

PROMTPRESS PUBLIC REPORT

Channel audit

Business Project



@businessprojects

■ Best business practices from finance & startups — in one place
Ads: @VladCortez A+ Included by Roskomnadzor in the list of
personal pages: <https://vk.cc/cFWwwQ>

SUBSCRIBERS

171 898

-18 per month

ERR (% SEE POSTS)

15.0%

daily 7.8%

REACH/POST

25K

ad reach 13.4K/24h

— CONTENTS · 2026

What's inside the report

01 Channel snapshot

12 key metrics · AI summary

02 Content Analysis

Top 5 posts · worst 3 · insights

03 Subscriber dynamics

Yearly chart · growth

04 Citation rate

Who mentions the channel and how

05 Ad potential

How long a post generates reach

06 Competitors

Niche neighbors · your spot

07 Mention dynamics

6 months · monthly

08 Niche comparison

Rank in «Business & Startups» category

09 Strategy

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Channel KPIs

Each card is a separate channel health indicator. The subtitle below the number shows the period it covers.

SUBSCRIBERS 171 898 —	SUBSCRIBER REACH 14.52% avg % subs see post	VIEWS/POST 25K median 26.7K · 29 days	POSTS/WEEK 19.6 over period
7D TREND -3.6% vs previous week	REACTIONS/POST — MTPROTO only	POST LENGTH 821 chars. median 829 · 29 days	POSTS ANALYZED 82 29 days
AD REACH 13.4K 24h avg	CHURN / MONTH -18 last month	CITATION RATE 406 citation index · 400 channels mentioned all time	CHANNEL AGE 7 years 2 months created 09.04.2019

AI EDITOR SUMMARY

Channel «Business Project» — 171 898 subs. Each post averages 25K people (15% subs), reach is low — consider expanding audience. Publishes 20 posts per week (~3/day) — consistent schedule. Week of Jun 1–7 reach stable (-3.6% vs week 25–31 May).

SECTION 02 · CONTENT ANALYSIS

Best-performing content

Top posts by engagement & outliers – to see what to repeat and what to drop.

WHAT TOP POSTS SHARE

- 01 Analysis based on 82 posts over 29 days.
- 02 Dominant format – Photo (82/82 posts).
- 03 Avg post length – 821 chars (median 829).
- 04 Audience peak activity – Sunday, 13:00 MSK.
- 05 Top posts get 1x more views than the weakest (27.4K avg for top vs 20.1K for bottom) – among 82 posts over 29 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 17.05 · 07:46 PHOTO Rules of a successful entrepreneur Time is the most valuable resource. Valuing others' time and expressing thoughts concisely is seen as...	VIEWS	REACTIONS
	27 413	—
	REPOSTS	ER
	112	15.9%
Nº2 16.05 · 07:37 PHOTO Competition drives sales Regardless of what buyers say, analytics show: people love to compete. The need for new...	VIEWS	REACTIONS
	27 337	—
	REPOSTS	ER
	103	15.9%
Nº3 16.05 · 15:23 PHOTO Billionaires as ad faces Famous businessmen often become tools for promoting products and services, boosting their...	VIEWS	REACTIONS
	27 325	—
	REPOSTS	ER
	100	15.9%

Nº4 17.05 · 12:07 PHOTO Strong leader mindset Business isn't just about calculations and plans—it's also about reading people: clients, partners...	VIEWS 27 309 REPOSTS 106	REACTIONS — ER 15.9%
Nº5 17.05 · 10:11 PHOTO Ignite your team's energy Motivation is the foundation of results, but there's no 'universal button.' However, there are principles that almost...	VIEWS 27 295 REPOSTS 109	REACTIONS — ER 15.9%

