

— PUBLIC REPORT BY PROMTPRESS

Channel audit

Russian Business — useful channel about business



@commersru

№ 7590118150 Rashen community of real businessmen For
cooperation: @ax_ush Channel in RKN list: [https://gosuslugi.ru/
snet/67b55c7062d24f3a23ea5326](https://gosuslugi.ru/snet/67b55c7062d24f3a23ea5326)

SUBSCRIBERS

24 726

ERR (% SEE POSTS)

48.0%

REACH/POST

11.1K

+510 per month

in 24 hours 35.5%

ad reach 8.8K/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 rate

Who mentions the channel and how

05 Ad potential

How long a post generates reach

06 Competitors

Niche neighbors · your spot

07 Mention dynamics

6 months · monthly

08 Niche comparison

Rank in «Business & Startups» category

09 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.

 SUBSCRIBERS 24 726 —	 SUBS REACH 44.73% avg % subs see post	 VIEWS/POST 11.1K median 11.8K · 7 days	 POSTS/WEEK 2.9 over period
 7D TREND — no data for period	 REACTIONS/POST 74.3 total 223 reactions, 234 reposts, 0 comments	 POST LENGTH 995 chars median 1K · 7 days	 POSTS ANALYZED 3 7 days
 AD REACH 8.8K 24h avg	 CHURN / MONTH +510 over last month	 CITATION RATE 64 citation index · 41 channels mentioned all time	 CHANNEL AGE 2 years 6 months created 18.12.2023

AI EDITOR SUMMARY

Channel «Russian Business – useful business channel» – 24 726 subs. Each post averages 11.1K people (45% of subs), wide reach for a channel this size. Publishes 3 posts/week (~0/day) – rare posts.

SECTION 02 · CONTENT ANALYSIS

What works best

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

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 — 995 chars (median 1K).
- 04 Peak audience activity — Monday, 21:00 MSK.
- 05 Top posts get 1× 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, timing.

TOP 3 POSTS

Nº1 29.06 · 18:47 TEXT 🤔 Everything going off plan? Is this a failure or a reset point? When tough times hit a company, it's crucial to act...	VIEWS 12 012 REPOSTS 72	REACTIONS 44 ER 48.6%
Nº2 28.06 · 13:24 TEXT How to free up more time? And what actually steals your hours every day? Many get stuck in routine and don't have time to work on...	VIEWS 11 818 REPOSTS 75	REACTIONS 77 ER 47.8%
Nº3 05.07 · 16:25 TEXT May seem obvious to some, but not to most. When you need to quickly estimate how to reach a goal, e.g., 1M...	VIEWS 9 352 REPOSTS 87	REACTIONS 102 ER 37.8%

WORST 3

↓ 29.06 · 18:47 TEXT 🙄 Everything going off plan? Is this a failure or a reset point? When tough times hit a company, it's crucial to act...	VIEWS 12 012 REPOSTS 72	REACTIONS 44 ER 48.6%
↓ 28.06 · 13:24 TEXT How to free up more time? And what actually steals your hours every day? Many get stuck in routine and don't have time to work on...	VIEWS 11 818 REPOSTS 75	REACTIONS 77 ER 47.8%
↓ 05.07 · 16:25 TEXT May seem obvious to some, but not to most. When you need to quickly estimate how to reach a goal, e.g., 1M...	VIEWS 9 352 REPOSTS 87	REACTIONS 102 ER 37.8%

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 or lost subs.

