

— PROMTPRESS PUBLIC REPORT

Channel audit

Апгрейд | Бизнес



@businesses_upgrade

• In a world where everyone copies, someone needs to create. 📑

Ads — @IgorUpgrade 📑 Roskomnadzor — <https://clck.ru/3N6v8X> 📑

Exchange — https://telega.in/c/Businesses_Upgrade

SUBSCRIBERS

115 098

-1735 per month

ERR (% SEE POSTS)

8.0%

per day 4.0%

REACH/POST

8.1K

ad reach 4.6K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 115 098 —	 SUBSCRIBER REACH 7.04% avg % subs see post	 VIEWS/POST 8.1K median 8.6K · 29 days	 POSTS/WK 17.7 over period
 7D TREND -4.0% vs previous week	 REACTIONS/POST 64.2 only 4,751 reactions, 5,260 reposts, 0 comments	 POST LENGTH 974 chars. median 1000 · 29 days	 POSTS ANALYZED 74 29 days
 AD REACH 4.6K 24h avg	 CHURN / MONTH -1735 last month	 CITATION RATE 76 citation index · 199 channels mentioned ever	 CHANNEL AGE 5 years 4 months created 12.02.2021

AI EDITOR SUMMARY

Channel «Upgrade | Business» — 115 098 subs. Each post avg views 8.1K people (7% of subs), low reach — expand audience. Posts 18 posts/week (~3/day) — regular. Week Jun 1–7 reach stable (-4.0% vs week 25–31 May).

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 SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **74** posts in 29 days.
- 02 Dominant format — **Video** (73/74 posts).
- 03 Avg post length — **974** chars (median 1000).
- 04 Audience peak activity — **Sat, 14:00 MSK**.
- 05 Top posts get **1x** more views than weakest (9.3K avg top vs 6.8K worst) — across 74 posts in 29 days. Analyze top posts: topic, format, timing.

TOP 5 POSTS

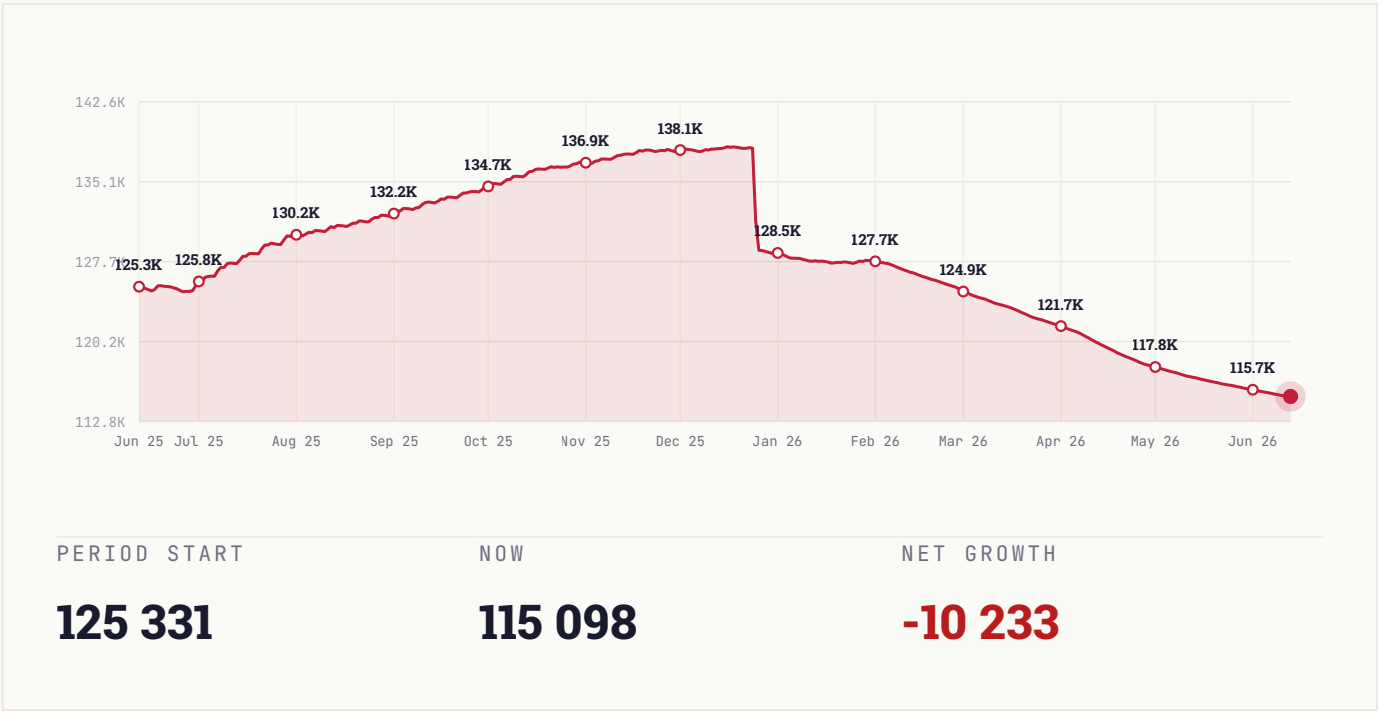
Nº1 15.05 · 15:21 VIDEO False responsibility syndrome — taking blame for things beyond your control Many leaders blame themselves for failures that...	VIEWS 9 353 REP. 60	REACTIONS 72 ER 8.1%
Nº2 18.05 · 15:33 VIDEO Anti-scaling as a choice — deliberate size limit for quality Everyone talks about growth and expansion. But some founders...	VIEWS 9 337 REP. 73	REACTIONS 70 ER 8.1%
Nº3 14.05 · 15:57 VIDEO Identity trap — when business becomes your only "I" Entrepreneurship pulls you in so deep that the line between...	VIEWS 9 274 REP. 64	REACTIONS 73 ER 8.1%

