

PROMTPRESS PUBLIC REPORT

Channel audit

Business Advisor



@businessadvisor

I'm your personal business & finance assistant ■ Ads —
 @Niko_Advisor Here you'll find top entrepreneurship tips! Exchange
 — <https://telega.in/c/BusinesAdvisor> Listed in RKN —...

SUBSCRIBERS

164 470

-631 per month

ERR (% SEE POSTS)

14.0%

daily 7.9%

REACH/POST

21.3K

ad reach 13K/24h

— CONTENTS · 2026

What's inside the report

01 Channel snapshot

12 key metrics · AI summary

02 Content analysis

Top 5 posts · worst 3 · takeaways

03 Subscriber dynamics

Yearly chart · growth

04 Citation rate

Who and how mentions the channel

05 Ad potential

How long a post generates reach

06 Competitors

Niche neighbors · your spot

07 Mention dynamics

6 months · monthly

08 Niche comparison

Position in category «Business & Startups»

09 Strategy

5 priority actions

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 164 470 —	 SUBSCRIBER REACH 12.97% avg % subs see post	 VIEWS/POST 21.3K median 22.6K · 29 days	 POSTS/WEEK 25.4 for period
 7D TREND -3.9% vs previous week	 REACTIONS/POST — MTPROTO only	 POST LENGTH 886 chars median 915 · 29 days	 POSTS ANALYZED 107 29 days
 AD REACH 13K 24h avg	 CHURN / MONTH -631 last month	 CITATION RATE 406 citation index · 364 channels mentioned ever	 CHANNEL AGE 6 years 6 months created 14.11.2019

AI EDITOR SUMMARY

Channel «Business Advisor» — 164 470 subs. Each post averages 21.3K people (13% of subs), reach is low — consider growing audience. Posts 25 posts per week (~4/day) — active publishing. Week of June 1–7 reach stable (-3.9% 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 SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 107 posts over 29 days.
- 02 Dominant format – Photo (106/107 posts).
- 03 Avg post length – 886 chars (median 915).
- 04 Peak audience activity – Monday, 17:00 MSK.
- 05 Top posts get 1x more views than the weakest (23.7K avg top vs 17.4K worst) – across 107 posts in 29 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 14.05 · 07:18 PHOTO Case Study: Condensed Milk Production Investment: from 1,000,000 RUB ☒ The most in-demand dairy product with high added...	VIEWS 23 789 REP. 102	REACTIONS — ER 14.5%
Nº2 18.05 · 07:11 PHOTO Case Study: Selling Hot Drinks at Festivals Investment: from 200,000 RUB ☒ Selling hot drinks during public...	VIEWS 23 741 REP. 116	REACTIONS — ER 14.4%
Nº3 18.05 · 19:15 PHOTO Case Study: Selling Photo Books Investment: from 120,000 RUB ☒ A photo book is a collection of photos printed using the same technology as...	VIEWS 23 707 REP. 121	REACTIONS — ER 14.4%

Nº4 16.05 · 12:14 PHOTO Case Study: Your Own Sticker Shop Startup capital: from 60,000 RUB ☒ Low-cost project for young entrepreneurs. Initial...	VIEWS 23 702 REP. 101	REACTIONS — ER 14.4%
Nº5 17.05 · 12:28 PHOTO Case Study: Opening an Ice Bar Investment: from 2,000,000 RUB ☒ Ice bar is a novelty in Russia's business market. Recently in Tokyo...	VIEWS 23 702 REP. 105	REACTIONS — ER 14.4%

