

PROMTPRESS PUBLIC REPORT

# Channel audit

## IT STAND



@itstand\_org

IT STAND - All the latest in IT ■ News ■ Podcasts ■ Learning ■  
Brainstorms ■ Events ■ Expert interviews ■ Research & reviews ■  
Tech streams ■ Collaboration...

SUBSCRIBERS

**146 263**

+7740 per month

ERR (% SEE POSTS)

**14.0%**

last day **14.5%**

REACH/POST

**25.1K**

ad reach **21.3K**/24h

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**— CONTENT · 2026**

# What's inside the report

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5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

# Key channel metrics

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

|                                                                                                                                                     |                                                                                                                                                                |                                                                                                                                                                                       |                                                                                                                                                                      |
|-----------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <div> SUBSCRIBERS</div> <div>146 263</div> <div>—</div>            | <div> SUBSCRIBER REACH</div> <div>17.19%</div> <div>avg % subs see post</div> | <div> VIEWS/POST</div> <div>25.1K</div> <div>median 21.9K · 28 days</div>                            | <div> POSTS/WK</div> <div>23.5</div> <div>for period</div>                        |
| <div> 7D TREND</div> <div>+13.2%</div> <div>vs previous week</div> | <div> REACTIONS/POST</div> <div>—</div> <div>MTPROTO only</div>               | <div> POST LENGTH</div> <div>339 chars</div> <div>median 196 · 28 days</div>                         | <div> POSTS ANALYZED</div> <div>97</div> <div>28 days</div>                       |
| <div> AD REACH</div> <div>21.3K</div> <div>24h avg</div>          | <div> CHURN / MONTH</div> <div>+7740</div> <div>last month</div>             | <div> CITATION RATE</div> <div>58</div> <div>citation index · 268 channels mentioned all time</div> | <div> CHANNEL AGE</div> <div>4 years 1 month</div> <div>created 04.05.2022</div> |

AI EDITOR SUMMARY

Channel «IT STAND» — 146 263 subs. Each post avg views 25.1K people (17% of subs), avg reach — room to grow. Posts 24 posts/week (~3/day) — active posting. Week 8–14 Jun reach grew +13.2% week 1–7 Jun — positive trend.

SECTION 02 · CONTENT ANALYSIS

# What works best

Top posts by engagement and outsiders – to see what to repeat and what to drop from rotation.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 97 posts over 28 days.
- 02 Dominant format – Video (42/97 posts).
- 03 Avg post length – 339 chars (median 196).
- 04 Peak audience activity – Thursday, 16:00 MSK.
- 05 Top posts get 2x more views than the weakest (31.8K avg for top vs 14.6K for worst) – among 97 posts over 28 days. Analyze what the top shares: topic, format, timing.

TOP 5 POSTS

Nº1

09.06 · 17:17

VIDEO

(video post without caption)

|         |           |
|---------|-----------|
| VIEWS   | REACTIONS |
| 36 704  | —         |
| REPOSTS | ER        |
| 1       | 25.1%     |

Nº2

02.06 · 08:41

PHOTO

Conference opens with Luntry founder & CTO Dmitry Evdokimov

|         |           |
|---------|-----------|
| VIEWS   | REACTIONS |
| 29 624  | —         |
| REPOSTS | ER        |
| 1       | 20.3%     |

Nº3

27.05 · 17:17

VIDEO

Hey community! Hot announcement: Kuber Community Day is back – July 30 in Moscow. This year attendees can expect...

|         |           |
|---------|-----------|
| VIEWS   | REACTIONS |
| 29 204  | —         |
| REPOSTS | ER        |
| 2       | 20.0%     |

|                                                                                                                                                                                         |                                                                                                                                     |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------|
| <b>Nº4</b> 04.06 • 17:47 <span>PHOTO</span><br>DKP Community Edition — a ready platform with monitoring, virtualization, autoscaling, node & network management out of the box. Open... | <div>VIEWS</div> <div>29 060</div> <div>REACTIONS</div> <div>—</div> <div>REPOSTS</div> <div>3</div> <div>ER</div> <div>19.9%</div> |
| <b>Nº5</b> 02.06 • 08:38 <span>PHOTO</span><br>☒ The diagram shows key conference points                                                                                                | <div>VIEWS</div> <div>28 138</div> <div>REACTIONS</div> <div>—</div> <div>REPOSTS</div> <div>1</div> <div>ER</div> <div>19.2%</div> |