Nº4 14.05 • 07:43 VIDEO Refactoring corporate culture — how to "rewrite the code" of team interaction Just like in code, company culture can accumulate bugs...	VIEWS 9 237 REACTIONS 68 REP. 77 ER 8.0%
Nº5 18.05 • 07:45 VIDEO Digital twin of business processes — why companies need a virtual model of operations You plan to implement a new CRM, restructure logistics...	VIEWS 9 198 REACTIONS 64 REP. 97 ER 8.0%
WORST 3	
↓ 09.06 • 07:55 VIDEO Tech debt in business processes — how accumulated "crutches" slow down growth In IT, "tech debt" is when developers...	VIEWS 6 922 REACTIONS 66 REP. 70 ER 6.0%
↓ 09.06 • 15:26 VIDEO Personal brand vs corporate brand — where to invest resources Many entrepreneurs think they must choose: develop a personal...	VIEWS 6 912 REACTIONS 62 REP. 72 ER 6.0%
↓ 09.06 • 11:32 VIDEO Instant escalation system for critical issues In most companies, critical problems get lost in the task flow. A server goes down...	VIEWS 6 552 REACTIONS 65 REP. 73 ER 5.7%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

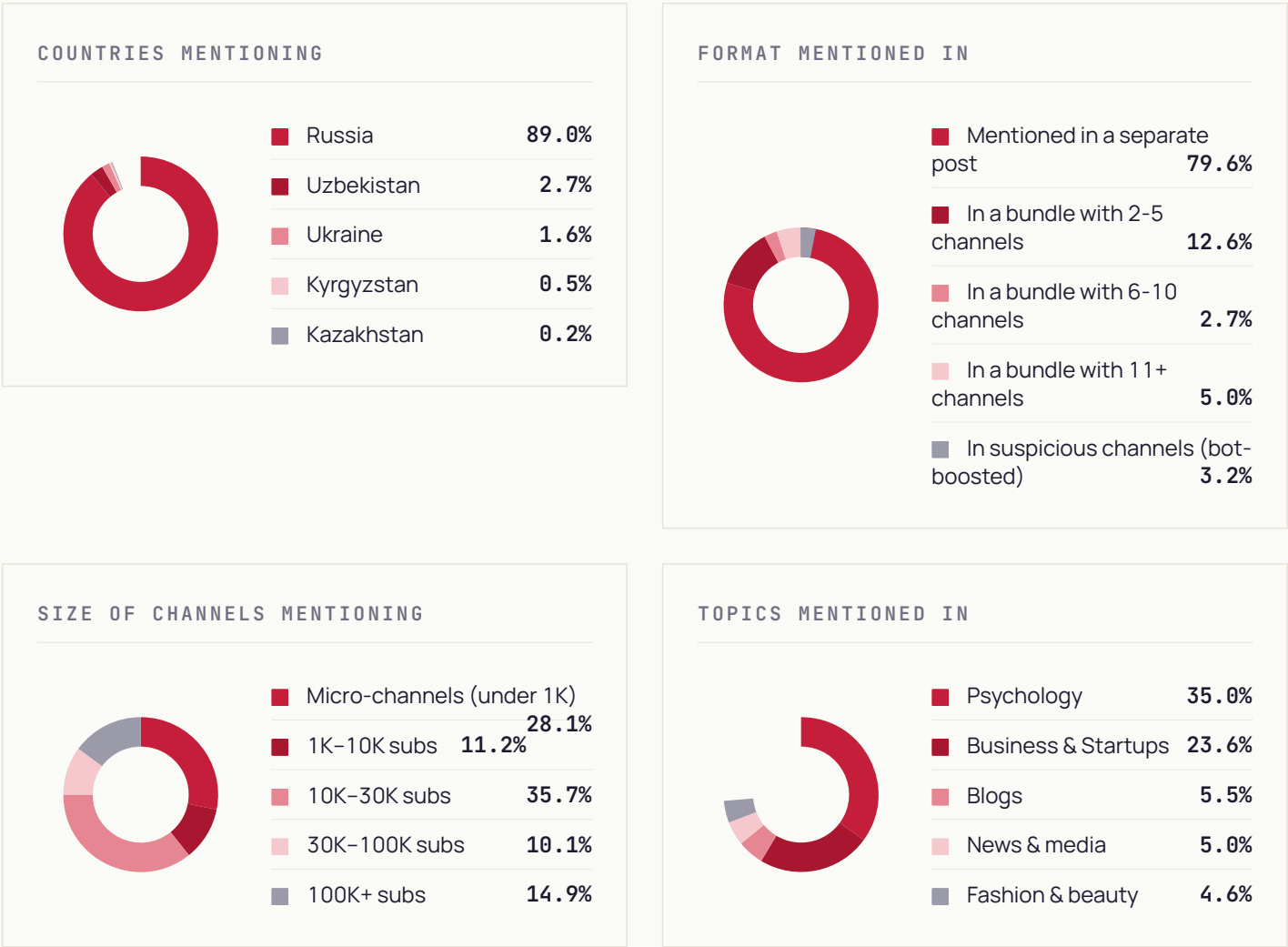
Subscriber growth chart over the year. Key months show exact subscriber count.
See which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who & how mentions the channel

