

PUBLIC REPORT BY PROMTPRESS

Channel Audit

5 business ideas



@bussideas

TOP 1 aggregator of profitable business ideas. Unique startups review. Ads: @AlexeyStolypin Registered with Roskomnadzor: <https://vk.cc/cG8e00>

SUBSCRIBERS

227 894

-1638 per month

ERR (% SEE POSTS)

10.0%

daily 5.6%

REACH/POST

20.3K

ad reach 12.8K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

SUBSCRIBERS 227 894 —	SUBSCRIBER REACH 8.9% avg % subs see post	VIEWS/POST 20.3K median 21.3K · 29 days	POSTS/WEEK 26.0 over period
7D TREND -4.6% vs previous week	REACT./POST — MTPROTO only	POST LENGTH 599 chars median 594 · 29 days	POSTS ANALYZED 111 29 days
AD REACH 12.8K 24h avg	CHURN / MONTH -1638 last month	CITATION RATE 933 citation index · 1,234 channels mentioned all time	CHANNEL AGE 8 years 10 months created 30.07.2017

AI EDITOR SUMMARY

Channel «5 business ideas» — 227 894 subs. Each post averages 20.3K people (9% subs), reach is low — consider expanding audience. Publishes 26 posts per week (~4/day) — active posting. Week of June 1–7 reach stable (-4.6% vs week of May 25–31).

SECTION 02 · CONTENT ANALYSIS

Best-performing content

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

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on 111 posts in 29 days.
- 02 Dominant format – **Photo** (110/111 posts).
- 03 Avg post length – **599** chars (median 594).
- 04 Audience peak activity – **Monday**, 10:00 MSK.
- 05 Top posts get **1x** more views than the weakest (24K avg for top vs 17.7K for bottom) – across 111 posts in 29 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 18.05 · 19:27 PHOTO +100 000 RUB/month on greenhouse tomatoes. Tomato is one of the most popular vegetables. Comparable to...	VIEWS 24 104 REP. 113	REACT. — ER 10.6%
Nº2 18.05 · 07:16 PHOTO +50 000 RUB/month on wax packaging. Creators of 'Slovo Pasechnika' care for nature and earn: they produce packaging...	VIEWS 23 986 REP. 124	REACT. — ER 10.5%
Nº3 18.05 · 12:22 PHOTO +60 000 RUB/month on interior podiums. Podiums are great for zoning living space, especially in...	VIEWS 23 791 REP. 121	REACT. — ER 10.4%

Nº4 25.05 • 12:19 PHOTO +100 000 RUB/month on flight simulator. Attraction lets visitors feel like pilots. Simulator replicates real flight...	VIEWS 23 129 REACT. — REP. 121 ER 10.1%
Nº5 25.05 • 07:20 PHOTO +60 000 RUB/month on custom bed headboards. Custom headboards are gaining popularity...	VIEWS 23 056 REACT. — REP. 116 ER 10.1%

WORST 3

↓ 09.06 • 12:21 PHOTO +250 000 RUB/month on paper cup production. Paper cups are in-demand consumables...	VIEWS 18 011 REACT. — REP. 125 ER 7.9%
↓ 09.06 • 15:33 PHOTO +500 000 RUB/month on salad bar. More people watch their diet, driving demand for...	VIEWS 17 631 REACT. — REP. 122 ER 7.7%
↓ 07.06 • 19:08 PHOTO +300 000 RUB/month on plastic cellar production. Business of plastic cellars is simple and high-margin...	VIEWS 17 546 REACT. — REP. 129 ER 7.7%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

