

PUBLIC REPORT BY PROMTPRESS

Channel audit

Бизнес без глянца



@biznesbezglyanca

Бизнес без глянца — honest about real business: experience, mistakes, and working solutions. 📺 Ads @natalyapodbel, <https://clck.ru/3FS5qV>

SUBSCRIBERS

256 466

-11 per month

ERR (% SEE POSTS)

47.0%

per day **36.0%**

REACH/POST

114.7K

ad reach **92.5K/24h**

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. Subtitle below the number shows the period it covers.

 SUBSCRIBERS 256 466 —	 SUBS REACH 44.72% avg % subs see post	 VIEWS/POST 114.7K median 114.7K · 21 days	 POSTS/WEEK 1.7 over period
 7D TREND — no data for period	 REACTIONS/POST — MTPROTO only	 POST LENGTH 601 chars median 568 · 21 days	 POSTS ANALYZED 5 21 days
 AD REACH 92.5K 24h avg	 CHURN / MONTH -11 last month	 CITATION RATE 2 citation index · 17 channels mentioned ever	 CHANNEL AGE 3 years 21 days created 22.05.2023

AI EDITOR SUMMARY

Channel «Business Without Gloss» – 256 466 subs. Each post averages 114.7K people (45% from subs), wide reach for a channel this size. Publishes 2 posts/week (~0/day) – rare posts.

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 5 posts over 21 days.
- 02 Dominant format – Photo (4/5 posts).
- 03 Avg post length – 601 chars (median 568).
- 04 Peak audience activity – Wednesday, 09:00 MSK.
- 05 Top posts get ×1 more views than the weakest (1 16.8K avg for top vs 1 12.6K for worst) – among 5 posts over 21 days. Analyze commonalities: topic, format, timing.

TOP 5 POSTS

Nº1 20.05 • 06:27 PHOTO 📌 Which metrics do investors look at first? • Unit economics shows how profitable each customer is...	VIEWS 118 221 REPOSTS 440	REACTIONS — ER 46.1%
Nº2 10.06 • 07:53 PHOTO ☞ Analytics isn't just for reports Owners often ask for fancy reports and dozens of metrics. But a good report only answers...	VIEWS 117 446 REPOSTS 295	REACTIONS — ER 45.8%
Nº3 27.05 • 15:00 VIDEO Alexander Petrov gives autographs wisely, especially on business documents. It's in moments like these that entrepreneurial...	VIEWS 114 703 REPOSTS 296	REACTIONS — ER 44.7%

Nº428.05 · 07:24PHOTO Everyone talks about reach, traffic, and audience growth ☒ But business money comes from conversion, not views ☒ You can bring...	VIEWS111 720 REPOSTS402	REACTIONS— ER43.6%
Nº507.06 · 08:24PHOTO ☕ Sales grow not from lead volume Many companies try to boost sales with new traffic. But often the problem lies...	VIEWS111 324 REPOSTS326	REACTIONS— ER43.4%

WORST 3

↓27.05 · 15:00VIDEO Alexander Petrov gives autographs wisely, especially on business documents. It's in moments like these that entrepreneurial...	VIEWS114 703 REPOSTS296	REACTIONS— ER44.7%
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SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

