

PROMTPRESS PUBLIC REPORT

Channel audit

Technomarket



@techmarcet

Author's take on retail, industry & tech in Moscow and worldwide
Collab - @managerart1

SUBS

11 281

+413 per month

ERR (% SEE POSTS)

24.0%

per day 16.1%

REACH/POST

2.5K

ad reach 1.8K/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.

 SUBS 11 281 —	 SUBSCRIBER REACH 21.97% avg % subs see post	 VIEWS/POST 2.5K median 2.3K · 28 days	 POSTS/WEEK 15.7 over period
 7D TREND +0.1% vs previous week	 REACTIONS/POST 0.0 only 3 reactions, 56 reposts, 0 comments	 POST LENGTH 389 chars median 405 · 28 days	 POSTS ANALYZED 65 28 days
 AD REACH 1.8K 24h avg	 CHURN / MONTH +413 last month	 CITATION RATE 283 citation index · 760 channels mentioned all time	 CHANNEL AGE 5 yr 9 mo created 12.10.2020

AI EDITOR SUMMARY

Channel «Technomarket» — 11 281 subs. Each post gets avg 2.5K people (22% from subs), avg reach — room to grow. Posts 16 posts/week (~2/day) — steady. Week Jun 29 – Jul 5 reach stable (+0.1% vs week 22–28 Jun).

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS SHARE

- 01 Analysis based on 65 posts over 28 days.
- 02 Dominant format — Photo (42/65 posts).
- 03 Avg post length — 389 chars (median 405).
- 04 Audience peak activity — Wed, 09:00 MSK.
- 05 Top posts get 2x more views than the weakest (4.5K avg for top vs 2.1K for worst) — among 65 posts over 28 days. Worth analyzing what the top have in common — topic, format, timing.

TOP 5 POSTS

Nº1 09.07 · 10:10 PHOTO Yandex launched an interactive gas station map with info on queues and fuel availability The map is available in Yandex Go and Yandex...	VIEWS	REACTIONS
	4 476	—
	REPOSTS	ER
	2	39.7%
Nº2 08.07 · 07:03 PHOTO Volkswagen may cut up to 100K jobs worldwide The new restructuring plan presented by the CEO envisions...	VIEWS	REACTIONS
	4 470	—
	REPOSTS	ER
	1	39.6%
Nº3 08.07 · 06:20 TEXT Digital transport parade to be shown at 'Matryoshka of Moscow' in Zaryadye on July 9 Maxim Liksutov announced the premiere of a new program in honor of the Day...	VIEWS	REACTIONS
	4 469	—
	REPOSTS	ER
	—	39.6%

Nº4 09.07 · 14:12 TEXT In six months, Moscow metro repaired 130+ escalators and upgraded 9 km of tracks Specialists overhauled 19...	VIEWS 4 462 REPOSTS —	REACTIONS — ER 39.6%
Nº5 10.07 · 08:35 PHOTO Assassin's Creed: Black Flag Remake Resynced is out Game scores high: 81–84% on Metacritic, on OpenCritic...	VIEWS 4 291 REPOSTS 1	REACTIONS — ER 38.0%

