

PUBLIC REPORT BY PROMTPRESS

Channel audit

TECHNO: Yandex about Tech



@techno_yandex

A channel about how the tech world works. We'll sort through the flow of tech news about neural networks, robots, voice assistants, smart homes, and more. Chat: <https://t.me/+488-8LyZuSM1NWRi>.

SUBS	ERR (% SEE POSTS)	REACH/POST
219 506	11.0%	27.5K
01.07.2026 +20788 per month	per day 4.2%	ad reach 9.1K/24h

HTTPS://PROMTPRESS.COM/AUDIT/TECHNO_YANDEX

— 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

Yearly chart · growth

04 Citation Rate

Who and how mentions the channel

05 Ad potential

How long a post brings reach

06 Competitors

Niche Neighbors · Your Place

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 under the number shows the period it covers.

 SUBS 219 506 —	 SUB REACH 12.51% avg % subs see post	 VIEWS/POST 27.5K median 14.7K · 29 days	 POSTS/WEEK 13.2 over period
 7D TREND +120.7% vs previous week	 REACTS/POST 86.9 total 4,781 reactions, 8,773 reposts, 389 comments	 POST LENGTH 707 chars median 999 · 29 days	 POSTS ANALYZED 55 29 days
 AD REACH 9.1K avg per 24h	 CHURN / MONTH +20788 last month	 CITATION RATE 1 248 citation index · 1,781 channels mentioned all time	 CHANNEL AGE 8 years 5 days created 06/26/2018

AI EDITOR SUMMARY

Channel «TECHNO: Yandex about technology» – 219 506 subs. Each post averages 27.5K people (13% from subs), reach is low – consider expanding audience. Publishes 13 posts per week (~2/day) – regular schedule. Week 15–21 Jun reach up +120.7% week 8–14 Jun – positive trend.

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 **55** posts over 29 days.
- 02 Dominant format – **Video** (27/55 posts).
- 03 Avg post length – **707** chars (median 999).
- 04 Peak audience activity – **Friday**, 13:00 MSK.
- 05 Top posts get **17x** more views than the weakest (126.6K avg for top vs 7.6K for worst) – among 55 posts over 29 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

N01 19.06 · 10:12 VIDEO  Rabbit, Freken Bock, Carlson, and you A stranger lineup of players has probably never existed in computer game history. It was in...	VIEWS 139 713 REPOSTS 2 436	REACTS 263 ER 63.6%
N02 03.06 · 17:01 VIDEO Face, voice, and even personality can now exist separately from a person. AI avatars already host streams, appear in videos, and allow...	VIEWS 133 333 REPOSTS 495	REACTS 51 ER 60.7%
N03 26.06 · 09:30 PHOTO  Vibe coders, assemble! Yandex launched Vibecraft, a vibe coding service for building sites and app prototypes without...	VIEWS 106 716 REPOSTS 1 217	REACTS 144 ER 48.6%

Nº4 04.06 · 07:05 **PHOTO**

AI is additional hiring, not cuts. At least that's what OpenAI CEO Sam Altman said in an interview with the channel...

VIEWS	REACTS
104 654	89
REPOSTS	ER
221	47.7%

Nº5 02.06 · 16:02 **PHOTO**

How to make smart lighting brilliant? You can use a presence sensor. It can not only turn on the light when you enter the room...

VIEWS	REACTS
71 106	67
REPOSTS	ER
193	32.4%

WORST 307.06 · 11:04 **VIDEO**

 Tech digest of the week Microsoft and Nvidia showed new hardware. The week's top new release – Nvidia RTX Spark chip on Arm architecture for...

VIEWS	REACTS
8 475	61
REPOSTS	ER
29	3.9%

08.06 · 09:43 **VIDEO**

What does your room sound like? Each room has its own acoustics, and you need to adjust the sound accordingly to achieve quality audio...

VIEWS	REACTS
7 748	68
REPOSTS	ER
32	3.5%

03.06 · 15:04 **PHOTO**

 Let's show what's inside Stations and how we build them – today on Yandex's Twitch channel At 17:00 (MSK) join us on stream with...

