

— PUBLIC REPORT PROMTPRESS

Channel audit

BUSINESS & FINANCE



@bizfinru

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SUBS

998 147

20 posts 13 days

ERR (% WHO SEE
POSTS)

2.0%

per day 0.0%

REACH/POST

16.1K

ad reach 0/24h

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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.

 SUBS 998 147 —	 SUBSCRIBER REACH 1.62% avg % of subs see post	 VIEWS/POST 16.1K median 14.9K · 13 days	 POSTS/WK 10.1 over period
 7D TREND — no data for period	 REACTIONS/POST — MTPROTO only	 POST LENGTH 293 chars. median 292 · 13 days	 POSTS IN ANALYSIS 20 13 days
 AD REACH 0 24h avg	 CITATION INDEX 0 citation index · 2 channels mentioned ever	 CHANNEL AGE 2 years 7 months created 25.11.2023	

AI EDITOR SUMMARY

Channel «BUSINESS AND FINANCE» — 998 147 subs. Each post averages 16.1K people (2% from subs), reach is low — need to grow audience. Publishes 10 posts per week (~1/day) — regular schedule.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 20 posts over 13 days.
- 02 Dominant format – Photo (16/20 posts).
- 03 Avg post length – 293 chars (median 292).
- 04 Peak audience activity – Monday, 18:00 MSK.
- 05 Top posts gather 2x more views than the weakest (18K avg for top vs 11.3K for worst) – among 20 posts over 13 days. Worth analyzing what the top posts have in common: topic, format, time.

TOP 5 POSTS

Nº1 15.07 · 17:04 PHOTO Russia plans to register trademark «Дух Анкориджа». Under this brand they plan to release perfume products, including perfumes...	VIEWS 19 936 REPOSTS 1	REACTIONS — ER 2.0%
Nº2 17.07 · 18:42 PHOTO Shares of largest Russian companies now trade 40–93% below their historical highs.	VIEWS 18 019 REPOSTS 1	REACTIONS — ER 1.8%
Nº3 15.07 · 05:55 PHOTO Warren Buffett plans to transfer remaining Berkshire Hathaway shares to his children's charitable foundations over eight years. Meanwhile...	VIEWS 15 944 REPOSTS 1	REACTIONS — ER 1.6%

Nº4 07.07 • 09:43 PHOTO Gas station numbering may appear in five more Russian regions. After the Oryol region experience, the system is being prepared for Lipetsk...	VIEWS 15 661 REACTIONS — REPOSTS 1 ER 1.6%
Nº5 10.07 • 15:23 PHOTO Savings make people much calmer, — Acorns study. Scientists surveyed nearly 2,000 people and found that the level...	VIEWS 13 217 REACTIONS — REPOSTS 1 ER 1.3%

