

PROMTPRESS PUBLIC REPORT

Channel audit

Alfa-Business



@alfabizby

A place where business is written about interestingly Business
knowledge base: <http://tinyurl.com/infobaza> Alpha Hub stickers:
https://t.me/addstickers/alfa_hub

SUBSCRIBERS

12 233

+445 per month

ERR (% SEE POSTS)

36.0%

per day **13.5%**

REACH/POST

5.2K

ad reach **1.7K/24h**

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. The subtitle under the number shows the period it covers.

 SUBSCRIBERS 12 233 —	 SUBSCRIBER REACH 42.26% avg % subs see post	 VIEWS/POST 5.2K median 3.5K · 27 days	 POSTS/WEEK 5.7 for period
 7D TREND -9.7% vs previous week	 REACTIONS/POST 23.2 only 510 reactions, 361 reposts, 52 comments	 POST LENGTH 809 chars median 878 · 27 days	 POSTS ANALYZED 22 27 days
 AD REACH 1.7K 24h avg	 CHURN / MONTH +445 last month	 CITATION RATE 18 citation index · 36 channels mentioned all time	 CHANNEL AGE 6 years 9 months created 22.08.2019

AI EDITOR SUMMARY

Channel «Alfa-Business» — 12 233 subs. Each post avg views 5.2K people (42% from subs), wide reach for a channel this size. Publishes 6 posts/week (~1/day) — rare. For week 25–31 May, reach dropped -9.7% to week 18–24 May — worth analyzing why.

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 TOP POSTS HAVE IN COMMON

- 01 Analysis based on 22 posts in 27 days.
- 02 Dominant format – Photo (16/22 posts).
- 03 Avg post length – 809 chars (median 878).
- 04 Audience peak activity – Thu, 18:00 MSK.
- 05 Top posts get 7x more views than the weakest (top avg 17.7K vs worst 2.5K) – across 22 posts in 27 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 14.05 · 15:20 PHOTO "I have no time for hobbies" – sounds almost like the classic "let's do it after May holidays" 😊 But sometimes a favorite activity literally helps you keep...	VIEWS 43 424 REPOSTS 13	REACTIONS 25 ER 355.0%
Nº2 12.05 · 12:10 PHOTO Level up the entrepreneur inside you 📖 In games it's simple: collect resources – unlock a new level. In business it works the same, only...	VIEWS 4 896 REPOSTS 114	REACTIONS 79 ER 40.0%
Nº3 15.05 · 06:09 PHOTO Call – deadline – meeting. Call – deadline – meeting. Call – deadline – meeting. And so on 10 times a week. How about...	VIEWS 4 758 REPOSTS 5	REACTIONS 24 ER 38.9%

Nº4 21.05 · 13:44 PHOTO Goal: have a productive and fun next week ✓ Finally escape endless meeting mode and add some...	VIEWS 4 348 REPOSTS 8	REACTIONS 19 ER 35.5%
Nº5 15.05 · 15:38 PHOTO If you're going to spend, at least get a nice bonus ✓ Corporate expenses look simple only in reports. In reality, they're constant...	VIEWS 4 219 REPOSTS 14	REACTIONS 18 ER 34.5%