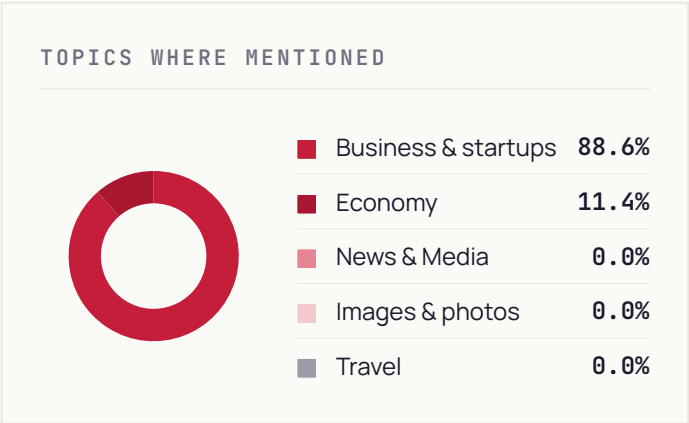
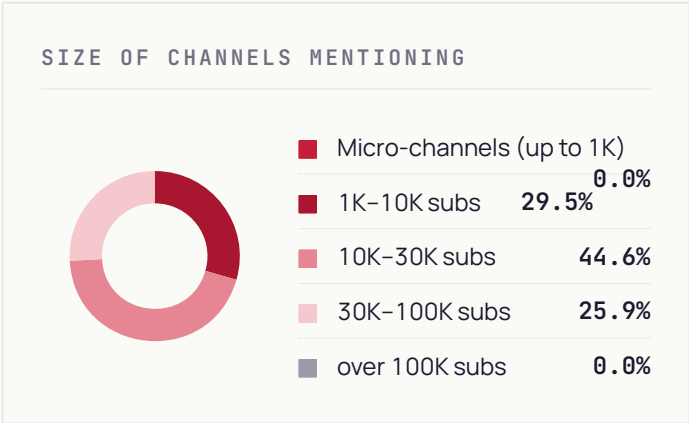
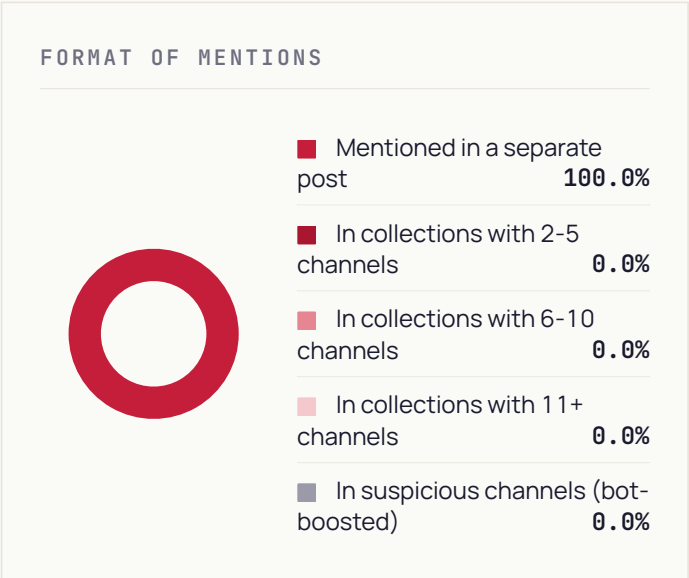
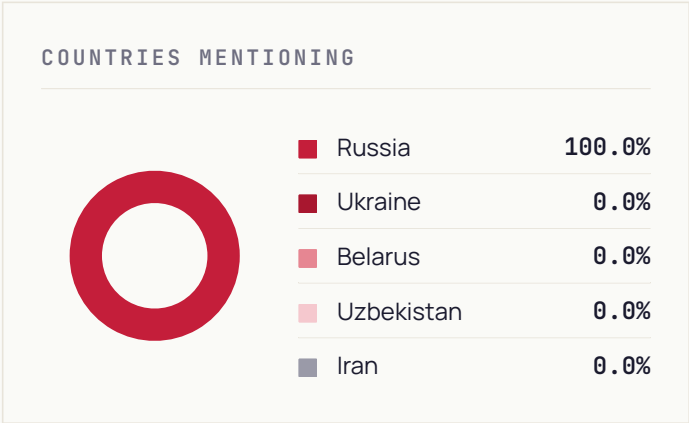


