

PUBLIC REPORT BY PROMTPRESS

Channel audit

Netology



@netology_ru

Educational platform. Knowledge you can rely on: <http://netolo.gy/>
fHH For collaboration — @netology_official Included by
Roskomnadzor in the list of personal pages —...

SUBSCRIBERS

29 447

+7706 per month

ERR (% WHO SEE
POSTS)

4.0%

in 24h **1.4%**

REACH/POST

843

ad reach **402**/24h

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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 29 447 —	 SUBSCRIBER REACH 2.86% avg % subs see post	 VIEWS/POST 843 median 788 · 25 days	 POSTS/WEEK 8.7 for period
 7D TREND +43.2% vs previous week	 REACTIONS/POST 16.8 total 539 reactions, 186 reposts, 38 comments	 POST LENGTH 676 chars median 649 · 25 days	 POSTS ANALYZED 32 25 days
 AD REACH 402 24h avg	 CHURN / MONTH +7706 last month	 QUOTE RATE 116 citation index · 607 channels mentioned all time	 CHANNEL AGE 10 years 3 months created 17.03.2016

AI EDITOR SUMMARY

Channel «Netology» — 29 447 subs. Each post averages 843 people (3% of subs), reach low — should grow audience. Posts 9 posts per week (~1/day) — regular schedule. Week Jun 29 — Jul 5 reach grew by +43.2% by week 22–28 Jun — positive trend.

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 **32** posts over 25 days.
- 02 Dominant format — **Photo** (20/32 posts).
- 03 Avg post length — **676** chars (median 649).
- 04 Peak audience activity — **Wednesday**, 17:00 MSK.
- 05 Top posts get **4×** more views than the weakest (1.9K avg for top vs 478 for worst) — among 32 posts in 25 days. Analyze what top posts have in common: topic, format, timing.

TOP 5 POSTS

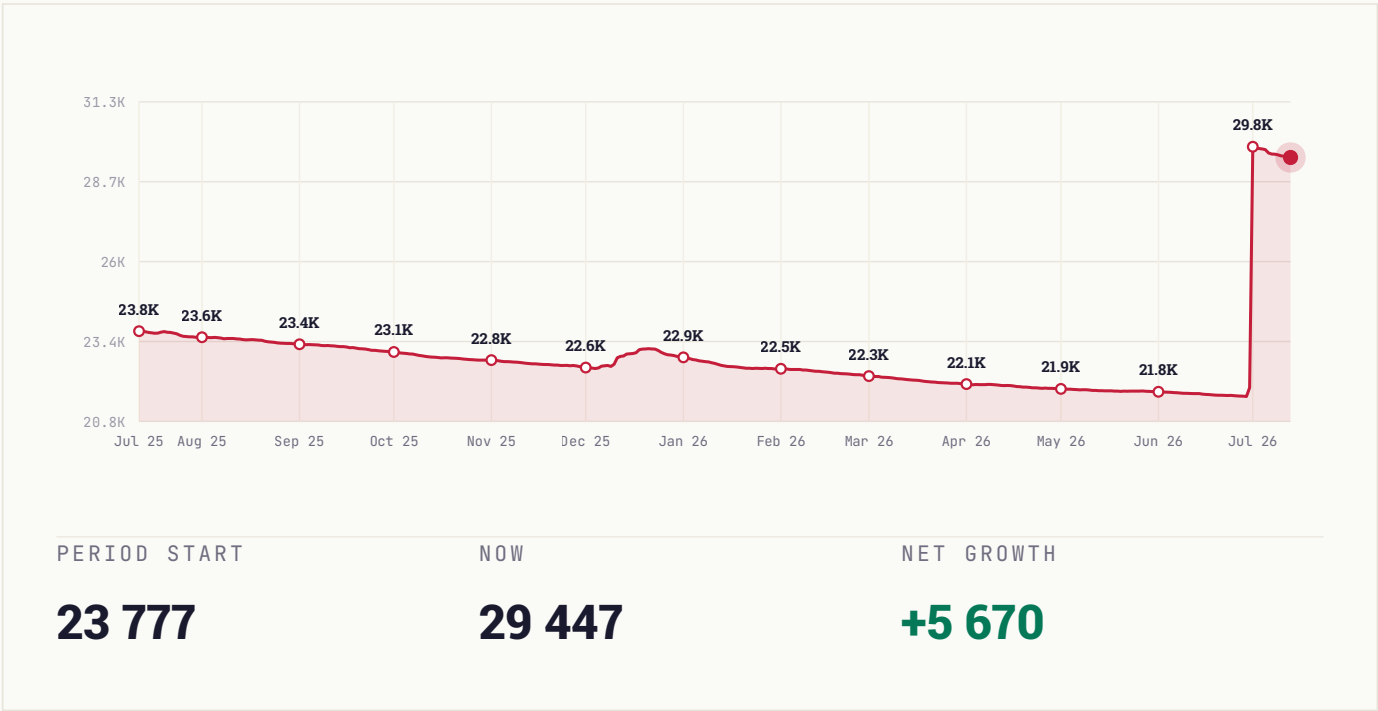
Nº1 01.07 · 14:01 PHOTO Warm summer evenings are made for relaxation, favorite books, and moments to cherish 🌿 So together with Black-and-White publishing...	VIEWS 3 782 REPOSTS 19	REACTIONS 18 ER 12.8%
Nº2 19.06 · 14:03 PHOTO There are 2 ways to tell colleagues you're on vacation: write a three-line status or just change your avatar 😊 Together with Rabota.ru we chose...	VIEWS 976 REPOSTS 21	REACTIONS 34 ER 3.3%
Nº3 18.06 · 09:20 PHOTO Think creativity can't fit into any framework? Actually, designers keep hundreds of rules in mind to create vibrant...	VIEWS 972 REPOSTS 7	REACTIONS 20 ER 3.3%

