

PROMTPRESS PUBLIC REPORT

# Channel audit into IT and exit



@techmedia

Just an awesome channel about digital, IT & tech. Write to editors:  
@techeditor\_bot Partnerships: @magicdennis Channel registered:  
<https://clck.ru/3FUrPJ>

SUBS

**1 249 556**

-55492 per month

ERR (% WHO SEE  
POSTS)

**3.0%**

in 24h **1.9%**

REACH/POST

**35.2K**

ad reach **24K/24h**

— TABLE OF CONTENTS · 2026

# What's inside the report

**01**      **Channel Snapshot**

12 key metrics · AI summary

**02**      **Content analysis**

Top 5 posts · worst 3 · insights

**03**      **Subscriber dynamics**

Year chart · growth

**04**      **Citation rate**

Who mentions the channel and how

**05**      **Ad potential**

How long a post generates reach

**06**      **Competitors**

Niche neighbors · your spot

**07**      **Mention dynamics**

6 months · monthly

**08**      **Niche comparison**

Rank in «Tech» category

**09**      **Strategy**

5 priority actions

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.

|                                                                                                                                                    |                                                                                                                                                                                           |                                                                                                                                                                                         |                                                                                                                                                                        |
|----------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <div> SUBS</div> <div>1 249 556</div> <div>—</div>                | <div> SUB REACH</div> <div>2.82%</div> <div>avg % subs see post</div>                                    | <div> VIEWS/POST</div> <div>35.2K</div> <div>median 35.4K · 29 days</div>                              | <div> POSTS/DAY</div> <div>15.4</div> <div>~108 per week</div>                      |
| <div> 7D TREND</div> <div>-3.6%</div> <div>vs previous week</div> | <div> REACTS/POST</div> <div>407.5</div> <div>total 188,271 reactions, 170,646 reposts, 0 comments</div> | <div> POST LENGTH</div> <div>324 chars.</div> <div>median 299 · 29 days</div>                          | <div> POSTS ANALYZED</div> <div>462</div> <div>29 days</div>                        |
| <div> AD REACH</div> <div>24K</div> <div>24h avg</div>          | <div> CHURN / MONTH</div> <div>-55492</div> <div>last month</div>                                      | <div> CITATION RATE</div> <div>1 067</div> <div>citation index · 4,590 channels mentioned ever</div> | <div> CHANNEL AGE</div> <div>4 years 9 months</div> <div>created 13.09.2021</div> |

AI EDITOR SUMMARY

Channel «into IT and exit» — 1 249 556 subs. Each post gets avg 35.2K people (3% of subs), reach is low — consider expanding audience. Publishes 108 posts per week (~15/day) — very active. Week of Jun 22–28 reach stable (-3.6% vs week Jun 15–21).

SECTION 02 · CONTENT ANALYSIS

# What works best

Top posts by engagement and laggards – to see what to repeat and what to drop from rotation.

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on **462** posts over 29 days.
- 02 Dominant format – **Photo** (323/462 posts).
- 03 Avg post length – **324** chars (median 299).
- 04 Peak audience activity – **Friday, 01:00 MSK**.
- 05 Top posts get **3x** more views than the weakest (66.8K avg for top vs 25.7K for worst) – among 462 posts in 29 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

|                                                                                                                                                                                                                                 |                                                                        |                                                                  |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------|------------------------------------------------------------------|
| <div><div>Nº1</div><div>05.06 · 22:24</div><div>PHOTO</div></div> <div>! MAX may have been removed from App Store due to review boosting – IT specialist shared on social media. According to him, most likely reasons...</div> | <div>VIEWS</div> <div>87 848</div> <div>REPOSTS</div> <div>1 270</div> | <div>REACTS</div> <div>1 605</div> <div>ER</div> <div>7.0%</div> |
| <div><div>Nº2</div><div>17.06 · 12:31</div><div>PHOTO</div></div> <div>⚡ SIM cards in Russia tied to specific phones – Federation Council approves law, sets number database rules...</div>                                     | <div>VIEWS</div> <div>57 594</div> <div>REPOSTS</div> <div>929</div>   | <div>REACTS</div> <div>714</div> <div>ER</div> <div>4.6%</div>   |
| <div><div>Nº3</div><div>06.06 · 06:50</div><div>PHOTO</div></div> <div>⚡ Some Russians lose access to Max messenger – devs forgot to disable forced...</div>                                                                    | <div>VIEWS</div> <div>54 993</div> <div>REPOSTS</div> <div>1 110</div> | <div>REACTS</div> <div>1 520</div> <div>ER</div> <div>4.4%</div> |

