

PROMTPRESS PUBLIC REPORT

Channel audit

Б — значит бизнес



@bznachit

Channel about building great business in Russia Ads: @PR_uli
Registered in Roskomnadzor registry: <https://gosuslugi.ru/snet/67ae93b53c3e6d7843b4e7b5>

SUBSCRIBERS

27 559

-188 per month

ERR (% SEE POSTS)

39.0%

in 24 hrs **31.0%**

REACH/POST

11.1K

ad reach **8.6K**/24h

— CONTENT · 2026

What's inside the report

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Rank in «Business & Startups»

09 Strategy

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 27 559 —	 SUBS REACH 40.41% avg % subs see post	 VIEWS/POST 11.1K median 11.9K · 7 days	 POSTS/WEEK 2.9 for the period
 7D TREND — no data for period	 REACTIONS/POST 52.3 total 157 reactions, 206 reposts, 0 comments	 POST LENGTH 985 chars median 999 · 7 days	 POSTS ANALYZED 3 7 days
 AD REACH 8.6K 24h avg	 CHURN / MONTH -188 for the last month	 CITATION RATE 66 citation index · 41 channels mentioned all time	 CHANNEL AGE 1 year 10 months created 01.09.2024

AI EDITOR SUMMARY

Channel «Б — значит бизнес» — 27 559 subs. Avg views per post: 11.1K people (40% of subs), wide reach for a channel this size. Publishes 3 posts/week (~0/day) — rare publications.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 3 posts in 7 days.
- 02 Dominant format – Text (3/3 posts).
- 03 Avg post length – 985 chars (median 999).
- 04 Audience peak – Monday, 22:00 MSK.
- 05 Top posts get 1x more views than the weakest (11.1K avg for top vs 11.1K for worst) – among 3 posts in 7 days. Analyze what the top has in common: topic, format, time.

TOP 3 POSTS

№129.06 · 19:08TEXT	VIEWS	REACTIONS
	12 210	21
Today we crack the formula 👉 why we don't discount projects The textbook formula looks nice. In real business...	REPOSTS	ER
	50	44.3%
№228.06 · 13:39TEXT	VIEWS	REACTIONS
	11 880	66
😄 Change people? 😄 Recently at a lecture for Financial University students, an interesting question came up. What if people lack...	REPOSTS	ER
	80	43.1%
№305.07 · 16:44TEXT	VIEWS	REACTIONS
	9 321	70
Lead with your strengths One rule of marketing now is to start with the main and most important (the most selling). Attention deficit now...	REPOSTS	ER
	76	33.8%

