

PUBLIC REPORT BY PROMTPRESS

Channel audit

About tech and these



@protechietich

Channel About tech and these covers business and import substitution in Russia
Contact via Telegram: @russianbizzz_bot
Backup contact: @nameeee01 RKN: clck.ru/3FVQrX MAX: max.ru/protechietich

SUBSCRIBERS

20 105

-97 per month

ERR (% SEE POSTS)

12.0%

per day 3.9%

REACH/POST

2.1K

ad reach 781/24h

— CONTENTS · 2026

What's inside the report

01 Channel snapshot

12 key metrics · AI summary

02 Content analysis

Top 5 posts · worst 3 · insights

03 Subscriber dynamics

Yearly chart · growth

04 Citation rate

Who mentions the channel and how

05 Ad potential

How long a post brings reach

06 Competitors

Niche neighbors · your spot

07 Mention dynamics

6 months · monthly

08 Niche comparison

Rank in «Business & Startups» category

09 Strategy

5 priority actions

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 20 105 —	 SUBSCRIBER REACH 10.62% avg % subs see post	 VIEWS/POST 2.1K median 1.2K · 28 days	 POSTS/WEEK 15.7 for period
 7D TREND +89.7% vs previous week	 REACTIONS/POST 8.2 total 533 reactions, 999 reposts, 69 comments	 POST LENGTH 742 chars median 999 · 28 days	 POSTS ANALYZED 65 28 days
 AD REACH 781 24h avg	 CHURN / MONTH -97 last month	 CITATION RATE 407 citation index · 951 channels mentioned ever	 CHANNEL AGE 5 years 2 months created 13.05.2021

AI EDITOR SUMMARY

Channel «About tech and these» — 20 105 subs. Avg post views 2.1K people (11% of subs), reach is low — consider expanding audience. Publishes 16 posts/week (~2/day) — steady. Week Jun 29–Jul 5 reach up +89.7% to week Jun 22–28 — positive trend.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 65 posts in 28 days.
- 02 Dominant format – Text (35/65 posts).
- 03 Avg post length – 742 chars (median 999).
- 04 Peak audience activity – Friday, 21:00 MSK.
- 05 Top posts get 12x more views than the weakest (11.6K avg for top vs 935 for worst) – among 65 posts over 28 days. Worth analyzing what the top has in common – topic, format, timing.

TOP 5 POSTS

№102.07 · 15:58TEXT	VIEWS	REACTIONS
	14 582	21
Sochi RUDN took a radical step and became the first in the country to completely abandon traditional defense of final qualifying works (it...	REPOSTS	ER
	275	72.5%
№219.06 · 18:20PHOTO	VIEWS	REACTIONS
	12 414	8
South Korean group Hyundai decided to buy the remaining stake in Boston Dynamics (almost 10%) from Japanese company SoftBank for...	REPOSTS	ER
	40	61.7%
№329.06 · 10:01PHOTO	VIEWS	REACTIONS
	7 918	11
Аэропорт Внуково полностью перевел систему обработки багажа на российское программное обеспечение, пишут «Ведомости». Полностью заменил...	REPOSTS	ER
	29	39.4%

Nº4 06.07 • 18:13 TEXT ESG is no longer trendy When the ESG trend emerged, the global economy was in a stable phase. However, a series of crises in recent years...	VIEWS 7 730 REPOSTS 11 REACTIONS 5 ER 38.4%
Nº5 09.07 • 18:20 PHOTO We often describe new tech solutions just because they're cool. And rarely tell how...	VIEWS 7 461 REPOSTS 204 REACTIONS 26 ER 37.1%

WORST 3

↓ 24.06 • 16:12 PHOTO «Почту России» ждет масштабная цифровая реабилитация (мы эту тему, как вы знаете, любим) Вчера Госдума в первом чтении одобрила...	VIEWS 987 REPOSTS 9 REACTIONS 3 ER 4.9%
↓ 22.06 • 12:20 TEXT Analytical agency 'Quadrant Technologies' studied how Russia is replacing imported software for development management and...	VIEWS 986 REPOSTS 4 REACTIONS 14 ER 4.9%
↓ 13.07 • 09:55 PHOTO Startup Wonder Family prepares for bankruptcy in the US amid investor claims of \$8M Russian startup Wonder Family, which raised...	VIEWS 832 REPOSTS 16 REACTIONS 8 ER 4.1%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

