

— PROMTPRESS PUBLIC REPORT

Channel audit

Business — and Dot



@btochka

Cozy media portal for business and that's it. Ads: @rekla_tochka

Registered with RKN: <https://rkn.link/De0>

SUBSCRIBERS

40 871

+580 per month

ERR (% SEE POSTS)

29.0%

last day **19.8%**

REACH/POST

10K

ad reach **7.8K**/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 40 871 —	 SUBSCRIBER REACH 24.44% avg % subs see post	 VIEWS/POST 10K median 9.9K · 21 days	 POSTS/WEEK 3.0 for period
 7D TREND — no data for period	 REACTIONS/POST 36.0 only 324 reactions, 615 reposts, 0 comments	 POST LENGTH 895 chars median 999 · 21 days	 POSTS ANALYZED 9 21 days
 AD REACH 7.8K 24h avg	 CHURN / MONTH +580 last month	 CITATION RATE 73 citation index · 41 channels mentioned all time	 CHANNEL AGE 2 years 7 months created 18.12.2023

AI EDITOR SUMMARY

Channel «Business – and That's It» – 40 871 subs. Each post averages 10K people (24% of subs), average reach – room to grow. Publishes 3 posts/week (~0/day) – rare publications.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and underperformers – to see what to repeat and what to drop from rotation.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 9 posts over 21 days.
- 02 Dominant format – Text (8/9 posts).
- 03 Avg post length – 895 chars (median 999).
- 04 Peak audience activity – Monday, 21:00 MSK.
- 05 Top posts get 2× more views than the weakest (13.7K avg for top vs 5.5K for worst) – among 9 posts over 21 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 29.06 · 18:02 TEXT Fixed vs variable: two cost types that decide your profit Every business has two cost types. Some barely change...	VIEWS 13 928 REPOSTS 53	REACTIONS 27 ER 34.1%
Nº2 05.07 · 12:12 TEXT Continuing the WOW service theme. Think where guests meet the brand. Before, during, or after the visit. Example: after booking...	VIEWS 13 918 REPOSTS 110	REACTIONS 49 ER 34.1%
Nº3 28.06 · 12:41 TEXT We once analyzed a case about an AI dev marketplace and wondered how to validate an MVP (minimum...	VIEWS 13 240 REPOSTS 94	REACTIONS 55 ER 32.4%

Nº4

07.07 • 20:18

TEXT

3 trends in M A R K E ...

VIEWS

13 194

REPOSTS

91

REACTIONS

56

ER

32.3%

Nº5

16.07 • 14:06

TEXT

We've talked about loss aversion. Simple: people fear losing more than they want...

