

PUBLIC REPORT BY PROMTPRESS

Channel audit

Business email



@b2bpochta

Russian Post channel for small and medium businesses. Vote for the channel: <https://t.me/boost/b2bpochta> Main Post news: @napochte Channel for individuals: @russianpochta

SUBSCRIBERS

10 526

+6 per month

ERR (% SEE POSTS)

153.0%

in 24h **2.1%**

REACH/POST

17.2K

ad reach **230/24h**

— CONTENTS · 2026

What's inside the report

01 Channel Snapshot

12 key metrics · AI summary

02 Content analysis

Top 5 Posts · Worst 3 · Insights

03 Subscriber dynamics

Yearly chart · growth

04 Citation Rate

Who mentions the channel and how

05 Ad potential

How long a post generates reach

06 Competitors

Niche Neighbors · Your Place

07 Mention dynamics

6 months · monthly

08 Niche Comparison

Position in «Sales» category

09 Strategy

5 priority actions

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 10 526 —	 SUBS REACH 163.69% avg % subs see post	 VIEWS/POST 17.2K median 892 · 25 days	 POSTS/WEEK 3.6 for period
 7D TREND +5.4% vs previous week	 REACTIONS/POST 23.2 total 301 reactions, 541 reposts, 0 comments	 POST LENGTH 645 chars median 668 · 25 days	 POSTS ANALYZED 13 25 days
 AD REACH 230 24h avg	 CHURN / MONTH +6 last month	 CITATION RATE 19 citation index · 88 channels mentioned all time	 CHANNEL AGE 4 years 4 months created 15.02.2022

AI EDITOR SUMMARY

Channel «Business Mail» — 10 526 subs. Avg post views 17.2K people (164% of subs), wide reach for a channel this size. Publishes 4 posts/week (~1/day) — rare. Week Jun 22–28 reach up +5.4% to week Jun 15–21 — positive trend.

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 13 posts in 25 days.
- 02 Dominant format – Photo (13/13 posts).
- 03 Avg post length – 645 chars (median 668).
- 04 Peak audience activity – Thursday, 12:00 MSK.
- 05 Top posts get 286× more views than the weakest (72.5K avg for top vs 253 for worst) – among 13 posts in 25 days. Worth analyzing what the top has in common: topic, format, time.

TOP 5 POSTS

Nº111.06 · 09:59 PHOTO  Becoming a Russian Post Business Client Is Now Easier If you sell online, regularly ship orders, or run a small business – services...	VIEWS	REACTIONS
	215 246	32
	REPOSTS	ER
	479	2044.9%
Nº219.06 · 05:38 PHOTO  AI, Processes & Cybersecurity: Tech in Action At TAdviser Summit, Russian Post experts shared how digital solutions help...	VIEWS	REACTIONS
	1 145	25
	REPOSTS	ER
	3	10.9%
Nº322.06 · 08:10 PHOTO  Warehouse Automation: Where Tech Meets Efficiency At Logistika Expo, we discussed how robotics and process optimization...	VIEWS	REACTIONS
	970	42
	REPOSTS	ER
	6	9.2%

Nº4 26.06 • 09:18 PHOTO  Switching to Secure Communication Russian Post is testing the domestic corporate messenger eXpress. It will become the basis for internal...	VIEWS 949 REACTIONS 44 REPOSTS 7 ER 9.0%
Nº5 10.06 • 05:23 PHOTO  Business Digest MAY We told how to deliver consolidated cargo up to 500 kg  Showed the online shipping service  Learned how to forward...	VIEWS 939 REACTIONS 13 REPOSTS 5 ER 8.9%

WORST 3

↓ 30.06 • 11:38 PHOTO  Logistics for Trade: Scale, Speed & Tech Russian Post took part in the business program of Russian Retail Week —...	VIEWS 298 REACTIONS 30 REPOSTS 5 ER 2.8%
↓ 02.07 • 05:14 PHOTO Business is easier with Pochta Comprehensive and custom solutions from Russian Post for B2B and B2C manufacturers, exporters and importers...	VIEWS 263 REACTIONS 10 REPOSTS 4 ER 2.5%
↓ 03.07 • 09:10 PHOTO  Uniting Not Only People: 200 Info Systems in One Repository How did AI adoption affect Russian Post logistics? Why 70% of digital success...	VIEWS 198 REACTIONS 8 REPOSTS 4 ER 1.9%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

