

PROMTPRESS PUBLIC REPORT

# Channel audit

## Technomotel



@technomotel

All about tech, internet culture, trends & neural nets. Channel link:  
<https://t.me/+sx3utNGRMuVkJcy> Ads: @Alivian Suggestions:  
 @technomotelcontactbot Working with...

SUBSCRIBERS

**2 288 433**

-29107 per month

ERR (% WHO SEE  
POSTS)

**2.0%**

last 24 hrs **1.8%**

REACH/POST

**44K**

ad reach **41.1K**/24h

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SECTION 01 · CHANNEL SNAPSHOT

# Key channel metrics

Each card – a separate channel health indicator. Subtitle shows the period.

|                                                                                        |                                                                                                                                  |                                                                                                                               |                                                                                                       |
|----------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------|
| <div><div></div><div>SUBSCRIBERS</div></div> <div>2 288 433</div> <div>—</div>         | <div><div></div><div>SUBS REACH</div></div> <div>1.92%</div> <div>avg % subs see post</div>                                      | <div><div></div><div>VIEWS/POST</div></div> <div>44K</div> <div>median 44.4K · 27 days</div>                                  | <div><div></div><div>POSTS/DAY</div></div> <div>17.6</div> <div>~124 per week</div>                   |
| <div><div></div><div>7D TREND</div></div> <div>+0.3%</div> <div>vs previous week</div> | <div><div></div><div>REACTIONS/POST</div></div> <div>574.4</div> <div>total 277 995 reactions, 128 160 reposts, 0 comments</div> | <div><div></div><div>POST LENGTH</div></div> <div>302 chars</div> <div>median 265 · 27 days</div>                             | <div><div></div><div>POSTS ANALYZED</div></div> <div>484</div> <div>27 days</div>                     |
| <div><div></div><div>AD REACH</div></div> <div>41.1K</div> <div>24h avg</div>          | <div><div></div><div>CHURN / MONTH</div></div> <div>-29107</div> <div>last month</div>                                           | <div><div></div><div>CITATION RATE</div></div> <div>1 658</div> <div>citation index · 4,614 channels mentioned all time</div> | <div><div></div><div>CHANNEL AGE</div></div> <div>4 years 1 month</div> <div>created 06.05.2022</div> |

AI EDITOR SUMMARY

Channel «Technomotel» – 2 288 433 subs. Each post averages 44K people (2% of subs), reach is low – consider expanding audience. Publishes 124 posts/week (~18/day) – very active posting. For the week of Jun 22–28, reach stable (+0.3% vs week 15–21 Jun).

SECTION 02 · CONTENT ANALYSIS

# What works best

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

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on **484** posts over 27 days.
- 02 Dominant format — **Photo** (291/484 posts).
- 03 Avg post length — **302** chars (median 265).
- 04 Peak audience activity — **Tue, 23:00 MSK**.
- 05 Top posts get **2x** more views than the weakest (61K avg top vs 25.6K worst) — among 484 posts in 27 days. Analyze what top posts share: topic, format, time.

TOP 5 POSTS

|                                                                                                                                                                                                                                            |                                                                        |                                                                     |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------|---------------------------------------------------------------------|
| <div><div>Nº1</div><div>27.06 · 21:08</div><div>VIDEO</div></div> <div>Turn your site into a <b>THROUGHWAY</b> — a dev coded a widget that turns web pages into lively streets. He named the project Town...</div>                         | <div>VIEWS</div> <div>61 977</div> <div>REPOSTS</div> <div>256</div>   | <div>REACTIONS</div> <div>420</div> <div>ER</div> <div>2.7%</div>   |
| <div><div>Nº2</div><div>23.06 · 18:06</div><div>PHOTO</div></div> <div>⚡ Putin flashes 'SIX SEVEN' — funny gesture caught on camera at conference. Meme went viral 😱</div>                                                                 | <div>VIEWS</div> <div>60 987</div> <div>REPOSTS</div> <div>1 675</div> | <div>REACTIONS</div> <div>1 350</div> <div>ER</div> <div>2.7%</div> |
| <div><div>Nº3</div><div>09.06 · 20:32</div><div>PHOTO</div></div> <div>⚡ Max <b>DISAPPEARED</b> from Google Play — but there's a catch. National messenger unavailable for foreigners and VPN users, but Russians still see it in...</div> | <div>VIEWS</div> <div>59 948</div> <div>REPOSTS</div> <div>1 147</div> | <div>REACTIONS</div> <div>1 341</div> <div>ER</div> <div>2.6%</div> |

