

PUBLIC REPORT BY PROMTPRESS

Channel audit

Money Cases



@business_cases

Startups, business ideas & cases to analyze and apply. Markets & finance without fluff: what's growing or falling, where investment opportunities appear. Ads: @antonlapinov

SUBSCRIBERS

92 305

+10823 per month

ERR (% SEE POSTS)

67.0%

per day 23.7%

REACH/POST

57.7K

ad reach 22K/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 92 305 —	 SUBS REACH 62.55% avg % subs see post	 VIEWS/POST 57.7K median 45.3K · 28 days	 POSTS/WK 2.2 over period
 7D TREND -58.1% vs previous week	 REACTIONS/POST 126.9 only 1,142 reactions, 2,628 reposts, 0 comments	 POST LENGTH 918 chars median 999 · 28 days	 POSTS ANALYZED 9 28 days
 AD REACH 22K 24h avg	 CHURN / MONTH +10823 last month	 CITATION RATE 0 citation index · 24 channels mentioned over all time	 CHANNEL AGE 2 years 16 days created 28.05.2024

AI EDITOR SUMMARY

Channel «Money Cases» — 92 305 subs. Each post averages 57.7K people (63% subs), wide reach for a channel this size. Publishes 2 posts/week (~0/day) — rare. For week 1–7 June, reach dropped -58.1% By week 25–31 May — worth analyzing why.

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 TOP POSTS HAVE IN COMMON

- 01 Analysis based on 9 posts over 28 days.
- 02 Dominant format — Photo (8/9 posts).
- 03 Avg post length — 918 chars (median 999).
- 04 Peak audience activity — Tuesday, 13:00 MSK.
- 05 Top posts get 2× more views than the weakest (88.7K avg for top vs 35.5K for worst) — among 9 posts over 28 days. Worth analyzing what the top has in common — topic, format, publish time.

TOP 5 POSTS

Nº1 18.05 · 14:32 PHOTO SpaceX готовится к историческому IPO Илон Маск хочет как можно быстрее запустить процесс IPO SpaceX. По данным Forbes, компания может...	VIEWS 89 618 REPOSTS 194	REACTIONS 91 ER 97.1%
Nº2 26.05 · 10:53 PHOTO Russia's cash demand is rising again Cash in the money supply grew 14% over the year, and in April the share of cash payments...	VIEWS 89 056 REPOSTS 760	REACTIONS 109 ER 96.5%
Nº3 22.05 · 13:09 PHOTO Russia's content farm market is heating up This business makes money by mass-producing short videos for social media. By...	VIEWS 87 341 REPOSTS 507	REACTIONS 97 ER 94.6%

Nº4 29.05 · 08:55 PHOTO Retro gadgets are business again While some try to invent a new AI startup, others make money on old flip phones...	VIEWS	REACTIONS
	80 674	124
	REPOSTS	ER
	633	87.4%

Nº5 14.05 · 08:57 VIDEO Garages as a new niche for small business In Moscow, garages are increasingly seen not just as a place for a car or storage...	VIEWS	REACTIONS
	45 286	134
	REPOSTS	ER
	44	49.1%

WORST 3

↓ 04.06 · 08:57 PHOTO Business increasingly uses ZPIFs as asset ownership tool In Q1, inflows to closed-end funds grew 28% YoY and...	VIEWS	REACTIONS
	39 128	136
	REPOSTS	ER
	150	42.4%

