

PUBLIC REPORT BY PROMTPRESS

# Channel audit

## DELO говорим



@delo\_govorim

Let's talk business? ■■■Ads & strong collabs — @jaMasha Business, money & mindset without fluff — only ideas that help you grow faster. ■Want a book that boosts status and brings...

SUBSCRIBERS

**69 384**

+71 per month

ERR (% SEE POSTS)

**3.0%**

per day 1.1%

REACH/POST

**1.7K**

ad reach 748/24h

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SECTION 01 · CHANNEL SNAPSHOT

# Key channel metrics

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

|                                                                                                                                                  |                                                                                                                                                                  |                                                                                                                                                                                        |                                                                                                                                                                       |
|--------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <div> SUBSCRIBERS</div> <div>69 384</div> <div>—</div>          | <div> SUBSCRIBER REACH</div> <div>2.51%</div> <div>avg % of subs see post</div> | <div> VIEWS/POST</div> <div>1.7K</div> <div>median 1.9K · 20 days</div>                               | <div> POSTS/WEEK</div> <div>3.0</div> <div>for the period</div>                    |
| <div> 7D TREND</div> <div>—</div> <div>no data for period</div> | <div> REACTIONS/POST</div> <div>—</div> <div>MTPROTO only</div>                 | <div> POST LENGTH</div> <div>685 chars</div> <div>median 674 · 20 days</div>                          | <div> POSTS ANALYZED</div> <div>9</div> <div>20 days</div>                         |
| <div> AD REACH</div> <div>748</div> <div>24h avg</div>         | <div> CHURN / MONTH</div> <div>+71</div> <div>last month</div>                 | <div> CITATION RATE</div> <div>365</div> <div>citation index · 297 channels mentioned all time</div> | <div> CHANNEL AGE</div> <div>6 years 8 months</div> <div>created 23.09.2019</div> |

AI EDITOR SUMMARY

Channel «DELO говорим» — 69 384 subs. Each post averages 1.7K people (3% from subs), reach is low — consider expanding audience. Publishes 3 posts per week (~0 per day) — infrequent posting.

SECTION 02 · CONTENT ANALYSIS

# Best-performing content

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 9 posts over 20 days.
- 02 Dominant format – Photo (8/9 posts).
- 03 Avg post length – 685 chars (median 674).
- 04 Peak audience activity – Sunday, 18:00 MSK.
- 05 Top posts get 2x more views than the weakest (2.2K avg for top vs 1.4K for bottom) – among 9 posts in 20 days. Worth analyzing what the top posts share: topic, format, timing.

TOP 5 POSTS

|                                                                                                                                                                                                                         |                                                                   |                                                                 |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------|-----------------------------------------------------------------|
| <div><div>Nº1</div><div>20.05 · 16:21</div><div>PHOTO</div></div> <div>Small business in Primorye adds people faster than expected While some argue whether small business is dying under tax pressure and...</div>     | <div>VIEWS</div> <div>2 370</div> <div>REPOSTS</div> <div>4</div> | <div>REACTIONS</div> <div>—</div> <div>ER</div> <div>3.4%</div> |
| <div><div>Nº2</div><div>27.05 · 16:21</div><div>PHOTO</div></div> <div>Every third job ad is a scam When an employee applies and gets no reply for weeks, they think they just...</div>                                 | <div>VIEWS</div> <div>2 110</div> <div>REPOSTS</div> <div>7</div> | <div>REACTIONS</div> <div>—</div> <div>ER</div> <div>3.0%</div> |
| <div><div>Nº3</div><div>24.05 · 15:17</div><div>PHOTO</div></div> <div>Every fourth company is already cutting staff According to RBC, in 2025 every fourth enterprise in Russia made layoffs. Not rumors, not...</div> | <div>VIEWS</div> <div>2 109</div> <div>REPOSTS</div> <div>4</div> | <div>REACTIONS</div> <div>—</div> <div>ER</div> <div>3.0%</div> |

|                                                                                                                                                                                                         |                                                                                     |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|
| <b>Nº4</b> 01.06 • 16:18 <b>PHOTO</b><br>Who will survive in the service economy as incomes fall The debate about the future of business in Russia is especially heated now. I'm closer to those who... | VIEWS<br><b>1 955</b><br>REPOSTS<br><b>5</b><br>REACTIONS<br>—<br>ER<br><b>2.8%</b> |
| <b>Nº5</b> 24.05 • 14:16 <b>PHOTO</b><br>"You have a brain tumor." Sometimes after such news people start appreciating life. And sometimes they go to Olkhon to find an old writer who...               | VIEWS<br><b>1 908</b><br>REPOSTS<br><b>3</b><br>REACTIONS<br>—<br>ER<br><b>2.7%</b> |