|                                                                                                                                                                                      |                                                                                                                                   |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------|
| <b>Nº4</b> 14.06 • 18:14 <b>PHOTO</b><br><b>⚡ Pop star Oliver Tree dies in plane crash – two helicopters collide in Brazil. Both aircraft fell onto a parking lot, triggering...</b> | <div>VIEWS</div> <b>59 676</b><br><div>REPOSTS</div> <b>953</b><br><div>REACTIONS</div> <b>1 637</b><br><div>ER</div> <b>2.6%</b> |
| <b>Nº5</b> 25.06 • 20:39 <b>PHOTO</b><br><b>People had to FIX robot mistakes – Ford brought back retired engineers because new automated systems made too many...</b>                | <div>VIEWS</div> <b>57 776</b><br><div>REPOSTS</div> <b>232</b><br><div>REACTIONS</div> <b>539</b><br><div>ER</div> <b>2.5%</b>   |

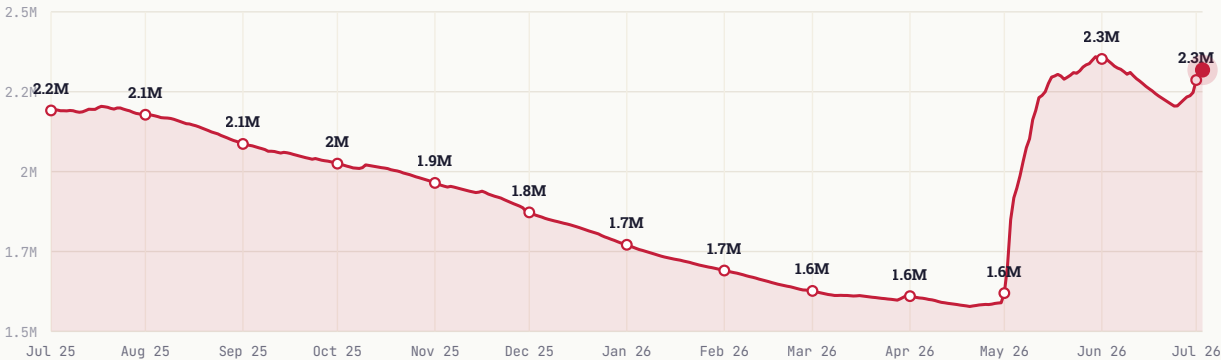
## WORST 3

|                                                                                                                                                                                     |                                                                                                                                   |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------|
| ↓ 05.06 • 21:55 <b>VIDEO</b><br><b>This is Need for Speed meets STAR WARS – new trailer for Star Wars: Galactic Racer revealed and release date announced. Miracles on turns...</b> | <div>VIEWS</div> <b>25 791</b><br><div>REPOSTS</div> <b>103</b><br><div>REACTIONS</div> <b>228</b><br><div>ER</div> <b>1.1%</b>   |
| ↓ 05.06 • 21:49 <b>VIDEO</b><br><b>⚡ GUILD WARS 3 announced – beta starts in 2027. Steam page is live: add to wishlist. Old-timers got teary-eyed 😊</b>                             | <div>VIEWS</div> <b>25 577</b><br><div>REPOSTS</div> <b>44</b><br><div>REACTIONS</div> <b>369</b><br><div>ER</div> <b>1.1%</b>    |
| ↓ 05.06 • 22:07 <b>VIDEO</b><br><b>Like 'Assassins' but with WITCHES – 1666: Amsterdam announced. From the creators of the first Assassin's Creed, players can become...</b>        | <div>VIEWS</div> <b>25 543</b><br><div>REPOSTS</div> <b>188</b><br><div>REACTIONS</div> <b>1 007</b><br><div>ER</div> <b>1.1%</b> |

