

PUBLIC REPORT BY PROMTPRESS

Channel audit

Business DNA of Russia



@business_dna_russia

Your trusted community in Russian entrepreneurship. We believe every successful business has its unique DNA! Ads: @Julia_DNA
Site: <https://бизнесднк.рф> RSPP:...

SUBSCRIBERS

297 334

+3245 per month

ERR (% SEE POSTS)

10.0%

per day 7.8%

REACH/POST

27.6K

ad reach 23.3K/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 brings reach

06 Competitors

Niche neighbors · your place

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 297 334 —	 SUBSCRIBER REACH 9.29% avg % of subs see post	 VIEWS/POST 27.6K median 28.5K · 29 days	 POSTS/WEEK 18.2 over period
 7D TREND -0.3% vs previous week	 REACTIONS/POST — MTPROTO only	 POST LENGTH 990 chars median 1000 · 29 days	 POSTS ANALYZED 76 29 days
 AD REACH 23.3K 24h avg	 CHURN / MONTH +3245 last month	 CITATION RATE 0 citation index · 42 channels mentioned it ever	 CHANNEL AGE 5 years 7 months created 27.10.2020

AI EDITOR SUMMARY

Channel «Business DNA of Russia» — 297 334 subs. Each post averages 27.6K people (9% from subs), reach is low — consider expanding audience. Publishes 18 posts per week (~3/day) — regular schedule. For week Jun 1–7, reach stable (-0.3% 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 from rotation.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 76 posts over 29 days.
- 02 Dominant format – Photo (76/76 posts).
- 03 Avg post length – 990 chars (median 1000).
- 04 Peak audience activity – Friday, 20:00 MSK.
- 05 Top posts collect 1x more views than the weakest (29.3K avg for top vs 27.3K for worst) – among 76 posts in 29 days. Worth analyzing what top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 31.05 · 14:32 PHOTO Loyalty to boss vs company – who Russian employees serve In Western corporate culture, employees are loyal to the company, its...	VIEWS 29 489 REPOSTS 395	REACTIONS — ER 9.9%
Nº2 05.06 · 14:44 PHOTO Russian factory robotization lags – 19 robots per 10,000 workers vs 932 in Korea Shocking numbers: South Korea installs 932...	VIEWS 29 238 REPOSTS 365	REACTIONS — ER 9.8%
Nº3 23.05 · 14:39 PHOTO Mikhail Fridman built the Alfa-Group financial empire – principles of partnership and diversification Mikhail Fridman created one of the largest...	VIEWS 29 202 REPOSTS 365	REACTIONS — ER 9.8%

Nº4 30.05 • 14:39 PHOTO Reviewing the product matrix – which items to cut first in a crisis When the economy cracks, the first reflex is to slash costs...	VIEWS 29 099 REPOSTS 392 REACTIONS — ER 9.8%
Nº5 25.05 • 12:31 PHOTO Russians fear bankruptcy more than Europeans – attitude to risk and failure in business Russian entrepreneurs view bankruptcy...	VIEWS 29 078 REPOSTS 507 REACTIONS — ER 9.8%
WORST 3	
↓ 09.06 • 10:45 PHOTO Mikhail Kuchment built Hoff – furniture retail from zero to leadership In 2009, amid the economic crisis, Mikhail Kuchment opened...	VIEWS 27 373 REPOSTS 326 REACTIONS — ER 9.2%
↓ 09.06 • 12:38 PHOTO Word of mouth beats ads – friend recommendations rule Russian consumers trust ads less than most...	VIEWS 27 298 REPOSTS 309 REACTIONS — ER 9.2%
↓ 08.06 • 14:36 PHOTO Director's subsidiary liability – when personal assets are at risk Limited liability in LLC is a myth many believe until...	VIEWS 27 232 REPOSTS 42 REACTIONS — ER 9.2%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