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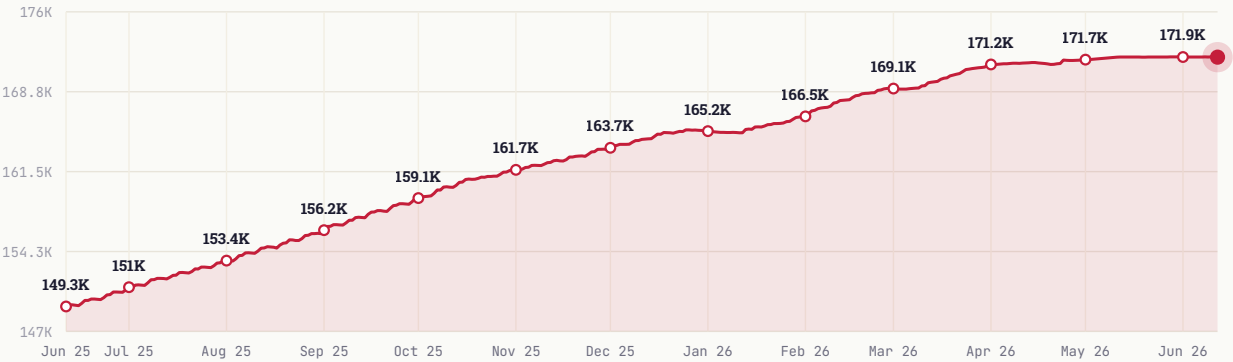
WORST 3

↓ 09.06 · 07:50 PHOTO Old scenarios, new challenge Often before leveling up, life puts us in familiar situations that used to break us: loss...	VIEWS 20 481 REPOSTS 108	REACTIONS — ER 11.9%
↓ 09.06 · 11:45 PHOTO Seasons for business growth Seasonality occurs in any business — sales, services, manufacturing, or IT projects. Proper...	VIEWS 20 124 REPOSTS 105	REACTIONS — ER 11.7%
↓ 09.06 · 15:32 PHOTO Empty market ≠ easy win Many entrepreneurs mistakenly think an empty niche is a direct path to success. In reality...	VIEWS 19 754 REPOSTS 101	REACTIONS — ER 11.5%

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.

