

PROMTPRESS PUBLIC REPORT

Channel audit

Oh My Gadgets



@ohmy_gadgets

Latest tech news, gadgets, trends & reviews. Ads @sergio_ad
Registered in Roskomnadzor list <https://gosuslugi.ru/snet/696dd00819300daaecb37005>

SUBS

181 913

-24707 per month

ERR (% SEE POSTS)

36.0%

per day **16.7%**

REACH/POST

64.5K

ad reach **32.3K**/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate health indicator. Subtitle shows the period.

 SUBS 181 913 —	 SUBSCRIBER REACH 35.44% avg % subs see post	 VIEWS/POST 64.5K median 68.5K · 26 days	 POSTS/WK 2.4 over period
 7D TREND -3.0% vs previous week	 REACTIONS/POST 885.4 only 7,969 reactions, 4,355 reposts, 0 comments	 POST LENGTH 982 chars median 1000 · 26 days	 POSTS ANALYZED 9 26 days
 AD REACH 32.3K 24h avg	 CHURN / MONTH -24707 last month	 CITATION INDEX 0 citation index · 15 channels mentioned all time	 CHANNEL AGE 2 years 22 days created 06.06.2024

AI EDITOR SUMMARY

Channel «Oh My Gadgets» — 181 913 subs. Each post avg views 64.5K people (35% of subs), good reach. Publishes 2 posts/week (~0/day) — rare. Week 15–21 Jun reach stable (-3.0% vs week of June 8–14).

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement & underperformers – to see what to repeat and what to drop.

WHAT SUCCESSFUL POSTS SHARE

- 01 Analysis based on 9 posts over 26 days.
- 02 Dominant format – Photo (9/9 posts).
- 03 Avg post length – 982 chars (median 1000).
- 04 Audience peak activity – Thursday, 13:00 MSK.
- 05 Top posts get 1x more views than the weakest (71.2K avg top vs 62.4K worst) – among 9 posts in 26 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 18.06 · 10:51 PHOTO Windows 11 will annoy less with updates Microsoft tests new approach to Windows 11 updates. Main change is simple...	VIEWS 72 185 REPOSTS 707	REACTIONS 988 ER 39.7%
Nº2 31.05 · 08:39 PHOTO Xiaomi reaches the bathroom Xiaomi launched its first full shower system Mijia. Sales started in China, price around...	VIEWS 70 719 REPOSTS 217	REACTIONS 926 ER 38.9%
Nº3 06.06 · 06:45 PHOTO iPhone 18 Pro gets slightly bigger battery According to insider Digital Chat Station, Apple tests two versions of iPhone 18 Pro with different...	VIEWS 70 719 REPOSTS 422	REACTIONS 933 ER 38.9%

Nº4

05.06 · 10:41

PHOTO

OnePlus prepares smartphone with 8000 mAh battery OnePlus seems to bet on autonomy, not power race. According...

VIEWS

69 124

REPOSTS

424

REACTIONS

847

ER

38.0%

Nº5

09.06 · 04:31

PHOTO

CATL prepares batteries for EVs to travel over 1600 km CATL bets on lithium-air batteries. This...

VIEWS

68 514

REPOSTS

632

REACTIONS

936

ER

37.7%

WORST 3

↓

02.06 · 19:28

PHOTO

Bandage that monitors heart in near real-time University of Chicago scientists developed a flexible electronic bandage...

VIEWS

65 449

REPOSTS

555

REACTIONS

819

ER

36.0%

↓

13.06 · 16:45

PHOTO

India delays Starlink launch Starlink hits politics and security, not tech. India has effectively paused...

VIEWS

64 779

REPOSTS

615

REACTIONS

835

ER

35.6%

↓

20.06 · 09:31

PHOTO

Apple prepares densest iPhone cycle in years Apple may release nine new iPhones in two years. According to Mark Gurman...

