

PUBLIC REPORT BY PROMTPRESS

Channel audit About Business



@business_ru

A channel that will replace all your business websites and resources. We gather the most interesting and fresh content in one place. Ads: @bigpeter2 The channel cooperates with @Tgpodbor_official Link:...

SUBSCRIBERS

51 561

-186 per month

ERR (% SEE POSTS)

13.0%

in 24h **8.2%**

REACH/POST

6.5K

ad reach **4.2K/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 Quotability

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

Rank in «Business & Startups» category

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 was calculated for.

SUBSCRIBERS 51 561 —	SUBSCRIBER REACH 12.61% avg % subs see post	VIEWS/POST 6.5K median 6K · 29 days	POSTS/DAY 14.9 ~104 per week
7D TREND -3.9% vs previous week	REACTIONS/POST — MTPROTO only	POST LENGTH 289 chars median 278 · 29 days	POSTS ANALYZED 447 29 days
AD REACH 4.2K 24h avg	CHURN / MONTH -186 last month	QUOTABILITY 595 citation index · 1,617 channels mentioned ever	CHANNEL AGE 9 years 7 months created 03.12.2016

AI EDITOR SUMMARY

Channel «About Business» — 51 561 subs. Each post averages 6.5K people (13% from subs), reach is low — consider expanding audience. Publishes 104 posts per week (~15/day) — very active. For week Jun 29 – Jul 5 reach stable (-3.9% vs week of June 22–28).

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and underperformers — to see what to repeat and what to drop.

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on **447** posts in 29 days.
- 02 Dominant format — **Text** (294/447 posts).
- 03 Avg post length — **289** chars (median 278).
- 04 Audience peak activity — **saturday**, 19:00 MSK.
- 05 Top posts get **3×** more views than weakest (13.2K avg top vs 5K worst) — among 447 posts in 29 days. Analyze what top shares: topic, format, timing.

TOP 5 POSTS

Nº1 11.07 · 16:43 VIDEO Alexander Lukashenko urged labor migrants to move to Belarus. According to him, the country lacks workers and authorities would like to...	VIEWS 13 608 REPOSTS 159	REACTIONS — ER 26.4%
Nº2 12.07 · 18:15 PHOTO FIFA starts selling fans pieces of turf from the 2026 World Cup final. Such a souvenir costs...	VIEWS 13 179 REPOSTS 95	REACTIONS — ER 25.6%
Nº3 18.06 · 10:31 VIDEO «Oil rain» fell in Zheleznodorozhny, Moscow region.	VIEWS 12 943 REPOSTS 131	REACTIONS — ER 25.1%

Nº4 30.06 · 12:50 TEXT Ford brought back 350 experienced engineers previously laid off due to AI adoption. According to media, the company concluded that...	VIEWS 12 585 REPOSTS 156	REACTIONS — ER 24.4%
Nº5 22.06 · 06:56 TEXT The 'dead internet' theory feels less like theory. Research shows ~59% of content TikTok recommends...	VIEWS 12 219 REPOSTS 130	REACTIONS — ER 23.7%

