

PROMTPRESS PUBLIC REPORT

# Channel audit

## XOR



@xor\_journal

A magazine about programming and tech. Here you'll find the most interesting and fresh from the IT world. Editorial: @xorjournal\_bot  
Partnerships: @todaycast RKN: <https://clck.ru/3FjUWa> #HWDBX

SUBSCRIBERS

**161 048**

-2476 per month

ERR (% SEE POSTS)

**11.0%**

in 24 hrs **8.0%**

REACH/POST

**17.4K**

ad reach **12.9K**/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.

|                                                                                                                                                    |                                                                                                                                                                                                |                                                                                                                                                                                           |                                                                                                                                                                         |
|----------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <div> SUBSCRIBERS</div> <div>161 048</div> <div>—</div>           | <div> SUBS REACH</div> <div>10.8%</div> <div>avg % subs see post</div>                                        | <div> VIEWS/POST</div> <div>17.4K</div> <div>median 16.2K · 29 days</div>                                | <div> POSTS/WEEK</div> <div>43.1</div> <div>for the period</div>                     |
| <div> 7D TREND</div> <div>-0.1%</div> <div>vs previous week</div> | <div> REACTIONS/POST</div> <div>182.2</div> <div>total 33,516 reactions, 64,245 reposts, 2,121 comments</div> | <div> POST LENGTH</div> <div>406 chars</div> <div>median 392 · 29 days</div>                             | <div> POSTS ANALYZED</div> <div>184</div> <div>29 days</div>                         |
| <div> AD REACH</div> <div>12.9K</div> <div>24h avg</div>        | <div> CHURN / MONTH</div> <div>-2476</div> <div>last month</div>                                            | <div> CITATION RATE</div> <div>210</div> <div>citation index · 1 014 channels mentioned all time</div> | <div> CHANNEL AGE</div> <div>3 years 10 months</div> <div>created 29.08.2022</div> |

AI EDITOR SUMMARY

Channel «XOR» — 161 048 subs. Avg views per post: 17.4K people (11% of subs), reach is low — consider expanding audience. Publishes 43 posts/week (~6/day) — active posting. Week of Jun 15–21 reach stable (-0.1% vs week Jun 8–14).

SECTION 02 · CONTENT ANALYSIS

# What works best

Top posts by engagement and laggards – to see what to repeat and what to drop from rotation.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **184** posts in 29 days.
- 02 Dominant format – **Photo** (133/184 posts).
- 03 Avg post length – **406** chars (median 392).
- 04 Peak audience activity – **Sunday**, 12:00 MSK.
- 05 Top posts get **4×** more views than the weakest (42.2K avg for top vs 11.3K for worst) – among 184 posts in 29 days. Worth analyzing what the top has in common: topic, format, publish time.

TOP 5 POSTS

|                                                                                                                                                                                                                    |                                                                        |                                                                    |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------|--------------------------------------------------------------------|
| <div><div>Nº1</div><div>25.06 · 08:11</div><div>PHOTO</div></div> <div>⚡ VK apps unexpectedly removed from Russian App Store. 4 apps gone: Music, Messenger, Video, and Zen. Not only...</div>                     | <div>VIEWS</div> <div>45 082</div> <div>REPOSTS</div> <div>545</div>   | <div>REACTIONS</div> <div>295</div> <div>ER</div> <div>28.0%</div> |
| <div><div>Nº2</div><div>15.06 · 10:08</div><div>VIDEO</div></div> <div>Crazy – Gosuslugi redirects users to a casino site 🤖 We checked – some service links actually lead straight to bookmakers...</div>          | <div>VIEWS</div> <div>40 889</div> <div>REPOSTS</div> <div>1 376</div> | <div>REACTIONS</div> <div>365</div> <div>ER</div> <div>25.4%</div> |
| <div><div>Nº3</div><div>09.06 · 21:02</div><div>PHOTO</div></div> <div>Mythos 5 kills competitors, breaks rules and pretends to be human – the tech report reveals many interesting details about the new...</div> | <div>VIEWS</div> <div>40 542</div> <div>REPOSTS</div> <div>969</div>   | <div>REACTIONS</div> <div>276</div> <div>ER</div> <div>25.2%</div> |

**Nº4** 18.06 • 14:59 **PHOTO**

Useful for engineers: we brought GenCAD — an open-source model from MIT that turns images into editable CAD models. 🤖 Upload...