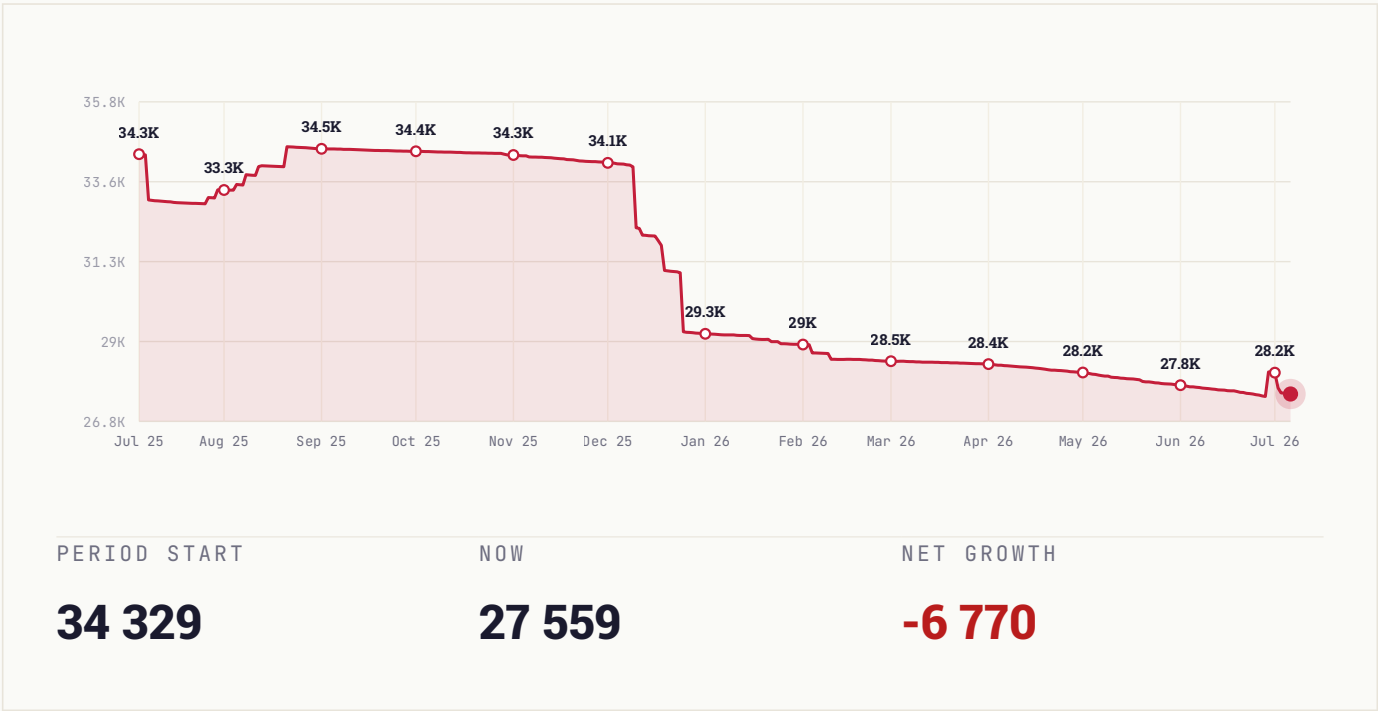
WORST 3

↓ 29.06 · 19:08 TEXT Today we crack the formula 👉 why we don't discount projects The textbook formula looks nice. In real business...	VIEWS 12 210 REPOSTS 50	REACTIONS 21 ER 44.3%
↓ 28.06 · 13:39 TEXT 😊 Change people? 😊 Recently at a lecture for Financial University students, an interesting question came up. What if people lack...	VIEWS 11 880 REPOSTS 80	REACTIONS 66 ER 43.1%
↓ 05.07 · 16:44 TEXT Lead with your strengths One rule of marketing now is to start with the main and most important (the most selling). Attention deficit now...	VIEWS 9 321 REPOSTS 76	REACTIONS 70 ER 33.8%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

