

PUBLIC REPORT BY PROMTPRESS

# Channel audit

## IT Дайджест с Новиковым



@itdidgest

- IT News - Online Security - Social Engineering And my personal  
experience. Link: [t.me/itdidgest](https://t.me/itdidgest) Site: <https://www.postgameparty.com/> Collab: [clck.ru/3RF3Vn](https://clck.ru/3RF3Vn) № 5904649143

SUBSCRIBERS

**63 236**

+27501 per month

ERR (% SEE POSTS)

**8.0%**

per day 9.4%

REACH/POST

**4.5K**

ad reach 4.6K/24h

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SECTION 01 · CHANNEL SNAPSHOT

# Key channel metrics

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

|                                                                                                                                                  |                                                                                                                                                                             |                                                                                                                                                                                   |                                                                                                                                                                     |
|--------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <div> SUBSCRIBERS</div> <div>63 236</div> <div>—</div>          | <div> SUBS REACH</div> <div>7.18%</div> <div>avg % subs see post</div>                     | <div> VIEWS/POST</div> <div>4.5K</div> <div>median 4.5K · 2 days</div>                           | <div> POSTS/WEEK</div> <div>21.0</div> <div>over period</div>                    |
| <div> 7D TREND</div> <div>—</div> <div>no data for period</div> | <div> REACTIONS/POST</div> <div>33.7</div> <div>202 reactions, 7 reposts, 0 comments</div> | <div> POST LENGTH</div> <div>432 chars</div> <div>median 312 · 2 days</div>                      | <div> POSTS ANALYZED</div> <div>6</div> <div>2 days</div>                        |
| <div> AD REACH</div> <div>4.6K</div> <div>24h avg</div>        | <div> CHURN / MONTH</div> <div>+27501</div> <div>last month</div>                         | <div> CITATION RATE</div> <div>53</div> <div>citation index · 144 channels mentioned ever</div> | <div> CHANNEL AGE</div> <div>6 years 2 days</div> <div>created 10.07.2020</div> |

AI EDITOR SUMMARY

Channel «IT Digest with Novikov» – 63 236 subs. Each post averages 4.5K people (7% of subs), reach is low – consider expanding audience. Publishes 21 posts per week (~3 per day) – active posting.

SECTION 02 · CONTENT ANALYSIS

# What works best

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

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on 6 posts in 2 days.
- 02 Dominant format – Photo (3/6 posts).
- 03 Avg post length – 432 chars (median 312).
- 04 Audience peak – Tuesday, 11:00 MSK.
- 05 Top posts get 1x more views than weakest (4.6K avg top vs 4.5K worst) – among 6 posts in 2 days. Analyze commonalities: topic, format, timing.

TOP 5 POSTS

|                                                                                                                                                                                                                                                    |                                                                   |                                                                  |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------|------------------------------------------------------------------|
| <div><div>Nº1</div><div>07.07 · 08:00</div><div>PHOTO</div></div> <div>(post without caption – photo)</div>                                                                                                                                        | <div>VIEWS</div> <div>4 574</div> <div>REPOSTS</div> <div>1</div> | <div>REACTIONS</div> <div>15</div> <div>ER</div> <div>7.2%</div> |
| <div><div>Nº2</div><div>07.07 · 08:00</div><div>TEXT</div></div> <div>Often we can't finish work with agents, so we switch to phone and continue. There's a cool...</div>                                                                          | <div>VIEWS</div> <div>4 557</div> <div>REPOSTS</div> <div>2</div> | <div>REACTIONS</div> <div>37</div> <div>ER</div> <div>7.2%</div> |
| <div><div>Nº3</div><div>07.07 · 08:00</div><div>PHOTO</div></div> <div>Recent duckdb conference <a href="https://www.youtube.com/playlist?list=PLWksJtu3SS6Y">https://www.youtube.com/playlist?list=PLWksJtu3SS6Y</a> IT Digest with Novikov</div> | <div>VIEWS</div> <div>4 542</div> <div>REPOSTS</div> <div>1</div> | <div>REACTIONS</div> <div>36</div> <div>ER</div> <div>7.2%</div> |

