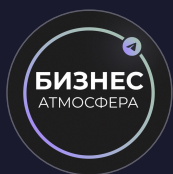


PROMTPRESS PUBLIC REPORT

Channel audit

Business Atmosphere



@businessatmosphere

A space where entrepreneurs, businesspeople, and future leaders get insights and level up their business 🤝 Collaboration: @AlexeyAtmos RKN A+ <https://clk.li/BbvV>

SUBSCRIBERS

124 153

-315 per month

ERR (% SEE POSTS)

19.0%

per day 10.4%

REACH/POST

22.5K

ad reach 12.9K/24h

— CONTENTS · 2026

What's inside the report

01 Channel snapshot

12 key metrics · AI summary

02 Content analysis

Top 5 posts · worst 3 · takeaways

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 place

07 Mention dynamics

6 months · monthly

08 Niche comparison

Rank in category «Business & Startups»

09 Strategy

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 124 153 —	 SUBSCRIBER REACH 18.1% avg % subs see post	 VIEWS/POST 22.5K median 23.5K · 29 days	 POSTS/WEEK 24.2 for period
 7D TREND -3.0% vs previous week	 REACTIONS/POST — MTPROTO only	 POST LENGTH 850 chars median 854 · 29 days	 POSTS ANALYZED 102 29 days
 AD REACH 12.9K 24h avg	 CHURN / MONTH -315 last month	 CITATION RATE 246 citation index · 359 channels mentioned ever	 CHANNEL AGE 6 years 9 months created 18.08.2019

AI EDITOR SUMMARY

Channel «Business Atmosphere» – 124 153 subs. Each post averages 22.5K people (18% from subs), average reach – room to grow. Publishes 24 posts per week (~3/day) – active posting. For week June 1–7 reach stable (-3.0% vs week of May 25–31).

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement & outsiders – to see what to repeat and what to drop from rotation.

WHAT TOP POSTS SHARE

- 01 Analysis based on 102 posts over 29 days.
- 02 Dominant format – Photo (102/102 posts).
- 03 Avg post length – 850 chars (median 854).
- 04 Audience peak activity – Monday, 16:00 MSK.
- 05 Top posts get 1x more views than the weakest (26.9K avg for top vs 18.9K for worst) – among 102 posts over 29 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 18.05 · 15:28 PHOTO How to manage assets for business growth For a company to be efficient and sustainable, you need to track two key metrics...	VIEWS 27 054 REPOSTS 58	REACTIONS — ER 21.8%
Nº2 18.05 · 13:03 PHOTO Data instead of guesses Define your goal. Clearly state what you want to test: product viability, target audience reaction...	VIEWS 26 907 REPOSTS 69	REACTIONS — ER 21.7%
Nº3 18.05 · 07:20 PHOTO Dopamine loop: holding client attention The dopamine loop is a cycle of anticipation and reward that makes a person...	VIEWS 26 877 REPOSTS 78	REACTIONS — ER 21.6%

Nº4

25.05 • 15:30

PHOTO

Quiet sabotage in the team Passive aggression shows when an employee cannot or dares not openly disagree. Outwardly...

VIEWS

26 700

REPOSTS

126

REACTIONS

—

ER

21.5%

Nº5

25.05 • 13:00

PHOTO

4 tax mistakes entrepreneurs make Small business often faces tax issues leading to fines and losses. Below...

VIEWS

26 575

REPOSTS

91

REACTIONS

—

ER

21.4%

WORST 3

↓ 07.06 • 19:13 PHOTO

Metrics that drive business growth To grow your company, it's important to know which metrics to track and when. Business metrics —...

VIEWS

19 568

REPOSTS

81

REACTIONS

—

ER

15.8%

↓ 09.06 • 15:19 PHOTO

How to control an accountant and protect your business Accounting is a high-risk area: mistakes, delays, and negligence can cost a company...

VIEWS

19 117

REPOSTS

93

REACTIONS

—

ER

15.4%

↓ 09.06 • 19:03 PHOTO

Price that kills business Many entrepreneurs, just entering the market, try to attract customers with minimal prices. On...

