

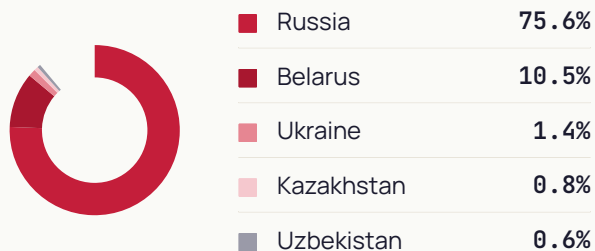


SECTION 04 • MENTIONS

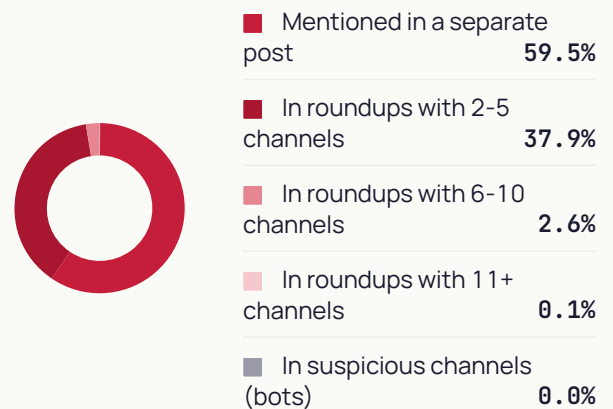
Who mentions the channel and how

Citation index **58** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time channel mentions **386** different channels.

