

PROMTPRESS PUBLIC REPORT

# Channel audit

## Delovoy Kanal — business and beyond



@delovy\_ru

We write engaging business content. You'll love it. For ads:  
@dankanov Business channel registered with Roskomnadzor:  
<https://clck.ru/3GXgTx>

| SUBSCRIBERS                              | ERR (% SEE POSTS)    | REACH/POST               |
|------------------------------------------|----------------------|--------------------------|
| <b>32 355</b>                            | <b>36.0%</b>         | <b>11K</b>               |
| 06.07.2026 <small>+731 per month</small> | per day <b>18.7%</b> | ad reach <b>6.1K/24h</b> |
| HTTPS://PROMTPRESS.COM/AUDIT/DELOVY_RU   |                      |                          |

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— CONTENT · 2026

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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><div> SUBSCRIBERS</div><div>32 355</div><div>—</div></div>          | <div><div> SUBS REACH</div><div>34.11%</div><div>avg % subs see post</div></div>                           | <div><div> VIEWS/POST</div><div>11K</div><div>median 11.7K · 7 days</div></div>                               | <div><div> POSTS/WEEK</div><div>3.0</div><div>over period</div></div>                        |
| <div><div> 7D TREND</div><div>—</div><div>no data for period</div></div> | <div><div> REACTIONS/POST</div><div>44.7</div><div>only 134 reactions, 217 reposts, 0 comments</div></div> | <div><div> POST LENGTH</div><div>1,000 chars</div><div>median 1000 · 7 days</div></div>                       | <div><div> POSTS ANALYZED</div><div>3</div><div>7 days</div></div>                           |
| <div><div> AD REACH</div><div>6.1K</div><div>24h avg</div></div>       | <div><div> CHURN / MONTH</div><div>+731</div><div>over last month</div></div>                            | <div><div> CITATION RATE</div><div>72</div><div>citation index · 42 channels mentioned all time</div></div> | <div><div> CHANNEL AGE</div><div>2 years 6 months</div><div>created 18.12.2023</div></div> |

AI EDITOR SUMMARY

Channel «Delovoy Kanal – business and beyond» – 32 355 subs. Avg views per post: 11K people (34% of subs), good reach. 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 – 1000 chars (median 1000).
- 04 Peak audience activity – Monday, 21:00 MSK.
- 05 Top posts get 1x more views than the weakest (11K avg for top vs 11K for worst) – among 3 posts in 7 days. Analyze what the top has in common – topic, format, time.

TOP 3 POSTS

|                                                                                                                                                                                                                        |         |           |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|-----------|
| <div><div>Nº1</div><div>29.06 · 18:26</div><div>TEXT</div></div> <div>HOW A COMPANY LOST A BILLION (post 1) We'll tell a story of a very telling scale. A large company that loved...</div>                            | VIEWS   | REACTIONS |
|                                                                                                                                                                                                                        | 12 015  | 45        |
|                                                                                                                                                                                                                        | REPOSTS | ER        |
|                                                                                                                                                                                                                        | 59      | 37.1%     |
| <div><div>Nº2</div><div>28.06 · 12:52</div><div>TEXT</div></div> <div>★ How not to go crazy in such times? Calm, meditation, and something else soothing. Many of us now feel like in...</div>                         | VIEWS   | REACTIONS |
|                                                                                                                                                                                                                        | 11 712  | 40        |
|                                                                                                                                                                                                                        | REPOSTS | ER        |
|                                                                                                                                                                                                                        | 72      | 36.2%     |
| <div><div>Nº3</div><div>05.07 · 15:14</div><div>TEXT</div></div> <div>How not to ruin a new product launch? Read this post, it will help you Spoiler: you need clarity As promised in the last post, we share...</div> | VIEWS   | REACTIONS |
|                                                                                                                                                                                                                        | 9 382   | 49        |
|                                                                                                                                                                                                                        | REPOSTS | ER        |
|                                                                                                                                                                                                                        | 86      | 29.0%     |

