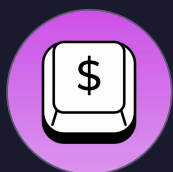


PROMTPRESS PUBLIC REPORT

Channel Audit

Colleagues, there's an update



@upd_kollegi

About AI, tech & internet RKN registration: <https://gosuslugi.ru/snet/6a15a74fc3108176dedd758f> Collaboration: @kkkaq_q

SUBSCRIBERS

482 597

-13258 per month

ERR (% SEE POSTS)

2.0%

per day 1.4%

REACH/POST

9.7K

ad reach 7K/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 and how mentions the channel

05 Ad potential

How long a post generates reach

06 Competitors

Niche neighbors · your place

07 Mention dynamics

2 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.

 SUBSCRIBERS 482 597 —	 SUB REACH 2.02% avg % of subs see post	 VIEWS/POST 9.7K median 8.6K · 29 days	 POSTS/DAY 11.4 ~80 per week
 7D TREND -19.0% vs prev week	 REACTIONS/POST 204.8 total 69,227 reactions, 17,872 reposts, 0 comments	 POST LENGTH 279 chars median 265 · 29 days	 POSTS ANALYZED 338 29 days
 AD REACH 7K 24h avg	 CHURN / MONTH -13258 last month	 CITATION RATE 7 citation index · 73 channels mentioned all time	 CHANNEL AGE 6 months 15 days created 17.12.2025

AI EDITOR SUMMARY

Channel «Colleagues, there's an update» — 482 597 subs. Each post averages 9.7K people (2% of subs), reach is low — consider expanding audience. Publishes 80 posts per week (~11/day) — very active posting. For week 15–21 Jun reach dropped -19.0% by week 8–14 Jun — worth analyzing why.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement & outliers – to see what to repeat & what to drop.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **338** posts in 29 days.
- 02 Dominant format – **Photo** (267/338 posts).
- 03 Avg post length – **279** chars (median 265).
- 04 Peak audience activity – **Tuesday**, 12:00 MSK.
- 05 Top posts get **20x** more views than the weakest (122.9K avg top vs 6.2K worst) – among 338 posts in 29 days. Analyze what top shares: topic, format, timing.

TOP 5 POSTS

Nº1 23.06 · 09:00 PHOTO BIG GIVEAWAY FOR SUBS 🎁 30 winners, choose a prize or cash! Prize pool: ⭐1st place – Playstation 5...	VIEWS 334 249 REPOSTS 506	REACTIONS 709 ER 69.3%
Nº2 23.06 · 08:20 PHOTO 😎 Virtual rooms for friends coming to Discord New feature lets you seat friends in spots and...	VIEWS 18 420 REPOSTS 30	REACTIONS 137 ER 3.8%
Nº3 23.06 · 07:36 PHOTO ! Twitch stopped working in Russia Users massively complain they can't watch streams without VPN. Likely cause – blocking...	VIEWS 15 960 REPOSTS 27	REACTIONS 197 ER 3.3%

Nº4

23.06 · 07:25

PHOTO

⚡

Missile danger declared in Moscow region Residents advised to take shelter in buildings or underground parking. Also possible...

VIEWS

15 583

REACTIONS

141

REPOSTS

39

ER

3.2%

Nº5

04.06 · 19:14

PHOTO

!

MAH permanently bans girl for saying 'thanks' She replied to birthday wishes; gov messenger flagged it...