Nº4 15.06 · 18:19 PHOTO Ho-ho-ho! abc abc abc abc abc abc abc abc abc abc abc abc abc abc abc ✨ We know it's still a long way till midnight, and it's summer outside, not snowdrifts. But we thought: if we have so many...	VIEWS 969 REPOSTS 3 REACTIONS 34 ER 3.3%
Nº5 16.06 · 11:05 PHOTO First surprise from the gift bag 🎁 LEGO set, dollhouse, or new Sims version 🥰 If you like such gifts...	VIEWS 966 REPOSTS 4 REACTIONS 14 ER 3.3%
WORST 3	
↓ 08.07 · 08:40 TEXT AI agent vs chatbot. What's the difference? 👍 – One works, the other answers 🤪 – Techies overcomplicate again 😎 – Same candy, different wrapper...	VIEWS 491 REPOSTS — REACTIONS 19 ER 1.7%
↓ 09.07 · 11:24 VIDEO Grandma, it's real! ❤️ Gone are the days when you had to move to another city for education and sit in lectures every day...	VIEWS 486 REPOSTS 5 REACTIONS 15 ER 1.7%
↓ 09.07 · 15:57 PHOTO So many opportunities, directions, interests! How to decide and choose the one? One of our clients faced this...	VIEWS 459 REPOSTS 4 REACTIONS 12 ER 1.6%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