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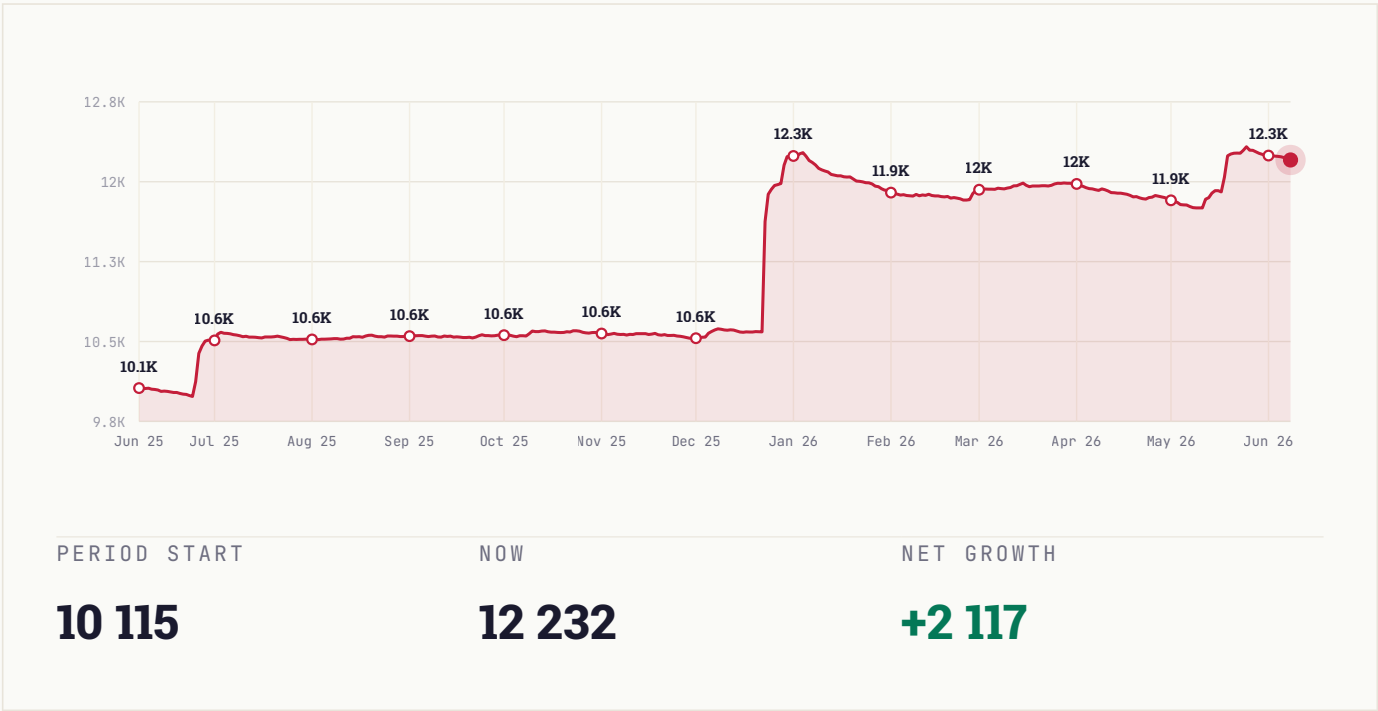
WORST 3

↓ 03.06 · 14:21 PHOTO Good news for importers exist ☒ Imagine: you walk into your favorite coffee shop, and they say: «We added another dessert...	VIEWS 2 493 REPOSTS 5	REACTIONS 21 ER 20.4%
↓ 05.06 · 06:46 POLL In business, there are situations without a single right answer, so sometimes we'll ask your opinion on life questions to help you...	VIEWS 2 450 REPOSTS —	REACTIONS 10 ER 20.0%
↓ 03.06 · 14:38 POLL (post without caption — poll)	VIEWS 2 416 REPOSTS 2	REACTIONS 10 ER 19.7%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

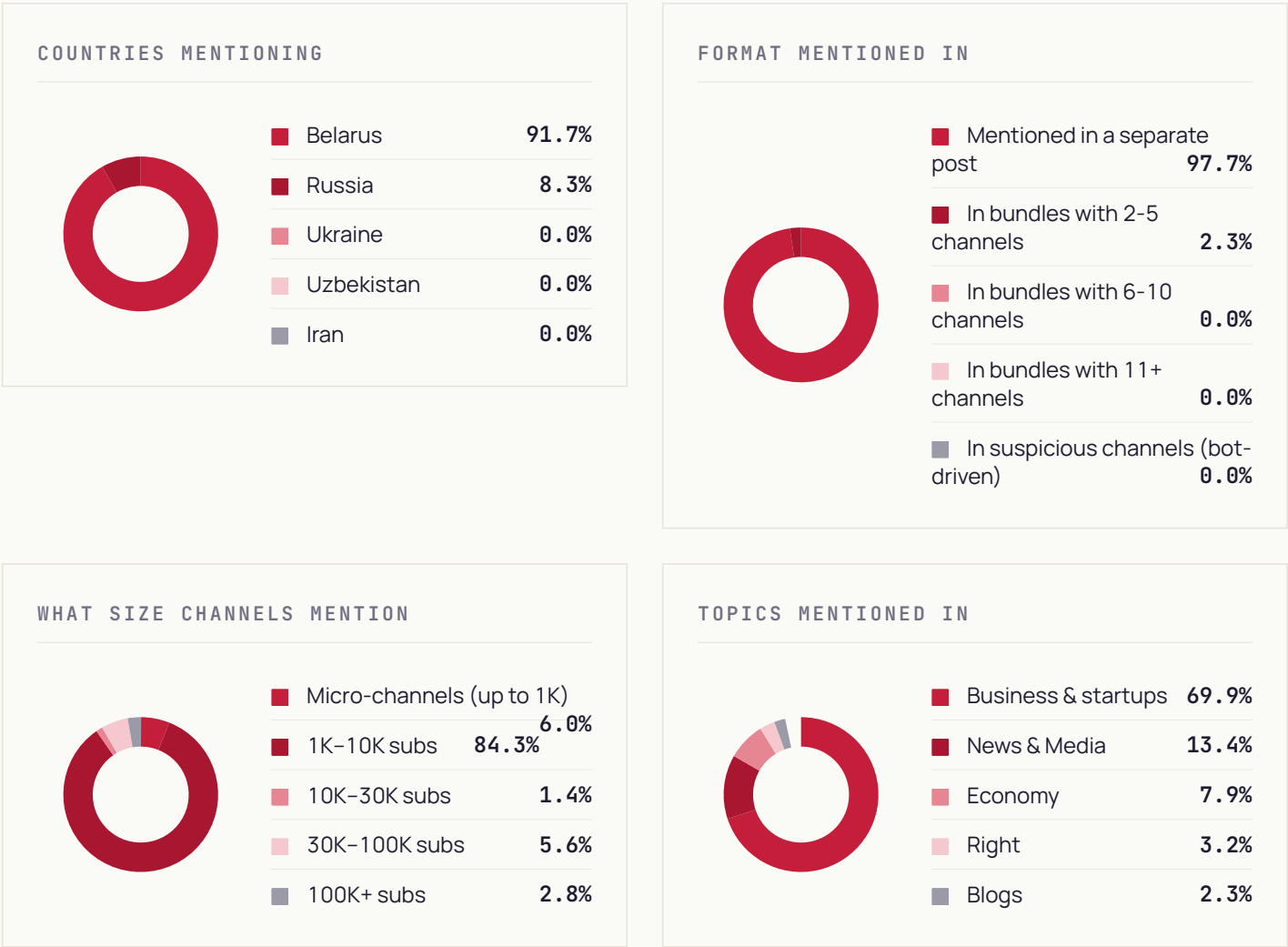
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows when the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