VIEWS

9 917

REPOSTS

64

REACTIONS

41

ER

24.3%

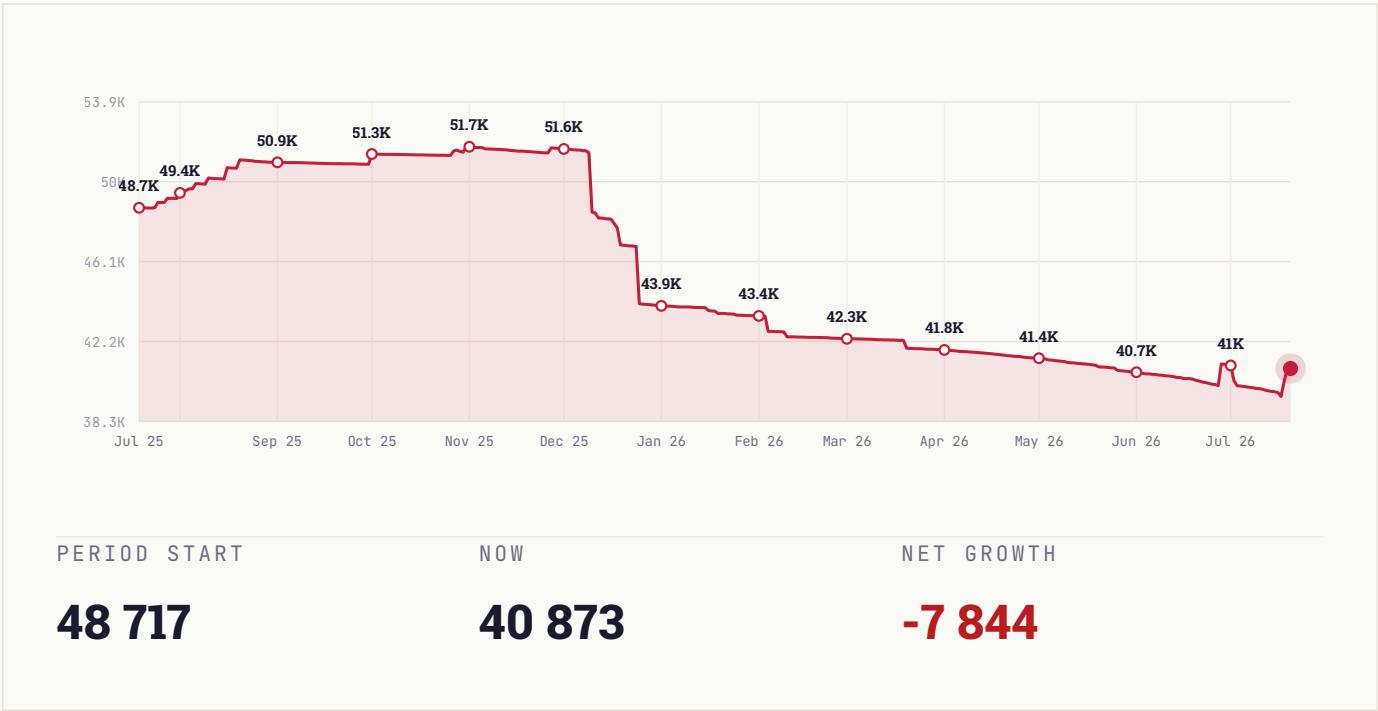
WORST 3

↓ 18.07 • 16:20 TEXT  When to research? Imagine a company selling auto parts. Their marketer went to a conference...	VIEWS 8 363 REPOSTS 58	REACTIONS 24 ER 20.5%
↓ 19.07 • 15:54 TEXT Preparing for hiring season If you want to breeze through hiring season *it can start any moment*, start with analytics. Specifically...	VIEWS 4 109 REPOSTS 60	REACTIONS 18 ER 10.1%
↓ 19.07 • 14:54 PHOTO With this economy, better sleep to save money. 🥱 Or build a Telegram business. But you know what's better? Subscribe to...	VIEWS 4 048 REPOSTS 5	REACTIONS 4 ER 9.9%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

