

PROMTPRESS PUBLIC REPORT

Channel audit

Milord



@milord_q

Tempting channel about IT and high tech 🤖 Ads: @gratima
Manager: @Spiral_Yuri Registration: <https://clck.ru/3FejA3>

SUBS

975 735

+11754 per month

ERR (% SEE POSTS)

7.0%

per day 3.4%

REACH/POST

65.7K

ad reach 32.9K/24h

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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.

 SUBS 975 735 —	 SUBSCRIBER REACH 6.73% avg % of subs see a post	 VIEWS/POST 65.7K median 59.8K · 27 days	 POSTS/WK 5.7 for the period
 7D TREND -25.7% vs previous week	 REACTIONS/POST 410.6 total 9,034 reactions, 786 reposts, 0 comments	 POST LENGTH 410 chars. median 380 · 27 days	 POSTS ANALYZED 22 27 days
 AD REACH 32.9K 24h average	 CHURN / MONTH +11754 last month	 CITATION RATE 281 citation index · 660 channels mentioned all time	 CHANNEL AGE 4 years 10 months created 29.08.2021

AI EDITOR SUMMARY

Channel «Milord» – 975 735 subs. Each post averages 65.7K people (7% from subs), reach is low – consider expanding audience. Publishes 6 posts per week (~1/day) – infrequent posts. For the week of June 22–28, reach dropped by -25.7% to week 15–21 Jun – analyze reasons.

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 22 posts over 27 days.
- 02 Dominant format – Photo (13/22 posts).
- 03 Avg post length – 410 chars (median 380).
- 04 Audience activity peak – Friday, 14:00 MSK.
- 05 Top posts get 2x more views than the weakest (98.6K avg for top vs 47.9K for worst) – among 22 posts over 27 days. Analyze what the top has in common – topic, format, timing.

TOP 5 POSTS

Nº1 05.06 · 11:37 VIDEO Zoomers declared war on analog clocks after being forced to tell time to buy BTS concert tickets. One of...	VIEWS 102 816 REPOSTS 74	REACTIONS 637 ER 10.5%
Nº2 10.06 · 08:51 PHOTO GPT-ish and TikTok-ish, to be precise 🧠👉Milord	VIEWS 100 536 REPOSTS 56	REACTIONS 662 ER 10.3%
Nº3 04.06 · 16:32 VIDEO Payment terminals are becoming full-fledged AI devices. At SPIEF, Sber presented NEO – a new generation of payment devices with...	VIEWS 92 562 REPOSTS 9	REACTIONS 221 ER 9.5%

Nº4 12.06 • 16:30 VIDEO The #DanceLikeGreen challenge is gaining momentum — people are mass-repeating robot Green's moves to «Oy, ty oy». Looks like making it into the top 10...	VIEWS 84 240 REPOSTS 22 REACTIONS 316 ER 8.6%
Nº5 15.06 • 07:42 VIDEO If you think you get distracted too often, just look at this guy 🤪 He turned a foldable smartphone into a multi-window...	VIEWS 80 571 REPOSTS 76 REACTIONS 786 ER 8.3%
WORST 3	
↓ 24.06 • 17:48 PHOTO Dead Internet theory becomes reality Bots have surpassed real users online for the first time: 57.4% vs 42.6%. More...	VIEWS 49 737 REPOSTS 90 REACTIONS 798 ER 5.1%
↓ 25.06 • 10:37 VIDEO These finger pads won't improve efficiency, but they'll boost your mood 🧑🏻👉🏻Milord	VIEWS 49 134 REPOSTS 67 REACTIONS 474 ER 5.0%
↓ 25.06 • 09:30 VIDEO T-Bank celebrates 20 years Over this time we've had the most diverse clients. But all are united by one thing: they, like us, are passionate about their work and...	VIEWS 44 789 REPOSTS 7 REACTIONS 213 ER 4.6%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

