

PROMTPRESS PUBLIC REPORT

Channel audit

NN



@naebnet

Media about internet, tech and finance Partnerships: @nnmanager
YouTube: <https://youtube.com/naebnet> RKN: <https://clck.ru/3FT7FW>

SUBSCRIBERS

2 237 007

+5600 per month

ERR (% SEE POSTS)

5.0%

in 24h **3.4%**

REACH/POST

104.1K

ad reach **76.4K**/24h

— CONTENT · 2026

What's inside the report

01 Channel snapshot

12 key metrics · AI summary

02 Content analysis

Top 5 posts · worst 3 · insights

03 Subscriber dynamics

Yearly chart · growth

04 Citation rate

Who mentions the channel and how

05 Ad potential

How long a post brings reach

06 Competitors

Niche neighbors · your rank

07 Mention dynamics

6 months · monthly

08 Niche comparison

Rank in «Tech» category

09 Strategy

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.

 SUBSCRIBERS 2 237 007 —	 SUBS REACH 4.65% avg % subs see post	 VIEWS/POST 104.1K median 100.1K · 29 days	 POSTS/DAY 9.4 ~66 per week
 7D TREND -10.3% vs prev week	 REACTIONS/POST 700.4 total 195K reactions, 264K reposts, 0 comments	 POST LENGTH 396 chars median 362 · 29 days	 POSTS ANALYZED 279 29 days
 AD REACH 76.4K 24h avg	 CHURN / MONTH +5600 last month	 CITATION RATE 375 citation index · 3,208 channels mentioned ever	 CHANNEL AGE 7 years 6 months created 06.12.2018

AI EDITOR SUMMARY

Channel «NN» — 2 237 007 subs. Each post avg views 104.1K people (5% of subs), reach is low — expand audience. Publishes 66 posts/week (~9/day) — active posting. Week 22–28 Jun reach dropped -10.3% to week 15–21 Jun — worth analyzing reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **279** posts in 29 days.
- 02 Dominant format — **Photo** (217/279 posts).
- 03 Avg post length — **396** chars (median 362).
- 04 Peak audience activity — **Wednesday**, 12:00 MSK.
- 05 Top posts get **5x** more views than the weakest (392.3K avg for top vs 78K for worst) — among 279 posts in 29 days. Worth analyzing what top posts have in common: topic, format, publish time.

TOP 5 POSTS

Nº1 17.06 · 09:40 PHOTO ⚡ The biggest contest on our channel. Together with OTP Bank we're looking for cars with the highest mileage. We know you have something to...		VIEWS 889 249	REACTIONS 219
		REPOSTS 474	ER 39.8%
Nº2 28.06 · 12:17 PHOTO Schoolgirl scored 500 on Unified State Exam — a record in 25-year history. Ekaterina Malkova from... got top marks in five subjects.		VIEWS 145 946	REACTIONS 4 965
		REPOSTS 2 683	ER 6.5%
Nº3 19.06 · 18:44 PHOTO Building your dream PC zone: on Juddesk you can design a desk for work or gaming. Wide selection of furniture and gadgets with all sorts of...		VIEWS 141 717	REACTIONS 448
		REPOSTS 1 790	ER 6.3%

Nº4 22.06 · 07:12 PHOTO House of the Dragon S3 is out — first episode already on HBO Max and free streams. Targaryen war moves from intrigue to...	VIEWS 141 175 REPOSTS 1 058	REACTIONS 447 ER 6.3%
Nº5 20.06 · 12:34 VIDEO Minecraft dev turned the game into «Spider-Man»: now you can swing on webs between builds. Judging by the video...	VIEWS 139 873 REPOSTS 1 044	REACTIONS 1 290 ER 6.3%

|

WORST 3

↓ 05.06 · 11:45 PHOTO Krea 2 Turbo image generator is out — creates quality images in just 2 seconds. Freely edit image style and...	VIEWS 78 011 REPOSTS 952	REACTIONS 201 ER 3.5%
↓ 05.06 · 10:49 PHOTO Anthropic engineers shared a useful prompt — helps them understand everything Claude Code does. Grab it: you are a wise and incredibly...	VIEWS 77 963 REPOSTS 1 941	REACTIONS 237 ER 3.5%
↓ 05.06 · 07:27 VIDEO WHAT ALFA-BANK HID in its space at SPIEF? 🙄 Ksenia Sobchak walked through the world of Fantech — and showed what it really looks like...	VIEWS 77 956 REPOSTS 24	REACTIONS 671 ER 3.5%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

