

PROMTPRESS PUBLIC REPORT

Channel audit

Rozetked



@rozetked

Text & video about world, tech, media culture & more. rozetked.me
youtube.com/rozetked Ads: @d_garaschenko (no channel promos)
Suggest news: @rozetkednewsbot RK registry:...

SUBSCRIBERS

621 501

-9224 per month

ERR (% SEE POSTS)

18.0%

last day **13.6%**

REACH/POST

110.2K

ad reach **84.3K**/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card – a separate channel health indicator. The subtitle under the number shows the period it was calculated for.

 SUBSCRIBERS 621 501 —	 SUBS REACH 17.73% avg % subs see post	 VIEWS/POST 110.2K median 113.9K · 29 days	 POSTS/DAY 8.3 ~58 per week
 7D TREND -5.0% vs previous week	 REACTIONS/POST 1219.2 total 303,572 reactions, 198,854 reposts, 25,975 comments	 POST LENGTH 391 chars median 381 · 29 days	 POSTS ANALYZED 249 29 days
 AD REACH 84.3K 24h avg	 CHURN / MONTH -9224 last month	 CITATION RATE 691 citation index · 3,731 channels mentioned ever	 CHANNEL AGE 10 years 9 months created 22.09.2015

AI EDITOR SUMMARY

Channel «Rozetked» – 621 501 subs. Each post averages 110.2K people (18% of subs), average reach – room to grow. Publishes 58 posts/week (~8/day) – active posting. Week of Jun 22–28 reach stable (-5.0% vs week 15–21 Jun).

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 **249** posts over 29 days.
- 02 Dominant format – **Photo** (205/249 posts).
- 03 Avg post length – **391** chars (median 381).
- 04 Peak audience activity – **Tue**, 15:00 MSK.
- 05 Top posts get **2×** more views than the weakest (139.2K avg for top vs 83.5K for worst) – among 249 posts over 29 days. Worth analyzing what the top has in common – topic, format, time.

TOP 5 POSTS

Nº1 20.06 · 16:55 VIDEO «Пятёрочка» выпустила ИИ-слоп с персонажами «Гарри Поттера» No, you heard right. In the ad, Hermione and Ron Weasley look for dinner at...	VIEWS 140 459 REPOSTS 3 035	REACTIONS 2 999 ER 22.6%
Nº2 05.06 · 14:46 PHOTO Rostelecom CEO: iPhone users will start switching to Android smartphones for Max messenger According to Mikhail Oseevsky...	VIEWS 138 749 REPOSTS 3 700	REACTIONS 7 222 ER 22.3%
Nº3 03.06 · 18:33 PHOTO Makh removed from App Store App can't be found via search or direct link. VK in its press release...	VIEWS 138 491 REPOSTS 3 594	REACTIONS 7 519 ER 22.3%

Nº4 18.06 • 16:04 PHOTO Smart glasses, anyone? Electronics makers think yes. Lately a bunch of smart glasses from various companies have hit the market, and the biggest...	VIEWS 136 678 REPOSTS 94 REACTIONS 487 ER 22.0%
Nº5 18.06 • 13:16 VIDEO Rockstar: GTA VI preorders start June 25 Also revealed official cover. Reminder: game release with zero...	VIEWS 135 730 REPOSTS 1 744 REACTIONS 1 478 ER 21.8%

WORST 3

↓ 08.06 • 17:53 PHOTO At launch, Siri AI will be English-only. Others promised soon, but which ones – TBD. 📁 Rozetked...	VIEWS 85 744 REPOSTS 326 REACTIONS 1 327 ER 13.8%
↓ 08.06 • 17:47 PHOTO In macOS Golden Gate, Siri AI assistant is built into the search bar You can work with files, make recommendations or a plan and send...	VIEWS 82 759 REPOSTS 137 REACTIONS 520 ER 13.3%
↓ 08.06 • 17:48 PHOTO All correspondence with Siri AI is saved on all your devices. Including Apple Watch. Apps are available on all platforms. 📁 ...	VIEWS 82 113 REPOSTS 96 REACTIONS 452 ER 13.2%