## WORST 3

|                                                                                                                                                                         |                                                                                                                                     |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------|
| ↓ 02.06 • 11:23 <span>TEXT</span><br>Maxim Lebedev   Axiom JDK - "Armor-piercing Java image" ☒ Track Ingredients                                                        | <div>VIEWS</div> <div>14 940</div> <div>REACTIONS</div> <div>—</div> <div>REPOSTS</div> <div>—</div> <div>ER</div> <div>10.2%</div> |
| ↓ 02.06 • 15:21 <span>TEXT</span><br>Andrey Slypykh   Fobos-NT and Anatoly Karpenko   LUNTRY - "FSTEC and containers: from application to certificate" ☒ Track Recipes  | <div>VIEWS</div> <div>14 826</div> <div>REACTIONS</div> <div>—</div> <div>REPOSTS</div> <div>—</div> <div>ER</div> <div>10.1%</div> |
| ↓ 30.05 • 11:50 <span>TEXT</span><br>“How much does one incident cost: downtime, losses, insurance & financial stability,” says Alexey Lukatsky, business consultant... | <div>VIEWS</div> <div>13 913</div> <div>REACTIONS</div> <div>—</div> <div>REPOSTS</div> <div>—</div> <div>ER</div> <div>9.5%</div>  |

SECTION 03 · SUBSCRIBER DYNAMICS

# How the channel grew over the year

Subscriber growth chart for the year. Key months show exact subscriber count.  
Highlights months of growth vs. churn.

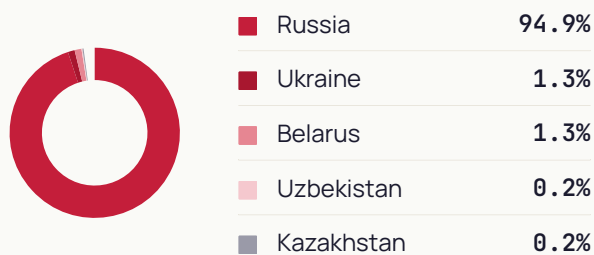


## SECTION 04 • MENTIONS

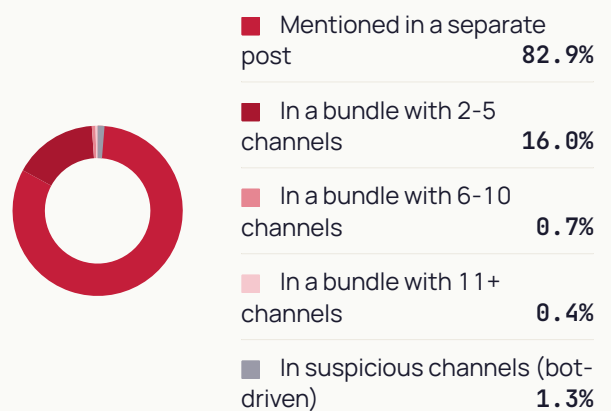
# Who mentions the channel and how

Citation index **58** — channel popularity score based on mentions. Considers both count and weight of mentioners: a post from a 100K subs channel weighs more than from 1K subs. All-time mentions: **268** different channels.