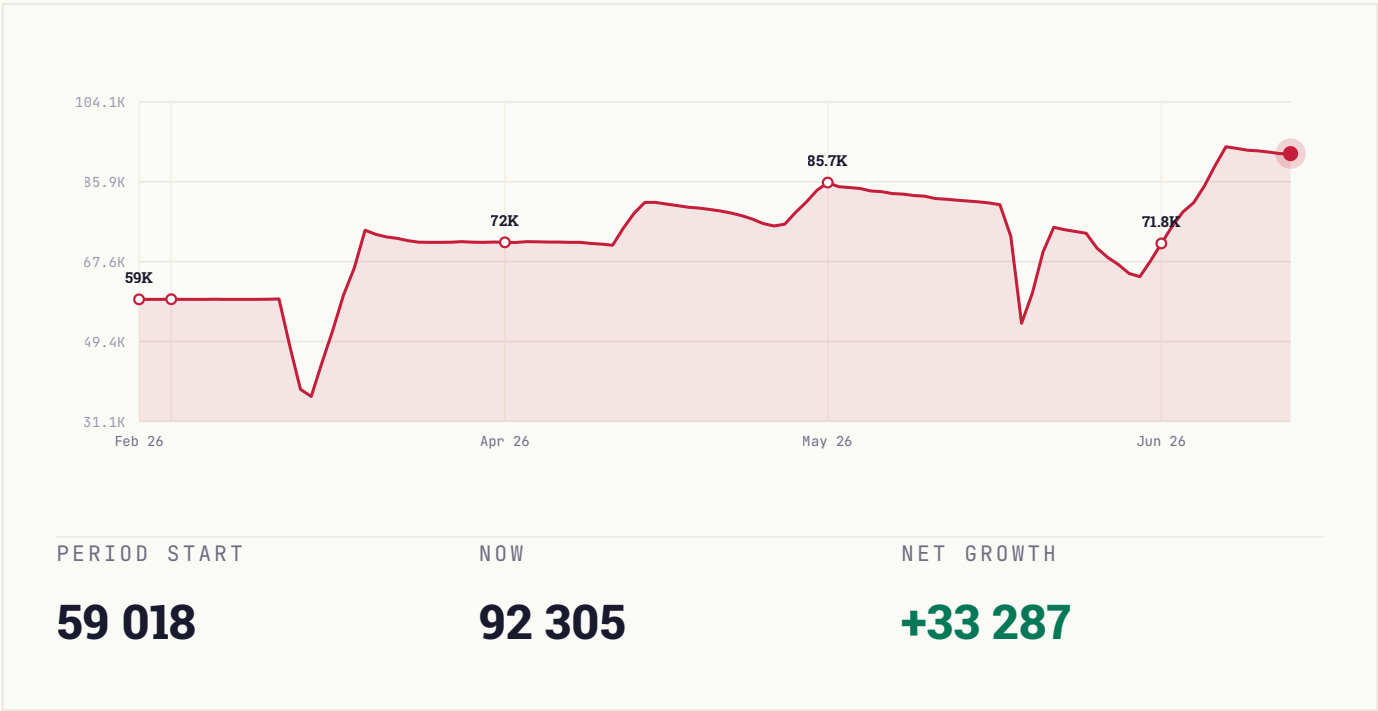
↓ 01.06 · 14:21 PHOTO Promising doesn't mean... Michael Saylor, one of the most prominent Bitcoin advocates and CEO of Strategy, found himself at the center of discussions after...	VIEWS	REACTIONS
	38 320	116
	REPOSTS	ER
	58	41.5%

↓ 07.06 · 10:28 PHOTO Startup straight out of 'Black Mirror' One of the toughest episodes of the new 'Black Mirror' season is called Common People. In it, the hero...	VIEWS	REACTIONS
	29 159	129
	REPOSTS	ER
	135	31.6%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

