

PROMTPRESS PUBLIC REPORT

Channel audit

Money is everywhere



@dengivezde

Channel #1 on earning Over 15,000 ideas & business cases. Best business community 2025! Make money & level up! Find top biz ideas here! Owner —...

SUBSCRIBERS

178 198

-34 per month

ERR (% SEE POSTS)

13.0%

daily 7.5%

REACH/POST

21.7K

ad reach 13.3K/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.

 SUBSCRIBERS 178 198 —	 SUBSCRIBER REACH 12.2% avg % subs see post	 VIEWS/POST 21.7K median 22.5K · 29 days	 POSTS/WEEK 19.8 for the period
 7D TREND -3.3% vs previous week	 REACTIONS/POST — MTPROTO only	 POST LENGTH 903 chars median 939 · 29 days	 POSTS ANALYZED 83 29 days
 AD REACH 13.3K avg over 24h	 CHURN / MONTH -34 last month	 CITATION RATE 542 citation index · 569 channels mentioned ever	 CHANNEL AGE 8 years 4 months created 12.02.2018

AI EDITOR SUMMARY

Channel «Money is Everywhere» — 178 198 subs. Each post averages 21.7K people (12% from subs), reach is low — consider expanding audience. Publishes 20 posts per week (~3/day) — consistent. For week Jun 1–7, reach stable (-3.3% vs week 25–31 May).

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on **83** posts over 29 days.
- 02 Dominant format – **Photo** (83/83 posts).
- 03 Avg post length – **903** chars (median 939).
- 04 Audience peak activity – **Monday**, 14:00 MSK.
- 05 Top posts get **1x** more views than the weakest (25.8K avg for top vs 19.6K for bottom) – among 83 posts in 29 days. Analyze what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 25.05 · 15:33 PHOTO Business case: Monowheel rental Starting capital: from 50,000 RUB ☒ Most monowheels sell for 50-120k RUB...	VIEWS 26 669 REPOSTS 110	REACTIONS — ER 15.0%
Nº2 18.05 · 15:35 PHOTO Business case: Art school for adults Starting capital: from 34,000 RUB ☒ Running an art school is unlikely to bring...	VIEWS 25 506 REPOSTS 111	REACTIONS — ER 14.3%
Nº3 18.05 · 07:35 PHOTO Business case: Artificial marble from concrete Starting capital: from 150,000 RUB ☒ Demand for budget and high-quality...	VIEWS 25 273 REPOSTS 104	REACTIONS — ER 14.2%

Nº4 18.05 • 11:57 PHOTO Business case: Soap with volcanic ash Starting capital: from 2,700,000 RUB ☒ Soap containing natural...	VIEWS 25 147 REPOSTS 107 REACTIONS — ER 14.1%
Nº5 25.05 • 07:45 PHOTO Business case: Augmented reality books Starting capital: from 180,000 RUB ☒ Producing books with augmented reality...	VIEWS 24 852 REPOSTS 105 REACTIONS — ER 13.9%