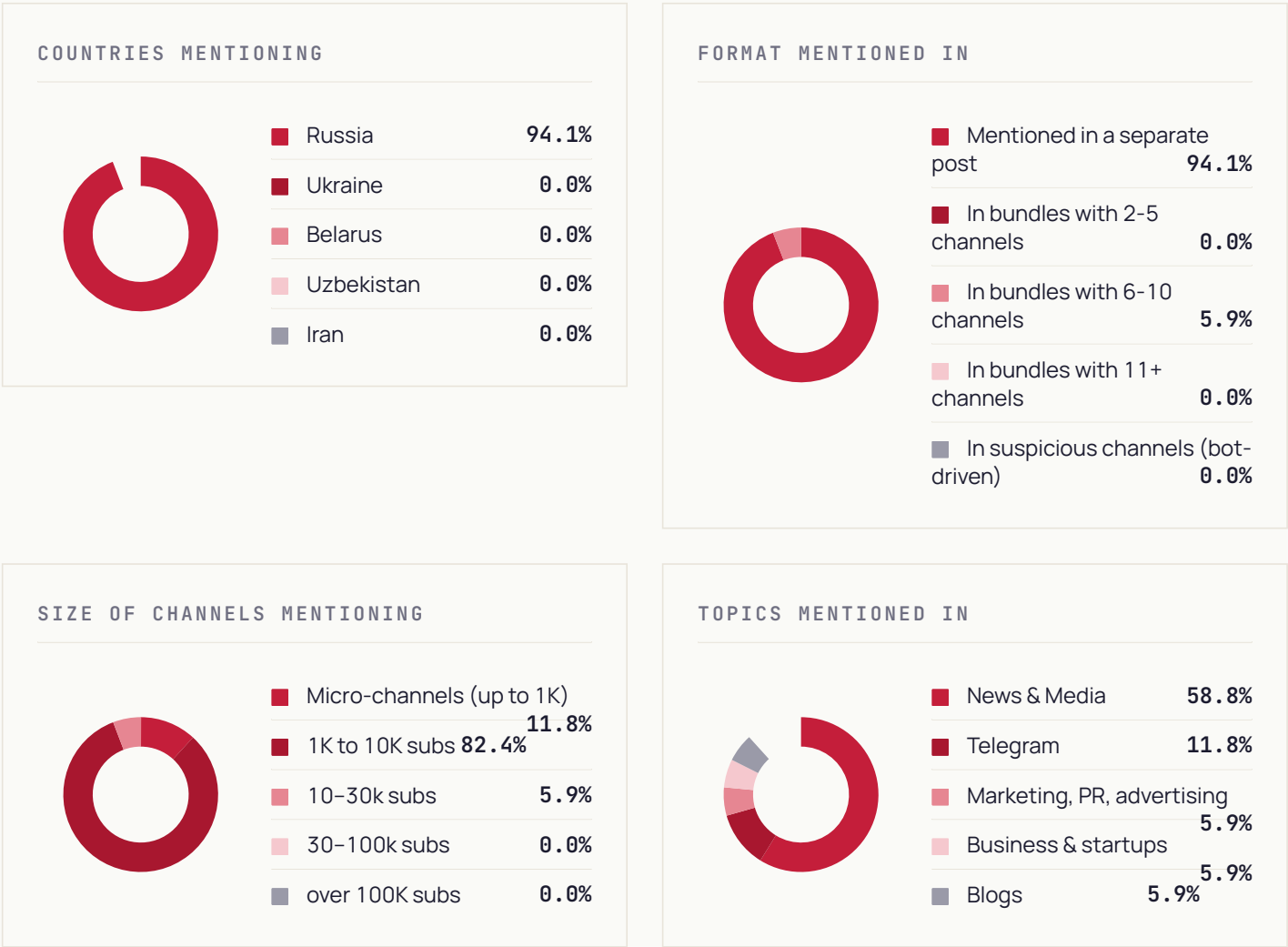
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth vs. loss.



