

PUBLIC REPORT BY PROMTPRESS

Channel audit businessmind



@businessmud

Your daily business wisdom. Media about business, economy, and money. Complex processes in simple language: markets, trends, decisions, and real money-making mechanics. Collaboration – @DocOnlyAds Advertising...

SUBSCRIBERS

210 632

-34370 per month

ERR (% WHO SEE
POSTS)

3.0%

per day 1.9%

REACH/POST

5.3K

ad reach 4K/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 index

Who mentions the channel and how

05 Ad potential

How long a post generates reach

06 Competitors

Niche neighbors · your spot

07 Niche comparison

Rank in «Economy» category

08 Strategy

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate health indicator. Subtitle shows the period.

 SUBSCRIBERS 210 632 —	 SUBS REACH 2.5% avg % subs see post	 VIEWS/POST 5.3K median 5.2K · 29 days	 POSTS/DAY 16.8 ~117 per week
 7D TREND -12.9% vs prev week	 REACTIONS/POST — MTPROTO only	 POST LENGTH 307 chars median 267 · 29 days	 POSTS ANALYZED 496 29 days
 AD REACH 4K 24h avg	 CHURN / MONTH -34370 over the last month	 CITATION INDEX 355 citation index · 3,352 channels mentioned ever	 CHANNEL AGE 6 months 22 days created 20.11.2025

AI EDITOR SUMMARY

Channel «businessmud» — 210 632 subs. Each post averages 5.3K people (2% from subs), reach is low — consider expanding audience. Publishes 117 posts per week (~17/day) — very active. Over week May 25–31 reach dropped by -12.9% vs week 18–24 May — analyze the reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on **496** posts over 29 days.
- 02 Dominant format – **Photo** (292/496 posts).
- 03 Avg post length – **307** chars (median 267).
- 04 Peak audience activity – **Wednesday**, 07:00 MSK.
- 05 Top posts get **2x** more views than the weakest (8.6K avg for top vs 3.8K for worst) – among 496 posts over 29 days. Analyze what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 17.05 · 07:04 PHOTO 🇰🇷South Korea to permanently ban dog meat Government closed 82% of dog meat farms, said Ministry of Agriculture...	VIEWS 9 660 REPOSTS 149	REACTIONS — ER 4.6%
Nº2 15.05 · 11:59 TEXT 🇷🇺Russia may ban meme 'six-seven' citing national security threat. According to MP Ivanov, the phrase causes children...	VIEWS 8 144 REPOSTS 231	REACTIONS — ER 3.9%
Nº3 12.05 · 05:01 PHOTO 🇺🇦WhatsApp* launches premium subscription For €2.49 users get cool stickers, ringtones, and ability to pin up to 20 chats...	VIEWS 8 053 REPOSTS 37	REACTIONS — ER 3.8%

Nº4 14.05 · 19:05 VIDEO «71M, normal... That's a closet, f**k!» Girls in Moscow wanted to check housing prices, but cost scared buyers off 	VIEWS 7 865 REPOSTS 49	REACTIONS — ER 3.7%
Nº5 12.05 · 07:02 PHOTO  Dua Lipa sues Samsung Singer demands \$15M from Korean company. Reason: company used her photo without permission on...	VIEWS 7 729 REPOSTS 18	REACTIONS — ER 3.7%