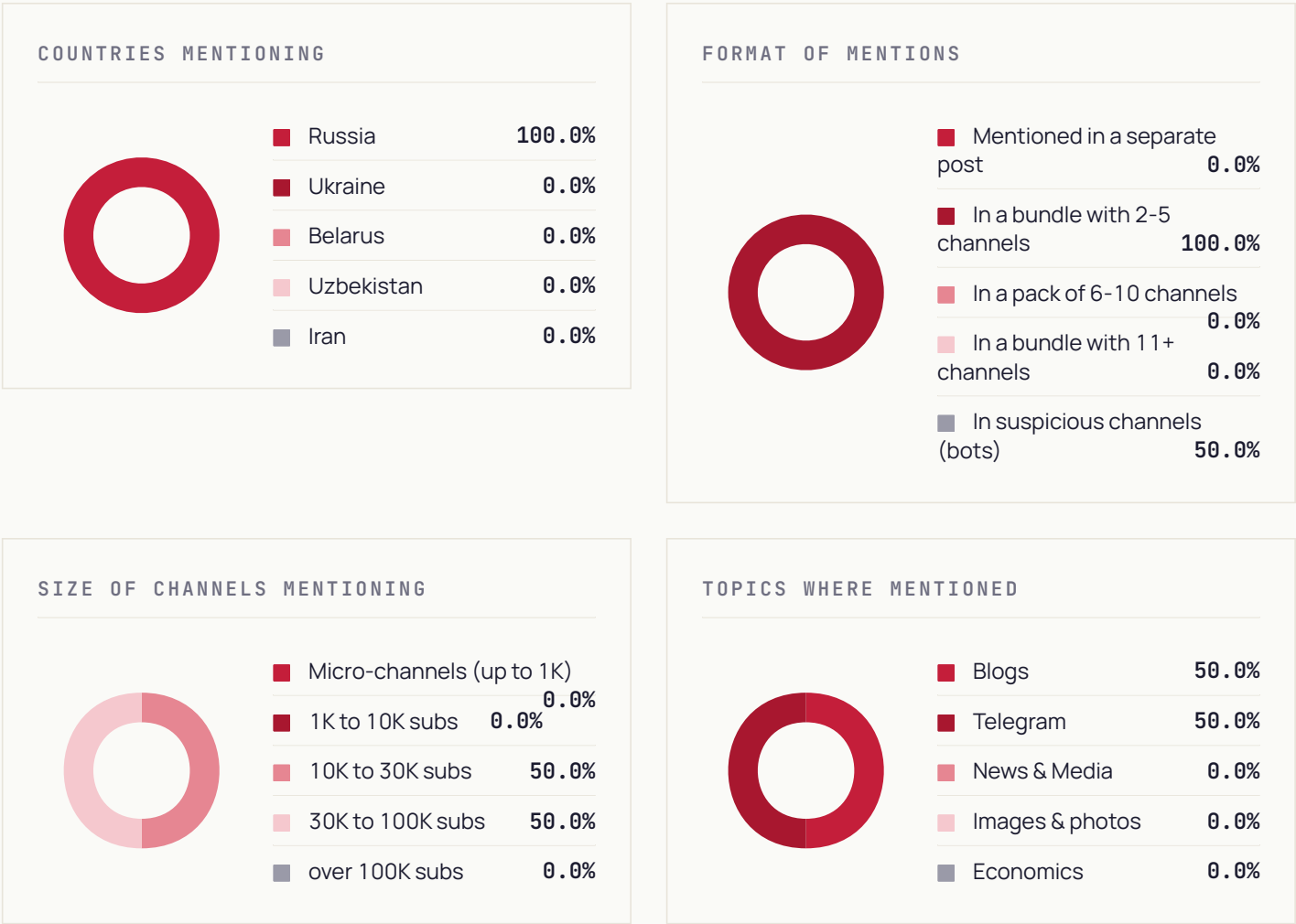
WORST 3

↓ 10.07 • 21:03 PHOTO Income needed for comfortable living in US cities. 56 major US cities ranked by annual income needed for a family of four...	VIEWS 12 351 REACTIONS — REPOSTS 1 ER 1.2%
↓ 11.07 • 08:36 PHOTO Own apartment became the main criterion for a man's attractiveness for Moscow women. Lack of housing for guys over 30 women...	VIEWS 10 979 REACTIONS — REPOSTS 1 ER 1.1%
↓ 11.07 • 05:25 PHOTO Berkshire Hathaway's cash reserves hit a record. Warren Buffett's company amassed \$397 billion in cash — this is new...	VIEWS 10 500 REACTIONS — REPOSTS 1 ER 1.1%

