

PROMTPRESS PUBLIC REPORT

Channel audit

GigaChat



@official_gigachat

Top AI channel in Russian ■ Learn to use GigaChat for work, life & fun
■ GigaChat: @gigachat_bot Community: @gigstery Support:
@gigachat_helpbot Registered with RKN:...

SUBSCRIBERS

316 660

-5003 per month

ERR (% SEE POSTS)

6.0%

per day 3.6%

REACH/POST

17.2K

ad reach 11.4K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. The subtitle under the number shows the period it covers.

 SUBSCRIBERS 316 660 —	 SUBSCRIBER REACH 5.42% avg % of subs see post	 VIEWS/POST 17.2K median 16.8K · 28 days	 POSTS/WEEK 19.8 over period
 7D TREND +5.2% vs previous week	 REACTIONS/POST 694.1 total 56,919 reactions, 2,432 reposts, 245 comments	 POST LENGTH 596 chars median 645 · 28 days	 POSTS ANALYZED 82 28 days
 AD REACH 11.4K 24h avg	 CHURN / MONTH -5003 last month	 CITATION INDEX 428 citation index · 1,090 channels mentioned all time	 CHANNEL AGE 3 years 2 months created 17.04.2023

AI EDITOR SUMMARY

Channel «GigaChat» — 316 660 subs. Each post gets avg 17.2K people (5% from subs), reach is low — expand audience. Publishes 20 posts/week (~3/day) — steady. Week Jun 15–21 reach grew by +5.2% by week 8–14 June — positive trend.

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 **82** posts over 28 days.
- 02 Dominant format — **Video** (39/82 posts).
- 03 Avg post length — **596** characters (median 645).
- 04 Peak audience activity — **Sunday**, 14:00 MSK.
- 05 Top posts gather **2x** more views than the weakest (26.7K avg top vs 13.3K worst) — among 82 posts in 28 days. Worth analyzing what top posts share — topic, format, timing.

TOP 5 POSTS

Nº1 14.06 · 11:00 **VIDEO**
(captionless post — video)

VIEWS	REACTIONS
32 078	808
REPOSTS	ER
213	10.1%

Nº2 17.06 · 09:10 **PHOTOS**
Entering SUMMER CHILL mode ✨ June 20 we meet at Afisha × Sber Picnic GigaChat is coming with you. It will...

VIEWS	REACTIONS
25 932	634
REPOSTS	ER
21	8.2%

Nº3 16.06 · 07:46 **TEXT**
If you chose the last option, we officially CANCEL going outside ↑ Time to wrap in a blanket, brew tea, and catch that...

VIEWS	REACTIONS
21 973	647
REPOSTS	ER
9	6.9%

Nº4

29.05 · 13:38

TEXT

(captionless post – text)

VIEWS	REACTIONS
21 965	680
REPOSTS	ER
21	6.9%

Nº5

14.06 · 07:02

VIDEO

FOUR years of creativity: Kandinsky gets congratulations ☑
Our generative model family Kandinsky turns 4. We started with...

VIEWS	REACTIONS
21 861	673
REPOSTS	ER
20	6.9%

|

WORST 3

↓

06.06 · 11:01

VIDEO

(captionless post – video)

VIEWS	REACTIONS
13 694	625
REPOSTS	ER
12	4.3%

↓

05.06 · 15:04

VIDEO

(captionless post – video)

VIEWS	REACTIONS
13 255	660
REPOSTS	ER
12	4.2%

↓

05.06 · 15:04

VIDEO

(captionless post – video)

VIEWS	REACTIONS
12 817	621
REPOSTS	ER
9	4.0%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

