

PUBLIC PROMTPRESS REPORT

Channel audit

Vokrugtekhno | @Hi-Tech



@vokrugtech

Official channel of Hi-Tech Mail media. Registered with RKN: <https://www.gosuslugi.ru/snet/6792d523509aba5652133632> Chat: https://t.me/+KoZ1_kkLrZViNWl6 Contact admins:...

SUBSCRIBERS

24 476

+12577 per month

ERR (% SEE POSTS)

3.0%

in 24h **1.6%**

REACH/POST

566

ad reach **391**/24h

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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 24 476 —	 SUBS REACH 2.31% avg % subs see post	 VIEWS/POST 566 median 565 · 29 days	 POSTS/WEEK 40.5 for the period
 7D TREND -8.4% vs prev week	 REACTIONS/POST 4.7 total 803 reactions, 806 reposts, 68 comments	 POST LENGTH 600 chars median 610 · 29 days	 POSTS ANALYZED 170 29 days
 AD REACH 391 24h avg	 CHURN / MONTH +12577 last month	 CITATION RATE 44 citation index · 182 channels mentioned all time	 CHANNEL AGE 4 years 8 months created 09.11.2021

AI EDITOR SUMMARY

Channel «Vokrugtekhno | @Hi-Tech» – 24 476 subs. Avg views per post: 566 people (2% of subs), reach is low – consider expanding audience. Publishes 40 posts per week (~6/day) – active posting. For week Jun 29 – Jul 5 reach dropped by -8.4% to week 22–28 Jun – worth analyzing reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and outsiders – to see what to repeat and what to drop.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 170 posts over 29 days.
- 02 Dominant format – Photo (117/170 posts).
- 03 Avg post length – 600 chars (median 610).
- 04 Peak audience activity – Tuesday, 10:00 MSK.
- 05 Top posts get 2× more views than the weakest (1K avg for top vs 455 for bottom) – among 170 posts in 29 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 07.07 · 07:27 PHOTO  French unveil mobile pods for doomsday – Momentum LifePods Forget classic underground bunkers that need...	VIEWS 1 373 REPOSTS 21	REACTIONS 2 ER 5.6%
Nº2 15.06 · 07:00 PHOTO  June 15, 2011: Google Chrome OS launched Google's OS stood out for its absolute minimalism...	VIEWS 846 REPOSTS 3	REACTIONS 5 ER 3.5%
Nº3 15.06 · 08:34 VIDEO  Engineer & blogger Warped Perception turned an e-scooter into a jet-powered racer For his crazy experiment he...	VIEWS 838 REPOSTS 8	REACTIONS 2 ER 3.4%

Nº4 14.06 · 16:41 VIDEO 🔥 Fluff-suckers, Kanevsky in South Korea & more: top 5 memes of the week The internet keeps serving up new jokes...	VIEWS 815 REPOSTS 4	REACTIONS 13 ER 3.3%
Nº5 15.06 · 09:00 TEXT 🎉 Giveaway ended! 🏆 Winners: 1. @tomNaKolese 🔍 Check results	VIEWS 784 REPOSTS 2	REACTIONS 17 ER 3.2%