|                                                                                                                                                                                                                                                                         |                                                                   |                                                                  |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------|------------------------------------------------------------------|
| <div><div>Nº4</div><div>09.07 · 08:03</div><div>TEXT</div></div> <div>Recording - <a href="https://www.youtube.com/watch?v=CE0K9ErBqsI">https://www.youtube.com/watch?v=CE0K9ErBqsI</a><br/>Presentation attached. Turned out pretty decent, albeit with minor...</div> | <div>VIEWS</div> <div>4 540</div> <div>REPOSTS</div> <div>1</div> | <div>REACTIONS</div> <div>47</div> <div>ER</div> <div>7.2%</div> |
| <div><div>Nº5</div><div>07.07 · 08:00</div><div>PHOTO</div></div> <div>Great idea - every morning print out news about plans for the day, projects, updates, unread messages, etc. IT Digest...</div>                                                                   | <div>VIEWS</div> <div>4 529</div> <div>REPOSTS</div> <div>1</div> | <div>REACTIONS</div> <div>37</div> <div>ER</div> <div>7.2%</div> |

|

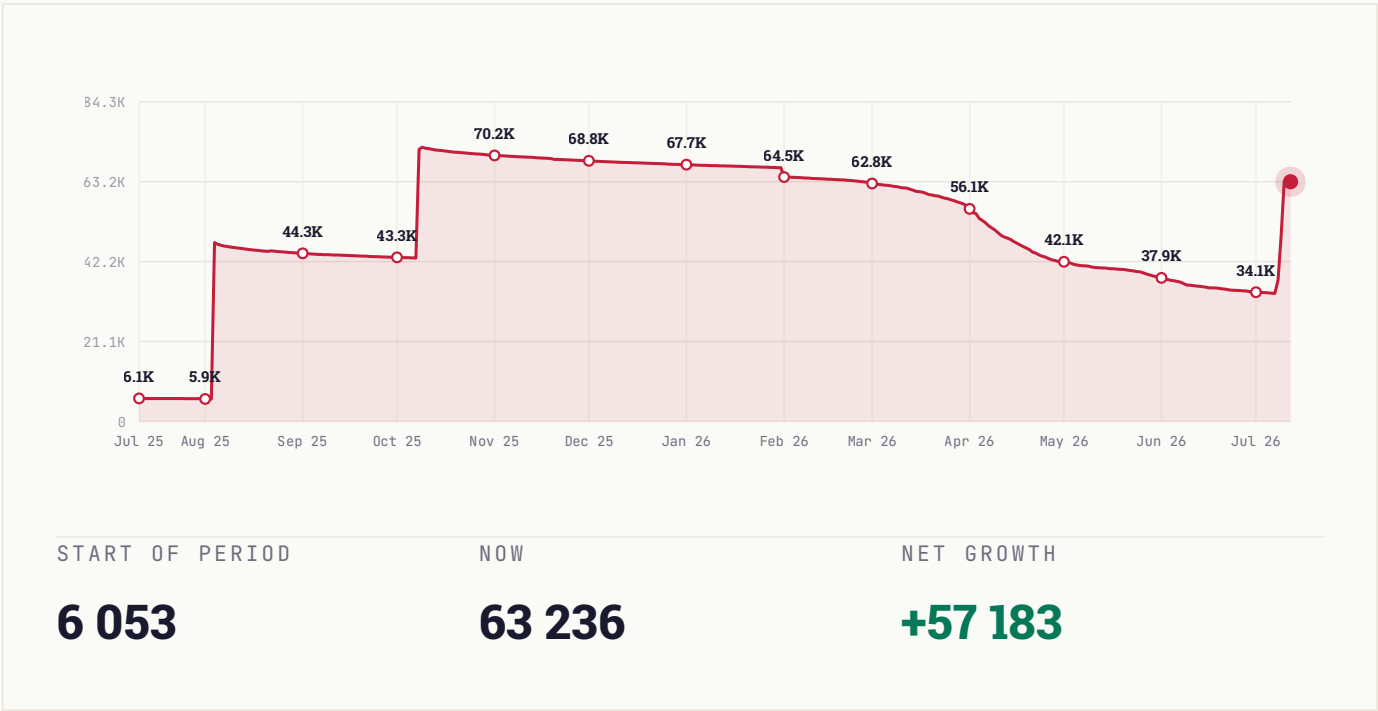
WORST 3

|                                                                                                                                                                                                                                                                       |                                                                   |                                                                  |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------|------------------------------------------------------------------|