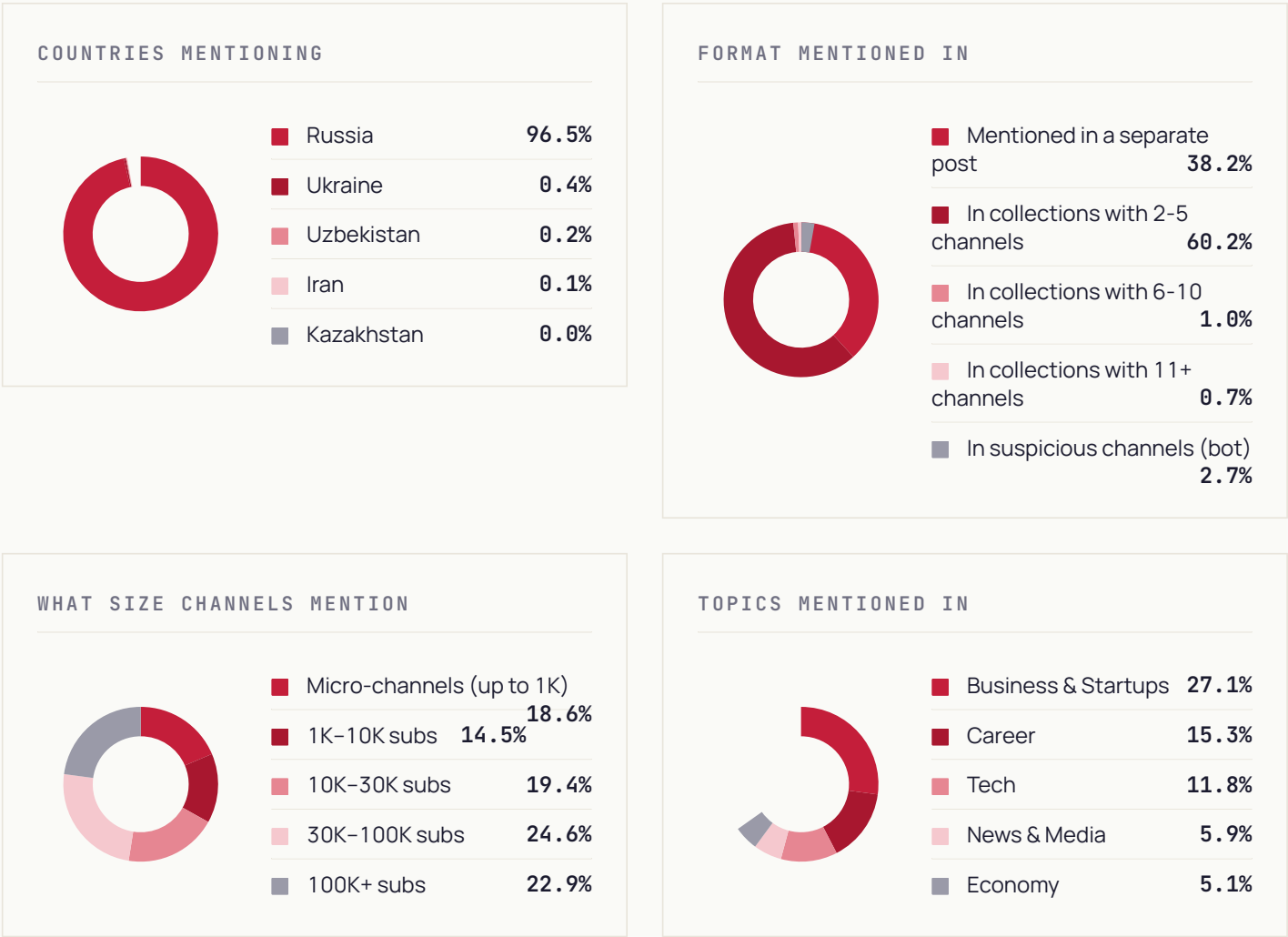
Subscriber growth chart for the year. Key months show exact subs. See gains & losses.



SECTION 04 · MENTIONS

Who mentions the channel and how

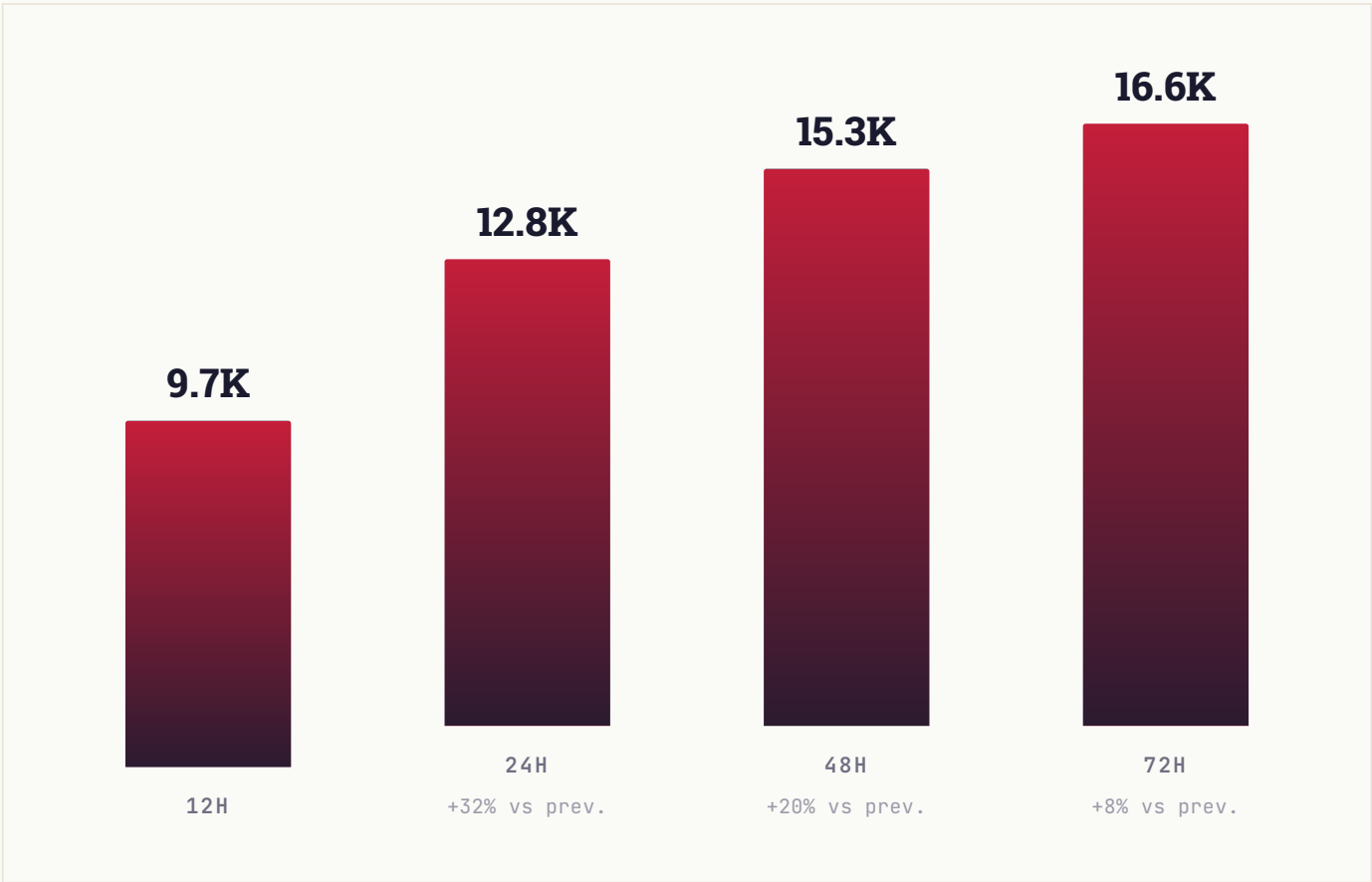
Citation Index **933** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from 1K subs. All time channel was mentioned **1 234** different channels.