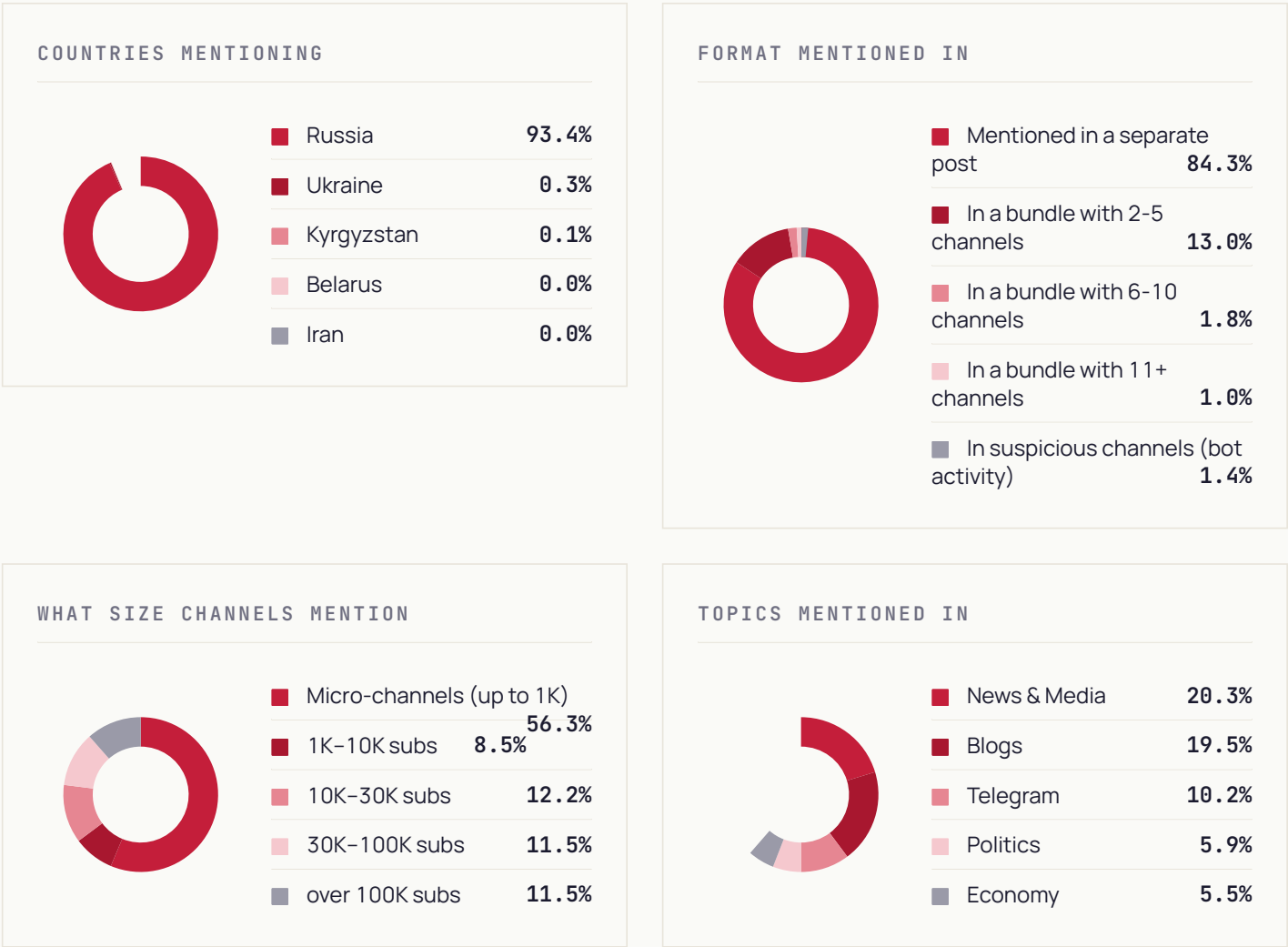
Yearly subscriber growth chart. Key months show exact subscriber count. Shows which months the channel grew and which lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

