

PUBLIC REPORT BY PROMTPRESS

Channel audit

Software|PC programs



@programsoftt

RKN link - <https://gosuslugi.ru/snet/678f897cacea5b74c4167d71>

⚠ This material is for informational purposes only and is not the property of the channel owner Collaboration - @soft1991 #BNHXI

SUBSCRIBERS

27 249

-81 per month

ERR (% SEE POSTS)

7.0%

last 24 hrs **3.8%**

REACH/POST

1.7K

ad reach **1K**/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 27 249 —	 SUBS REACH 6.17% avg % subs see post	 VIEWS/POST 1.7K median 1.8K · 29 days	 POSTS/WEEK 33.5 for period
 7D TREND -3.3% vs previous week	 REACTIONS/POST 3.0 total 421 reactions, 1,312 reposts, 0 comments	 POST LENGTH 505 chars median 493 · 29 days	 POSTS ANALYZED 140 29 days
 AD REACH 1K 24h avg	 CHURN / MONTH -81 last month	 CITATION RATE 65 citation index · 220 channels mentioned all time	 CHANNEL AGE 3 years 7 months created 08.12.2022

AI EDITOR SUMMARY

Channel «Soft|PC Software» – 27 249 subs. Each post averages 1.7K people (6% of subs), reach is low – consider expanding audience. Publishes 34 posts per week (~5/day) – active posting. For week Jun 22–28 reach stable (-3.3% vs week Jun 15–21).

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 **140** posts over 29 days.
- 02 Dominant format – **Photo** (138/140 posts).
- 03 Avg post length – **505** chars (median 493).
- 04 Peak audience activity – **Saturday**, 01:00 MSK.
- 05 Top posts get **2×** more views than the weakest (2.4K avg for top vs 1.2K for worst) – among 140 posts over 29 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº113.06 · 22:12 PHOTO Microsoft Office 2021 Pro Plus - office suite from Microsoft that includes not only advanced features that...	VIEWS	REACTIONS
	2 491	6
	REPOSTS	ER
	69	9.1%
Nº210.06 · 23:13 PHOTO TapinRadio Pro - simple app for finding and listening to radio stations. Software features: ♦ Search stations by name; ♦ Record...	VIEWS	REACTIONS
	2 417	4
	REPOSTS	ER
	11	8.9%
Nº311.06 · 13:43 PHOTO Adobe Substance 3D Stager - your fully equipped virtual studio. Create and assemble 3D scenes with this intuitive...	VIEWS	REACTIONS
	2 316	3
	REPOSTS	ER
	10	8.5%

Nº4

14.06 · 19:13

PHOTO

Adobe Premiere Pro 2024 - professional non-linear video editing software. The app delivers high-quality...

VIEWS

2 288

REPOSTS

15

REACTIONS

3

ER

8.4%

Nº5

10.06 · 09:13

PHOTO

PhotoMASTER - a powerful program for quick and high-quality photo enhancement. Thanks to innovative architecture, PhotoMASTER gives...

VIEWS

2 252

REPOSTS

17

REACTIONS

5

ER

8.3%

WORST 3

↓ 03.07 · 03:03 PHOTO HWiNFO - powerful info tool that collects important data about PC hardware components, including CPUs...	VIEWS 1 268 REPOSTS 8	REACTIONS 4 ER 4.7%
↓ 03.07 · 01:53 PHOTO VueScan Pro - program for working with HP, Minolta, Nikon, Polaroid, Epson, Canon and other scanners. Can work with internal depth...	VIEWS 1 243 REPOSTS 3	REACTIONS 2 ER 4.6%
↓ 04.07 · 08:01 PHOTO StartAllBack - program that brings back the full-featured Start menu button in Windows 11. 📝 Software features: ♦ Returns...	VIEWS 1 168 REPOSTS 7	REACTIONS 1 ER 4.3%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