|                                                                                                                                                                                                          |                                                                      |                                                                |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------|----------------------------------------------------------------|
| <div><div>Nº4</div><div>05.06 · 18:36</div><div>VIDEO</div></div> <div><div>⚡ Among Us animated series out now – announced in 2023, suddenly dropped on Paramount+. Plot mirrors the game...</div></div> | <div>VIEWS</div> <div>51 849</div> <div>REPOSTS</div> <div>311</div> | <div>REACTS</div> <div>290</div> <div>ER</div> <div>4.1%</div> |
| <div><div>Nº5</div><div>06.06 · 13:11</div><div>PHOTO</div></div> <div><div>! Runet access by AGE and passport – Ministry of Digital says mandatory age ID coming. Overall, I...</div></div>             | <div>VIEWS</div> <div>49 870</div> <div>REPOSTS</div> <div>452</div> | <div>REACTS</div> <div>733</div> <div>ER</div> <div>4.0%</div> |

WORST 3

|                                                                                                                                                                                            |                                                                      |                                                                |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------|----------------------------------------------------------------|
| <div><div>↓</div><div>08.06 · 18:04</div><div>PHOTO</div></div> <div><div>More neural slop – Siri AI will EDIT photos like ChatGPT and other neural nets. @techmedia</div></div>           | <div>VIEWS</div> <div>26 402</div> <div>REPOSTS</div> <div>88</div>  | <div>REACTS</div> <div>169</div> <div>ER</div> <div>2.1%</div> |
| <div><div>↓</div><div>25.06 · 16:55</div><div>PHOTO</div></div> <div><div>⚡ Microsoft hikes Xbox prices globally – consoles cost \$100 more for 512 GB, \$150 more for 1 TB...</div></div> | <div>VIEWS</div> <div>25 951</div> <div>REPOSTS</div> <div>94</div>  | <div>REACTS</div> <div>147</div> <div>ER</div> <div>2.1%</div> |
| <div><div>↓</div><div>08.06 · 17:32</div><div>PHOTO</div></div> <div><div>⚡ Google's Gemini AI to power Siri. @techmedia</div></div>                                                       | <div>VIEWS</div> <div>24 641</div> <div>REPOSTS</div> <div>162</div> | <div>REACTS</div> <div>240</div> <div>ER</div> <div>2.0%</div> |