| <div><div>↓</div><div>09.07 · 08:03</div><div>TEXT</div></div> <div>Recording - <a href="https://www.youtube.com/watch?v=CE0K9ErBqsI">https://www.youtube.com/watch?v=CE0K9ErBqsI</a><br/>Presentation attached. Turned out pretty decent, albeit with minor...</div> | <div>VIEWS</div> <div>4 540</div> <div>REPOSTS</div> <div>1</div> | <div>REACTIONS</div> <div>47</div> <div>ER</div> <div>7.2%</div> |
| <div><div>↓</div><div>07.07 · 08:00</div><div>PHOTO</div></div> <div>Great idea - every morning print out news about plans for the day, projects, updates, unread messages, etc. IT Digest...</div>                                                                   | <div>VIEWS</div> <div>4 529</div> <div>REPOSTS</div> <div>1</div> | <div>REACTIONS</div> <div>37</div> <div>ER</div> <div>7.2%</div> |
| <div><div>↓</div><div>07.07 · 08:00</div><div>TEXT</div></div> <div>Fresh Gartner quadrant on BI tools. Microsoft leads with its analytics ecosystem. According to the report...</div>                                                                                | <div>VIEWS</div> <div>4 514</div> <div>REPOSTS</div> <div>1</div> | <div>REACTIONS</div> <div>30</div> <div>ER</div> <div>7.1%</div> |

SECTION 03 · SUBSCRIBER DYNAMICS

# How the channel grew over the year

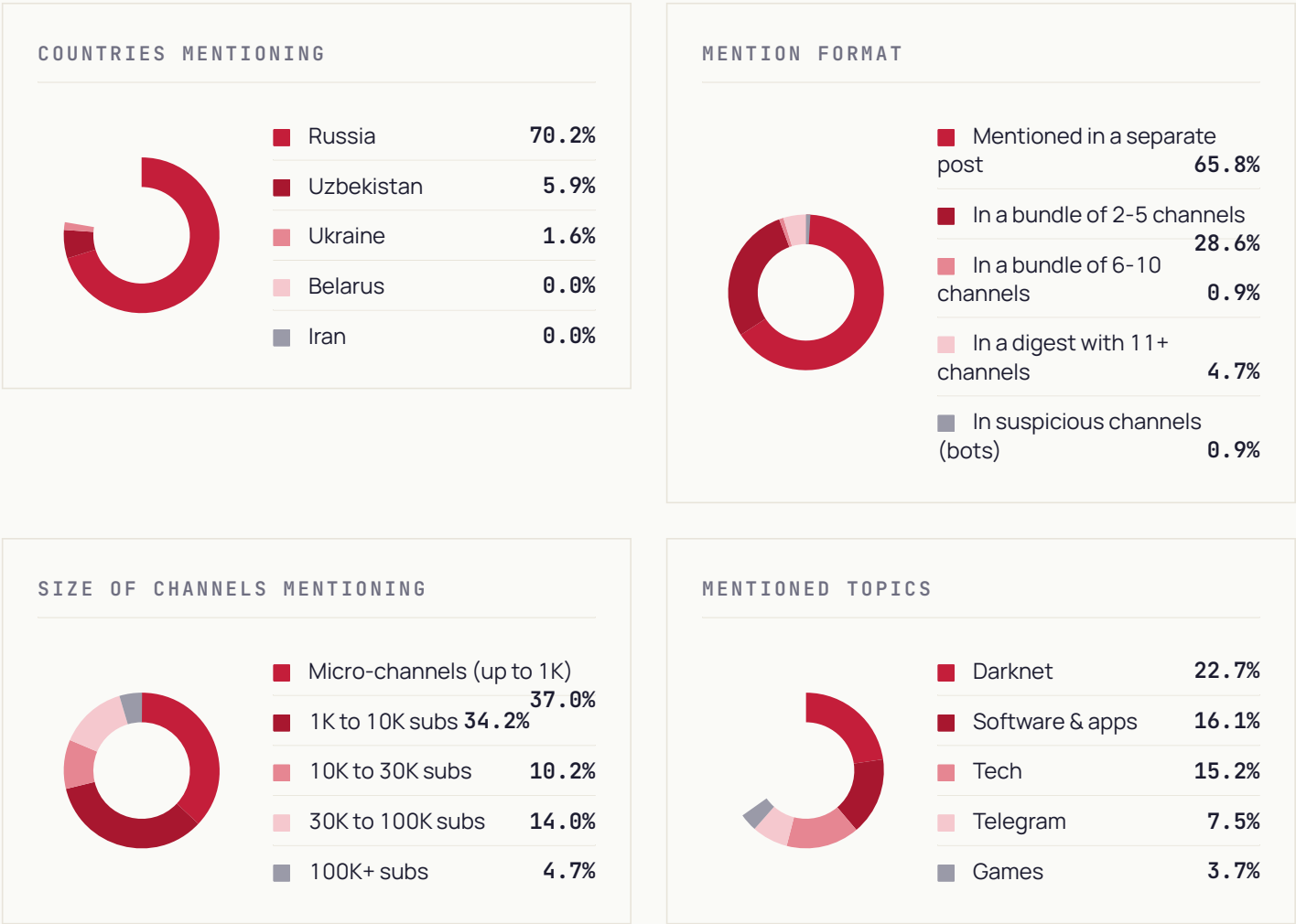
Subscriber growth chart for the year. Key months show exact subscriber count.  
Shows which months the channel gained or lost subs.



