

PROMTPRESS PUBLIC REPORT

Channel audit

Inside IT: A Look Behind the Scenes



@iznytri

All the inside scoop on IT professions – no sugarcoating 💻💬 Ads & IT integrations – @jaMasha ✉️ Post a job & find top talent – @networking_bot 📖 We'll write your book end-to-end and boost your...

SUBSCRIBERS	ERR (% WHO SEE POSTS)	REACH/POST
81 237 17.07.2026 -272 per month	4.0% last day 1.2%	2.6K ad reach 972/24h

HTTPS://PROMTPRESS.COM/AUDIT/IZNYTRI

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 81 237 —	 SUBS REACH 3.2% avg % subs see post	 VIEWS/POST 2.6K median 2.9K · 22 days	 POSTS/WEEK 2.5 for period
 7D TREND -18.1% vs prev week	 REACTIONS/POST — MTPROTO only	 POST LENGTH 650 chars median 608 · 22 days	 POSTS ANALYZED 8 22 days
 AD REACH 972 24h avg	 CHURN / MONTH -272 last month	 CITATION RATE 337 citation index · 492 channels mentioned all time	 CHANNEL AGE 8 years 6 months created Dec 29, 2017

AI EDITOR SUMMARY

Channel «Inside IT: A Look Behind the Scenes» – 81 237 subs. Avg views per post: 2.6K people (3% of subs), reach is low – consider expanding audience. Publishes 2 posts/week (~0/day) – rare. For week Jul 6–12, reach dropped -18.1% by week Jun 29 – Jul 5 – worth analyzing.

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 SHARE

- 01 Analysis based on 8 posts over 22 days.
- 02 Dominant format – Photo (8/8 posts).
- 03 Avg post length – 650 chars (median 608).
- 04 Peak audience activity – Monday, 09:00 MSK.
- 05 Top posts get 2× more views than the weakest (3K avg for top vs 2K for worst) – among 8 posts over 22 days. Worth analyzing what the top has in common – topic, format, time.

TOP 5 POSTS

Nº1 22.06 · 06:37 PHOTO He deleted himself. Not from the internet – from the life that devoured him. Artyom was the guy everyone envied: business, money...	VIEWS 3 121 REPOSTS 5	REACTIONS — ER 3.8%
Nº2 23.06 · 15:00 PHOTO Farmer-blogger who beat IT guys Imagine: you work remotely, but instead of code you write posts about cows. And your audience is...	VIEWS 3 056 REPOSTS 8	REACTIONS — ER 3.8%
Nº3 04.07 · 09:03 PHOTO Stop pretending that 'choose yourself' always makes a person free. Sometimes it saves. Sometimes it helps to leave violence...	VIEWS 2 931 REPOSTS 5	REACTIONS — ER 3.6%

Nº4

30.06 · 15:00

PHOTO

Which meeting nightmare gets your pulse racing? An Indian dev ran an unusual experiment: linked fitness tracker data...

VIEWS

2 888

REPOSTS

3

REACTIONS

—

ER

3.6%

Nº5

27.06 · 14:08

PHOTO

Tired of starting a new life on Monday that never comes? 'Airport of Deferred Life' — a novel about a person who...