VIEWS

18 012

REPOSTS

75

REACTIONS

—

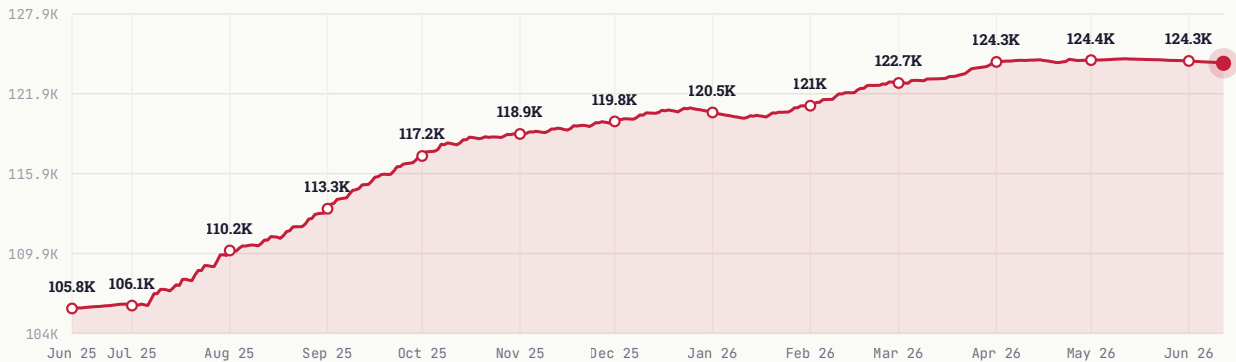
ER

14.5%

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 which months subscribers left.