|

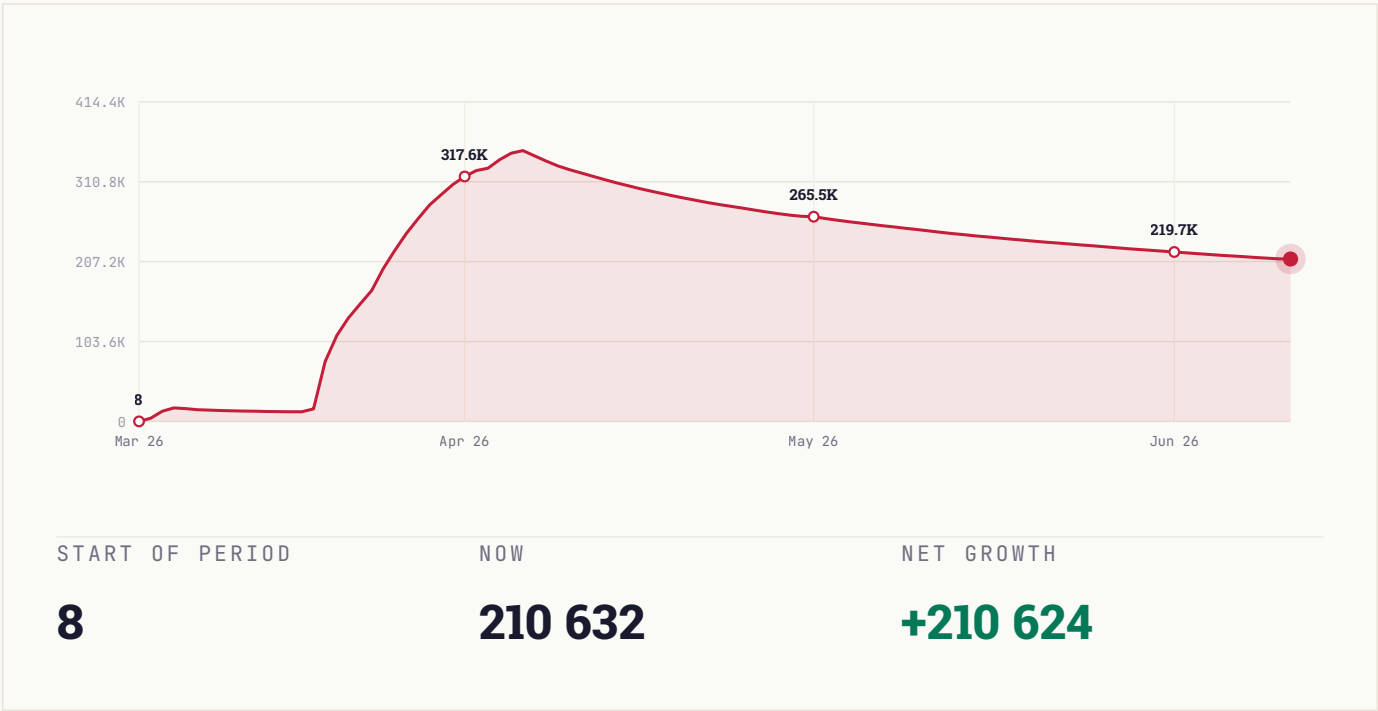
WORST 3

↓ 01.06 · 09:00 PHOTO  Best solution found for burned-out IT workers.  businessmud	VIEWS 3 926 REPOSTS 47	REACTIONS — ER 1.9%
↓ 04.06 · 06:33 VIDEO  A real American came to SPIEF (official)  businessmud	VIEWS 3 909 REPOSTS 17	REACTIONS — ER 1.9%
↓ 03.06 · 07:01 TEXT School students could earn up to 30,000 rubles a month in Soviet-style labor camps, economists calculated. Earlier, the idea of returning...	VIEWS 3 561 REPOSTS 5	REACTIONS — ER 1.7%