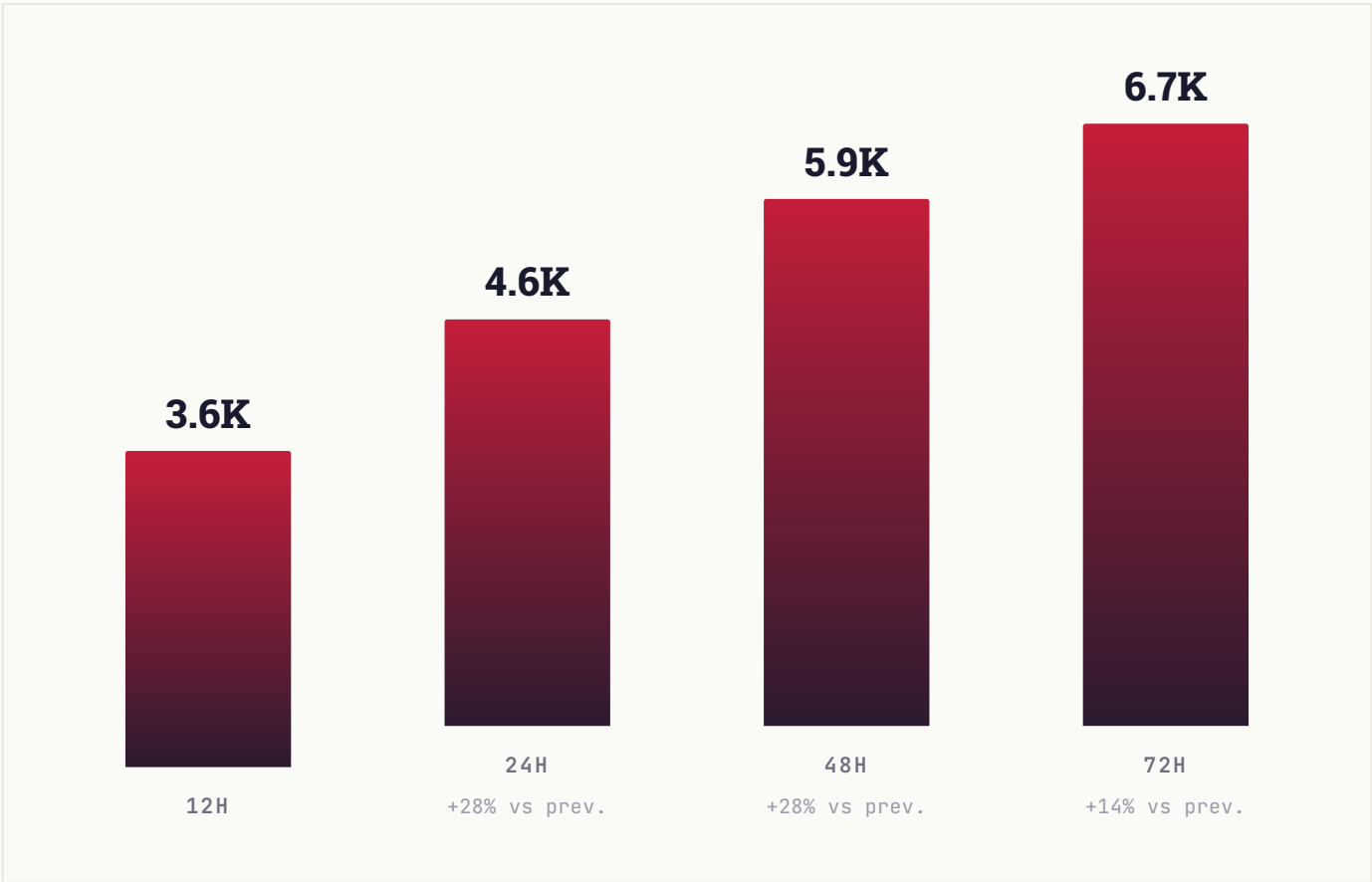
Citation index **76** — channel popularity rating based on mentions. Considers not only quantity but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned **199** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

