

PUBLIC REPORT PROMTPRESS

Channel audit

Business Storm



@brainsstorming

Best business knowledge for internet entrepreneurs – free! ■
Owner: @Tiger_link In the RKN registry: <https://clck.ru/3F3gcE> ■

SUBSCRIBERS

63 849

-309 per month

ERR (% SEE POSTS)

29.0%

daily 15.3%

REACH/POST

17.7K

ad reach 9.8K/24h

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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 63 849 —	 SUBSCRIBER REACH 27.68% avg % subs see post	 VIEWS/POST 17.7K median 18.4K · 29 days	 POSTS/WEEK 19.8 for period
 7D TREND -1.9% vs previous week	 REACTIONS/POST — MTPROTO only	 POST LENGTH 994 chars median 1000 · 29 days	 POSTS ANALYZED 83 29 days
 AD REACH 9.8K 24h avg	 CHURN / MONTH -309 last month	 CITATION RATE 236 citation index · 333 channels mentioned all time	 CHANNEL AGE 8 years 1 month created 29.04.2018

AI EDITOR SUMMARY

Channel «Business Storm» — 63 849 subs. Each post averages 17.7K people (28% of subs), good reach. Publishes 20 posts/week (~3/day) — steady. Week 1–7 Jun reach stable (-1.9% vs week 25–31 May).

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement & underperformers — to see what to repeat and what to drop.

WHAT TOP POSTS SHARE

- 01 Analysis based on **83** posts over 29 days.
- 02 Dominant format — **Photo** (47/83 posts).
- 03 Avg post length — **994** chars (median 1000).
- 04 Peak audience activity — **Monday**, 09:00 MSK.
- 05 Top posts get **1x** more views than the weakest (20.4K avg for top vs 15.9K for worst) — among 83 posts over 29 days. Worth analyzing what the top have in common: topic, format, timing.

TOP 5 POSTS

Nº1 18.05 · 06:53 PHOTO Production of polycarbonate greenhouses ☑Profit: from 720,000 RUB The Russian greenhouse market reached 45 bln RUB in 2024 and grows 28%...	VIEWS 20 552 REACTIONS — REP. 57 ER 32.2%
Nº2 18.05 · 15:21 PHOTO Custom kitchen workshop ☑Profit: from 850,000 RUB Russia's kitchen furniture market exceeded 280B RUB in 2024 and is growing...	VIEWS 20 481 REACTIONS — REP. 47 ER 32.1%
Nº3 25.05 · 06:53 PHOTO Production of carts & shelves for warehouses ☑Profit: from 420,000 RUB The Russian warehouse equipment market reached 89 bln RUB in 2024...	VIEWS 20 312 REACTIONS — REP. 67 ER 31.8%

Nº4 25.05 · 15:21 PHOTO Production of vandal-proof furniture ¶Profit: from 580,000 RUB The Russian specialized furniture market reached 34 bln RUB in 2024 and...	VIEWS 20 194 REP. 93	REACTIONS — ER 31.6%
Nº5 25.05 · 10:47 VIDEO Car interior leather reupholstery services ¶Profit: from 340,000 RUB Russia's car tuning market — 67B RUB annually. 2.8...	VIEWS 20 156 REP. 65	REACTIONS — ER 31.6%