VIEWS

2 847

REPOSTS

3

REACTIONS

—

ER

3.5%

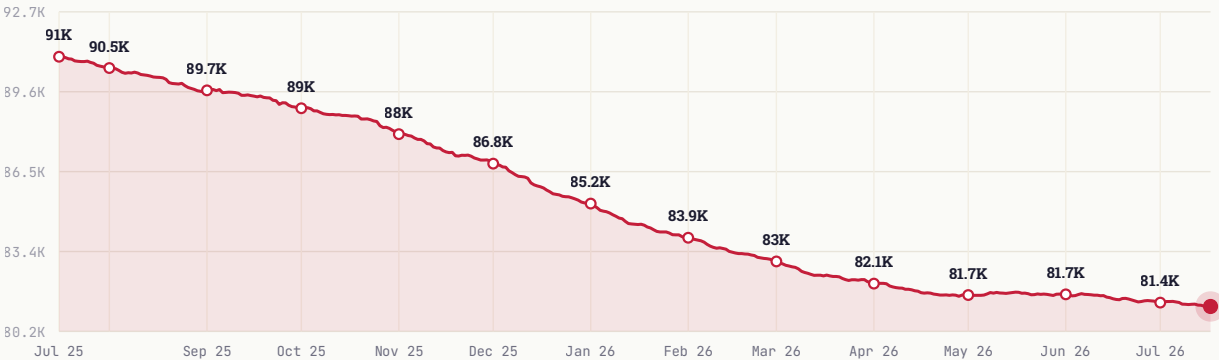
WORST 3

↓ 07.07 · 15:00 PHOTO Legendary Ubisoft co-founder passed away One of those who stood at the origins of the gaming industry is gone. Claude Guillemot, co-founder of the French...	VIEWS 2 810 REPOSTS 9	REACTIONS — ER 3.5%
↓ 11.07 · 07:33 PHOTO IF YOU'RE SICK OF "NEW LIFE" — THIS BOOK IS FOR YOU We've all been "fixed" before. Courses. Marathons. Retreats. Meditations. People...	VIEWS 1 956 REPOSTS 6	REACTIONS — ER 2.4%
