

PUBLIC REPORT BY PROMTPRESS

Channel audit

Yandex



@yandex

Future tech & services that make life better today ya.ru

SUBSCRIBERS

578 004

-23892 per month

ERR (% SEE POSTS)

10.0%

in 24h 2.5%

REACH/POST

48.2K

ad reach 14.3K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

SUBSCRIBERS 578 004 —	SUBS REACH 8.34% avg % subs see post	VIEWS/POST 48.2K median 28.2K · 29 days	POSTS/WEEK 15.0 for the period
7D TREND +1.3% vs previous week	REACTIONS/POST 143.2 only 9,166 reactions, 6,523 reposts, 606 comments	POST LENGTH 576 chars median 456 · 29 days	POSTS ANALYZED 64 29 days
AD REACH 14.3K 24h avg	CHURN / MONTH -23892 last month	CITATION RATE 14 063 citation index · 52,293 channels mentioned all time	CHANNEL AGE 10 years 8 months created 05.10.2015

AI EDITOR SUMMARY

Channel «Yandex» — 578 004 subs. Each post averages 48.2K people (8% from subs), reach is low — should expand audience. Publishes 15 posts per week (~2/day) — regular schedule. For week Jun 22–28 reach stable (+1.3% vs week 15–21 Jun).

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **64** posts in 29 days.
- 02 Dominant format – **Video** (47/64 posts).
- 03 Avg post length – **576** chars (median 456).
- 04 Peak audience activity – **Friday**, 19:00 MSK.
- 05 Top posts get **17x** more views than the weakest (334.3K avg for top vs 20K for worst) – among 64 posts in 29 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 11.06 · 07:18 PHOTO 🔒 AI protects you across Yandex services. In Browser it analyzes phishing pages in real time, and in Yandex ID...	VIEWS 374 756 REPOSTS 159	REACTIONS 171 ER 64.8%
Nº2 10.06 · 17:00 PHOTO ⚡⚡ Secret Yandex announcements, career advice & headliners. Just a few highlights from Young Con 2026. The festival...	VIEWS 373 559 REPOSTS 456	REACTIONS 102 ER 64.6%
Nº3 26.06 · 16:25 VIDEO 🐉 How to start an IT career? 10K Young Con 2026 attendees know! They met Yandex teams, took mock...	VIEWS 254 510 REPOSTS 114	REACTIONS 142 ER 44.0%

Nº4 13.06 · 13:32 VIDEO 🙄 "Banks are awful!" The Beri Zaryad team answers your questions – about charging speed, prices & short cable 📺...	VIEWS 121 669 REACTIONS 207 REPOSTS 60 ER 21.0%
Nº5 17.06 · 07:10 PHOTO 🔴 How Yandex advances digital security, accessibility, ecology, medicine & other key areas? Sharing results...	VIEWS 116 709 REACTIONS 132 REPOSTS 102 ER 20.2%

|

WORST 3

↓ 29.06 · 07:16 PHOTO ⚡ Yandex launched Vibecraft for vibecoding New tool lets you build sites & apps with simple text...	VIEWS 20 596 REACTIONS 126 REPOSTS 328 ER 3.6%
↓ 25.06 · 08:36 PHOTO ⚡⚡ Young Con has started! Join the livestream at festival site from 11:20 MSK. Be the first to know about new...	VIEWS 19 735 REACTIONS 84 REPOSTS 23 ER 3.4%
↓ 25.06 · 10:06 VIDEO 🟡 Less paperwork, more patient care. New Yandex AI assistant launched with the Department...	VIEWS 19 597 REACTIONS 97 REPOSTS 86 ER 3.4%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