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



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
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 Unfiltered	256.5K
AI Апгрейд Бизнес YOU	115.1K

COMPARATIVE CONCLUSION

Channel intop half of niche (#45 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 track posts in other channels that mention yours. Over the last **6 months** such mentions were **116**, they brought **15 723** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	15	14	937
Nov 2025	31	12	1 595
Oct 2025	13	12	2 550
September 2025	16	16	3 103
August 2025	13	13	2 384
July 2025	28	27	5 154

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS
116	6	15 723

SECTION 08 • NICHE COMPARISON

Where the channel stands in its league

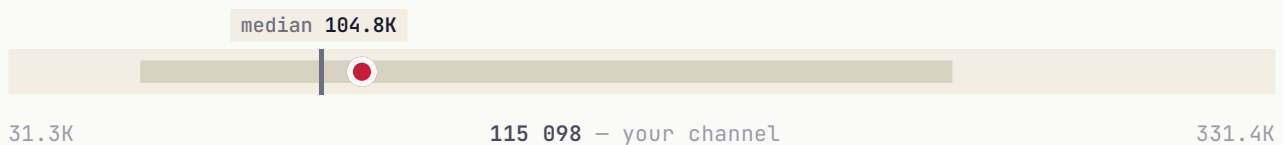
Took top-100 channels in category "Business & Startups» (Russia) and compared your channel. Gray band = range of 80% niche channels (p10 to p90). Black vertical = median. Red dot = your channel.

#45 /100

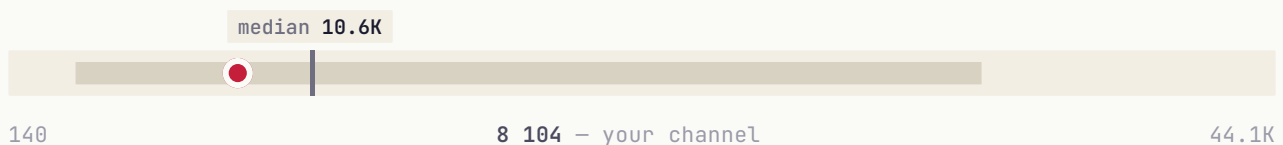
RANK IN NICHE

Channel in the top half of the ranking

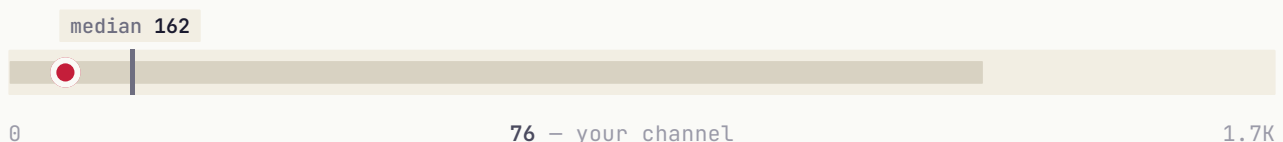
SUBSCRIBERS

better than 52% of niche


AVG REACH / POST

24% below median


CITATION INDEX

53% below median


SECTION 09 · STRATEGY

What to do right now

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

01**Top post of the week — on Saturday**

Audience is most active on this day at 14:00 MSK.

EFFECT

**Best window
for an
important post****02****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****03****Test polls & interactive formats**

Posts with polls/reactions usually boost ER by 5-15%.
One weekly poll on a hot topic is an easy win.

EFFECT

+5-15% ER**04****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****05****Update channel description for Telegram search**

Telegram search scans descriptions. Add 3-5 niche keywords — a source of organic traffic.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in minutes from public data. Want more? Run ads with 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
