

— PUBLIC REPORT BY PROMTPRESS

Channel audit

Matryoshka



@matryoshka_io

SUBSCRIBERS

26 271

27 posts 6 days

ERR (% SEE POSTS)

8.0%

per day 7.0%

REACH/POST

3K

ad reach 740/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 26 271 —	 SUBSCRIBER REACH 11.29% avg % of subs see post	 VIEWS/POST 3K median 2.3K · 6 days	 POSTS/WEEK 27.2 over period
 7D TREND — no data for period	 REACTIONS/POST 6.6 only 179 reactions, 24 reposts, 0 comments	 POST LENGTH 406 chars median 382 · 6 days	 POSTS ANALYZED 27 6 days
 AD REACH 740 24h avg	 MENTIONS 3 citation index · 244 channels mentioned it ever	 CHANNEL AGE 3 years 17 days created 02.07.2023	

AI EDITOR SUMMARY

Channel «Matryoshka» – 26 271 subs. Each post averages 3K people (11% from subs), reach is low – need to expand audience. Publishes 27 posts per week (~4/day) – active posting mode.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS SHARE

- 01 Analysis based on 27 posts in 6 days.
- 02 Dominant format — Photo (20/27 posts).
- 03 Avg post length — 406 chars (median 382).
- 04 Peak audience activity — Saturday, 18:00 MSK.
- 05 Top posts get 34x more views than the weakest (5.6K avg for top vs 163 for worst) — among 27 posts in 6 days. Worth analyzing what the top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 14.07 · 12:26 PHOTO Building AI agents from scratch even without coding — a detailed tutorial that walks you through...	VIEWS	REACTIONS
	7 469	1
	REPOSTS	ER
	—	28.4%
Nº2 15.07 · 13:01 PHOTO «Рыжий Ап» returns — a new trademark application filed with Rospatent. The application was submitted by the same company...	VIEWS	REACTIONS
	5 843	3
	REPOSTS	ER
	—	22.2%
Nº3 15.07 · 15:00 PHOTO Scan ANY websites and web apps for viruses and tracking — found a huge collection of open-source web security scanners. What...	VIEWS	REACTIONS
	3 402	9
	REPOSTS	ER
	1	12.9%

Nº4 16.07 • 09:03 PHOTO Find mental barriers blocking your growth with one prompt. Turn ChatGPT into a personal psychologist and coach for \$0...	VIEWS 2 621 REPOSTS — REACTIONS 15 ER 10.0%
Nº5 16.07 • 07:02 PHOTO Yandex Lavka will give a new UMO 5 to a random lucky winner — the electric car can be won in a drawing on July 20. For...	VIEWS 2 315 REPOSTS 1 REACTIONS 10 ER 8.8%