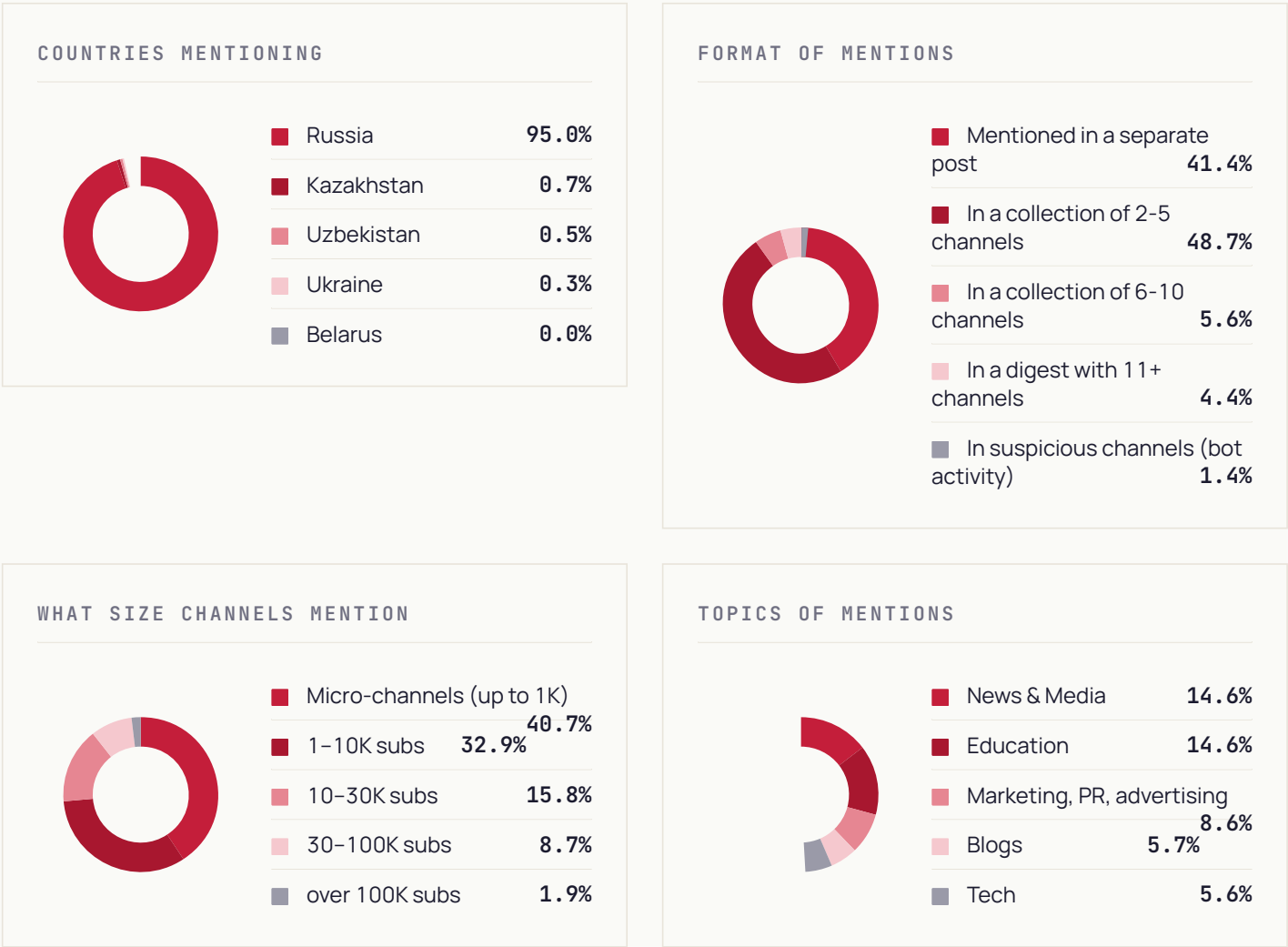
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