SECTION 03 · SUBSCRIBER DYNAMICS

# How the channel grew over the year

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

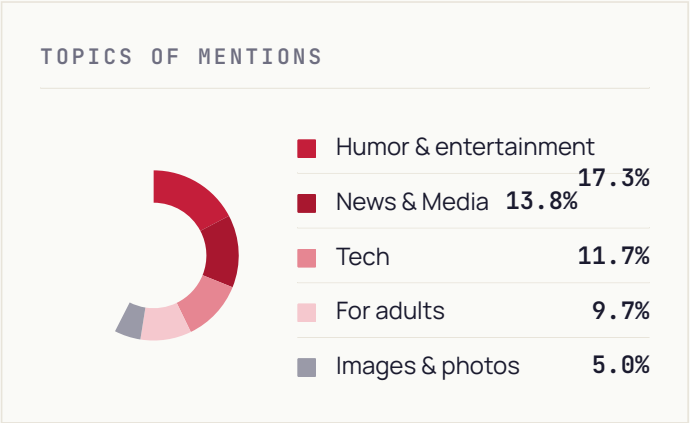
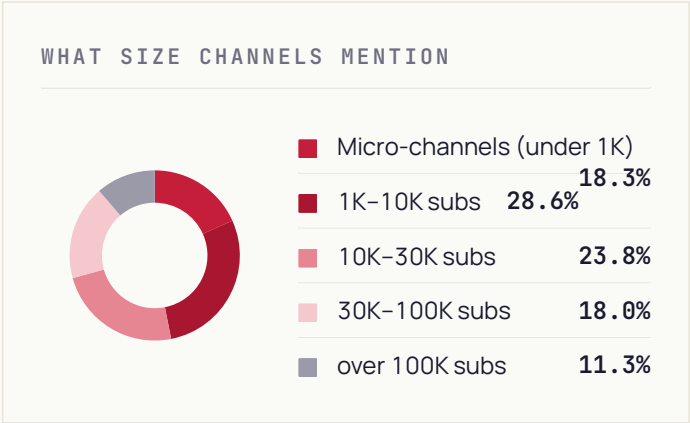
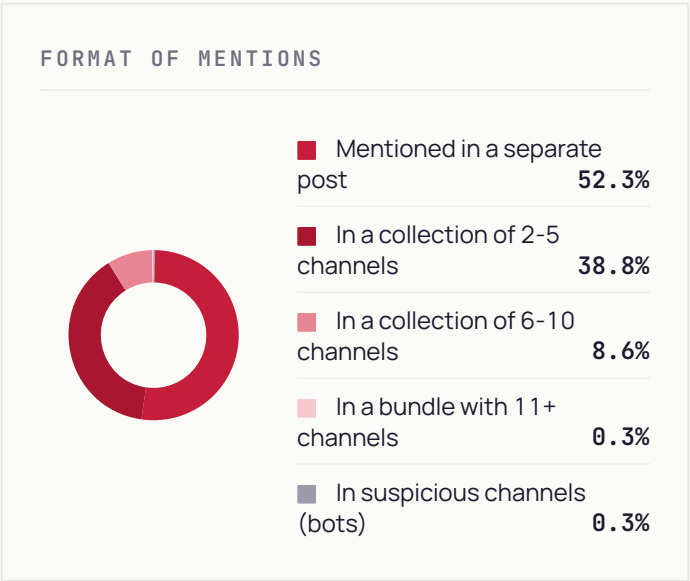
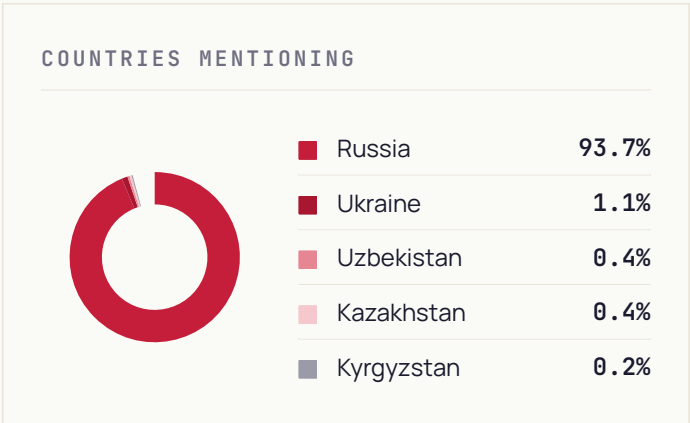