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. Your channel is highlighted — see its rank among niche peers.

CHANNEL	SUBSCRIBERS
MO Moscowbusiness	966.6K
CN Books to millions 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
5B 5 business ideas YOU	227.9K

COMPARATIVE INSIGHT

Channel in top quartile of niche (#16 of 100). Leader — Moscowbusiness (966.6K).
Goal for coming months: enter niche top 10 through systematic traffic work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Monthly we track posts in other channels that mention yours. Over the last **6 months** mentions count **83**, they brought **13 465** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	13	13	1 065
November 2025	12	12	1 124
October 2025	14	14	2 443
September 2025	15	15	2 820
August 2025	13	13	2 640
July 2025	16	14	3 373

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
83	6	13 465

— 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.

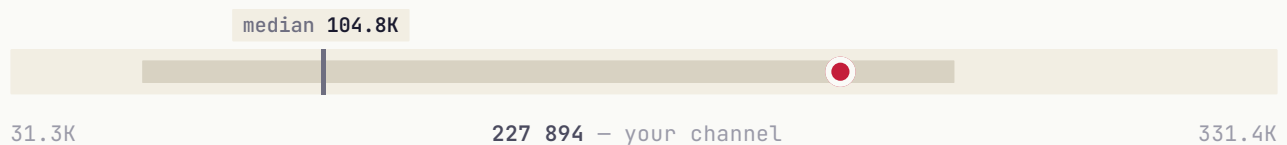
#16

/100

POSITION IN NICHE

Channel in top 16% – strong position

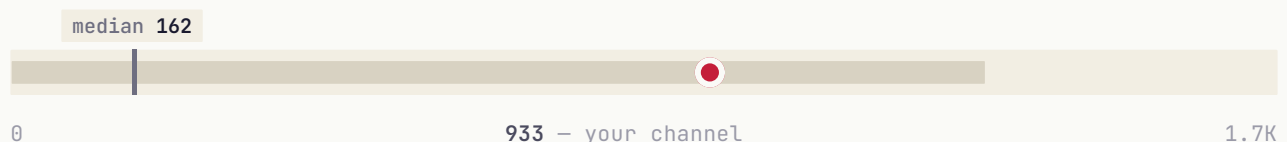
SUBSCRIBERS

better than 82% of niche

AVG REACH / POST

better than 66% of niche

CITATION INDEX

better than 77% 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 — Monday
 Audience is most active on this day at 10:00 MSK.

IMPACT
Best window for an important post
- 02

Increase video post share
 Video in Telegram holds audience longer & is algorithm-friendly. Aim for 15-25% share.

IMPACT
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.

IMPACT
+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.

IMPACT
+5-15% ER
- 05

Cross-promo with similar channels
 Exchange posts with same-segment channels once a quarter. No need daily — 2-3 collabs give relevant growth.

IMPACT
Growth from relevant audience

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — 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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