

PROMTPRESS PUBLIC REPORT

Channel audit

Кейс & Кэш



@casecache

Кейс & Кэш - fast business cases, numbers and templates. 5 min a day to grow: sales, marketing, fin model, AI. Subscribe and get value.
Admin - @Liliya_Karimovna

SUBS

19 671

+14056 per month

ERR (% SEE POSTS)

14.0%

per day 11.3%

REACH/POST

2.5K

ad reach 2.1K/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 index

Who and how mentions the channel

05 Ad potential

How long a post brings reach

06 Competitors

Niche neighbors · your place

07 Niche Comparison

Rank in «Business & Startups» category

08 Strategy

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBS 19 671 —	 SUBSCRIBER REACH 12.82% avg % of subs see post	 VIEWS/POST 2.5K median 2.2K · 29 days	 POSTS/WK 20.7 over the period
 7D TREND -26.4% vs prev week	 REACTIONS/POST 117.6 total 10,112 reactions, 7,918 reposts, 0 comments	 POST LENGTH 788 chars median 788 · 29 days	 POSTS ANALYZED 86 29 days
 AD REACH 2.1K 24h avg	 CHURN / MONTH +14056 over the last month	 CITATION INDEX 17 citation index · 37 channels mentioned ever	 CHANNEL AGE 1 month 14 days created 27.05.2026

AI EDITOR SUMMARY

Channel «Кейс & Кэш» – 19 671 subs. Each post averages 2.5K people (13% subs), reach is low – expand audience. Publishes 21 posts per week (~3/day) – consistent. For week Jun 29 – Jul 5, reach dropped -26.4% to week Jun 22–28 – analyze why.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement & underperformers — to see what to repeat and what to drop from rotation.

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on **86** posts in 29 days.
- 02 Dominant format — **Photo** (61/86 posts).
- 03 Avg post length — **788** chars (median 788).
- 04 Peak audience activity — **Wed**, 10:00 MSK.
- 05 Top posts get **3x** more views than the weakest (5K avg for top vs 1.8K for worst) — among 86 posts in 29 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 15.06 · 08:11 TEXT  Инструкция: Как с помощью Midjourney создавать баннеры с CTR > 5% Beautiful stock photos no longer grab attention —...	VIEWS	REACTIONS
	5 380	111
	REPOSTS	ER
	91	27.3%
Nº2 14.06 · 15:11 TEXT  How to launch a referral system in 2 hours and get +15% sales Referred customers buy faster and stay longer...	VIEWS	REACTIONS
	5 275	131
	REPOSTS	ER
	101	26.8%
Nº3 19.06 · 08:11 TEXT  How Retention Rate saves your budget 5x Acquiring new customers gets pricier every day —...	VIEWS	REACTIONS
	4 342	165
	REPOSTS	ER
	93	22.1%

Nº4 16.06 • 08:11 TEXT  How shortening a lead form by one field cut cost per lead by 42% Case from franchise sales niche (high ticket, long sales cycle). On...	VIEWS 3 976 REPOSTS 106 REACTIONS 168 ER 20.2%
Nº5 13.06 • 08:11 TEXT  Stop guessing. Calculate your customer's real LTV Many think LTV is just total purchases. But...	VIEWS 3 937 REPOSTS 109 REACTIONS 110 ER 20.0%