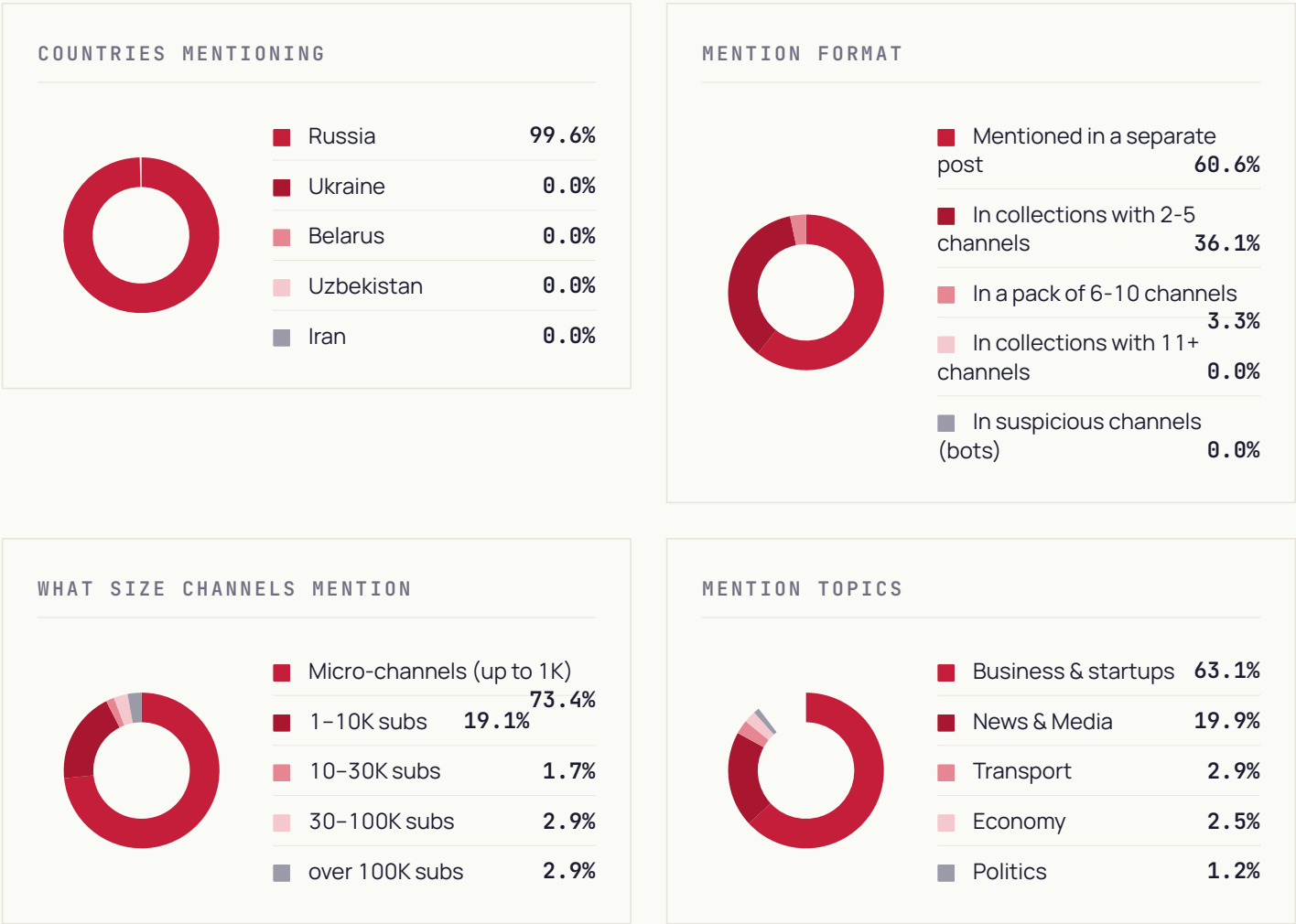
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel grew and which lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