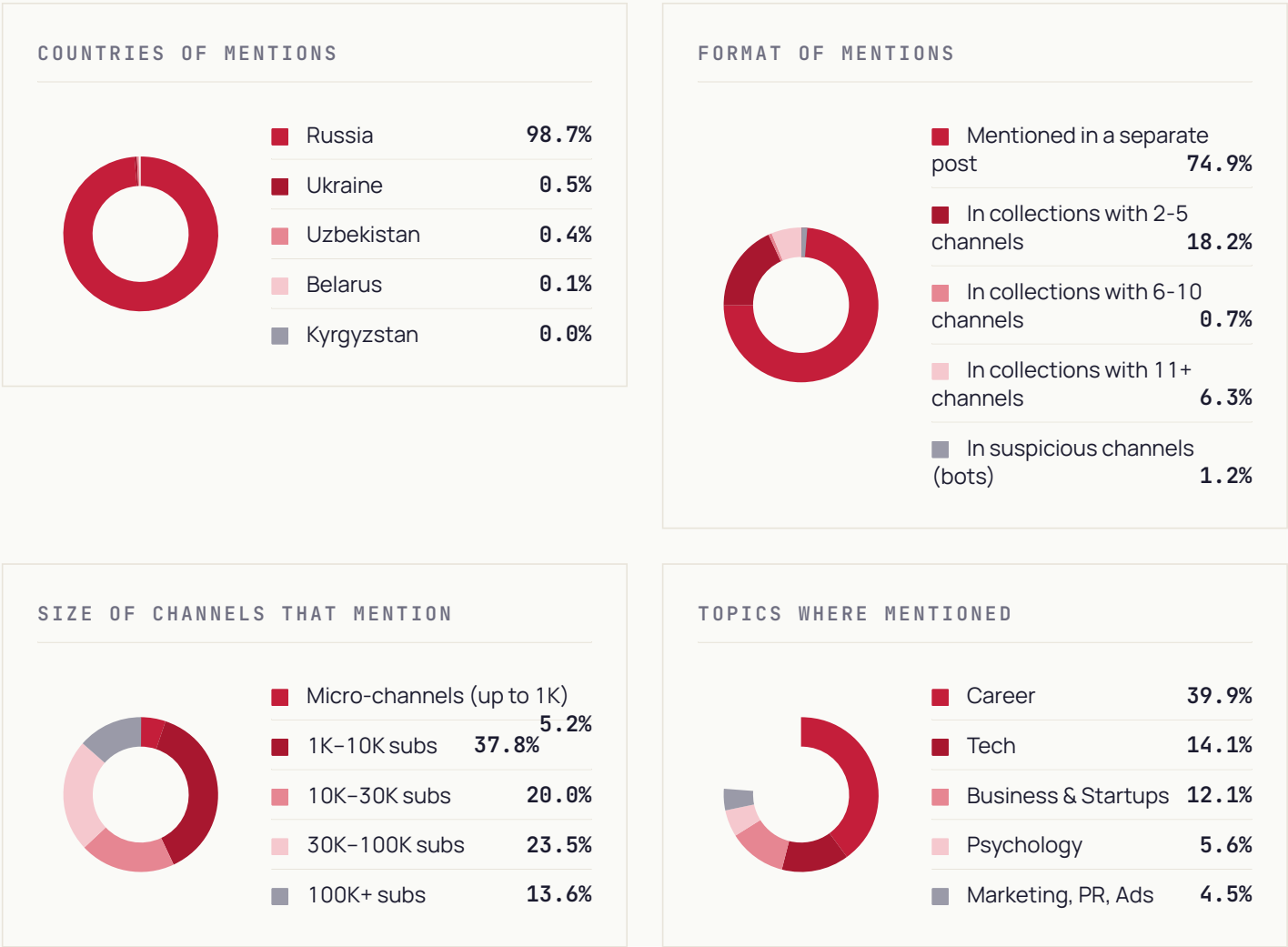


START OF PERIOD	NOW	NET GROWTH
149 269	171 897	+22 628

SECTION 04 · CITATIONS

Who mentions the channel and how

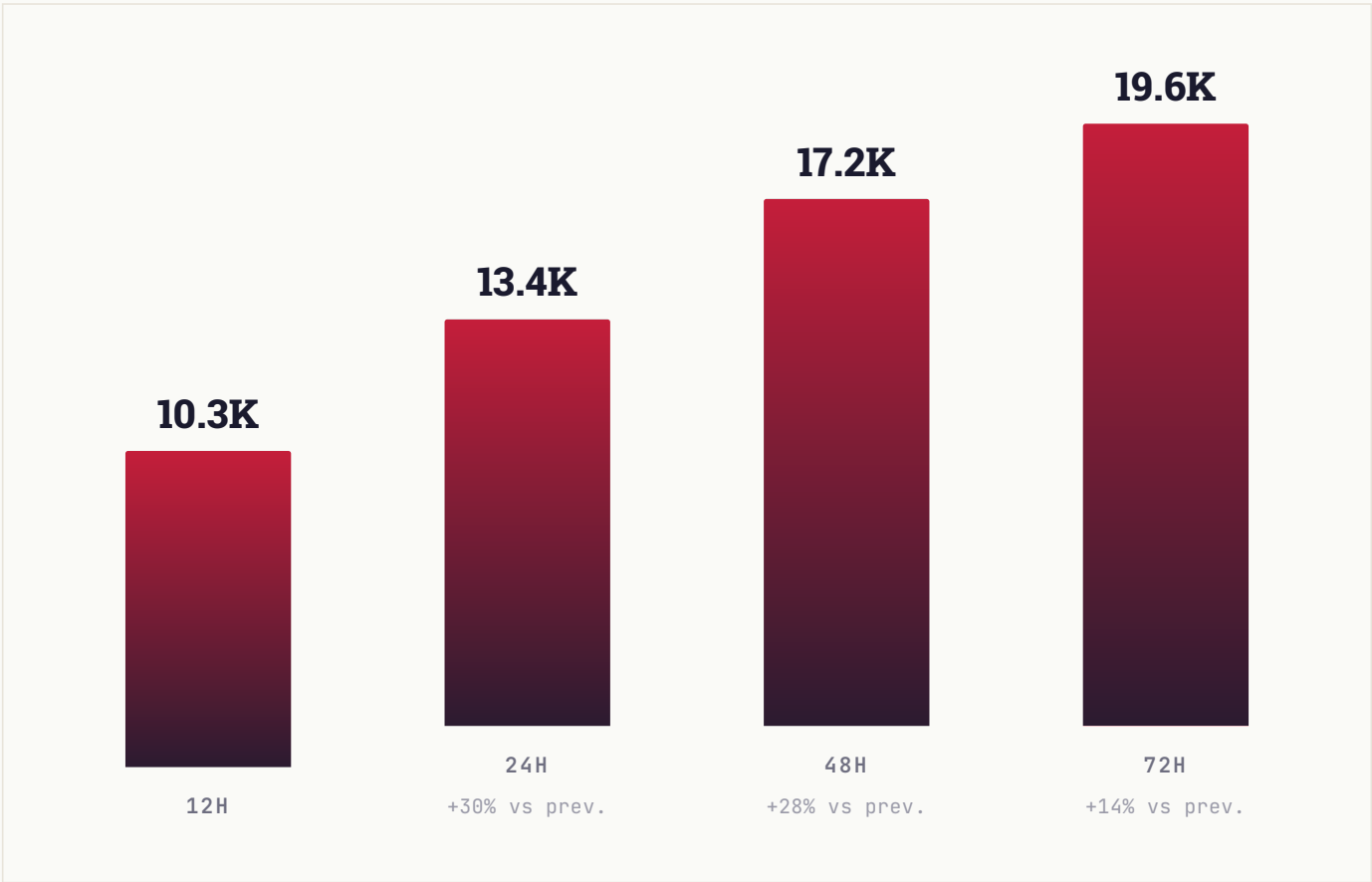
Citation index **406** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned **400** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg ad post reach over time since publication. Helps estimate how long placement should 'live'.