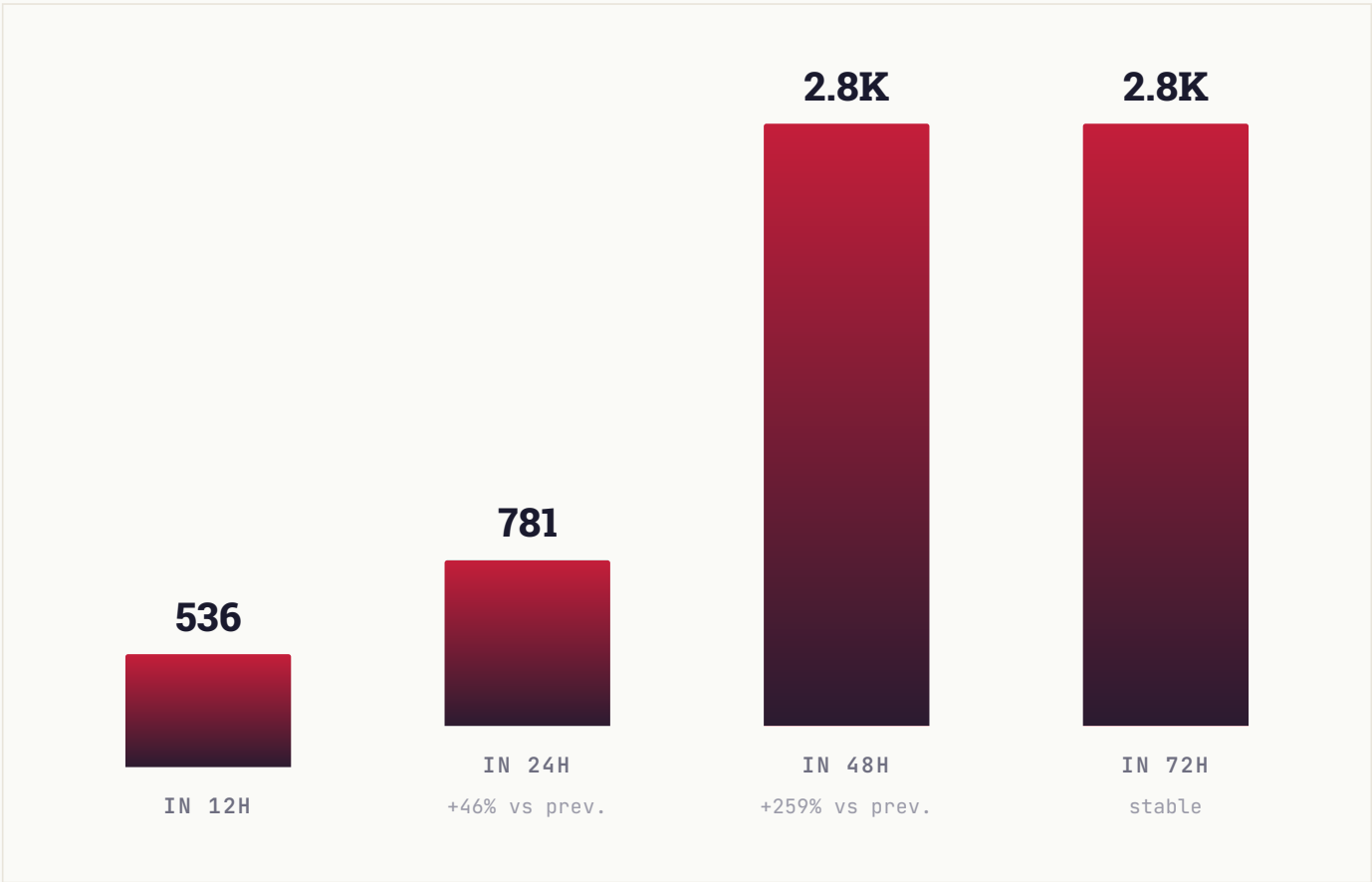
Citation index **407** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioners: a post from a 100K subs channel 'weighs' more than from a 1K subs one. All-time channel mentions: **951** different channels.



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 should 'live'.



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Highlighted your channel — shows its rank among niche neighbors.

CHANNEL	SUBSCRIBERS
S& Startups & Ventures	2.6M
VC Venture Capital	2.6M
ME Mohamed El Guazzar 🇪🇬	2.2M
IT ISHBOR Toshkent	1.4M
MO MoscowBusiness	1.1M
CN Books for millions business blog	861.7K
RP Roxman typing...	529.9K
AB Акула Бизнеса	502.2K
SS Merger & acquisition	469.6K
لز لباس زیر اقساطی ریزسابل	456.9K
PT About tech and these YOU	20.1K

COMPARATIVE CONCLUSION

Channel is not yet outside niche top 99 — early growth stage. Niche leader — Startups & Ventures (2.6M), top-99 median: 171.4K. First goal — enter top-99 through systematic work with traffic and content.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we record posts in other channels that mention your channel. Over the last **6 months** such mentions were **255**, they brought **5 057** new subs.