VIEWS	REACTS
6 506	39
REPOSTS	ER
8	3.0%

SECTION 03 · SUB GROWTH

How the channel grew over the year

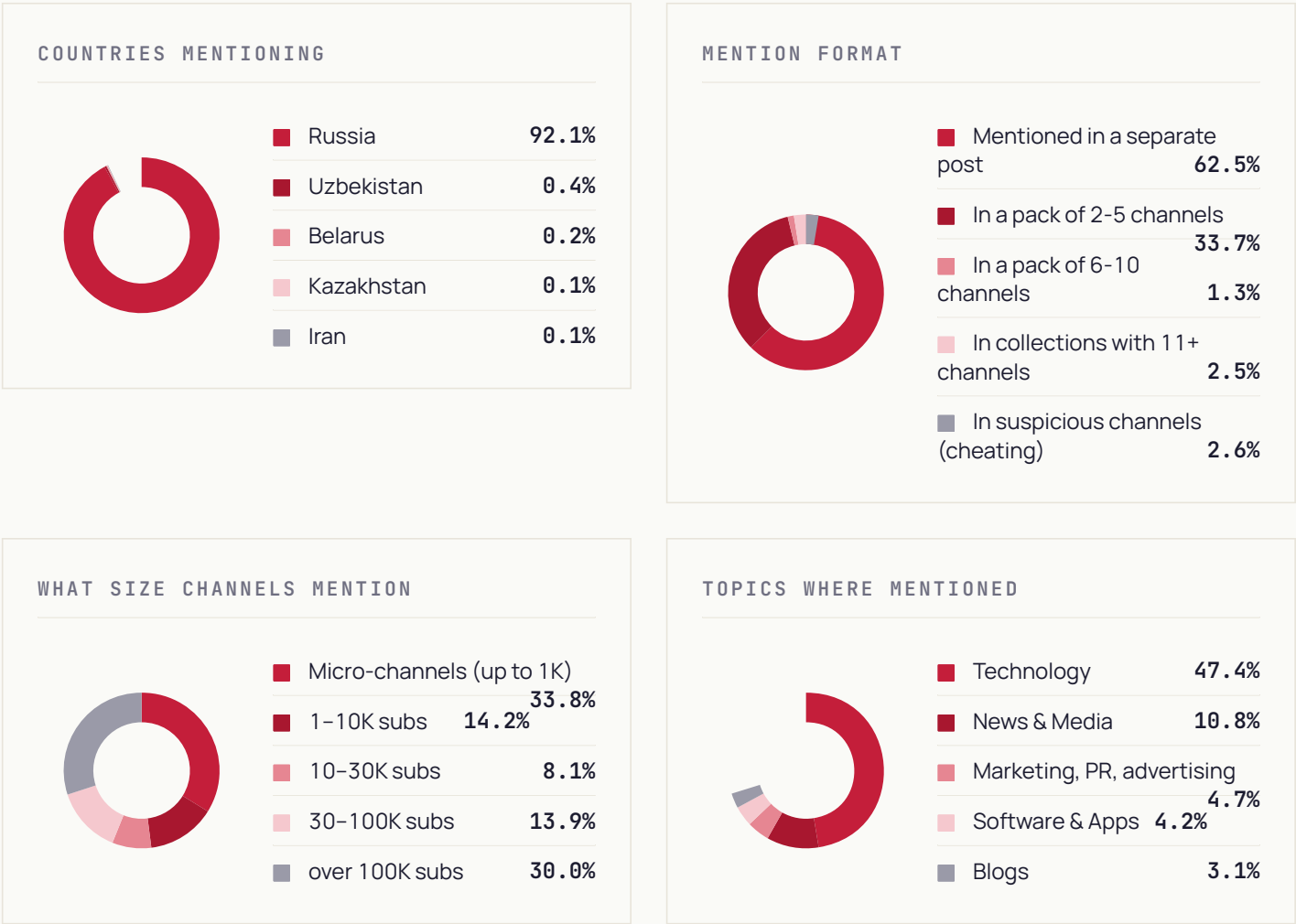
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who and how mentions the channel

