

PROMTPRESS PUBLIC REPORT

Channel audit

Selectel



@selectel

Independent IT infrastructure provider Hardware news, products, cases, articles & courses 🦋 Migrate to Selectel: <https://slc.tl/0q28u>
Absolute leader in dedicated servers according to...

SUBSCRIBERS

64 131

-566 per month

ERR (% SEE POSTS)

5.0%

per day 2.3%

REACH/POST

2.7K

ad reach 1.5K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. The subtitle below the number shows the period it covers.

 SUBSCRIBERS 64 131 —	 SUBS REACH 4.22% avg % subs see post	 VIEWS/POST 2.7K median 2.8K · 29 days	 POSTS/WEEK 12.2 over period
 7D TREND -9.9% vs previous week	 REACTIONS/POST 26.3 only 1,340 reactions, 542 reposts, 0 comments	 POST LENGTH 566 chars median 603 · 29 days	 POSTS ANALYZED 51 29 days
 AD REACH 1.5K 24h avg	 CHURN / MONTH -566 last month	 CITATION RATE 713 citation index · 800 channels mentioned all time	 CHANNEL AGE 7 years 2 months created 07.05.2019

AI EDITOR SUMMARY

Channel «Selectel» — 64 131 subs. Avg post views 2.7K people (4% of subs), reach low — expand audience. Publishes 12 posts/week (~2/day) — regular. Week Jun 29 – Jul 5 reach dropped -9.9% to week 22–28 Jun — worth analyzing.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS SHARE

- 01 Analysis based on 51 posts in 29 days.
- 02 Dominant format — Photo (33/51 posts).
- 03 Avg post length — 566 chars (median 603).
- 04 Peak audience activity — Sunday, 11:00 MSK.
- 05 Top posts get 2x more views than the weakest (4.3K avg for top vs 2K for worst) — among 51 posts over 29 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 28.06 · 08:02 PHOTO Backenders, today is your day 🎉 Even on weekends you keep sites stable and requests flowing. Only this weekend...	VIEWS 5 600 REPOSTS 51	REACTIONS 35 ER 8.7%
Nº2 18.06 · 13:01 PHOTO ⚡ 100 min enough to test the app on real devices Test services free on Selectel mobile farm...	VIEWS 3 586 REPOSTS 16	REACTIONS 19 ER 5.6%
Nº3 19.06 · 14:03 PHOTO Correct answer 🙌 Deploy Mistral 7B on GPU server via vLLM Great model for first solo deployment...	VIEWS 3 583 REPOSTS 11	REACTIONS 25 ER 5.6%

Nº4 03.07 • 12:01 PHOTO Three magic words for business 📌 We implemented RAG Yesterday we shared suitable AI models for RAG. Today we dive into details...	VIEWS 3 483 REACTIONS 14 REPOSTS 29 ER 5.4%
Nº5 23.06 • 14:33 PHOTO Datasets in S3, but backups where? In S3 Vault <u>100</u> We recently covered what S3 Vault is for. Time to check it out in...	VIEWS 3 373 REACTIONS 19 REPOSTS 6 ER 5.3%