|

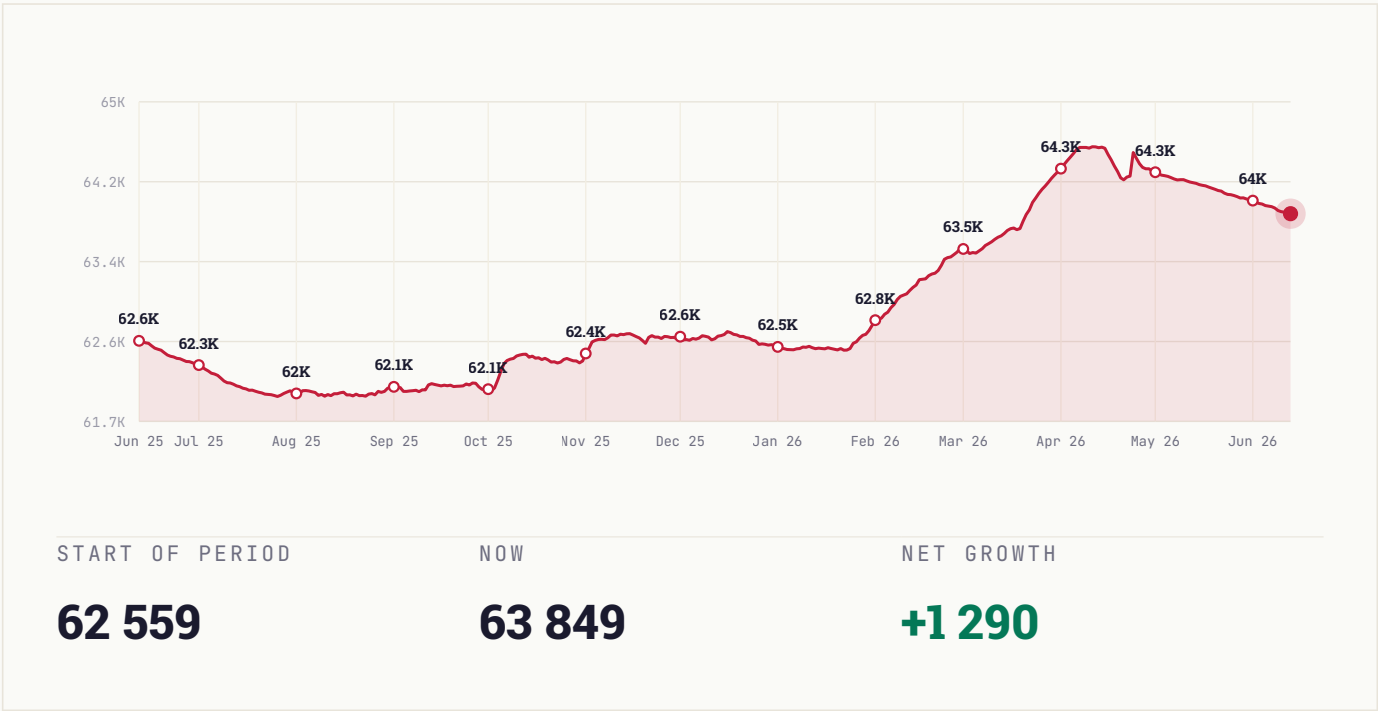
WORST 3

↓ 07.06 · 15:20 PHOTO Production of shopping carts for supermarkets ¶Profit: from 450,000 RUB The Russian retail equipment market reached 156 bln RUB in...	VIEWS 15 920 REP. 81	REACTIONS — ER 24.9%
↓ 07.06 · 10:51 VIDEO Perimeter alarm installation services ¶Profit: from 480,000 RUB Russia's security systems market reached 112B RUB in 2024...	VIEWS 15 893 REP. 72	REACTIONS — ER 24.9%
↓ 09.06 · 15:22 PHOTO Repair of cash registers ¶Profit: from 240,000 RUB Russia's online cash register fleet exceeded 4.8M units in 2024, growing by...	VIEWS 15 804 REP. 78	REACTIONS — ER 24.8%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

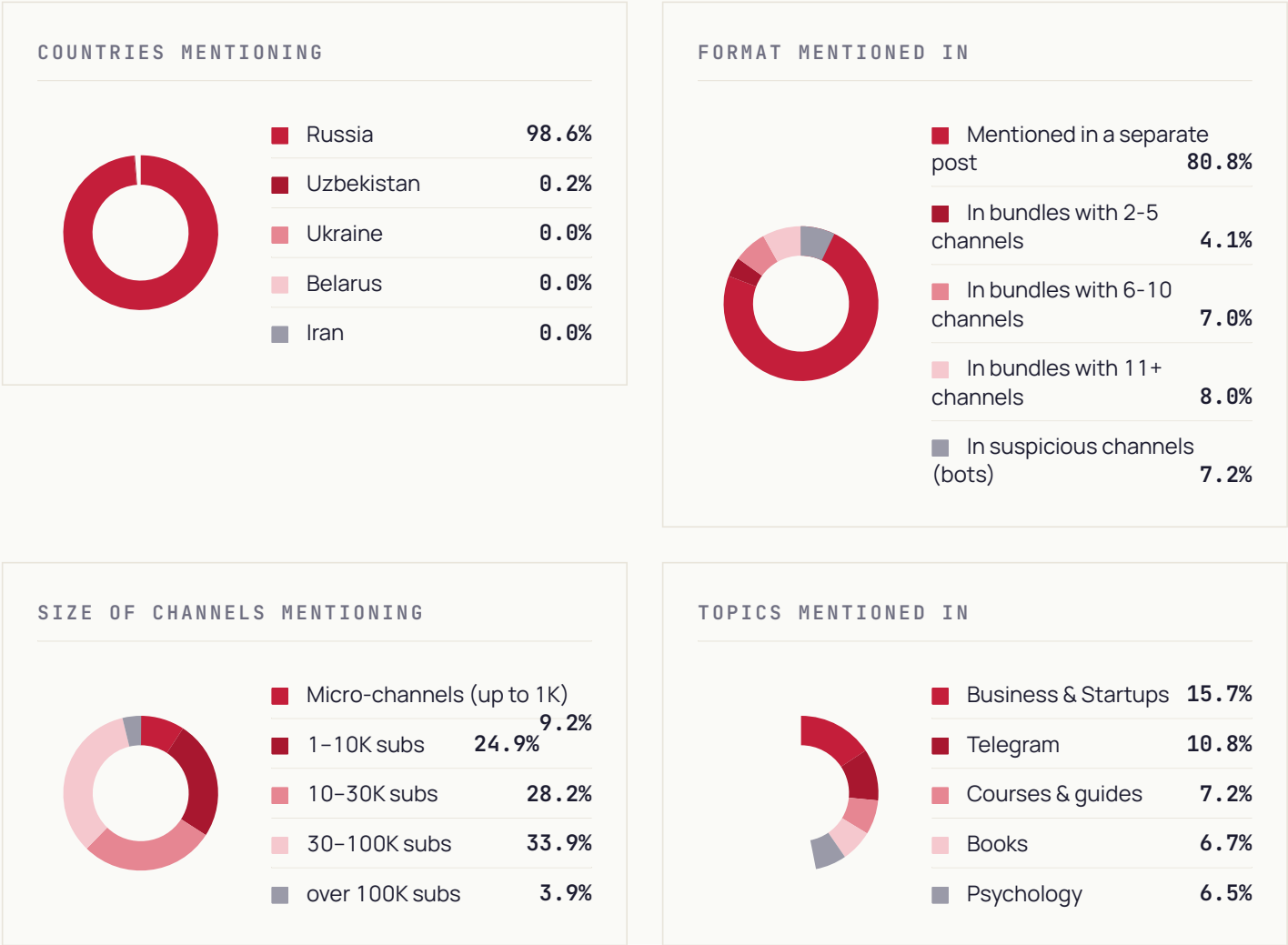
Subscriber growth chart for the year. Key months show exact sub count. Shows which months grew and which lost subs.