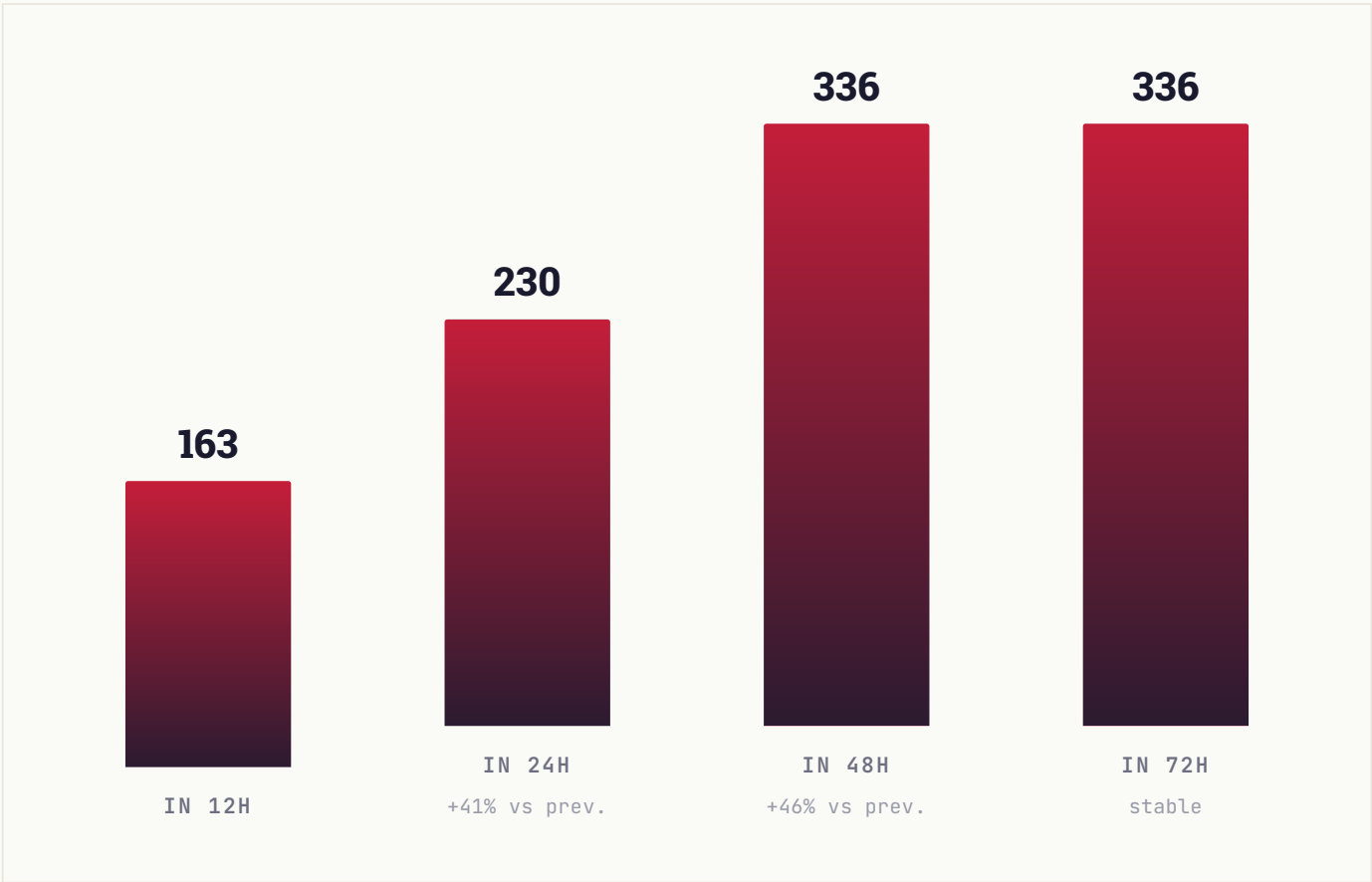
Citation index **19** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time channel mentions **88** different channels.



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 nearest channels by topic and audience. Your channel is highlighted — you can see its place among niche neighbors.

CHANNEL	SUBSCRIBERS
OZ OZON	1.1M
SN Market Discounts	1M
YaM Yandex Market	1M
X- Freeloaders - Lightning	997.5K
WS WB Sniper Finds from Wildberries Discounts Promos	922.2K
PB Po Blatu	876.1K
Z Hare Promos Discounts	874.4K
W Wildberries finds	793.3K
VI ITEMS FROM VIDEO	703.1K
AL Alfa-Profitable	558.5K
PD Business email YOU	10.5K

COMPARATIVE CONCLUSION

Channel not yet outside top-94 niche — early growth stage. Niche leader — OZON (1.1M), top-94 median: 204.2K. First goal — enter top-94 through systematic work on traffic and content.

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Monthly we track posts in other channels that mention yours. Over the last **6 months** such mentions were **14**, they brought **5 382** new subs.