| PERIOD START | NOW       | NET GROWTH |
|--------------|-----------|------------|
| 2 160 141    | 2 288 306 | +128 165   |

SECTION 04 · CITATIONS

# Who & how mentions the channel

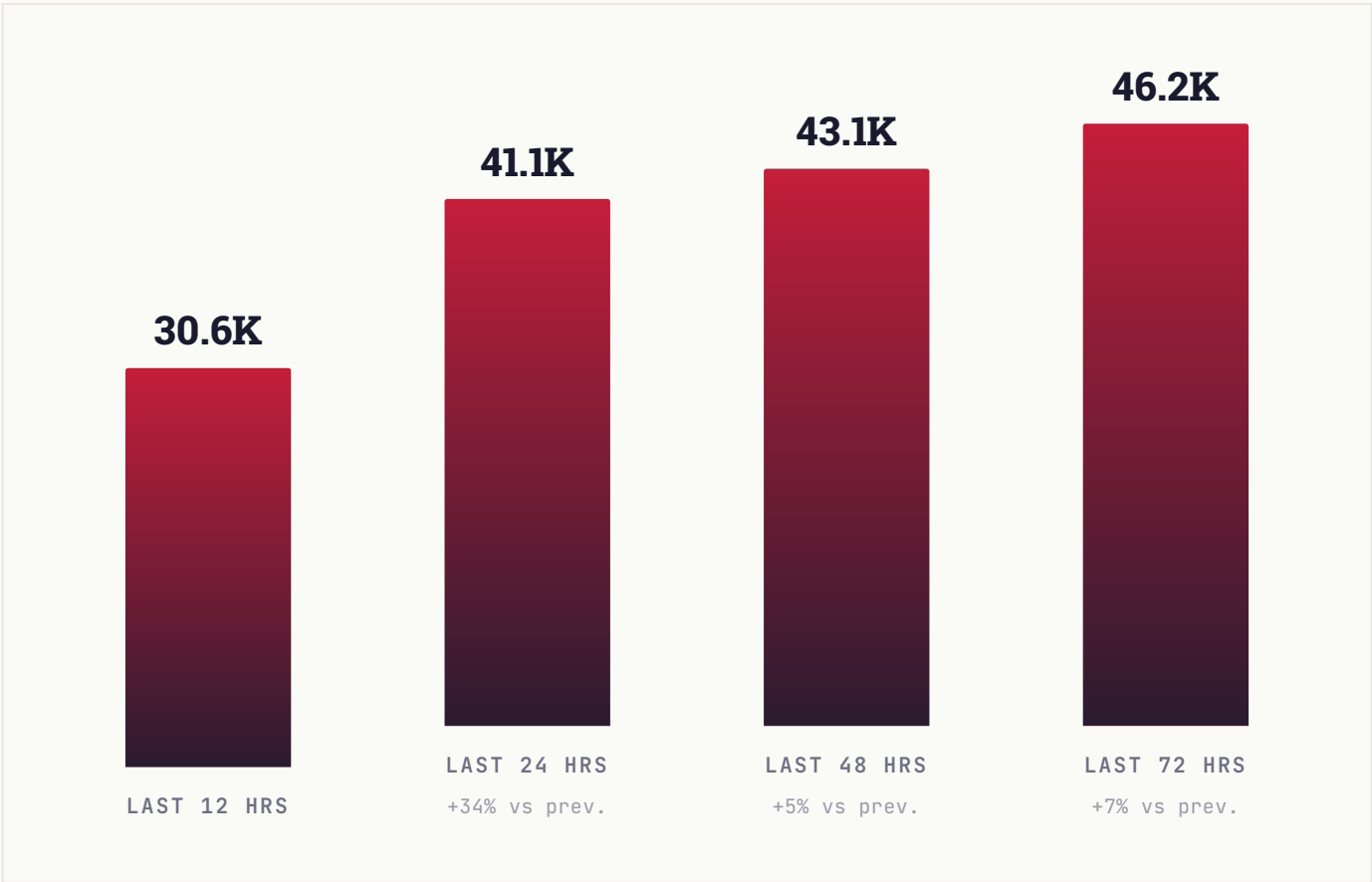
Citation index **1 658** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100k subs channel weighs more than from a 1k subs channel. All-time channel was mentioned **4 614** different channels.