WORST 3

|                                                                                                                                                                                                               |                                                                     |                                                                   |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------|-------------------------------------------------------------------|
| <div>↓</div> <div>29.06 · 18:26 <span>TEXT</span></div> <div>HOW A COMPANY LOST A BILLION (post 1) We'll tell a story of a very telling scale. A large company that loved...</div>                            | <div>VIEWS</div> <div>12 015</div> <div>REPOSTS</div> <div>59</div> | <div>REACTIONS</div> <div>45</div> <div>ER</div> <div>37.1%</div> |
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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.



PERIOD START

37 725

NOW

32 355

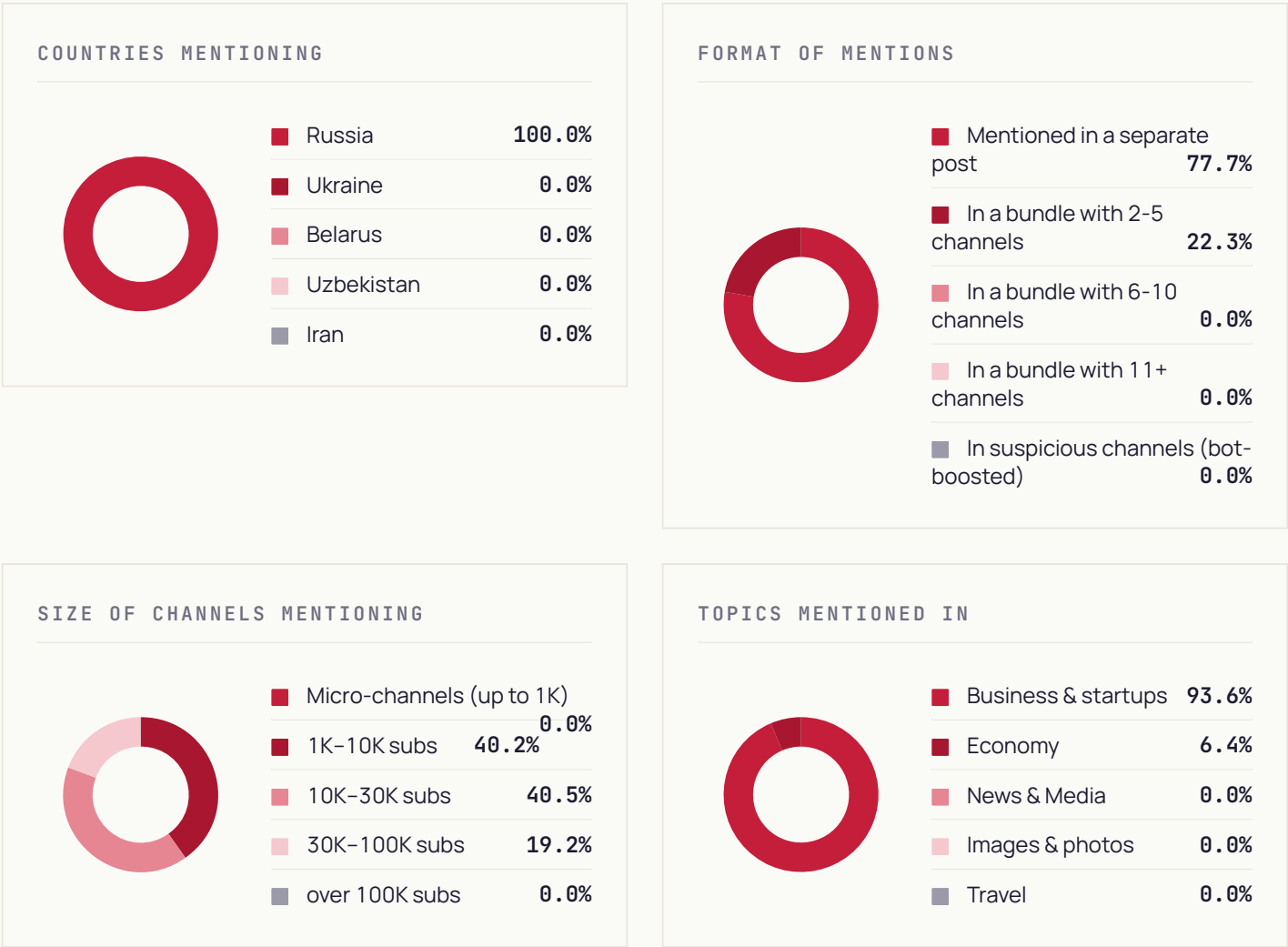
NET GROWTH

-5 370

SECTION 04 · MENTIONS

# Who mentions the channel and how

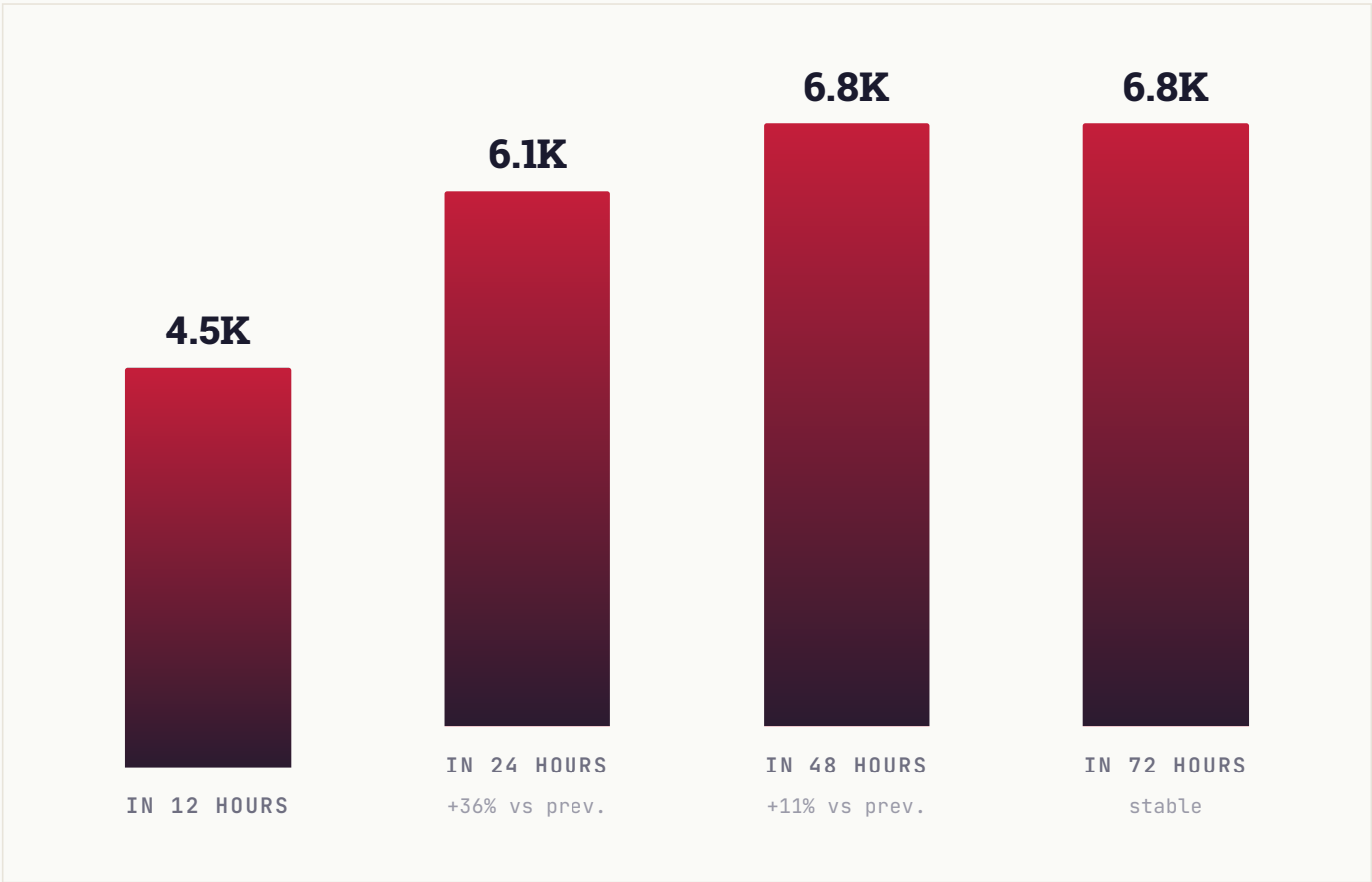
Citation index **72** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel 'weighs' more than from a 1K subs channel. All-time channel mentions: **42** different channels.



