

PUBLIC REPORT BY PROMTPRESS

Channel audit

Large business



@alfa_tops

Alfa-Bank media for CEOs, top managers and investors. Business trends, market reviews and forecasts from Russia's best analytics team Registered with Roskomnadzor:...

SUBSCRIBERS

11 851

+478 per month

ERR (% SEE POSTS)

125.0%

last day **10.9%**

REACH/POST

9.2K

ad reach **1.3K**/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 11 851 —	 SUBSCRIBER REACH 77.25% avg % of subs see post	 VIEWS/POST 9.2K median 3.6K · 28 days	 POSTS/WEEK 14.4 for period
 7D TREND -73.6% vs previous week	 REACTIONS/POST 197.4 only 11,451 reactions, 831 reposts, 13 comments	 POST LENGTH 841 chars median 1000 · 28 days	 POSTS ANALYZED 58 28 days
 AD REACH 1.3K 24h avg	 CHURN / MONTH +478 last month	 CITATION RATE 387 citation index · 323 channels mentioned ever	 CHANNEL AGE 2 years 1 month created 14.05.2024

AI EDITOR SUMMARY

Channel «Scalable Business» — 11 851 subs. Each post averages 9.2K people (77% of subs), this is wide reach for a channel of this size. Publishes 14 posts per week (~2/day) — regular schedule. For week 22–28 Jun reach dropped by -73.6% by week 15–21 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 from rotation.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **58** posts over 28 days.
- 02 Dominant format – **Video** (36/58 posts).
- 03 Avg post length – **841** chars (median 1000).
- 04 Audience peak activity – **Wednesday**, 13:00 MSK.
- 05 Top posts get **51x** more views than the weakest (73.3K avg for top vs 1.4K for worst) – among 58 posts in 28 days. Worth analyzing what top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 17.06 · 10:41 PHOTO «More responsible than marriage». Developers and Alfa-Bank on partnership rules in construction projects 🏢 What formats...	VIEWS 188 741 REPOSTS 45	REACTIONS 238 ER 1592.6%
Nº2 24.06 · 10:20 PHOTO Coffee & pastry scent → high margin. Retail leaders shared 2–3 year drivers at Alfa-Bank session ☕🥐 Russian Week...	VIEWS 18 155 REPOSTS 37	REACTIONS 153 ER 153.2%
Nº3 11.06 · 14:41 VIDEO Business trends with the Middle East 📺 We separately asked about prospects for Russian business in the Middle East: this year...	VIEWS 12 982 REPOSTS 12	REACTIONS 50 ER 109.5%

Nº4

23.06 • 15:31

PHOTO

What to build marketing on in 2026: save four tips for retail business 🌀 How the consumer is changing, discussed at the...

VIEWS

8 381

REPOSTS

49

REACTIONS

140

ER

70.7%

Nº5

11.06 • 14:38

VIDEO

«Just a new Dubai being built». Four global regions Russian business should watch 🌐 Which countries...

VIEWS

7 954

REPOSTS

13

REACTIONS

20

ER

67.1%

WORST 3

↓ 30.06 • 11:04 VIDEO

⚡⚡⚡⚡⚡⚡ How to Develop Talent in Agribusiness: Experience of EcoNiva At the Alpha Summit in Novosibirsk, digitalization is widely discussed, but for developing any...

VIEWS

1 464

REPOSTS

7

REACTIONS

189

ER

12.4%

↓ 30.06 • 09:02 PHOTO

⚡⚡⚡⚡⚡⚡ From Flight Planning to Wheat Harvesting: Where IT Investments Pay Off Business pragmatics of digital investments were discussed at...

VIEWS

1 430

REPOSTS

22

REACTIONS

178

ER

12.1%

↓ 29.06 • 14:48 VIDEO

Novosibirsk earns on movement 🌀 Tomorrow we'll gather business leaders at the Alfa-Summit in the capital of Siberia. How the city lives — let's see...