↓ 14.07 · 15:00 PHOTO Why IT pros shouldn't ignore political news Elections and party lists may seem far from our...	VIEWS 1 202 REPOSTS 3	REACTIONS — ER 1.5%

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 the channel grew and which it lost subs.

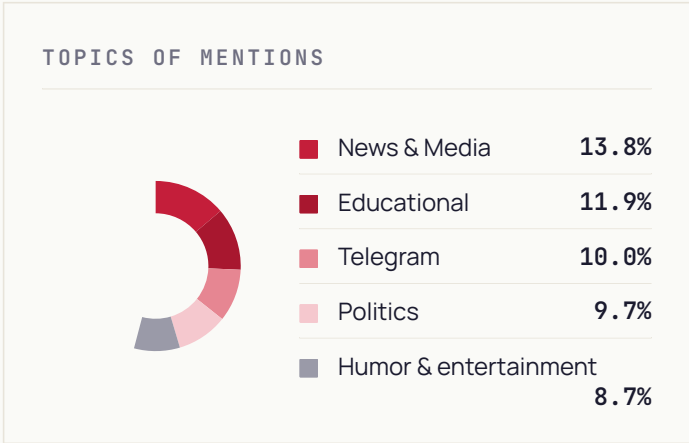
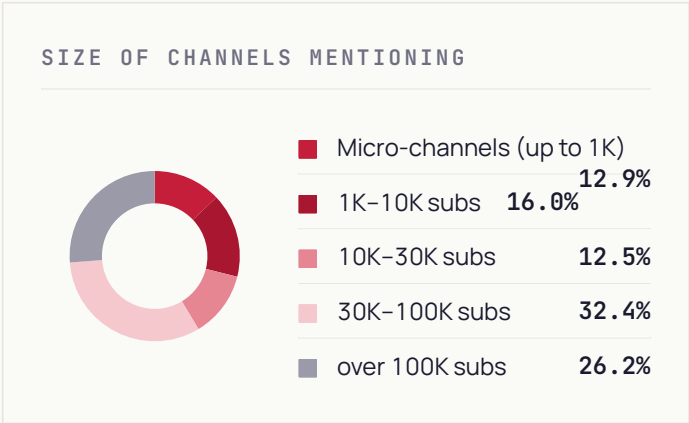
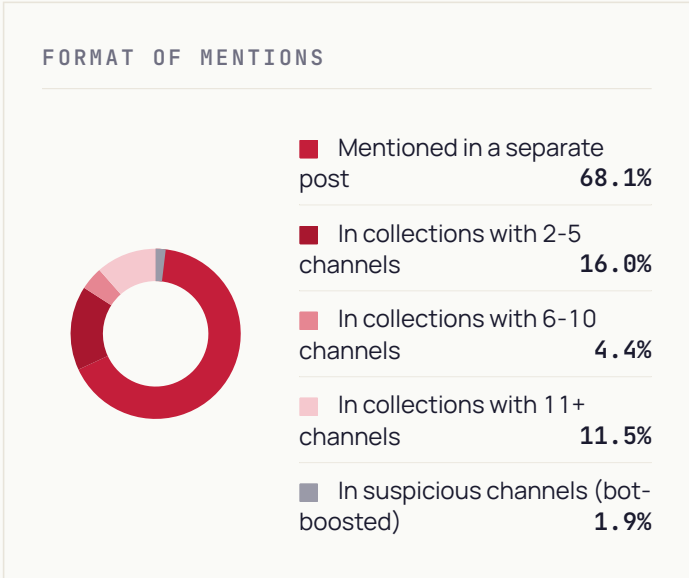
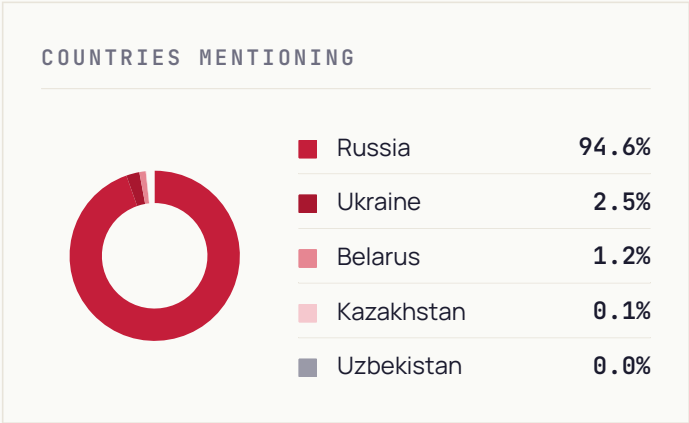