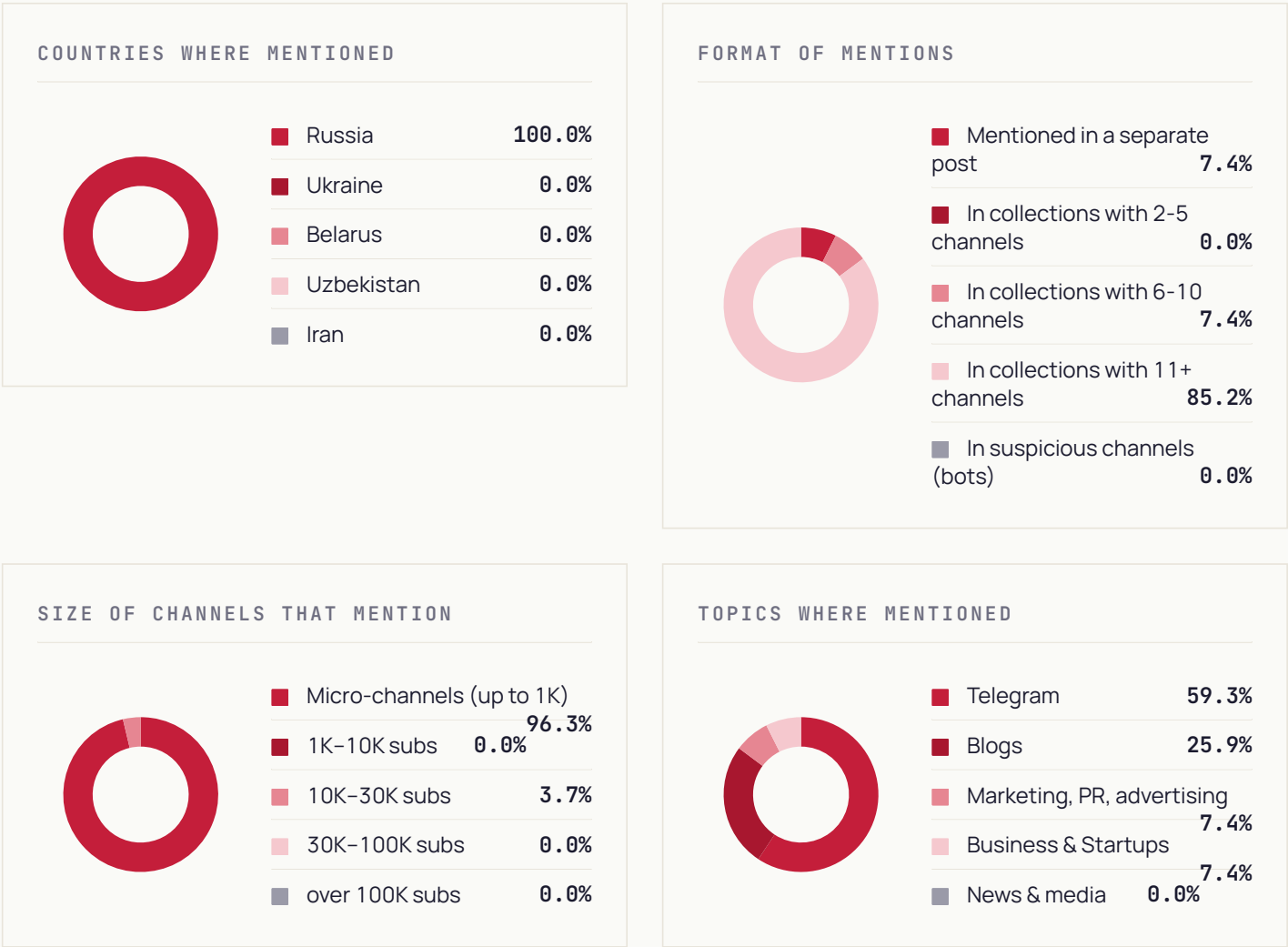
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth vs. loss.