VIEWS

1 414

REPOSTS

8

REACTIONS

199

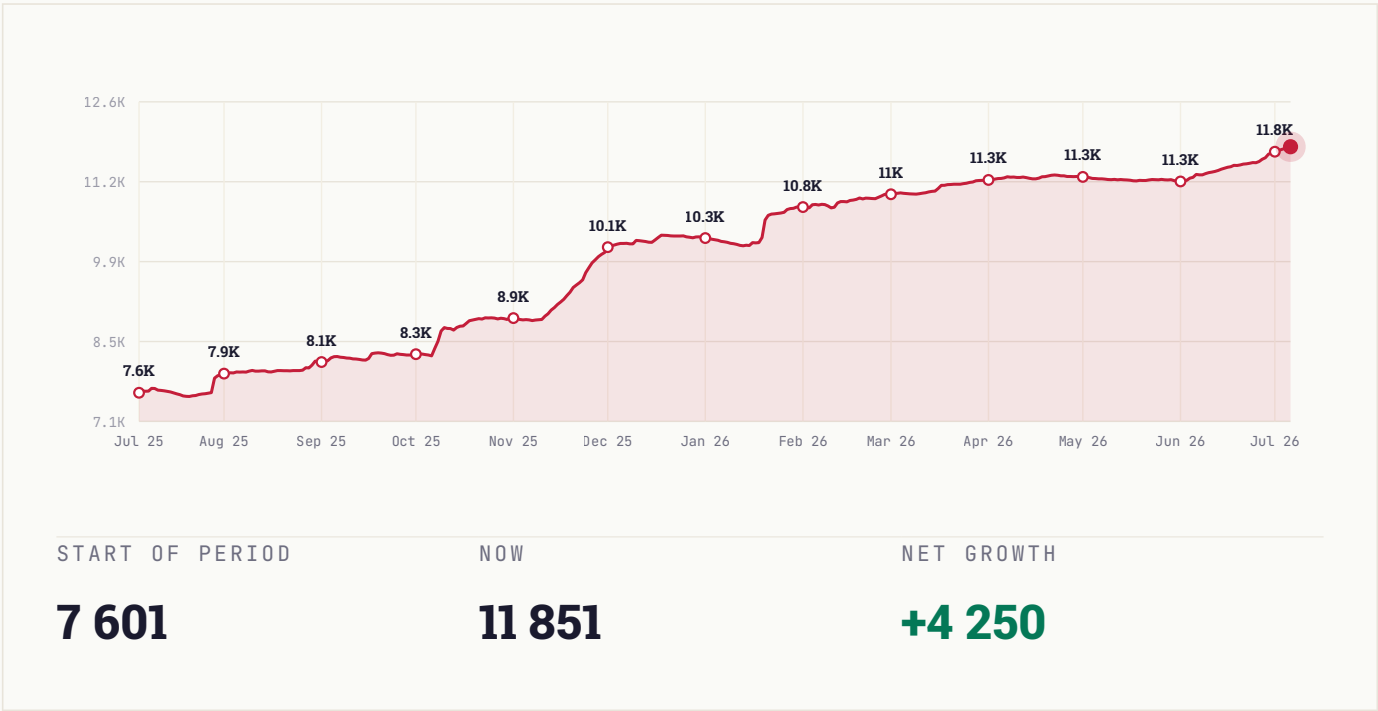
ER

11.9%

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 • MENTIONS

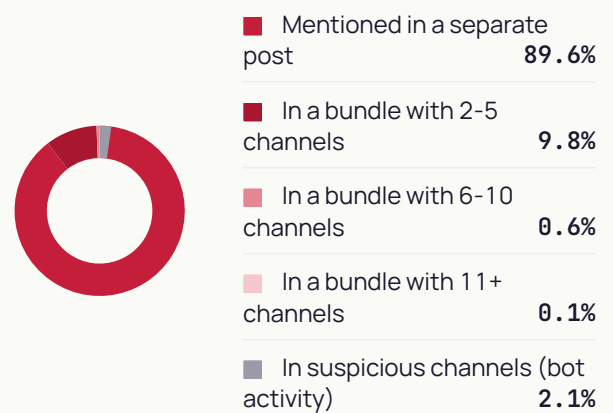
Who mentions the channel and how

Citation index **387** — channel popularity rating based on mentions. Considers not only count but also mentioner weight: a post from a 100K subs channel weighs more than from 1K. All-time mentions: **323** different channels.