START OF PERIOD

NOW

NET GROWTH

105 846

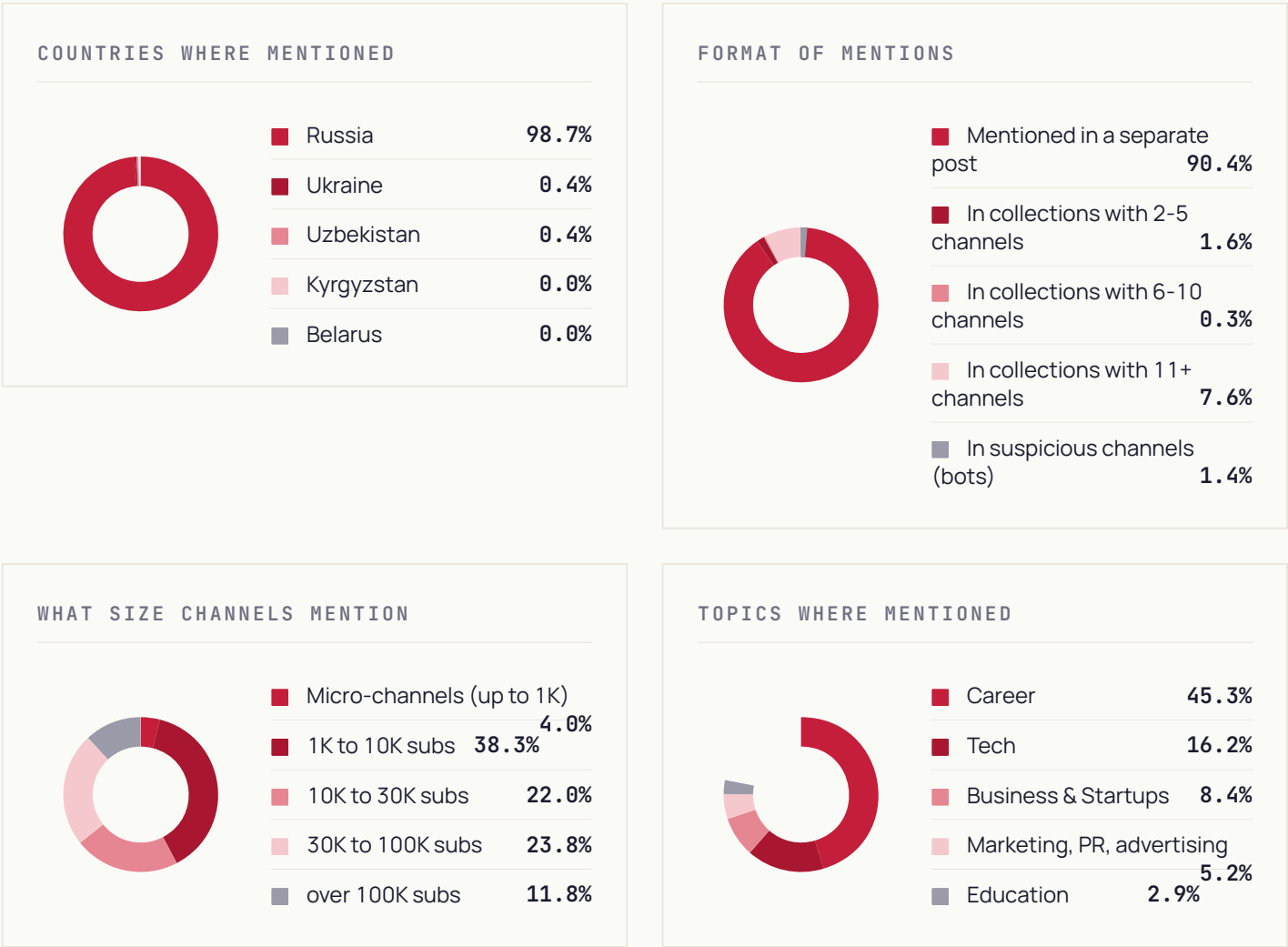
124 158

+18 312

SECTION 04 · MENTIONS

Who mentions the channel and how

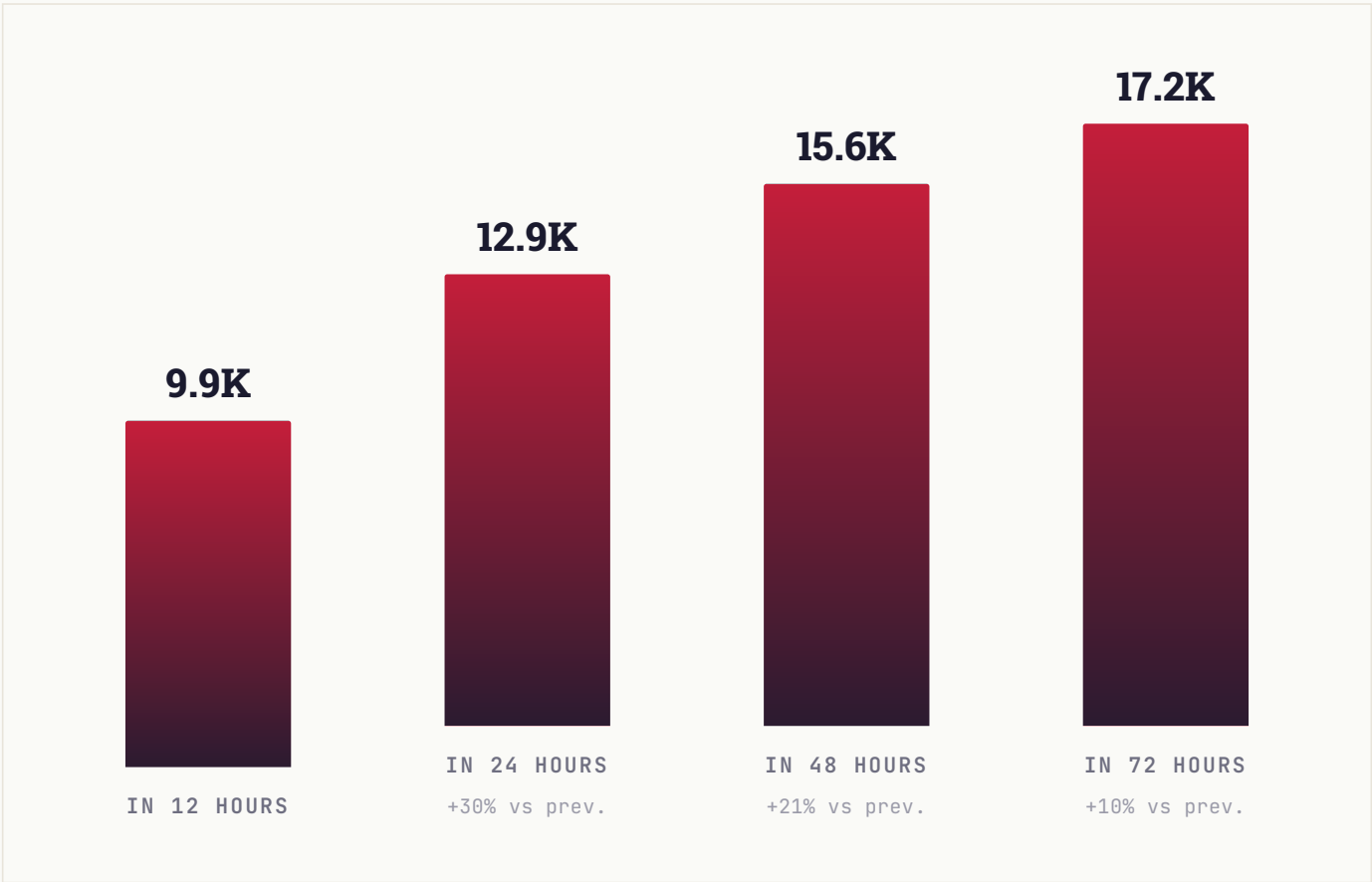
Citation index **246** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioners: a post from a channel with 100K subs weighs more than from 1K subs. All-time channel was mentioned **359** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

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



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Highlighted your channel — you can see its rank among niche peers.

CHANNEL	SUBSCRIBERS
MO Moscow Business	966.6K
CN Million 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
PR Russian retail & business	289.2K
2H 25th Hour • Business & Finance	288.4K
BB Business Without Gloss	256.5K
BA Business Atmosphere YOU	124.2K

COMPARATIVE INSIGHT

Channel in top half of niche (#41 of 100). Niche leader — Moscow Business (966.6K), median subs 102.7K. Aim for the first quartile — a realistic 6-12 month horizon.