VIEWS

15 073

REACTIONS

691

REPOSTS

209

ER

3.1%

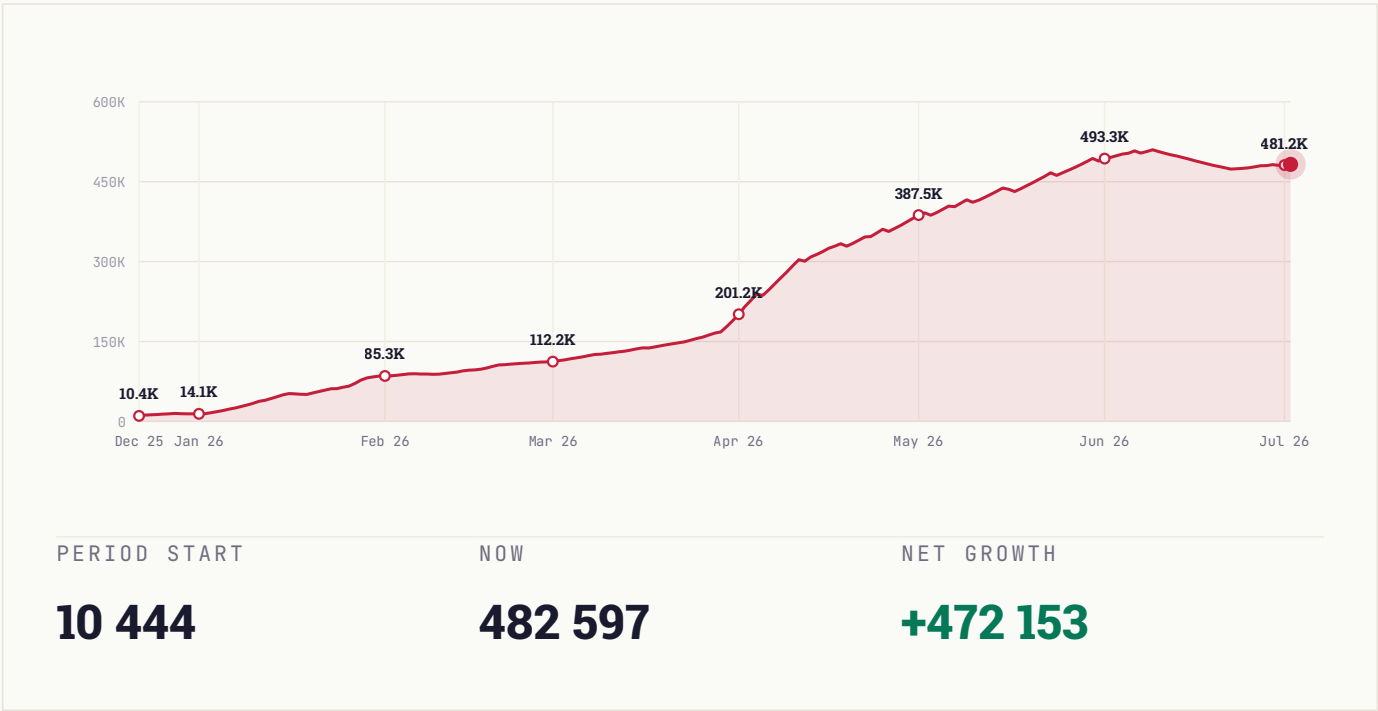
WORST 3

↓ 19.06 · 08:51 PHOTO ⚽ AI bot Grok found main reason for Portugal football team's failures Grok was asked to remove a person from a photo who...	VIEWS 6 373 REACTIONS 174 REPOSTS 29 ER 1.3%
↓ 17.06 · 10:57 VIDEO ! 'Shrek 5' trailer out in Russian dub Shrek keeps his legendary voice — Alexey Kogan returns as the lead. The vibe...	VIEWS 6 108 REACTIONS 147 REPOSTS 60 ER 1.3%
↓ 17.06 · 12:25 PHOTO 💣 ChatGPT losing ground — LLM market share dips below 50% for first time Users are switching to other LLMs...	VIEWS 6 058 REACTIONS 126 REPOSTS 13 ER 1.3%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

