

PUBLIC REPORT BY PROMTPRESS

Channel audit

BÜRO | BIZ



@burochannel

Channel of the BÜRO project. Ditch Forbes, we've got you.
Integrations & ads — @katyafreedom <https://telega.in/c/burochannel> <https://clck.ru/3Ho4hJ>

SUBSCRIBERS

28 717

-125 per month

ERR (% SEE POSTS)

44.0%

last day **36.4%**

REACH/POST

12.2K

ad reach **10.5K**/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. Subtitle shows the period.

 SUBSCRIBERS 28 717 —	 SUBSCRIBER REACH 42.5% avg % subs see post	 VIEWS/POST 12.2K median 12.7K · 25 days	 POSTS/WEEK 13.7 for period
 7D TREND +3.4% vs prev week	 REACTIONS/POST 106.1 total 5,199 reactions, 1,734 reposts, 0 comments	 POST LENGTH 473 chars median 462 · 25 days	 POSTS ANALYZED 49 25 days
 AD REACH 10.5K avg per 24h	 CHURN / MONTH -125 last month	 CITATION RATE 15 citation index · 407 channels mentioned all time	 CHANNEL AGE 2 years 23 days created 13.06.2024

AI EDITOR SUMMARY

Channel «BÜRO | BIZ» — 28 717 subs. Each post avg views 12.2K people (42% of subs), wide reach for a channel this size. Publishes 14 posts/week (~2/day) — regular schedule. Week Jun 22–28 reach stable (+3.4% vs week 15–21 Jun).

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 **49** posts over 25 days.
- 02 Dominant format — **Photo** (45/49 posts).
- 03 Avg post length — **473** chars (median 462).
- 04 Peak audience activity — **Friday, 13:00 MSK**.
- 05 Top posts get **2×** more views than the weakest (13.9K avg for top vs 8.5K for worst) — among 49 posts in 25 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 19.06 · 10:30 PHOTO In Zhukovsky, on June 18, an 8-year-old girl died in a drone attack. According to Governor Andrey Vorobyov, the fire...	VIEWS	REACTIONS
	14 877	107
	REPOSTS	ER
	37	51.8%
Nº2 30.06 · 09:46 PHOTO Subsidized mortgage term may be capped at 15 years — Izvestia. Starting July 1, banks will receive compensation for...	VIEWS	REACTIONS
	13 727	108
	REPOSTS	ER
	67	47.8%
Nº3 17.06 · 10:30 PHOTO Telegram disappeared from App Store in India after authorities tightened restrictions on the messenger due to possible exam leaks...	VIEWS	REACTIONS
	13 114	107
	REPOSTS	ER
	29	45.7%

Nº4 18.06 · 10:30 PHOTO On July 1, new family mortgage rules take effect in Russia. Deputy Minister of Construction and Housing Nikita Stasishin announced changes...	VIEWS 13 040 REPOSTS 16	REACTIONS 107 ER 45.4%
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Nº5 22.06 · 15:20 PHOTO Global Cloudflare outage caused disruptions across many popular internet services worldwide. Users experienced...	VIEWS 13 002 REPOSTS 12	REACTIONS 107 ER 45.3%
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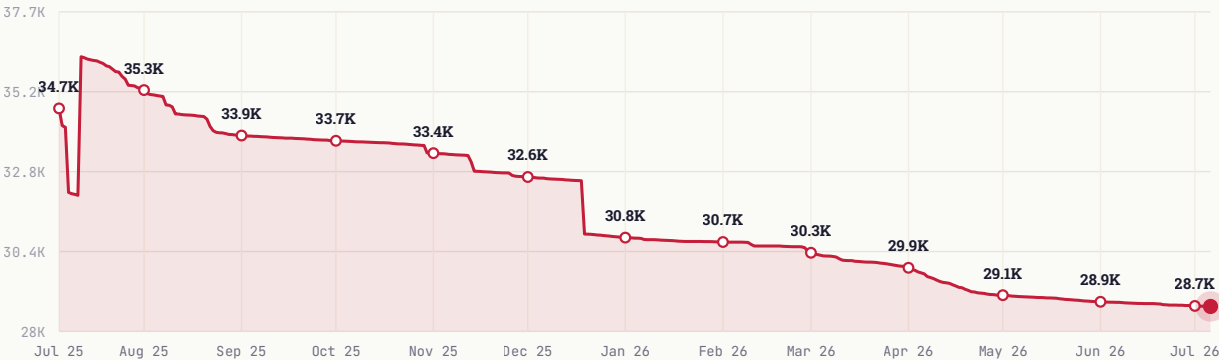
WORST 3