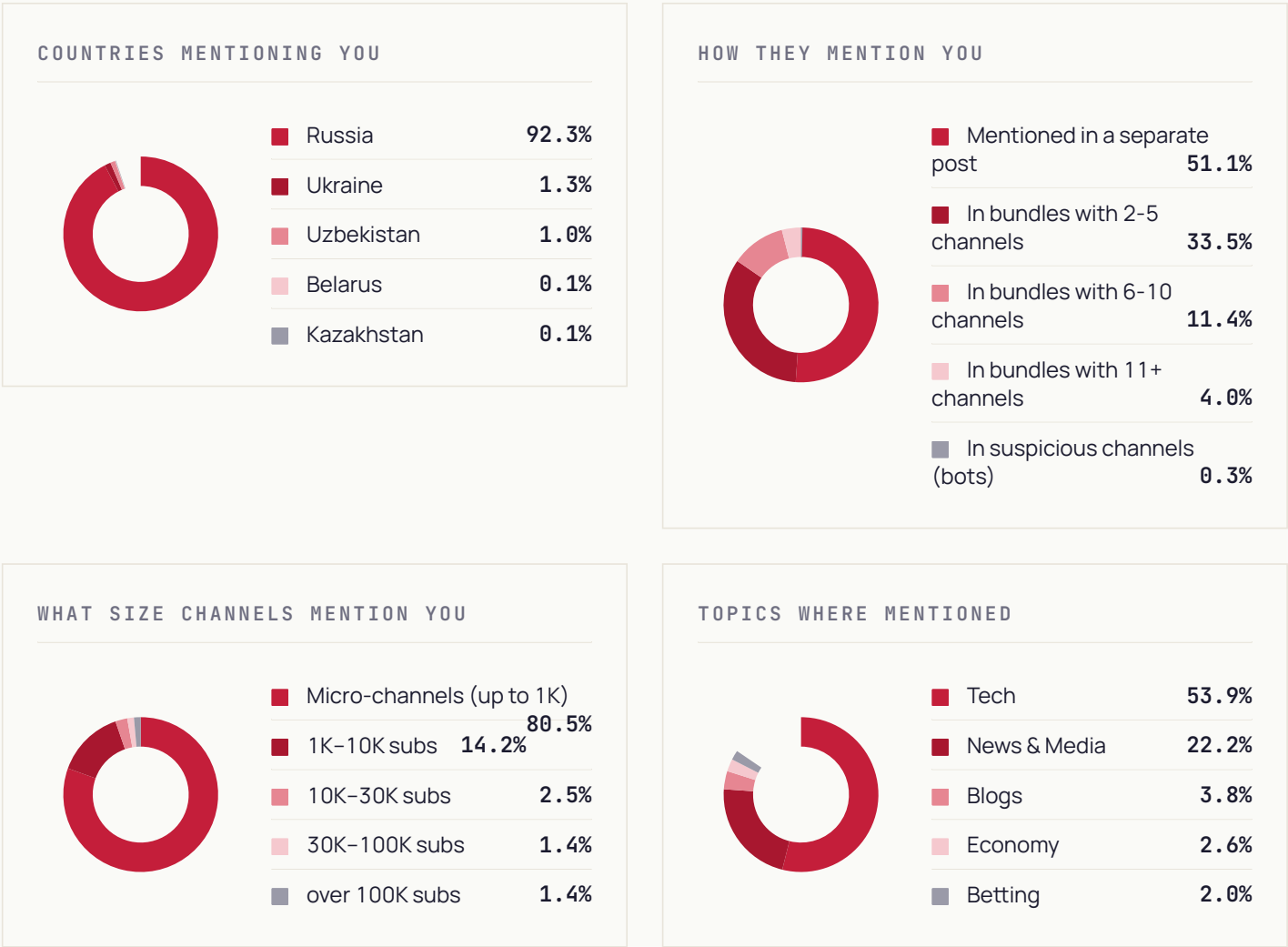
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