SECTION 03 • SUB DYNAMICS

# How the channel grew over the year

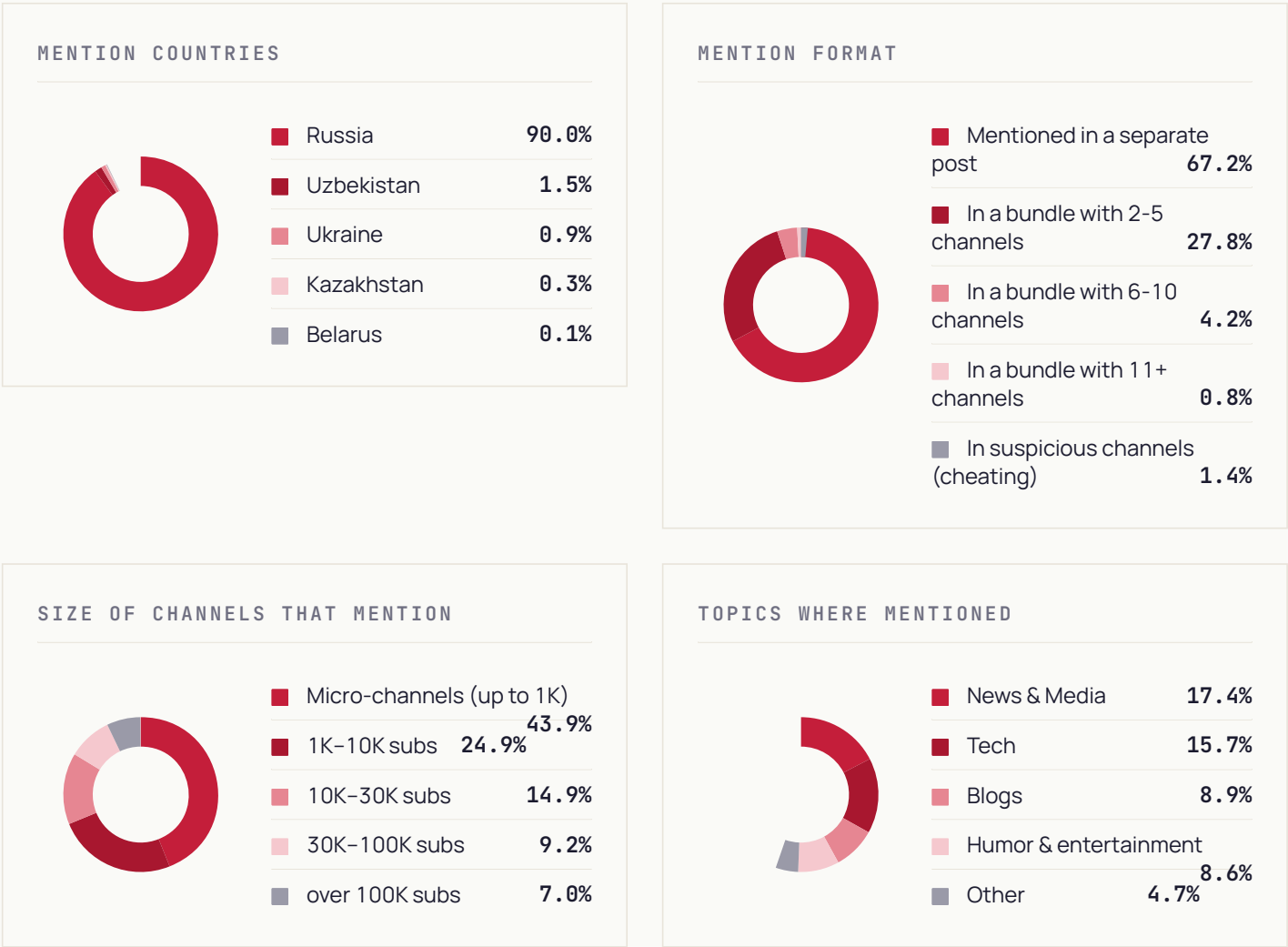
Subscriber growth chart for the year. Key months show exact subscriber count.  
Shows months of growth vs. loss.