VIEWS

57 118

REPOSTS

413

REACTIONS

887

ER

31.4%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

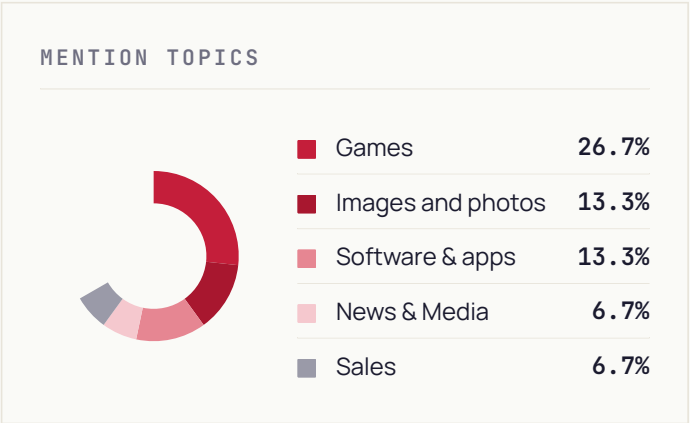
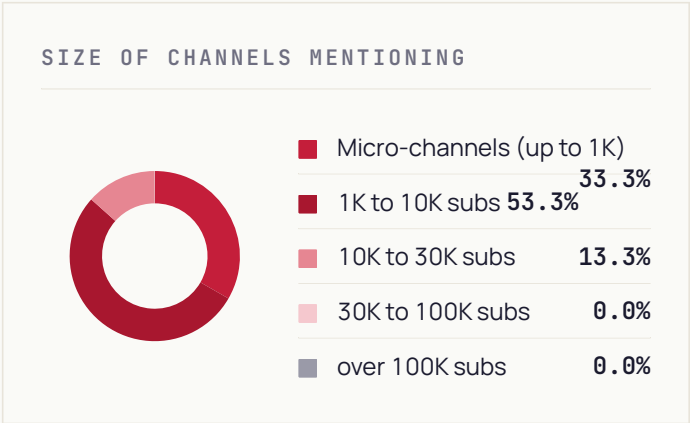
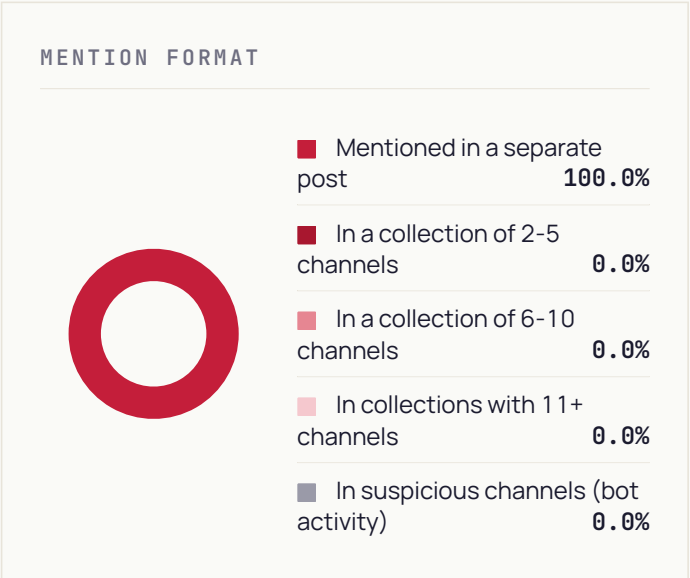
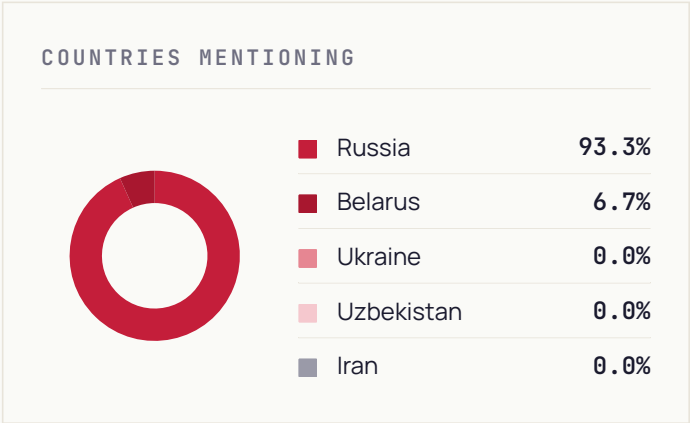
Subscriber growth chart for the year. Key months show exact subscriber count. See which months gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