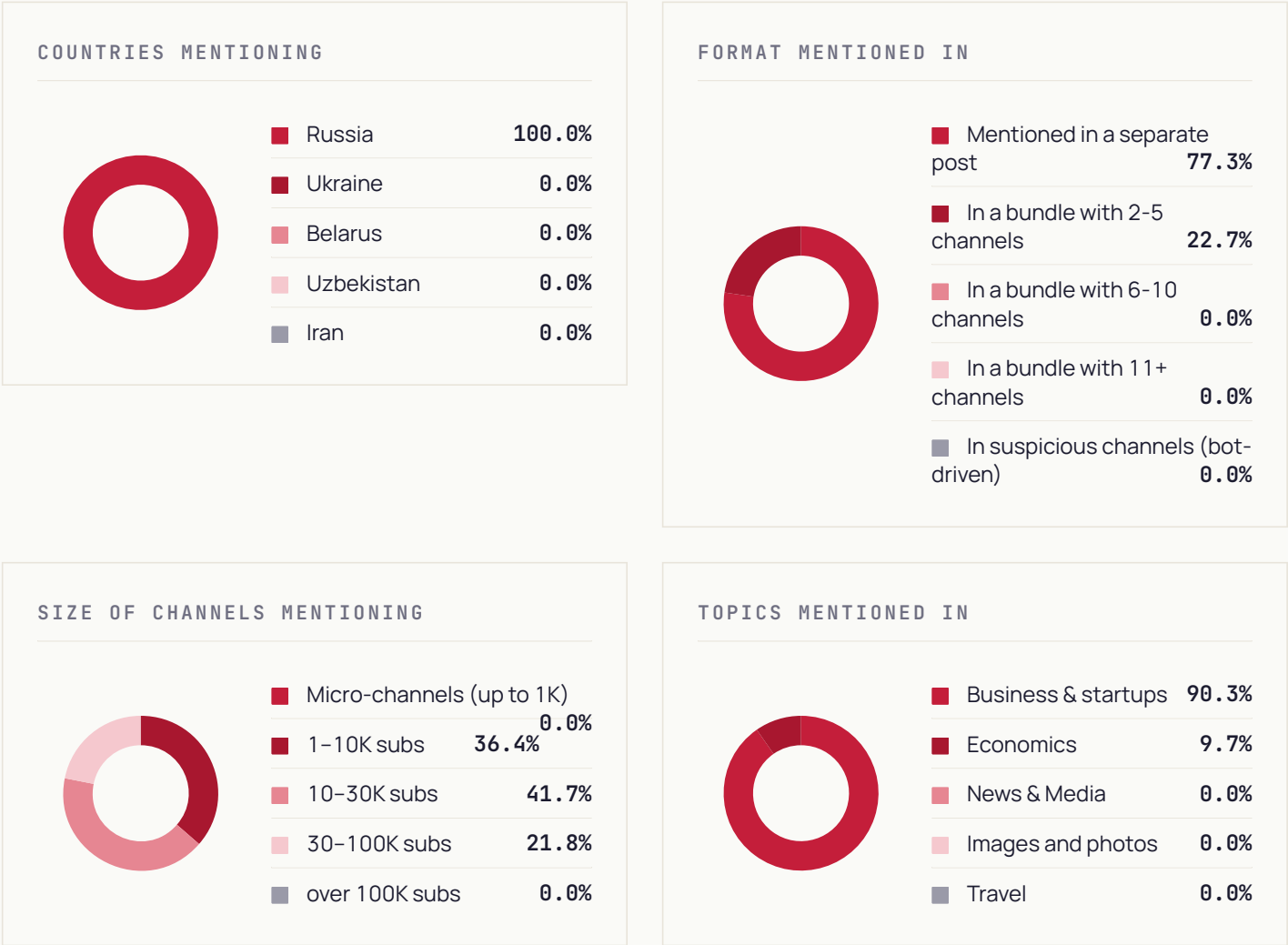
Subscriber growth chart for the year. Key months show exact subscriber count.
Highlights months of growth vs. loss.