### MENTIONING COUNTRIES



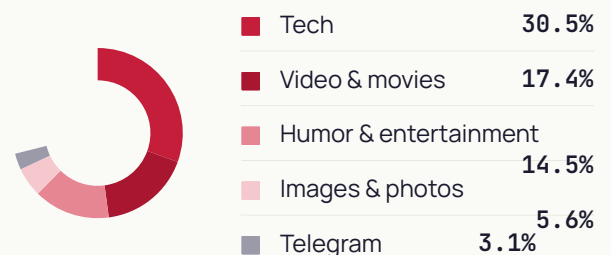
### MENTION FORMAT



### WHAT SIZE CHANNELS MENTION YOU



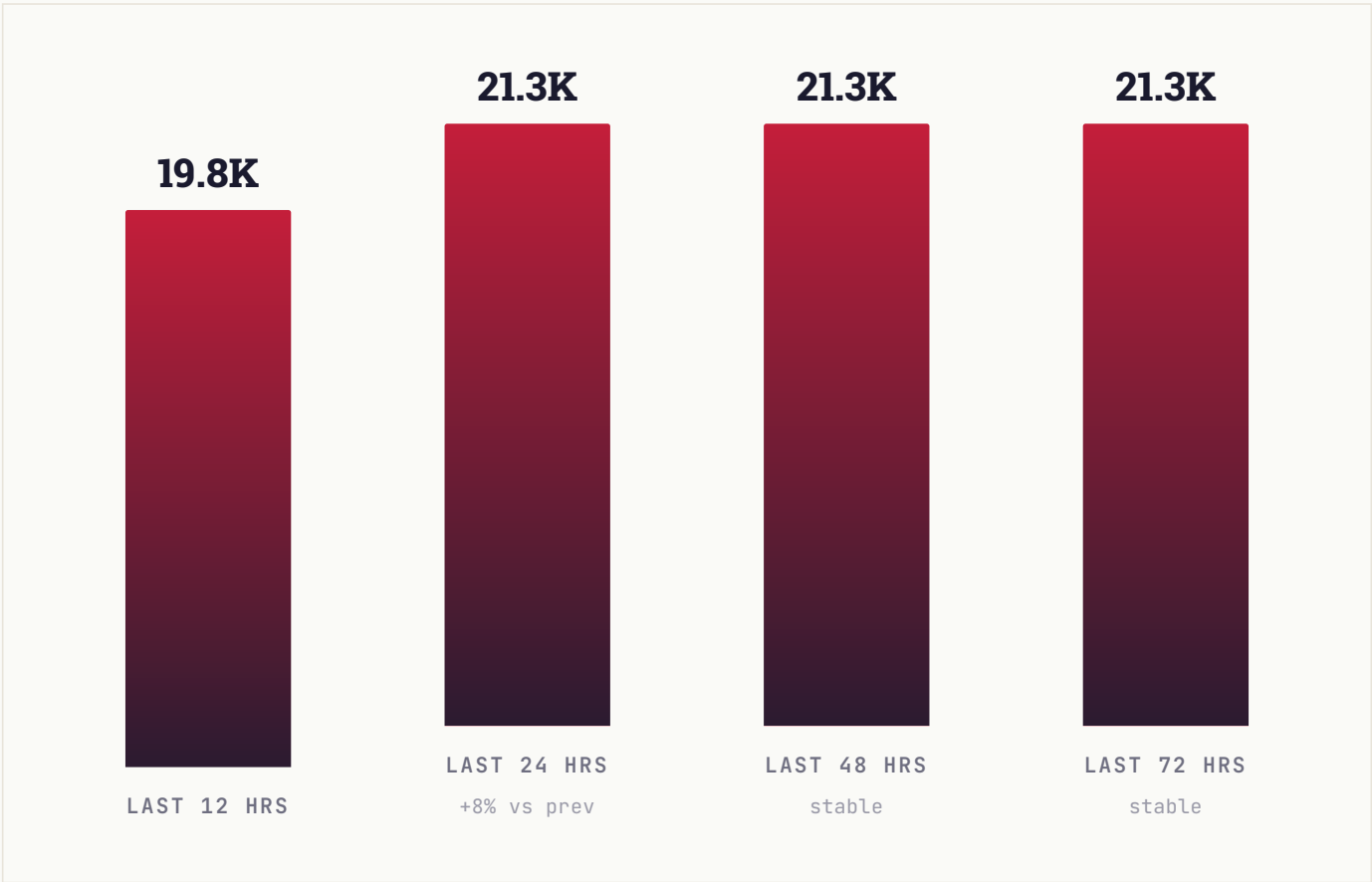
### WHICH TOPICS MENTION



— SECTION 05 · AD POTENTIAL

# How long a post drives reach

Avg reach of ad post by 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. Your channel is highlighted — see its rank among niche neighbors.

| CHANNEL                            | SUBSCRIBERS |
|------------------------------------|-------------|
| HI hitvpn_blog                     | 4.2M        |
| MT Trending World                  | 3.4M        |
| TE Techchat                        | 3.1M        |
| HA Hi, AI • Tech News              | 2.5M        |
| NN NN                              | 2.2M        |
| TE Technomotel                     | 2.2M        |
| L- LIVE — Telegram, AI & tech      | 2.1M        |
| EC Exploit                         | 2M          |
| CP Digital Journal   IT, Neuroseti | 1.8M        |
| BE Backdoor                        | 1.8M        |
| IS IT STAND YOU                    | 146.3K      |

COMPARATIVE SUMMARY

Channel inbottom half of top-100 niche (#78 of 100). Niche median — 211.8K subs. First growth KPI — reach the median. Leader: hitvpn\_blog (4.2M).