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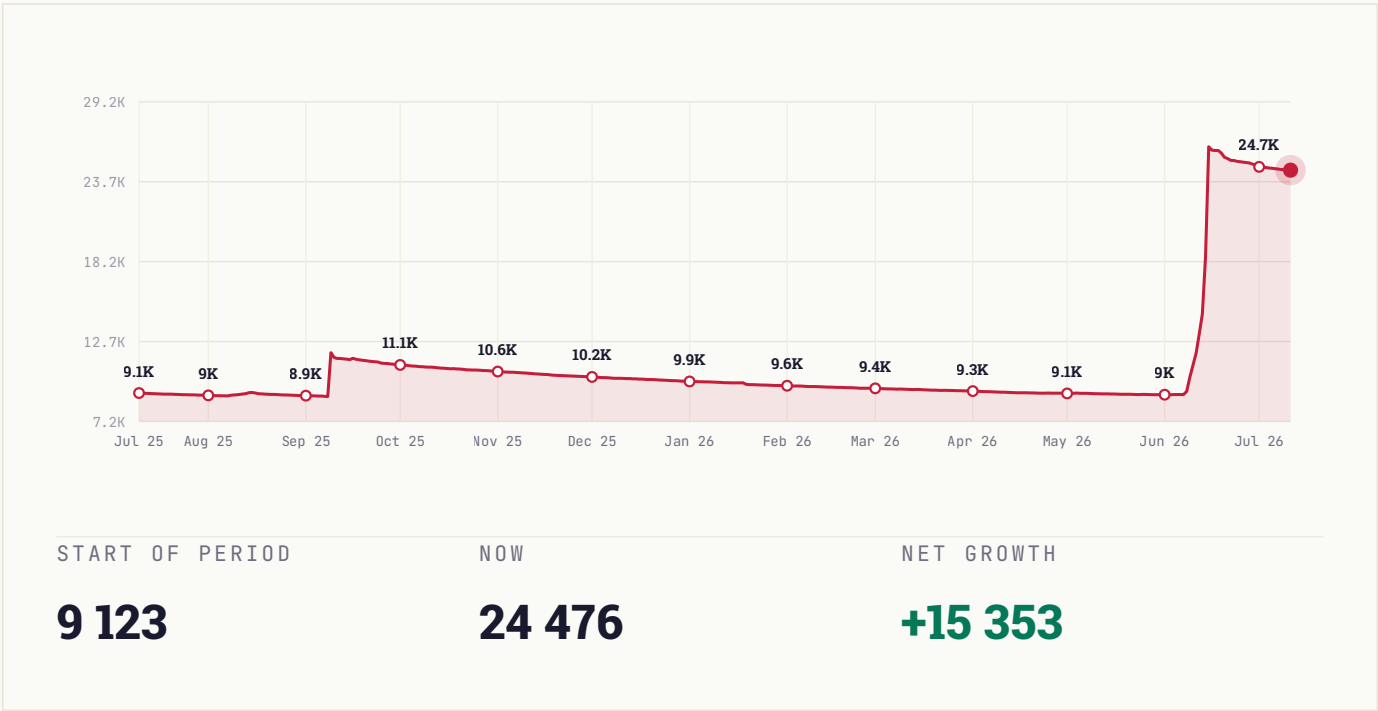
WORST 3

↓ 02.07 · 08:32 VIDEO 🛸 They really believe in aliens: the vibe in Roswell, USA If you ever find yourself in New Mexico, you'll definitely...	VIEWS 472 REPOSTS 2	REACTIONS 4 ER 1.9%
↓ 07.07 · 08:42 PHOTO 🚁 New APD-13 aircraft engine for civilian drones shown at Innoprom Developed by UEC (part of Rostec), it has already passed...	VIEWS 453 REPOSTS 3	REACTIONS 2 ER 1.9%
↓ 07.07 · 11:41 PHOTO 📱 Nothing Phone (4b) unveiled: pricey 'budget' phone with odd positioning Nothing dropped a new smartphone that...	VIEWS 442 REPOSTS 1	REACTIONS 2 ER 1.8%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