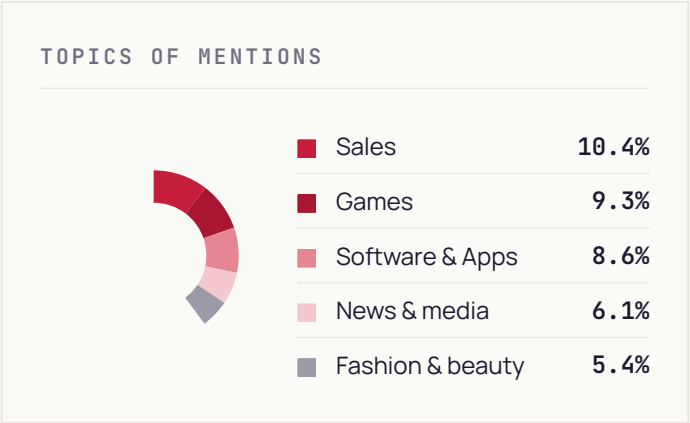
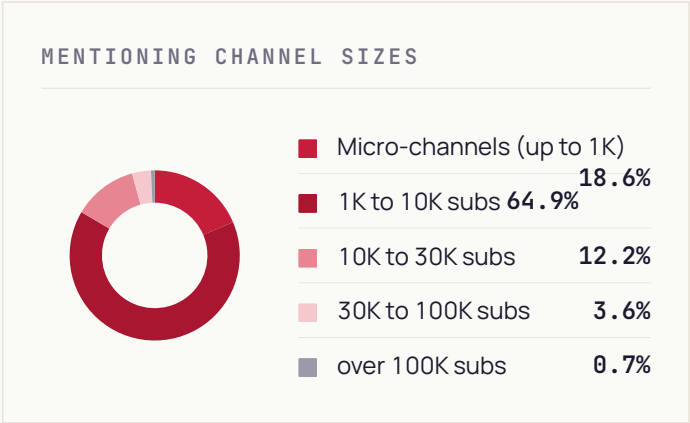
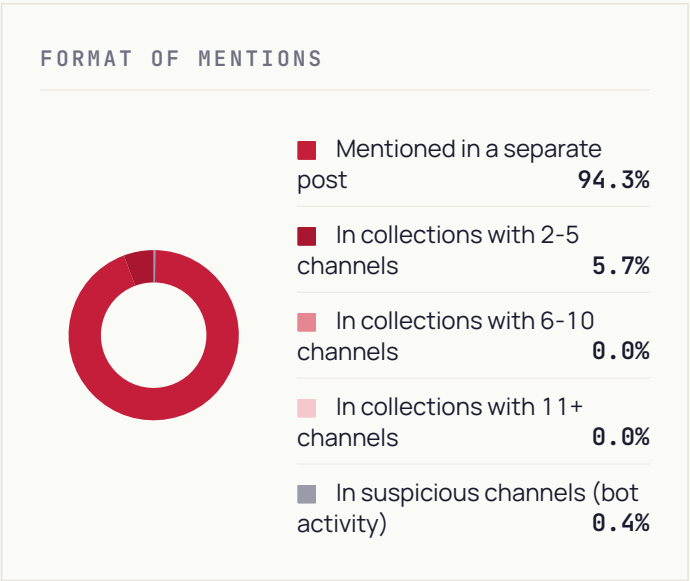
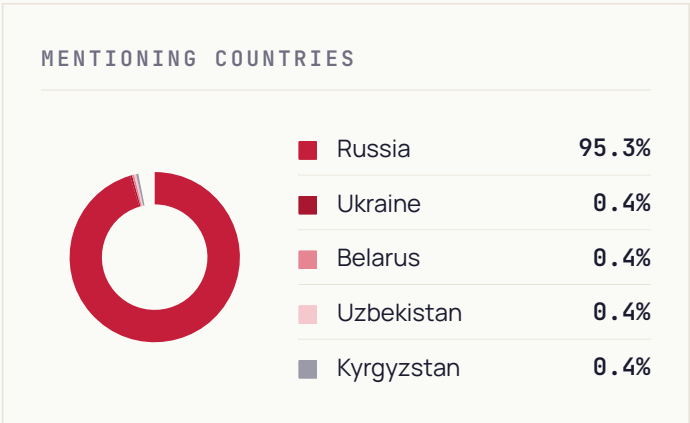
WORST 3

↓ 15.07 • 09:01 PHOTO Building a robot loader from dirt and sticks — like Amazon warehouse bots, now at your...	VIEWS 243 REPOSTS — REACTIONS 1 ER 0.9%
↓ 13.07 • 18:05 PHOTO GPT-5.6 can create entire 3D scenes in Blender — thanks to agent mode in the new ChatGPT Work app. Yet the neural net didn't take...	VIEWS 139 REPOSTS — REACTIONS — ER 0.5%
↓ 12.07 • 14:24 PHOTO Meme of the day: Huawei's telephoto lens shot a plane... identified it as a bird. Embedding neural nets into smartphone cameras was...	VIEWS 107 REPOSTS — REACTIONS — ER 0.4%

