

PROMTPRESS PUBLIC REPORT

Channel audit

Natalya Kasperskaya



@natalya_kasperskaya_channel

Natalya Kasperskaya — President of InfoWatch Group, Chairman of ARPP 'Domestic Software' For media, events: @Silver_Stalker Other: @moderatornik Comments with profanity and ads...

SUBS

54 888

+3667 per month

ERR (% SEE POSTS)

429.0%

in 24h **36.5%**

REACH/POST

171.2K

ad reach **20K**/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBS 54 888 —	 SUB REACH 311.98% avg % subs see post	 VIEWS/POST 171.2K median 162K · 18 days	 POSTS/WEEK 2.3 for the period
 7D TREND — no data for period	 REACTIONS/POST 7064.0 total 42,384 reactions, 9,734 reposts, 1,012 comments	 POST LENGTH 1,000 chars median 1000 · 18 days	 POSTS ANALYZED 6 18 days
 AD REACH 20K 24h avg	 CHURN / MONTH +3667 last month	 QUOTABILITY 395 citation index · 1,336 channels mentioned all time	 CHANNEL AGE 1 year 2 months created 23.04.2025

AI EDITOR SUMMARY

Channel «Natalya Kasperskaya» – 54 888 subs. Each post averages 171.2K people (312% of subs), wide reach for a channel this size. Publishes 2 posts per week (~0/day) – rare posts.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on 6 posts over 18 days.
- 02 Dominant format – Text (5/6 posts).
- 03 Avg post length – 1000 chars (median 1000).
- 04 Peak audience activity – Friday, 13:00 MSK.
- 05 Top posts get 2x more views than the weakest (223.2K avg for top vs 119.3K for worst) – among 6 posts over 18 days. Worth analyzing what the top has in common – topic, format, time.

TOP 5 POSTS

Nº1 03.07 · 10:08 TEXT Since we started discussing the Ministry of Digital Development's AI bill, we need to analyze not only the definition of large fundamental...	VIEWS 314 452 REPOSTS 3 397	REACTIONS 8 582 ER 572.9%
Nº2 10.07 · 18:41 TEXT On July 8, the State Duma passed a bill in second and third readings (the day after first reading) on...	VIEWS 188 903 REPOSTS 2 486	REACTIONS 6 932 ER 344.2%
Nº3 22.06 · 08:17 PHOTO This week I participated in the BRICS IT Forum in Khanty-Mansiysk. A wonderful small town...	VIEWS 166 311 REPOSTS 1 404	REACTIONS 15 926 ER 303.0%

Nº4 25.06 · 08:44 TEXT I finally found time to read the new version of the AI bill. It was sent to all federal executive bodies, the State Duma, some parties, etc. Well, and...	VIEWS 157 717 REPOSTS 1 350	REACTIONS 5 352 ER 287.3%
Nº5 29.06 · 11:38 TEXT Late May we spoke with Kommersant about bank security. High protection in banking and finance, new...	VIEWS 112 818 REPOSTS 192	REACTIONS 2 809 ER 205.5%

