

PUBLIC REPORT BY PROMTPRESS

Channel audit

Kommers



@commerc

Channel about Russian business, retail and marketplaces. For all questions — @retail_russ, @dadani13 Suggest news: @retail_russ
RKN: <https://clck.ru/3HrLFS>

SUBSCRIBERS

148 492

-2387 per month

ERR (% SEE POSTS)

14.0%

per day 10.9%

REACH/POST

19.6K

ad reach 16.3K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Channel key metrics

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

 SUBSCRIBERS 148 492 —	 SUBSCRIBER REACH 13.21% avg % subs see post	 VIEWS/POST 19.6K median 19.9K · 29 days	 POSTS/DAY 7.3 ~51 per week
 7D TREND -1.6% vs previous week	 REACTIONS/POST 321.9 total 68,897 reactions, 16,153 reposts, 0 comments	 POST LENGTH 414 chars. median 320 · 29 days	 POSTS ANALYZED 214 29 days
 AD REACH 16.3K 24h avg	 CHURN / MONTH -2387 last month	 CITATION RATE 904 citation index · 2,950 channels mentioned all time	 CHANNEL AGE 2 years 5 months created 01.01.2024

AI EDITOR SUMMARY

Channel «Kommers» — 148 492 subs. Each post averages 19.6K people (13% from subs), reach is low — should expand audience. Publishes 51 posts per week (~7/day) — active posting. For the week of June 1–7, reach stable (-1.6% vs week of May 25–31).

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS SHARE

- 01 Analysis based on **214** posts over 29 days.
- 02 Dominant format — **Photo** (132/214 posts).
- 03 Avg post length — **414** chars (median 320).
- 04 Audience peak activity — **Sunday**, 15:00 MSK.
- 05 Top posts get **1x** more views than the weakest (21.4K avg for top vs 18.4K for worst) — among 214 posts over 29 days. Worth analyzing what the top posts have in common: topic, format, time.

TOP 5 POSTS

Nº1 16.05 · 07:13 PHOTO Russia's job market gets tougher every day.	VIEWS 21 583 REPOSTS 55	REACTIONS 278 ER 14.5%
Nº2 17.05 · 07:13 PHOTO Marketplace sellers: patience with such reviews.	VIEWS 21 262 REPOSTS 104	REACTIONS 410 ER 14.3%
Nº3 23.05 · 07:13 PHOTO 12-hour shifts are considered a short workday by some pickup point clients.	VIEWS 21 226 REPOSTS 100	REACTIONS 442 ER 14.3%

Nº4 17.05 • 12:06 VIDEO Russia's real 'credit queen': a woman took out 14 loans, 13 of them mortgages. Each month she pays about 1.5...	VIEWS 21 082 REPOSTS 77 REACTIONS 336 ER 14.2%
Nº5 24.05 • 07:18 VIDEO Nothing new — teens keep complaining about non-working iPhone dummies for 600 rubles. Someone, please explain it to them already.	VIEWS 21 045 REPOSTS 94 REACTIONS 313 ER 14.2%

