

PROMTPRESS PUBLIC REPORT

Channel audit

Kitchen ~

Technogossip



@silicon_kitchen

We discuss people, startups and tech news in the Kitchen. Join us ☕
 Contact: @hiai_ads Work with @bidfox_news, @Tgpodbor_official
 RKN: 7179685340

SUBSCRIBERS

393 250

+46070 per month

ERR (% WHO SEE
POSTS)

3.0%

per day **1.7%**

REACH/POST

11.4K

ad reach **6.7K/24h**

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 393 250 —	 SUBS REACH 2.91% avg % subs see post	 VIEWS/POST 11.4K median 10.6K · 29 days	 POSTS/WK 14.7 for the period
 7D TREND -26.7% vs previous week	 REACTIONS/POST 49.5 total 3,119 reactions, 440 reposts, 41 comments	 POST LENGTH 918 chars median 999 · 29 days	 POSTS ANALYZED 63 29 days
 AD REACH 6.7K 24h avg	 CHURN / MONTH +46070 over the last month	 CITATION RATE 0 citation index · 4 channels mentioned ever	 CHANNEL AGE 4 months 25 days created 04.02.2026

AI EDITOR SUMMARY

Channel «Kitchen ~ Technogossip» — 393 250 subs. Avg views per post: 11.4K people (3% from subs), low reach — need to expand audience. Publishes 15 posts/week (~2/day) — regular schedule. Week of Jun 15–21 reach dropped -26.7% vs week Jun 8–14 — analyze reasons.

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 TOP POSTS HAVE IN COMMON

- 01 Analysis based on **63** posts over 29 days.
- 02 Dominant format – **Photo** (60/63 posts).
- 03 Avg post length – **918** chars (median 999).
- 04 Peak audience activity – **Thursday**, 22:00 MSK.
- 05 Top posts get **3x** more views than the weakest (20.9K avg for top vs 6.8K for worst) – among 63 posts over 29 days. Analyze what top posts share – topic, format, timing.

TOP 5 POSTS

Nº1 11.06 · 19:17 PHOTO Chrome to disable all ad blockers Starting with Chrome 150, Google will disable all ad-blocking extensions...	VIEWS 22 997 REPOSTS 26	REACTIONS 117 ER 5.8%
Nº2 14.06 · 16:48 PHOTO FBI fights cyberattacks with a model city Where: Alabama, Huntsville What: a real 2.5 sq km city model Why...	VIEWS 20 954 REPOSTS 9	REACTIONS 52 ER 5.3%
Nº3 11.06 · 12:58 PHOTO YouTube launches internal chat for creators only Video portal keeps improving messaging system tested since 2025...	VIEWS 18 818 REPOSTS 9	REACTIONS 80 ER 4.8%

Nº4

06.06 · 18:38

VIDEO

AI search instead of regular. Chrome testing new feature
Browser wants to redirect user queries to AI mode...

VIEWS

17 748

REPOSTS

3

REACTIONS

63

ER

4.5%

Nº5

19.06 · 11:56

PHOTO

Apple allowed App Store alternatives in Brazil Two perks at once – first, now in Brazil you can install apps on iPhone...

VIEWS

16 907

REPOSTS

6

REACTIONS

69

ER

4.3%

WORST 3

↓ 23.06 · 13:45 PHOTO OpenAI to help fix bugs in open source Yesterday the company announced a new initiative to help the open-source community improve...	VIEWS 6 923 REPOSTS —	REACTIONS 10 ER 1.8%
↓ 24.06 · 10:44 PHOTO Samsung closer to dropping S Pen Legendary Samsung stylus may soon become history. Company stopped selling the stylus for...	VIEWS 6 835 REPOSTS 3	REACTIONS 75 ER 1.7%
↓ 24.06 · 13:03 PHOTO «Audio Memory» for Pixel – background call recording & transcription Google is preparing a new killer feature for its Pixels...	VIEWS 6 523 REPOSTS 9	REACTIONS 25 ER 1.7%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

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



— SECTION 04 · MENTIONS

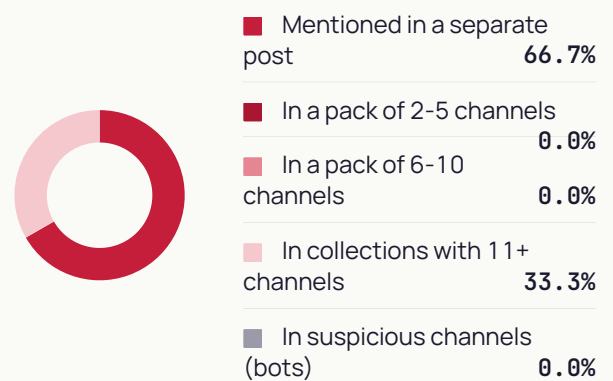
Who and how mentions the channel

Citation index 0 — 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 subs. All time channel mentioned 4 different channels.