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

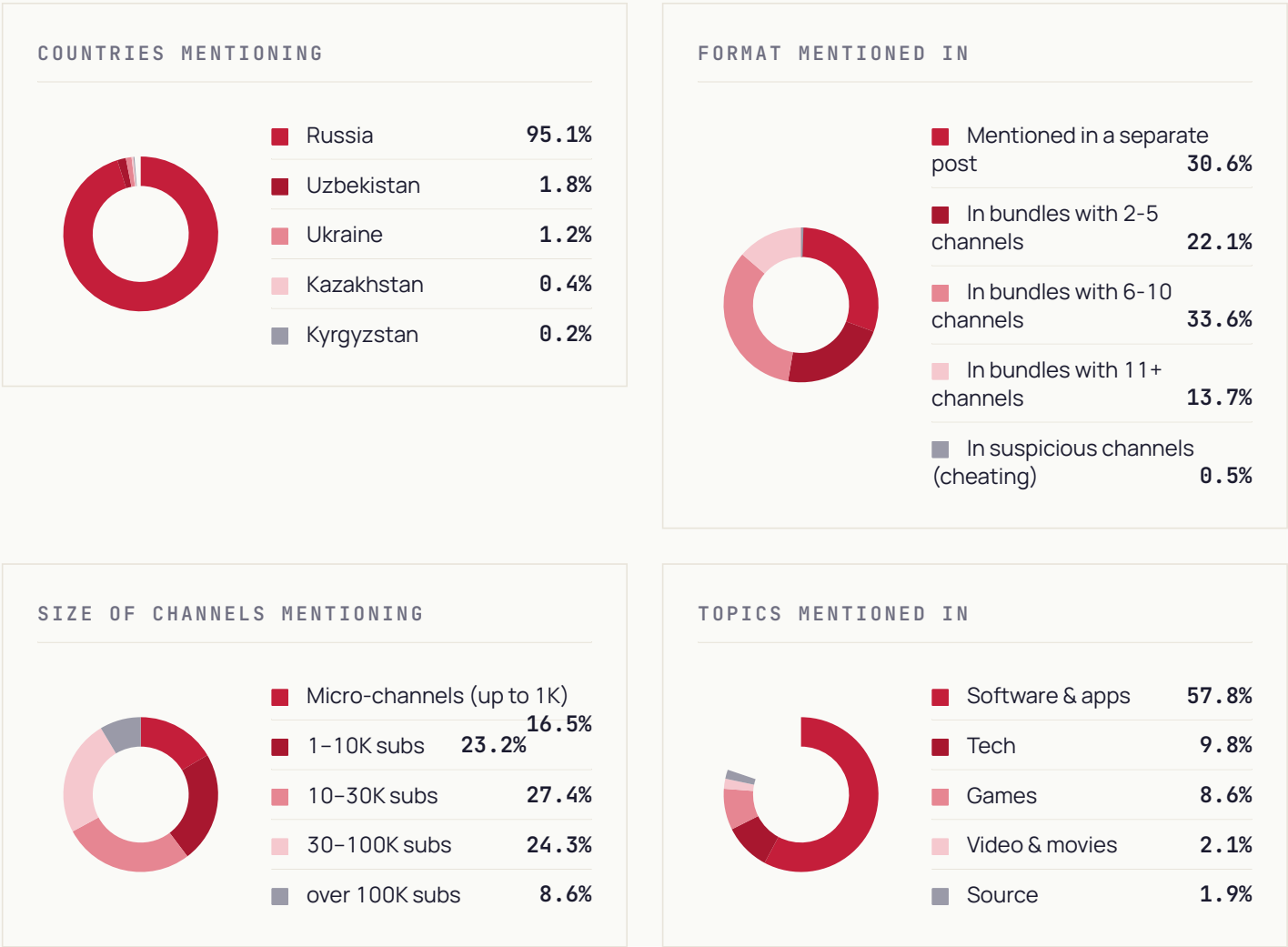


START OF PERIOD	NOW	NET GROWTH
28 456	27 249	-1 207

SECTION 04 · MENTIONS

Who & how mentions the channel

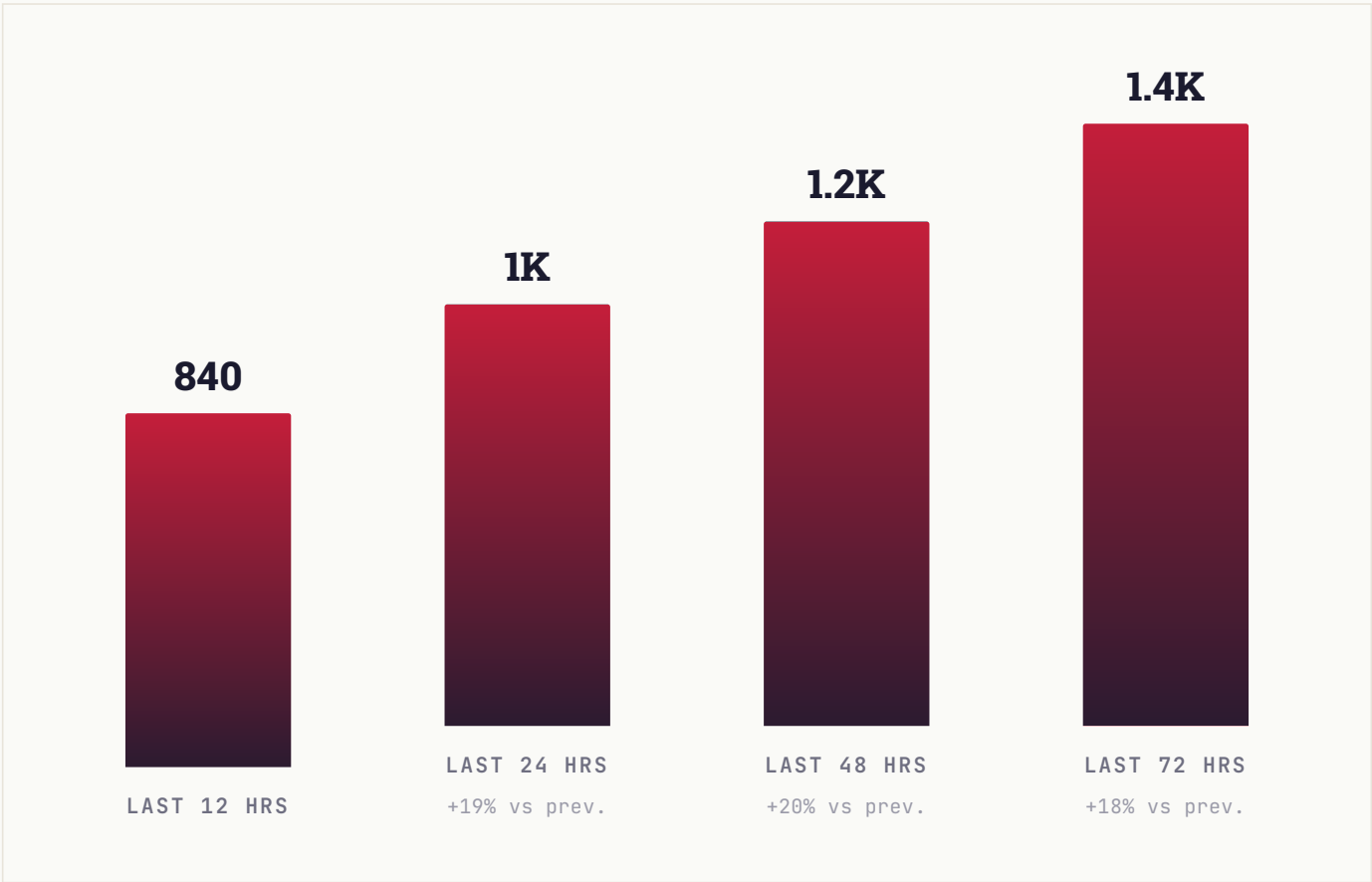
Citation index **65** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time channel mentions: **220** different channels.



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 effective.



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Your channel is highlighted — see where you stand among niche neighbors.

CHANNEL		SUBSCRIBERS
TP	TikTok Prime 🏆	3.5M
TQ	TikTokModCloud 🌩️	3M
TU	TikTok Updates 🔥	2.2M
CT	Central TikTok ⚡	1.7M
PM	Proxy MTProto Proxy 24/	1.3M
➕E	➕📱 Easy APK	1.2M
QV	Quattro VPN — News	1M
CPM	Download TikTok mod for Android	914.5K
TT	TikTok mod for Android	836.4K
Y-	UBoost — YouTube & internet without limits	808.5K
ER	Software PC programs YOU	27.2K

COMPARATIVE SUMMARY

Channel not yet outside niche top 99 — early growth stage. Niche leader — TikTok Prime 🏆 (3.5M), top-99 median: 144.9K. First goal: enter top-99 via systematic traffic & content work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Monthly we record posts in other channels that mention yours. Over the last **6 months** such mentions were **0**, they brought **332** new subs.