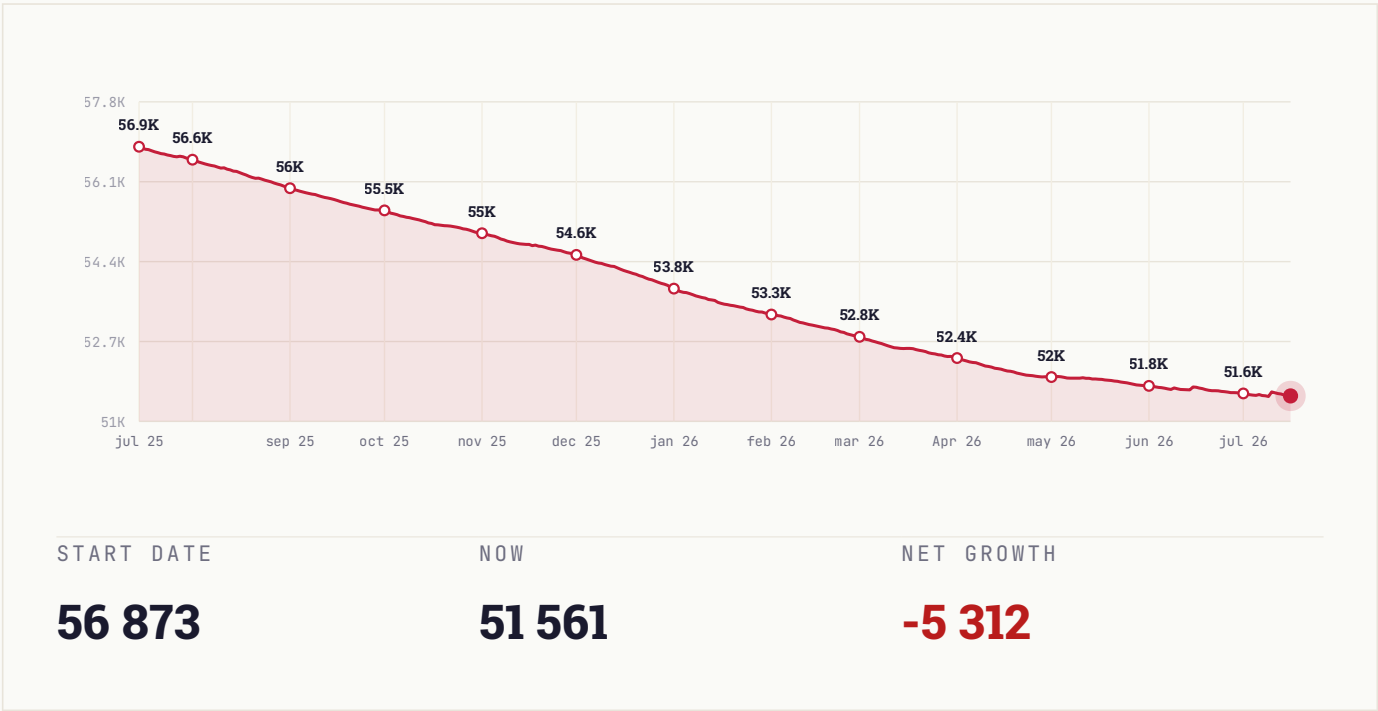
WORST 3

↓ 10.07 · 08:45 TEXT Chinese investors are discussing buying out AI startup Manus at the same valuation as Meta (banned in Russia) acquired it — \$2 billion. By...	VIEWS 5 047 REPOSTS 2	REACTIONS — ER 9.8%
↓ 07.07 · 12:16 TEXT Kazakhstan has started cracking down on illegal fuel exports to Russia. In particular, entry of cars and trucks into the country is restricted...	VIEWS 5 026 REPOSTS 11	REACTIONS — ER 9.7%
↓ 10.07 · 13:49 TEXT Russians can now move to Belarus even easier. All Russian citizens can get a Belarusian residence permit, and document processing time...	VIEWS 4 917 REPOSTS 76	REACTIONS — ER 9.5%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