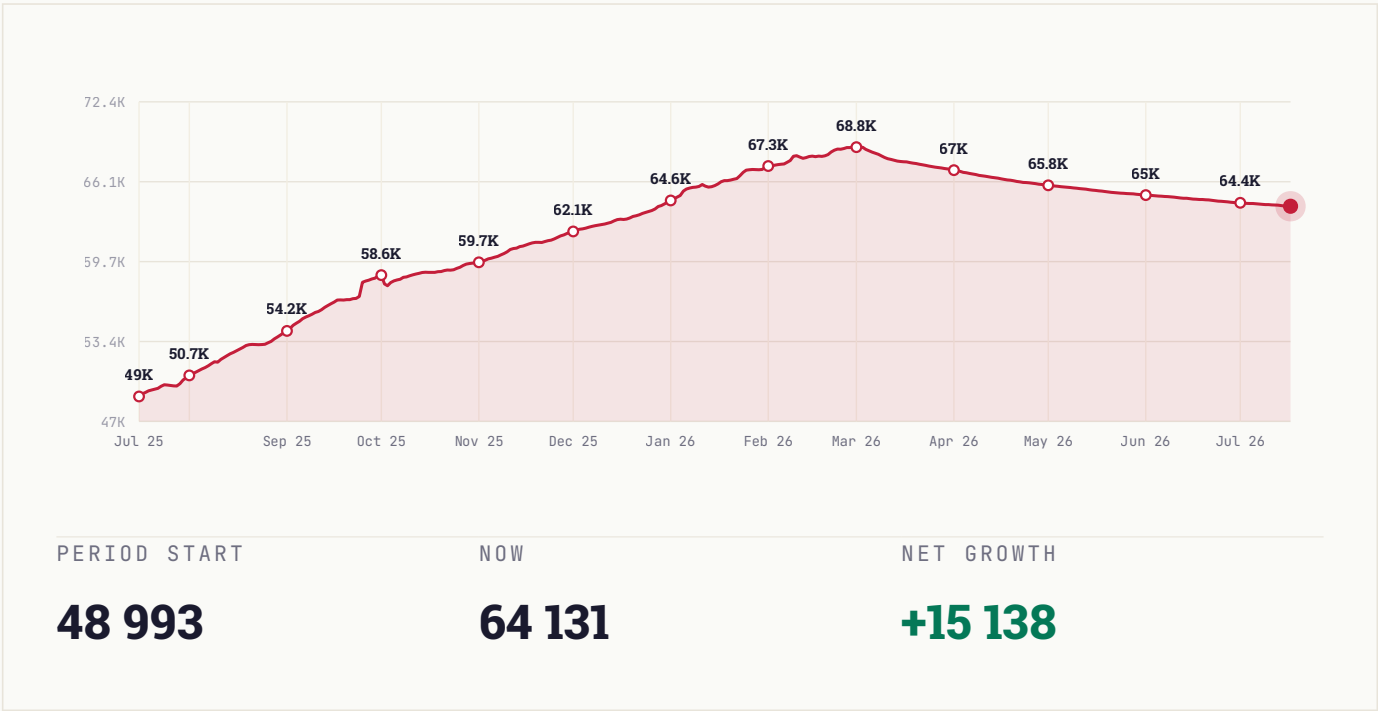
WORST 3

↓ 11.07 • 08:55 TEXT Selectel Day Off is back! 🦊 Follow @selectel_events for announcements and the long-awaited event program.	VIEWS 2 118 REACTIONS 12 REPOSTS 1 ER 3.3%
↓ 13.07 • 12:33 PHOTO 🏆 — award goes to everyone working in summer. Especially — Selectel cloud databases for #1 in DBaaS rating. Already third...	VIEWS 2 009 REACTIONS 53 REPOSTS 5 ER 3.1%
↓ 10.07 • 12:01 PHOTO Quick cheat sheet to figure out which DB type you need 📌 ✓ Redis Stores all data in RAM...	VIEWS 1 916 REACTIONS 29 REPOSTS 31 ER 3.0%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