SECTION 03 • SUBSCRIBER DYNAMICS

How the channel grew over the year

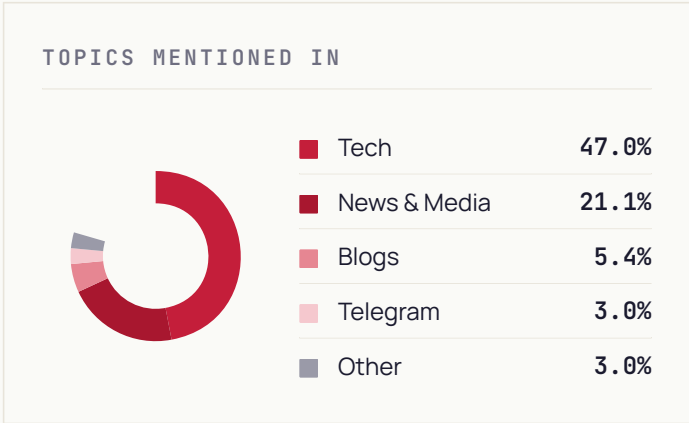
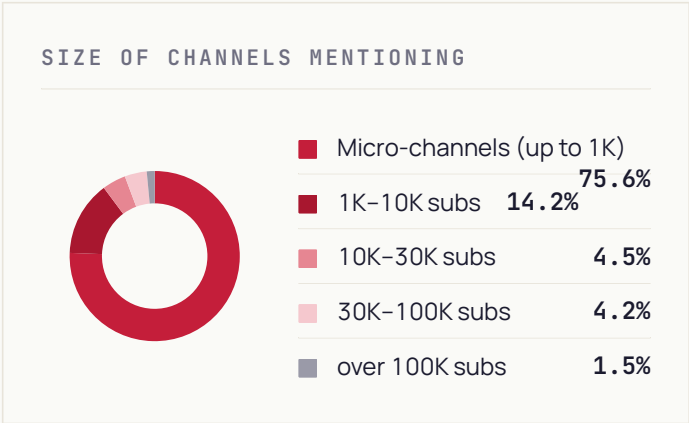
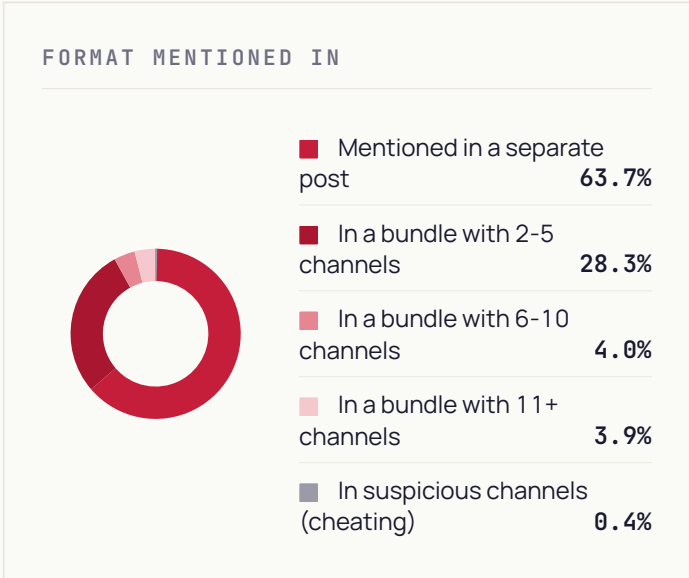
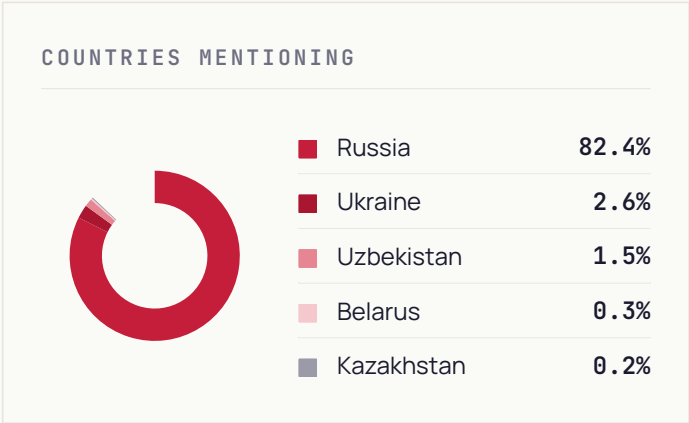
Subscriber growth chart for the year. On key months, exact subscriber count is shown. You can see which months the channel grew and which months subscribers left.



