

PUBLIC REPORT BY PROMTPRESS

Channel audit

T2x2



@t2xtwitch

Not T2x2 👉 <https://t.me/+DebKlkMpKy1IY2U6RKN> - <https://clck.ru/3QnrNP> VK - <https://vk.com/t2x2public>

SUBSCRIBERS

325 578

-30 per month

ERR (% SEE POSTS)

44.0%

daily 17.3%

REACH/POST

131.3K

ad reach 56.8K/24h

— CONTENTS · 2026

What's inside the report

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09 Strategy

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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 325 578 —	 SUBSCRIBER REACH 40.31% avg % of subs see post	 VIEWS/POST 131.3K median 125.8K · 29 days	 POSTS/WEEK 6.6 over period
 7D TREND -23.3% vs previous week	 REACTIONS/POST 5647.9 total 158,142 reactions, 7,117 reposts, 16,363 comments	 POST LENGTH 192 chars median 76 · 29 days	 POSTS ANALYZED 28 29 days
 AD REACH 56.8K 24h avg	 CHURN / MONTH -30 last month	 CITATION RATE 86 citation index · 850 channels mentioned ever	 CHANNEL AGE 5 years 6 months created 20.12.2020

AI EDITOR SUMMARY

Channel «T2x2» – 325 578 subs. Each post averages 131.3K people (40% from subs), this is wide reach for a channel of this size. Publishes 7 posts per week (~1/day) – rare publications. For week Jun 15–21 reach dropped -23.3% to week Jun 8–14 – worth analyzing causes.

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 **28** posts over 29 days.
- 02 Dominant format – **Photo** (14/28 posts).
- 03 Avg post length – **192** chars (median 76).
- 04 Peak audience activity – **Sunday**, 12:00 MSK.
- 05 Top posts get **2x** more views than the weakest (221.6K avg for top vs 106.6K for worst) – among 28 posts over 29 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 07.06 · 09:37 PHOTO Help 🥲	VIEWS 241 639 REP. 421	REACTIONS 12 452 ER 74.2%
Nº2 09.06 · 11:37 TEXT So, the marathon starts today (fixed duration, no extension for donations) 🇪🇺 Duration will be 5 days, prep and all plans will be...	VIEWS 215 740 REP. 390	REACTIONS 6 094 ER 66.3%
Nº3 01.06 · 20:41 PHOTO Good night ❤️	VIEWS 207 281 REP. 212	REACTIONS 10 758 ER 63.7%

Nº4 18.06 • 16:56 PHOTO SQUAD BATTLE this weekend! Grab last tickets with 50% off using promo code «T2X2». June 20-21 in Moscow LAN tournament with...	<table> <tr> <th>VIEWS</th><th>REACTIONS</th></tr> <tr> <td>174 507</td><td>2 426</td></tr> <tr> <td>REP.</td><td>ER</td></tr> <tr> <td>278</td><td>53.6%</td></tr> </table>	VIEWS	REACTIONS	174 507	2 426	REP.	ER	278	53.6%
VIEWS	REACTIONS								
174 507	2 426								
REP.	ER								
278	53.6%								
Nº5 19.06 • 13:56 VIDEO (video post without caption)	<table> <tr> <th>VIEWS</th><th>REACTIONS</th></tr> <tr> <td>165 907</td><td>6 216</td></tr> <tr> <td>REP.</td><td>ER</td></tr> <tr> <td>204</td><td>51.0%</td></tr> </table>	VIEWS	REACTIONS	165 907	6 216	REP.	ER	204	51.0%
VIEWS	REACTIONS								
165 907	6 216								
REP.	ER								
204	51.0%								

WORST 3

↓ 21.06 • 16:30 TEXT Hate CS2 too, love Tanks 🤪 Streams from Tuesday, give me a break 😊	<table> <tr> <th>VIEWS</th><th>REACTIONS</th></tr> <tr> <td>114 444</td><td>5 134</td></tr> <tr> <td>REP.</td><td>ER</td></tr> <tr> <td>128</td><td>35.2%</td></tr> </table>	VIEWS	REACTIONS	114 444	5 134	REP.	ER	128	35.2%
VIEWS	REACTIONS								
114 444	5 134								
REP.	ER								
128	35.2%								
↓ 24.06 • 10:59 TEXT Guys, tomorrow as promised I'm going to Young Con! It's a big Yandex fest about tech and starting a career in IT – expecting 10 thousand...	<table> <tr> <th>VIEWS</th><th>REACTIONS</th></tr> <tr> <td>105 838</td><td>1 851</td></tr> <tr> <td>REP.</td><td>ER</td></tr> <tr> <td>90</td><td>32.5%</td></tr> </table>	VIEWS	REACTIONS	105 838	1 851	REP.	ER	90	32.5%
VIEWS	REACTIONS								
105 838	1 851								
REP.	ER								
90	32.5%								
↓ 25.06 • 11:05 TEXT ⚡️ HITTING YOUNG CON 2026 – YANDEX'S CAREER & TECH FEST WITH ANTON T2X2 🧠 Tune in to the stream – and join the...	<table> <tr> <th>VIEWS</th><th>REACTIONS</th></tr> <tr> <td>99 404</td><td>1 539</td></tr> <tr> <td>REP.</td><td>ER</td></tr> <tr> <td>46</td><td>30.5%</td></tr> </table>	VIEWS	REACTIONS	99 404	1 539	REP.	ER	46	30.5%
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99 404	1 539								
REP.	ER								
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SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth vs. churn.



