

— PROMTPRESS PUBLIC REPORT

Channel audit

Business Ideas | Startups

**@buisness_ideal**

Business Ideas & Startups for every taste! We publish what could become your life's work. Channel: @buisness_ideal Questions: @Pr_r_rekLama Partnering with @bidfox_news Registered in RKN:...

SUBSCRIBERS

449 166

-2636 per month

ERR (% SEE POSTS)

4.0%

per day 2.0%

REACH/POST

17K

ad reach 9.1K/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 449 166 —	 SUBS REACH 3.78% avg % subs see post	 VIEWS/POST 17K median 17.2K · 29 days	 POSTS/WK 38.8 for period
 7D TREND -18.5% vs previous week	 REACTIONS/POST 141.3 total 23,309 reactions, 20,606 reposts, 0 comments	 POST LENGTH 365 chars median 379 · 29 days	 POSTS ANALYZED 165 29 days
 AD REACH 9.1K 24h avg	 CHURN / MONTH -2636 last month	 CITATION RATE 3 981 citation index · 4,603 channels mentioned ever	 CHANNEL AGE 4 years 4 months created 03.02.2022

AI EDITOR SUMMARY

Channel «Business Ideas | Startups» — 449 166 subs. Each post gets avg 17K people (4% from subs), reach low — need to grow audience. Publishes 39 posts per week (~6/day) — active posting. Week Jun 1–7 reach dropped -18.5% vs week 25–31 May — worth analyzing reasons.

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 **165** posts over 29 days.
- 02 Dominant format – **Photo** (80/165 posts).
- 03 Avg post length – **365** chars (median 379).
- 04 Audience peak – **Wed**, 10:00 MSK.
- 05 Top posts get **3x** more views than the weakest (31.9K avg top vs 11.9K worst) – among 165 posts over 29 days. Worth analyzing what top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 22.05 · 15:27 VIDEO China to give away robot housekeepers for FREE to families. SeeLight S1 helpers will handle almost all household chores: can...	VIEWS 32 443 REPOSTS 457	REACTIONS 148 ER 7.2%
Nº2 30.05 · 08:07 VIDEO A bag priced like an apartment found at TSUM – and that's not the limit. A wooden Hermes bag spotted for 17.9 million rubles – about as...	VIEWS 31 837 REPOSTS 361	REACTIONS 113 ER 7.1%
Nº3 27.05 · 07:37 PHOTO ✂ Korean messenger KakaoTalk filed a trademark application in Russia after Telegram slowdown. The documents mention...	VIEWS 31 360 REPOSTS 230	REACTIONS 111 ER 7.0%

Nº4 01.06 · 14:22 TEXT Wildberries chooses to buy part of AliExpress instead of competing. According to media, RWB plans to acquire a stake in...	VIEWS 30 539 REPOSTS 139	REACTIONS 88 ER 6.8%
Nº5 13.05 · 18:09 VIDEO 'Rat' thongs go viral in Australia – a girl released a whole collection of unusual underwear in different colors. 😊 Price per...	VIEWS 22 158 REPOSTS 181	REACTIONS 183 ER 4.9%