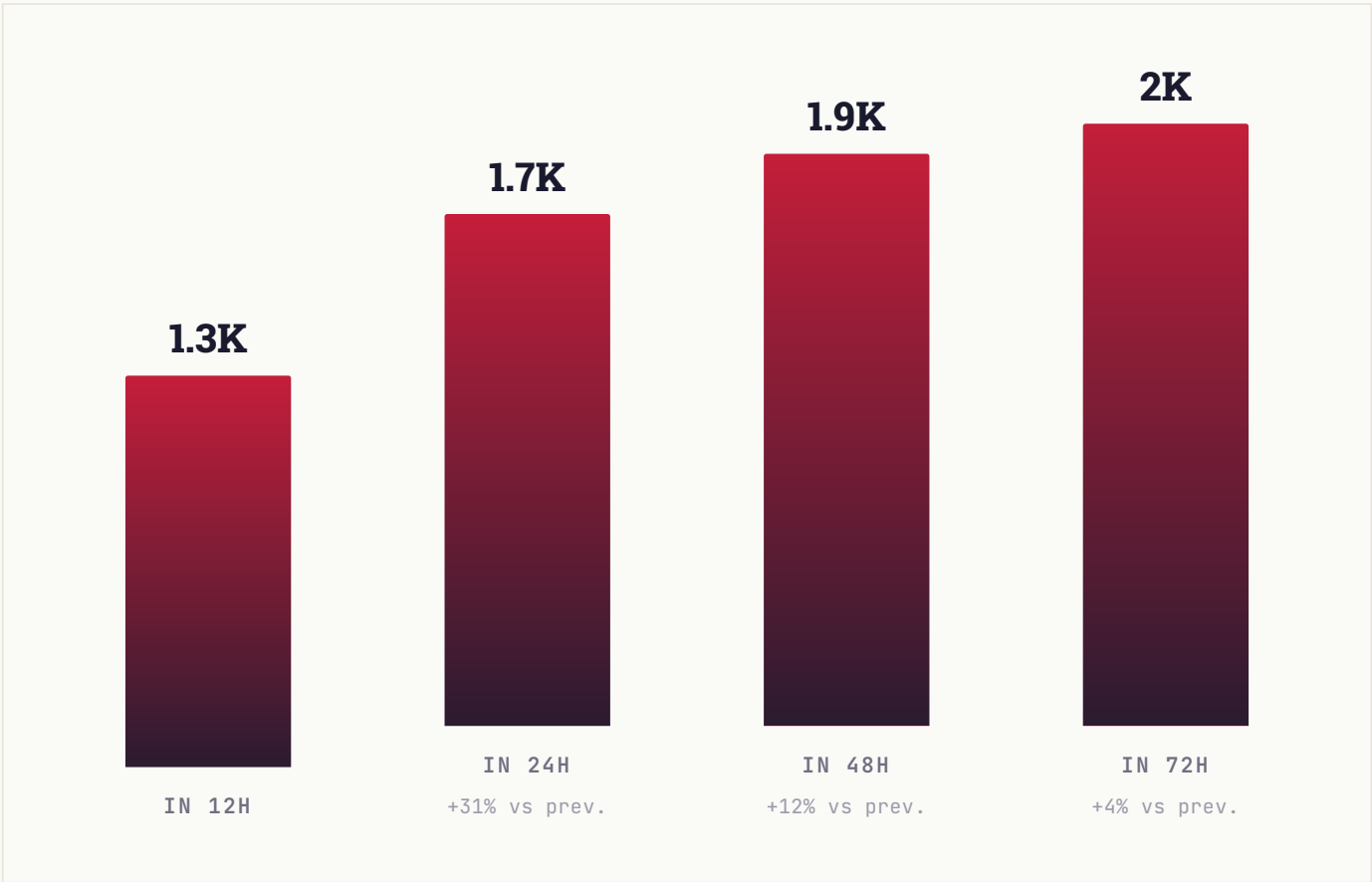
Citation index **18** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time channel was mentioned **36** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of an 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 is highlighted — see its rank among niche peers.

