

PROMTPRESS PUBLIC REPORT

Channel audit

Press Enter | Trends, IT & Business



@pushenter

Tech, games & media publication. Collab: @holartem Included in RKN list: <https://rkn.link/RUK>

SUBS	ERR (% SEE POSTS)	REACH/POST
92 642	7.0%	6K
-538 per month 16.07.2026	in 24h 4.3%	ad reach 4K/24h HTTPS: // PROMTPRESS.COM/AUDIT/PUSHENTER

— 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 generates reach

06 Competitors

Niche neighbors · your spot

07 Niche comparison

Rank in Tech category

08 Strategy

5 priority actions

SECTION 01 • CHANNEL SNAPSHOT

Key channel metrics

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

 SUBS 92 642 —	 SUBSCRIBER REACH 6.44% avg % of subs who see a post	 VIEWS/POST 6K median 6.1K • 29 days	 POSTS/WK 26.3 over period
 7D TREND -6.7% vs previous week	 REACTIONS/POST — MTProto only	 POST LENGTH 478 chars. median 455 • 29 days	 POSTS ANALYZED 111 29 days
 AD REACH 4K 24h average	 CHURN / MONTH -538 last month	 CITATION RATE 1 038 citation index • 1,520 channels mentioned ever	 CHANNEL AGE 4 years 10 months Created 19.08.2021

AI EDITOR SUMMARY

Channel 'Press Enter | Trends, IT & Business' — 92 642 subs. Each post averages 6K people (6% from subs), reach is low — consider expanding audience. Publishes 26 posts/week (~4/day) — active posting. For the week of Jun 29 — Jul 5, reach dropped by -6.7% vs week Jun 22–28 — analyze why.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 111 posts over 29 days.
- 02 Dominant format — **Photo** (83/111 posts).
- 03 Avg post length — **478** chars (median 455).
- 04 Audience activity peak — **Tuesday**, 21:00 MSK.
- 05 Top posts get **2×** more views than the weakest (8.2K avg for top vs 4.7K for worst) — among 111 posts over 29 days. Analyze what top posts share — topic, format, timing.

TOP 5 POSTS

Nº1 23.06 · 12:15 PHOTO Score 1700 free courses from top universities — Harvard, Oxford, Yale, MIT & more...	VIEWS 8 709 REPOSTS 238	REACTIONS — ER 9.4%
Nº2 23.06 · 18:12 PHOTO Putin pulled a 'Six-Seven'. The country wasn't ready. @PushEnter	VIEWS 8 032 REPOSTS 92	REACTIONS — ER 8.7%
Nº3 22.06 · 21:31 PHOTO Launch your own Netflix in a few clicks — an ad-free movie, series & anime app found on GitHub...	VIEWS 7 918 REPOSTS 342	REACTIONS — ER 8.5%

Nº4

19.06 · 09:09

PHOTO

Foreigner learned Russian for Rutracker – now Reddit envies him. User Robertium shared that earlier...

VIEWS

7 844

REACTIONS

—

REPOSTS

103

ER

8.5%

Nº5

24.06 · 07:57

VIDEO

A detective story about sheep unexpectedly became one of the best films of the year – 'Sheep Investigate' is now out digitally. In the plot, sheep take on...