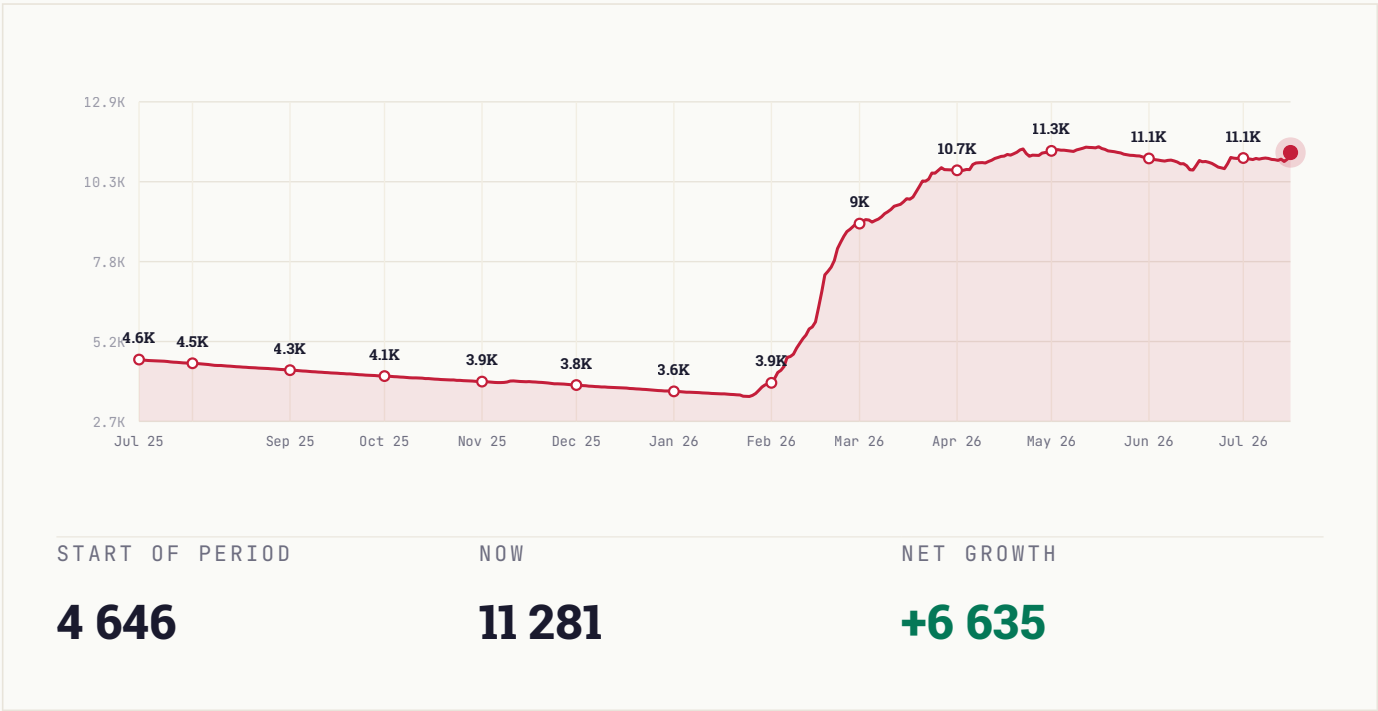
WORST 3

↓ 21.06 · 11:04 TEXT Muscovite card turns 25 Discounted travel available for students, pensioners, large families on metro, MCC, MCD, and surface...	VIEWS 2 274 REPOSTS —	REACTIONS 1 ER 20.2%
↓ 17.06 · 08:57 TEXT Moscow's tram fleet fully renewed All 36 routes now served by new cars. As Maxim Liksutov noted, with...	VIEWS 2 164 REPOSTS 1	REACTIONS — ER 19.2%
↓ 13.07 · 08:24 PHOTO Yandex launched robotaxi for employees ahead of market launch Self-driving taxis shuttle between company offices on a closed...	VIEWS 1 803 REPOSTS 1	REACTIONS — ER 16.0%