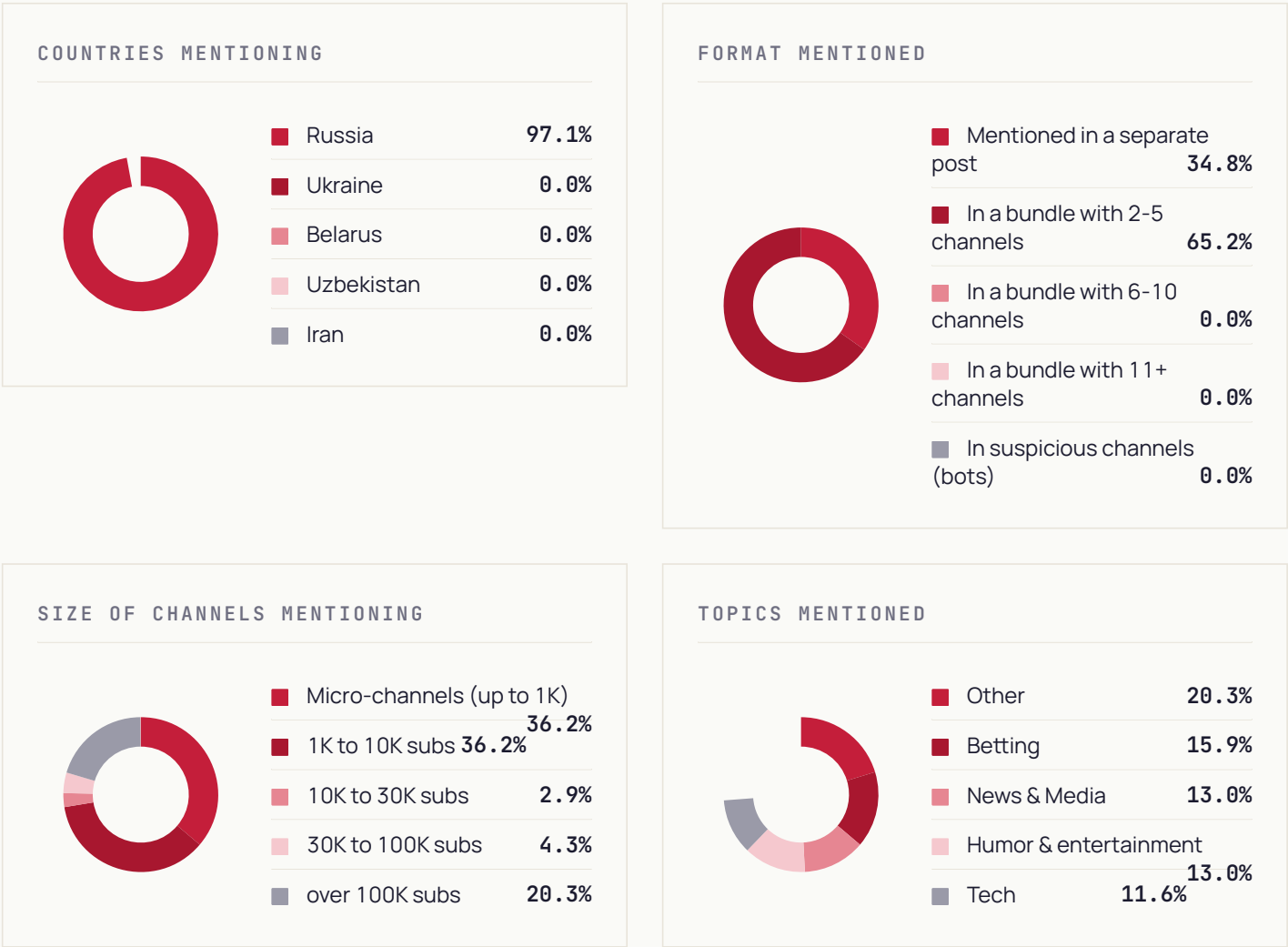
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel grew and which it lost subs.