SECTION 04 • MENTIONS

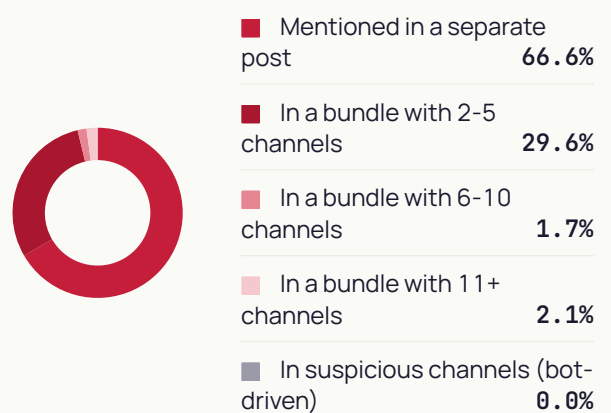
Who mentions the channel & how

Citation index **86** — channel popularity score based on mentions. Considers both count and weight of mentioning channels: a post from a 100K subs channel weighs more than from 1K subs. All time channel was mentioned **850** different channels.

MENTION COUNTRIES



MENTION FORMAT



SIZE OF CHANNELS MENTIONING



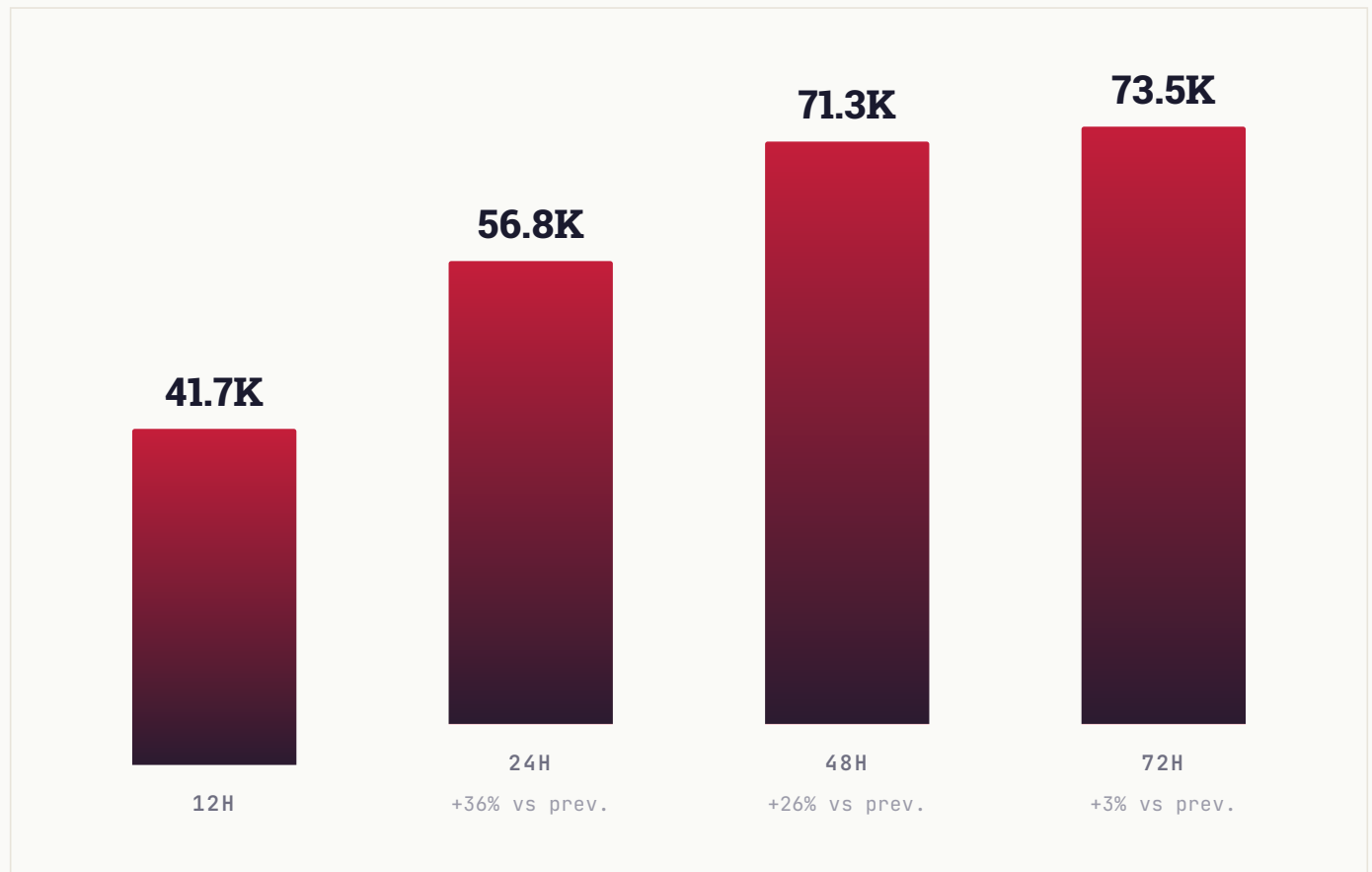
TOPICS WHERE MENTIONED



— SECTION 05 · AD POTENTIAL

How long a post drives reach

Avg reach of ad post by time since publication. Helps estimate how long 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
DM	Dima Maslennikov	2.2M
LI	LITVIN	1.6M
EX	Exile	1.4M
AZ	Alexander Zubarev	1.3M
B	Booster	1.2M
E1	EVELONE 192	1.2M
KB	Bloody Lady	1.1M
LJ	broen lives here	1.1M
PA	PARADEEVICH	1M
NE	NEVZOROV	1M
T2	T2x2 YOU	325.6K

COMPARATIVE SUMMARY

Channel in bottom half of top-100 niche (#84 of 100). Niche median — 426.7K subs. First growth KPI — reach median. Leader: Dima Maslennikov (2.2M).

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we record posts in other channels that mention yours. Over the last **6 months** such mentions were **257**, they brought **53 957** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
January 2026	27	20	16 466
December 2025	24	23	12 760