## WORST 3

|                                                                                                                                                                                     |                                                                                     |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|
| ↓ 01.06 • 15:18 <b>VIDEO</b><br>100 million rubles from Sber to support entrepreneurs ☒ The final of Sber's 'Favorite Small Business' Award took place in Moscow — with applause... | VIEWS<br><b>1 530</b><br>REPOSTS<br><b>3</b><br>REACTIONS<br>—<br>ER<br><b>2.2%</b> |
| ↓ 07.06 • 07:42 <b>PHOTO</b><br>**Platforms are not a channel, but a partner** Marketplaces used to be just sales points. Today they are full growth partners. How...               | VIEWS<br><b>1 508</b><br>REPOSTS<br><b>2</b><br>REACTIONS<br>—<br>ER<br><b>2.2%</b> |
| ↓ 07.06 • 06:42 <b>PHOTO</b><br>"The scariest thing is not death. But the life you never lived." The protagonist learns he might die. And suddenly realizes: everything he...       | VIEWS<br><b>1 238</b><br>REPOSTS<br><b>4</b><br>REACTIONS<br>—<br>ER<br><b>1.8%</b> |

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.

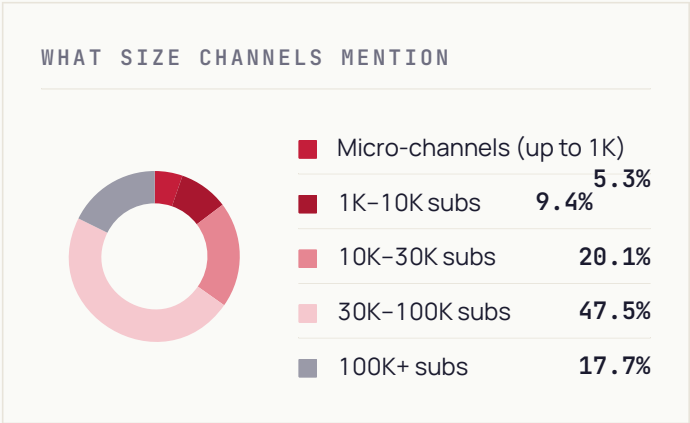
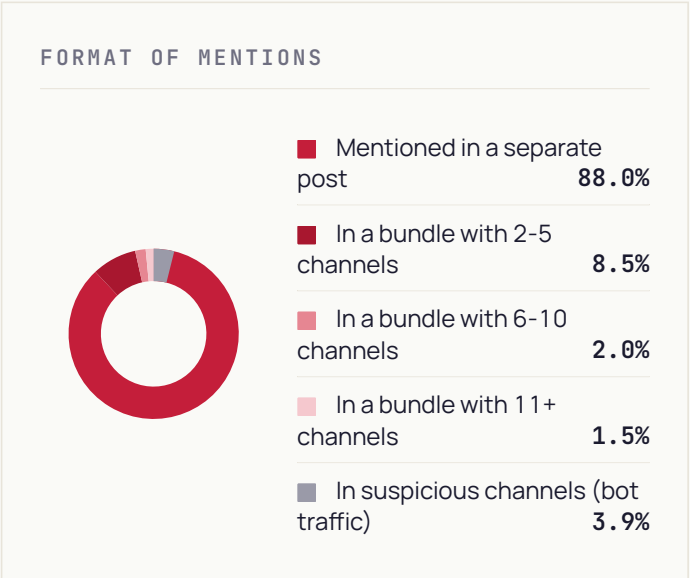
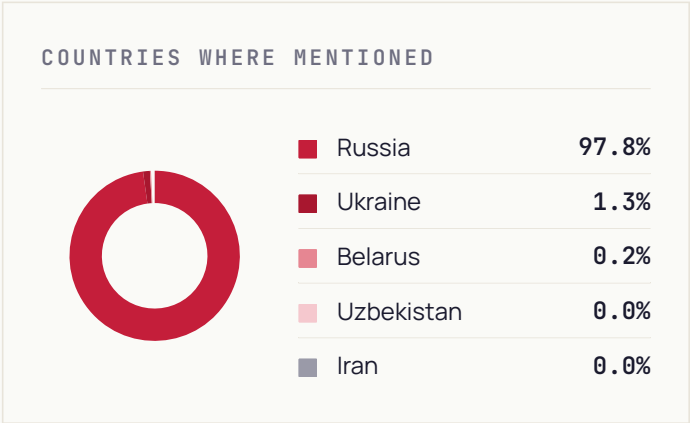


| START OF PERIOD | NOW    | NET GROWTH |
|-----------------|--------|------------|
| 74 915          | 69 384 | -5 531     |