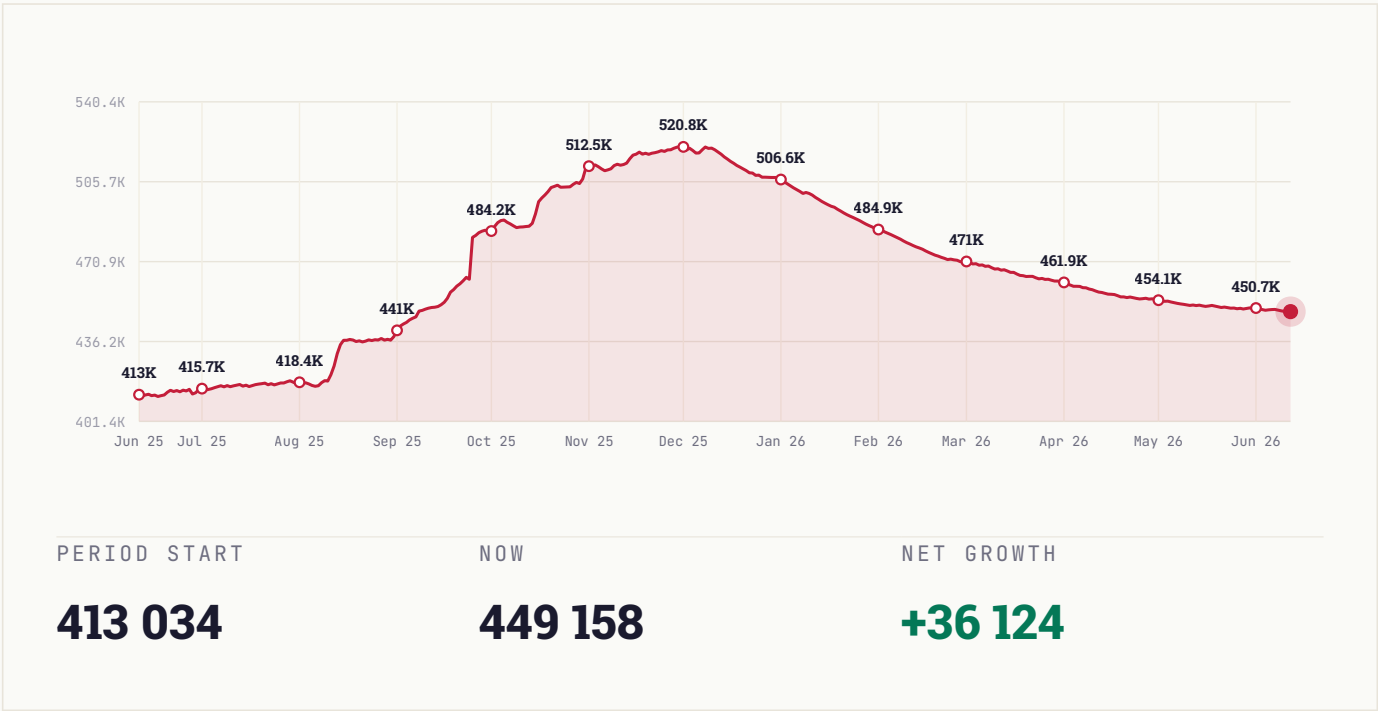
WORST 3

↓ 09.06 · 06:55 VIDEO +80,000 ₺/month renting Bubble House. Side hustle idea – rent out inflatable bounce house Bubble House for birthdays, weddings...	VIEWS 12 258 REPOSTS 109	REACTIONS 47 ER 2.7%
↓ 09.06 · 09:05 VIDEO 17-year-old student says he earns ~\$100,000/month running a network of 12 YouTube channels, almost all AI-driven...	VIEWS 11 858 REPOSTS 411	REACTIONS 166 ER 2.6%
↓ 09.06 · 10:36 VIDEO 🇷🇺 Russian woman wins €2.8M at world's largest tennis tournament. Mirra Andreeva from Krasnoyarsk won...	VIEWS 11 710 REPOSTS 37	REACTIONS 243 ER 2.6%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