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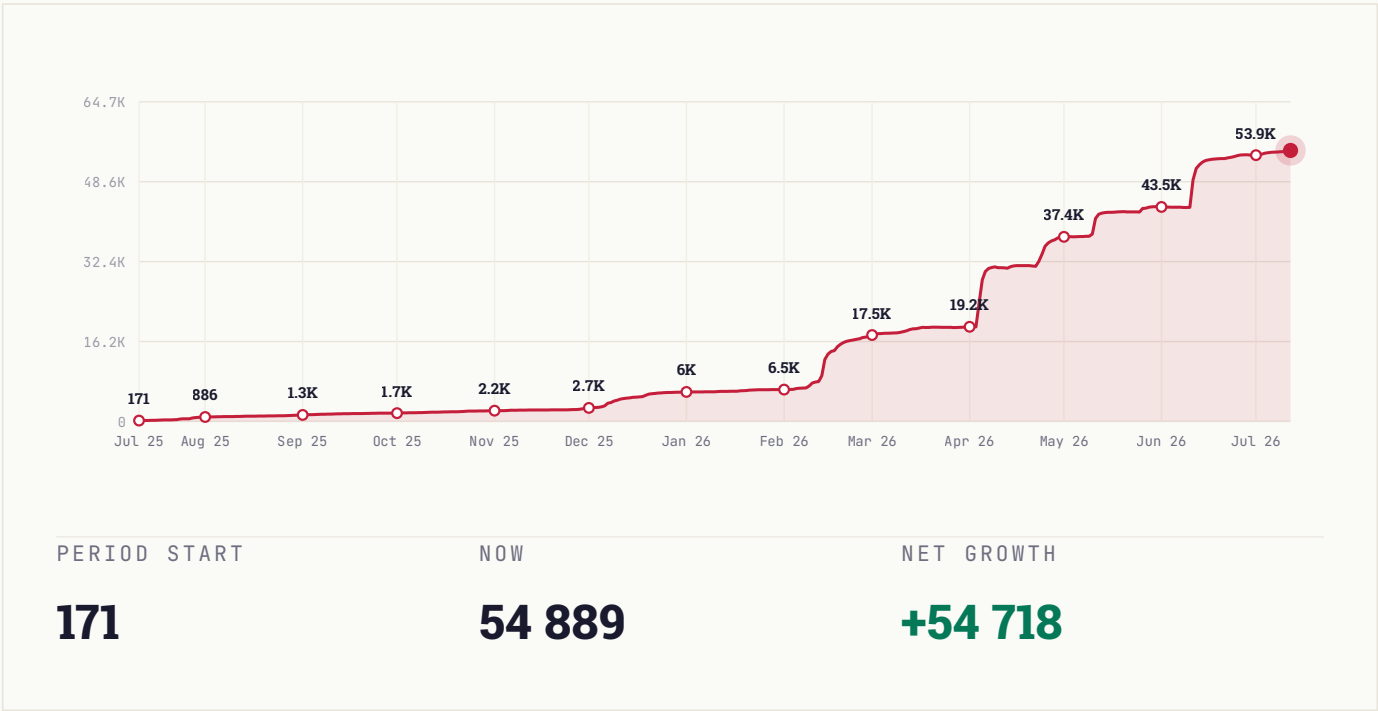
WORST 3

↓ 25.06 · 08:44 TEXT I finally found time to read the new version of the AI bill. It was sent to all federal executive bodies, the State Duma, some parties, etc. Well, and...	VIEWS 157 717 REPOSTS 1 350	REACTIONS 5 352 ER 287.3%
↓ 29.06 · 11:38 TEXT Late May we spoke with Kommersant about bank security. High protection in banking and finance, new...	VIEWS 112 818 REPOSTS 192	REACTIONS 2 809 ER 205.5%
↓ 01.07 · 14:21 TEXT Some subs asked me to publish our AI bill draft. Attached at the top of this post...	VIEWS 87 250 REPOSTS 905	REACTIONS 2 783 ER 159.0%

