

PROMTPRESS PUBLIC REPORT

Channel audit

Trojan Horse | IT, tech



@trojan_anonym

Channel about online privacy, interesting services & your safety.
 Ads: @alfapolo Partners with @Tgpodbor_official & @Spiral_Yuri
 RKN:...

SUBS

65 420

-405 per month

ERR (% SEE POSTS)

5.0%

per day 2.3%

REACH/POST

2.6K

ad reach 1.5K/24h

— 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 mentions the channel & how

05 Ad potential

How long a post brings reach

06 Competitors

Niche neighbors · your place

07 Niche Comparison

Rank in Tech category

08 Strategy

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBS 65 420 —	 SUBSCRIBER REACH 3.99% avg % subs see post	 VIEWS/POST 2.6K median 2.7K · 29 days	 POSTS/WEEK 14.6 over period
 7D TREND -5.6% vs previous week	 REACTIONS/POST — MTPROTO only	 POST LENGTH 657 chars median 690 · 29 days	 POSTS ANALYZED 61 29 days
 AD REACH 1.5K 24h avg	 CHURN / MONTH -405 last month	 CITATION RATE 757 citation index · 543 channels mentioned all time	 CHANNEL AGE 4 years 10 months created 05.09.2021

AI EDITOR SUMMARY

Channel «Trojan Horse | IT, tech» – 65 420 subs. Each post avg views 2.6K people (4% of subs), low reach – expand audience. Publishes 15 posts/week (~2/day) – regular. Week Jun 29 – Jul 5 reach dropped -5.6% to week Jun 22–28 – analyze reasons.

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 SHARE

- 01 Analysis based on 61 posts in 29 days.
- 02 Dominant format — Photo (33/61 posts).
- 03 Avg post length — 657 chars (median 690).
- 04 Audience peak activity — Thursday, 22:00 MSK.
- 05 Top posts gather 1x more views than the weakest (3.3K avg for top vs 2.2K for worst) — among 61 posts in 29 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 09.07 · 19:03 PHOTO Comprehensive file analysis QuIcksc0pe — open-source tool for deep file inspection & malware detection...	VIEWS 3 396 REPOSTS 47	REACTIONS — ER 5.2%
Nº2 18.06 · 19:33 PHOTO We track which apps use traffic GlassWire monitors what uses internet traffic and shows all stats on...	VIEWS 3 346 REPOSTS 43	REACTIONS — ER 5.1%
Nº3 24.06 · 18:58 PHOTO Block sites to focus BlockSite automatically blocks selected sites and disables hyperlinks, showing only their...	VIEWS 3 246 REPOSTS 13	REACTIONS — ER 5.0%

Nº4 21.06 · 18:18 PHOTO Encrypting data in the cloud Boxcryptor protects data in cloud services: OneDrive, SharePoint, Dropbox, Google Drive, etc. Such services...	VIEWS 3 224 REPOSTS 42 REACTIONS — ER 4.9%
Nº5 20.06 · 19:31 PHOTO Clean your gallery like Tinder Swiper — free gallery organizer with privacy protection. Helps you organize your...	VIEWS 3 217 REPOSTS 29 REACTIONS — ER 4.9%