SECTION 04 · MENTIONS

Who mentions the channel & how

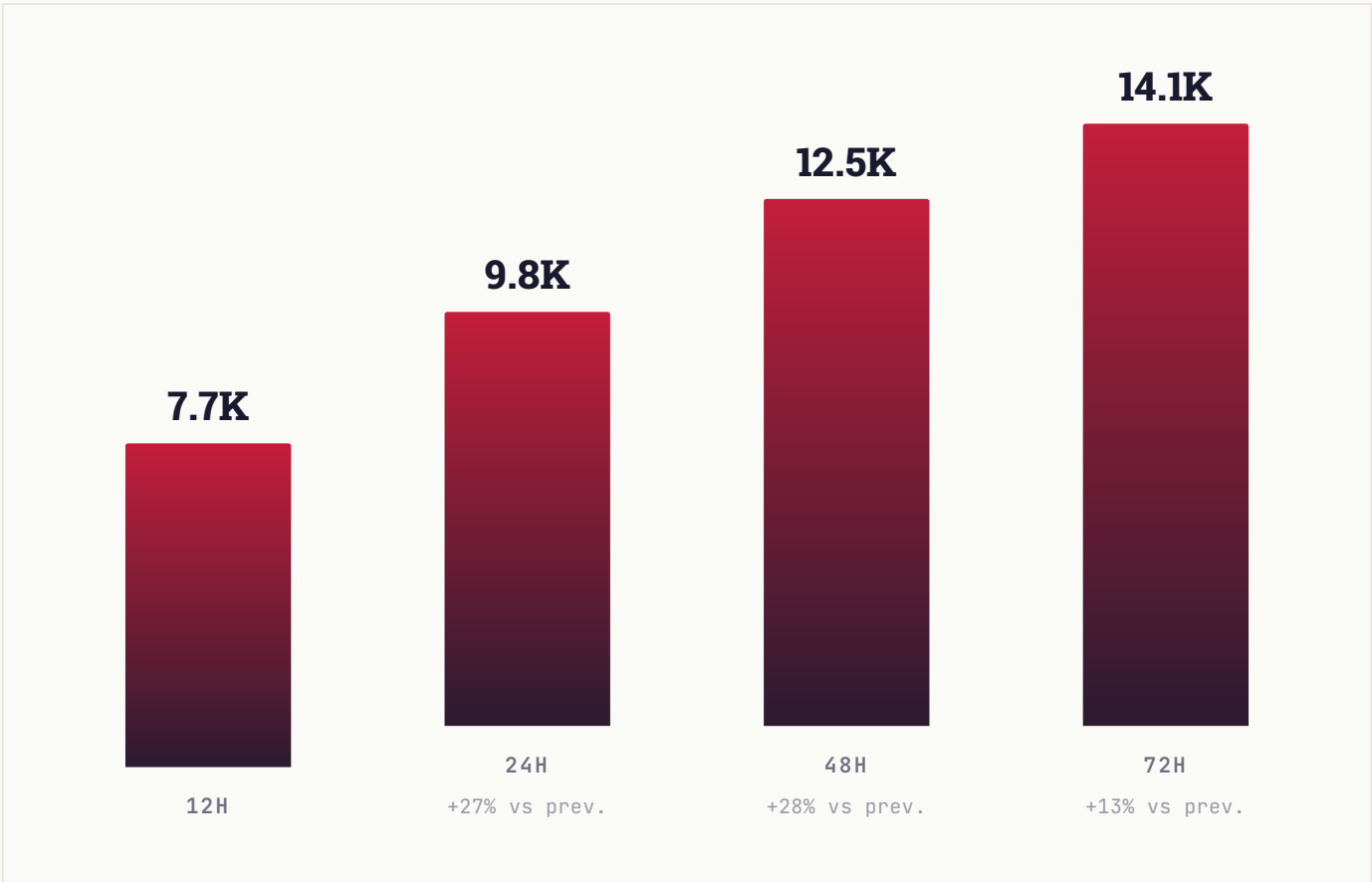
Citation index **236** – channel popularity score based on mentions. Considers both count and weight of mentioners: a post from a 100K subs channel weighs more than from 1K subs. All-time mentions: **333** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of ad post over time since publication. Helps estimate 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 peers.