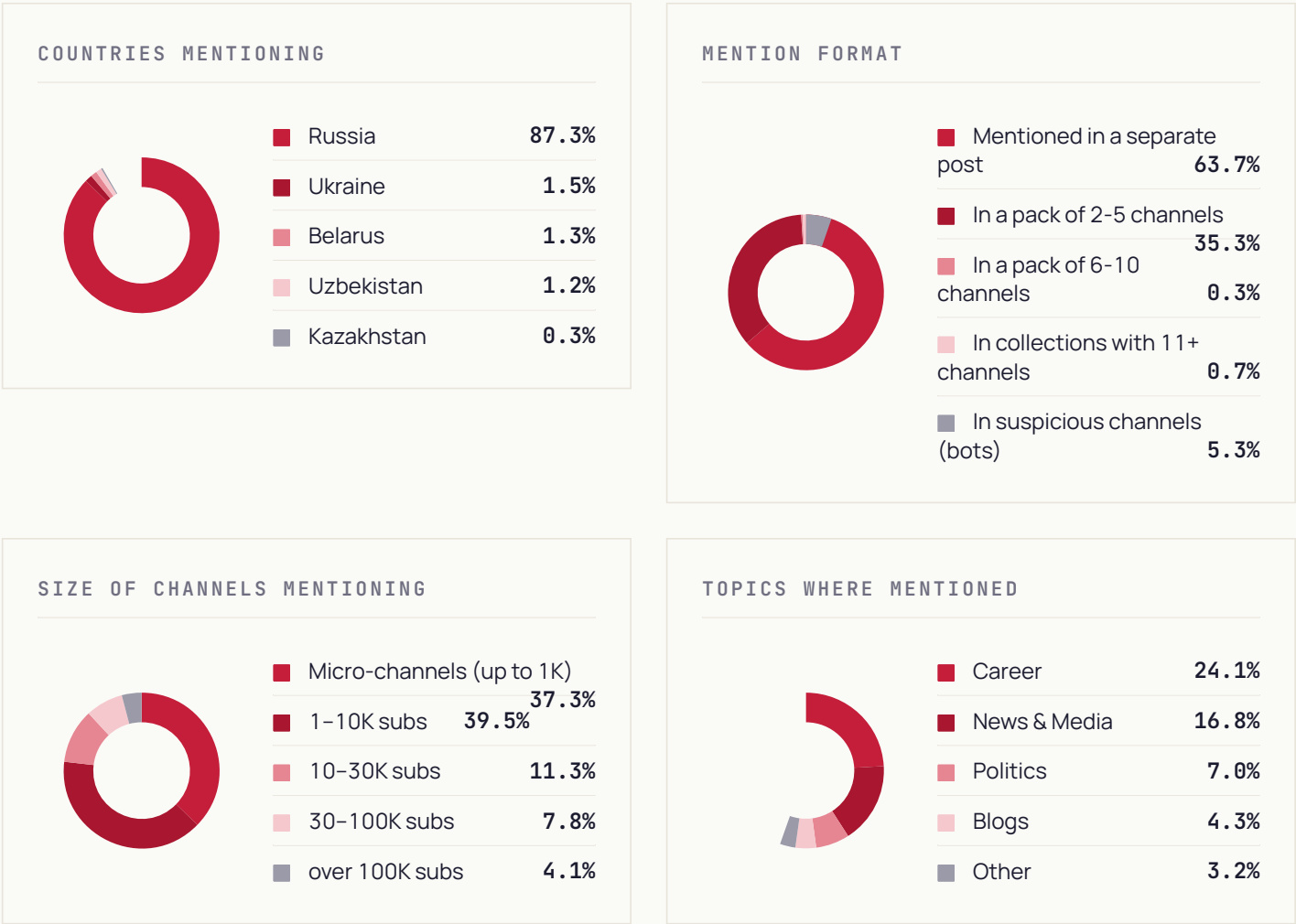
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth vs. loss.



SECTION 04 · CITATIONS

Who mentions the channel and how

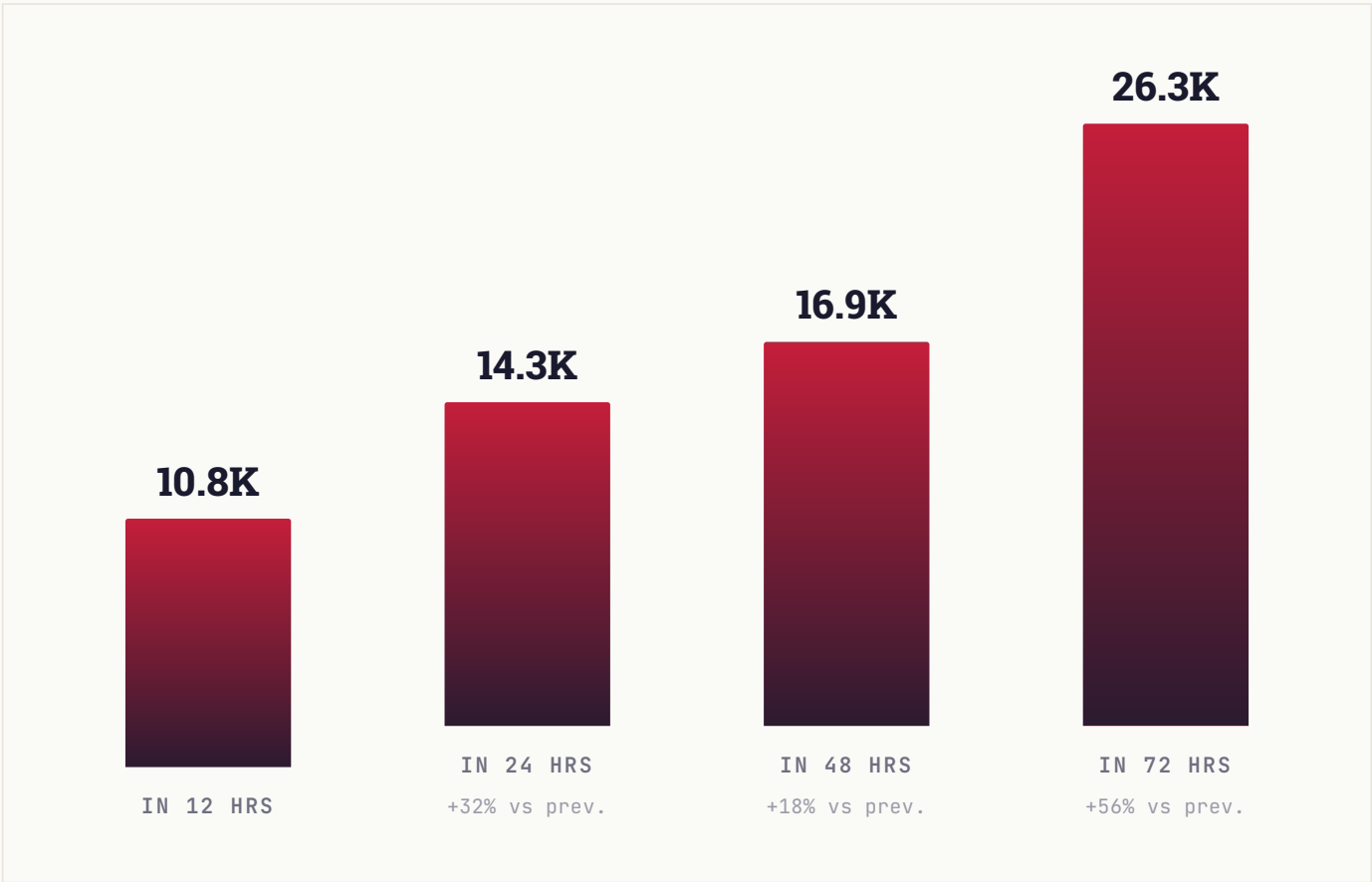
Citation index **14 063** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from 1K. All time channel was mentioned **52 293** different channels.