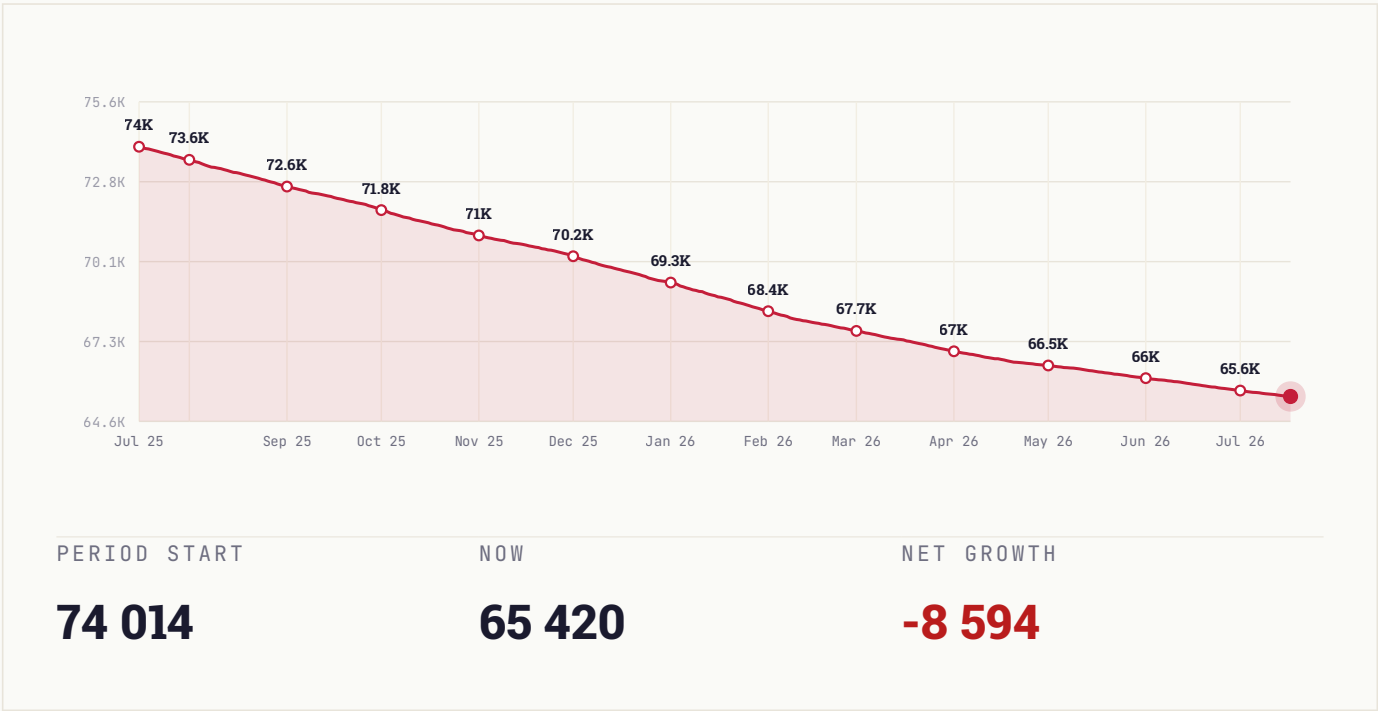
WORST 3

↓ 06.07 · 15:12 PHOTO Lock device on Android during sudden movements Accelerometer and gyroscope are needed in a phone not only to switch from portrait to...	VIEWS 2 260 REPOSTS 24 REACTIONS — ER 3.5%
↓ 13.07 · 17:46 TEXT Master neural networks for content in 3 days AI isn't about replacing people — it's about enhancing your skills & delegating routine. 80% of content...	VIEWS 2 226 REPOSTS 1 REACTIONS — ER 3.4%
↓ 06.07 · 16:23 TEXT Master AI in a few evenings — and get work done twice as fast While others spend hours on routine, you can use AI and...	VIEWS 2 219 REPOSTS 5 REACTIONS — ER 3.4%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