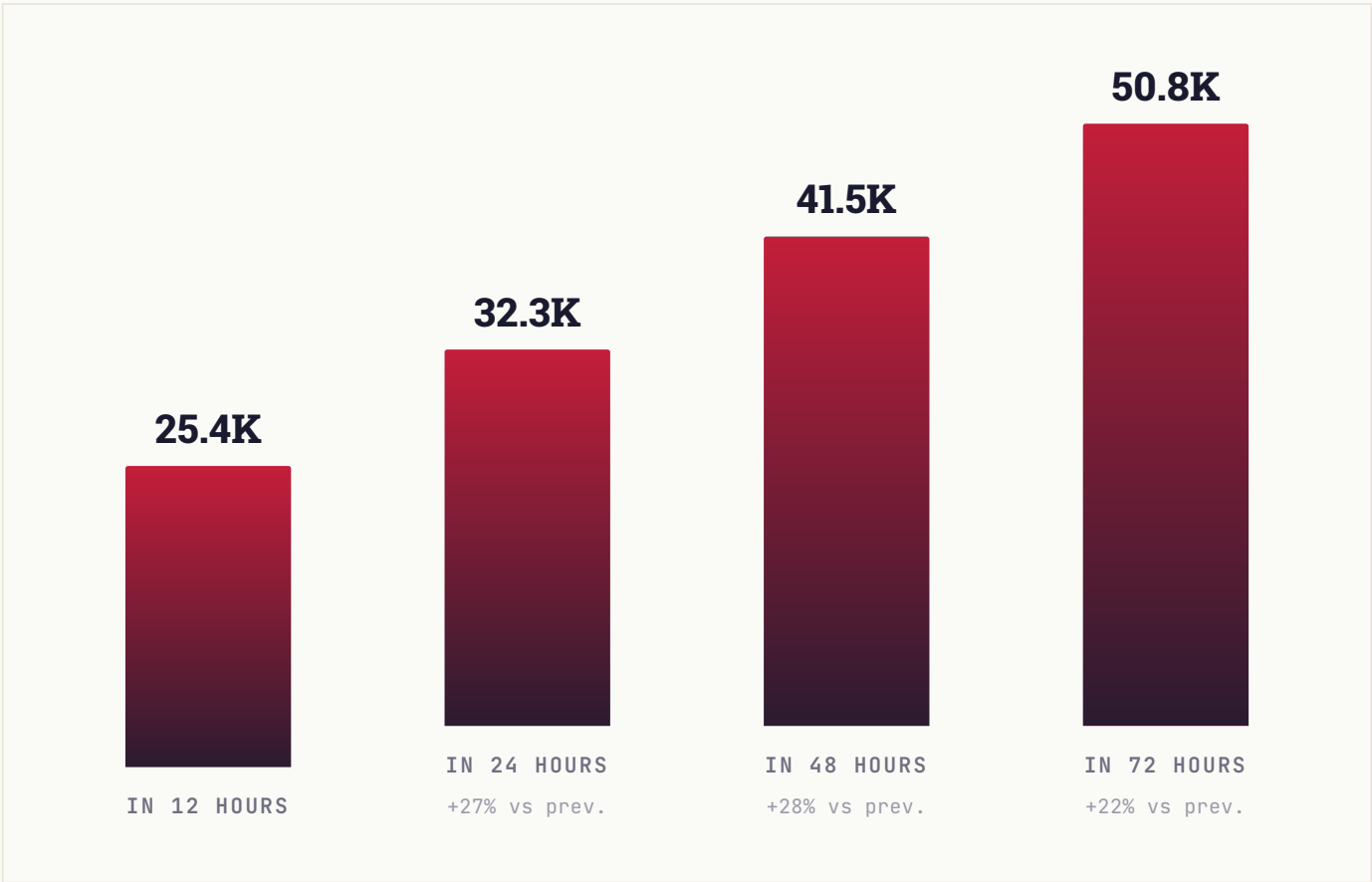
Citation index 0 – channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: 15 different channels.



— SECTION 05 · AD POTENTIAL

How long a post brings reach

Average reach of ad post over time since publication. Helps estimate how long a placement stays effective.



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	SUBS
HI hitvpn_blog	4.4M
MT Trends world	3.4M
ER Technochat	3.1M
HA Hi, AI • Tech News	2.5M
آ اینترنت آزاد	2.5M
NN NN	2.2M
ER Technomotel	2.2M
L- LIVE — Telegram, AI & Tech	2.1M
EC Exploit	2M
PP PINK PROXY پروکسی	1.8M
OM Oh My Gadgets YOU	181.9K