SECTION 05 · AD POTENTIAL

# How long a post brings reach

Avg reach of ad post by time since publication. Helps gauge how long placement stays relevant.





SECTION 06 · COMPETITORS

# Who you compete with

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

| CHANNEL                            | SUBSCRIBERS |
|------------------------------------|-------------|
| HI hitvpn_blog                     | 4.6M        |
| MT Trends World                    | 3.4M        |
| TE TechnoChat                      | 3.1M        |
| HA Hi, AI • Tech News              | 2.5M        |
| آا اینترنت آزاد                    | 2.5M        |
| TE Technomotel YOU                 | 2.3M        |
| NN NN                              | 2.2M        |
| L- LIVE — Telegram, AI & Tech      | 2.1M        |
| EK Exploit                         | 2M          |
| PP PINK PROXY   پروکسی             | 2M          |
| CJ Digital Journal   IT, Neuroseti | 1.8M        |

COMPARATIVE CONCLUSION

Channel in niche top 10 (#6 of 100). Strong position. Niche leader — hitvpn\_blog (4.6M), room to grow to #1. Mutual exchanges with other top-10 channels as equals.

SECTION 07 · 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 were **757**, they brought **22 228** new subs.

| PERIOD         | MENTIONS | CHANNELS | BROUGHT SUBS |             |
|----------------|----------|----------|--------------|-------------|
| January 2026   | 112      | 50       | 0            | <div></div> |
| December 2025  | 198      | 85       | 0            | <div></div> |
| November 2025  | 122      | 47       | 6 311        | <div></div> |
| October 2025   | 120      | 45       | 11 206       | <div></div> |
| September 2025 | 109      | 41       | 4 711        | <div></div> |
| August 2025    | 96       | 41       | 0            | <div></div> |

|                |                |               |
|----------------|----------------|---------------|
| TOTAL MENTIONS | MONTHS OF DATA | ACQUIRED SUBS |
| 757            | 6              | 22 228        |