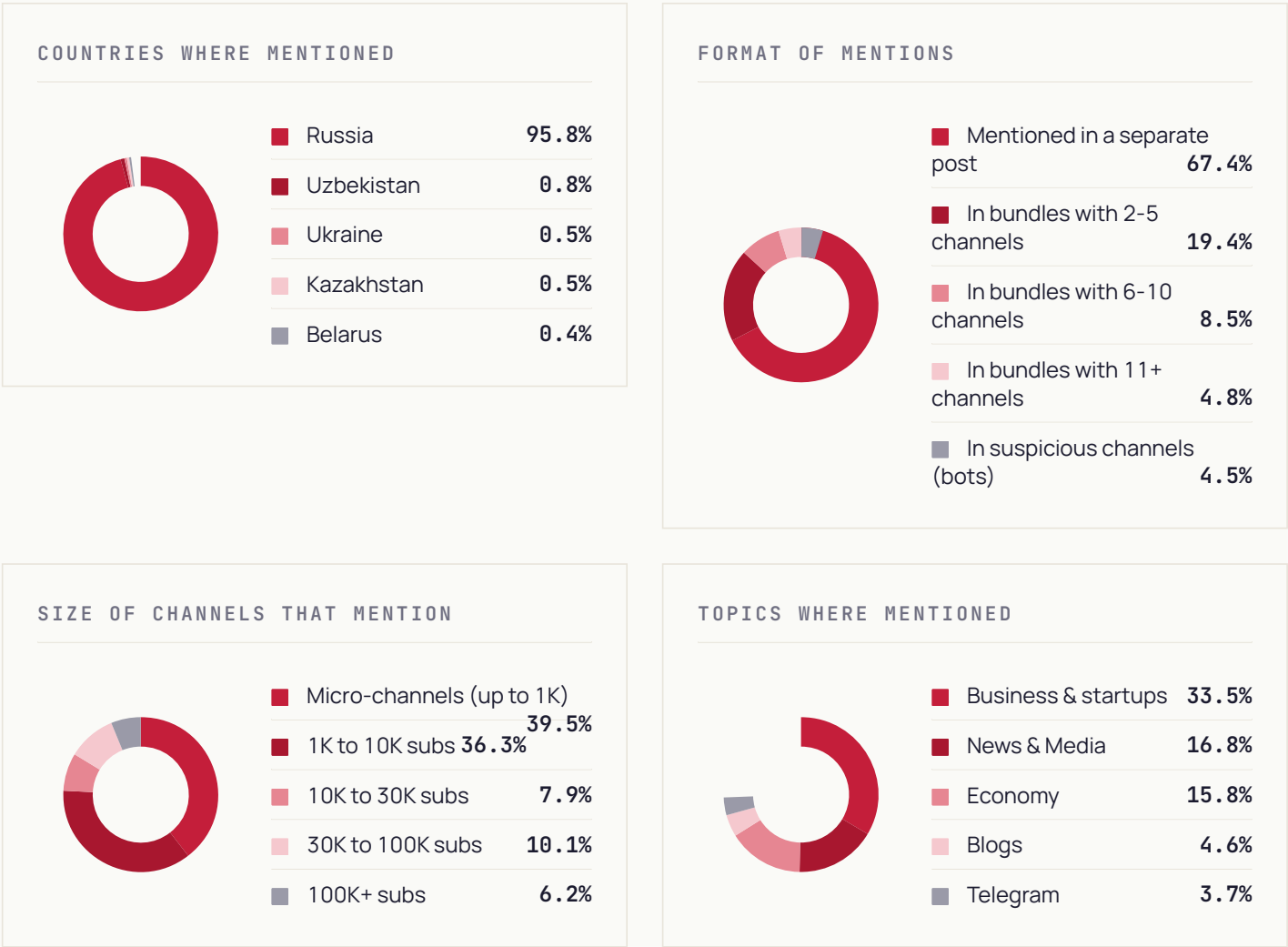
Subscriber growth chart for the year. Key months show exact subscriber count. It shows which months the channel gained and which months subscribers left.