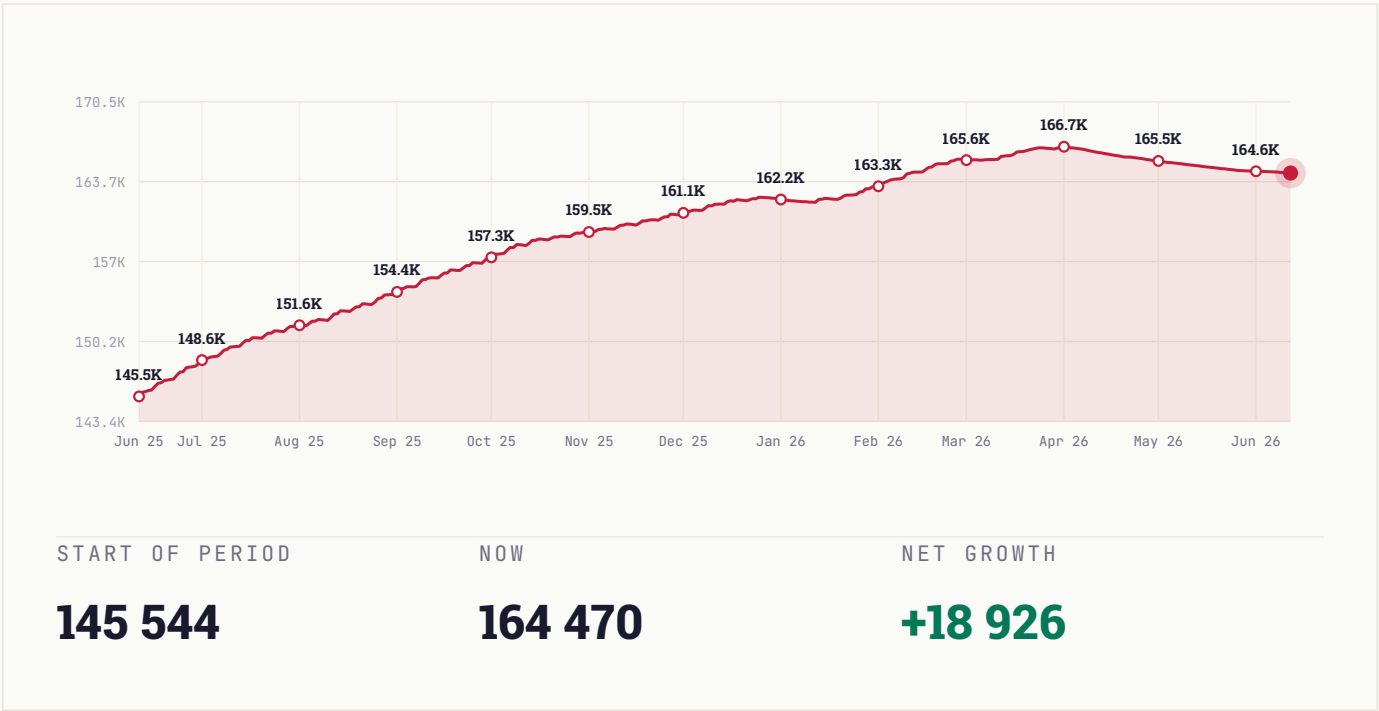
WORST 3

↓ 09.06 · 12:11 PHOTO Case Study: Hobby Selection Service Startup capital: from 150,000 RUB ☒ Many constantly crave trying something new...	VIEWS 18 417 REP. 106	REACTIONS — ER 11.2%
↓ 09.06 · 15:18 PHOTO Case Study: Kids' Quests Investment: from 250,000 RUB ☒ This type of entertainment has gained a huge audience in recent years. And...	VIEWS 17 556 REP. 110	REACTIONS — ER 10.7%
↓ 09.06 · 19:13 PHOTO Case Study: Dry Car Wash Startup capital: from 15,000 RUB ☒ Dry car washing isn't widespread yet...	VIEWS 16 201 REP. 101	REACTIONS — ER 9.9%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