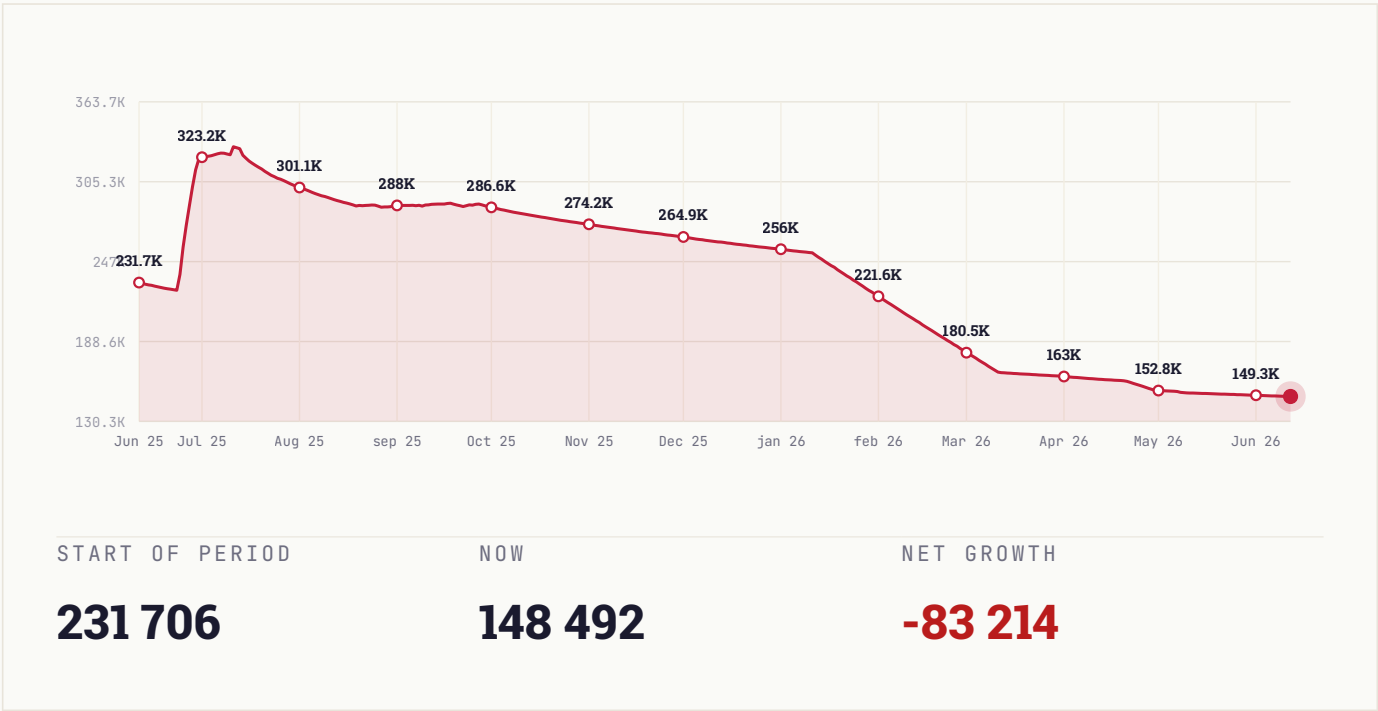
WORST 3

↓ 09.06 • 11:50 PHOTO Three LADOGA brands — 'Tsarskaya', Barrister gin, and Fowler's whiskey — are included in the annual rankings of top alcohol brands Spirits...	VIEWS 18 698 REPOSTS 78 REACTIONS 353 ER 12.6%
↓ 09.06 • 13:04 PHOTO Yandex is tech-focused, that's where the service sees its main value: the franchise lets you channel resources into an IT platform...	VIEWS 18 682 REPOSTS 48 REACTIONS 325 ER 12.6%
↓ 15.05 • 15:33 PHOTO ☺ How will EPD affect couriers? What if I deliver goods to clients with my own transport, do I need an ETN? What fines apply? And if the car...	VIEWS 17 963 REPOSTS 62 REACTIONS 273 ER 12.1%

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 gained and lost subs.

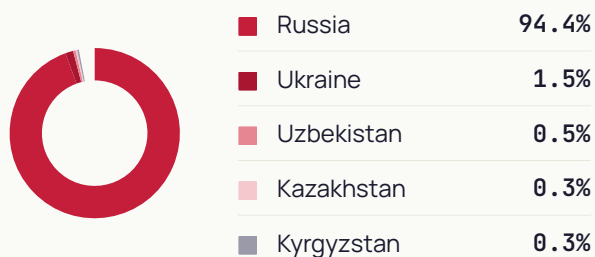


SECTION 04 · MENTIONS

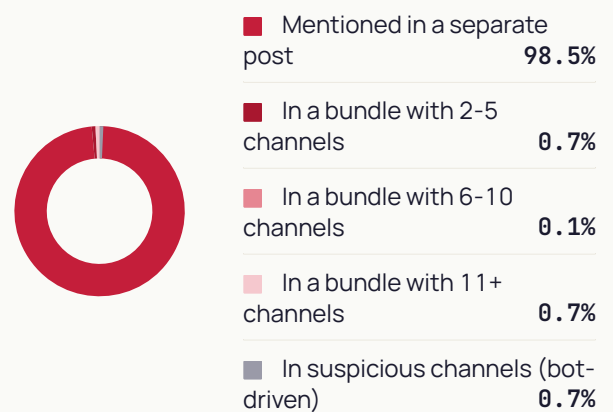
Who mentions the channel and how

Citation index **904** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a channel with 100K subs weighs more than from one with 1K. All-time mentions: **2 950** different channels.

