

PROMTPRESS PUBLIC REPORT

Channel audit

Business Culture



@bizcult

Modern media for entrepreneurs, executives & freelancers. Ads:
@justcage Partner: @Tgpodbor_official RKN link: <https://clck.ru/3GnQRq>

SUBSCRIBERS

12 509

-120 per month

ERR (% SEE POSTS)

3.0%

per day 1.7%

REACH/POST

362

ad reach 214/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 12 509 —	 SUBS REACH 2.89% avg % of subs see post	 VIEWS/POST 362 median 362 · —	 POSTS/WEEK 1.0 over period
 7D TREND — no data for period	 REACTIONS/POST — MTPROTO only	 POST LENGTH 873 chars median 873 · —	 POSTS ANALYZED 1 —
 AD REACH 214 24h avg	 CHURN / MONTH -120 last month	 QUOTABILITY 386 citation index · 422 channels mentioned all time	 CHANNEL AGE 7 years 4 months created 14.03.2019

AI EDITOR SUMMARY

Channel «Business Culture» — 12 509 subs. Each post averages 362 people (3% of subs), reach is low — should expand audience. Publishes 1 posts per week (~0 per day) — rare publications.

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 1 posts for –.
- 02 Dominant format – **Photo** (1/1 posts).
- 03 Avg post length – **873** chars (median 873).
- 04 Peak audience activity – **Tuesday**, 18:00 MSK.
- 05 Top posts get **0x** more views than the weakest (120 avg for top vs 362 for worst) – among 1 posts for –. Analyze what top posts share: topic, format, time.

TOP 1 POSTS

Nº1 07.07 · 15:00 PHOTO  An accident at a commercial facility can be very costly: flooding, damaged utilities, or harm to neighboring premises often...	VIEWS	REACTIONS
	362	–
	REPOSTS	ER
	2	2.9%

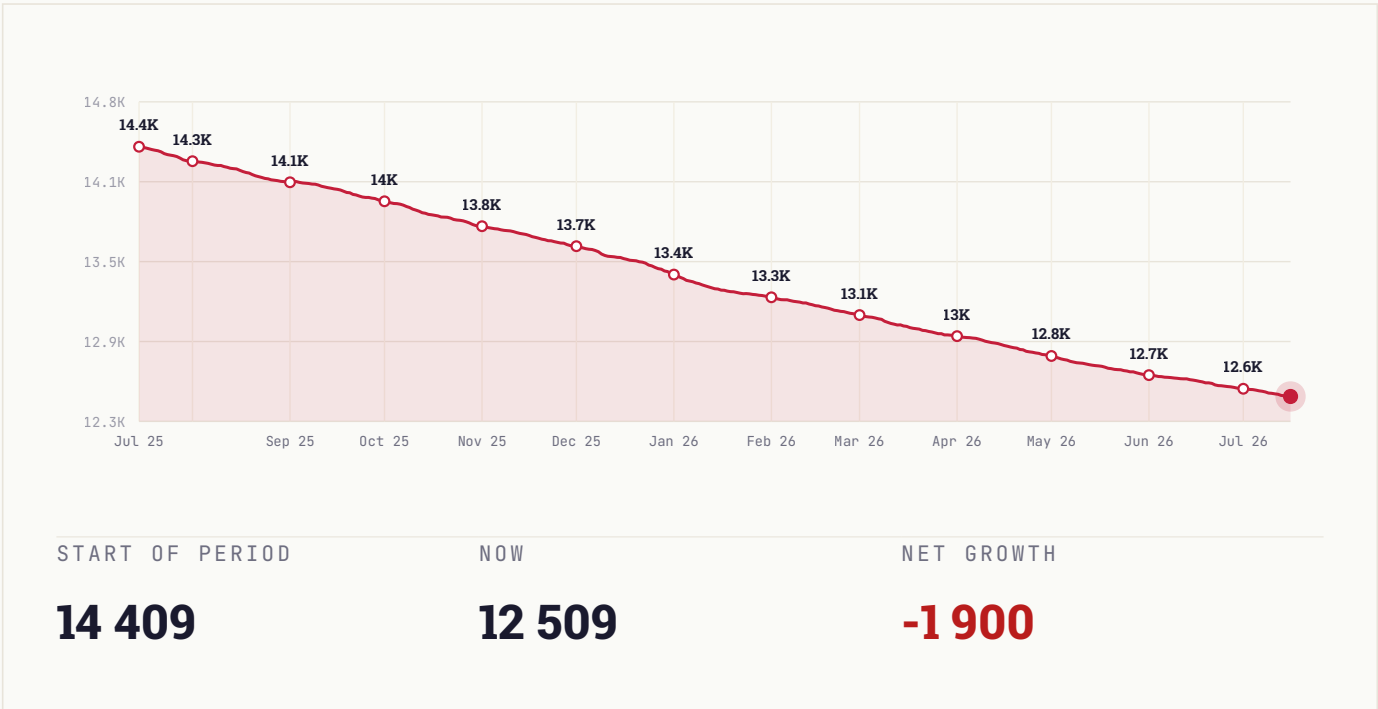
WORST 1

 07.07 · 15:00 PHOTO  An accident at a commercial facility can be very costly: flooding, damaged utilities, or harm to neighboring premises often...	VIEWS	REACTIONS
	362	–
	REPOSTS	ER
	2	2.9%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