↓ 02.07 · 18:09 PHOTO Altai Republic restricts fuel sales at gas stations from July 1 to September 1 In Gorno-Altaysk, Mayma, and Chemal districts...	VIEWS 12 040 REPOSTS 63	REACTIONS 104 ER 41.9%
↓ 24.06 · 15:21 PHOTO One of the largest heists in modern Russian history occurred in St. Petersburg: 9,000 gold coins were stolen from a bank office...	VIEWS 11 563 REPOSTS 12	REACTIONS 108 ER 40.3%
↓ 19.06 · 15:20 PHOTO Ministry of Justice updated the foreign agents list: new entries include politician Ksenia Fadeeva, former Tomsk Duma deputy convicted in 2023...	VIEWS 1 884 REPOSTS 16	REACTIONS 108 ER 6.6%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

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

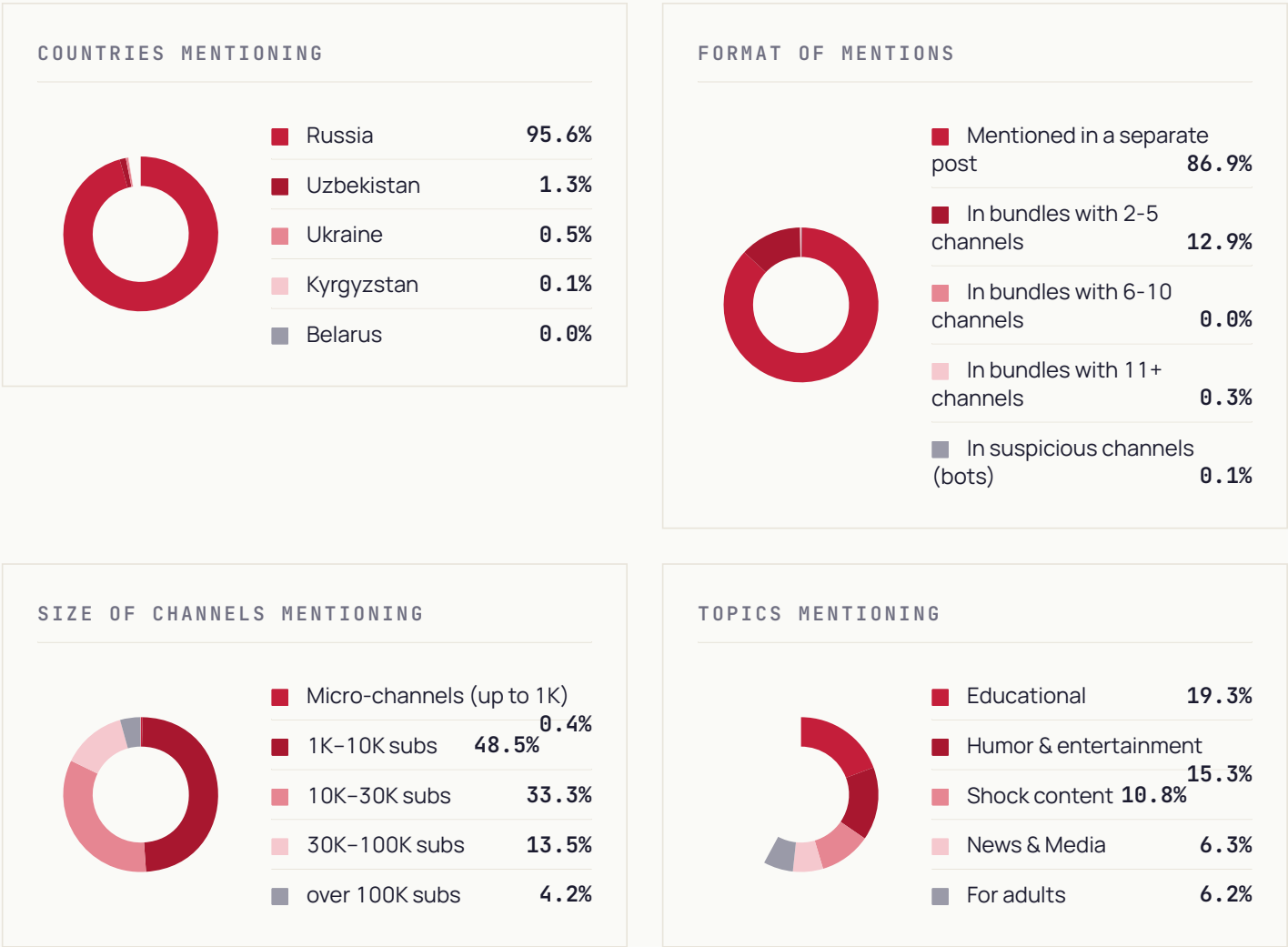


START OF PERIOD	NOW	NET GROWTH
34 735	28 717	-6 018

SECTION 04 · MENTIONS

Who mentions the channel and how

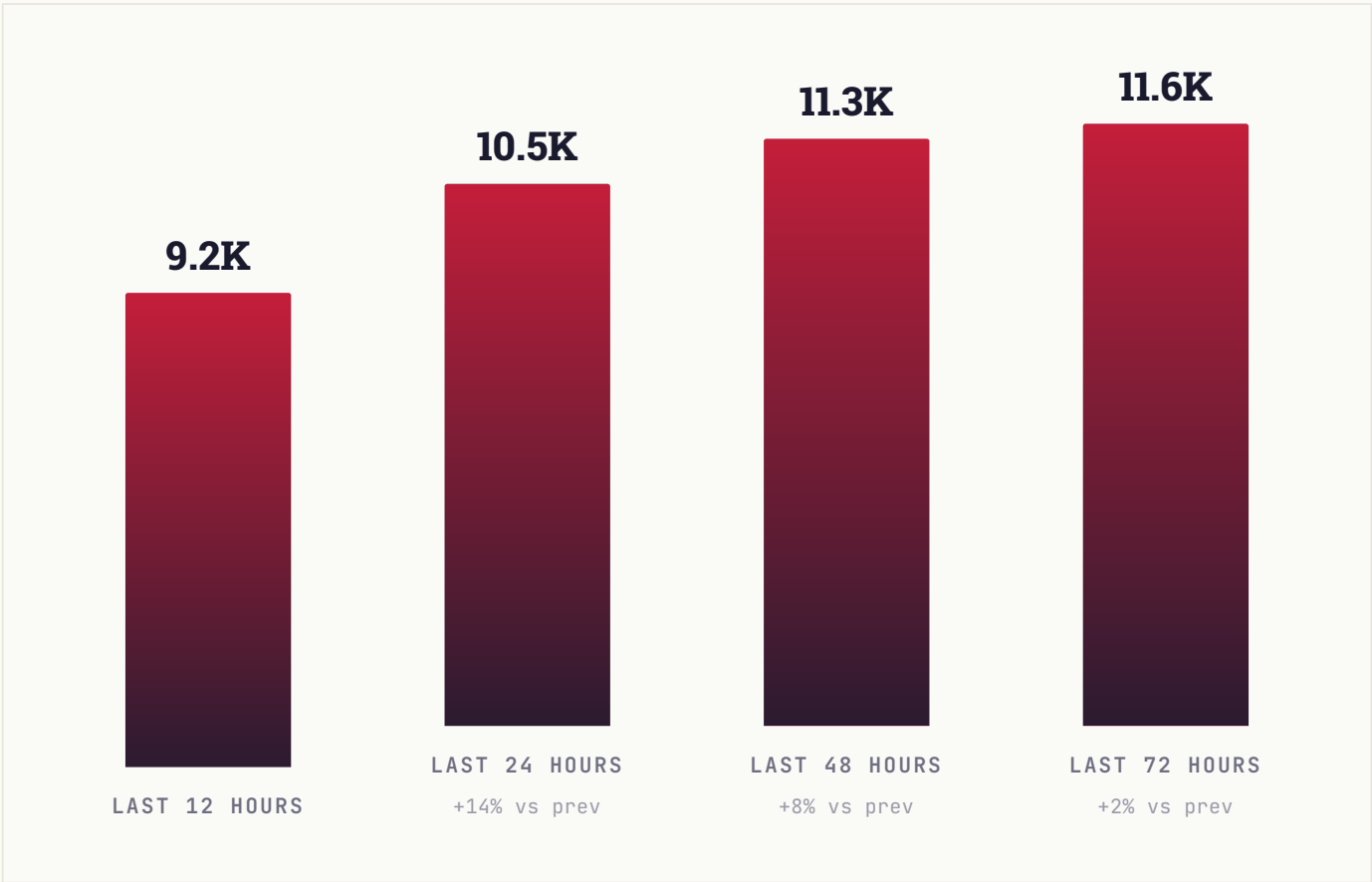
Citation index **15** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned **407** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of ad post by time since publication. Helps estimate how long a placement stays effective.