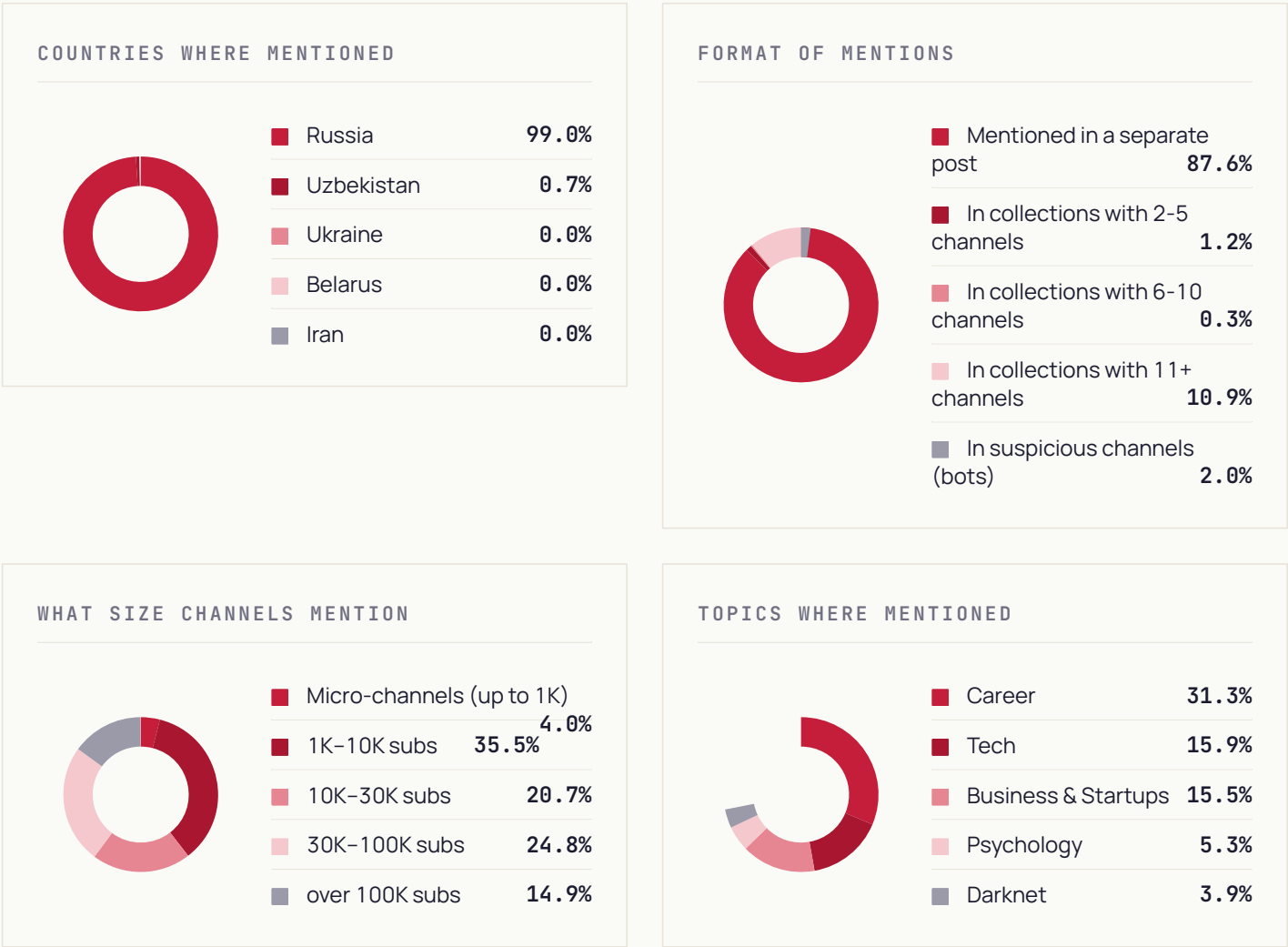
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel grew and which it lost subs.