VIEWS

7 622

REACTIONS

—

REPOSTS

200

ER

8.2%

|

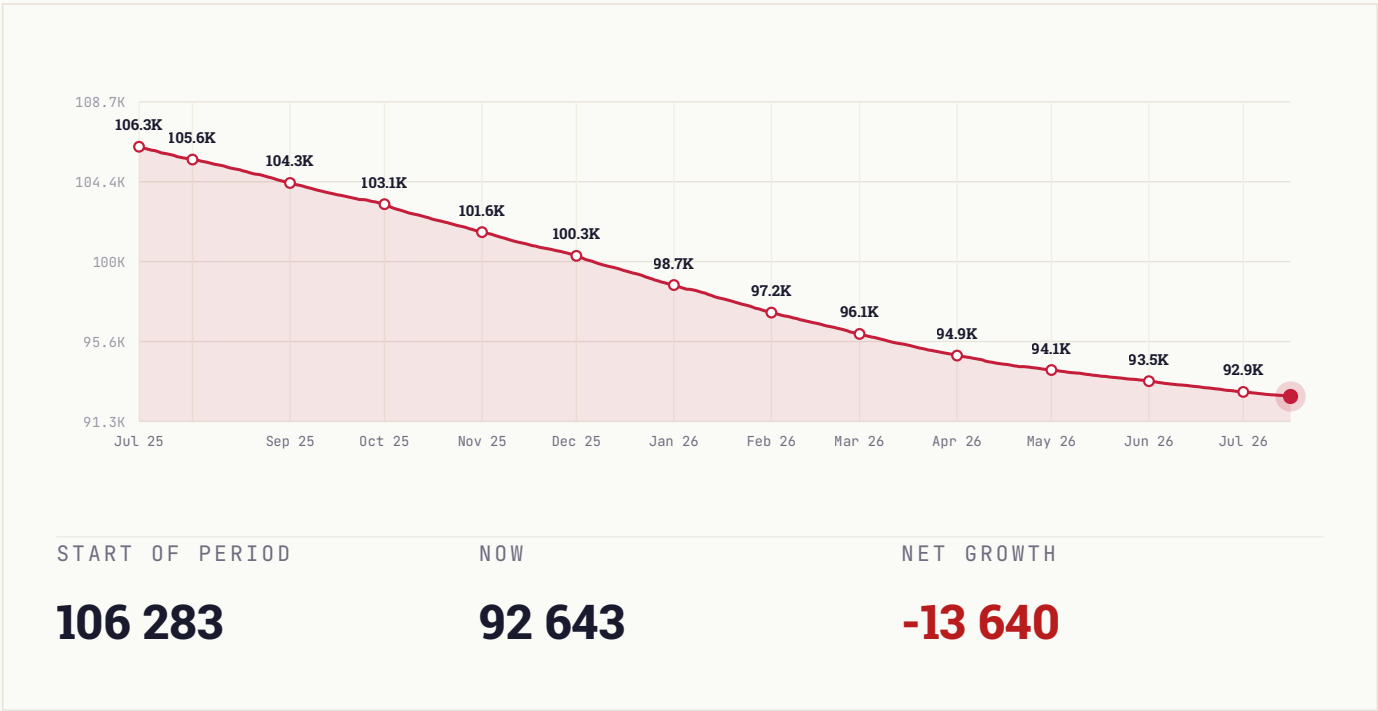
WORST 3

↓ 08.07 · 11:20 TEXT AI consultant, NFC business cards & smart onboarding – PSB sums up startup contest results...	VIEWS 4 818 REACTIONS — REPOSTS 19 ER 5.2%
↓ 08.07 · 14:01 PHOTO ! DreamTeam won Standoff for the 8th time – Russia's biggest cyber battle where teams attack a virtual state with banks...	VIEWS 4 585 REACTIONS — REPOSTS 6 ER 4.9%
↓ 08.07 · 11:50 PHOTO ! Anthropic released a guide on X about loops – cycles for AI agents that help them not just complete a task once, but...	VIEWS 4 558 REACTIONS — REPOSTS 114 ER 4.9%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