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
S& Startups & Ventures	2.7M
VC Venture Capital	2.6M
ME Mohamed El Guazzar 🇪🇬	2.1M
IT ISHBOR Toshkent	1.4M
MO Moscow Business	1M
CI Million-dollar books business blog	864.8K
RP Roxman typing...	538.5K
AB Акула Бизнеса	498.5K
SS M&A	478.5K
لز لباس زیر اقساطی ریزسابل	474.8K
B BÜRO BIZ YOU	28.7K

COMPARATIVE CONCLUSION

Channel not yet outside top-98 niche — early growth stage. Niche leader — Startups & Ventures (2.7M), top-98 median: 164.1K. First goal — enter top-98 through systematic work on traffic and content.

SECTION 07 · MENTION DYNAMICS

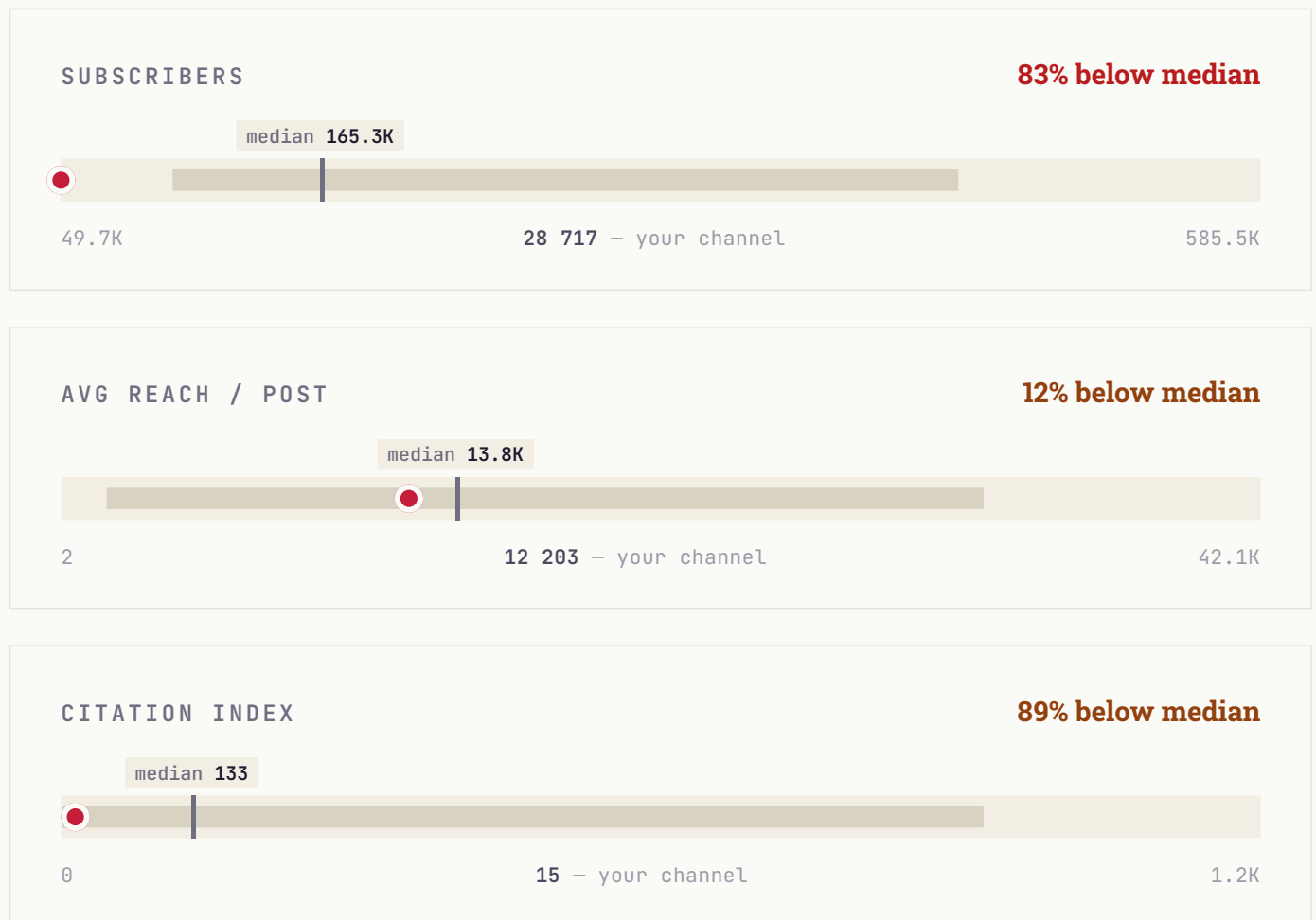
How often the channel is mentioned

Monthly we record posts in other channels that mention yours. Over the last **6 months** such mentions were **0**, they brought **4** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	0	0	4
December 2025	0	0	0
November 2025	0	0	0
October 2025	0	0	0
Sep 2025	0	0	0
August 2025	0	0	0
TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS	
0	6	4	

Where the channel stands in its league

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 return to this report in a month.

01

Main post of the week — on Friday

Audience is most active on this day at 1:00 PM MSK.

EFFECT

**Best time for
an important
post**

02

Increase video post share

Video in Telegram retains audience longer and is favored by the algorithm. Recommend share of 15-25%.

EFFECT

**Video retains
audience
better**

03

System traffic buy

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

EFFECT

**+1000-3000
subs**

04

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

05

Cross-promo with neighboring channels

Swap posts quarterly with channels in the same segment. No need daily — 2-3 collabs give relevant growth.

EFFECT

**Growth from
relevant
audience**

★ WHAT'S NEXT

Want us to do this **PromptPress?**

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

01

**Launch ads in
Telegram**

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

02

Contact manager

t.me/PromptPress_manager