

PROMTPRESS PUBLIC REPORT

Channel audit

Kiyosaki Business



@business_university

✂ Those who understand business will always manage those who watch TV... Ad: @Rob_Limo Included by Roskomnadzor in the list of personal pages: <https://clck.ru/3FRJzG>

SUBSCRIBERS

174 719

-515 per month

ER (% SEE POSTS)

13.0%

per day 7.2%

REACH/POST

21.4K

ad reach 12.6K/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 174 719 —	 SUBSCRIBER REACH 12.24% avg % of subs who see a post	 VIEWS/POST 21.4K median 22.4K · 29 days	 POSTS/WEEK 17.7 for the period
 7D TREND -2.6% vs previous week	 REACTIONS/POST — MTPROTO only	 POST LENGTH 896 chars median 928 · 29 days	 POSTS ANALYZED 74 29 days
 AD REACH 12.6K 24h avg	 CHURN / MONTH -515 last month	 CITATION RATE 246 citation index · 225 channels mentioned it ever	 CHANNEL AGE 4 years 2 months created 30.03.2022

AI EDITOR SUMMARY

Channel «Kiyosaki Business» — 174 719 subs. Each post averages 21.4K people (12% from subs), reach is low — consider expanding audience. Publishes 18 posts per week (~3/day) — consistent schedule. For week June 1–7, reach stable (-2.6% 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 **74** posts over 29 days.
- 02 Dominant format – **Photo** (74/74 posts).
- 03 Avg post length – **896** chars (median 928).
- 04 Peak audience activity – **Monday**, 09:00 MSK.
- 05 Top posts get **1x** more views than the weakest (25.1K avg for top vs 19.1K for worst) – among 74 posts over 29 days. Worth analyzing what the top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 18.05 · 15:18 PHOTO Why reengineering often fails Attempts to reboot business processes from scratch often end in failure. Reasons...	VIEWS 25 472 REP. 112	REACTIONS — ER 14.6%
Nº2 25.05 · 11:04 PHOTO From a temporary stunt to an eternal symbol Today the Hollywood sign is one of the world's most recognizable symbols, embodying dreams, cinema, and...	VIEWS 24 965 REP. 116	REACTIONS — ER 14.3%
Nº3 25.05 · 15:25 PHOTO A check that cost nothing but changed everything Half a million on paper: how an illusion gave a real boost Tired and desperate...	VIEWS 24 878 REP. 153	REACTIONS — ER 14.2%

Nº4 25.05 • 07:04 **PHOTO**

Concentration vs. Scatter: Dynamite & Coal Dynamite and coal are a great way to grasp the difference between scattered and...

VIEWS
24 876
REP.
121

REACTIONS
—
ER
14.2%

Nº5 01.06 • 06:55 **PHOTO**

Why discounters became the top retail strategy Retail is changing fast, and discounters are key players. Stores with...

VIEWS
24 659
REP.
129

REACTIONS
—
ER
14.1%

WORST 3

↓ 09.06 • 10:58 **PHOTO**

Impact of Virtual Reality on Business Virtual reality (VR) is actively used in business to improve sales and marketing. It...

VIEWS
19 257
REP.
126

REACTIONS
—
ER
11.0%

↓ 07.06 • 15:41 **PHOTO**

Lean business growth Scaling a business with limited resources is a task that requires a strategic approach and the ability to use...

VIEWS
19 212
REP.
121

REACTIONS
—
ER
11.0%

↓ 09.06 • 15:35 **PHOTO**

Françoise Bettencourt Françoise Bettencourt, one of the most influential women in business, has become a symbol of success and entrepreneurship...