SECTION 03 • SUBSCRIBER DYNAMICS

How the channel grew over the year

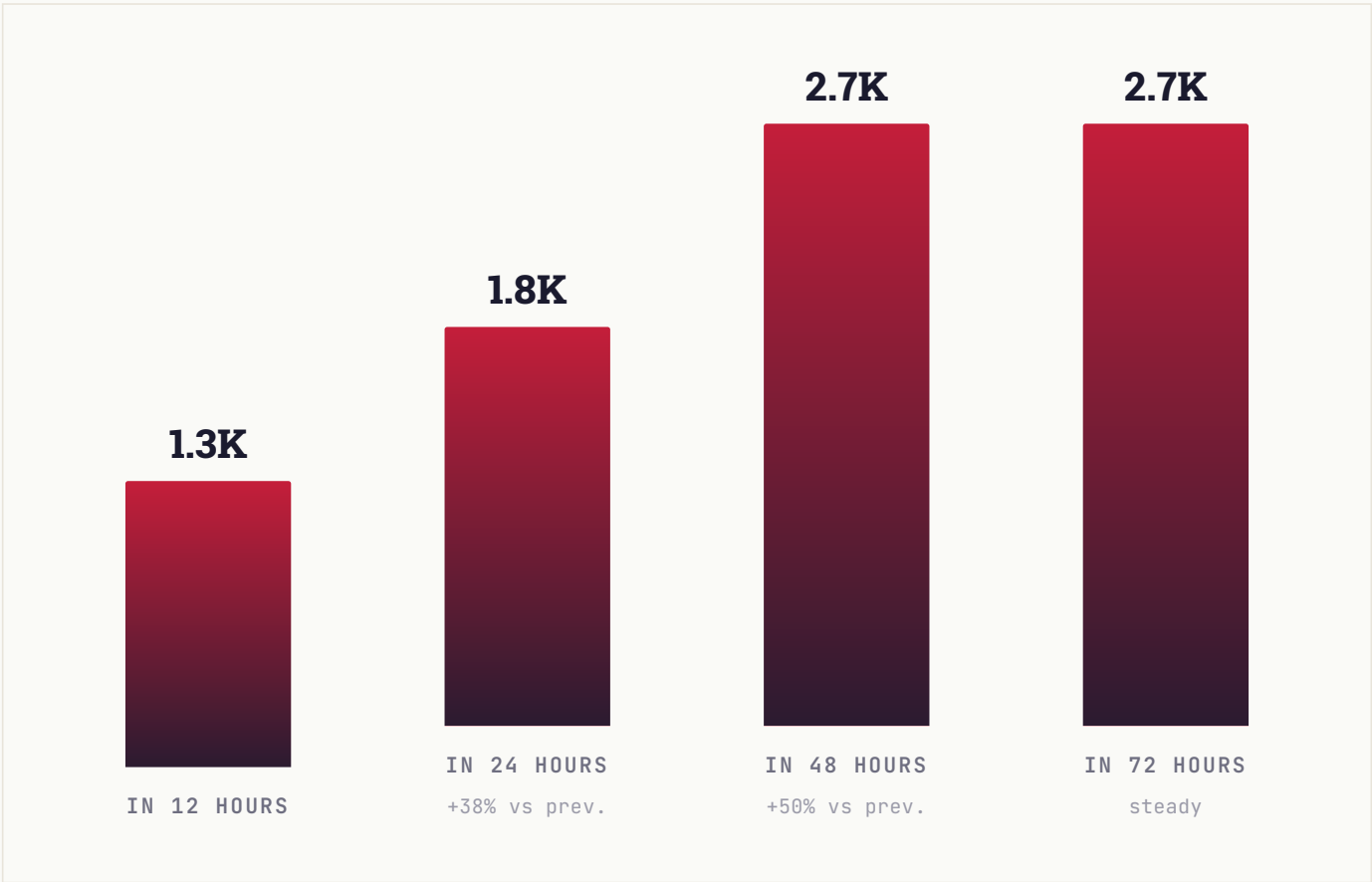
Subscriber growth chart for the year. Key months show exact subs. See which months gained or lost subs.



SECTION 04 · AD POTENTIAL

How long a post generates reach

Avg reach of an ad post over time since publication. Helps estimate how long a placement stays effective.



SECTION 05 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Your channel is highlighted — you can see its rank among niche peers.

CHANNEL	SUBS
S& Startups & Ventures	2.6M
VC Venture Capital	2.6M
ME Mohamed El Guazzar 🇸🇩	2.2M
IT ISHBOR Toshkent	1.4M
MO Moscowbusiness	1.1M
CN Million-dollar books business blog	861.7K
RП Roxman is typing...	529.9K
AB Business Shark	502.2K
SS Merger & acquisition	469.6K
لز لباس زیر اقساطی ریزسابل	456.9K
TE Technomarket YOU	11.3K

COMPARATIVE INSIGHT

Channel not yet outside top 99 of niche — early growth stage. Niche leader — Startups & Ventures (2.6M), top-99 median: 171.4K. First goal — enter top-99 via systematic traffic & content work.