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



SECTION 04 • MENTIONS

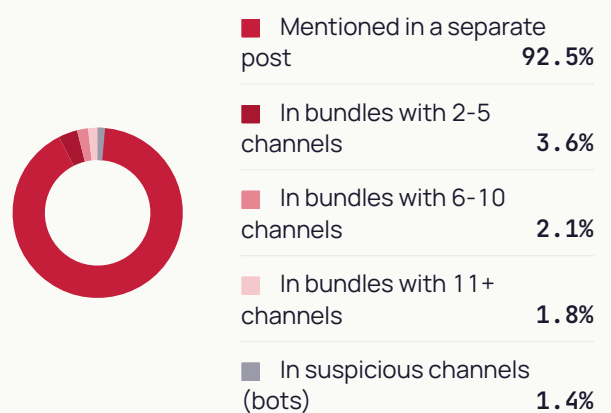
Who mentions the channel and how

Citation index **386** — 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 mentions: **422** different channels.

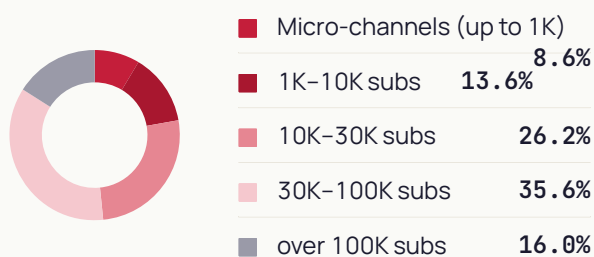
COUNTRIES MENTIONING



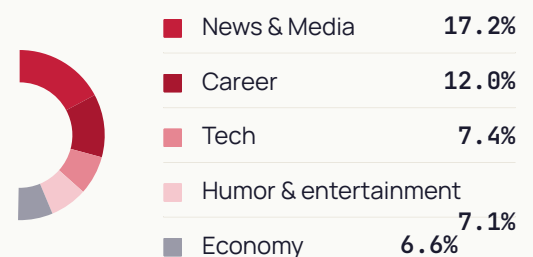
MENTION FORMAT



SIZE OF CHANNELS MENTIONING



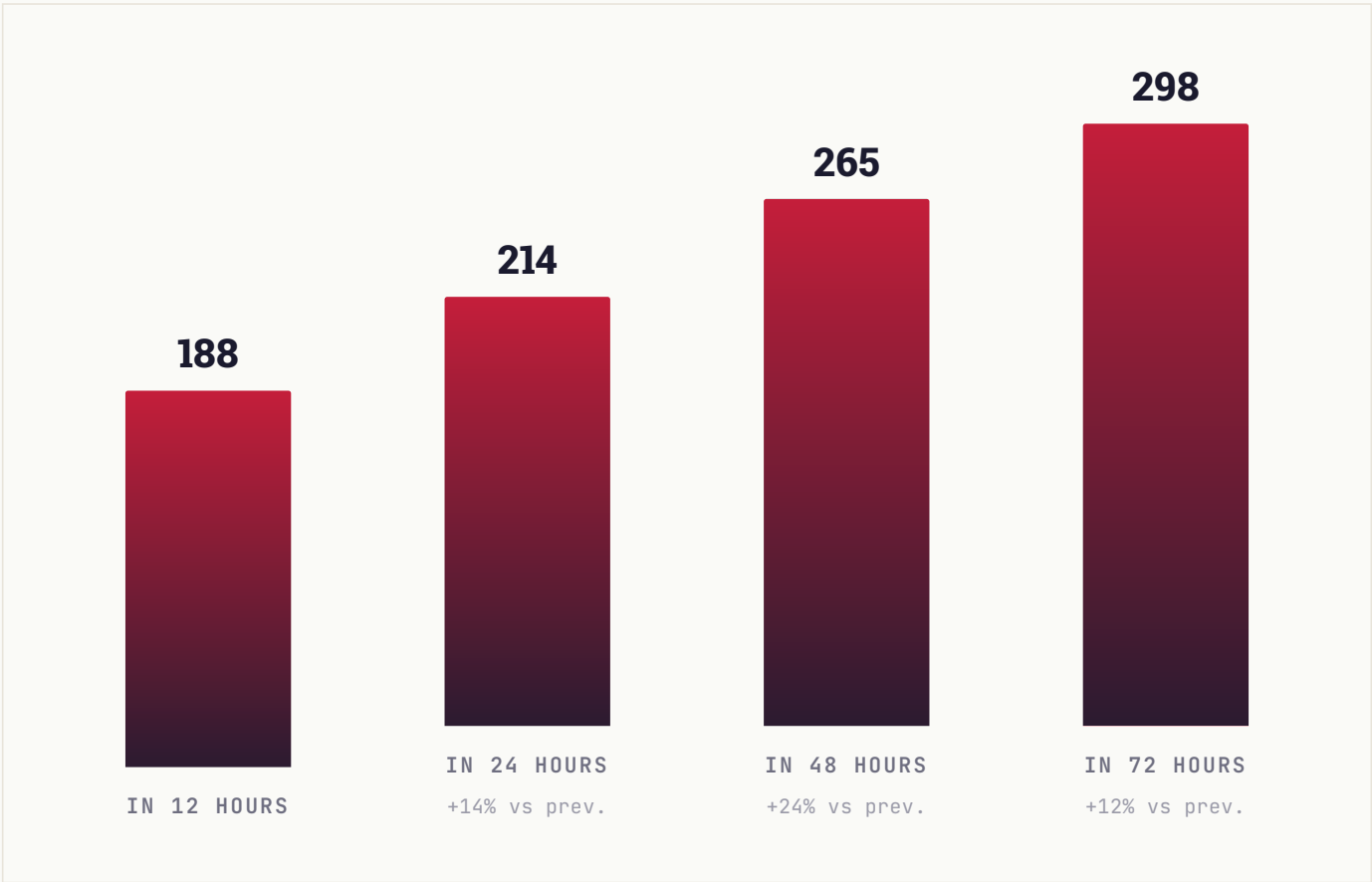
TOPICS WHERE MENTIONED



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

CHANNEL	SUBSCRIBERS
S& Startups & Ventures	2.6M
VC Venture Capital	2.6M
ME Mohamed El Guazzar 🇪🇬	2.2M
IT ISHBOR Toshkent	1.4M
MO Moscowbusiness	1.1M
CN Million Books business blog	861.7K
RP Roxman typing...	529.9K
AB Business Shark	502.2K
CPM Merger & Acquisition	469.6K
لز لباس زیر اقساطی ریزسابل	456.9K
BI Business Culture YOU	12.5K

COMPARATIVE CONCLUSION

Channel not yet outside top-99 of niche — early growth stage. Niche leader — Startups & Ventures (2.6M), top-99 median: 171.4K. First goal: enter top-99 through systematic work on traffic and content.

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

We track posts in other channels that mention yours monthly. Over the last **6 months** such mentions were **0**, they brought **8** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBS
Jan 2026	0	0	1	
December 2025	0	0	0	
November 2025	0	0	0	
October 2025	0	0	0	
September 2025	0	0	7	
August 2025	0	0	0	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
0	6	8

Where the channel ranks in its league