SECTION 04 · MENTIONS

Who mentions the channel and how

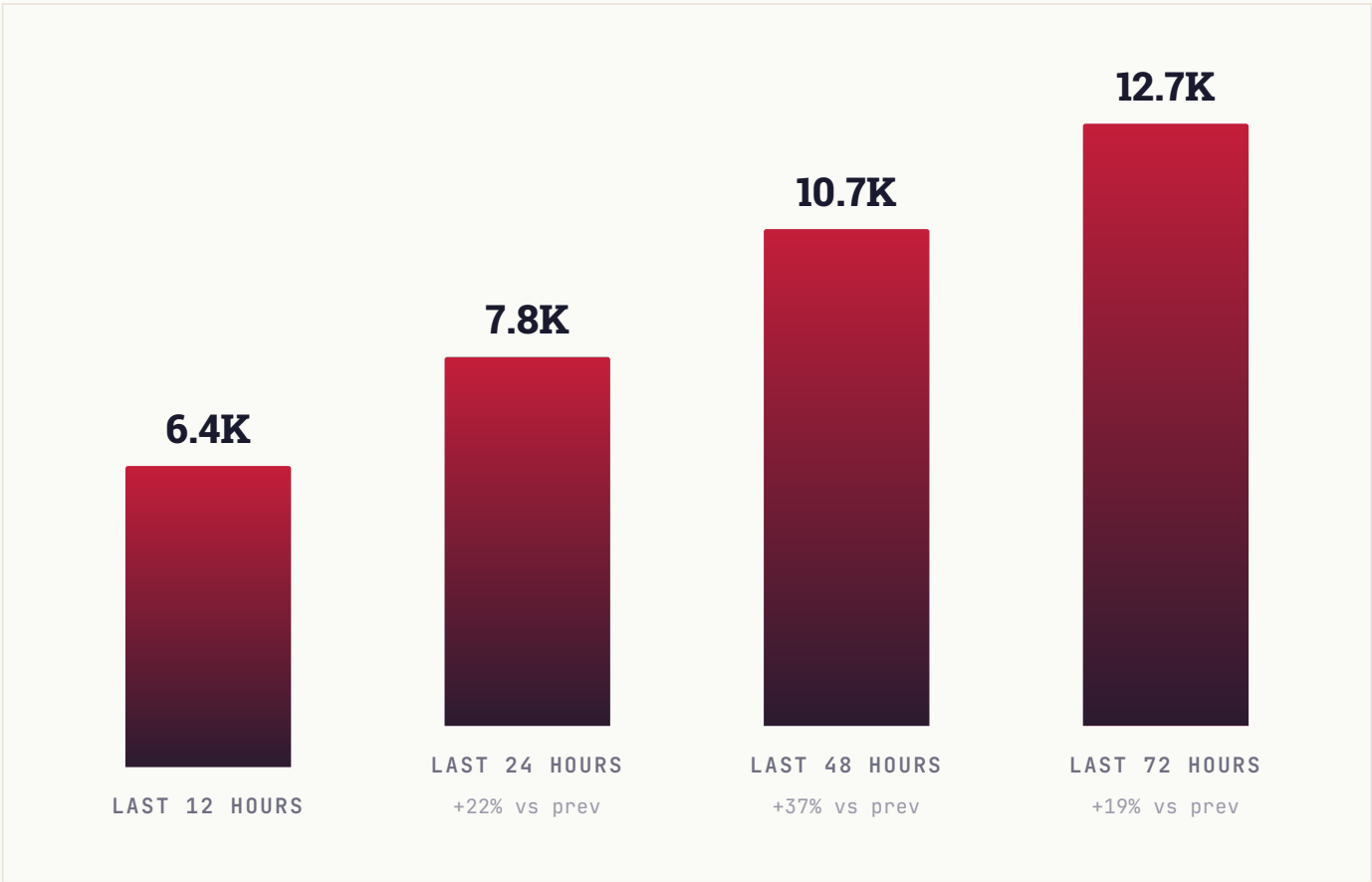
Citation index **73** – channel popularity rating based on mentions. Considers not only count but also mentioner weight: a post from a 100K subs channel weighs more than from 1K subs. All-time mentions: **41** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates 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 neighbors.

CHANNEL	SUBSCRIBERS
S& Startups & Ventures	2.6M
VC Venture Capital	2.6M
ME Mohamed El Guazzar 🇸🇩	2.2M
IT ISHBOR Toshkent	1.3M
MO Moscow Business	1.1M
CN Million-Dollar Books business blog	860.8K
RP Roxman typing...	527.2K
AB Business Shark	503.2K
SS Merger & acquisition	467.1K
لز لباس زیر اقساطی ریزسابل	451.6K
B- Business — and Dot YOU	40.9K

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 traffic and content work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we track posts in other channels that mention yours. Over the last **6 months** such mentions were **43**, they brought **3 296** new subs.