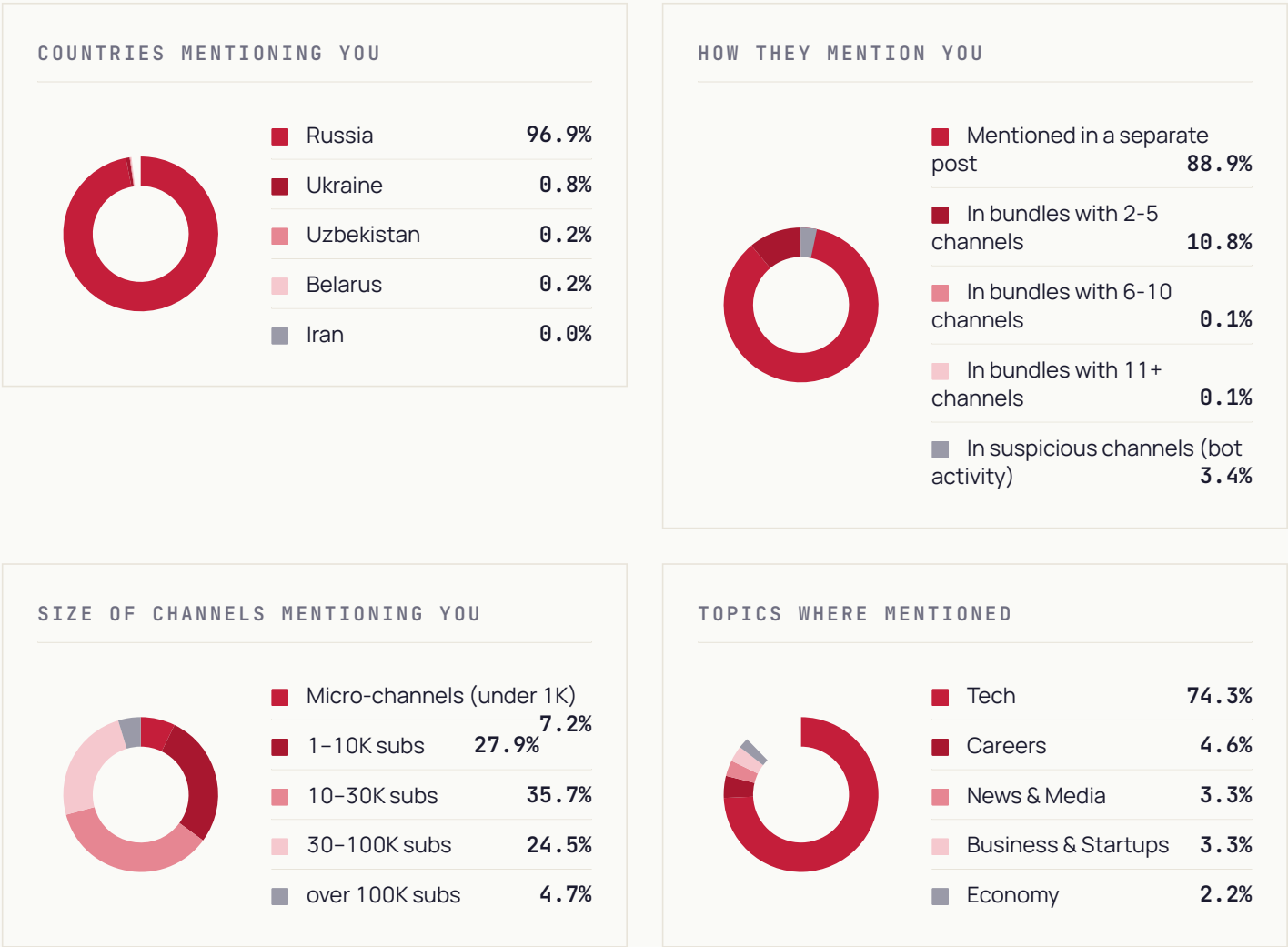
Subscriber growth chart for the year. Key months show exact subscriber count. See which months grew and which lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