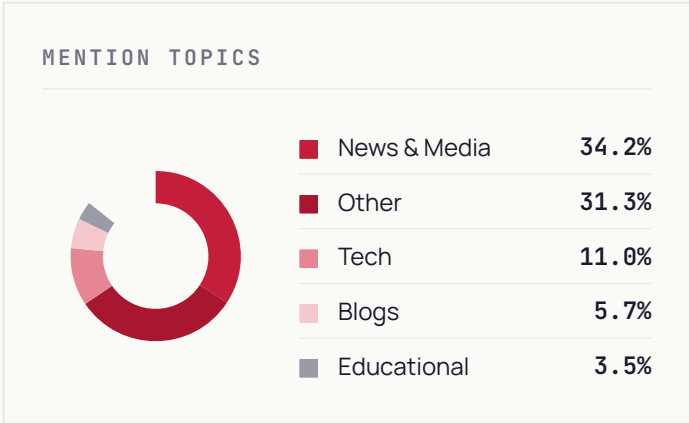
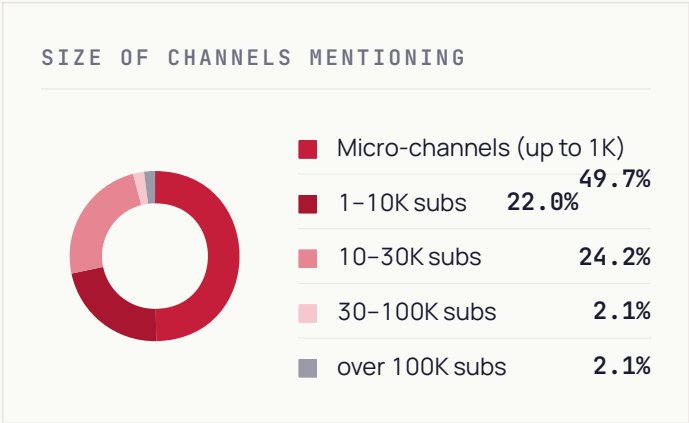
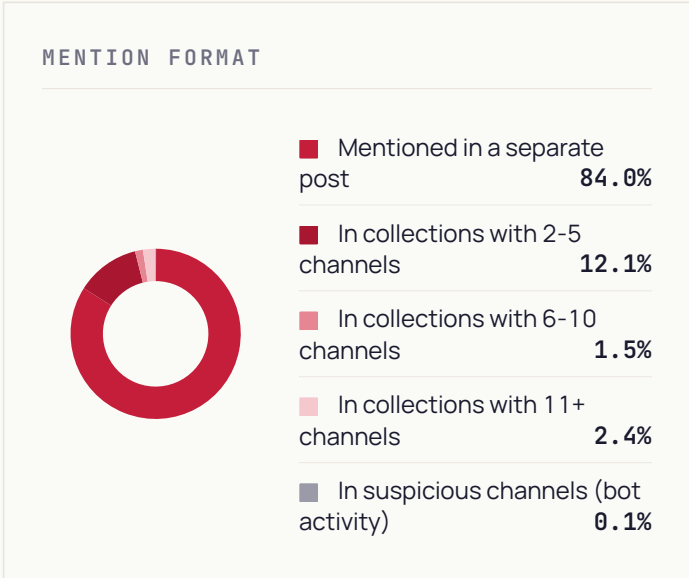
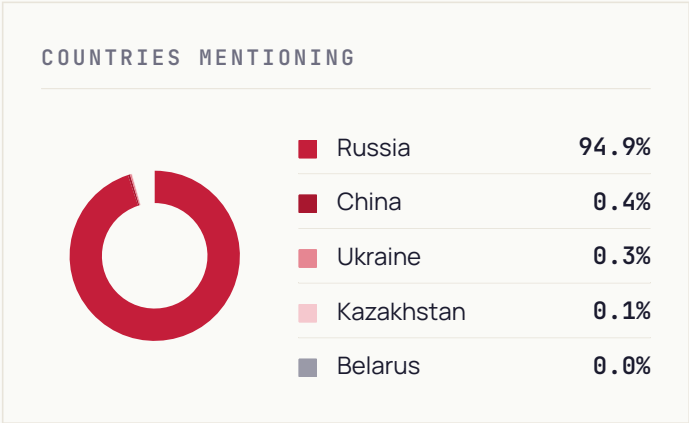
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · CITATIONS