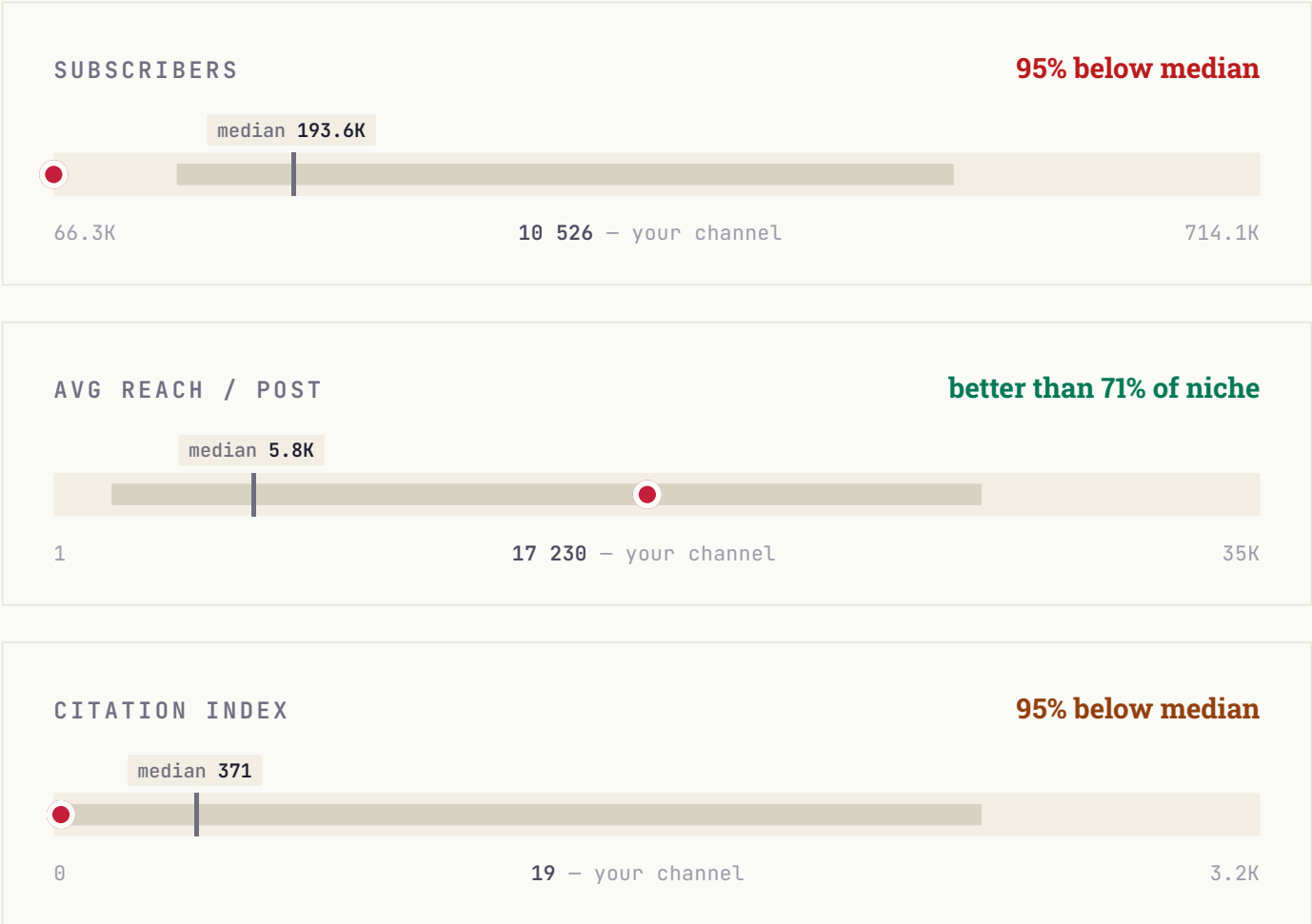
PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
January 2026	0	0	15	
December 2025	4	3	162	
November 2025	2	2	35	
October 2025	3	3	5 127	
September 2025	4	4	27	
August 2025	1	1	16	

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS
14	6	5 382

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category «Sales» (Russia) and compared your channel. Gray band — range where 80% of niche channels fall (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 them off and revisit this report in a month.

01

Increase posting frequency

Now 3.6 posts/week. Active channels do 7-10.
Consistency is key to retention.

EFFECT

**Consistency
beats volume**

02

Best post day — Thursday

Audience is most active on this day at 12:00 MSK.

EFFECT

**Best window
for important
posts**

03

Increase video post share

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

EFFECT

**Video retains
audience
better**

04

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**

05

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

★ 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.

01	Launch Telegram ads	https://panel.promptpress.com/register
----	----------------------------	---

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