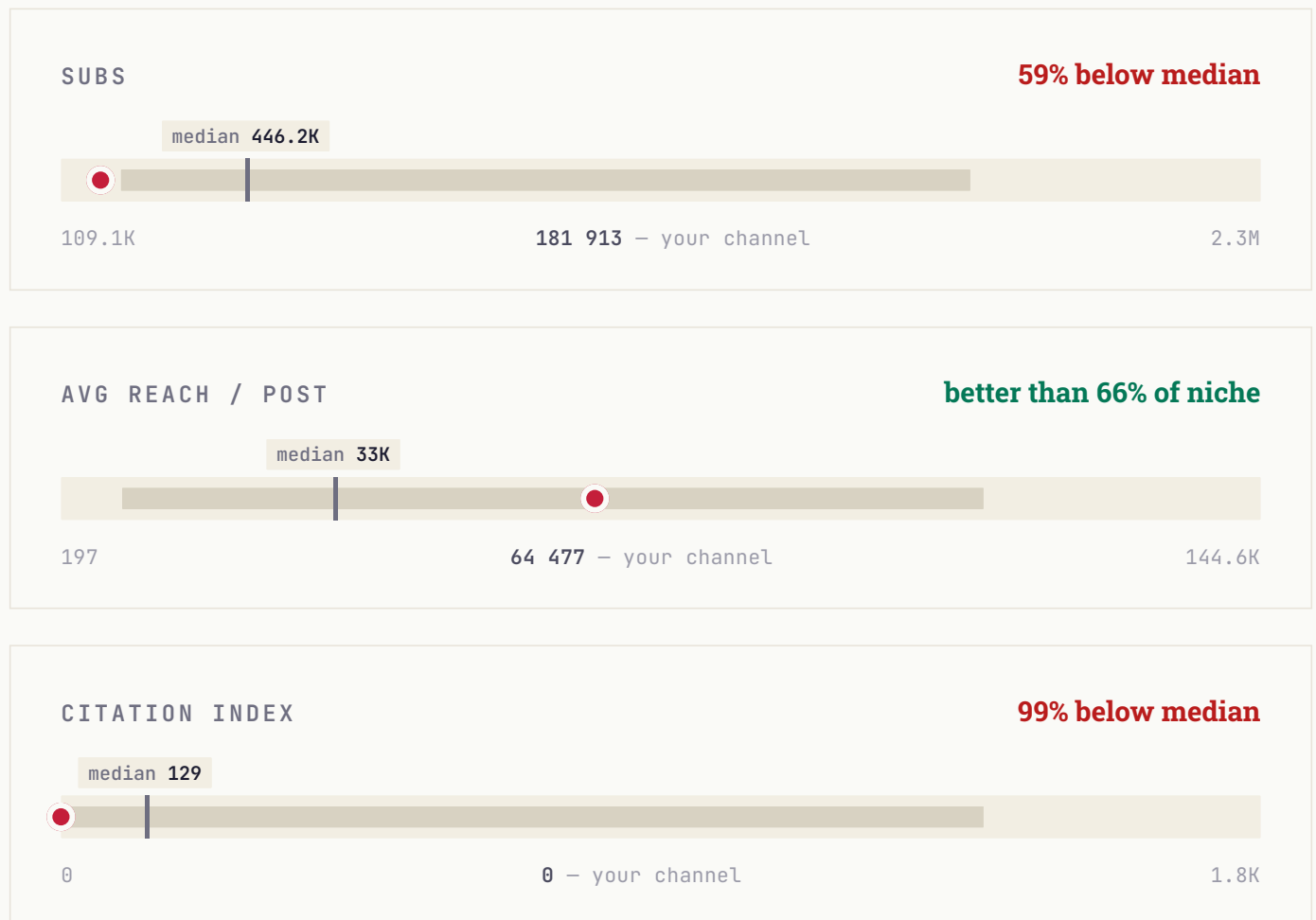
COMPARATIVE INSIGHT

Channel yet outside top 100 niche — early growth stage. Niche leader — hitvpn_blog (4.4M), top-100 median: 437.4K. First goal: enter top-100 through systematic traffic and content work.

— SECTION 07 • NICHE COMPARISON

Where the channel stands in its league

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



— SECTION 08 · STRATEGY

What to do right now

5 priority actions ranked by expected impact. Check off and revisit in a month.

01**Increase posting frequency**

Now 2.4 posts/wk. Active channels average 7-10.
Consistency is key to audience retention.

EFFECT

**Consistency
beats volume****02****Best post day — Thursday**

Audience is most active on this day at 1:00 PM MSK.

EFFECT

**Best window
for important
posts****03****Increase video posts share**

Video in Telegram holds audience longer and is favored
by the algorithm. Aim for 15-25% share.

EFFECT

**Video retains
audience
better****04****Systematic traffic buying**

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

EFFECT

**+1000-3000
subs****05****Test polls & interactive formats**

Posts with polls/reactions usually give +5-15% ER. One
poll per week on a hot topic — easy growth point.

EFFECT

+5-15% ER

★ 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