CHANNEL	SUBSCRIBERS
MO Moscow business	966.6K
CN Million Books business blog	872.2K
SS Merger & acquisition	495.2K
AB Business Shark	494.1K
BI Business Ideas Startups	449.2K
RB Russian Business	377.2K
BD Business DNA of Russia	297.3K
ER Russian retail & business	289.2K
2H 25th Hour • Business & Finance	288.4K
BB Business Without Gloss	256.5K
BS Business Storm YOU	63.8K

COMPARATIVE INSIGHT

Channel inbottom half of top-100 niche (#88 of 100). Niche median — 102.7K subs.
First growth KPI — reach median. Leader: Moscow business (966.6K).

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we track posts in other channels that mention your channel. Over the last **6 months** such mentions were **0**, they brought **1 487** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	0	0	174
November 2025	0	0	396
October 2025	0	0	472
September 2025	0	0	158
August 2025	0	0	229
July 2025	0	0	58

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
0	6	1 487

— SECTION 08 • NICHE COMPARISON

Where channel stands in its league

Top-100 channels in category «Business & Startups» (Russia) and compared your channel. Gray band — range for 80% of niche channels (p10 to p90). Black line — median. Red dot — your channel.

#88 /100

POSITION IN NICHE

Channel in the bottom half of the rating

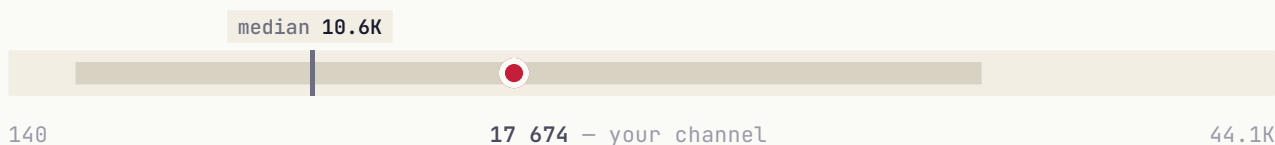
SUBSCRIBERS

39% below median



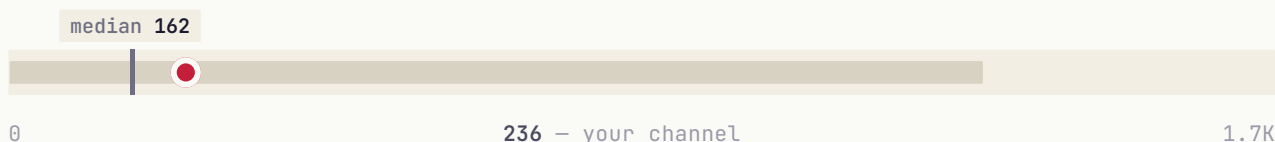
AVG REACH / POST

better than 62% of niche



CITATION INDEX

better than 52% of niche



— SECTION 09 · STRATEGY

What to do right now

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

- 01

Top post of the week — on Monday
Audience is most active on this day at 09:00 MSK.

EFFECT
Best time for an important post
- 02

Systematic traffic buying
Three formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromtPress picks sources for your niche.

EFFECT
+1000-3000 subs
- 03

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
- 04

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
- 05

Update channel description for Telegram search
Telegram search scans descriptions. Add 3-5 niche keywords — organic traffic source.

EFFECT
Organic traffic source

★ WHAT'S NEXT

Want this done by **PromptPress?**

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

01 Launch Telegram ad <https://panel.promptpress.com/register>

02 Contact manager t.me/PromptPress_manager