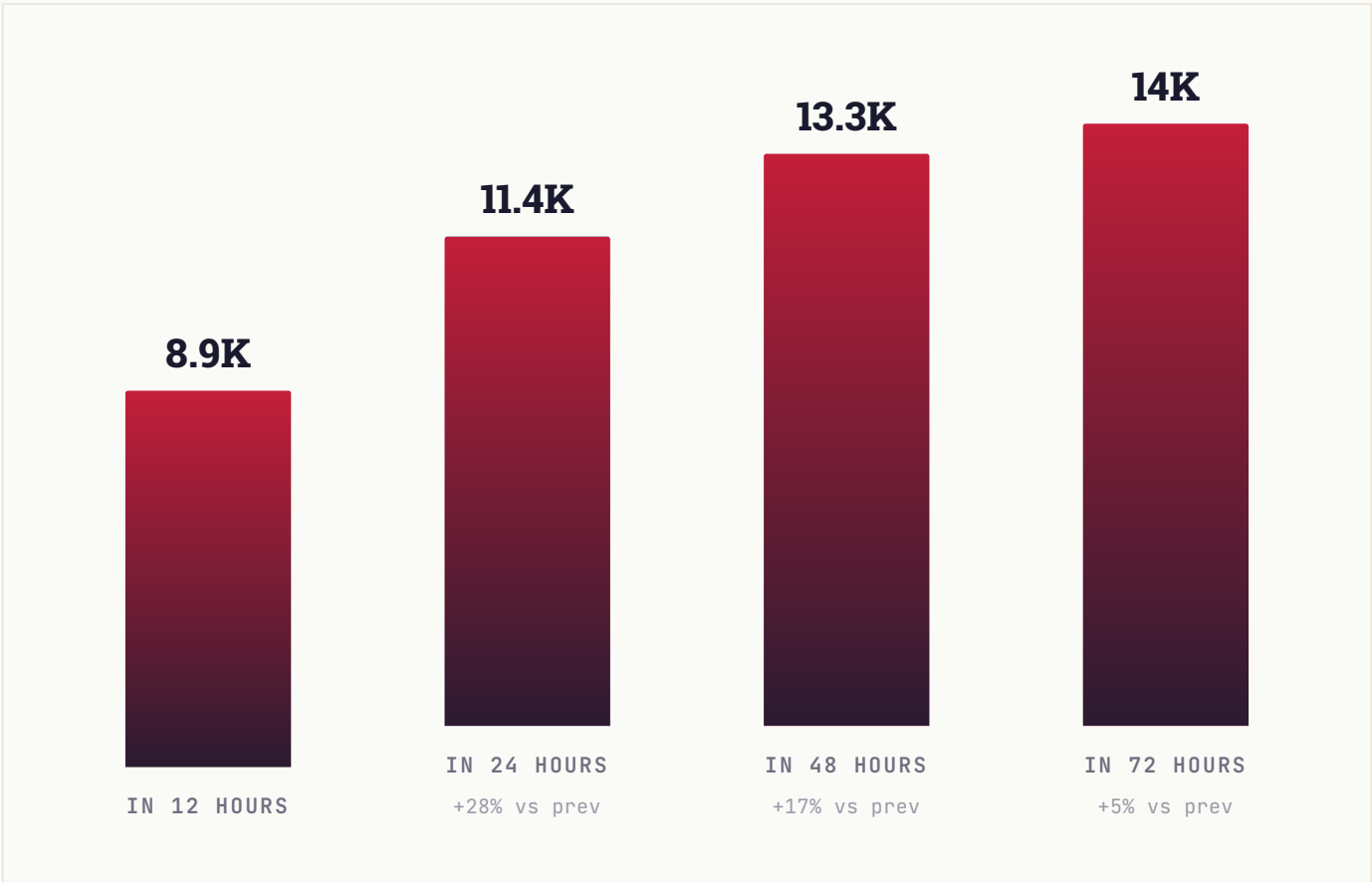
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · AD POTENTIAL

How long a post generates reach

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



SECTION 05 · COMPETITORS

Who you compete with

11 closest channels by topic and audience. Your channel is highlighted — see its rank among niche peers.

CHANNEL	SUBSCRIBERS
HI hitvpn_blog	4.4M
MT Trends world	3.4M
TE TechnoChat	3.1M
HA Hi, AI • Tech News	2.5M
II اینترنت آزاد	2.5M
NN NN	2.2M
TE Technomotel	2.2M
L- LIVE — Telegram, AI & Tech	2.1M
EC Exploit	2M
PP PINK PROXY پروکسی	1.8M
GI GigaChat YOU	316.7K

COMPARATIVE INSIGHT

Channel in lower half of top-100 niche (#65 of 100). Niche median — 437.4K subs. First growth KPI — reach the median. Leader: hitvpn_blog (4.4M).