SECTION 07 · MENTION DYNAMICS

# How often the channel is mentioned

We track posts in other channels that mention yours every month. Over the last **6 months** such mentions were **16**, they brought **97 469** new subs.

| PERIOD         | MENTIONS       | CHANNELS             | BROUGHT SUBSCRIBERS           |
|----------------|----------------|----------------------|-------------------------------|
| December 2025  | 4              | 3                    | 12 616 <div><div></div></div> |
| Nov 2025       | 3              | 2                    | 12 536 <div><div></div></div> |
| Oct 2025       | 0              | 0                    | 17 678 <div><div></div></div> |
| Sep 2025       | 6              | 4                    | 20 670 <div><div></div></div> |
| August 2025    | 1              | 1                    | 25 672 <div><div></div></div> |
| July 2025      | 2              | 2                    | 8 297 <div><div></div></div>  |
| TOTAL MENTIONS | MONTHS IN DATA | ACQUIRED SUBSCRIBERS |                               |
| 16             | 6              | 97 469               |                               |

SECTION 08 · NICHE COMPARISON

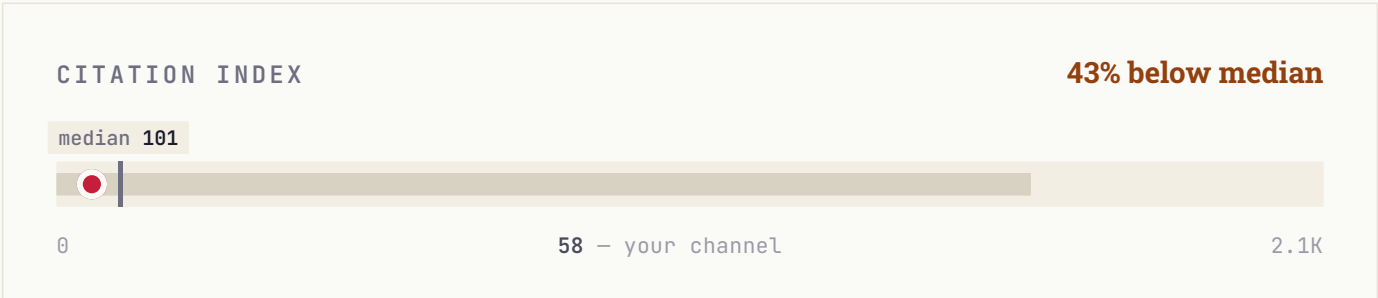
# Where the channel ranks in its league

Top-100 channels in «Tech» (Russia) and compared your channel. Gray band — range for 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

#78/100

POSITION IN NICHE

Channel in the bottom half of the ranking



— SECTION 09 · STRATEGY

# What to do right now

5 priority actions sorted by expected impact. Check off and revisit next month.

- |           |                                                                                                                                                                                                                       |                                                            |
|-----------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------|
| <b>01</b> | <b>Best post day — Thursday</b><br>Audience is most active on this day at 16:00 MSK.                                                                                                                                  | EFFECT<br><b>Best window<br/>for an<br/>important post</b> |
| <b>02</b> | <b>Systematic traffic buying</b><br>Three formats for your media: <b>Inhouse</b> (premium channels), <b>Native</b> (native integrations), <b>Premium</b> (target audience). PromptPress picks sources for your niche. | EFFECT<br><b>+1000-3000<br/>subs</b>                       |
| <b>03</b> | <b>Test polls &amp; interactive formats</b><br>Posts with polls/reactions usually boost ER by 5-15%.<br>One weekly poll on a hot topic — easy growth lever.                                                           | EFFECT<br><b>+5-15% ER</b>                                 |
| <b>04</b> | <b>Cross-promo with neighboring channels</b><br>Exchange posts quarterly with channels in the same segment. No need daily — 2-3 collabs give relevant growth.                                                         | EFFECT<br><b>Growth from<br/>relevant<br/>audience</b>     |
| <b>05</b> | <b>Update channel description for Telegram search</b><br>Telegram search scans descriptions. Add 3-5 niche keywords — organic traffic source.                                                                         | EFFECT<br><b>Organic traffic<br/>source</b>                |

★ WHAT'S NEXT

# Want this done by **PromptPress?**

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

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

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**02 Contact manager** [t.me/PromptPress\\_manager](https://t.me/PromptPress_manager)

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