SECTION 03 · MENTIONS

Who mentions the channel and how

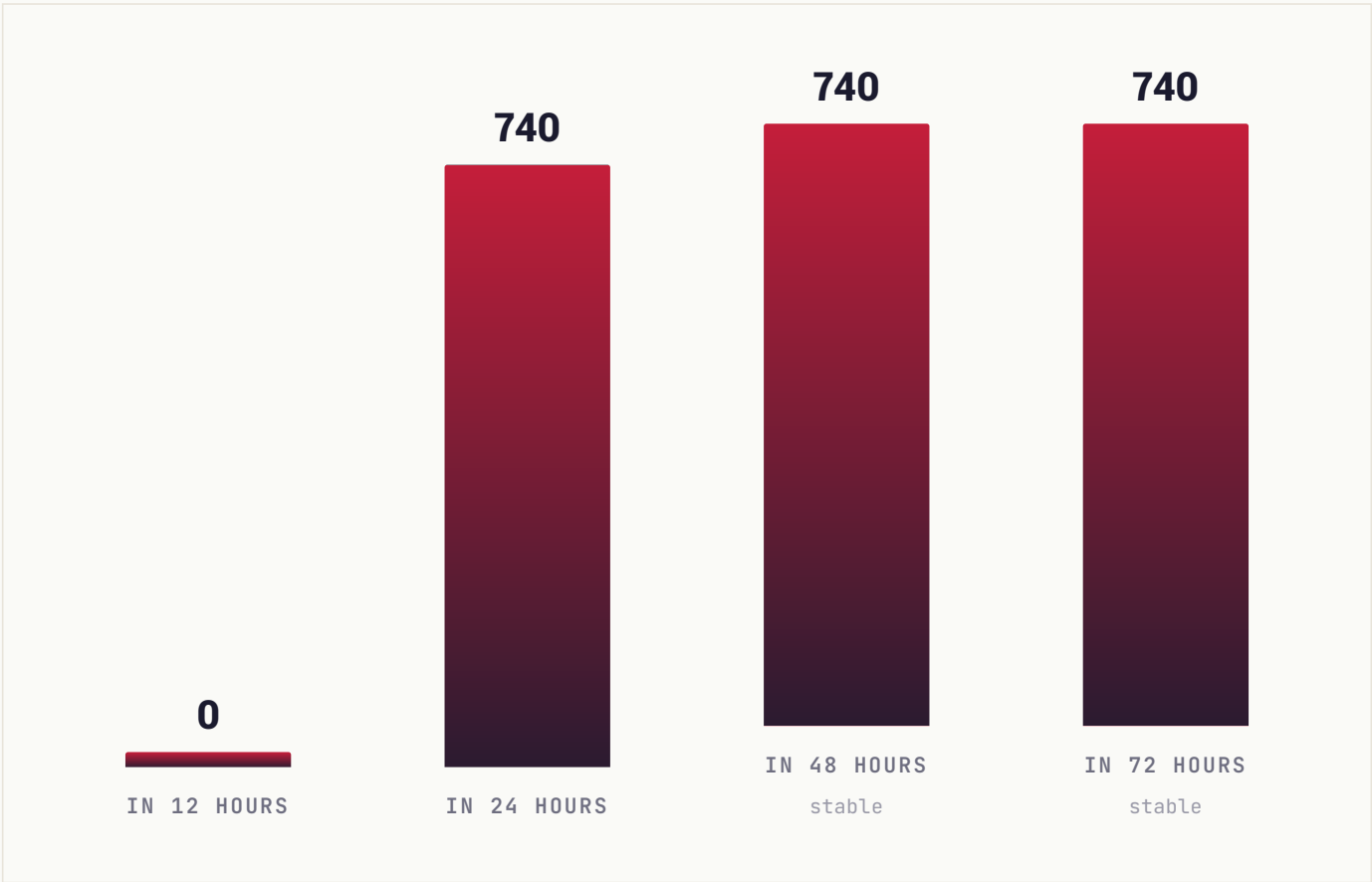
Citation index **3** – channel popularity rating based on mentions. Considers not only their count but also the weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **244** different channels.