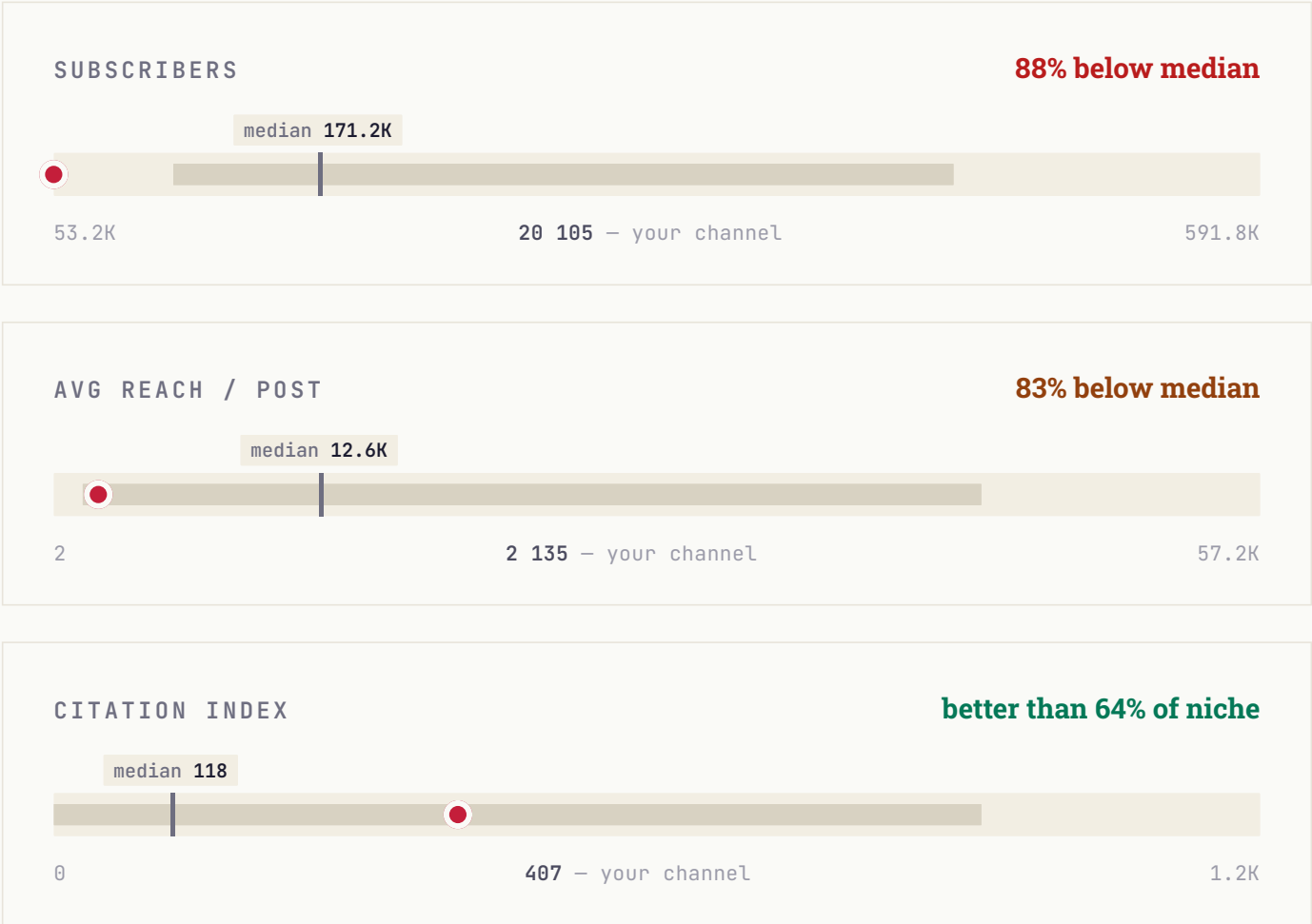
PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	28	17	255
December 2025	23	12	6
Nov 2025	39	22	371
Oct 2025	69	39	4 032
Sep 2025	45	20	203
August 2025	51	24	190

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS
255	6	5 057

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category «Business & startups» (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.



— SECTION 09 • STRATEGY

What to do right now

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

01

Main post of the week — on Friday

Audience is most active on this day at 21:00 MSK.

EFFECT

**Best window
for an
important post**

02

Increase video post share

Video in Telegram retains audience longer and is better perceived by the algorithm. We recommend increasing share to 15-25%.

EFFECT

**Video retains
audience
better**

03

System traffic buy

Three formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromtPress picks 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 — an easy growth point.

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

Exchange posts with channels in the same segment once a quarter. No need to do it 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 a few minutes based on public data. To go further — run ads through us and close your growth plan in a month.

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