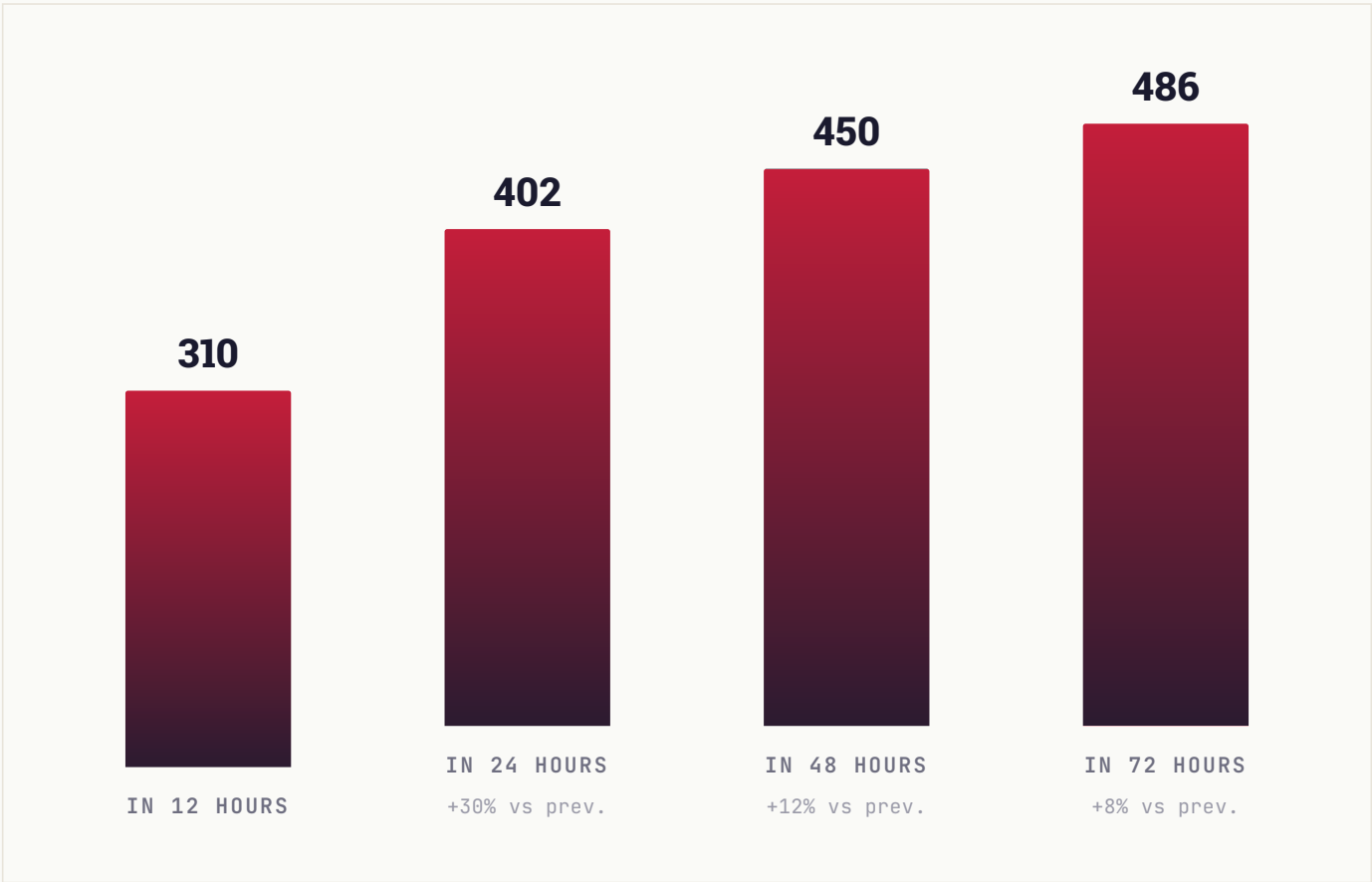
Citation index **116** — channel popularity rating based on mentions. Considers not only quantity but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **607** different channels.



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 closest channels by topic and audience. Your channel is highlighted — shows its rank among niche neighbors.

CHANNEL	SUBSCRIBERS
Mم Manjmy منجمى	406.4K
BO Free education	312.1K
UF UDEMY FREE Coursevania	257.7K
MO My Education	234.9K
EC Extreme Cursos	173.3K
FC Free Courses With Certificates!	168.7K
كو كورسات ووظائف مجانية	152K
نن نیما نیکخواه یوتیوب گرام 	149.9K
لا لوعة الفراق	138.3K
WD Web Development	133.5K
NO Netology YOU	29.4K

COMPARATIVE SUMMARY

Channel in bottom half of niche top-100 (#74 of 100). Niche median — 43.6K subs. First growth KPI — reach median. Leader: **Manjmy** منجمى (406.4K).