SECTION 06 · MENTION DYNAMICS

How often the channel is mentioned

Each month we track posts in other channels that mention yours. Over the last **6 months** such mentions **70**, they brought **64 922** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
December 2025	12	12	29 575	
November 2025	40	35	13 561	
October 2025	6	4	16	
September 2025	4	4	21 760	
August 2025	3	3	10	
July 2025	5	4	0	
TOTAL MENTIONS		MONTHS OF DATA	ATTRACTED SUBS	
70		6	64 922	

— SECTION 07 · NICHE COMPARISON

Where your channel ranks in its league

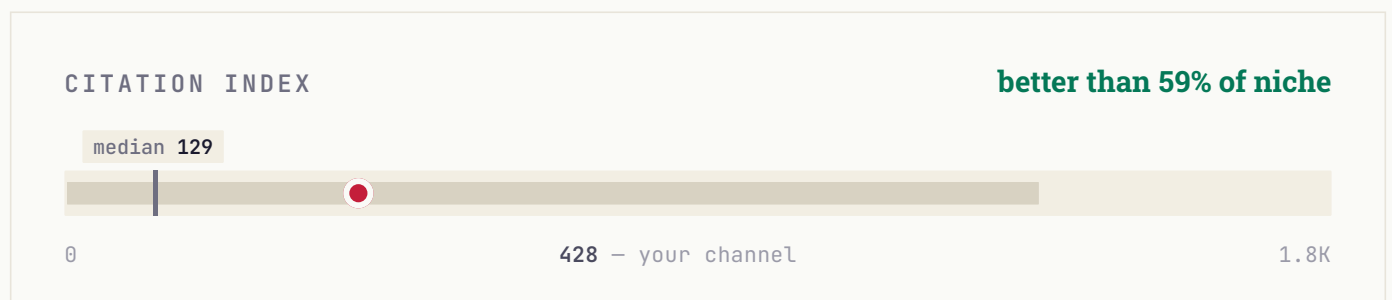
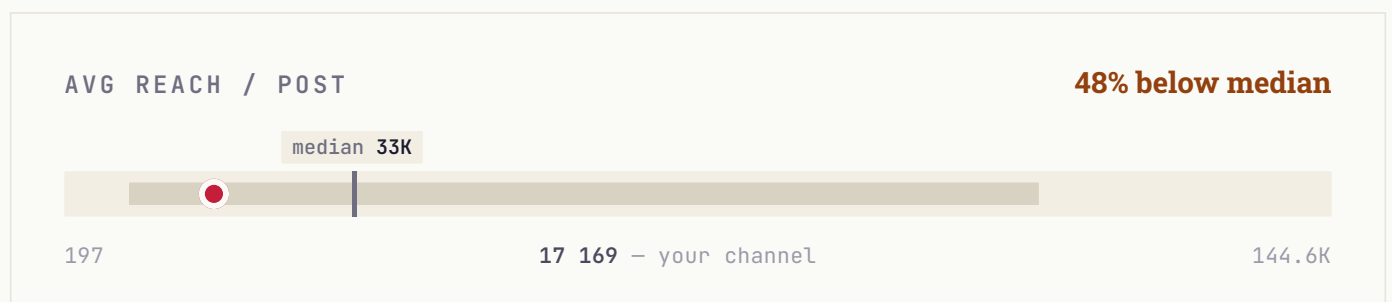
Took top-100 channels in category «Tech» (Russia) and saw how your channel compares. Gray band — range for 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

#65

/100

POSITION IN NICHE

Channel in the bottom half of the ranking



— SECTION 08 · 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 — Sunday
 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 finds 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 — easy growth win.

EFFECT
+5-15% ER
- 04

Cross-promo with neighboring channels
 Exchange posts with same-niche channels quarterly.
 2-3 collabs give relevant growth — no need daily.

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 minutes using public data. Want to go further — run ads with 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