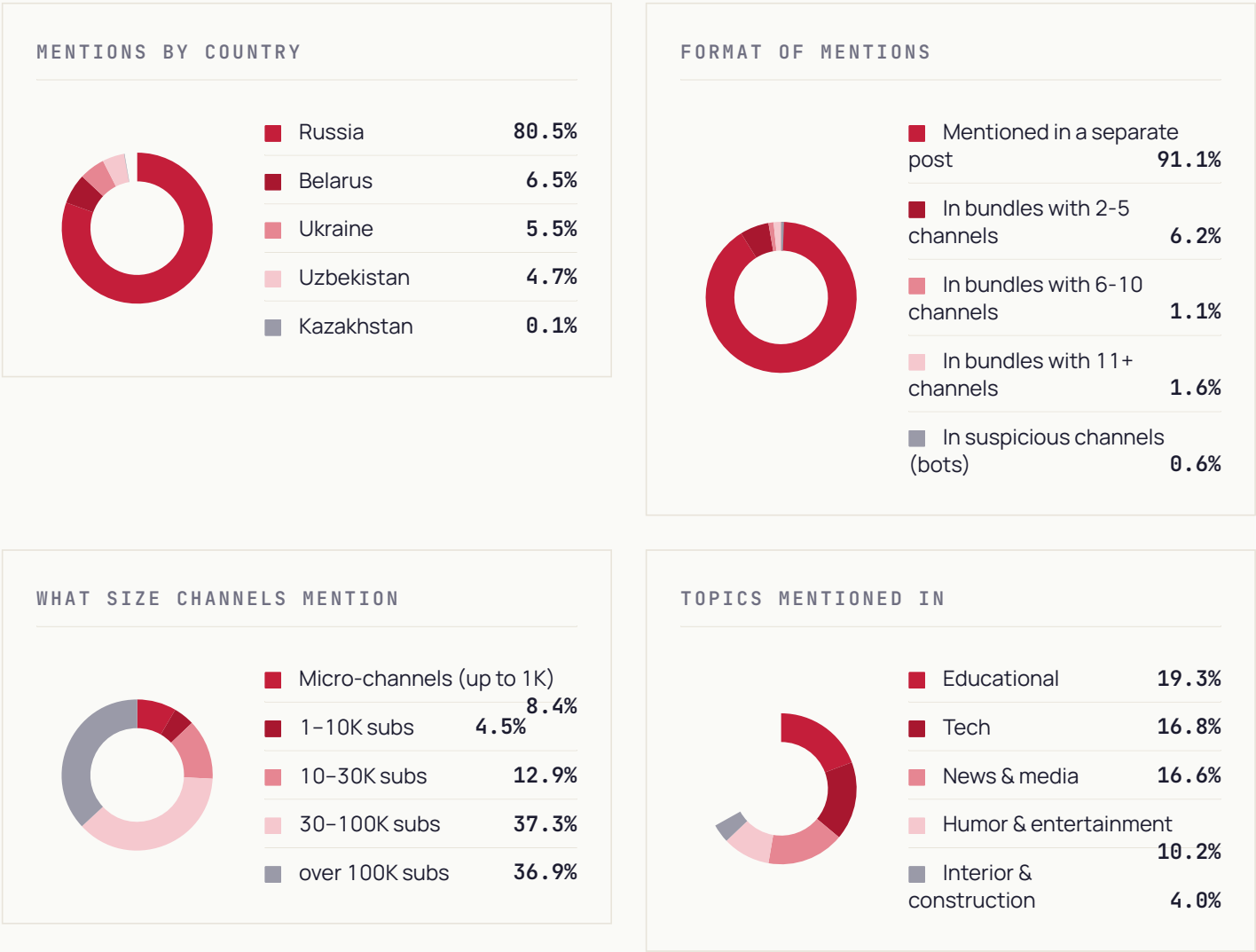
Subscriber growth chart for the year. Key months show exact subscriber count. See which months gained or lost subs.