COUNTRIES MENTIONING



FORMAT MENTIONED IN



SIZE OF CHANNELS MENTIONING



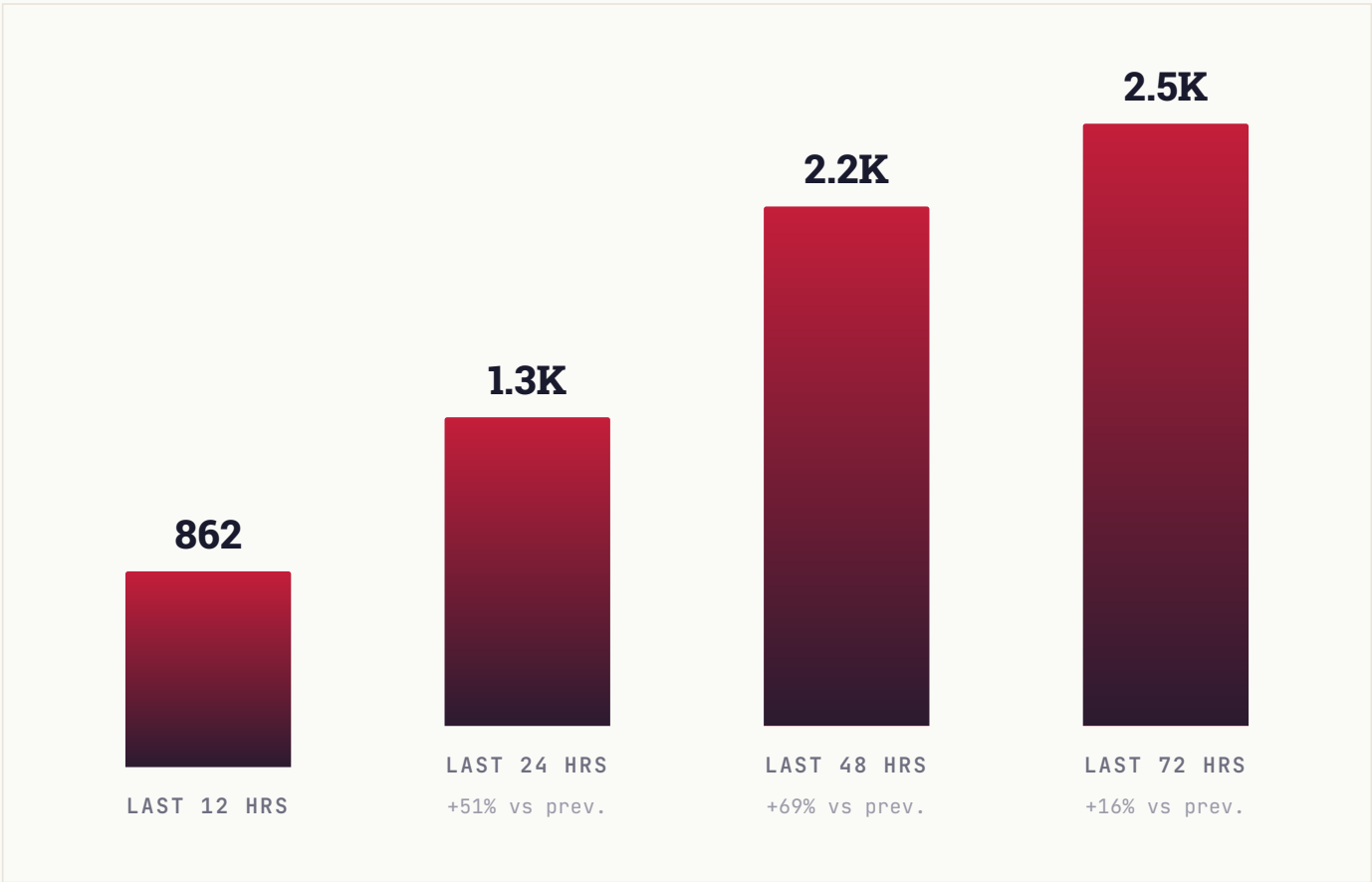
TOPICS MENTIONED IN



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post by time since publication. Helps estimate how long a placement should «live».



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
S& Startups & Ventures	2.7M
VC Venture Capital	2.6M
ME Mohamed El Guazzar 🇸🇩	2.1M
IT ISHBOR Toshkent	1.4M
MO Moscowbusiness	1M
CN Million-Dollar Books business blog	864.8K
RP Roxman typing...	538.5K
AB Акула Бизнеса	498.5K
SS M&A	478.5K
لز لباس زیر اقساطی ریزسابل	474.8K
MB Large business YOU	11.9K

COMPARATIVE CONCLUSION

Channel is not yet outside top 98 of niche — early growth stage. Niche leader — Startups & Ventures (2.7M), top-98 median: 164.1K. First goal: enter top-98 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 yours. Over the last **6 months** such mentions were **425**, they brought **3 535** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	56	37	679
December 2025	103	51	357
November 2025	89	62	1 185
October 2025	71	48	774
Sep 2025	86	49	246
August 2025	20	18	294

TOTAL MENTIONS	MONTHS IN DATA	ATTRACTED SUBSCRIBERS
425	6	3 535

— SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category «Business & startups» (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 next month.

01**Top post of the week — on Wednesday**

Audience is most active on this day at 1:00 PM MSK.

EFFECT

**Best window
for an
important post****02****System traffic buy**

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 weekly poll on a hot topic is an easy win.

EFFECT

+5-15% ER**04****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****05****Update channel description for Telegram search**

Telegram search scans descriptions. Add 3-5 niche keywords — it's a source of organic traffic.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want us to do it PromptPress?

This audit — what we can do in minutes using public data. Want to go further — run ads through us and hit your growth plan in a month.

01 **Launch ads on
Telegram**

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

02 **Contact manager**

t.me/PromptPress_manager