SECTION 03 • SUBSCRIBER DYNAMICS

How the channel grew over the year

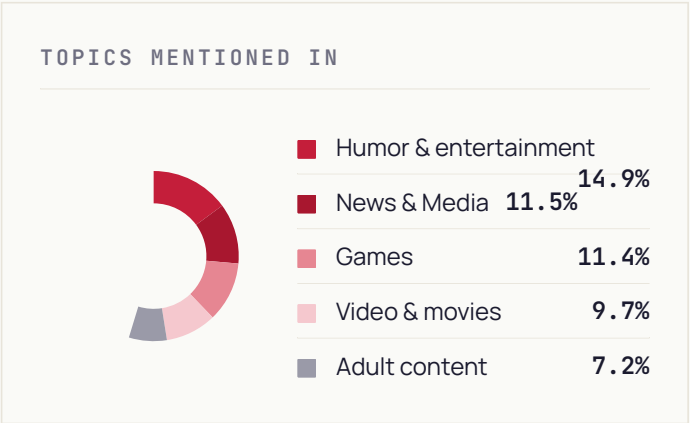
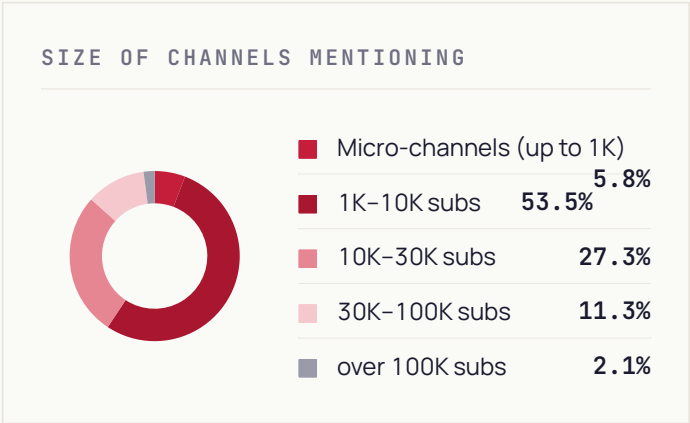
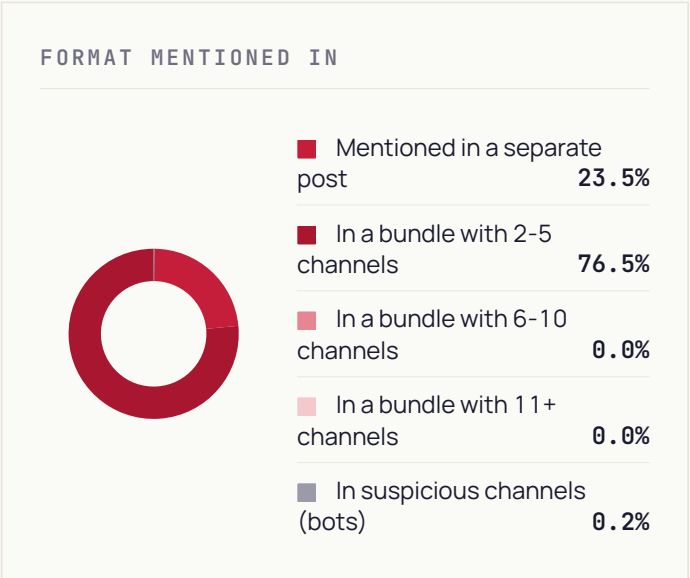
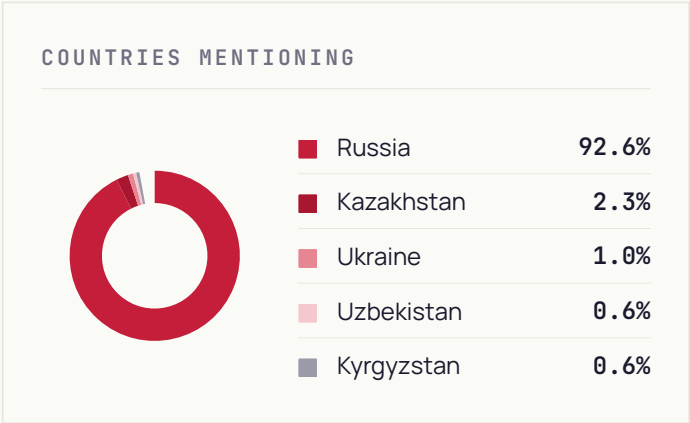
Yearly subscriber growth chart. Key months show exact subscriber count. Shows months of growth vs. loss.