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** mentions count **88**, they brought **16 877** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
December 2025	12	12	1 490	
Nov 2025	11	11	1 322	
Oct 2025	13	12	2 096	
September 2025	14	14	4 246	
August 2025	12	12	3 473	
July 2025	26	26	4 250	

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS
88	6	16 877

SECTION 08 · NICHE COMPARISON

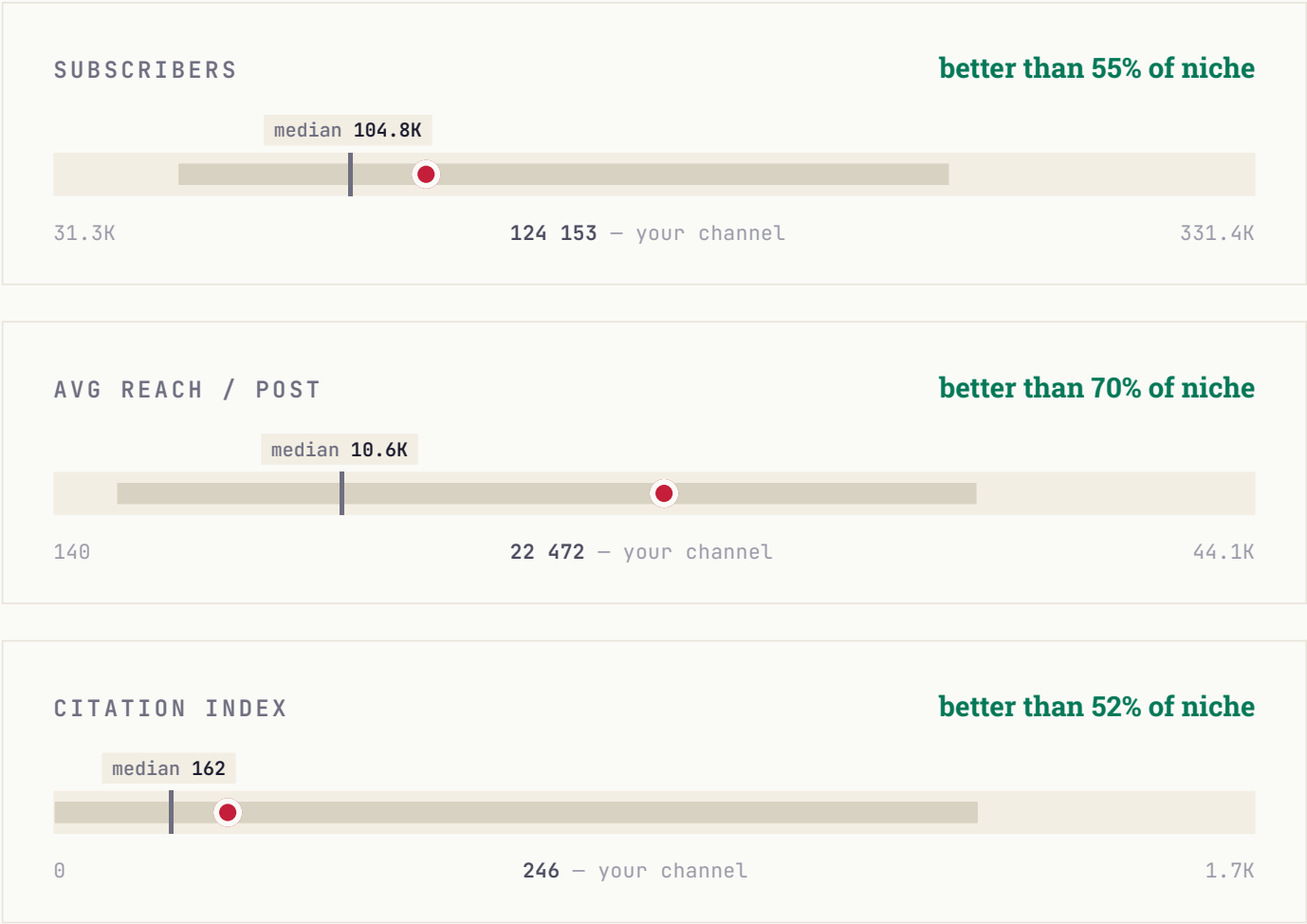
Where the channel stands in its league

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.

#41/100

RANK IN NICHE

Channel in top half of the ranking



— 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

Best post of the week — on Monday

Audience is most active on this day at 16:00 MSK.

EFFECT

**Best time for
an important
post**

02

Increase share of video posts

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

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**

04

Test polls & interactive formats

Posts with polls/reactions usually give +5-15% ER. One weekly poll on a hot topic — easy growth lever.

EFFECT

+5-15% ER

05

Cross-promo with similar channels

Cross-post with similar 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 a few minutes based on public data. If you 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
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02	Contact manager	t.me/PromptPress_manager
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