SECTION 05 · AD POTENTIAL

How long a post drives reach

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



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
HI hitvpn_blog	4.6M
MT Trends world	3.4M
TE Techchat	3.1M
HA Hi, AI • Tech News	2.5M
آا اینترنت ژاد	2.5M
TE Technomotel	2.3M
NN NN	2.2M
L- LIVE — Telegram, AI & Tech	2.1M
EC Exploit	2M
PP PINK PROXY پروکسی	2M
YN Yandex YOU	578K

COMPARATIVE CONCLUSION

Channel in top half of niche (#41 of 100). Niche leader — hitvpn_blog (4.6M), median subs 430.9K. Aim for top quartile — realistic 6-12 month horizon.

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 **1 488**, they brought **118 120** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS	
Jan 2026	164	122	14 867	
December 2025	293	228	183	
Nov 2025	233	179	13 319	
Oct 2025	284	183	6 036	
Sep 2025	259	215	26 645	
August 2025	255	211	57 070	
TOTAL MENTIONS		MONTHS OF DATA	ATTRACTED SUBS	
1 488		6	118 120	

— SECTION 08 • NICHE COMPARISON

Where channel ranks in its league

Took top-**100** channels in category «**Tech**» (Russia) and compared your channel.
Gray band = 80% of niche channels (p10 to p90). Black line = median. Red dot = your channel.

#41/100

POSITION IN NICHE

Channel in top half of ranking

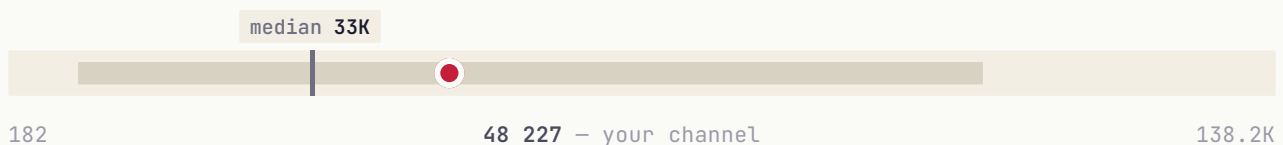
SUBSCRIBERS

better than 54% of niche



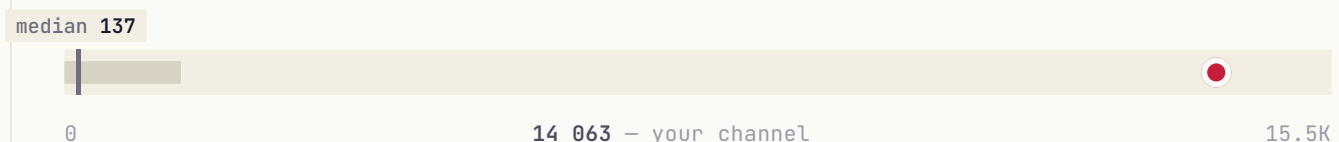
AVG REACH / POST

better than 58% of niche



CITATION INDEX

better than 90% of niche



— 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 Friday

On this day at 19:00 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 boost ER by +5-15%.
One poll per week on a hot topic — easy growth lever.

EFFECT

+5-15% ER

04

Cross-promo with neighboring channels

Exchange posts with same-segment channels 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 scans descriptions. Add 3-5 niche keywords — organic traffic source.

EFFECT

**Organic traffic
source**

★ 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 and hit your growth target in a month.

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

02 Contact manager t.me/PromptPress_manager