VIEWS
18 855
REP.
112

REACTIONS
—
ER
10.8%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

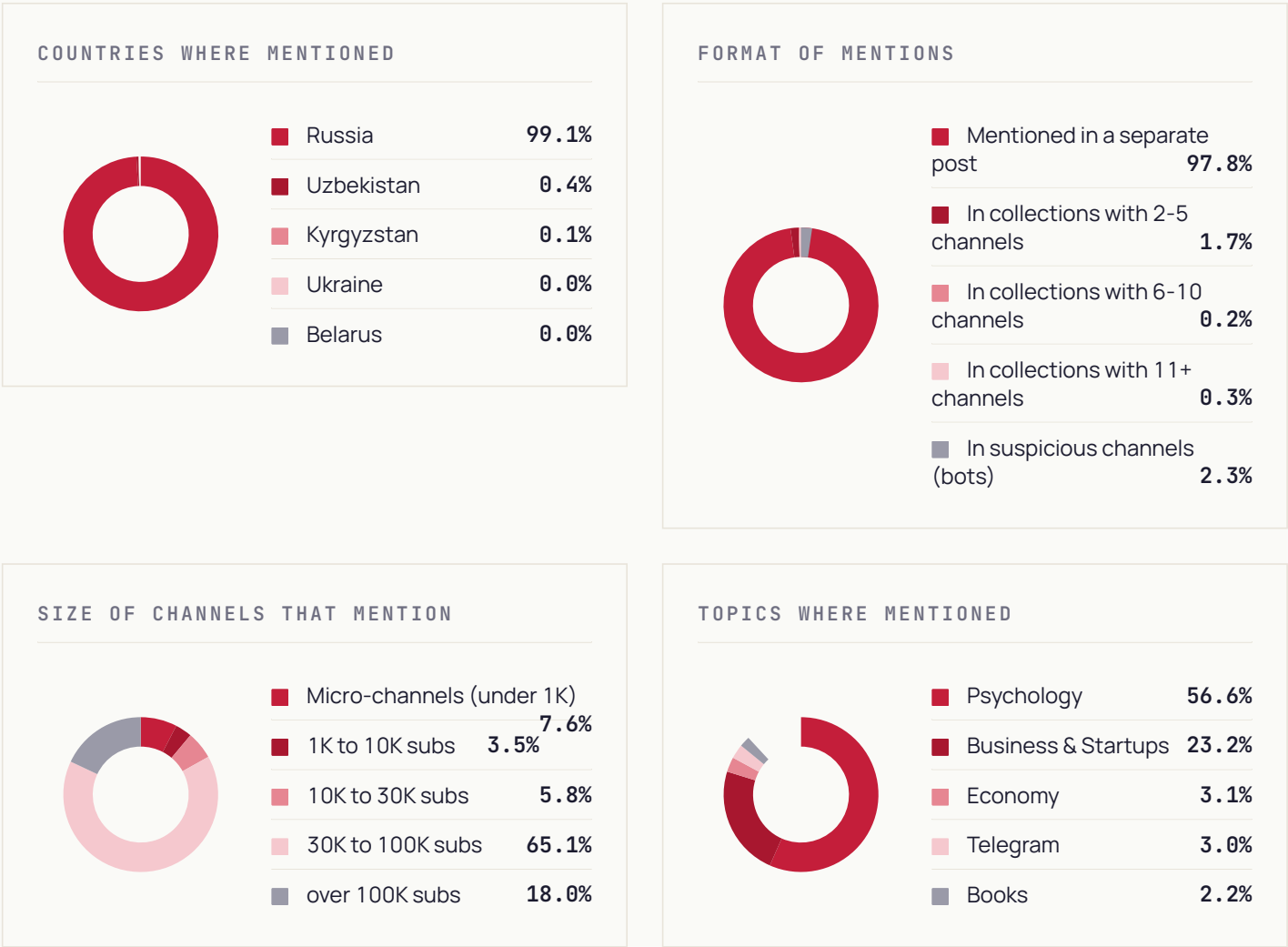
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel & how

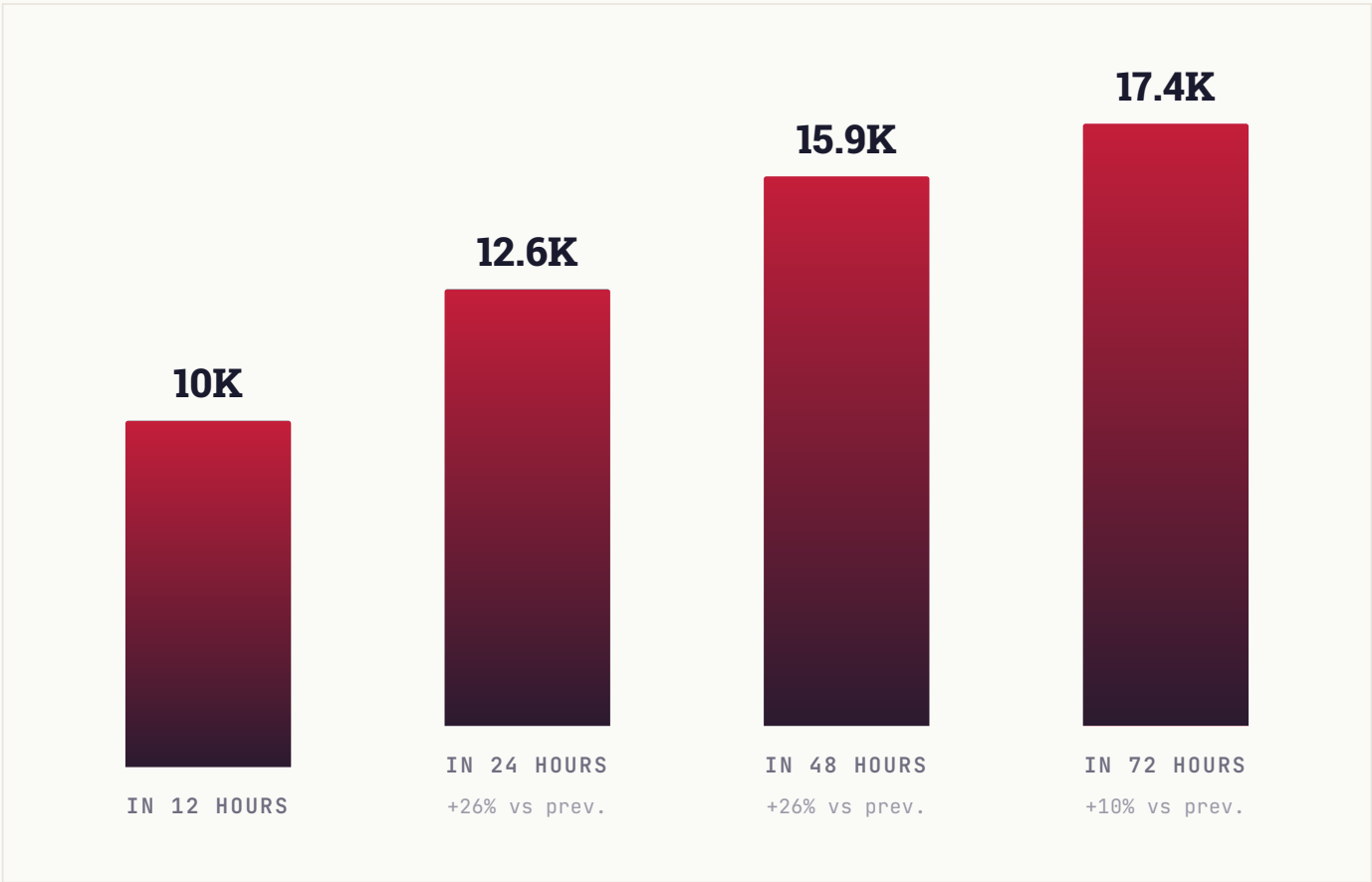
Citation index **246** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned **225** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