COUNTRIES MENTIONING



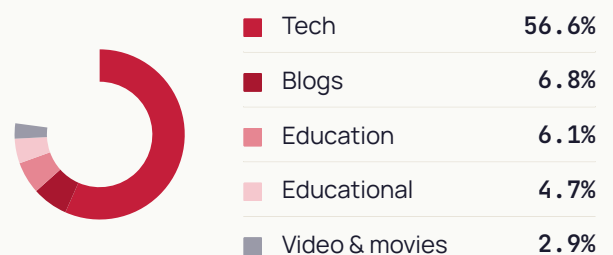
FORMAT MENTIONED IN



SIZE OF CHANNELS MENTIONING



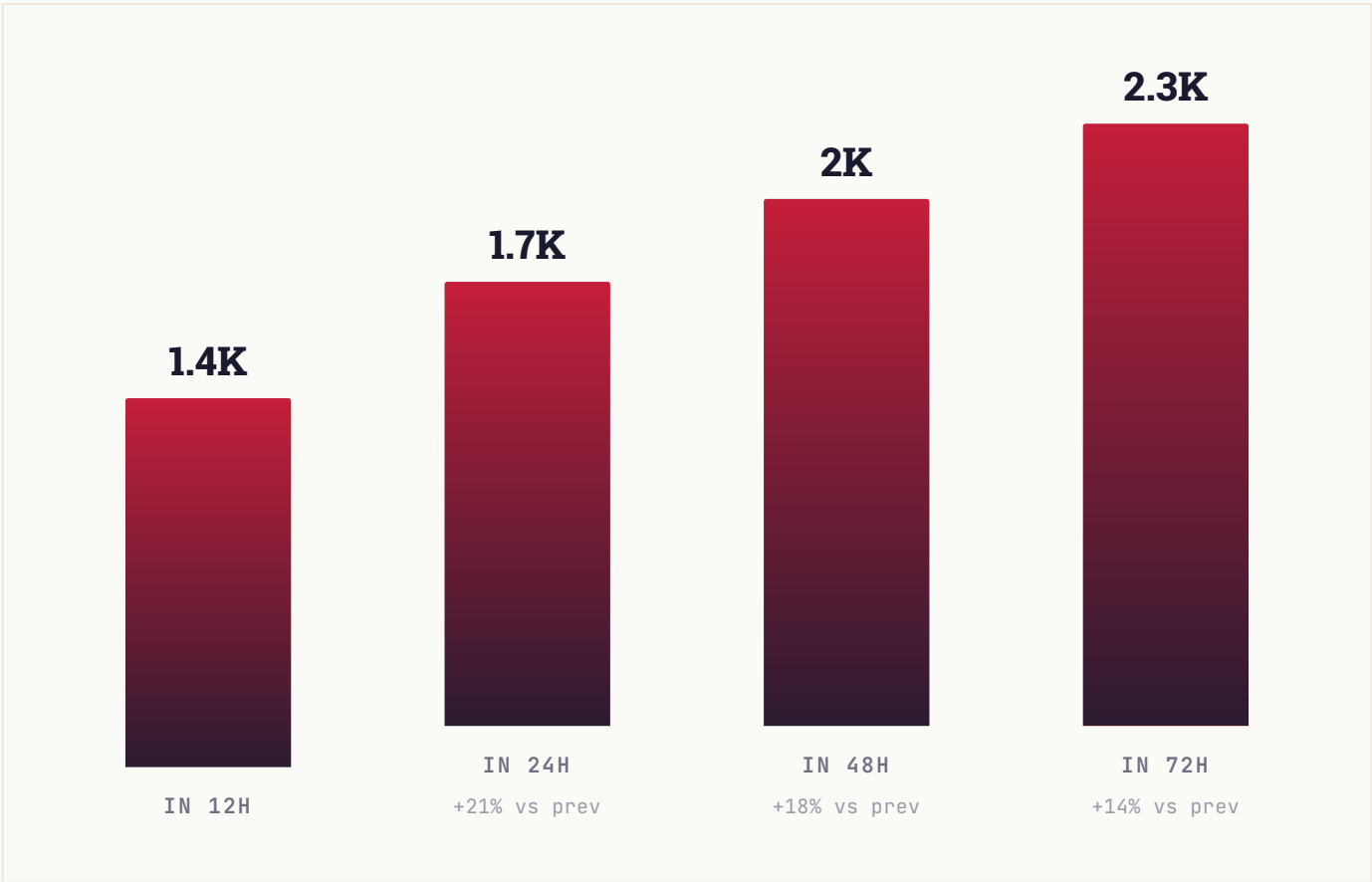
TOPICS MENTIONED IN



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 and audience. Your channel is highlighted — see its rank among niche peers.

CHANNEL	SUBSCRIBERS
MB MTS Belarus	163.4K
AB A1 Belarus	154.1K
XI Xistore.Халява	130.8K
CY CyberSecurityTechnologies	35.7K
MO God-sent manager	25.6K
DT dev.by: главные ИТ-новости Беларуси	25.6K
AI АйТиБорода YOU	19.5K
CI CYBERFORTRESS	19.3K
KN K-Tech News	13.9K
In iPhones in Minsk Evgeniy_Apple	12.3K
EC EPAM Campus (West and Central Asia)	12.2K

COMPARATIVE CONCLUSION

Channel in top 10 niche (#7 of 77). Strong position. Niche leader — MTS Belarus (163.4K), room to grow to #1. Mutual exchanges with other top-10 channels as equals.

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Every month we track posts in other channels that mention yours. Over the last **6 months** such mentions were **22**, they brought **264** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	1	1	10
Nov 2025	2	2	27
Oct 2025	1	1	29
September 2025	9	9	20
August 2025	4	4	79
July 2025	5	5	99