START OF PERIOD	NOW	NET GROWTH
90 988	81 226	-9 762

SECTION 04 · CITATIONS

Who mentions the channel and how

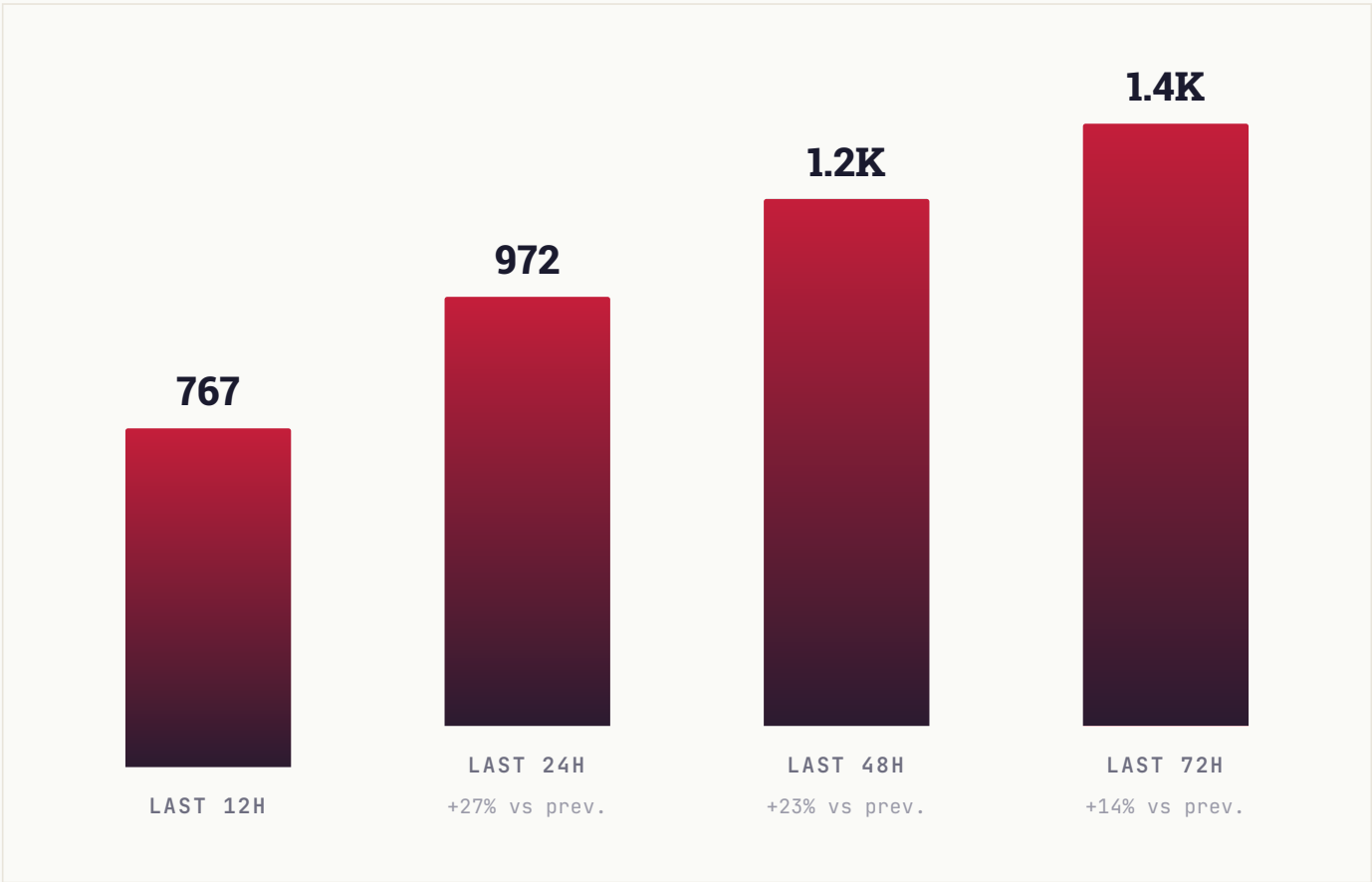
Citation index **337** — channel popularity rating based on mentions. Considers not only count but also mentioner weight: a post from a 100K subs channel weighs more than from 1K subs. All-time mentions: **492** different channels.



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 makes sense to 'live'.



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Your channel is highlighted — see its place among niche neighbors.

CHANNEL	SUBSCRIBERS
HI hitvpn_blog	4.6M
MT Trending topics	3.3M
TE Technochat	3.1M
HA Hi, AI • Tech News	2.5M
آا اینترنت ژاد	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
VI Inside IT: A Look Behind the Scenes YOU	81.2K

COMPARATIVE SUMMARY

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 via systematic traffic & content work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we track posts in other channels that mention yours. Over the last **6 months** such mentions: **7**, they brought **519** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
Jan 2026	1	1	20
December 2025	1	1	0
Nov 2025	2	2	82
Oct 2025	1	1	58
Sep 2025	0	0	276
August 2025	2	2	83

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
7	6	519

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category «Tech» (Russia) and compared your channel.
Gray band: range for 80% of niche channels (p10–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 in a month.

01**Increase posting frequency**

Now 2.5 posts/week. Active channels do 7-10.
Consistency is key to retention.

EFFECT

**Consistency
beats volume****02****Main post of the week — on Monday**

Audience is most active on this day at 09:00 MSK.

EFFECT

**Best window
for important
posts****03****Increase video post share**

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

EFFECT

**Video holds
audience
better****04****ER below niche benchmark — rethink formats**

Current ER 3.2% vs norm 4.5%. Try polls & interactive
formats.

EFFECT

+1.3pp ER**05****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**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in a few minutes based on public data. To go further — run ads through us and close your growth plan in a month.

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