SECTION 04 · MENTIONS

Who and how mentions the channel

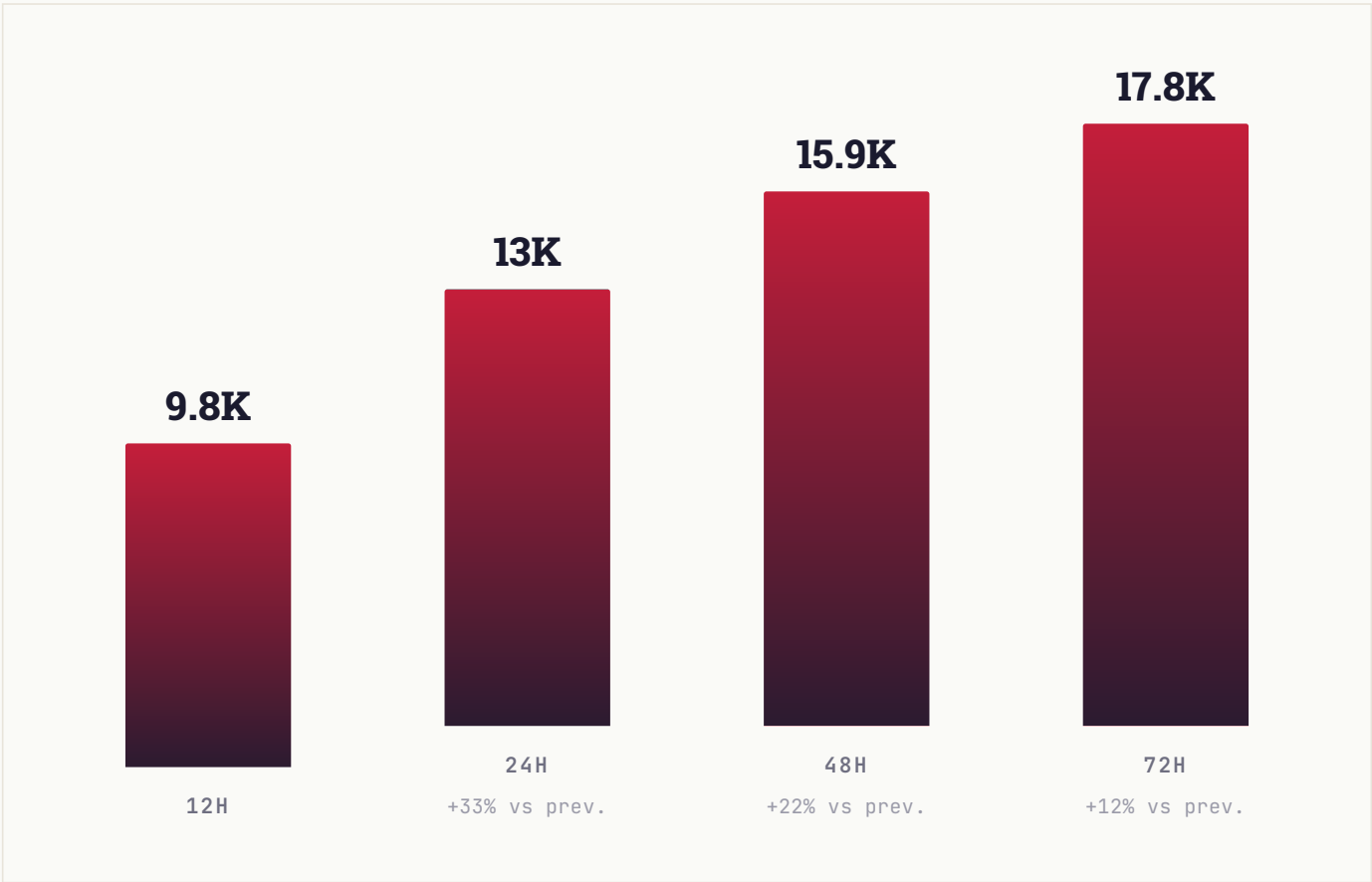
Citation index **406** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned **364** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg ad post reach over time from 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 neighbors.

CHANNEL	SUBSCRIBERS
MO MoscowBusiness	966.6K
CN Books on a Million business blog	872.2K
SS M&A	495.2K
AB Акула Бизнеса	494.1K
BI Business Ideas Startups	449.2K
RB Russian Business	377.2K
BD Russia's Business DNA	297.3K
RR Russian retail & business	289.2K
2H 25th Hour • Business & Finance	288.4K
BB Business Unfiltered	256.5K
BA Business Advisor YOU	164.5K

COMPARATIVE CONCLUSION

Channel in top half of niche (#30 of 100). Niche leader — MoscowBusiness (966.6K), median subs 102.7K. Aim for top quartile — realistic 6-12 month horizon.

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** such mentions were **86**, they brought **15 334** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	12	12	1 691
November 2025	11	11	1 776
October 2025	13	13	2 393
September 2025	16	15	3 284
August 2025	12	12	2 873
July 2025	22	19	3 317

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
86	6	15 334

— SECTION 08 • COMPARISON WITH NICHE

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.

#30

/100

POSITION IN NICHE

Channel in top half of ranking

SUBSCRIBERS

better than 65% of niche



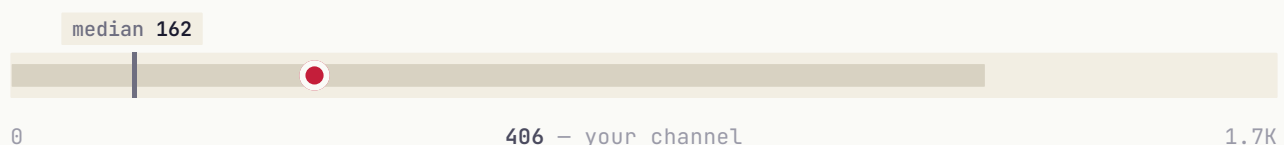
AVG REACH / POST

better than 68% of niche



CITATION INDEX

better than 58% of niche



— 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

Main post of the week — on Monday

Audience is most active on this day at 17:00 MSK.

EFFECT

**Best window
for an
important post**

02

Increase video post share

Video in Telegram retains audience longer and is better perceived by the algorithm. Recommend increasing share to 15-25%.

EFFECT

**Video retains
audience
better**

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 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

Exchange 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 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 hit your growth plan in a month.

01

**Launch ads in
Telegram**

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

02

Contact manager

t.me/PromptPress_manager