SECTION 04 · CITATIONS

Who and how mentions the channel

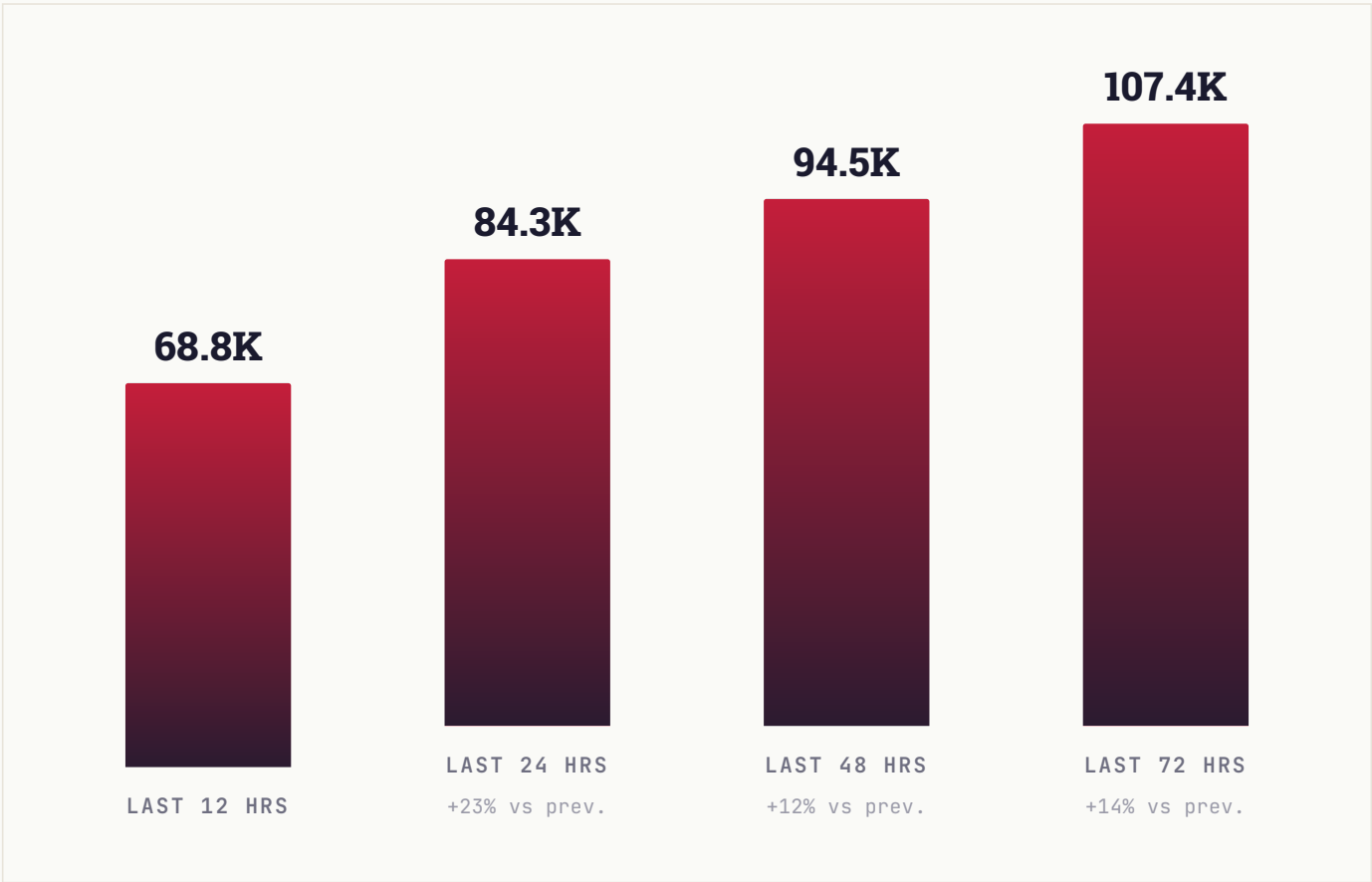
Citation index **691** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from 1K. All-time mentions: **3 731** different channels.



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. Your channel is highlighted — you can see its place among niche neighbors.

CHANNEL	SUBSCRIBERS
HI hitvpn_blog	4.6M
MT Trending World	3.4M
TE Techchat	3.1M
HA Hi, AI • Новости технологий	2.5M
آا اینترنت آزاد	2.5M
TE Technomotel	2.3M
NN NN	2.2M
L- LIVE — Telegram, AI и технологии	2.1M
EC Exploit	2M
PP PINK PROXY پروکسی	2M
RO Rozetked YOU	621.5K

COMPARATIVE SUMMARY

Channel in upper half of niche (#38 of 100). Niche leader — hitvpn_blog (4.6M), median subs 430.9K. Aim for top quartile — realistic 6-12 month horizon.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we record posts in other channels that mentioned your channel. Over the last **6 months** such mentions were **2 469**, they brought **137 314** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
January 2026	391	65	8 324
December 2025	594	73	5 502
Nov 2025	504	89	52 972
Oct 2025	494	64	0
September 2025	369	73	62 663
August 2025	117	50	7 853
TOTAL MENTIONS			2 469
MONTHS IN DATA			6
ATTRACTED SUBSCRIBERS			137 314