VIEWS  
**39 955**

REACTIONS  
**62**

REPOSTS  
**1 361**

ER  
**24.8%**

**Nº5** 14.06 • 21:15 **PHOTO**

Story of the day: audit firm KPMG retracted its report on the benefits of agentic AI — turns out it was hallucinated by AI 😊 GPTZero...

VIEWS  
**38 784**

REACTIONS  
**230**

REPOSTS  
**439**

ER  
**24.1%**

## WORST 3

↓ 08.06 • 16:23 **PHOTO**

RKN started an unprecedentedly harsh VPN crackdown — services complain of outages not only due to TSPU but also DDoS attacks on their...

VIEWS  
**12 859**

REACTIONS  
**246**

REPOSTS  
**480**

ER  
**8.0%**

↓ 03.06 • 18:40 **PHOTO**

⚡⚡⚡ MAX removed from App Store — link from official site shows error, app not found in search. Days until...

VIEWS  
**11 162**

REACTIONS  
**391**

REPOSTS  
**201**

ER  
**6.9%**

↓ 03.06 • 19:30 **PHOTO**

We're launching «Cortex» — an AI that can tell fact from retelling New AI architecture analyzes meanings: finds connections between...

VIEWS  
**10 016**

REACTIONS  
**42**

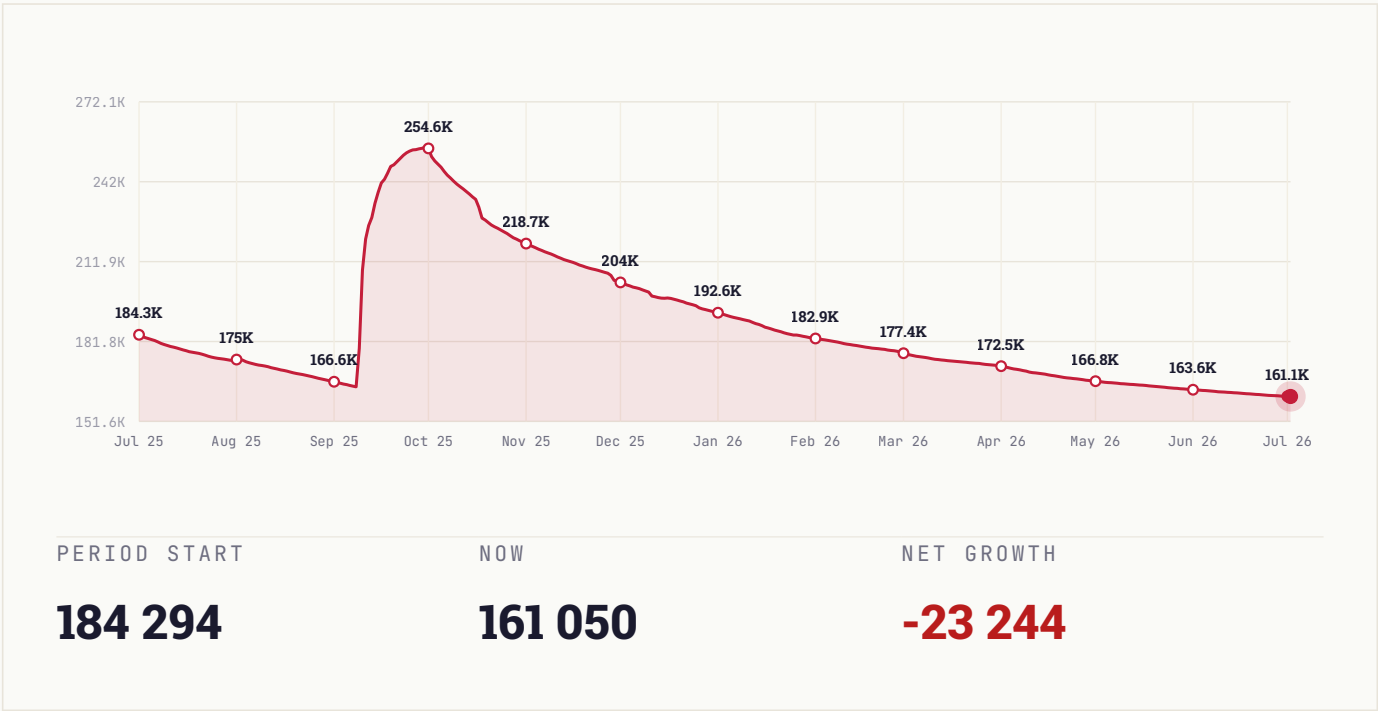
REPOSTS  
**22**

ER  
**6.2%**

SECTION 03 · SUBSCRIBER DYNAMICS

# How the channel grew over the year

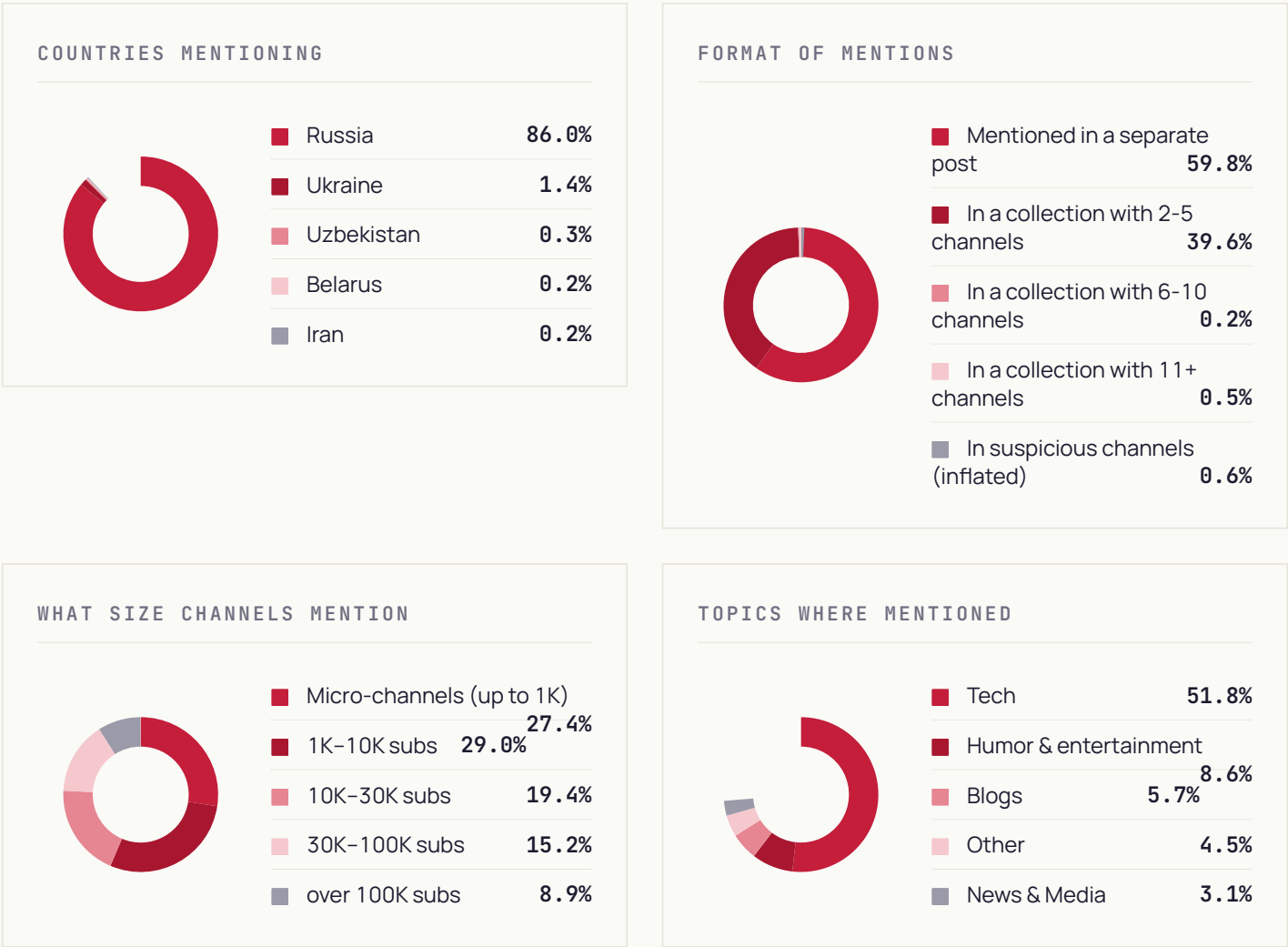
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained and which it lost subs.