SECTION 08 · NICHE COMPARISON

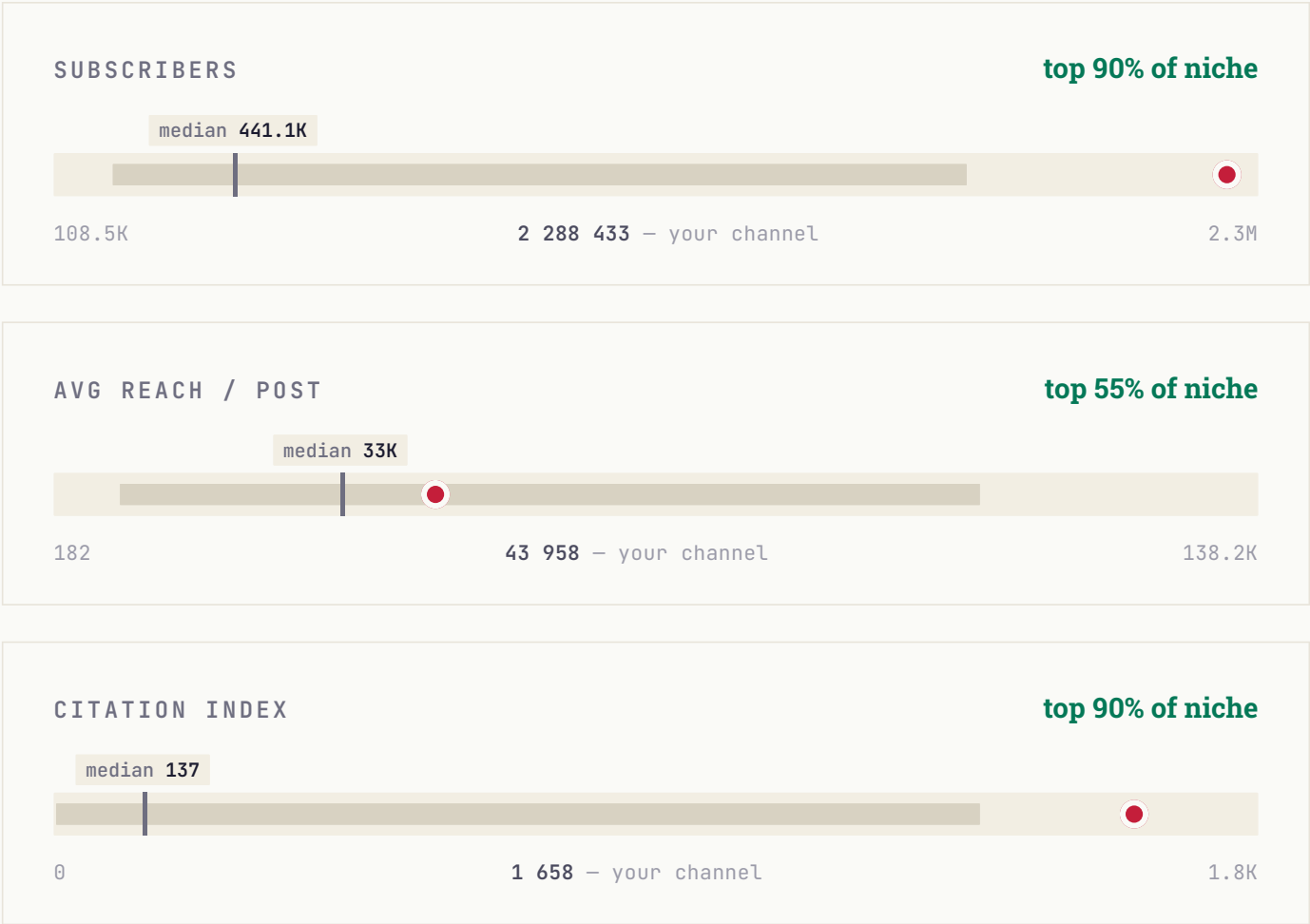
# Where channel ranks in its league

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

#6/100

RANK IN NICHE

Channel in top 6% tech Russia



## — 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 — on Tuesday**

On this day at 23:00 MSK audience is most active.

EFFECT

**Best window  
for an  
important post****02****ER below niche benchmark — rethink formats**

Current ER 1.92% vs norm 4.5%. Try polls & interactive formats.

EFFECT

**+2.6pp 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 typically 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 same-niche channels quarterly. No need daily — 2-3 collabs give relevant growth.

EFFECT

**Growth from  
relevant  
audience**

★ WHAT'S NEXT

# Want this done by **PromptPress?**

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

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

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**02 Contact manager** [t.me/PromptPress\\_manager](https://t.me/PromptPress_manager)

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