SECTION 04 · MENTIONS

# Who and how mentions the channel

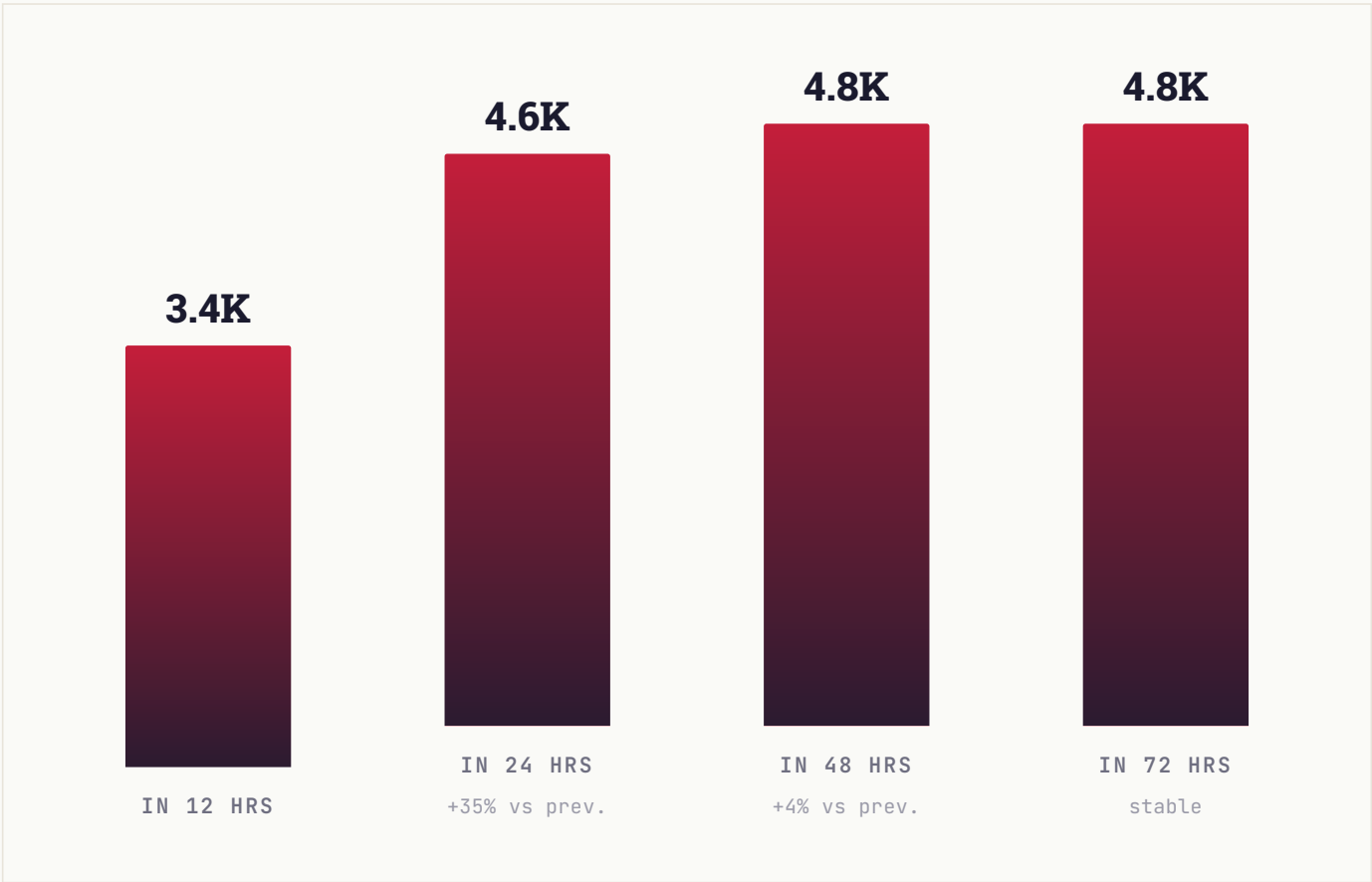
Citation index **53** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **144** different channels.