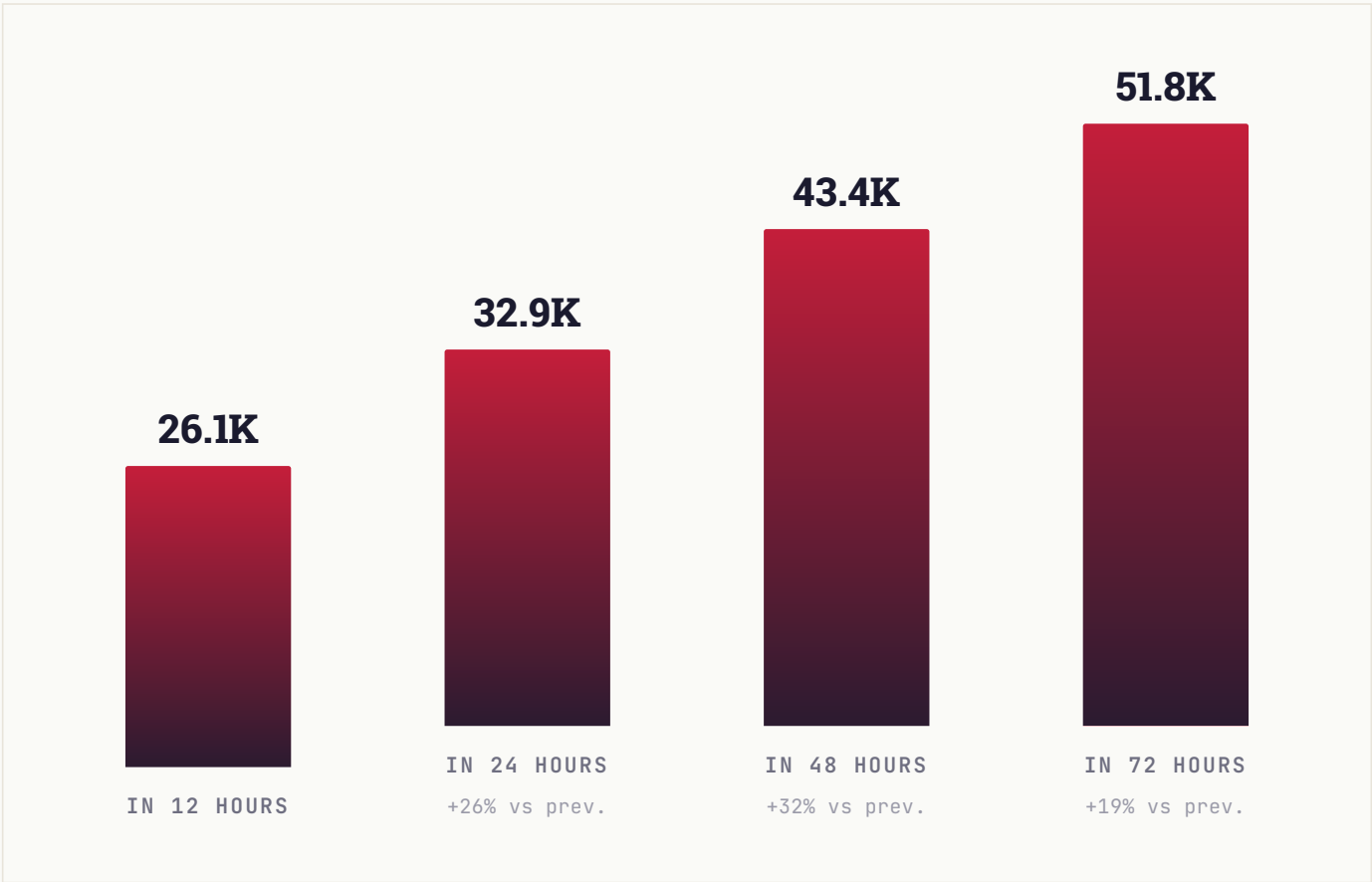
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · AD POTENTIAL

How long a post generates reach

Avg reach of an ad post by time since publication. Helps estimate how long a placement should 'live'.



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	SUBS
HI hitvpn_blog	4.6M
MT Trend world	3.4M
TE TechChat	3.1M
HA Hi, AI • Tech News	2.5M
آ اینترنت زاد	2.5M
TE Technomotel	2.3M
NN NN	2.2M
L- LIVE — Telegram, AI & Tech	2.1M
ER Exploit	2M
PP PINK PROXY پروکسی	2M
MI Milord YOU	975.7K

COMPARATIVE CONCLUSION

Channel in top quartile of the niche (#22 of 100). Leader — hitvpn_blog (4.6M).
Goal for coming months: enter niche top-10 via systematic traffic work.

SECTION 06 · 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 were **19**, they brought **281 724** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
Jan 2026	16	14	39 771
December 2025	1	1	9 312
November 2025	2	2	50 004
October 2025	0	0	108 488
September 2025	0	0	55 493
August 2025	0	0	18 656
TOTAL MENTIONS			19
MONTHS OF DATA			6
ATTRACTED SUBS			281 724

SECTION 07 • NICHE COMPARISON

Where your channel stands in its league

Took top **100** channels in category «Tech» (Russia) and compared your channel.

Gray band = 80% of niche channels (p10-p90). Black line = median. Red dot = your channel.

#22

/100

RANK IN NICHE

Channel in top 22% – strong position

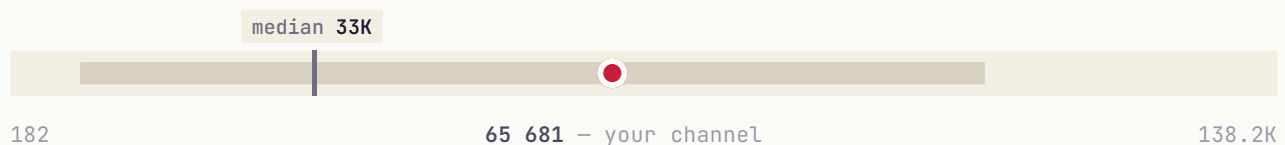
SUBS

better than 65% of niche



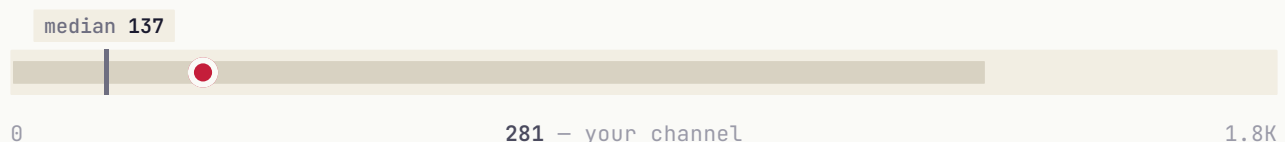
AVG REACH / POST

better than 67% of niche



CITATION INDEX

better than 54% of niche



— SECTION 08 · STRATEGY

What to do right now

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

- 01

Top post of the week — on Friday

Audience most active on this day at 14:00 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 and interactive formats

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

EFFECT

+5-15% ER
- 04

Cross-promo with neighboring channels

Exchange posts with channels in the same segment 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 this done by **PromptPress?**

This audit — what we can do in a few minutes using public data.
Want to go further — run ads through 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