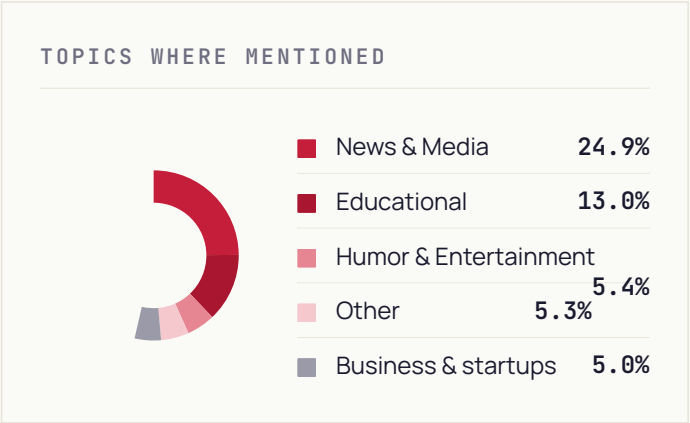
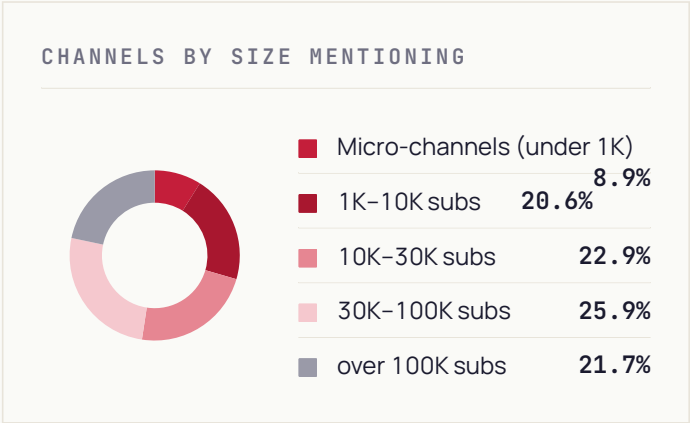
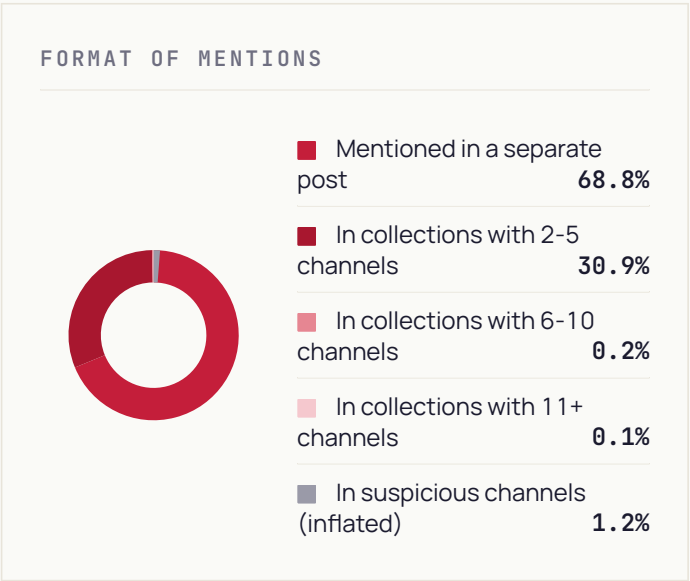
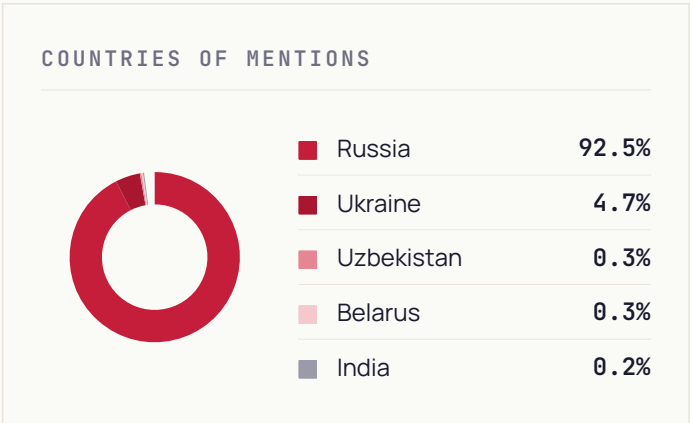
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained and lost subs.