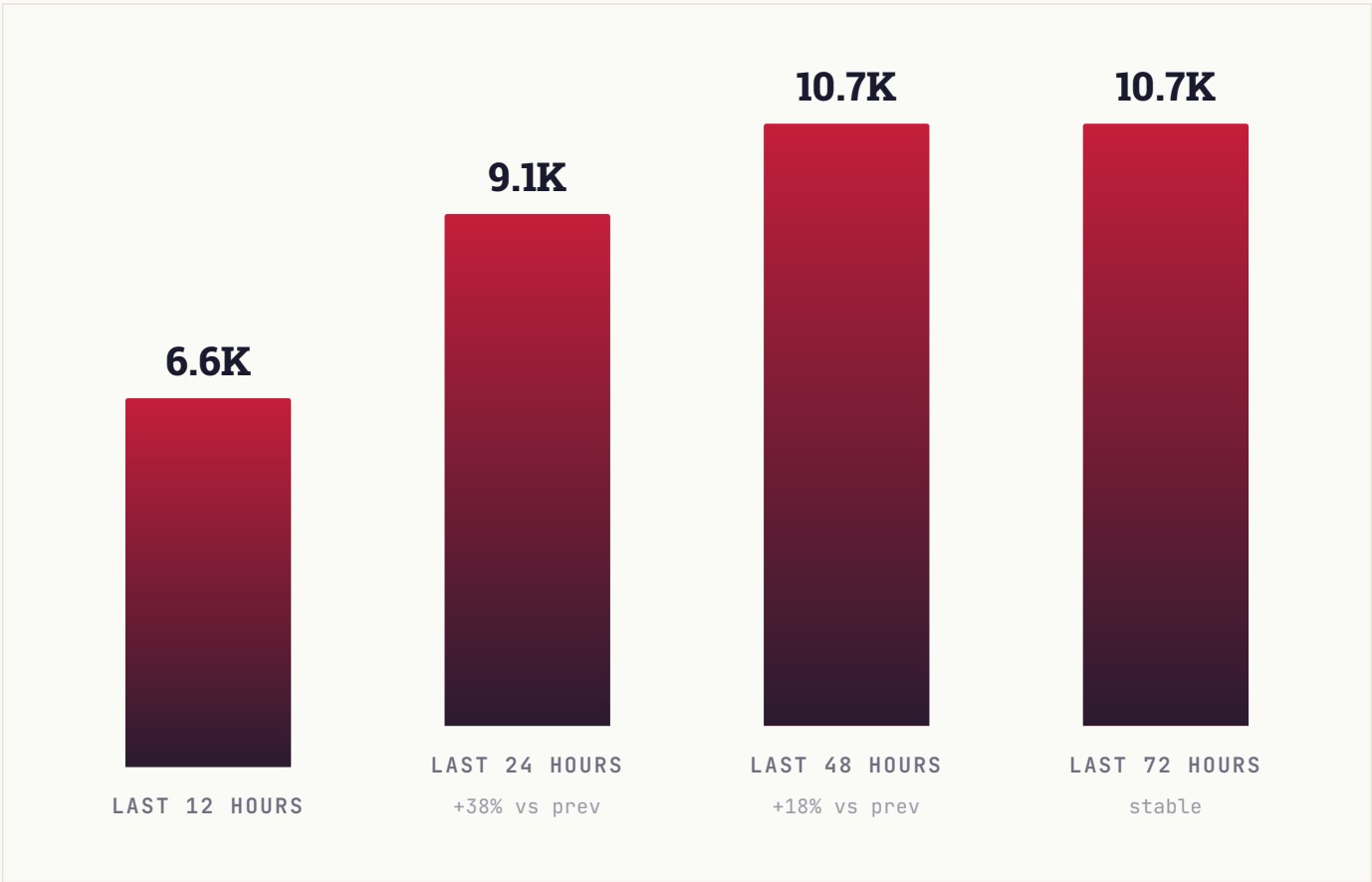
Citation index **1 248** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from 1K. All time channel was mentioned **1 781** different channels.



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 stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Highlighted your channel — shows its place among niche neighbors.

CHANNEL	SUBS
HI hitvpn_blog	4.5M
MT Trending World	3.4M
TE Technochat	3.1M
HA Hi, AI • Tech News	2.5M
NN NN	2.2M
TE Technomotel	2.2M
L- LIVE — Telegram, AI & tech	2.1M
EK Exploit	2M
CZ Digital Journal IT, Neuroseti	1.8M
ER Backdoor	1.7M
TY TECHNO: Yandex about Tech YOU	219.5K

COMPARATIVE INSIGHT

Channel in top half of niche (#49 of 100). Niche leader — hitvpn_blog (4.5M), median subs 212.8K. Aim for the top quarter — a realistic 6-12 month horizon.

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Every month we record posts in other channels that mention your channel. Over the last **6 months** such mentions were **432**, they brought **126 797** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
January 2026	46	33	0
December 2025	57	45	0
Nov 2025	69	51	11 003
Oct 2025	69	53	17 072
Sep 2025	90	67	33 123
August 2025	101	62	65 599

TOTAL MENTIONS	MONTHS IN DATA	ACQUIRED SUBS
432	6	126 797

SECTION 08 • NICHE COMPARISON

Where channel stands in its league

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

#49 /100

RANK IN NICHE

Channel in the top half of the ranking

SUBS

better than 50% of niche

median 214.3K

65.2K

219 506 – your channel

1.9M

AVG REACH / POST

better than 55% of niche

median 21.1K

2.3K

27 466 – your channel

90.6K

CITATION INDEX

better than 80% of niche

median 108

0

1 248 – your channel

2.1K

— 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

On this day at 13:00 MSK audience is most active.

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 finds 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 win.

EFFECT

+5-15% ER

04

Cross-promo with neighboring channels

Cross-post with same-segment channels quarterly. No need daily — 2-3 collabs bring 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. Want to go further — run ads with us and close your growth plan in a month.

01	Launch ads in Telegram	https://panel.promptpress.com/register
----	-------------------------------	---

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