SECTION 04 · MENTIONS

Who mentions the channel and how

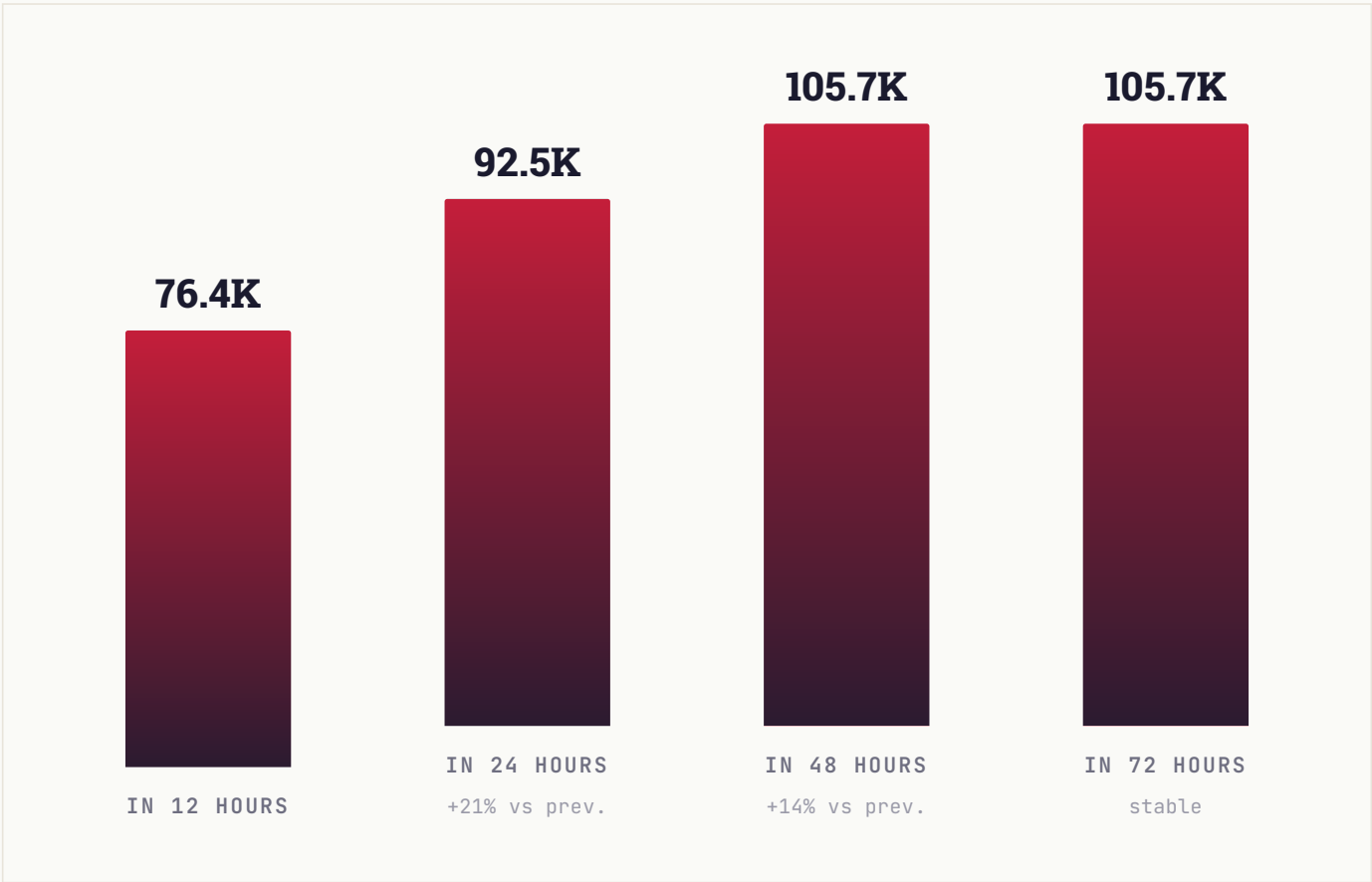
Citation index 2 – channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100K-sub channel weighs more than from a 1K-sub channel. All-time channel was mentioned 17 different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg ad post reach over 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 highlighted — see its rank among niche peers.

CHANNEL	SUBSCRIBERS
MO Moscowbusiness	966.6K
CN Million-Dollar Books business blog	872.2K
SS Merger & acquisition	495.2K
AB Акула Бизнеса	494.1K
BI Business Ideas Startups	449.2K
RB Russian Business	377.2K
BD Business DNA of Russia	297.3K
RR Russian retail & business	289.2K
2H 25th hour • Business & Finance	288.4K
BB Бизнес без глянца YOU	256.5K
E- E-commerce	254.7K

COMPARATIVE INSIGHT

Channel in top 10 niche (#10 of 100). Strong position. Niche leader — Moscowbusiness (966.6K), room to grow to #1. With other top-10 channels — mutual exchanges as equals.