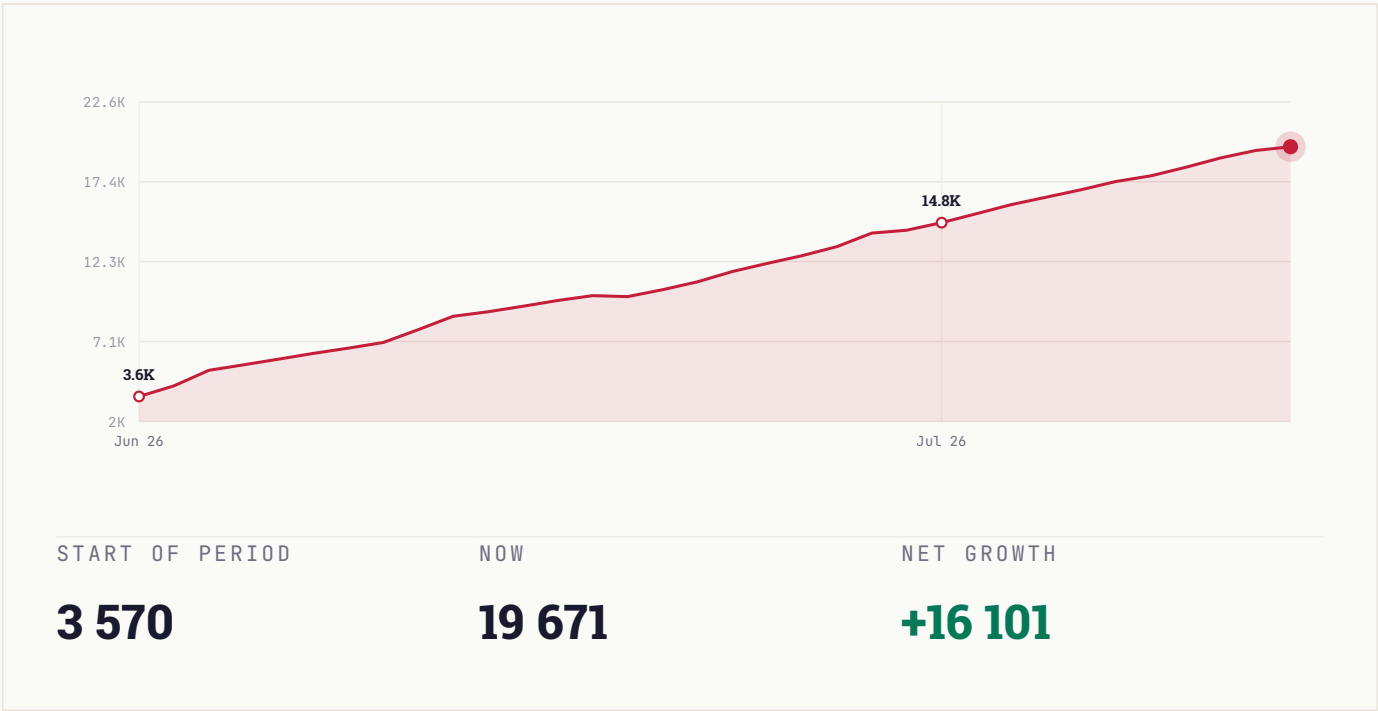
WORST 3

↓ 29.06 • 15:11 PHOTO 1904. King Gillette revolutionized not metallurgy, but business models. Before him, razors were expensive and eternal. No...	VIEWS 1 853 REPOSTS 93 REACTIONS 103 ER 9.4%
↓ 05.07 • 10:13 PHOTO In 2009 Airbnb was dying. Revenue was just \$200/week. Founders didn't understand why people weren't booking. Then...	VIEWS 1 844 REPOSTS 96 REACTIONS 142 ER 9.4%
↓ 01.07 • 08:11 TEXT  Your weekly sales boost: grab top templates & cases Saturday – perfect day to sit back, analyze metrics...	VIEWS 1 834 REPOSTS 77 REACTIONS 116 ER 9.3%

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 grew and which months subscribers left.



— SECTION 04 • CITATIONS

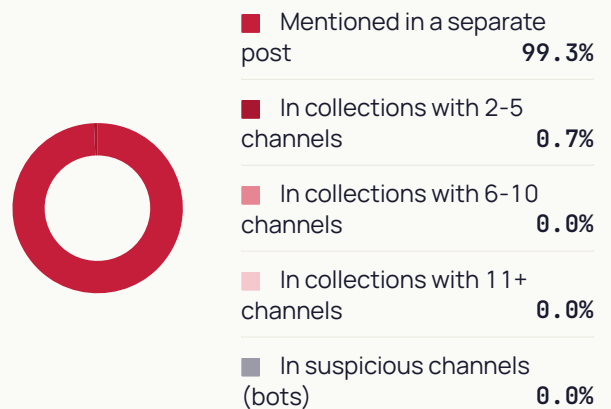
Who and how mentions the channel

Citation index **17** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100K subs channel 'weighs' more than from a 1K subs channel. All-time channel mentions: **37** different channels.