November 2025	22	22	1 761
October 2025	9	6	1 745
September 2025	14	5	4 744
August 2025	161	28	16 481
TOTAL MENTIONS			257
MONTHS OF DATA			6
ACQUIRED SUBSCRIBERS			53 957

— SECTION 08 · NICHE COMPARISON

Where the channel ranks in its league

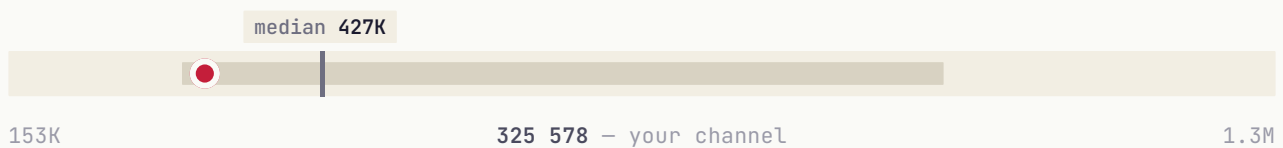
Top-100 channels in category «Blogs» (Russia) and saw how your channel compares. Gray band — range for 80% of niche channels (p10 to p90). Black vertical line — median. Red dot — your channel.

#84 /100

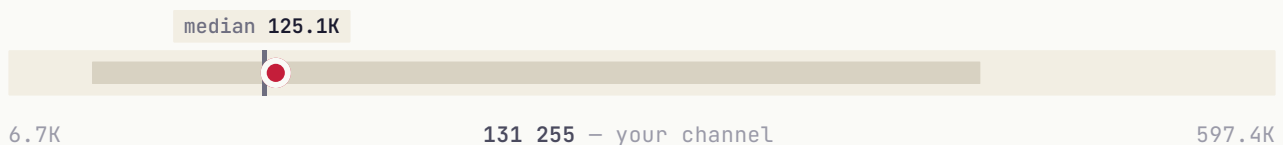
POSITION IN NICHE

Channel in the bottom half of the ranking

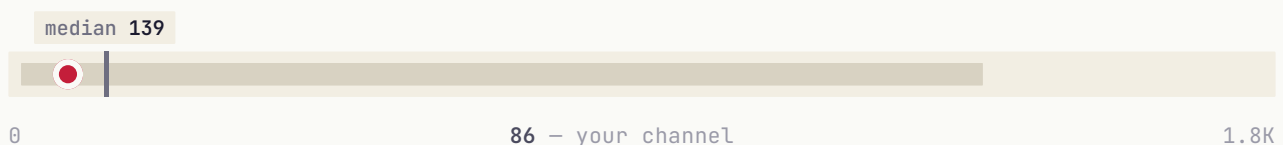
SUBSCRIBERS

worse than median by 24%

AVG REACH / POST

better than 50% of niche

CITATION INDEX

worse than median by 38%

— SECTION 09 · STRATEGY

What to do right now

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

- 01

Top post of the week — Sunday

Audience is most active on this day at 12:00 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 weekly poll on a hot topic is an 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 — it's a source of organic traffic.

EFFECT

Organic traffic source

★ WHAT'S NEXT

Want this done by **PromptPress?**

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

01 Launch Telegram ad <https://panel.promptpress.com/register>

02 Contact manager t.me/PromptPress_manager