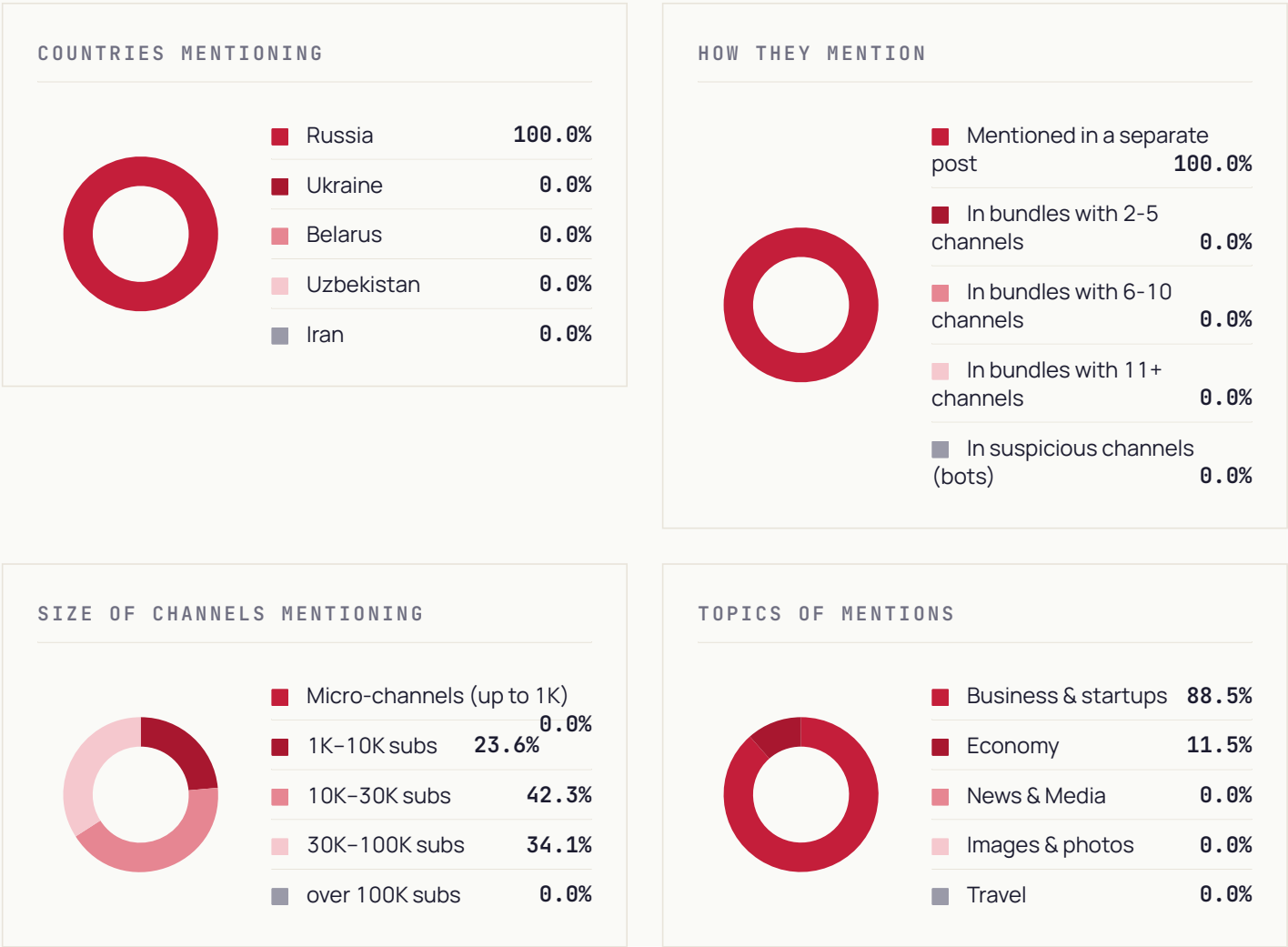
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel grew and which lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