SECTION 04 · MENTIONS

Who mentions the channel & how

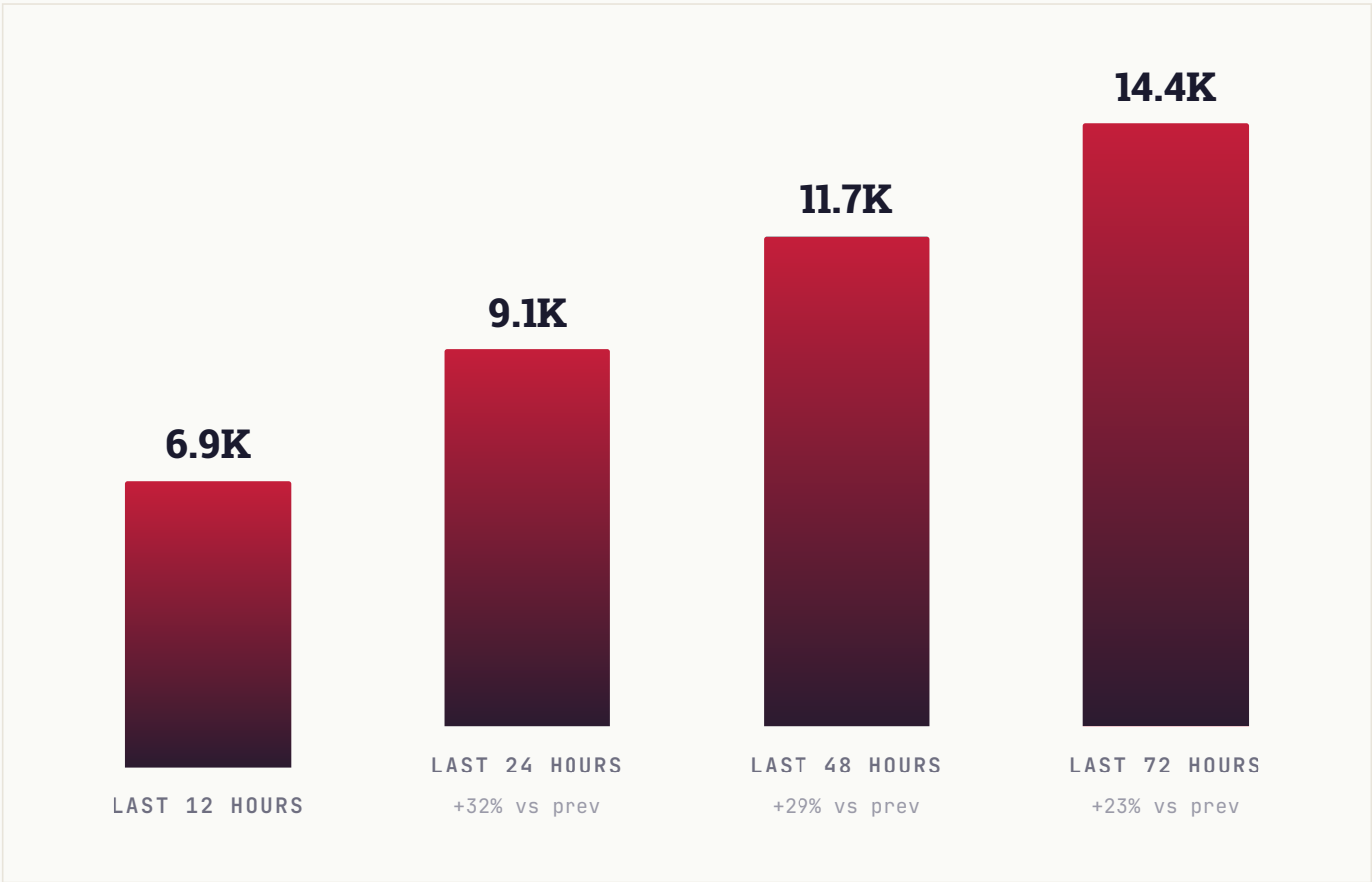
Citation index **3 981** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel mentioned **4 603** different channels.



SECTION 05 · 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 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 MoscowBusiness	966.6K
CN Books to Millions biz blog	872.2K
SS M&A	495.2K
AB Business Shark	494.1K
BI Business Ideas Startups YOU	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 Business without gloss	256.5K
E- E-commerce	254.7K

COMPARATIVE INSIGHT

Channel in top 10 niche (#5 of 100). Strong position. Niche leader — MoscowBusiness (966.6K), room to grow to #1. Mutual exchanges with other top-10 channels as equals.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Monthly we record posts in other channels that mention your channel. Over the last **6 months** mentions **3 216**, they brought **129 999** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
December 2025	36	20	3 650
Nov 2025	573	497	14 007
Oct 2025	915	864	31 994
September 2025	877	711	47 091
August 2025	664	553	25 316
July 2025	151	28	7 941
TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS	
3 216	6	129 999	