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS
22	6	264

SECTION 08 · NICHE COMPARISON

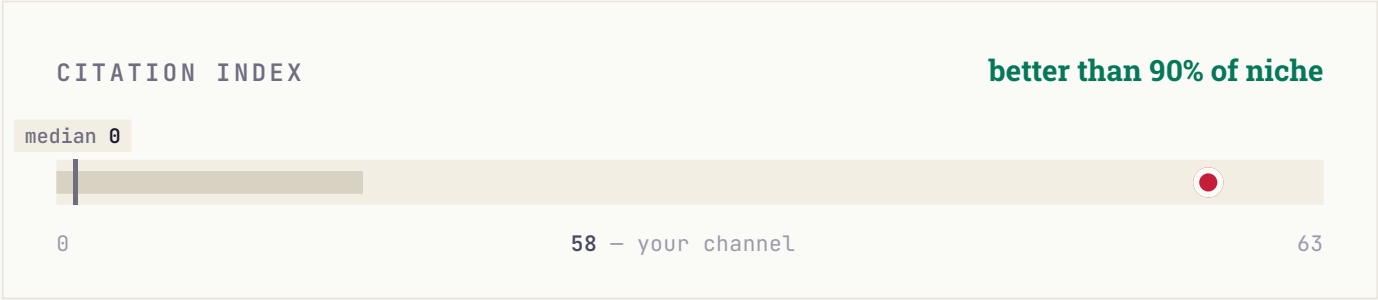
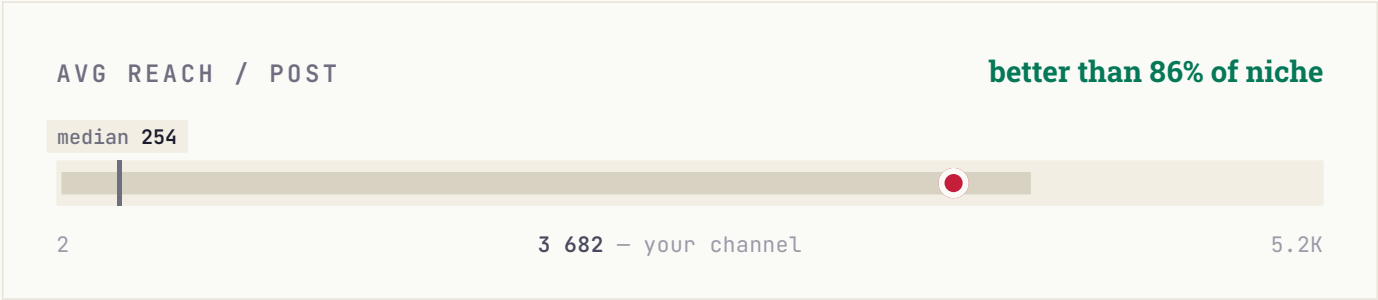
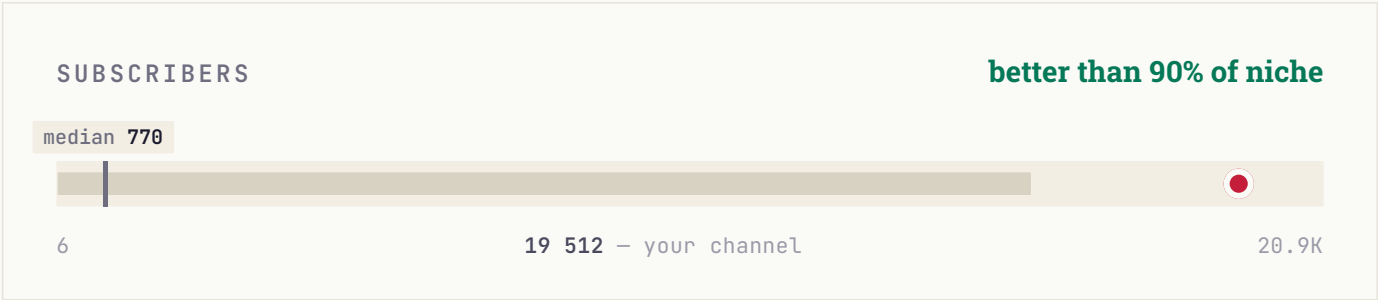
Where the channel stands in its league

Top-77 channels in «Tech» (Belarus) and saw how your channel compares. Gray band = range for 80% of niche channels (p10 to p90). Black vertical = median. Red dot = your channel.

#7 /77

RANK IN NICHE

Channel in top 9% tech Belarus



— 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

Increase posting frequency

Now 2.8 posts/wk. Active channels avg 7-10.
Consistency is key to audience retention.

EFFECT

Consistency beats volume
-
- 02

Top post of the week — on Saturday

Audience is most active on this day at 1:00 PM MSK.

EFFECT

Best window for key posts
-
- 03

Increase video posts share

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

EFFECT

Video retains audience better
-
- 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 & interactive formats

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

EFFECT

+5-15% ER
-

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in minutes using public data. Want to go further? Run ads through us and hit your growth target in a month.

01 **Launch ads on Telegram** <https://panel.promptpress.com/register>

02 **Contact manager** t.me/PromptPress_manager