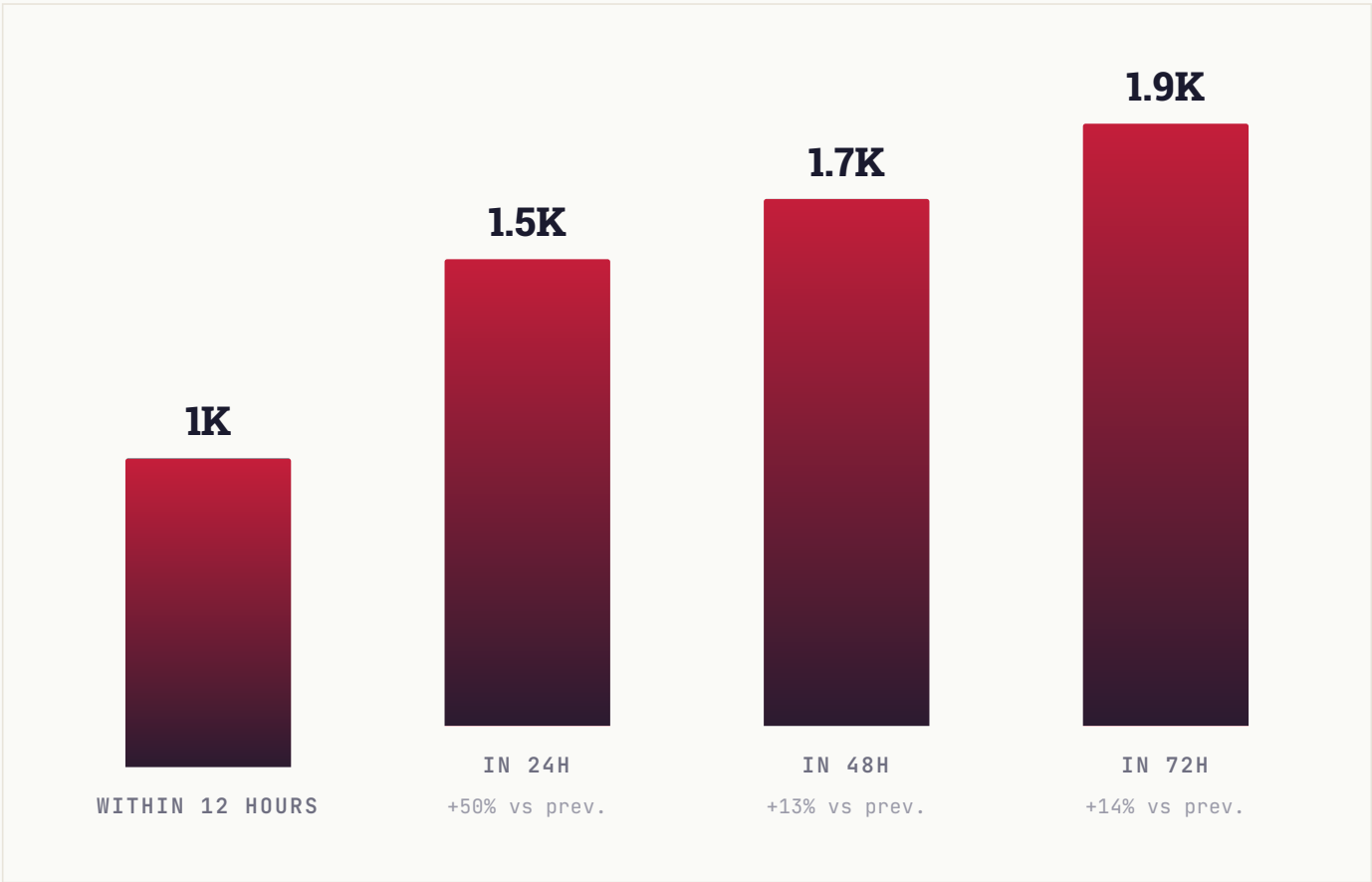
Citation index **713** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time channel was mentioned **800** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg ad post reach by time since publication. Helps gauge how long a placement stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

11 closest channels by topic & audience. Your channel is highlighted — see its rank among niche peers.

CHANNEL	SUBSCRIBERS
HI hitvpn_blog	4.6M
MT Trends 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
EC Exploit	2.1M
PP PINK PROXY پروکسی	2M
L- LIVE — Telegram, AI & Tech	2M
SE Selectel YOU	64.1K

COMPARATIVE INSIGHT

Channel is still 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 work on traffic and content.

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Each month we track posts in other channels that mention yours. Over the last **6 months** such mentions **40**, they brought **17 916** new subs.