SECTION 03 · MENTIONS

Who mentions the channel and how

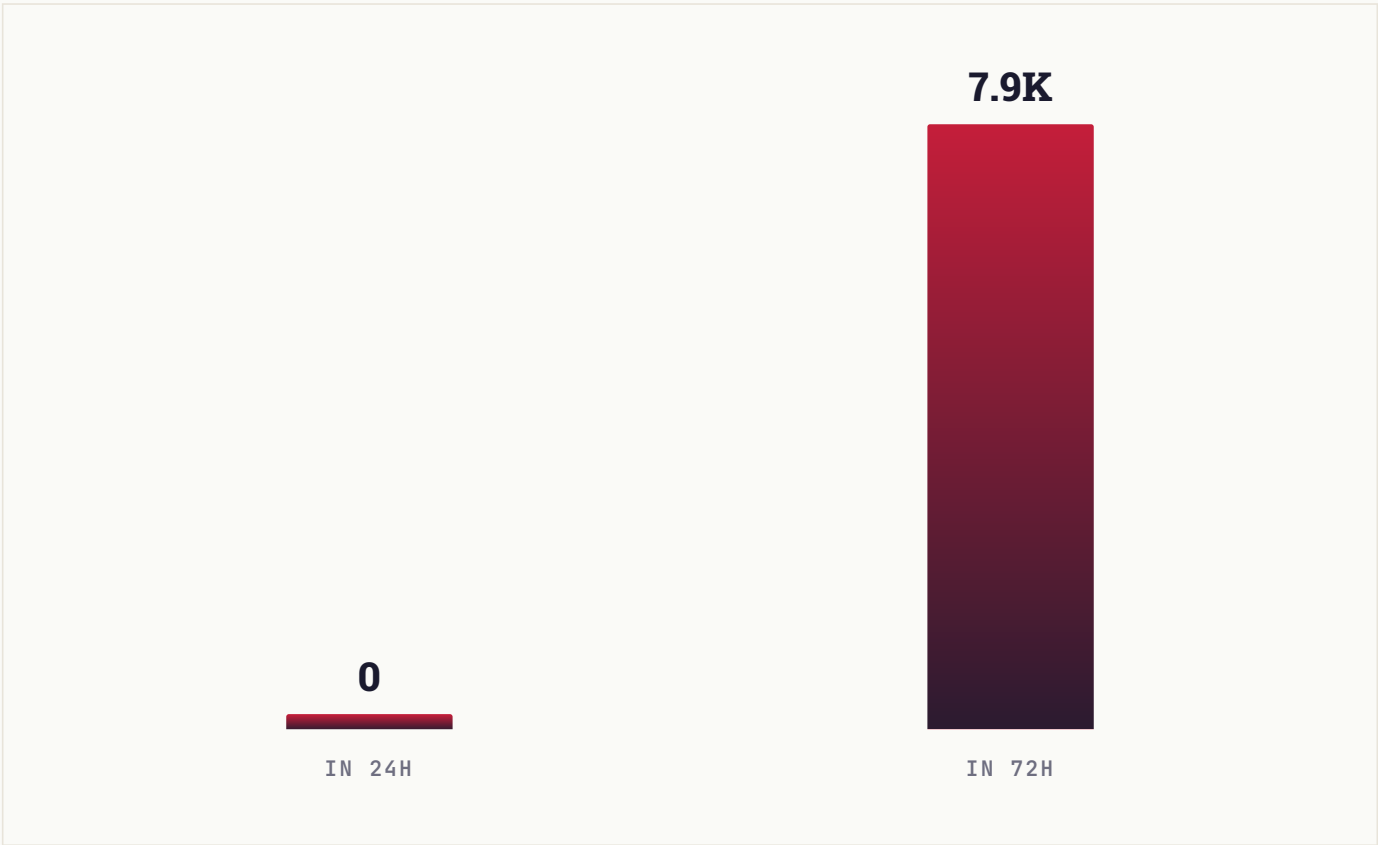
Citation index 0 – channel popularity rating based on mentions. Considers not only their count but also the weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel mentioned 2 different channels.



SECTION 04 · AD POTENTIAL

How long a post generates reach

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



SECTION 05 · COMPETITORS

Who you compete with

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

CHANNEL	SUBS
S& Startups & Ventures	2.6M
VC Venture Capital	2.6M
ME Mohamed El Guazzar 🇸🇩	2.2M
IT ISHBOR Toshkent	1.3M
MO Moscowbusiness	1.1M
БИ BUSINESS & FINANCE YOU	998.1K
CN Million-dollar books business blog	860.8K
RP Roxman typing...	527.2K
AB Акула Бизнеса	503.2K
CC Merger & Acquisition	467.1K
لز لباس زیر اقساطی ریزسابل	451.6K

COMPARATIVE CONCLUSION

Channel not yet outside top 99 of niche — early growth stage. Niche leader — Startups & Ventures (2.6M), top-99 median: 170.7K. First goal — enter top-99 through systematic work with traffic and content.

SECTION 06 · NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category "Business & Startups» (Russia) and compared your channel against them. Gray band – range where 80% of niche channels fall (p10 to p90). Black vertical – median. Red dot – your channel.



— SECTION 07 · STRATEGY

What to do right now

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

01

Main post of the week — on Monday

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 retains audience longer and is favored by the algorithm. Recommend increasing share to 15-25%.

EFFECT

**Video retains
audience
better**

03

ER below niche benchmark — rethink formats

Current ER 1.62% vs norm 3.5%. Try polls and interactive formats.

EFFECT

+1.9pp ER

04

Systematic traffic buying

Three formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromptPress selects sources for your niche.

EFFECT

**+1000-3000
subs**

05

Test polls and 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 us to do it PromptPress?

This audit is what we can do in minutes using public data. To go further, run ads with us and hit your growth goal in a month.

01

**Launch ads in
Telegram**

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

02

Contact manager

t.me/PromptPress_manager