CHANNEL	SUBSCRIBERS
MO MoscowBusiness	956.1K
CN Books on a Million business blog	873.9K
SS M&A	499.1K
AB Business Shark	493.5K
BI Business Ideas Startups	449.9K
RB Russian Business	377.6K
BD Business DNA of Russia	296.5K
2h 25th hour • Business & Finance	290.4K
RR Russian retail & business	289.1K
BB Business without gloss	256.1K
AL Alfa-Business YOU	12.2K

COMPARATIVE INSIGHT

Channel not yet outside top 100 niche — early growth stage. Niche leader — MoscowBusiness (956.1K), top-100 median: 104K. First goal — enter top-100 through systematic traffic and content work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

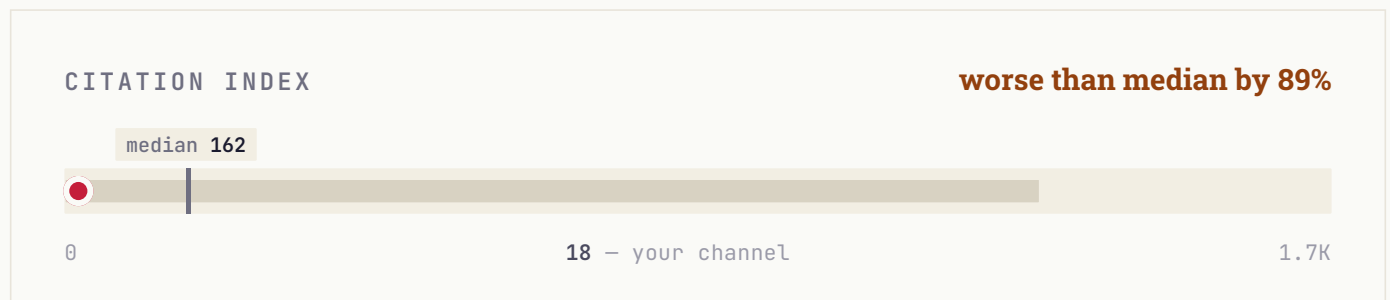
Every month we record posts in other channels that mention your channel. Over the last **6 months** such mentions were **41**, they brought **2 102** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
December 2025	3	2	1 728	
November 2025	1	1	45	
October 2025	3	3	92	
September 2025	12	8	69	
August 2025	2	2	66	
July 2025	20	3	102	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
41	6	2 102

Where the channel stands in its league

Black vertical – median. Red dot – your channel.



— SECTION 09 · STRATEGY

What to do right now

5 priority actions ranked by expected impact. Check off and revisit this report in a month.

01

Main post of the week — on Thursday

Audience is most active on this day at 18:00 MSK.

EFFECT

**Best window
for an
important post**

02

Increase video posts share

Video in Telegram holds audience longer and is better perceived by the algorithm. We recommend increasing share to 15-25%.

EFFECT

**Video better
retains
audience**

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 give +5-15% ER. One poll per week on a hot topic — easy growth point.

EFFECT

+5-15% ER

05

Cross-promo with adjacent channels

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

EFFECT

**Growth from
relevant
audience**

★ WHAT'S NEXT

Want us to do this **PromptPress?**

This audit — what we can do in minutes using public data. Want more? 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