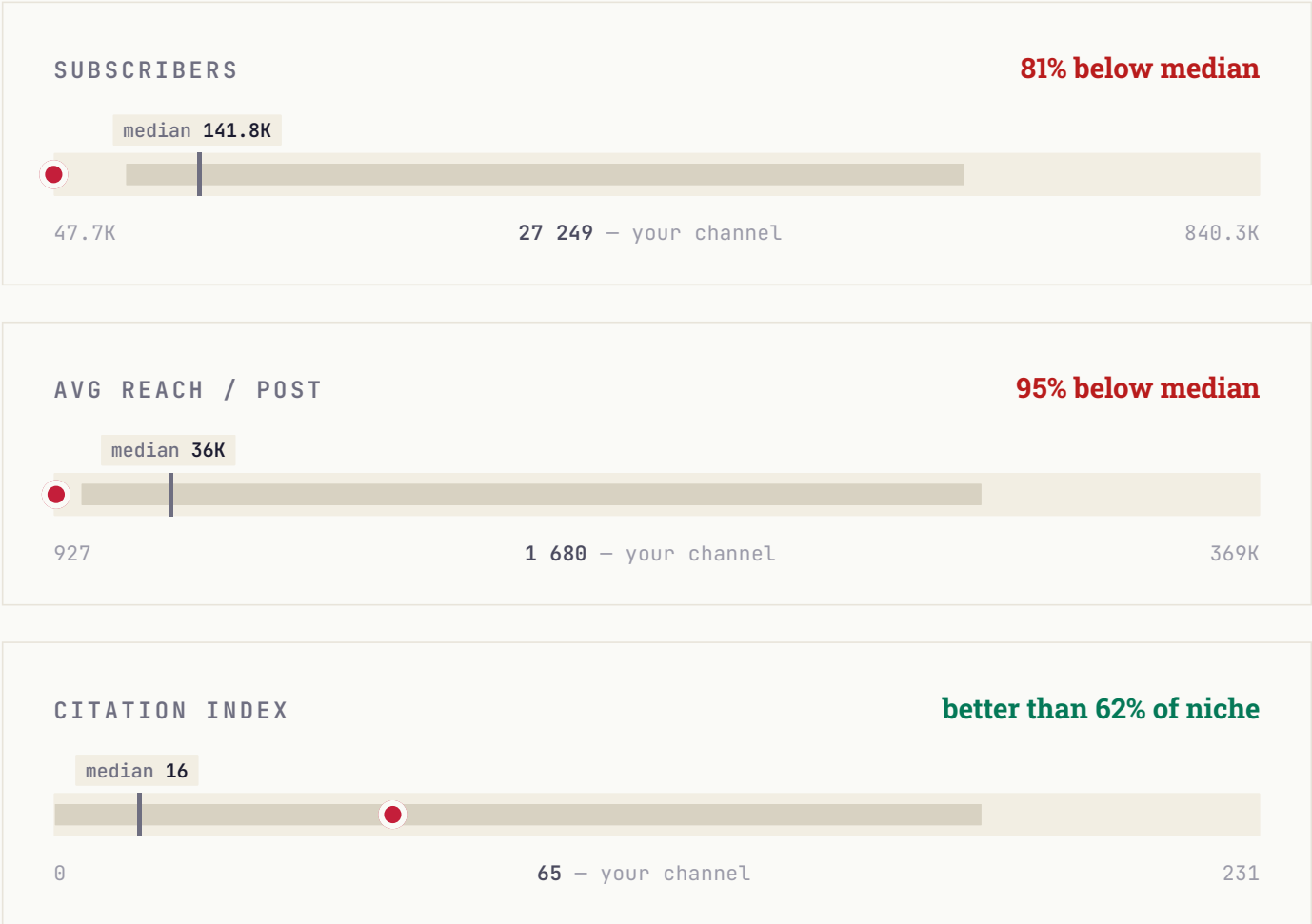
PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
Jan 2026	0	0	102
December 2025	0	0	25
Nov 2025	0	0	96
Oct 2025	0	0	25
Sep 2025	0	0	64
August 2025	0	0	20

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS
0	6	332

SECTION 08 · NICHE COMPARISON

Where channel stands in its league

Took top-100 channels in category «Software & apps» (Russia) and saw how your channel compares. Gray bar = 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

Main post of the week — on Saturday

Audience most active on this day at 01:00 MSK.

EFFECT

Best window for important post
- 02

Increase share of video posts

Video in Telegram retains audience longer and is algorithm-friendly. Recommend share up to 15-25%.

EFFECT

Video retains audience better
- 03

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
- 04

Test polls & interactive formats

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

EFFECT

+5-15% ER
- 05

Cross-promo with neighboring channels

Swap posts with same-segment channels once a quarter. No need daily — 2-3 collabs give relevant growth.

EFFECT

Growth from relevant audience

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is 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 Telegram ad <https://panel.promptpress.com/register>

02 Contact manager t.me/PromptPress_manager