Who mentions the channel and how

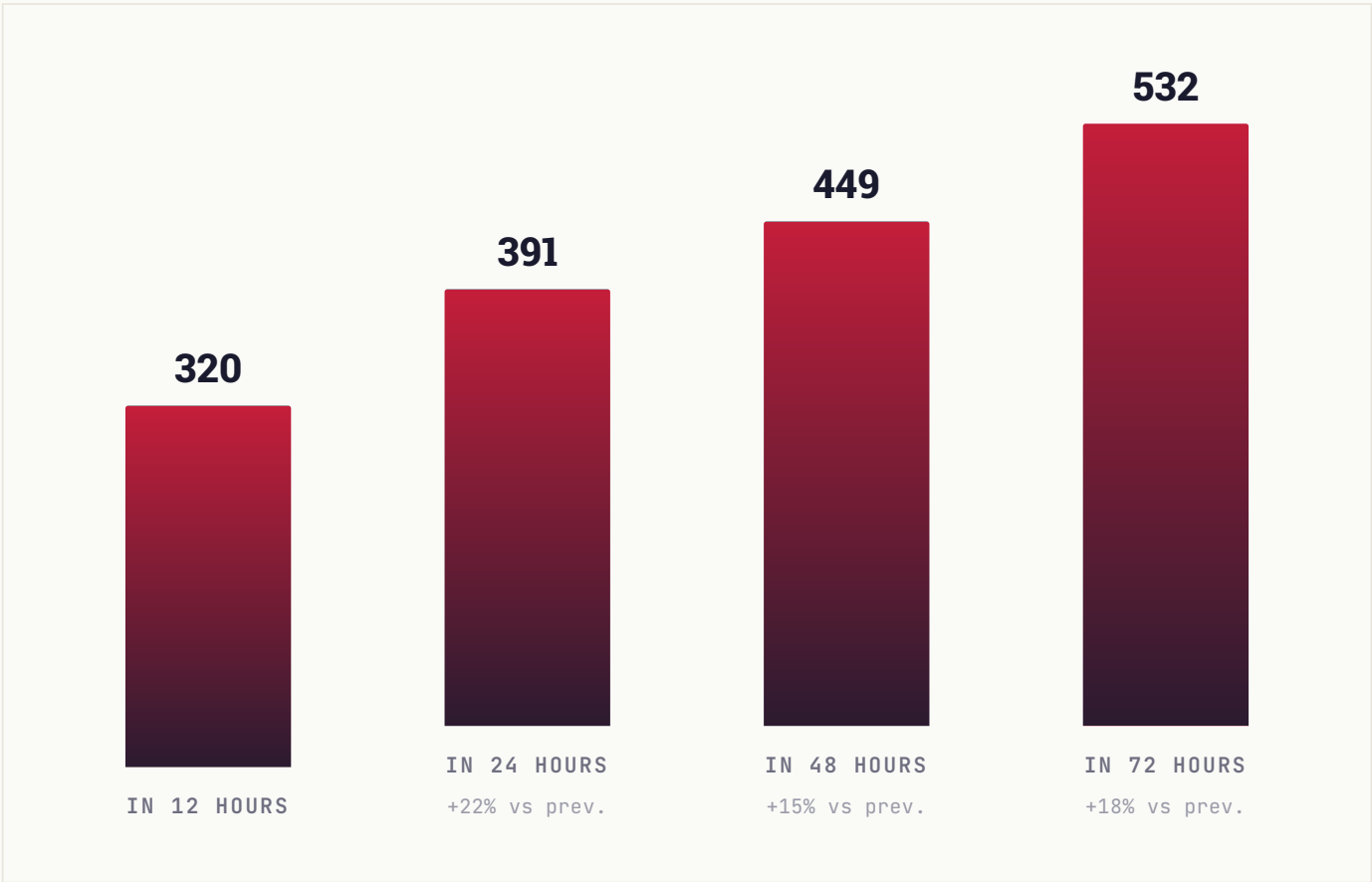
Citation index **44** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100k subs channel weighs more than from 1k. All-time mentions: **182** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg ad post reach over time since publication. Helps gauge 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	SUBSCRIBERS
اخبار فوری خبر فوری جنگ امریکا فوری	6M
خبر فوری اخبار فوری جنگ فوری امریکا	4.7M
خبر فوری	4.5M
کانال اخبار فوری خبر فوری	4.4M
PE Live • News	4.1M
TL Topor Live	4.1M
M• Moskvach • Moscow News	3.8M
M- Moscow is interesting	3.4M
PM First Moscow	3.2M
TP Труха ⚡ Україна	3.1M
In Vokrugtekhno @Hi-Tech YOU	24.5K

COMPARATIVE INSIGHT

Channel not yet outside top-97 of niche — early growth stage. Niche leader — اخبار فوری خبر فوری جنگ امریکا فوری (6M), top-97 median: 1.3M. First goal — enter top-97 via systematic traffic & content work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we track posts in other channels that mention your channel. Over the last **6 months** such mentions were **56**, they brought **3 345** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
Jan 2026	7	5	1	
December 2025	6	6	0	
Nov 2025	9	4	0	
Oct 2025	4	2	1	
Sep 2025	15	10	3 106	
August 2025	15	8	237	

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS
56	6	3 345

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

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



— 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

Audience is most active on this day at 10:00 MSK.

EFFECT

Best window for an important post
- 02

ER below niche benchmark — rethink formats

Current ER 2.31% vs norm 5.5%. Try polls & interactive formats.

EFFECT

+3.2pp 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 weekly poll on a hot topic — easy win.

EFFECT

+5-15% ER
- 05

Cross-promo with neighboring channels

Swap posts quarterly with channels in the same segment. No need daily — 2-3 collabs give 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 hit your growth plan in a month.

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

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