SECTION 07 · NICHE COMPARISON

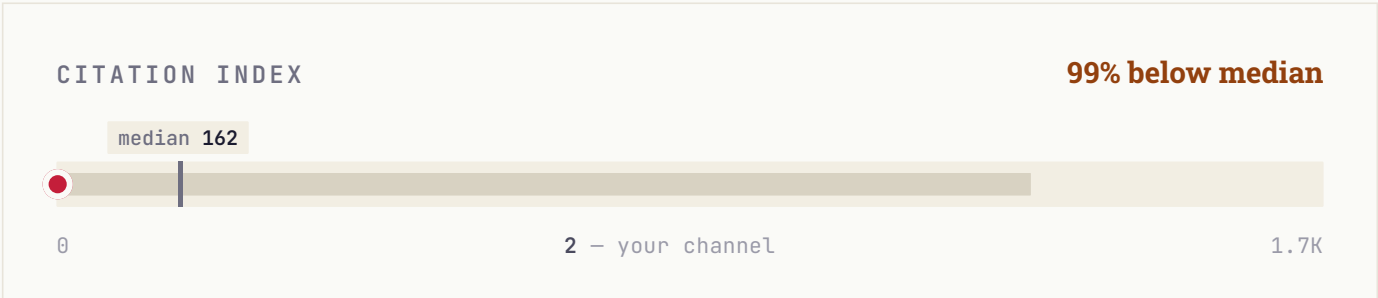
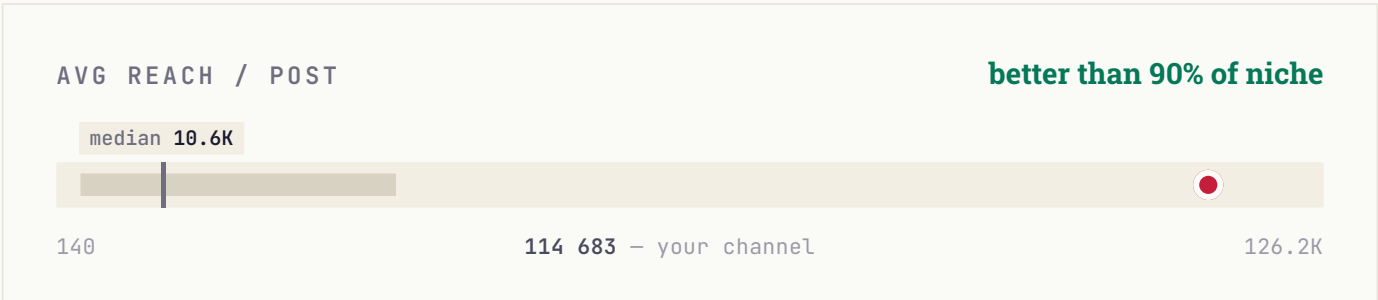
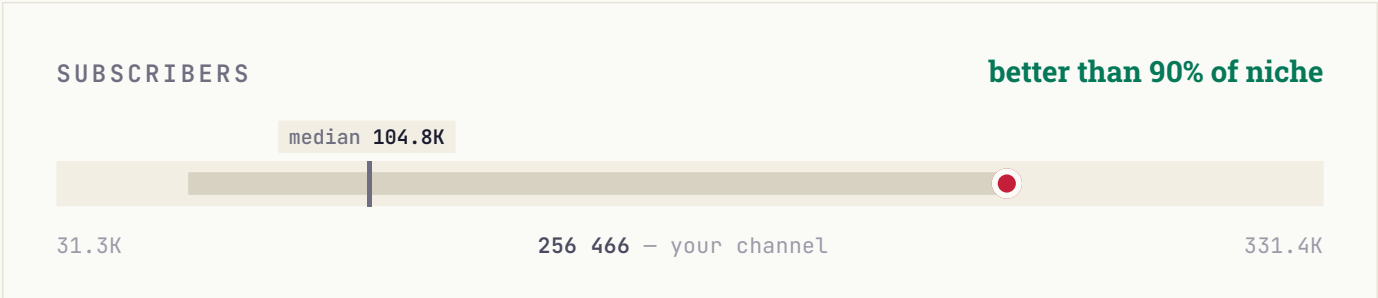
Where channel stands in its league

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

#10/100

RANK IN NICHE

Channel in top 10% business & startups Russia



— SECTION 08 · STRATEGY

What to do right now

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

- | | | |
|-----------|---|--|
| 01 | Increase posting frequency
Now 1.7 posts/week. Active channels do 7-10.
Consistency is key to retention. | EFFECT
Consistency beats volume |
| 02 | Top post of the week — on Wednesday
Audience most active on this day at 09:00 MSK. | EFFECT
Best window for important posts |
| 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 typically boost ER by +5-15%. One poll per week on a hot topic is an easy win. | EFFECT
+5-15% ER |
| 05 | Cross-promo with neighboring channels
Swap posts with same-segment channels once a quarter. No need daily — 2-3 collabs give relevant growth. | EFFECT
Growth from relevant audience |

★ WHAT'S NEXT

Want this done by **PromptPress?**

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

01

**Launch ad in
Telegram**

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

02

Contact manager

t.me/PromptPress_manager