COUNTRIES MENTIONING



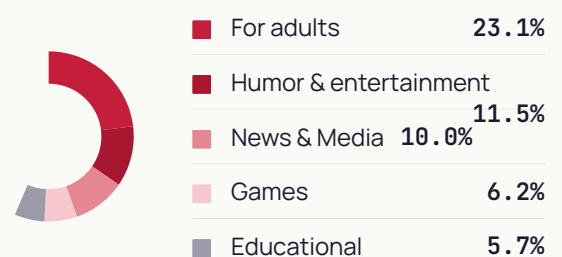
FORMAT MENTIONED IN



WHAT SIZE CHANNELS MENTION



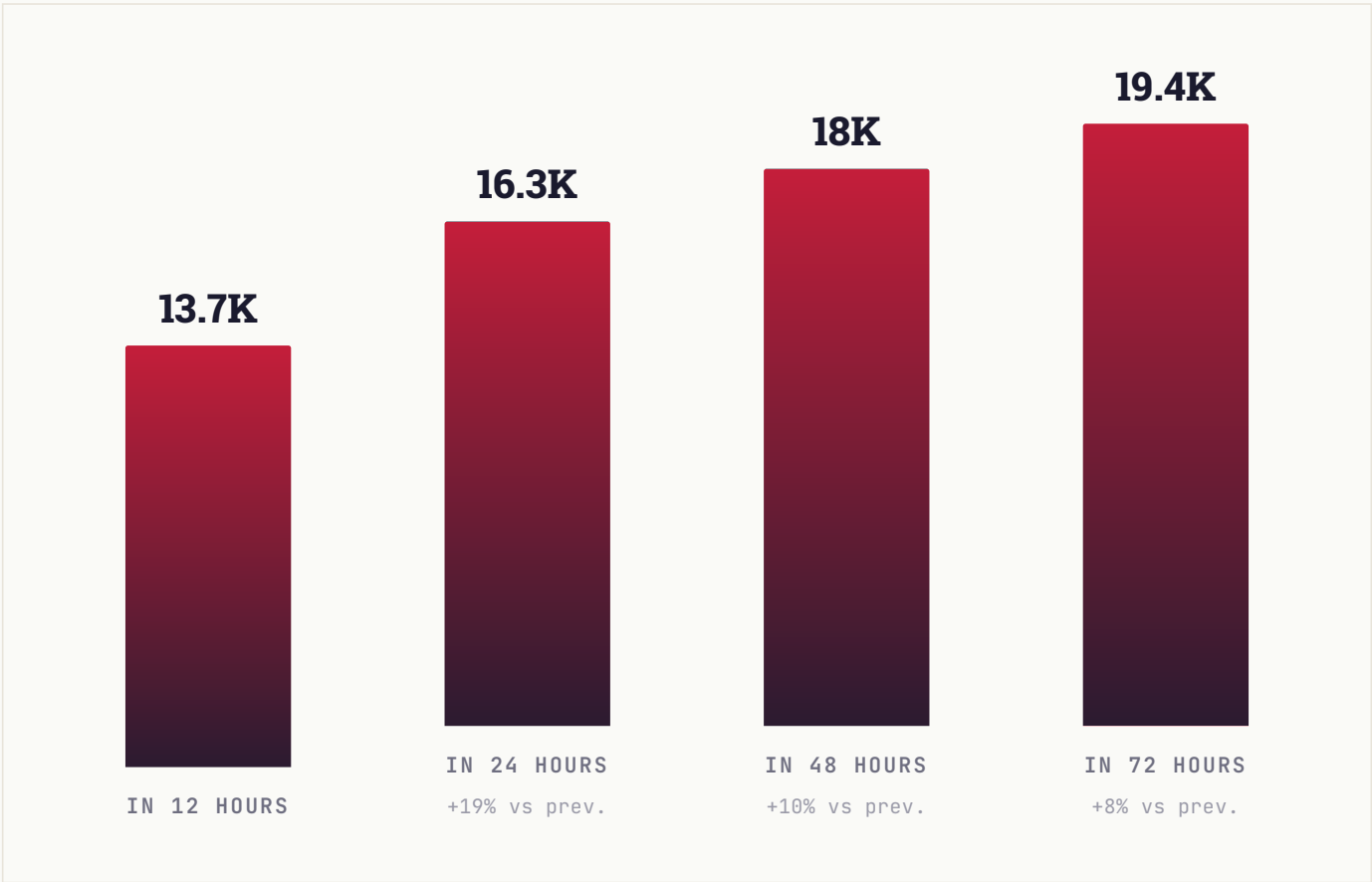
TOPICS MENTIONED IN



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 is highlighted — you can see its rank among niche peers.

CHANNEL	SUBSCRIBERS
MO Moscowbusiness	966.6K
CN Books on a Million 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
DB 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
CO Kommers YOU	148.5K

COMPARATIVE INSIGHT

Channel in top half of niche (#35 of 100). Niche leader — Moscowbusiness (966.6K), median subs 102.7K. Aim for the first quartile — a realistic 6-12 month horizon.