SECTION 04 · AD POTENTIAL

How long a post brings reach

Avg reach of ad post over time since publication. Helps estimate how long a placement stays effective.



SECTION 05 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Your channel is highlighted — 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 • Tech News	2.5M
آا اینترنت زَاد	2.5M
TE Technomotel	2.5M
NN NN	2.2M
ER Exploit	2.1M
PP PINK PROXY پروکسی	2M
L- LIVE — Telegram, AI & Tech	2M
MA Matryoshka YOU	26.3K

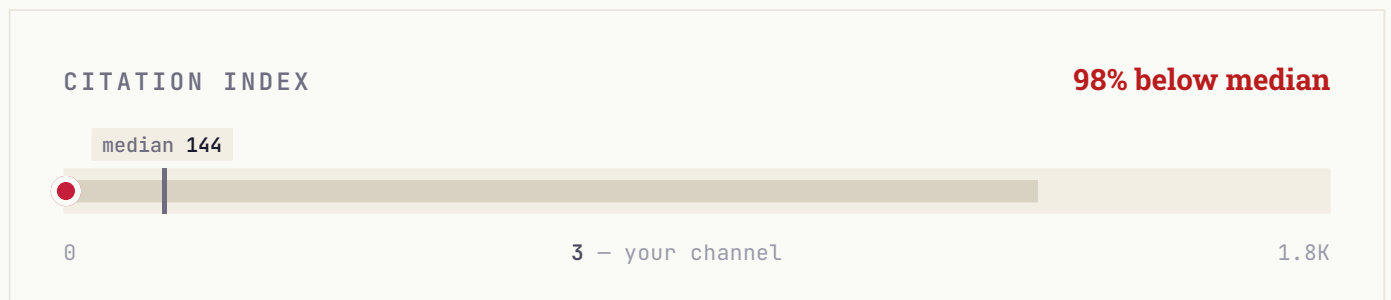
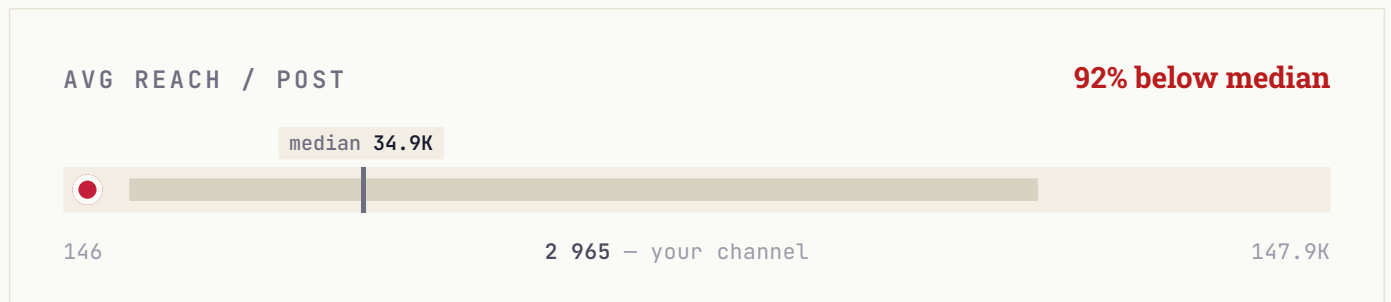
COMPARATIVE INSIGHT

Channel not yet outside top 100 in 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 06 • 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 07 · STRATEGY

What to do right now

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

01

Top post of the week — on Saturday

Audience most active on this day at 18:00 MSK.

EFFECT

**Best window
for an
important post**

02

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**

03

Test polls & interactive formats

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

EFFECT

+5-15% ER

04

Cross-promo with neighboring channels

Swap posts with same-segment channels quarterly. No need daily — 2-3 collabs give relevant growth.

EFFECT

**Growth from
relevant
audience**

05

Update channel description for Telegram search

Telegram search scans descriptions. Add 3-5 niche keywords — it's a source of organic traffic.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want us to do it PromptPress?

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

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

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