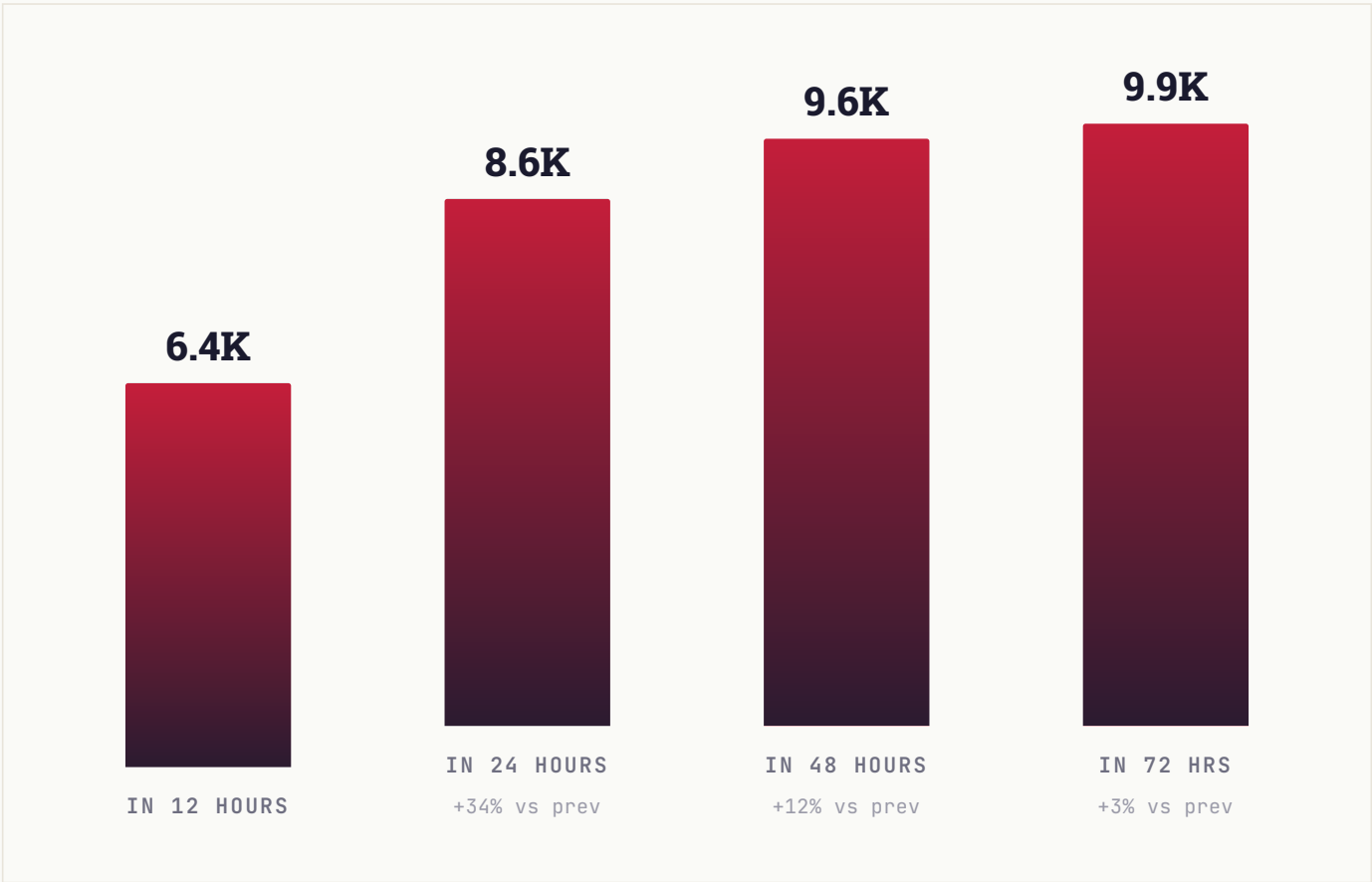
Citation index **66** — channel popularity rating based on mentions. Considers not only quantity but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **41** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

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



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Highlighted your channel — shows its place among niche neighbors.

CHANNEL	SUBSCRIBERS
S& Startups & Ventures	2.7M
VC Venture Capital	2.6M
ME Mohamed El Guazzar 🇸🇩	2.1M
IT ISHBOR Toshkent	1.4M
MO MoscowBusiness	1M
CN Books to Millions business blog	864.8K
RP Roxman typing...	538.5K
AB Business Shark	498.5K
SS Merger & Acquisition	478.5K
لز لباس زیر اقساطی ریزسابل	474.8K
B- Б — значит бизнес YOU	27.6K

COMPARATIVE INSIGHT

Channel is not yet outside top 98 of niche — early growth stage. Niche leader — Startups & Ventures (2.7M), top-98 median: 164.1K. First goal — enter top-98 through systematic traffic and content work.

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

We track posts in other channels that mention yours. Over the last **6 months** such mentions were **24**, they brought **1 292** new subs.