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we record posts in other channels that mention yours. Over the last **6 months** such mentions were **68**, they brought **762** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	13	13	17
December 2025	10	8	678
Nov 2025	12	12	24
Oct 2025	24	23	2
Sep 2025	7	6	8
August 2025	2	2	33
TOTAL MENTIONS	MONTHS OF DATA		ATTRACTED SUBSCRIBERS
68	6		762

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category «Courses and guides» (Russia) and saw how your channel compares. Gray band — range covering 80% of niche channels (p10 to p90). Black vertical line — median. Red dot — your channel.

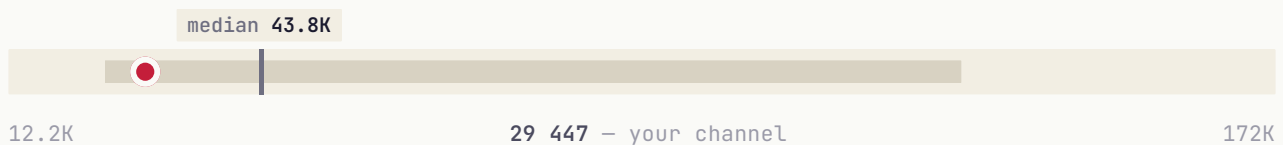
#74 /100

POSITION IN NICHE

Channel in the bottom half of the ranking

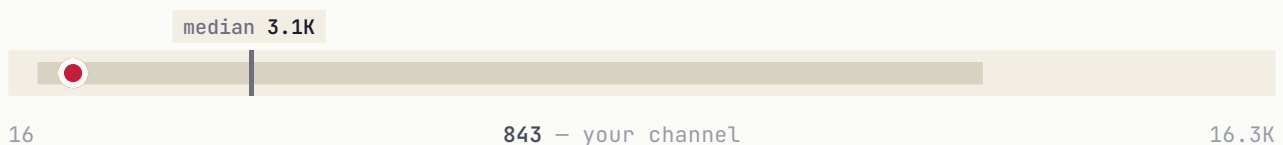
SUBSCRIBERS

33% below median



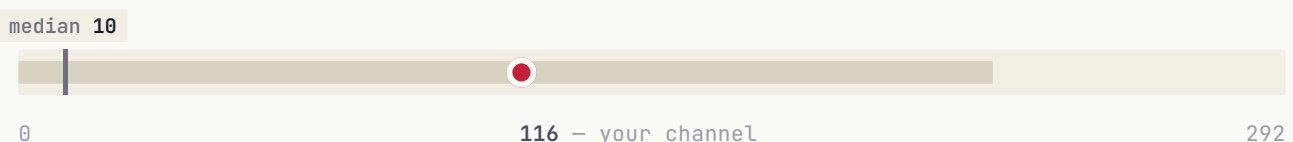
AVG REACH / POST

73% below median



CITATION INDEX

better than 69% of niche



— SECTION 09 · STRATEGY

What to do right now

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

- 01

Top post of the week — on Wednesday

On this day at 17:00 MSK audience is most active.

EFFECT

Best window for an important post
- 02

ER below niche benchmark — rethink formats

Current ER 2.86% vs norm 6.0%. Try polls & interactive formats.

EFFECT

+3.1pp ER
- 03

System traffic buy

Three formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromptPress finds sources for your niche.

EFFECT

+1000-3000 subs
- 04

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 win.

EFFECT

+5-15% ER
- 05

Cross-promo with neighboring channels

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

EFFECT

Growth from relevant audience

★ 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 ads in Telegram** <https://panel.promptpress.com/register>

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