SECTION 04 · CITATIONS

# Who mentions the channel and how

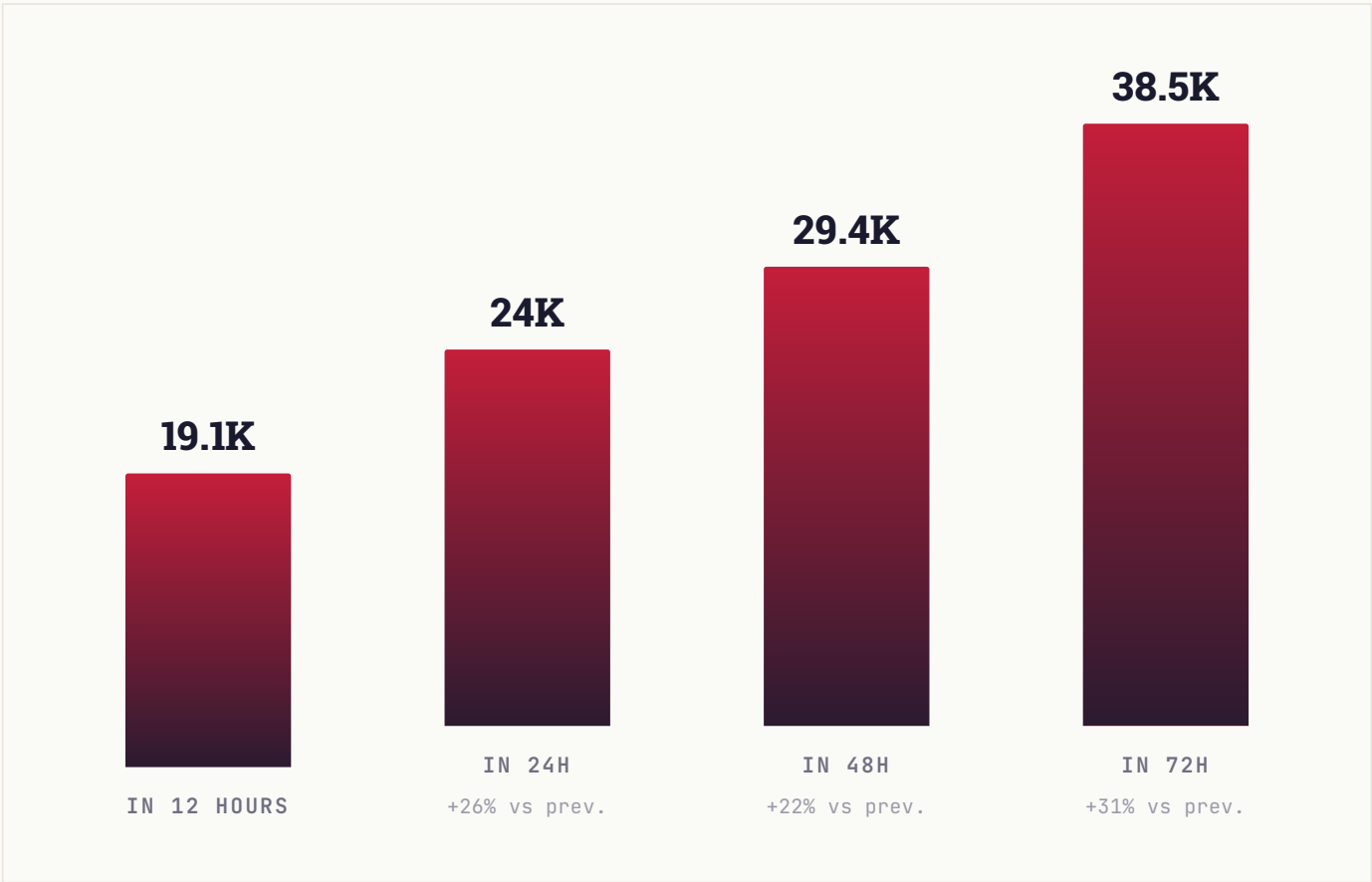
Citation index **1 067** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100k subs channel weighs more than from a 1k subs channel. All time channel was mentioned **4 590** different channels.



SECTION 05 · AD POTENTIAL

# How long a post generates 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 highlighted — see its rank among niche neighbors.

| CHANNEL                                       | SUBS |
|-----------------------------------------------|------|
| <div>HI</div> hitvpn_blog                     | 4.6M |
| <div>MT</div> Trends world                    | 3.4M |
| <div>TE</div> Techchat                        | 3.1M |
| <div>HA</div> Hi, AI • Tech News              | 2.5M |
| <div>آا</div> اینترنت آزاد                    | 2.5M |
| <div>TE</div> Technomotel                     | 2.3M |
| <div>NN</div> NN                              | 2.2M |
| <div>L-</div> LIVE — Telegram, AI and tech    | 2.1M |
| <div>EC</div> Exploit                         | 2M   |
| <div>PP</div> PINK PROXY   پروکسی             | 2M   |
| <div>VI</div> into IT and exit <div>YOU</div> | 1.2M |

COMPARATIVE INSIGHT

Channel in top 25% of niche (#19 of 100). Leader — hitvpn\_blog (4.6M). Goal for coming months: enter niche top 10 through systematic traffic work.