SECTION 03 · SUB GROWTH

How the channel grew over the year

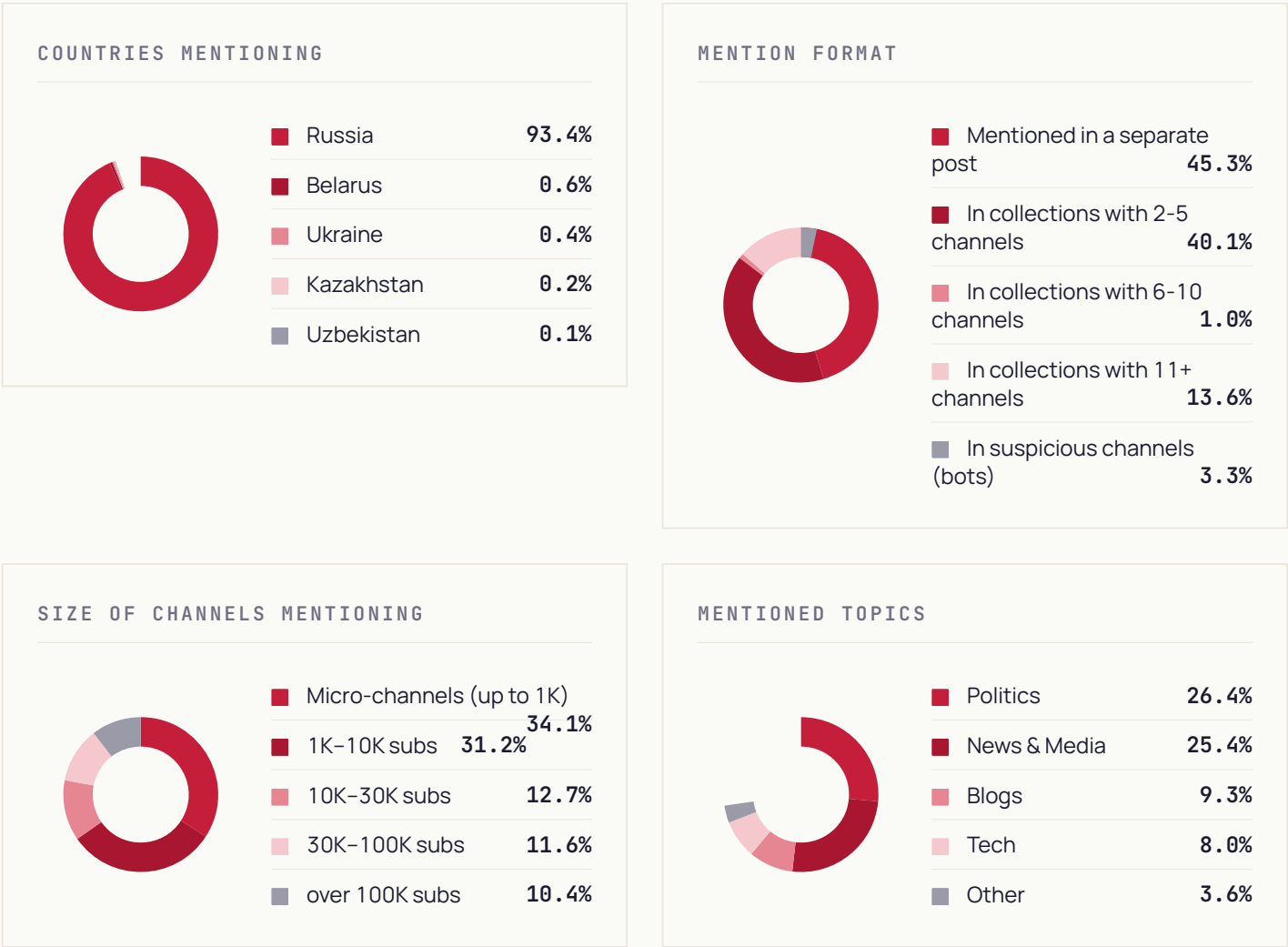
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of gain and loss.