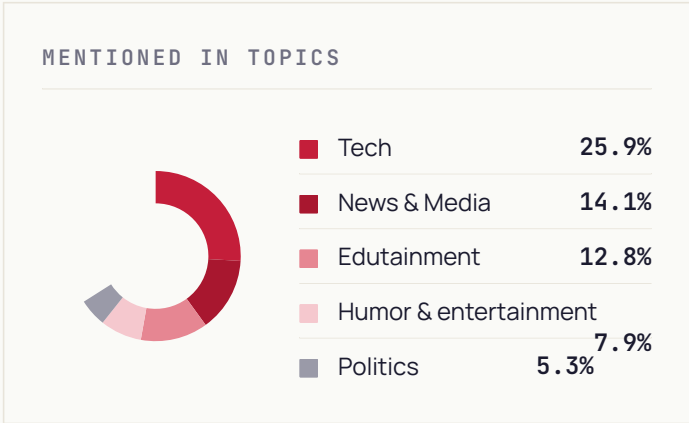
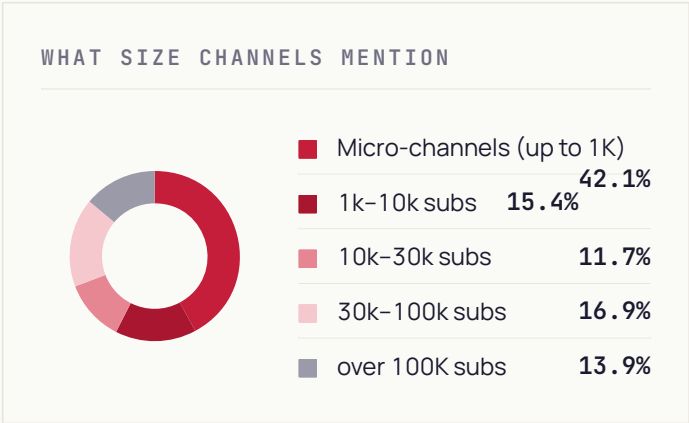
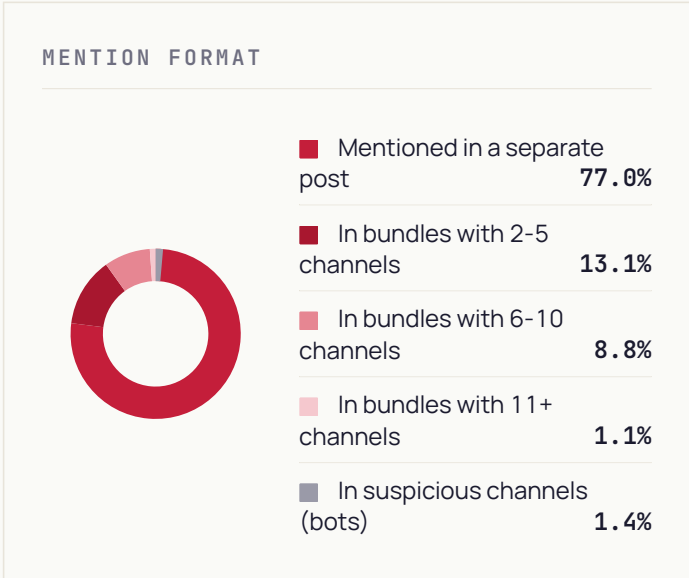
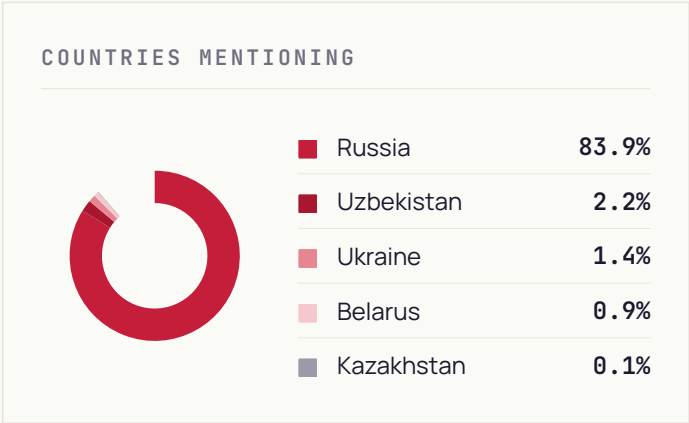
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · CITATIONS