COUNTRIES MENTIONING



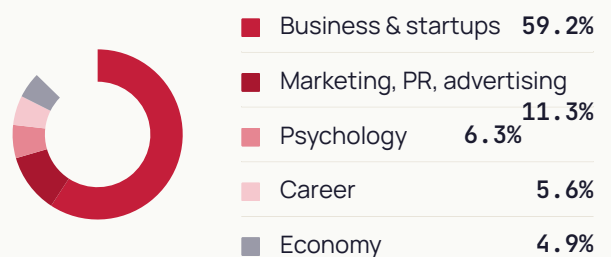
FORMAT OF MENTIONS



SIZE OF CHANNELS MENTIONING



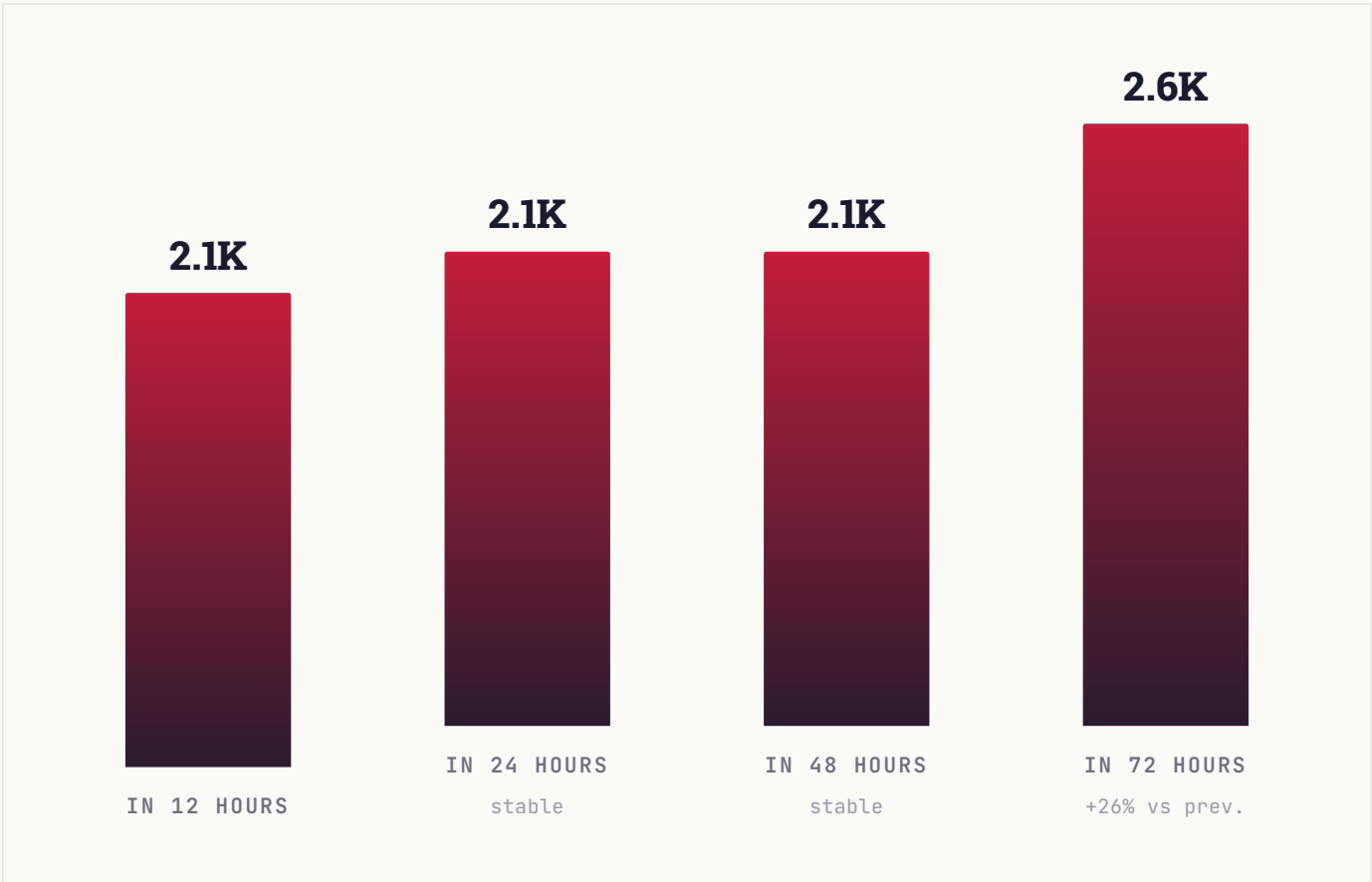
TOPICS OF MENTIONS



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of an 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 is highlighted — see its rank among niche peers.