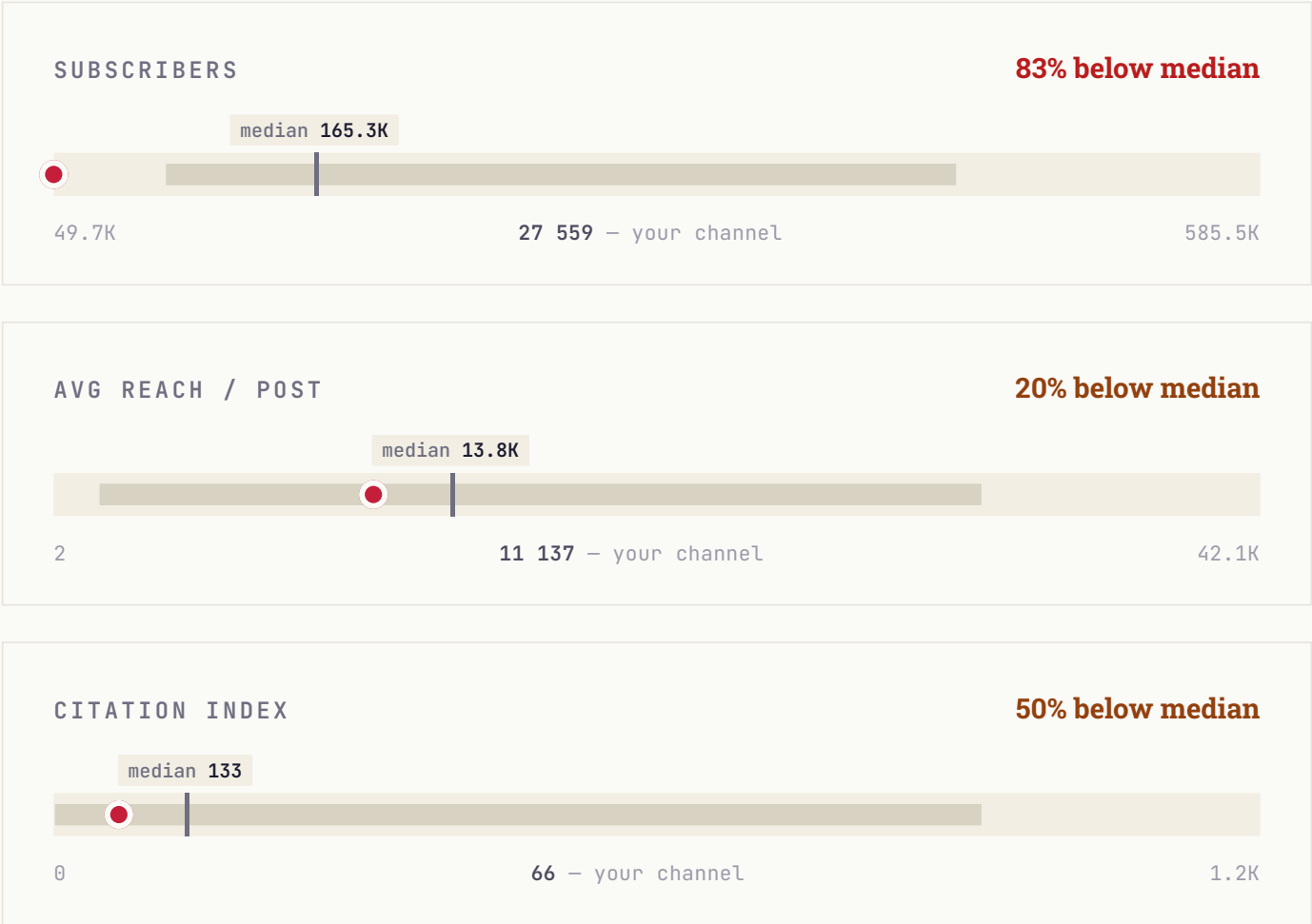
PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
January 2026	0	0	6	
December 2025	0	0	0	
Nov 2025	1	1	1	
Oct 2025	3	3	0	
Sep 2025	0	0	0	
August 2025	20	17	1 285	

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS
24	6	1 292

SECTION 08 · NICHE COMPARISON

Where the channel ranks 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.



— 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

Increase posting frequency

Now 2.9 posts/week. Active channels average 7-10.
Consistency is key to retention.

EFFECT

**Consistency
beats volume**

02

Best post day — Monday

Audience is most active on this day at 22:00 MSK.

EFFECT

**Best window
for important
posts**

03

Increase video post share

Video in Telegram holds audience longer and is favored
by the algorithm. Aim for 15-25% share.

EFFECT

**Video retains
audience
better**

04

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**

05

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

★ WHAT'S NEXT

Want us to do this **PromptPress?**

This audit is what we can do in a few minutes based on public data. If you want to go further — run ads through us and close 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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