SECTION 04 · MENTIONS

Who mentions the channel and how

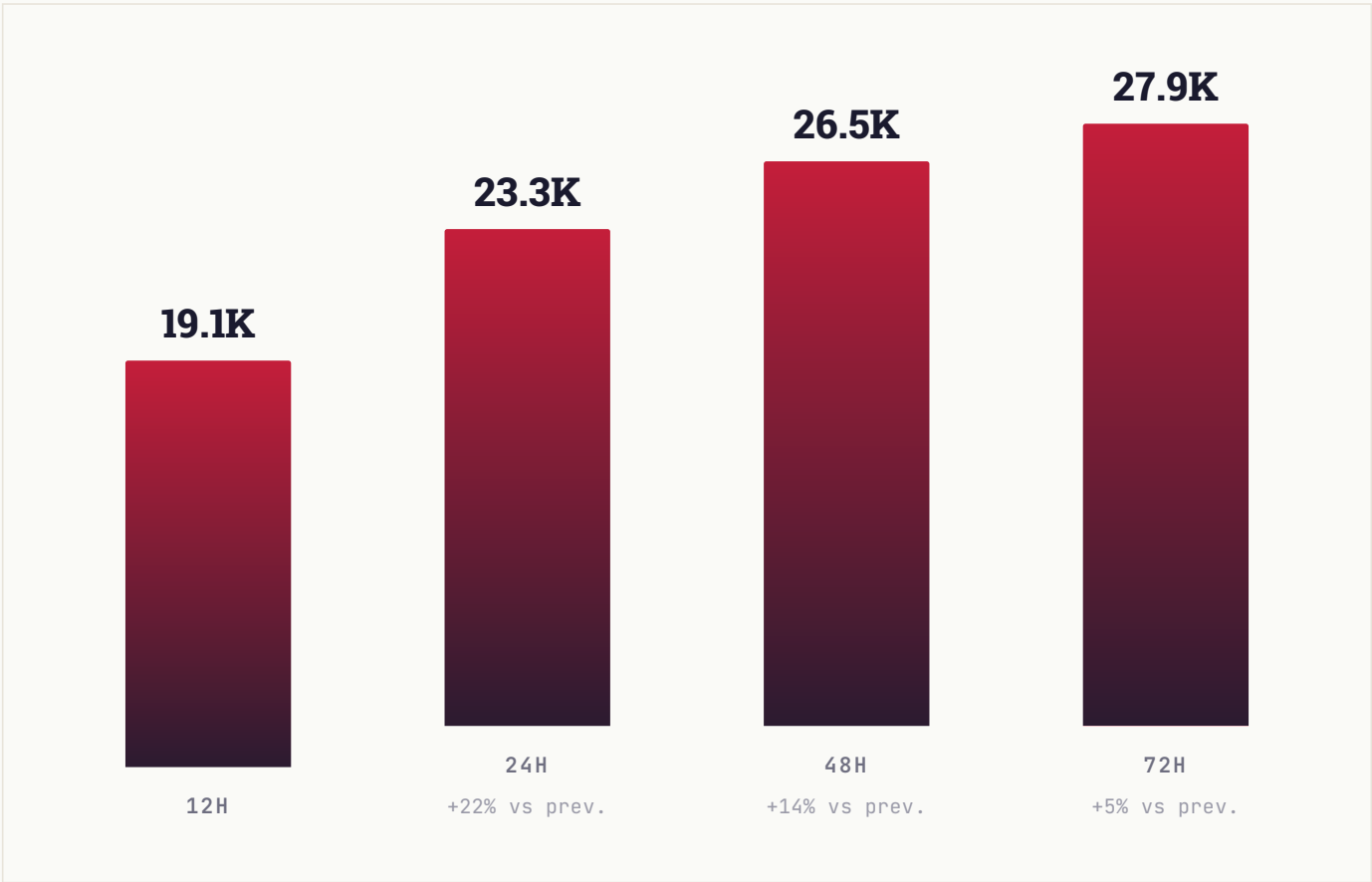
Citation index 0 – channel popularity rating based on mentions. Considers not only their count but also the weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned 42 different channels.