SECTION 04 · MENTIONS

Who & how mentions the channel

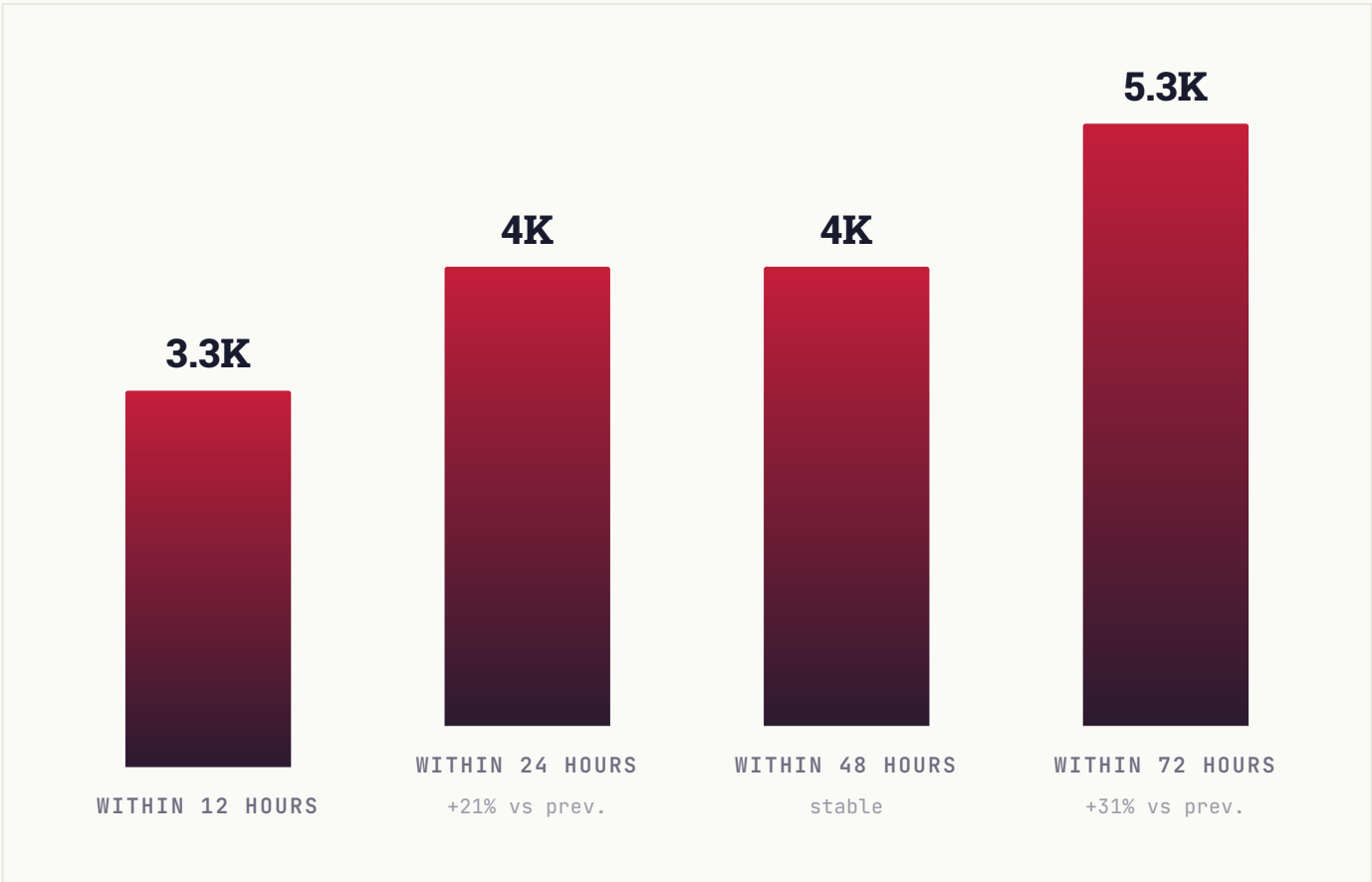
Citation index **355** — channel popularity score based on mentions. Considers both count and weight of mentioning channels: a post from a 100K subs channel weighs more than from 1K. All time channel was mentioned **3 352** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg ad post reach over time since publication. Helps estimate how long a placement 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
TE The Economist	1.2M
TE Axe. Economy.	1.2M
BB Ruthless Bankster	1M
AB Alfa-Bank	1M
ER Russian economy	849.3K
AB Alfa-Investments	736.6K
MU Multiplier	734.3K
Sat Sber	717K
OG Olga Gogaladze	590.2K
BC More than economics	541.2K
AI businessmind YOU	210.6K

COMPARATIVE INSIGHT

Channel in top half of the niche (#41 of 99). Niche leader — The Economist (1.2M), median subs 182.3K. Aim for top quartile — realistic 6-12 month horizon.