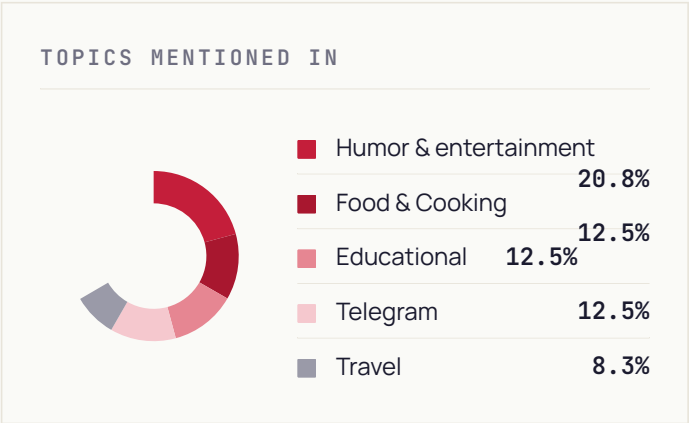
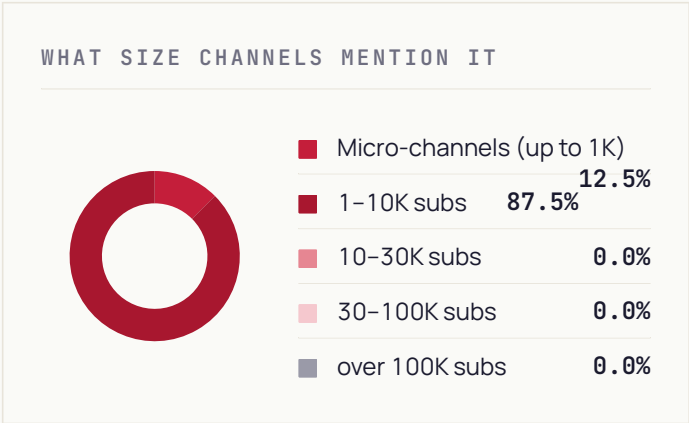
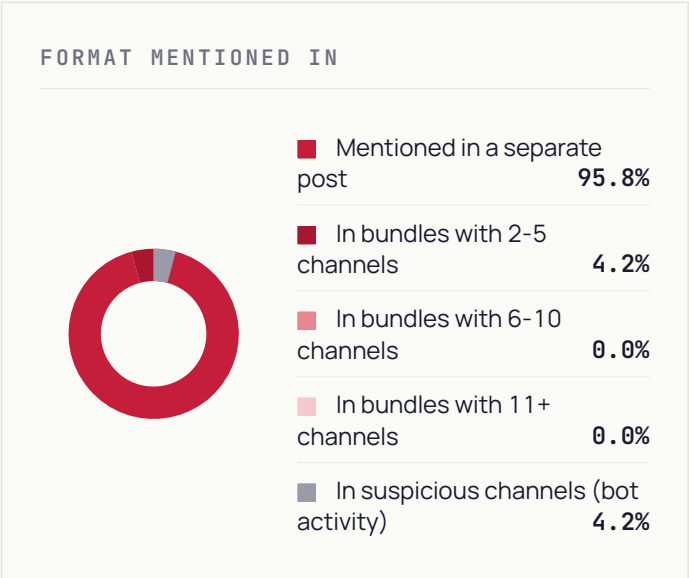
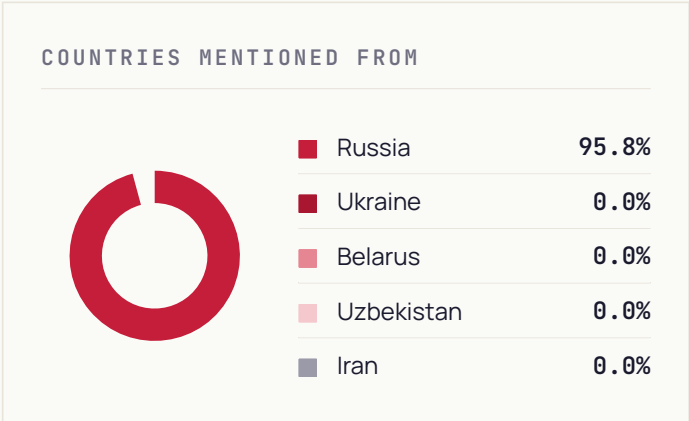
Subscriber growth chart over the year. Key months show exact subscriber count. You can see which months the channel gained and lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