SECTION 04 · MENTIONS

Who and how mentions the channel

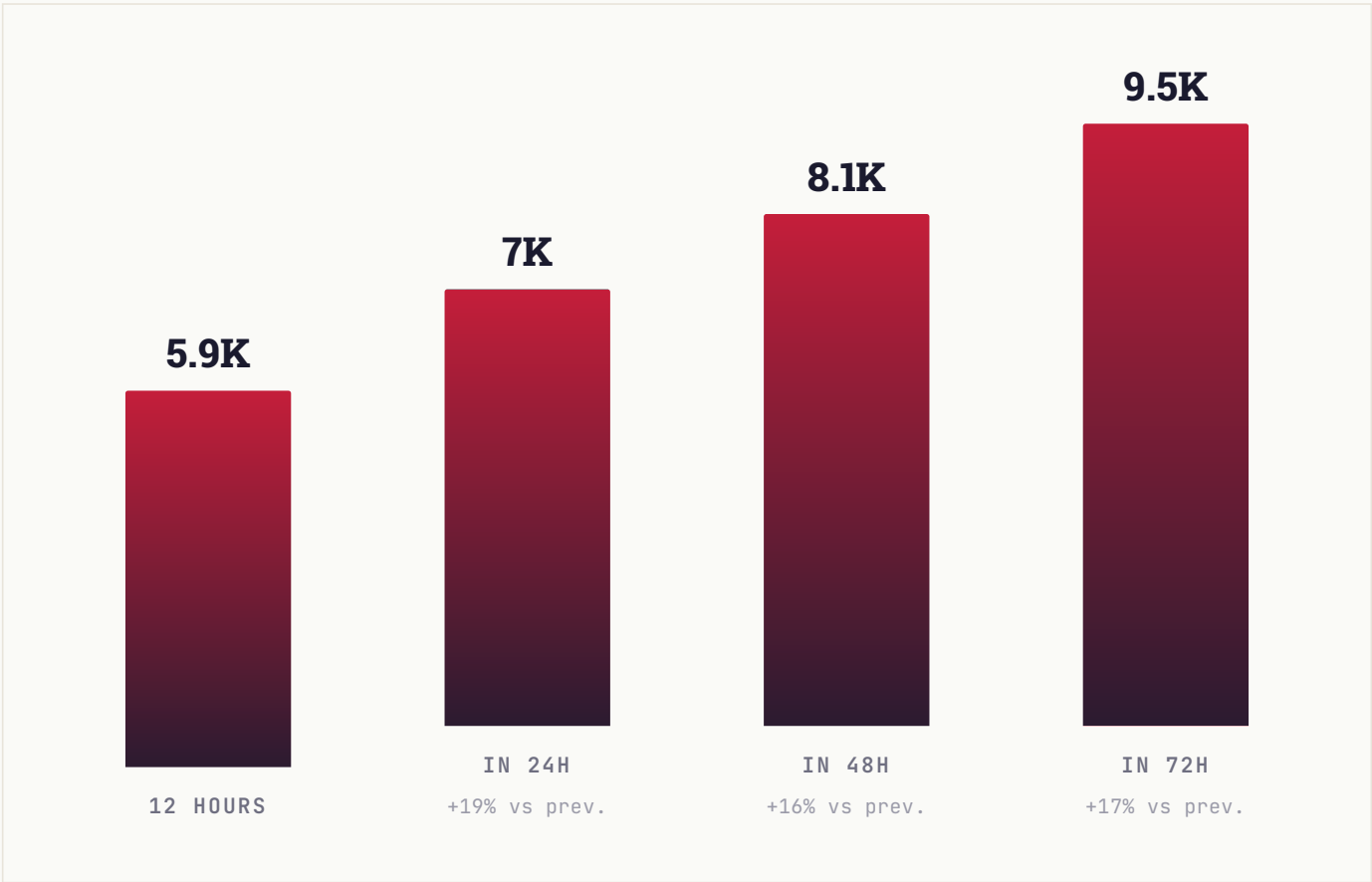
Citation index 7 – channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned 73 different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

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



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
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
EC Exploit	2M
CJ Digital Journal IT, Neuroseti	1.8M
BE Backdoor	1.7M
KE Colleagues, there's an update YOU	482.6K

COMPARATIVE INSIGHT

Channel in top half of niche (#30 of 100). Niche leader — hitvpn_blog (4.5M), median subs 212.8K. Aim for the top quartile — 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 **2 months** such mentions were **0**, they brought **77 226** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	0	0	72 706
December 2025	0	0	4 520

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS
0	2	77 226

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 shows the range for 80% of niche channels (p10 to p90). Black vertical line is median. Red dot is your channel.

#30

/100

RANK IN NICHE

Channel in the top half of the ranking

SUBSCRIBERS

better than 58% of niche

median 214.3K

65.2K

482 597 – your channel

1.9M

AVG REACH / POST

54% below median

median 21.1K

2.3K

9 739 – your channel

90.6K

CITATION INDEX

94% below median

median 108

0

7 – your channel

2.1K

— SECTION 09 · STRATEGY

What to do right now

5 priority actions ranked by expected impact. Check off and revisit next month.

- 01

Top post of the week — on Tuesday
 Audience is most active on this day at 12:00 MSK.

EFFECT
Best window for an important post
- 02

ER below niche benchmark — rethink formats
 Current ER 2.02% vs norm 4.5%. Try polls & interactive formats.

EFFECT
+2.5pp ER
- 03

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
- 04

Test polls & interactive formats
 Posts with polls/reactions typically boost ER by 5-15%. One weekly poll on a hot topic is an easy win.

EFFECT
+5-15% ER
- 05

Cross-promo with neighboring channels
 Swap posts quarterly with same-segment channels. 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 from public data. Want to go further? Run ads with us & hit your growth plan in a month.

01

Launch Telegram ad

<https://panel.promptpress.com/register>

02

Contact manager

t.me/PromptPress_manager