SECTION 04 · MENTIONS

Who mentions the channel & how

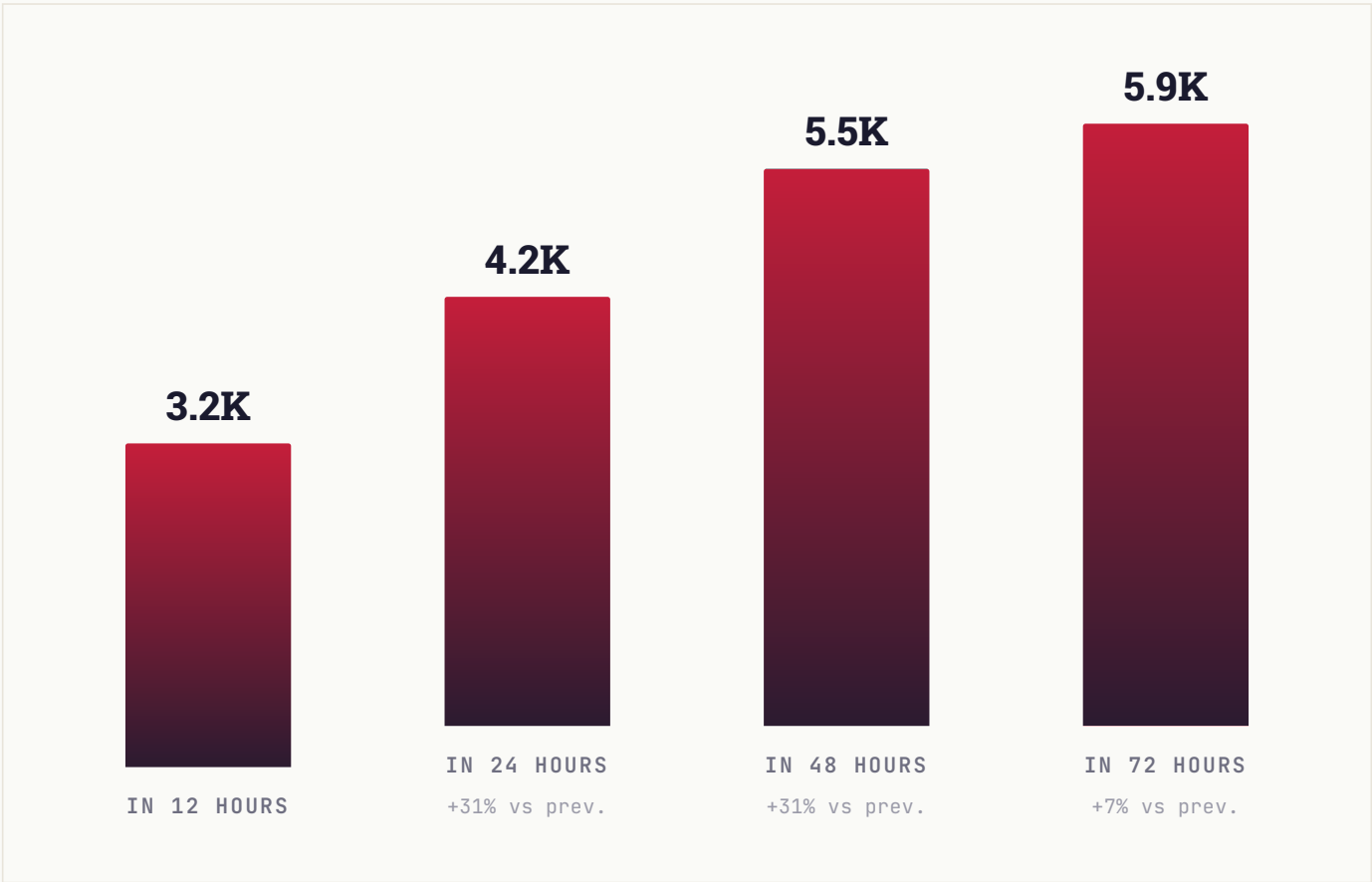
Citation index **595** — channel popularity rating based on mentions. Considers not only quantity but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **1 617** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post over time since publication. Helps gauge how long a placement stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
S& Startups & Ventures	2.6M
VC Venture Capital	2.6M
ME Mohamed El Guazzar 🇸🇩	2.2M
IT ISHBOR Toshkent	1.4M
MO Moscow Business	1.1M
CN Million-dollar books business blog	861.7K
RP Roxman is typing...	529.9K
AB Акула Бизнеса	502.2K
SS M&A	469.6K
لز لباس زیر اقساطی ریزسابل	456.9K
AB About Business YOU	51.6K

COMPARATIVE SUMMARY

Channel is not yet outside top 99 of niche — early growth stage. Niche leader — Startups & Ventures (2.6M), top-99 median: 171.4K. First goal: enter top-99 through systematic work on traffic and content.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we record posts in other channels that mention your channel. Over the last **6 months** such mentions were **0**, they brought **22** new subs.