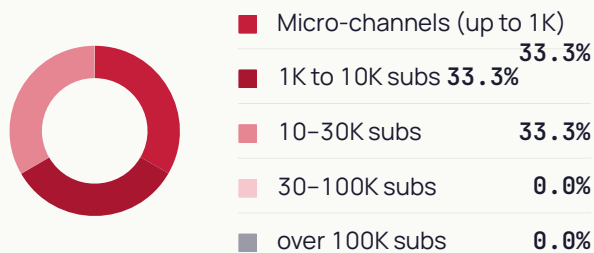
COUNTRIES MENTIONING



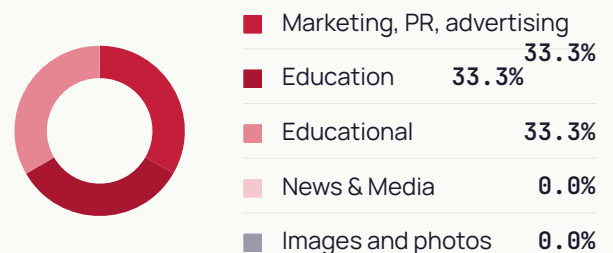
FORMAT OF MENTIONS



SIZE OF CHANNELS MENTIONING



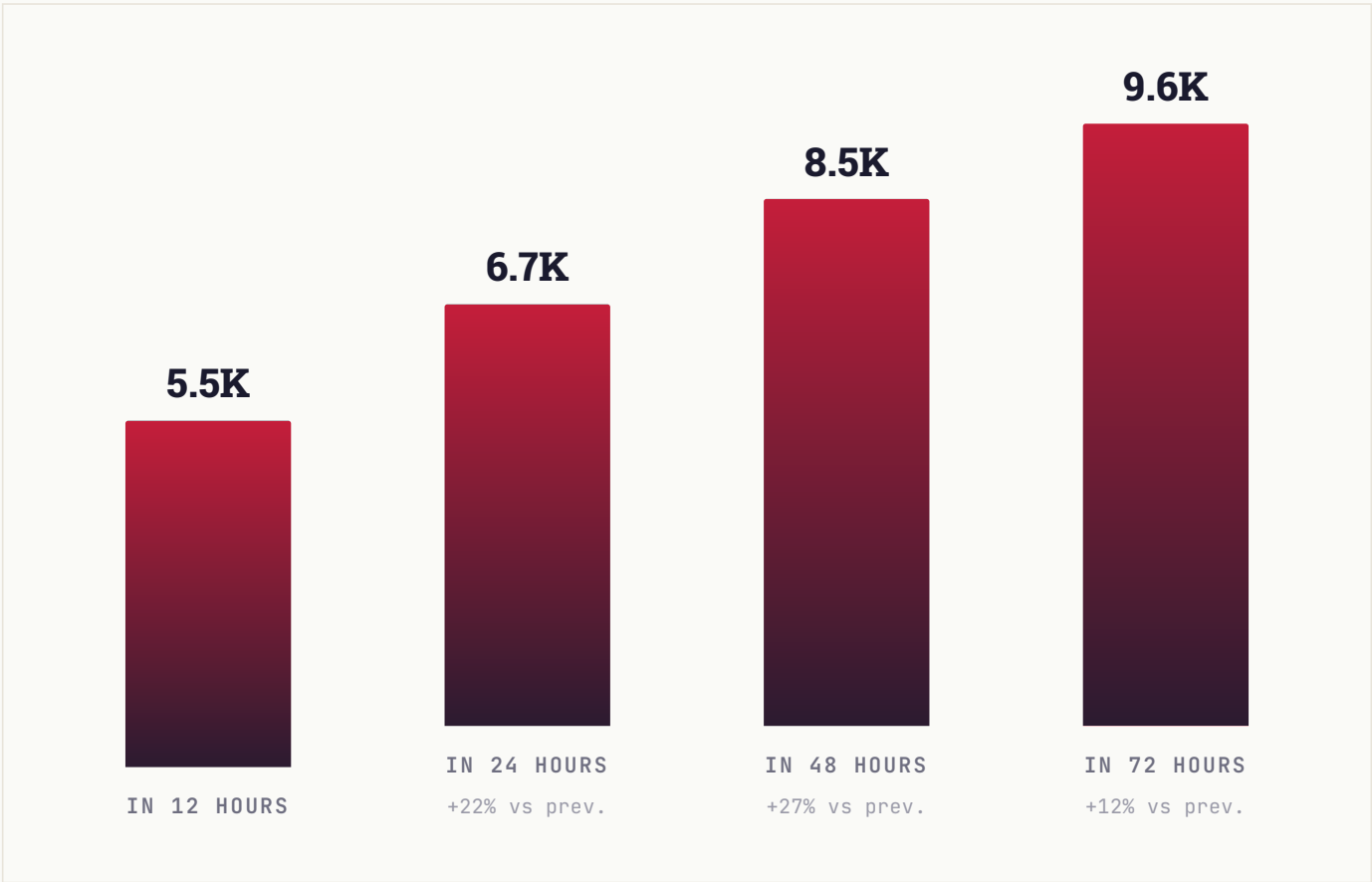
TOPICS WHERE MENTIONED



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 — see its rank among niche peers.

CHANNEL	SUBSCRIBERS
HI hitvpn_blog	4.4M
MT Trend world	3.4M
TE TechnoChat	3.1M
HA Hi, AI • Tech News	2.5M
İİ اینترنت آزاد	2.5M
NN NN	2.2M
TE TechnoHotel	2.2M
L- LIVE — Telegram, AI & Tech	2.1M
EC Exploit	2M
PP PINK PROXY پروکسی	1.8M
K~ Kitchen ~ Technogossip YOU	393.2K

COMPARATIVE INSIGHT

Channel in bottom half of top 100 niche (#57 of 100). Niche median — 437.4K subs. First growth KPI — reach median. Leader: hitvpn_blog (4.4M).

— SECTION 07 · NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category «Technology» (Russia) and saw how your channel compares. Gray band — range covering 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

#57

/100

RANK IN NICHE

Channel in bottom half of ranking

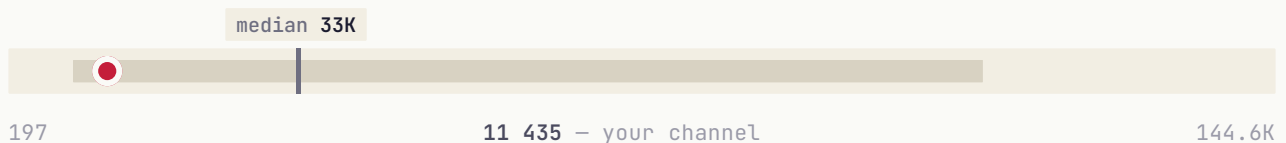
SUBSCRIBERS

12% below median



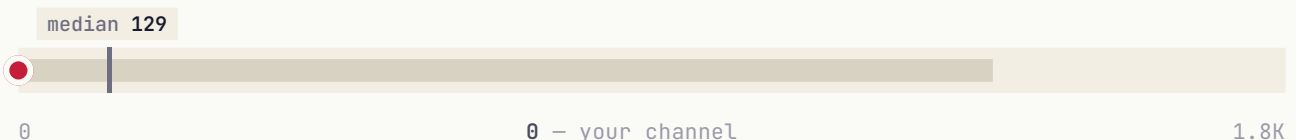
AVG REACH / POST

65% below median



CITATION INDEX

99% below median



— SECTION 08 · STRATEGY

What to do right now

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

01

Best post day — Thursday

On this day at 22:00 MSK audience is most active.

EFFECT

**Best window
for important
post**

02

Increase video post share

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

EFFECT

**Video holds
audience
better**

03

ER below niche benchmark — rethink formats

Current ER 2.91% vs norm 4.5%. Try polls and interactive formats.

EFFECT

+1.6pp ER

04

Systematic traffic buying

Three formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromptPress finds sources for your niche.

EFFECT

**+1000-3000
subs**

05

Test polls and interactive formats

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

EFFECT

+5-15% ER

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in minutes using public data. To go further — run ads through us and hit your growth plan in a month.

01 **Launch ads in Telegram** <https://panel.promptpress.com/register>

02 **Contact manager** t.me/PromptPress_manager