START OF PERIOD	NOW	NET GROWTH
29 485	24 726	-4 759

SECTION 04 · MENTIONS

Who mentions the channel and how

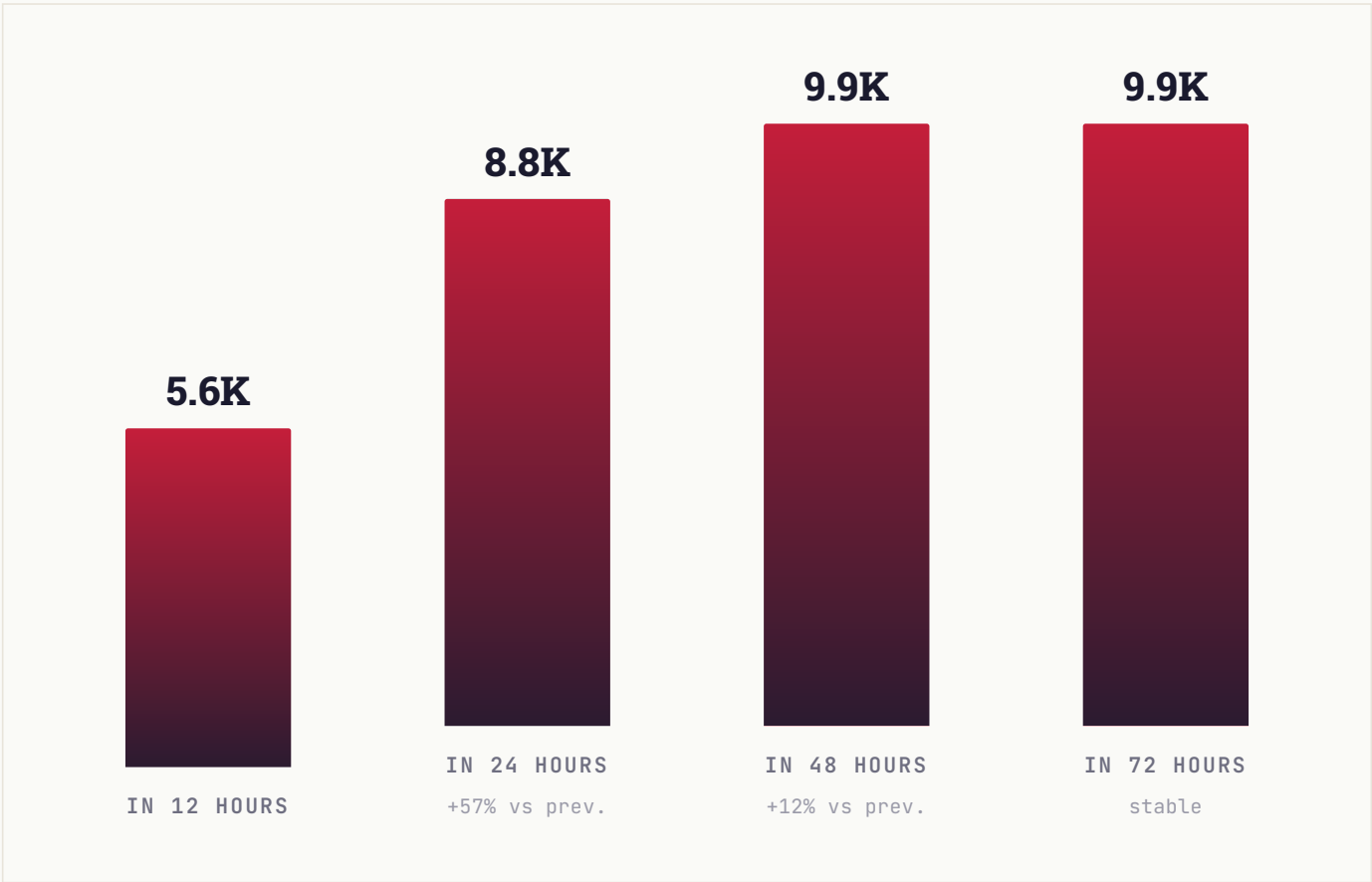
Citation index **64** – channel popularity score based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from 1K. All-time mentions: **41** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg ad post reach by time since publication. Helps gauge how long a placement stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic & audience. Your channel is highlighted — see its rank 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 Акула Бизнеса	498.5K
US Merger & acquisition	478.5K
لز لباس زیر اقساطی ریزسابل	474.8K
RB Russian Business — useful channel about business YOU	24.7K

COMPARATIVE CONCLUSION

Channel is still outside top 98 of niche — early growth stage. Niche leader — Startups & Ventures (2.7M), top-98 median: 164.1K. First goal — enter top-98 via systematic traffic & content work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we record posts in other channels that mention your channel. Over the last **6 months** such mentions were **16**, they brought **459** new subs.