SECTION 05 · AD POTENTIAL

How long a post brings 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 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 YOU	297.3K
PR Russian retail & business	289.2K
2H 25th Hour • Business & Finance	288.4K
BB Business Without Gloss	256.5K
E- E-commerce	254.7K

COMPARATIVE CONCLUSION

Channel in niche top-10 (#7 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

Each month we record posts in other channels that mention yours. Over the last **6 months** such mentions were **17**, they brought **11 558** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
December 2025	0	0	2 751	
November 2025	17	17	3 812	
October 2025	0	0	2 380	
September 2025	0	0	2 592	
August 2025	0	0	23	
July 2025	0	0	0	

TOTAL MENTIONS	MONTHS OF DATA	GAINED SUBSCRIBERS
17	6	11 558

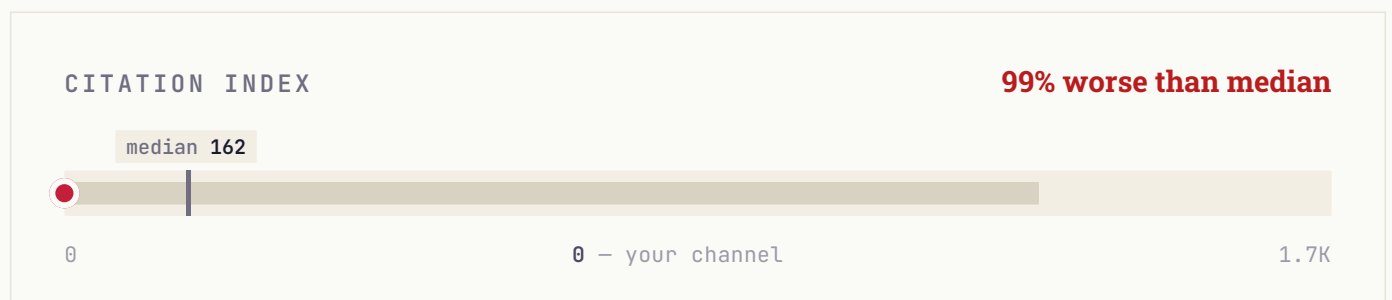
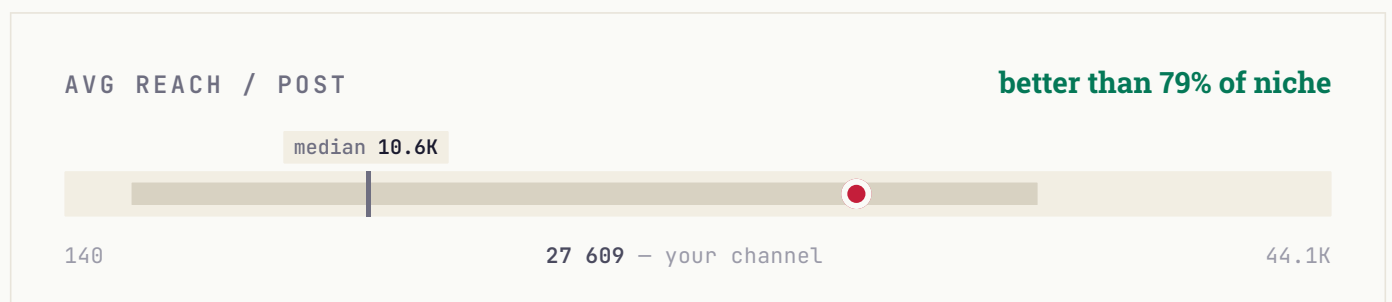
SECTION 08 • NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category «Business & Startups» (Russia) and saw how your channel compares. Gray band — range for 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

#7 /100

POSITION IN NICHE
Channel in top 7% Business & Startups Russia



— 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 Friday

Audience is most active on this day at 20:00 MSK.

EFFECT

**Best window
for important
posts**

02

Increase share of video posts

Video in Telegram retains audience longer and is better perceived by the algorithm. We 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). PromtPress finds 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 point.

EFFECT

+5-15% ER

05

Cross-promo with adjacent channels

Swap 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 this done by **PromptPress?**

This audit — what we can do in minutes using public data. Want to go further? Run ads with 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