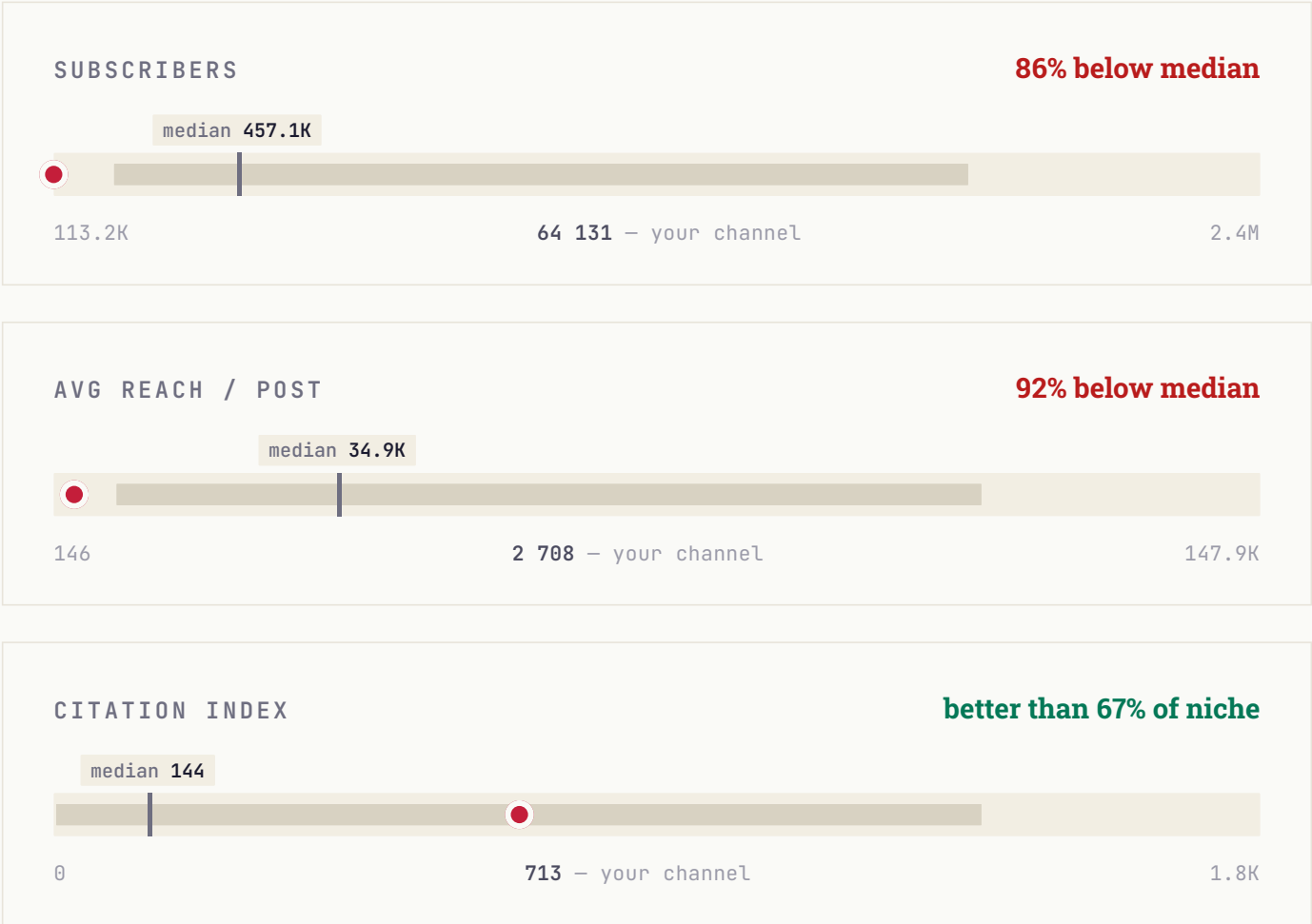
PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
Jan 2026	2	2	2 989
December 2025	13	8	2 410
November 2025	10	5	2 444
October 2025	4	2	1 894
September 2025	7	6	4 533
August 2025	4	3	3 646

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS
40	6	17 916

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in «Tech» (Russia) and compared your channel to them.
Gray band — range covering 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 off and revisit this report in a month.

01

Best post day — Sunday

Audience is most active on this day at 11:00 MSK.

EFFECT

**Best window
for important
posts**

02

Increase share of video posts

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

EFFECT

**Video retains
audience
better**

03

ER below niche benchmark — rethink formats

Current ER 4.22% vs norm 4.5%. Try polls & interactive formats.

EFFECT

+0.3pp ER

04

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**

05

Test polls & interactive formats

Posts with polls/reactions typically boost ER by +5-15%. One weekly poll on a hot topic — easy growth lever.

EFFECT

+5-15% ER

★ 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 & hit your growth plan in a month.

01

**Launch ads on
Telegram**

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

02

Contact manager

t.me/PromptPress_manager