SECTION 06 · MENTION DYNAMICS

How often the channel is mentioned

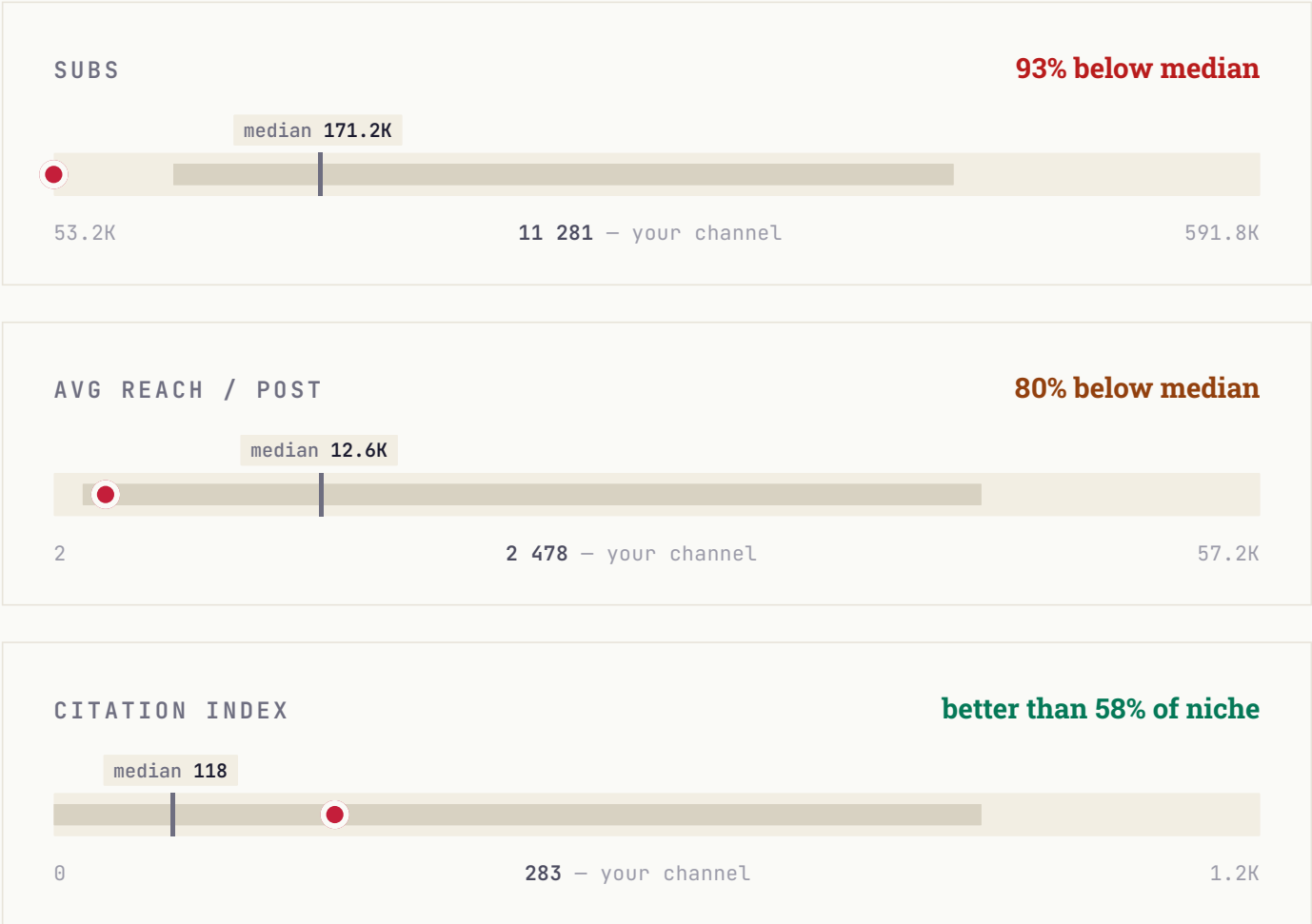
Monthly we track posts in other channels that mention yours. Over the last **6 months** such mentions **4**, they brought **459** new subs.

PERIOD	MENTIONS	CHANNELS	GAINED SUBS	
Jan 2026	0	0	404	
December 2025	0	0	0	
November 2025	0	0	55	
October 2025	0	0	0	
September 2025	4	1	0	
August 2025	0	0	0	
TOTAL MENTIONS		MONTHS OF DATA	ATTRACTED SUBS	
4		6	459	

SECTION 07 · NICHE COMPARISON

Where the channel stands in its league

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



— SECTION 08 · STRATEGY

What to do right now

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

01

Top post of the week — Wednesday

Audience most active on this day at 09:00 MSK.

EFFECT

**Best window
for important
posts**

02

Increase video post share

Video in Telegram keeps audience longer & is favored by the algorithm. Aim for 15-25%.

EFFECT

**Video retains
audience
better**

03

Systematic traffic buying

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

EFFECT

+1K–3K subs

04

Test polls & interactive formats

Posts with polls/reactions usually boost ER by 5–15%.
One poll per week on a hot topic — easy win.

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

Swap posts quarterly with channels in your niche. 2–3 collabs give relevant growth — no need for daily.

EFFECT

**Growth from
relevant
audience**

★ 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 hit your growth target 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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