SECTION 07 · MENTION TRENDS

# 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 **1 738**, they brought **419 038** new subs.

| PERIOD        | MENTIONS | CHANNELS | BROUGHT SUBS |                        |
|---------------|----------|----------|--------------|------------------------|
| Jan 2026      | 205      | 87       | 33 024       | <div><div></div></div> |
| December 2025 | 383      | 126      | 72 601       | <div><div></div></div> |
| Nov 2025      | 478      | 221      | 23 539       | <div><div></div></div> |
| Oct 2025      | 277      | 140      | 61 178       | <div><div></div></div> |
| Sep 2025      | 209      | 93       | 144 320      | <div><div></div></div> |
| August 2025   | 186      | 92       | 84 376       | <div><div></div></div> |

|                |                |                |
|----------------|----------------|----------------|
| TOTAL MENTIONS | MONTHS OF DATA | ATTRACTED SUBS |
| 1 738          | 6              | 419 038        |

## SECTION 08 • NICHE COMPARISON

# Where the channel stands in its league

Took top-100 channels in category «Tech» (Russia) and compared your channel.  
Gray band = range where 80% of niche channels fall (p10 to p90). Black vertical = median. Red dot = your channel.

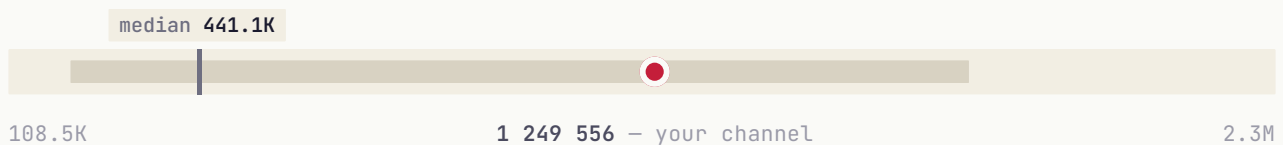
# #19 /100

RANK IN NICHE

## Channel in top 19% – strong position

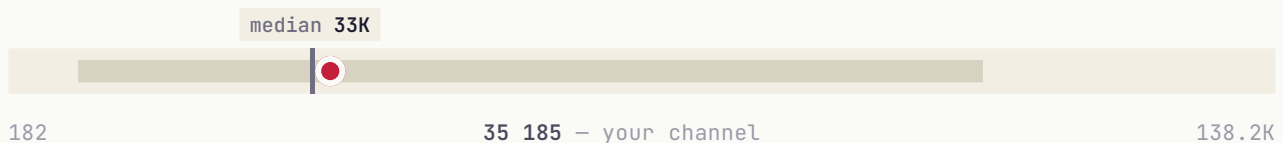
SUBS

better than 73% of niche



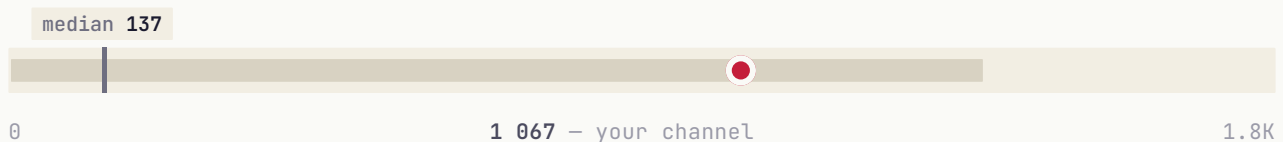
AVG REACH / POST

better than 51% of niche



CITATION INDEX

better than 78% of niche



— SECTION 09 · STRATEGY

# What to do right now

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

- 01

**Main post of the week — on Friday**

Audience is most active on this day at 01:00 MSK.

EFFECT

**Best window for an important post**
- 02

**ER below niche benchmark — rethink formats**

Current ER 2.82% vs norm 4.5%. Try polls & interactive formats.

EFFECT

**+1.7pp ER**
- 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

**+1000-3000 subs**
- 04

**Test polls & interactive formats**

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

EFFECT

**+5-15% ER**
- 05

**Cross-promo with neighboring channels**

Cross-post with similar channels once a quarter. No need daily — 2-3 collabs bring relevant growth.

EFFECT

**Growth from relevant audience**

★ WHAT'S NEXT

# Want this done by **PromptPress?**

This audit — what we can do in minutes from public data. Want to go further — run ads with 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](https://t.me/PromptPress_manager)

---