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



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
MO Moscow Business	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
RR Russian retail & business	289.2K
2H 25th Hour • Business & Finance	288.4K
BB Business Without Gloss	256.5K
BK Kiyosaki Business YOU	174.7K

COMPARATIVE CONCLUSION

Channel in top half of niche (#27 of 100). Niche leader — Moscow Business (966.6K), median subs 102.7K. Target top quartile — realistic 6-12 month horizon.

SECTION 07 · MENTION TRENDS

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 **106**, they brought **12 235** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
December 2025	18	13	1 210	
Nov 2025	18	12	1 274	
Oct 2025	17	15	1 945	
September 2025	19	16	2 738	
August 2025	18	14	2 446	
July 2025	16	14	2 622	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
106	6	12 235

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

#27

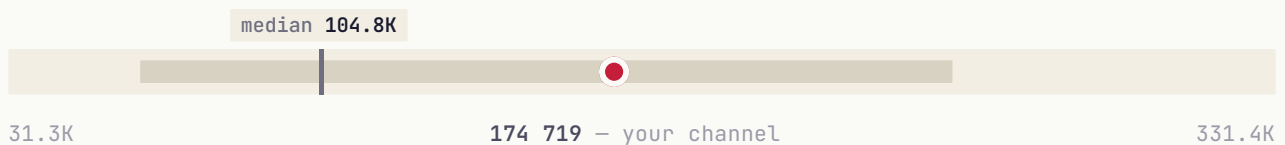
/100

RANK IN NICHE

Channel in the top half of the ranking

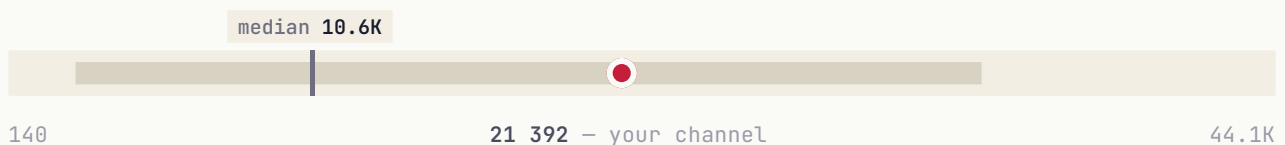
SUBSCRIBERS

better than 68% of niche



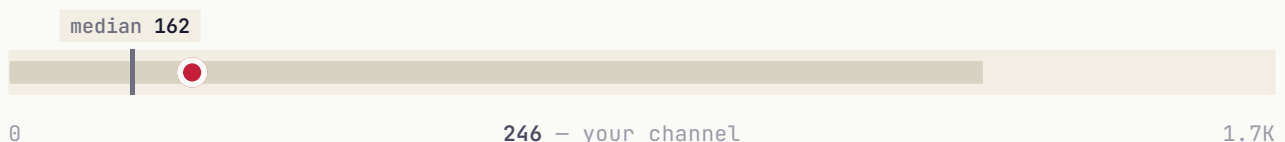
AVG REACH / POST

better than 68% of niche



CITATION INDEX

better than 52% 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

Top post of the week — on Monday

Audience is most active on this day at 09:00 MSK.

EFFECT

**Best window
for important
posts**

02

Increase video post share

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 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 similar 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 this done by **PromptPress?**

This audit is what we can do in minutes using public data. Want to go further? Run ads with us and hit your growth plan 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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