SECTION 04 · CITATIONS

# Who mentions the channel and how

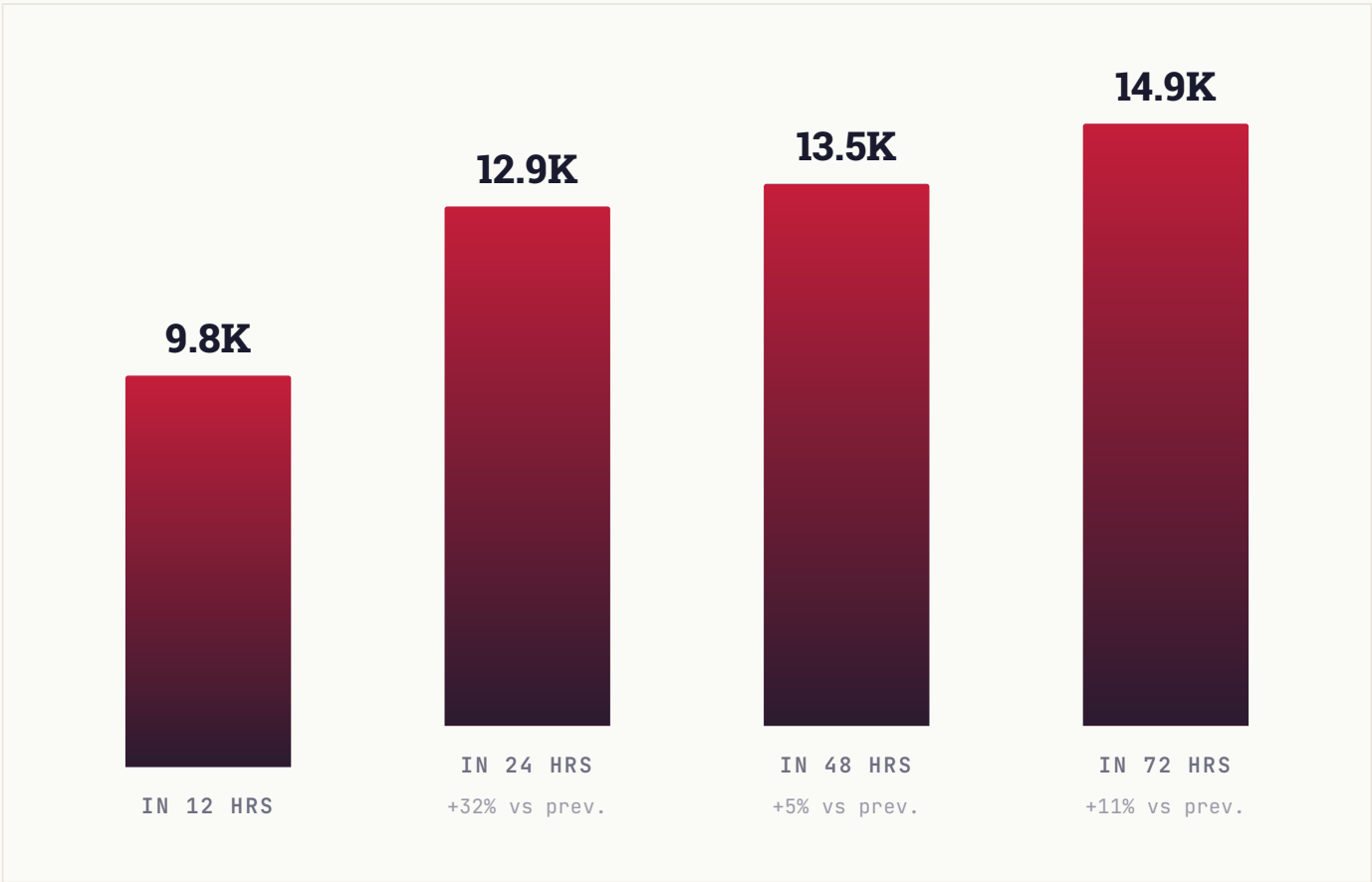
Citation index **210** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100K subs channel 'weighs' more than from a 1K subs channel. All time the channel was mentioned **1 014** different channels.