SECTION 07 · NICHE COMPARISON

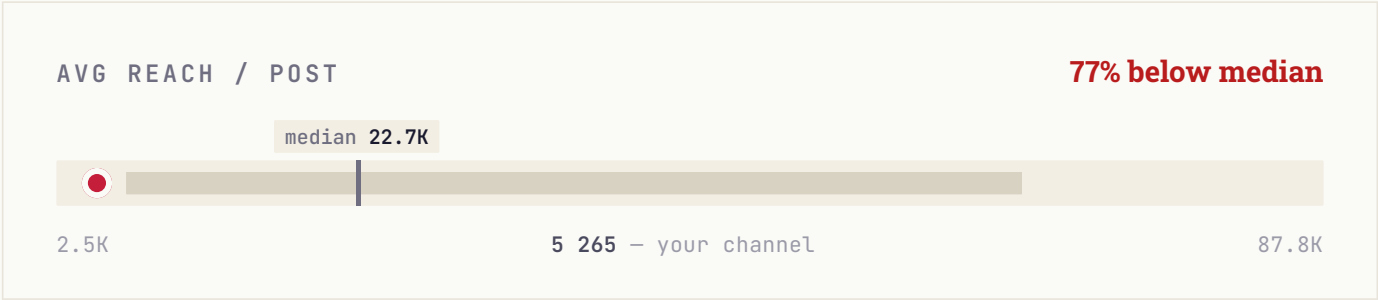
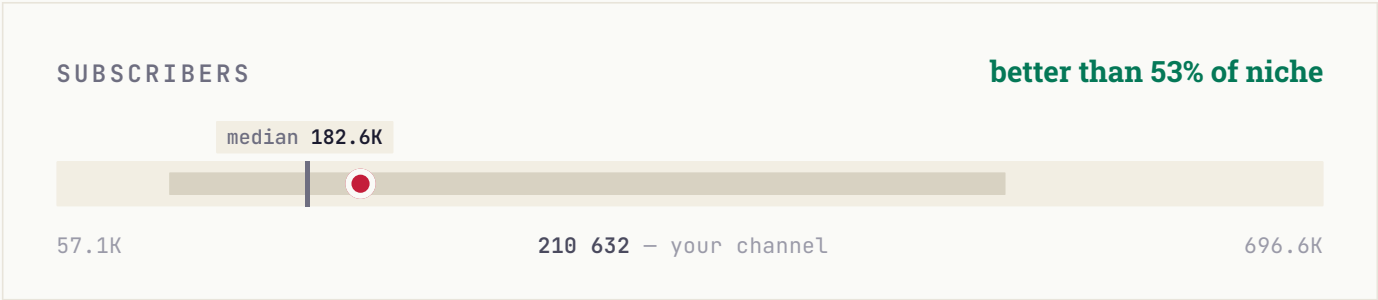
Where the channel ranks in its league

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

#41/100

RANK IN NICHE

Channel in top half of ranking



— SECTION 08 · 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 Wednesday**

Audience is most active on this day at 07:00 MSK.

EFFECT

**Best window
for an
important post****02****ER below niche benchmark — rethink formats**

Current ER 2.5% vs norm 4.5%. Try polls and interactive formats.

EFFECT

+2.0pp ER**03****Systematic traffic buying**

Three formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromptPress finds sources for your niche.

EFFECT

**+1000-3000
subs****04****Test polls and interactive formats**

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

EFFECT

+5-15% ER**05****Cross-promo with neighboring channels**

Swap posts with same-niche channels quarterly. 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 Telegram ad <https://panel.promptpress.com/register>

02 Contact manager t.me/PromptPress_manager