SECTION 04 · MENTIONS

# Who mentions the channel and how

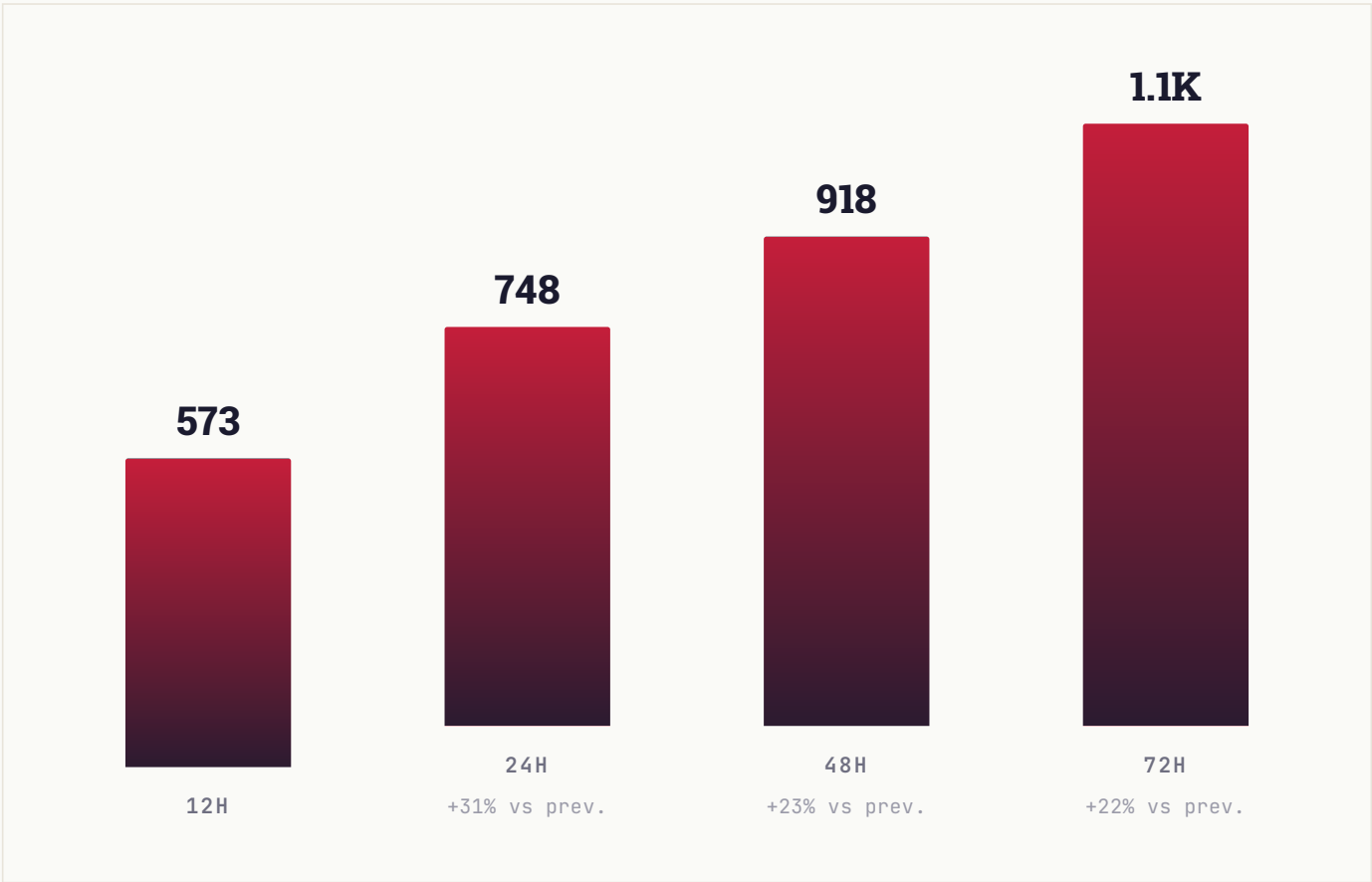
Citation index **365** – channel popularity score based on mentions. Considers not just count but weight of mentioners: a post from a 100K subs channel weighs more than from 1K. All-time mentions: **297** different channels.



SECTION 05 · AD POTENTIAL

# How long a post generates reach

Avg reach of ad post over time since publication. Helps estimate how long a placement stays relevant.





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 Moscow Business                    | 966.6K      |
| CN Books for 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      |
| PR Russian retail & business          | 289.2K      |
| 2H 25th hour • Business & Finance     | 288.4K      |
| BB Business without gloss             | 256.5K      |
| ДГ DELO говорим YOU                   | 69.4K       |

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#78 of 100). Niche median — 102.7K subs. First growth KPI — reach median. Leader: Moscow Business (966.6K).