SECTION 04 · MENTIONS

Who mentions the channel and how

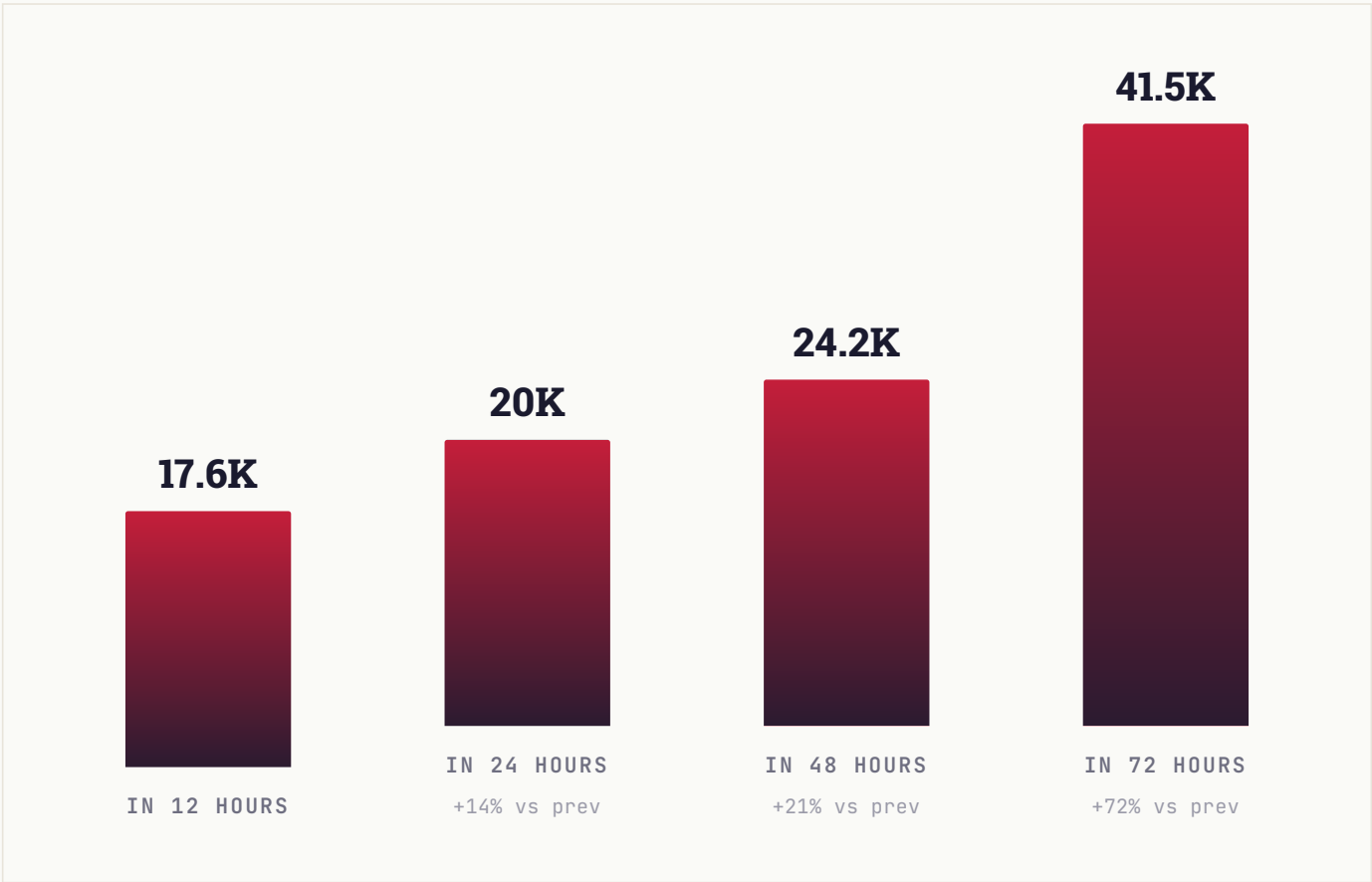
Citation index **395** — channel popularity rating based on mentions. Considers not only quantity but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **1 336** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates 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 — you can see its place among niche neighbors.

CHANNEL	SUBS
HI hitvpn_blog	4.6M
MT Trend world	3.3M
TE Technochat	3.1M
HA Hi, AI • Tech News	2.6M
اا اینترنت آزاد	2.5M
TE Technomotel	2.4M
NN NN	2.2M
EK Exploit	2.1M
L- LIVE — Telegram, AI & Tech	2M
PP PINK PROXY پروکسی	2M
NK Natalya Kasperskaya YOU	54.9K

COMPARATIVE INSIGHT

Channel yet outside niche top 100 — early growth stage. Niche leader — hitvpn_blog (4.6M), top-100 median: 446.9K. First goal: enter top-100 through systematic work on traffic and content.

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Monthly we track posts in other channels that mention yours. Over the last **6 months** such mentions were **106**, they brought **5 594** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
Jan 2026	8	8	514
December 2025	40	31	3 252
Nov 2025	28	27	535
Oct 2025	13	10	478
Sep 2025	9	9	388
August 2025	8	7	427

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS
106	6	5 594

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.



— 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 | Increase posting frequency
Now 2.3 posts/week. Active channels average 7-10.
Consistency is key to retention. | EFFECT
Consistency beats volume |
| 02 | Top post of the week — on Friday
Audience most active on this day at 1:00 PM MSK. | EFFECT
Best window for important posts |
| 03 | Increase video post share
Video in Telegram holds audience longer and is favored by the algorithm. Recommend share of 15-25%. | EFFECT
Video retains audience better |
| 04 | 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 |
| 05 | Test polls & interactive formats
Posts with polls/reactions typically boost ER by +5-15%. One poll per week on a hot topic is an easy win. | EFFECT
+5-15% ER |

★ WHAT'S NEXT

Want this done by **PromptPress?**

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

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