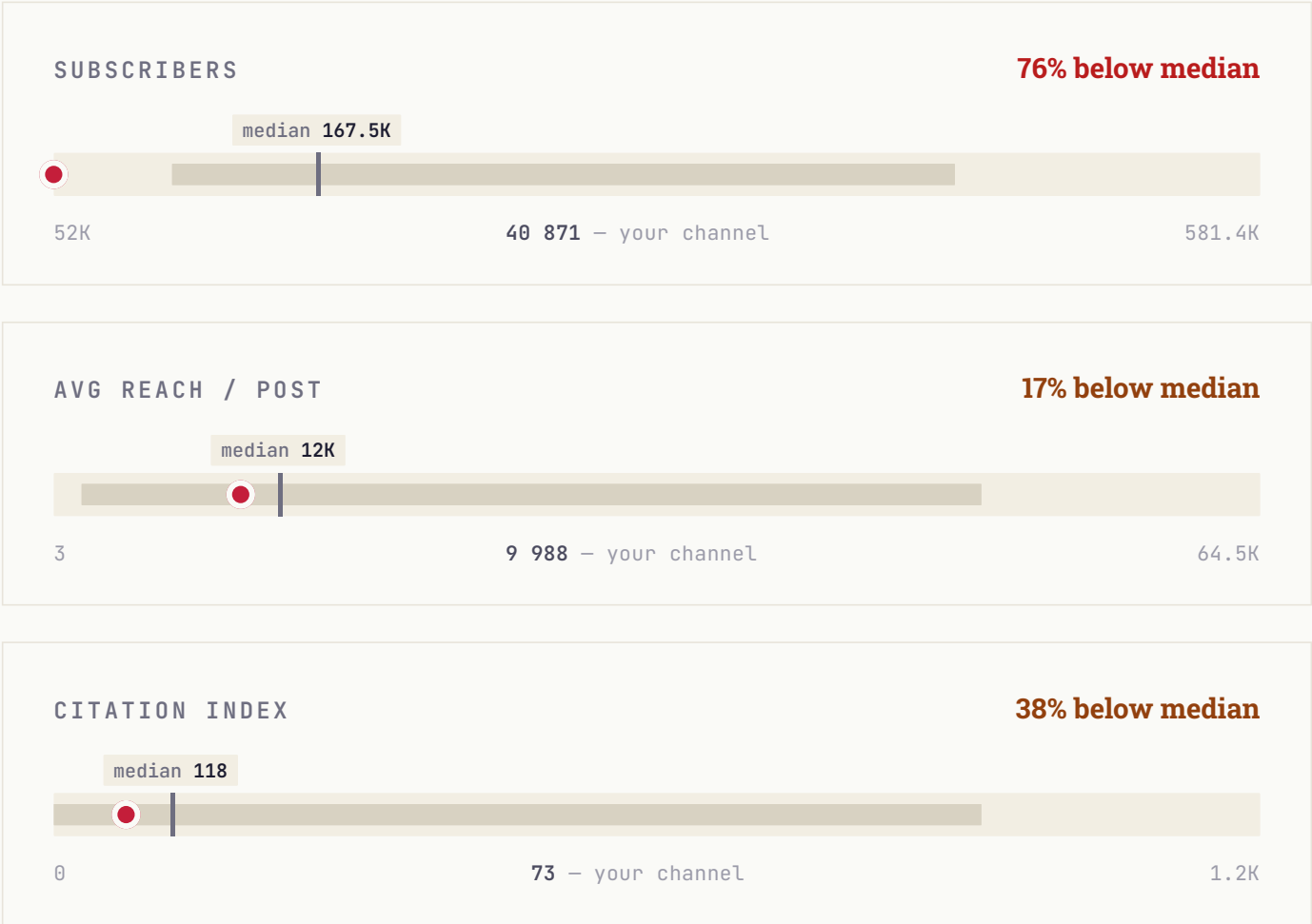
PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
January 2026	0	0	1	
December 2025	0	0	0	
Nov 2025	2	2	258	
Oct 2025	12	11	1 023	
September 2025	3	3	0	
August 2025	26	19	2 014	

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS
43	6	3 296

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category «Business & startups» (Russia) and compared your channel. Gray band: range for 80% of niche channels (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 off and revisit this report in a month.

- | | | |
|-----------|---|--|
| 01 | Increase posting frequency
Now 3.0 posts/wk. Active channels average 7-10.
Consistency is key to retention. | EFFECT
Consistency beats volume |
| 02 | Top post of the week — on Monday
Audience is most active on this day at 21:00 MSK. | EFFECT
Best window for an important post |
| 03 | Increase video post share
Video in Telegram retains audience longer and is favored by the algorithm. Aim for 15-25% share. | 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 is an easy growth lever. | EFFECT
+5-15% ER |

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in minutes using public data. To go further — run ads through us and hit your growth target 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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