Who mentions the channel and how

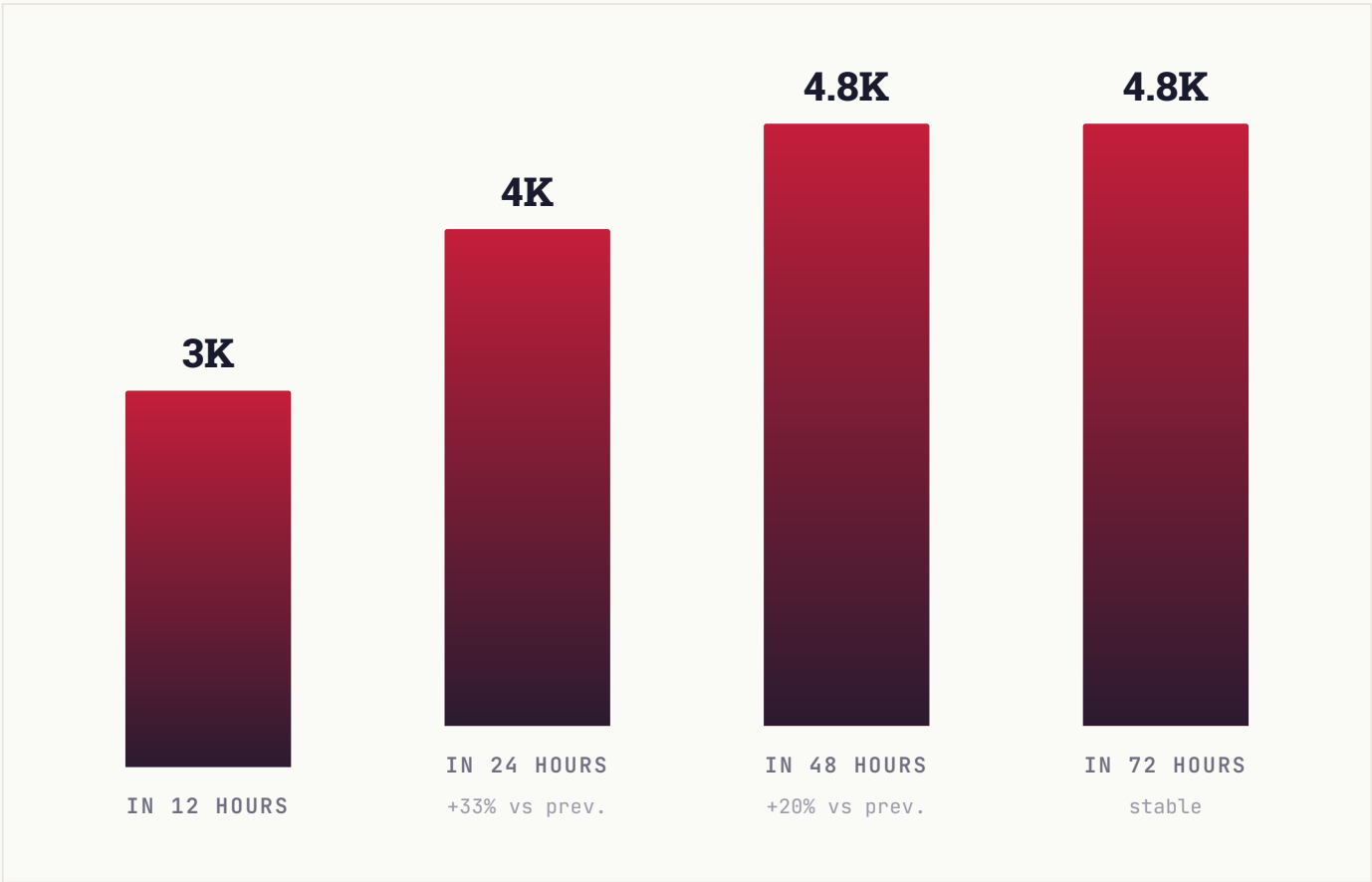
Citation index **1 038** — channel popularity rating based on mentions. Considers not only count but also mentioner weight: a post from a 100K subs channel weighs more than from 1K. All-time mentions: **1 520** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

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



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	4.6M
MT Trend world	3.3M
TE Technochat	3.1M
HA Hi, AI • Tech News	2.5M
آا اینترنت آزاد	2.5M
TE Technomotel	2.5M
NN NN	2.2M
ER Exploit	2.1M
PP PINK PROXY پروکسی	2M
L- LIVE — Telegram, AI & Tech	2M
NE Press Enter Trends, IT & Business YOU	92.6K

COMPARATIVE INSIGHT

Channel yet outside top 100 niche — early growth stage. Niche leader — hitvpn_blog (4.6M), top-100 median: 455.3K. First goal: enter top-100 through systematic traffic and content work.

SECTION 07 · NICHE COMPARISON

Where the channel ranks in its league

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



— SECTION 08 · STRATEGY

What to do right now

5 priority actions sorted by expected impact. Check off and revisit next month.

01

Main post of the week — on Tuesday

Audience most active on this day at 21:00 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 picks 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 lever.

EFFECT

+5-15% ER

04

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**

05

Update channel description for Telegram search

Telegram search scans descriptions. Add 3-5 niche keywords — organic traffic source.

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 through us and hit your growth target in a month.

01

**Launch ads in
Telegram**

<https://panel.promptpress.com/register>

02

Contact manager

t.me/PromptPress_manager