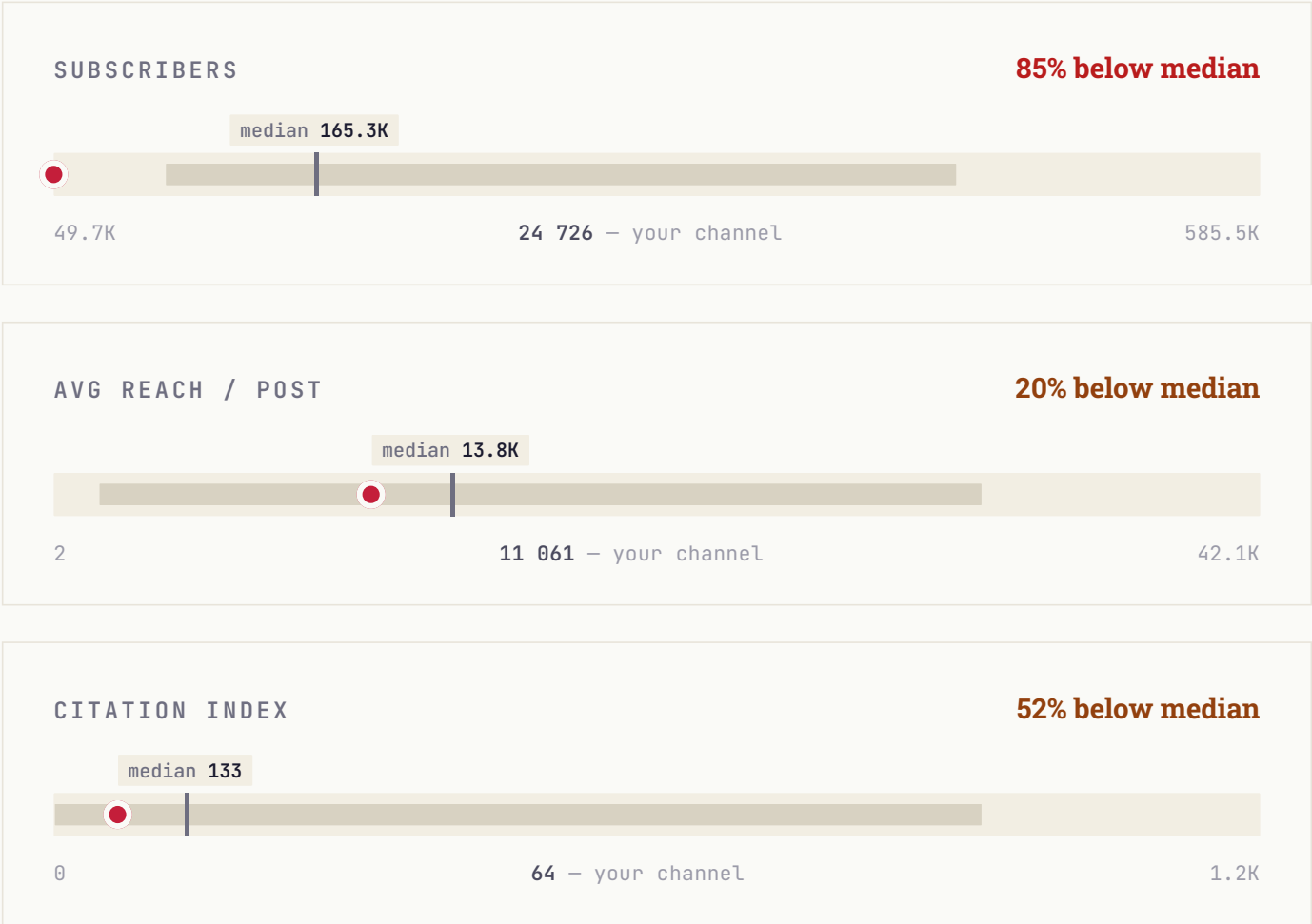
PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
Jan 2026	0	0	5	
December 2025	0	0	0	
November 2025	4	4	0	
October 2025	3	3	300	
September 2025	2	2	0	
August 2025	7	7	154	

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS
16	6	459

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.



— 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

Increase posting frequency

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

EFFECT

**Consistency
beats volume**

02

Main post of the week — on Monday

Audience is most active on this day at 21:00 MSK.

EFFECT

**Best window
for an
important post**

03

Increase share of video posts

Video in Telegram retains audience longer and is better perceived by the algorithm. We recommend increasing share to 15-25%.

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 boost ER by 5-15%. One weekly poll on a hot topic is an easy growth lever.

EFFECT

+5-15% ER

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in minutes from 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>

02

Contact manager

t.me/PromptPress_manager