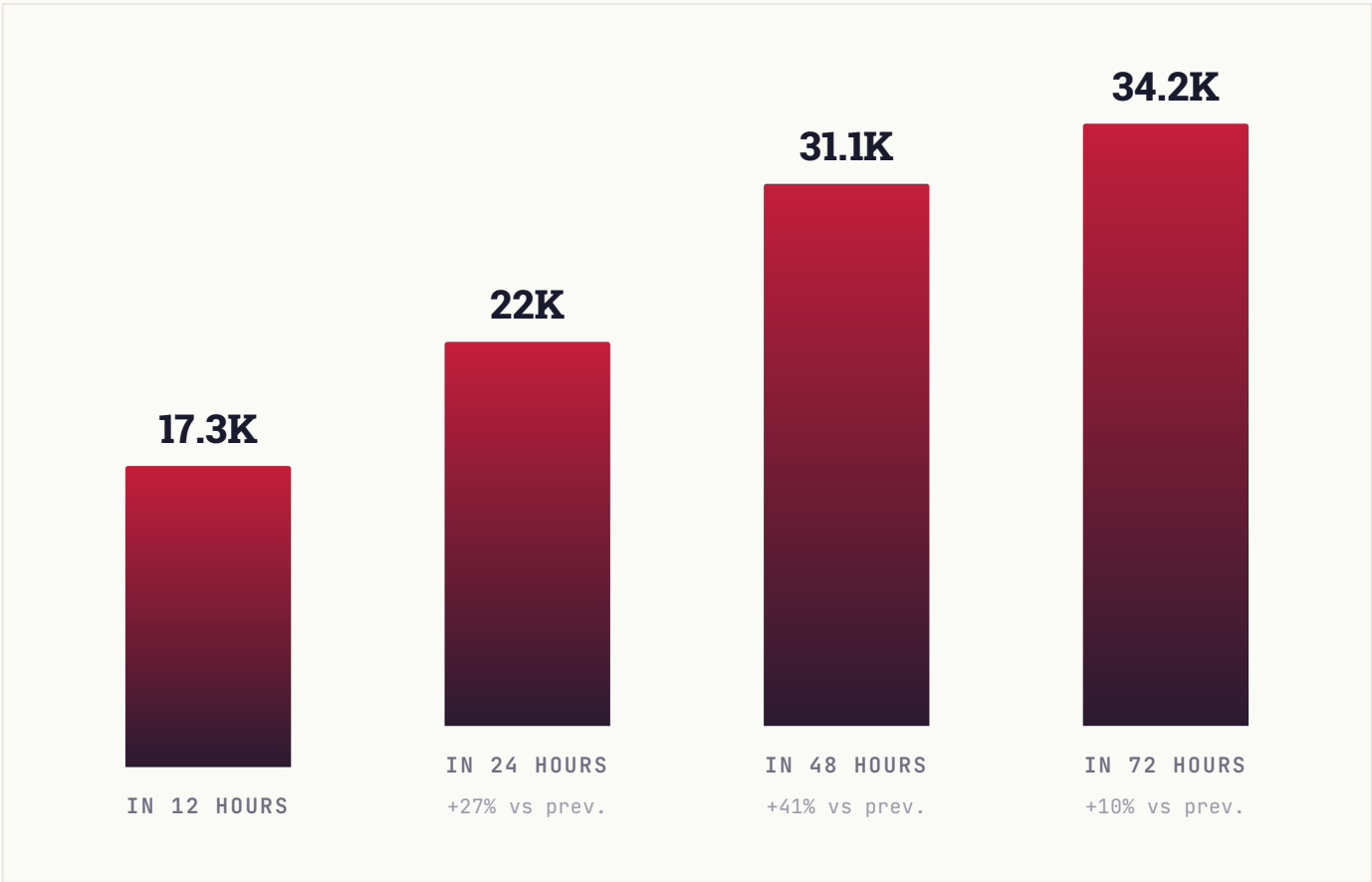
Citation index 0 – channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from 1K. All time channel mentioned 24 different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

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



SECTION 06 · COMPETITORS

Who you compete with

11 closest channels by topic and audience. Highlighted your channel — shows its rank among niche neighbors.