SECTION 07 · MENTION DYNAMICS

# How often the channel is mentioned

Every month we record posts in other channels that mention yours. Over the last **6 months** such mentions were **29**, they brought **5 544** new subs.

| PERIOD         | MENTIONS | CHANNELS | BROUGHT | SUBSCRIBERS                       |
|----------------|----------|----------|---------|-----------------------------------|
| December 2025  | 10       | 9        | 1 791   | <div><div></div></div>            |
| November 2025  | 3        | 3        | 545     | <div><div></div><div></div></div> |
| October 2025   | 8        | 5        | 728     | <div><div></div><div></div></div> |
| September 2025 | 2        | 2        | 734     | <div><div></div><div></div></div> |
| August 2025    | 5        | 4        | 1 575   | <div><div></div><div></div></div> |
| July 2025      | 1        | 1        | 171     | <div><div></div><div></div></div> |

|                |                |                    |
|----------------|----------------|--------------------|
| TOTAL MENTIONS | MONTHS OF DATA | GAINED SUBSCRIBERS |
| 29             | 6              | 5 544              |

## — SECTION 08 · NICHE COMPARISON

# Where the channel stands in its league

Took top-100 channels in category "Business and startups» (Russia) and compared your channel to them. Gray band — range of 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

#78

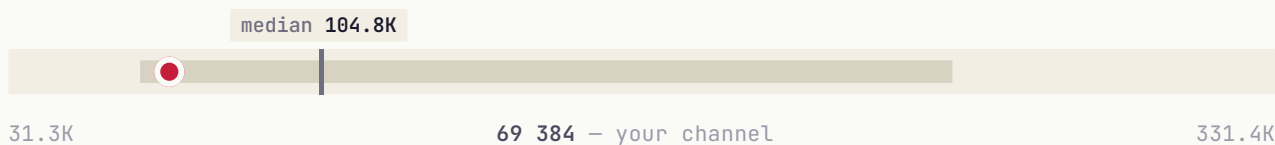
/100

POSITION IN NICHE

Channel in bottom half of ranking

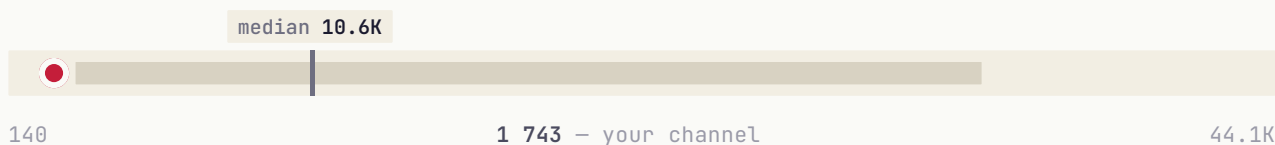
## SUBSCRIBERS

worse than median by 34%



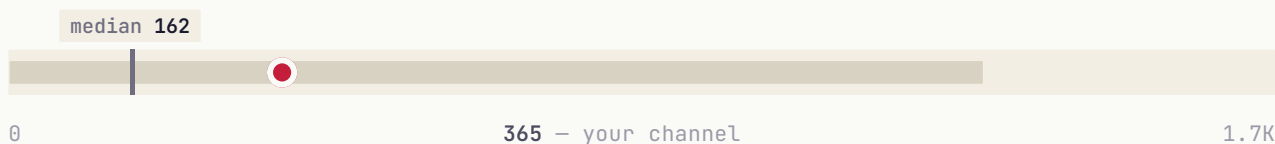
## AVG REACH / POST

worse than median by 84%



## CITATION INDEX

better than 57% 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

## Increase posting frequency

Now 3.0 posts/wk. Active channels average 7-10.  
Consistency is key to retention.

IMPACT

**Consistency > volume**

02

## Main post of the week — on Sunday

Audience is most active on this day at 18:00 MSK.

IMPACT

**Best time for an important post**

03

## Increase video posts share

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

IMPACT

**Video retains audience better**

04

## ER below niche benchmark — rethink formats

Current ER 2.51% vs norm 3.5%. Try polls & interactive formats.

IMPACT

**+1.0pp ER**

05

## Systematic traffic buying

Three formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromptPress finds sources for your niche.

IMPACT

**+1000-3000 subs**

★ WHAT'S NEXT

# Want this done by **PromptPress?**

This audit — what we can do in minutes using public data. Want more? Run ads through us and hit your growth target in a month.

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01

## Launch ads in Telegram

<https://panel.promptpress.com/register>

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02

## Contact manager

[t.me/PromptPress\\_manager](https://t.me/PromptPress_manager)

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