SECTION 06 · COMPETITORS

Who you compete with

11 closest channels by topic and audience. Your channel is highlighted — see its rank among niche peers.

CHANNEL	SUBSCRIBERS
MO Moscow Business	966.6K
CN Books on a Million 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
RR Russian retail & business	289.2K
2H 25th Hour • Business & Finance	288.4K
BB Business Without Gloss	256.5K
BP Business Project YOU	171.9K

COMPARATIVE INSIGHT

Channel in top half of niche (#28 of 100). Niche leader — Moscow Business (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

Each month we record posts in other channels that mention your channel. Over the last **6 months** mentions found **145**, they brought **15 630** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
December 2025	13	13	1 879	
Nov 2025	12	12	2 022	
Oct 2025	76	14	2 660	
September 2025	14	14	3 395	
August 2025	14	14	2 763	
July 2025	16	16	2 911	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
145	6	15 630

— 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 = 80% of niche channels (p10-p90). Black vertical = median. Red dot = your channel.

#28 /100

RANK IN NICHE

Channel in the top half of the ranking

SUBSCRIBERS

better than 67% of niche



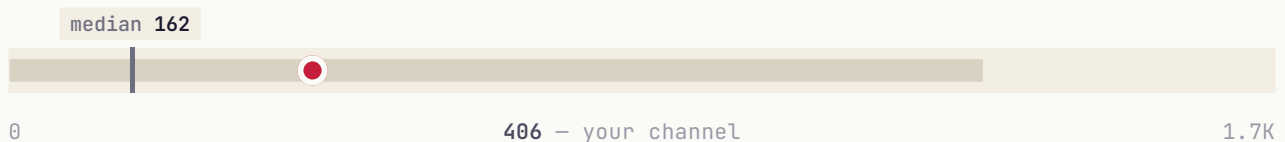
AVG REACH / POST

better than 74% 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 in a month.

- 01

Top post of the week — on Sunday
 Audience is most active on this day at 13:00 MSK.

IMPACT
Best window for an important post
- 02

Increase video posts share
 Video in Telegram retains audience longer and is better perceived by the algorithm. We recommend increasing share to 15-25%.

IMPACT
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.

IMPACT
+1000-3000 subs
- 04

Test polls & interactive formats
 Posts with polls/reactions usually boost ER by +5-15%.
 One weekly poll on a hot topic — easy win.

IMPACT
+5-15% ER
- 05

Cross-promo with adjacent channels
 Swap posts with channels in the same segment once a quarter. No need daily—2-3 collabs give relevant growth.

IMPACT
Growth from relevant audience

★ WHAT'S NEXT

Want this done by **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 Telegram ads	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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