SECTION 08 · NICHE COMPARISON

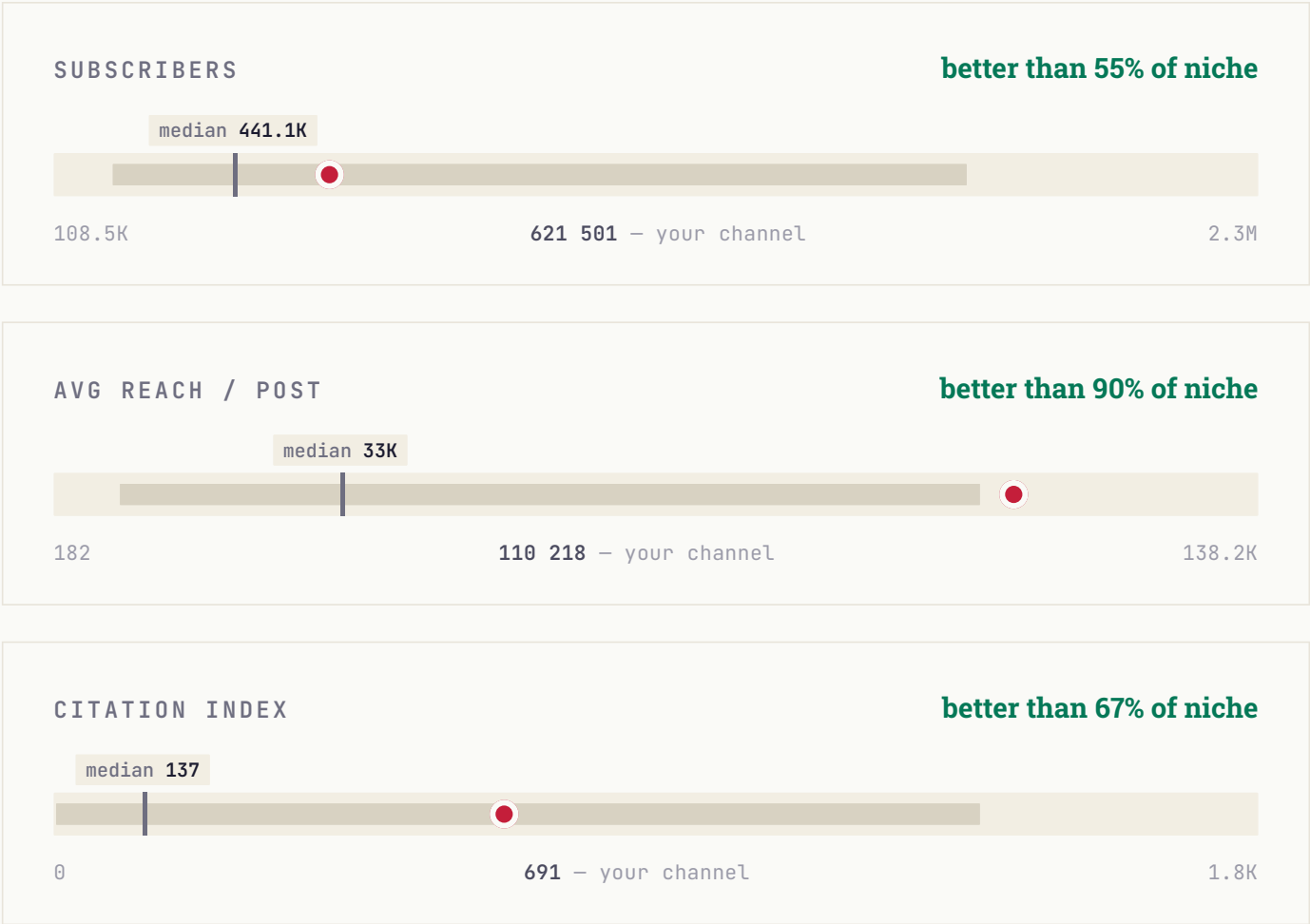
Where the channel is in its league

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.

#38/100

RANK IN NICHE

Channel in the top half of the ranking



— SECTION 09 · STRATEGY

What to do right now

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

- | | | |
|-----------|---|--|
| 01 | Main post of the week — on Tuesday
Audience is most active on this day at 15:00 MSK. | EFFECT
Best window
for an
important post |
| 02 | System traffic purchase
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 weekly poll on a hot topic — easy growth lever. | EFFECT
+5-15% ER |
| 04 | Cross-promo with neighboring channels
Swap posts quarterly with channels in the same segment. 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 us to do this **PromptPress?**

This audit — what we can do in a few minutes based on public data. If you want to go further — run ads through us and hit your growth plan in a month.

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