SECTION 05 · AD POTENTIAL

# How long a post generates reach

Avg reach of ad post by time since publication. Helps gauge how long 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          | 2.6M        |
| آا اینترنت ژاد                 | 2.5M        |
| TE Technomotel                 | 2.4M        |
| NN NN                          | 2.2M        |
| EC Exploit                     | 2.1M        |
| L- LIVE — Telegram, AI & Tech  | 2M          |
| PP PINK PROXY   پروکسی         | 2M          |
| ИД ИТ Дайджест с Новиковым YOU | 63.2K       |

COMPARATIVE INSIGHT

Channel not yet outside niche top 100 — early growth stage. Niche leader — hitvpn\_blog (4.6M), top-100 median: 446.9K. First goal — enter top-100 through systematic work on traffic and content.

SECTION 07 · MENTION TRENDS

# How often the channel is mentioned

Every month we record posts in other channels that mention your channel. Over the last **6 months** such mentions were **3**, they brought **70 633** new subs.

| PERIOD         | MENTIONS | CHANNELS       | BROUGHT SUBS  |             |
|----------------|----------|----------------|---------------|-------------|
| Jan 2026       | 0        | 0              | 0             | <div></div> |
| December 2025  | 1        | 1              | 0             | <div></div> |
| November 2025  | 0        | 0              | 0             | <div></div> |
| October 2025   | 0        | 0              | 29<br>231     | <div></div> |
| September 2025 | 0        | 0              | 28            | <div></div> |
| August 2025    | 2        | 1              | 41<br>374     | <div></div> |
| TOTAL MENTIONS |          | MONTHS OF DATA | ACQUIRED SUBS |             |
| 3              |          | 6              | 70 633        |             |

SECTION 08 · NICHE COMPARISON

# Where the channel stands in its league

Took top-100 channels in category «Tech» (Russia) and compared your channel against them. 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 off and revisit this report in a month.

- 01

**Main post of the week — on Tuesday**

On this day at 11:00 MSK audience is most active.

EFFECT

**Best window for an important post**
- 02

**Increase share of video posts**

Video in Telegram retains audience longer and is better perceived by the algorithm. We recommend increasing 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**

Cross-post with similar channels quarterly. 2-3 collabs give relevant growth — no need daily.

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 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](https://t.me/PromptPress_manager)