The figure consists of three horizontal bar charts, each representing a different performance metric. Each chart has a light beige background bar representing the range of values in the niche. A vertical line marks the median value. A red dot indicates the channel's performance, and a grey dot marks the niche minimum. The channel's value is also displayed as text.

Metric	Channel Value	Median	Comparison
SUBSCRIBERS	12,509	171.2K	93% below median
AVG REACH / POST	362	12.6K	97% below median
CITATION INDEX	386	118	better than 63% of niche

SUBSCRIBERS 93% below median

median 171.2K

53.2K 12 509 — your channel 591.8K

AVG REACH / POST 97% below median

median 12.6K

2 362 — your channel 57.2K

CITATION INDEX better than 63% of niche

median 118

0 386 — your channel 1.2K

— 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

Increase posting frequency

Currently 1.0 posts/week. Active channels average 7-10. Consistency is key to retention.

EFFECT

**Consistency
beats volume**

02

Top post of the week — Tuesday

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

EFFECT

**Best window
for important
posts**

03

Increase video posts share

Video in Telegram holds audience longer and is favored by the algorithm. Aim for 15-25%.

EFFECT

**Video retains
audience
better**

04

ER below niche benchmark — rethink formats

Current ER 2.89% vs norm 3.5%. Try polls & interactive formats.

EFFECT

+0.6pp ER

05

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**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in minutes from public data. Want to go further? Run ads with us and hit your growth plan in a month.

01	Launch Telegram ads	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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