SECTION 08 · NICHE COMPARISON

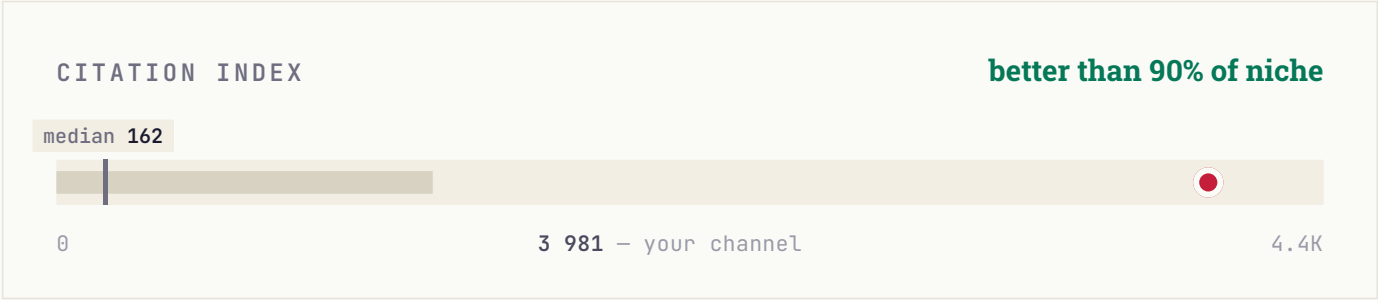
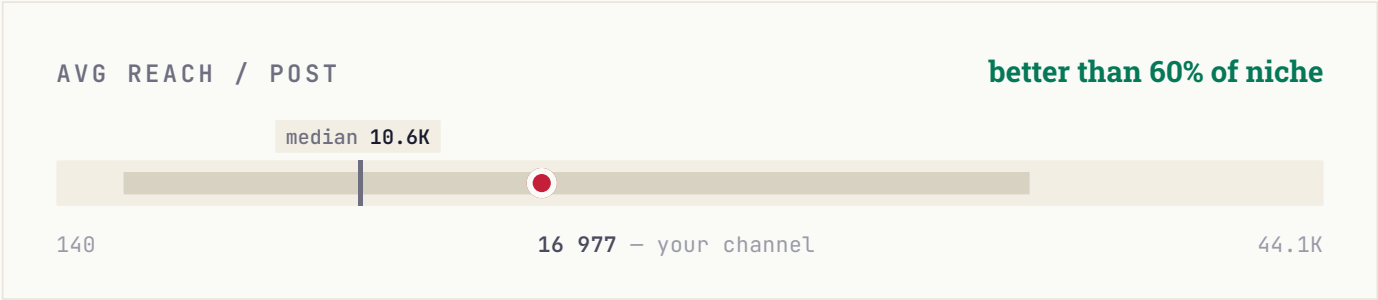
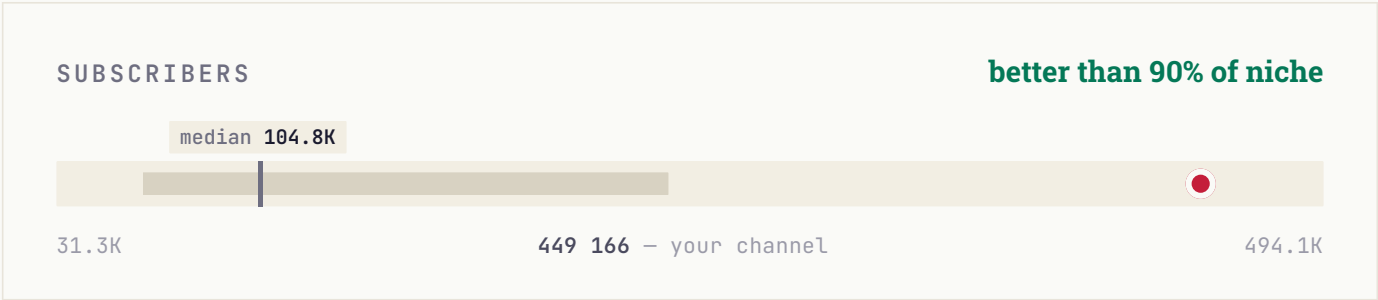
Where the channel stands in its league

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.

#5/100

RANK IN NICHE

Channel in top 5% biz & startups Russia



— SECTION 09 · STRATEGY

What to do right now

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

- 01

Top post of the week — on Wednesday
Audience is most active on this day at 10:00 MSK.

EFFECT
Best time for 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 similar 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 — it's a source of organic traffic.

EFFECT
Organic traffic source

★ WHAT'S NEXT

Want us to do this **PromptPress?**

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

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

02 Contact manager t.me/PromptPress_manager