SECTION 04 · CITATIONS

Who mentions the channel & how

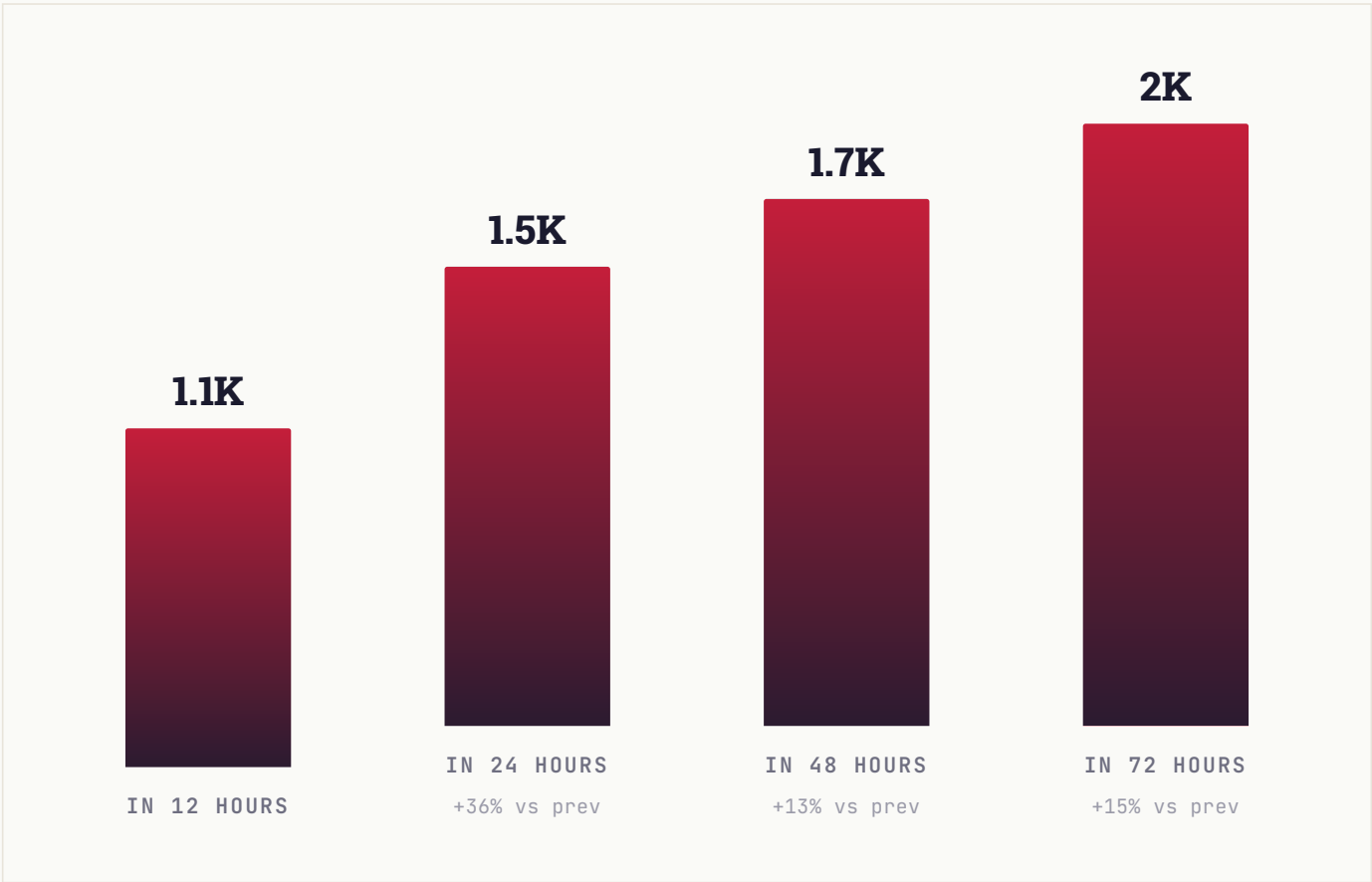
Citation index **757** — channel popularity rating based on mentions. Considers not only quantity but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time channel mentions: **543** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg ad post reach over 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. Your channel highlighted — see its rank among niche peers.

CHANNEL	SUBS
HI hitvpn_blog	4.6M
MT Trends world	3.3M
TE Technochat	3.1M
HA Hi, AI • Tech News	2.5M
اا اینترنت ژاد	2.5M
TE Technomotel	2.5M
NN NN	2.2M
EC Exploit	2.1M
PP PINK PROXY پروکسی	2M
L- LIVE — Telegram, AI & tech	2M
TC Trojan Horse IT, tech YOU	65.4K

COMPARATIVE INSIGHT

Channel is still outside niche top 100 — early growth stage. Niche leader — hitvpn_blog (4.6M), top-100 median: 455.3K. First goal — enter top-100 through systematic work on traffic and content.

SECTION 07 · NICHE COMPARISON

Where channel stands in its league

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



— SECTION 08 · STRATEGY

What to do right now

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

- 01

Main post of the week — on Thursday

Audience most active on this day & at 22:00 MSK.

EFFECT

Best window for important posts
- 02

Increase video posts share

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

EFFECT

Video retains audience better
- 03

ER below niche benchmark — rethink formats

Current ER 3.99% vs norm 4.5%. Try polls and interactive formats.

EFFECT

+0.5pp ER
- 04

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
- 05

Test polls and interactive formats

Posts with polls/reactions usually boost ER by +5-15%.
One poll per week on a hot topic — easy growth lever.

EFFECT

+5-15% ER

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in minutes from public data. Want more? Run ads through 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