CHANNEL	SUBS
S& Startups & Ventures	2.6M
VC Venture Capital	2.6M
ME Mohamed El Guazzar 🇸🇩	2.3M
IT ISHBOR Toshkent	1.4M
МО Москоубизнес	1M
CN Книги на миллион бизнес блог	863.1K
RP Roxman typing...	533.6K
AB Business Shark	500.6K
CPC Merger & Acquisition	473.2K
لز لباس زیر اقساطی ریزسابل	463.7K
K& Кейс & Кэш YOU	19.7K

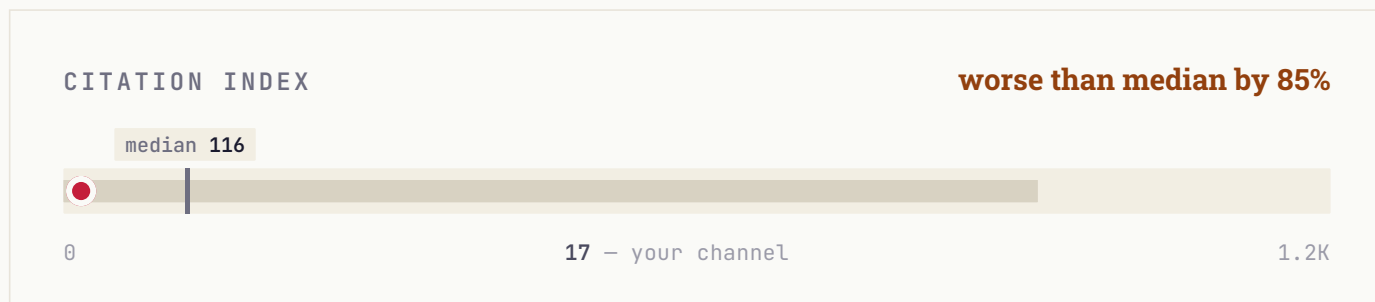
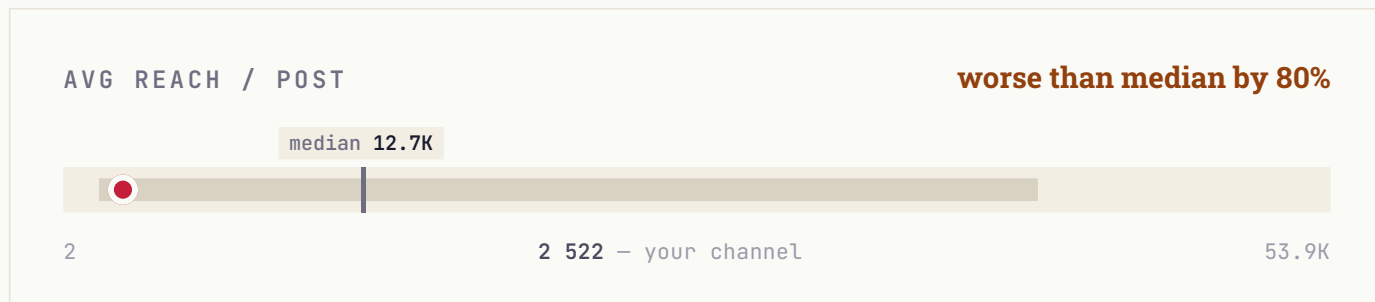
COMPARATIVE INSIGHT

Channel currently outside top-99 niche — early growth stage. Niche leader — Startups & Ventures (2.6M), top-99 median: 171.5K. First goal — enter top-99 through systematic work on traffic and content.

— SECTION 07 • 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 covering 80% of niche channels (p10 to p90). Black vertical – median. Red dot – your channel.



— SECTION 08 · 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 Wednesday

Audience most active on this day at 10:00 MSK.

EFFECT

**Best window
for an
important post**

02

Increase video post share

Video in Telegram retains audience longer and is favored by the algorithm. Recommend increasing share to 15-25%.

EFFECT

**Video retains
audience
better**

03

Systematic traffic buying

3 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 boost ER by 5-15%.
One poll per week on a 'hot' topic — an easy growth point.

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

Swap posts with same-segment channels once a quarter. 2-3 collabs give relevant growth — no need for daily.

EFFECT

**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 through us and hit your growth plan in a month.

01	Launch Telegram ads	https://panel.promptpress.com/register
----	----------------------------	---

02	Contact manager	t.me/PromptPress_manager
----	------------------------	---