SECTION 05 · AD POTENTIAL

# How long a post generates reach

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





SECTION 06 · COMPETITORS

# Who you compete with

11 closest channels by topic and audience. Your channel is highlighted — see its rank among niche neighbors.

| CHANNEL                                    | SUBSCRIBERS |
|--------------------------------------------|-------------|
| <div>HI</div> hitvpn_blog                  | 4.6M        |
| <div>MT</div> Trends world                 | 3.4M        |
| <div>TE</div> Technochat                   | 3.1M        |
| <div>HA</div> Hi, AI • Tech News           | 2.5M        |
| <div>آا</div> اینترنت آزاد                 | 2.5M        |
| <div>TE</div> Technomotel                  | 2.3M        |
| <div>NN</div> NN                           | 2.2M        |
| <div>L-</div> LIVE — Telegram, AI and Tech | 2.1M        |
| <div>EC</div> Exploit                      | 2M          |
| <div>PP</div> PINK PROXY   پروکسی          | 2M          |
| <div>XO</div> XOR <div>YOU</div>           | 161K        |

COMPARATIVE CONCLUSION

Channel yet outside niche top 100 — early growth stage. Niche leader — hitvpn\_blog (4.6M), median top-100: 430.9K. First goal — enter top-100 through systematic work with traffic and content.

SECTION 07 · MENTION DYNAMICS

# How often the channel is mentioned

Every month we record posts in other channels that mention yours. Over the last **6 months** such mentions were **17**, they brought **90 993** new subs.

| PERIOD        | MENTIONS | CHANNELS | BROUGHT SUBSCRIBERS |
|---------------|----------|----------|---------------------|
| January 2026  | 0        | 0        | 0                   |
| December 2025 | 0        | 0        | 95                  |
| Nov 2025      | 0        | 0        | 0                   |
| Oct 2025      | 0        | 0        | 0                   |
| Sep 2025      | 15       | 13       | 90 483              |
| August 2025   | 2        | 2        | 415                 |

|                |                |                       |
|----------------|----------------|-----------------------|
| TOTAL MENTIONS | MONTHS OF DATA | ATTRACTED SUBSCRIBERS |
| 17             | 6              | 90 993                |

## SECTION 08 • NICHE COMPARISON

# Where the channel stands 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.



## — 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 Sunday

On this day at 12:00 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 picks sources for your niche.

EFFECT

**+1000-3000  
subs**

**03**

## Test polls & interactive formats

Posts with polls/reactions usually give +5-15% ER. One poll per week on a 'hot' topic — an easy growth point.

EFFECT

**+5-15% ER**

**04**

## Cross-promo with neighboring channels

Exchange posts with channels in the same segment once a quarter. No need daily — 2-3 collabs give relevant growth.

EFFECT

**Growth from  
relevant  
audience**

**05**

## Update channel description for Telegram search

Telegram search looks at 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. If you want to go further — run ads through us and close your growth plan in a month.

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|    |                               |                                                                                             |
|----|-------------------------------|---------------------------------------------------------------------------------------------|
| 01 | <b>Launch ads in Telegram</b> | <a href="https://panel.promptpress.com/register">https://panel.promptpress.com/register</a> |
|----|-------------------------------|---------------------------------------------------------------------------------------------|

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|    |                        |                                                                         |
|----|------------------------|-------------------------------------------------------------------------|
| 02 | <b>Contact manager</b> | <a href="https://t.me/PromptPress_manager">t.me/PromptPress_manager</a> |
|----|------------------------|-------------------------------------------------------------------------|

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