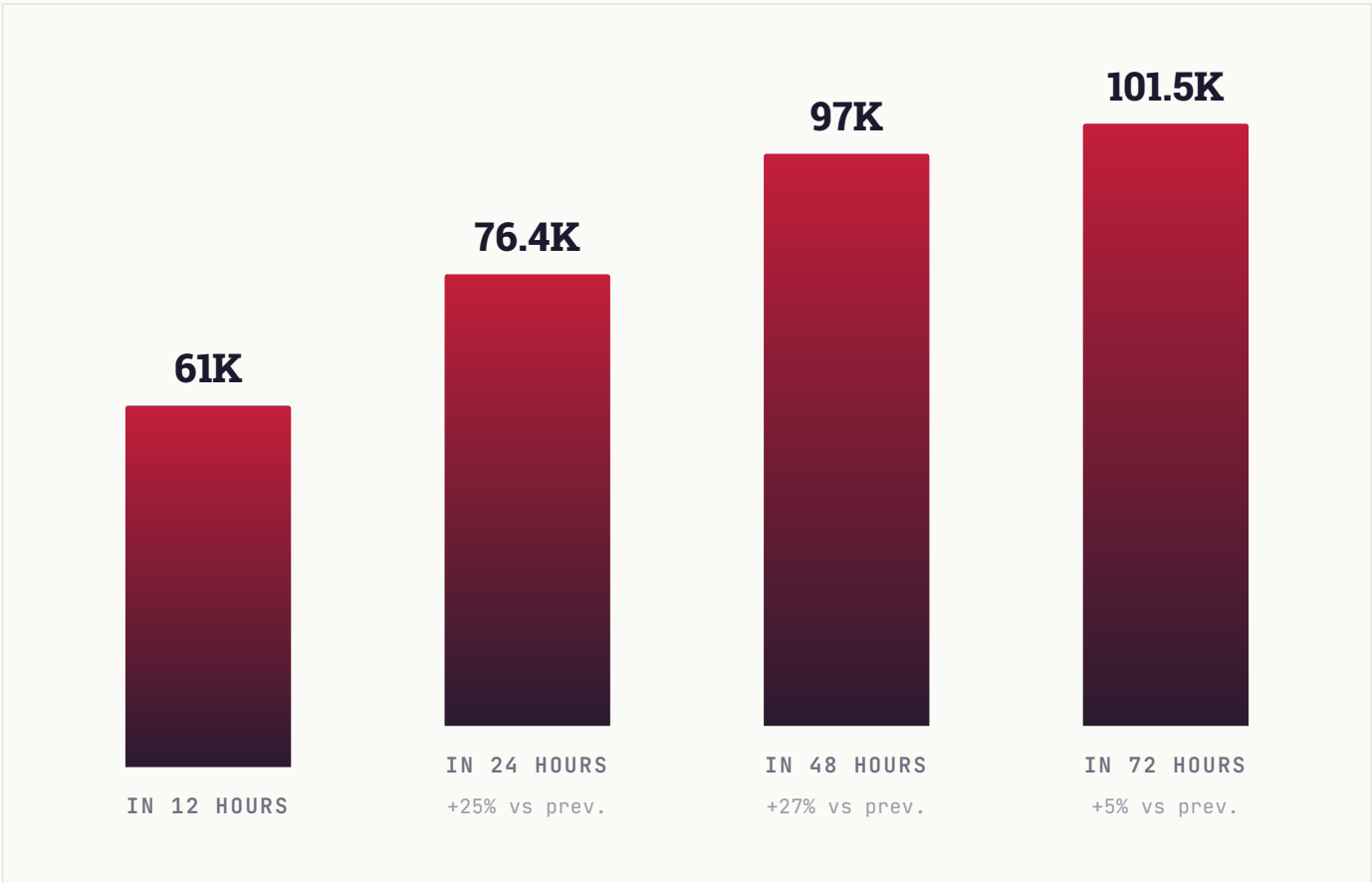
Citation index **375** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100k subs channel weighs more than from a 1k subs channel. All time channel was mentioned **3 208** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

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



SECTION 06 · 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	3.4M
TE Techchat	3.1M
HA Hi, AI • Tech News	2.5M
آا اینترنت ژاد	2.5M
TE Technomotel	2.3M
NN NN YOU	2.2M
L- LIVE — Telegram, AI & Tech	2.1M
EC Exploit	2M
PP PINK PROXY پروکسی	2M
DJ Digital Journal IT, Neural Nets	1.8M

COMPARATIVE CONCLUSION

Channel in top-10 niche (#7 of 100). Strong position. Niche leader — hitvpn_blog (4.6M), room to grow to #1. Mutual exchanges with other top-10 channels as equals.