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

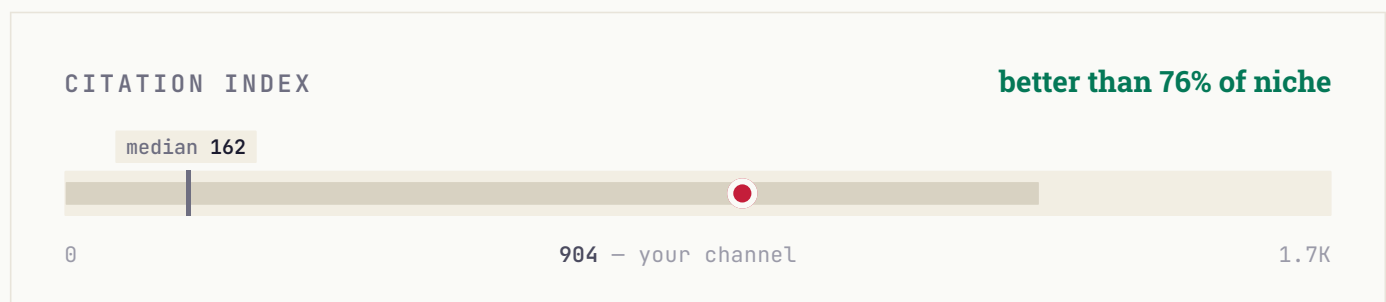
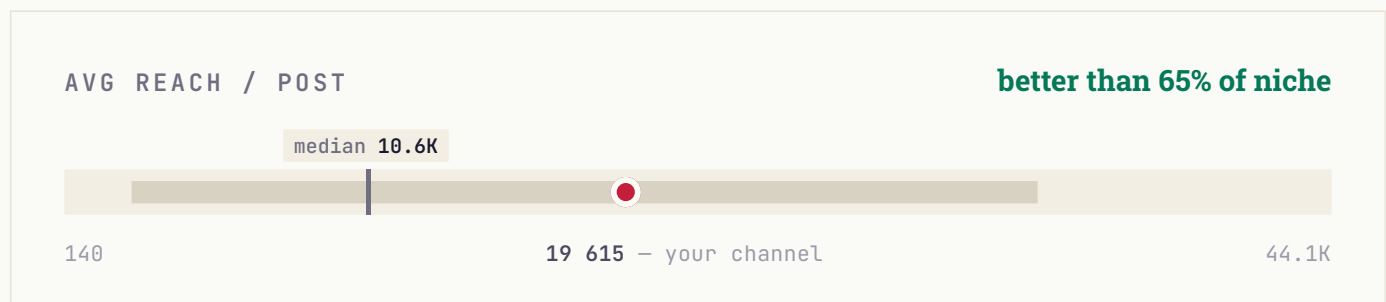
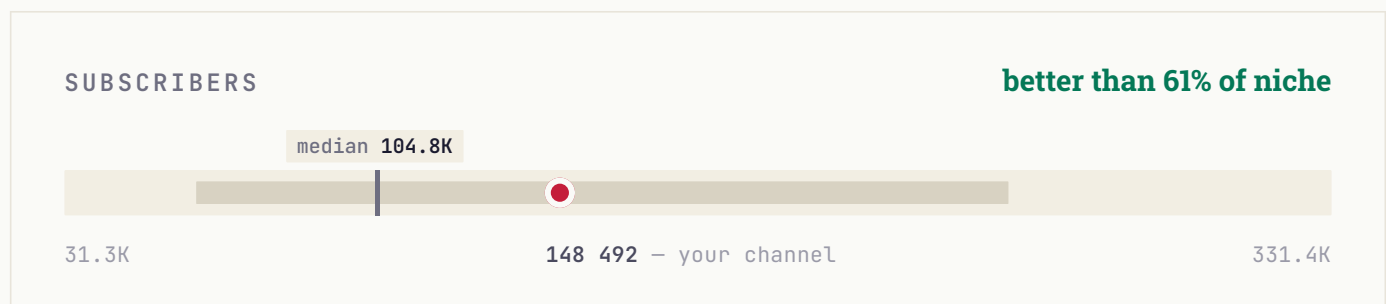
Every month we record posts in other channels that mention your channel. Over the last **6 months** mentions found **826**, they brought **16 882** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
December 2025	0	0	0	
November 2025	16	16	0	
October 2025	1	1	0	
September 2025	7	7	4 675	
August 2025	0	0	2 099	
July 2025	802	801	10 108	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
826	6	16 882

Where the channel stands in its league

#35 /100 RANK IN NICHE
Channel in the top half of the ranking



— 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 Sunday

Audience is most active on this day at 15:00 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 growth lever.

EFFECT

+5-15% ER

04

Cross-promo with neighboring channels

Exchange posts quarterly with channels in the same segment. 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 is 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 ad <https://panel.promptpress.com/register>

02 Contact manager t.me/PromptPress_manager