CHANNEL	SUBSCRIBERS
MO MoscowBusiness	966.6K
CN Million Dollar Books 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
ER Russian retail & business	289.2K
2h 25th hour • Business & Finance	288.4K
BB Business without gloss	256.5K
DK Money Cases YOU	92.3K

COMPARATIVE INSIGHT

Channel in bottom half of top-100 niche (#59 of 100). Niche median — 102.7K subs. First growth KPI — reach median. Leader: MoscowBusiness (966.6K).

— SECTION 07 • NICHE COMPARISON

Where the channel stands in its league

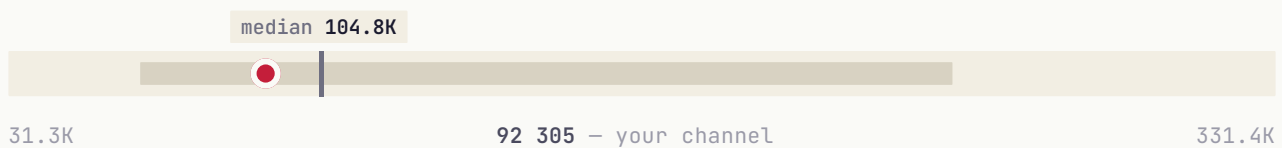
Took top-100 channels in category "Business and startups» (Russia) and compared your channel. Gray band — range for 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

#59 /100

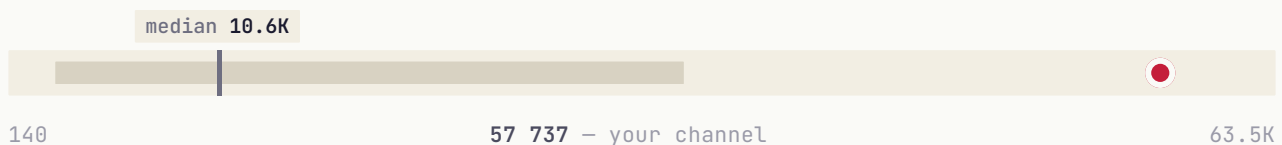
RANK IN NICHE

Channel in the bottom half of the ranking

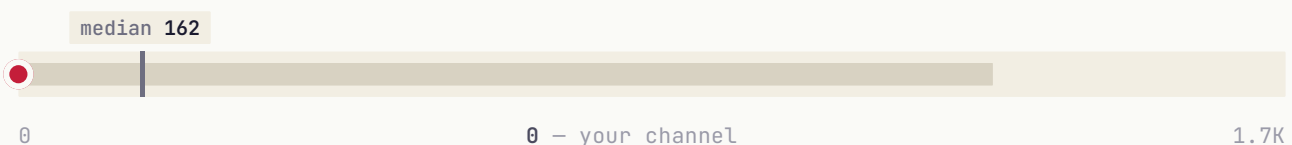
SUBSCRIBERS

12% below median

AVG REACH / POST

better than 90% of niche

CITATION INDEX

99% below median

— SECTION 08 · STRATEGY

What to do right now

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

-
- 01

Increase posting frequency

Now 2.2 posts/wk. Active channels average 7-10.
Consistency is key to audience retention.

EFFECT

Consistency beats volume
-
- 02

Main post of the week — on Tuesday

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

EFFECT

Best window for an important post
-
- 03

Increase share of video posts

Video in Telegram holds audience longer and is better processed by the algorithm. We recommend increasing its share to 15-25%.

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 — easy growth point.

EFFECT

+5-15% ER
-

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in a few minutes based on public data. If you 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
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02	Contact manager	t.me/PromptPress_manager
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