SECTION 05 · AD POTENTIAL

# How long a post brings reach

Avg reach of ad post by 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 — you can 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      | Moscow Business                      | 1M          |
| CN      | Million-dollar books   business blog | 864.8K      |
| RP      | Roxman typing...                     | 538.5K      |
| AB      | Акула Бизнеса                        | 498.5K      |
| SS      | Merger & Acquisition                 | 478.5K      |
| لز      | لباس زیر اقساطی ریزسابل              | 474.8K      |
| DK      | Delovoy Kanal — business and beyond  | 32.4K       |

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 through systematic traffic & content work.

SECTION 07 · MENTION TRENDS

# How often the channel is mentioned

Each month we record posts in other channels that mention yours. Over the last **6 months** such mentions were **36**, they brought **1 191** new subs.

| PERIOD        | MENTIONS | CHANNELS | BROUGHT SUBS |             |
|---------------|----------|----------|--------------|-------------|
| January 2026  | 0        | 0        | 4            | <div></div> |
| December 2025 | 0        | 0        | 0            | <div></div> |
| Nov 2025      | 4        | 4        | 1            | <div></div> |
| Oct 2025      | 4        | 4        | 300          | <div></div> |
| Sep 2025      | 3        | 3        | 1            | <div></div> |
| August 2025   | 25       | 17       | 885          | <div></div> |

|                |                |               |
|----------------|----------------|---------------|
| TOTAL MENTIONS | MONTHS OF DATA | ACQUIRED SUBS |
| 36             | 6              | 1 191         |

## Where the channel stands in its league

The figure consists of three horizontal bar charts, each representing a different performance metric. Each chart has a light beige background bar, a darker beige inner bar, a red dot indicating the channel's performance, and a vertical blue line indicating the median. The data is as follows:

| Metric           | Channel Value | Median Value | Comparison       |
|------------------|---------------|--------------|------------------|
| SUBSCRIBERS      | 32,355        | 165.3K       | 80% below median |
| AVG REACH / POST | 11,036        | 13.8K        | 20% below median |
| CITATION INDEX   | 72            | 133          | 46% below median |

**SUBSCRIBERS** 80% below median

median 165.3K

49.7K 32 355 — your channel 585.5K

**AVG REACH / POST** 20% below median

median 13.8K

2 11 036 — your channel 42.1K

**CITATION INDEX** 46% below median

median 133

0 72 — your channel 1.2K

## — SECTION 09 · STRATEGY

# What to do right now

5 priority actions sorted by expected impact. Check off & return to this report in a month.

01

## Increase posting frequency

Currently 3.0 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 holds 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 poll per week on a hot topic — easy growth lever.

EFFECT

**+5-15% ER**

★ WHAT'S NEXT

# Want this done by **PromptPress?**

This audit is what we can do in a few minutes using public data. If you want to go further — run ads through us and close your growth plan in a month.

01

## Launch ads in Telegram

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

02

## Contact manager

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