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Each month we track posts in other channels that mention yours. Over the last **6 months** such mentions were **1 655**, they brought **334 466** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	229	31	8 035
December 2025	412	25	22 244
November 2025	317	31	63 869
October 2025	339	27	164 717
September 2025	231	46	69 622
August 2025	127	40	5 979
TOTAL MENTIONS			1 655
MONTHS OF DATA			6
ACQUIRED SUBSCRIBERS			334 466

SECTION 08 · NICHE COMPARISON

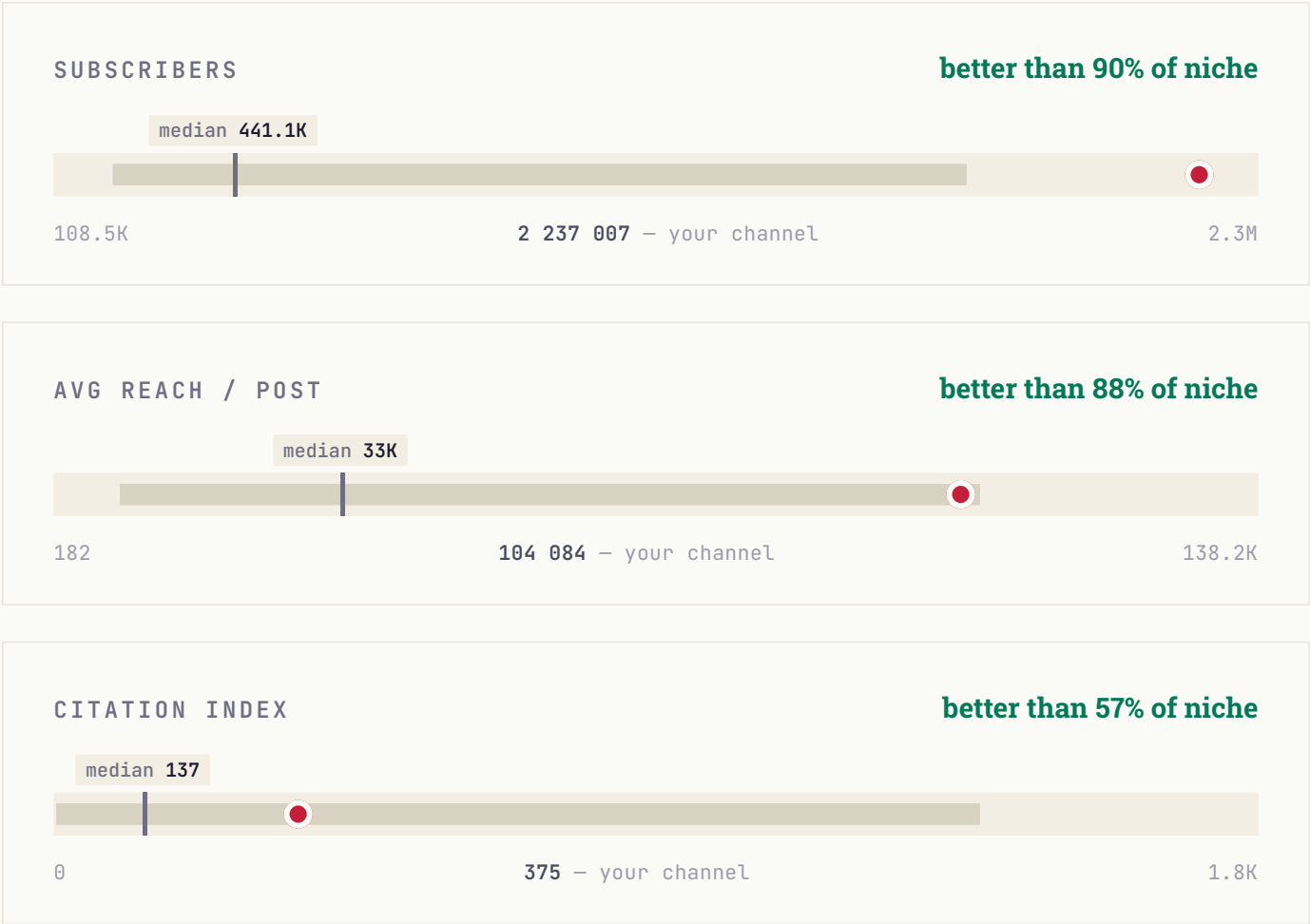
Where the channel stands in its league

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

#7/100

RANK IN NICHE

Channel in top 7% tech Russia



— 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

Top post of the week — on Wednesday

Audience is most active on this day at 12:00 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 poll per week on a hot topic is an easy growth lever.

EFFECT

+5-15% ER

04

Cross-promo with neighboring channels

Exchange 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 this **PromptPress?**

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

01	Launch Telegram ads	https://panel.promptpress.com/register
----	----------------------------	---

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