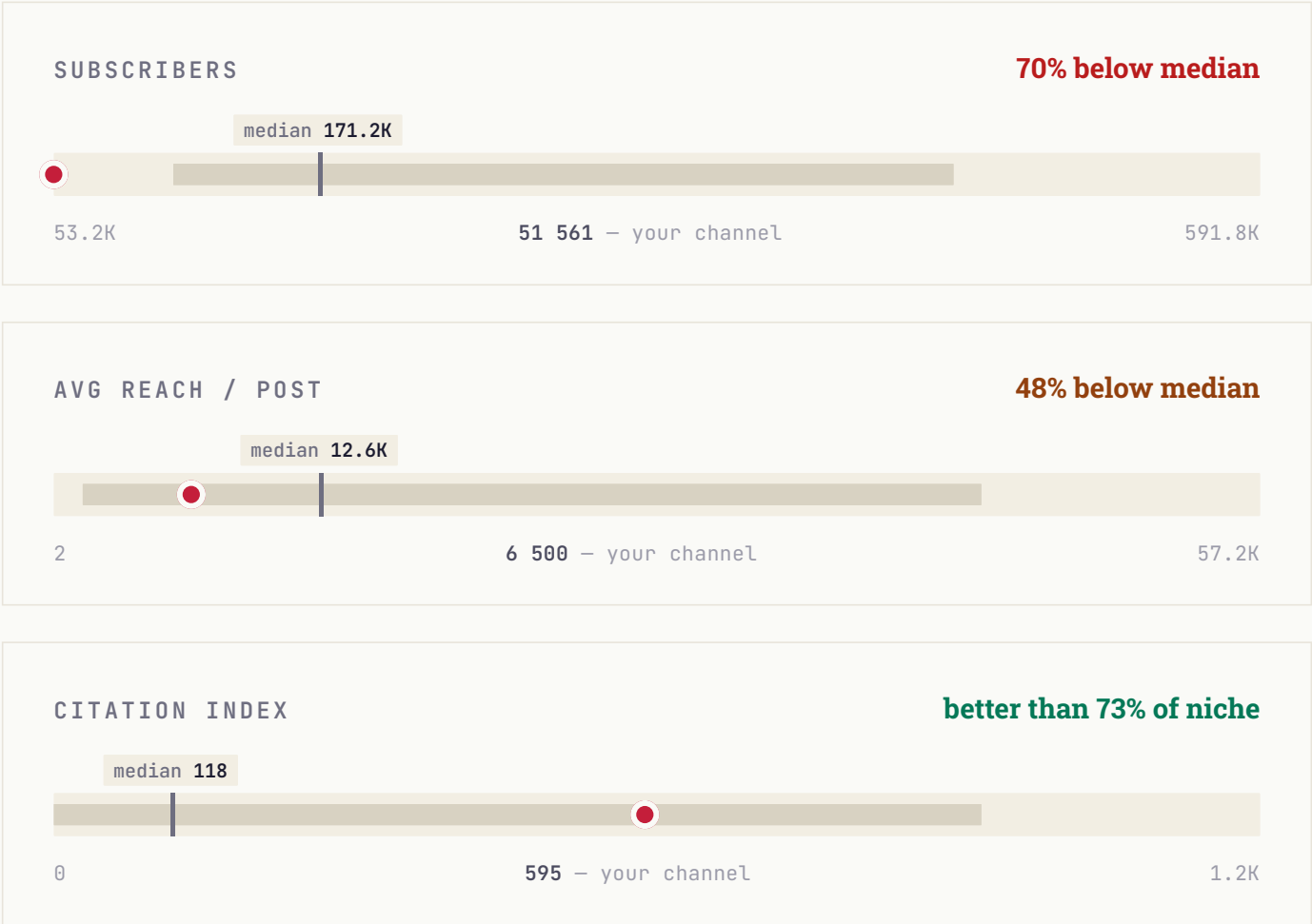
PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
Jan 2026	0	0	0	
December 2025	0	0	0	
Nov 2025	0	0	11	
Oct 2025	0	0	0	
Sep 2025	0	0	4	
August 2025	0	0	7	

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS
0	6	22

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

Top-100 channels in category «Business & startups» (Russia) and compared your channel against them. Gray band: range covering 80% of niche channels (p10 to p90). Black vertical: median. Red dot: your channel.



— SECTION 09 · STRATEGY

What to do right now

5 priority actions ranked by expected impact. Check off and revisit this report in a month.

01

Top post of the week — on Saturday

Audience is most active on this day at 19:00 MSK.

EFFECT

**Best window
for key posts**

02

Increase video posts share

Video in Telegram retains audience longer and is better processed by the algorithm. We recommend increasing its share to 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). PromptPress picks sources for your niche.

EFFECT

**+1000-3000
subs**

04

Test polls & interactive formats

Posts with polls/reactions typically boost ER by +5-15%. One poll per week on a hot topic is an easy growth lever.

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

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

EFFECT

**Growth from
relevant
audience**

★ WHAT'S NEXT

Want us to do it **PromptPress?**

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