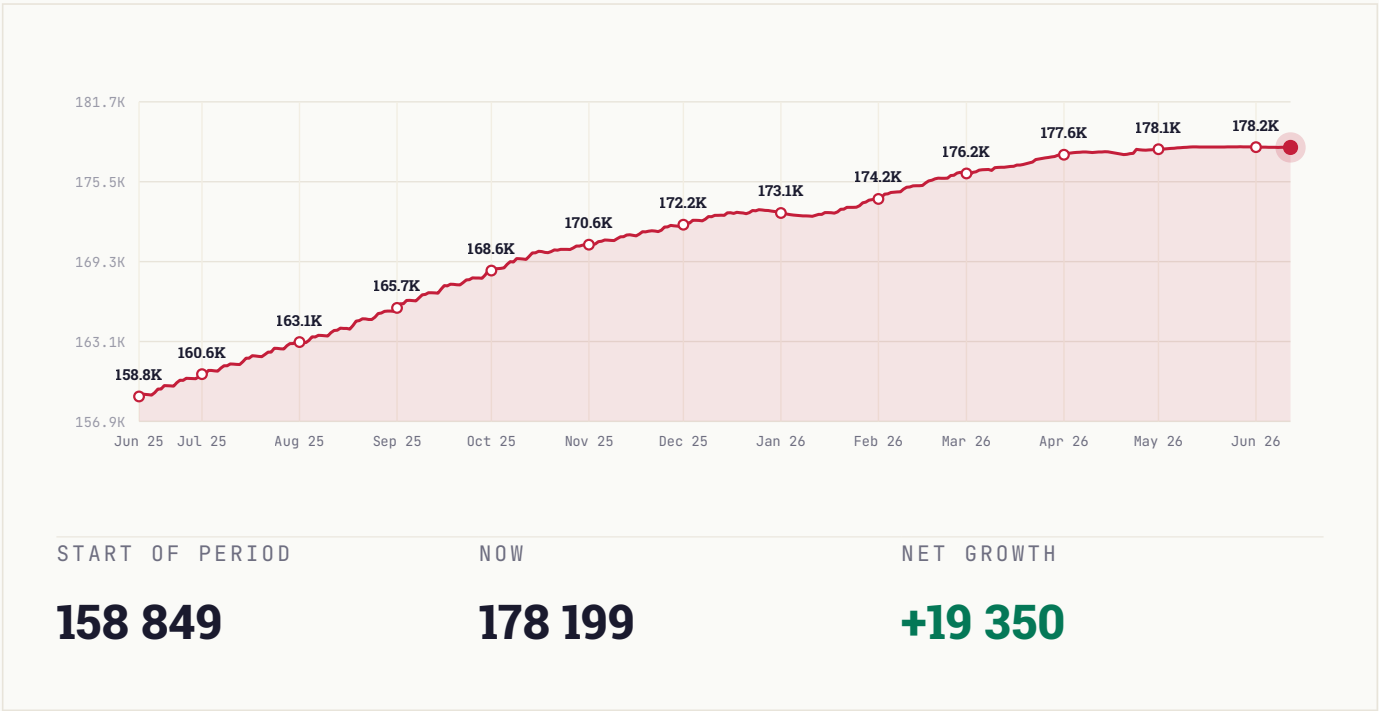
WORST 3

↓ 07.06 • 07:52 PHOTO Business case: Selling Vietnamese sandwiches Starting capital: from 300,000 RUB ☒ Burger banh mi is almost unknown in Russia, but it shouldn't be...	VIEWS 19 742 REPOSTS 105 REACTIONS — ER 11.1%
↓ 07.06 • 15:34 PHOTO Business case: Car body kit production Starting capital: from 1,900,000 RUB ☒ Production of tuning and styling elements for...	VIEWS 19 551 REPOSTS 107 REACTIONS — ER 11.0%
↓ 09.06 • 15:17 PHOTO Business case: Film tourism Starting capital: from 450,000 RUB ☒ Movie characters become part of our lives. They...	VIEWS 19 548 REPOSTS 102 REACTIONS — ER 11.0%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth vs. loss.

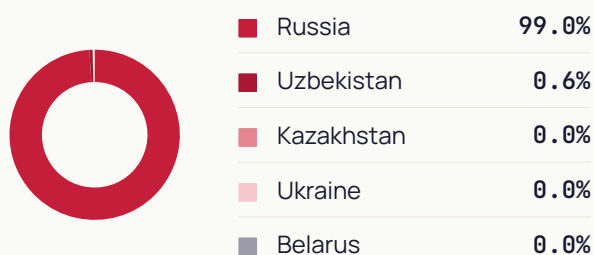


SECTION 04 • MENTIONS

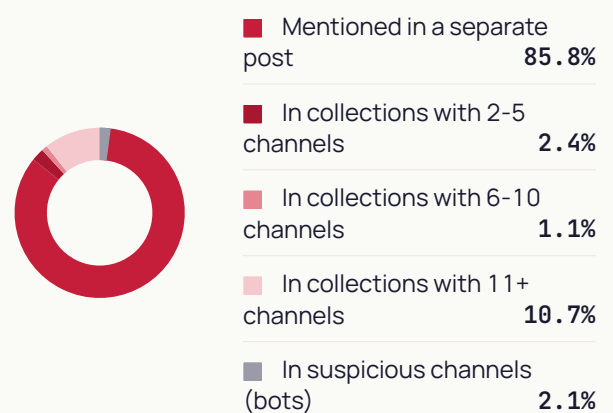
Who mentions the channel & how

Citation index **542** — 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 1K subs. All time channel was mentioned **569** different channels.

COUNTRIES OF MENTIONS



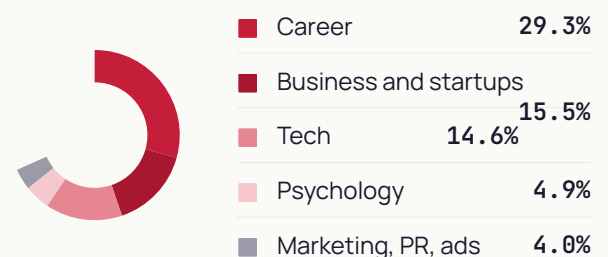
FORMAT OF MENTIONS



WHICH CHANNEL SIZES MENTION



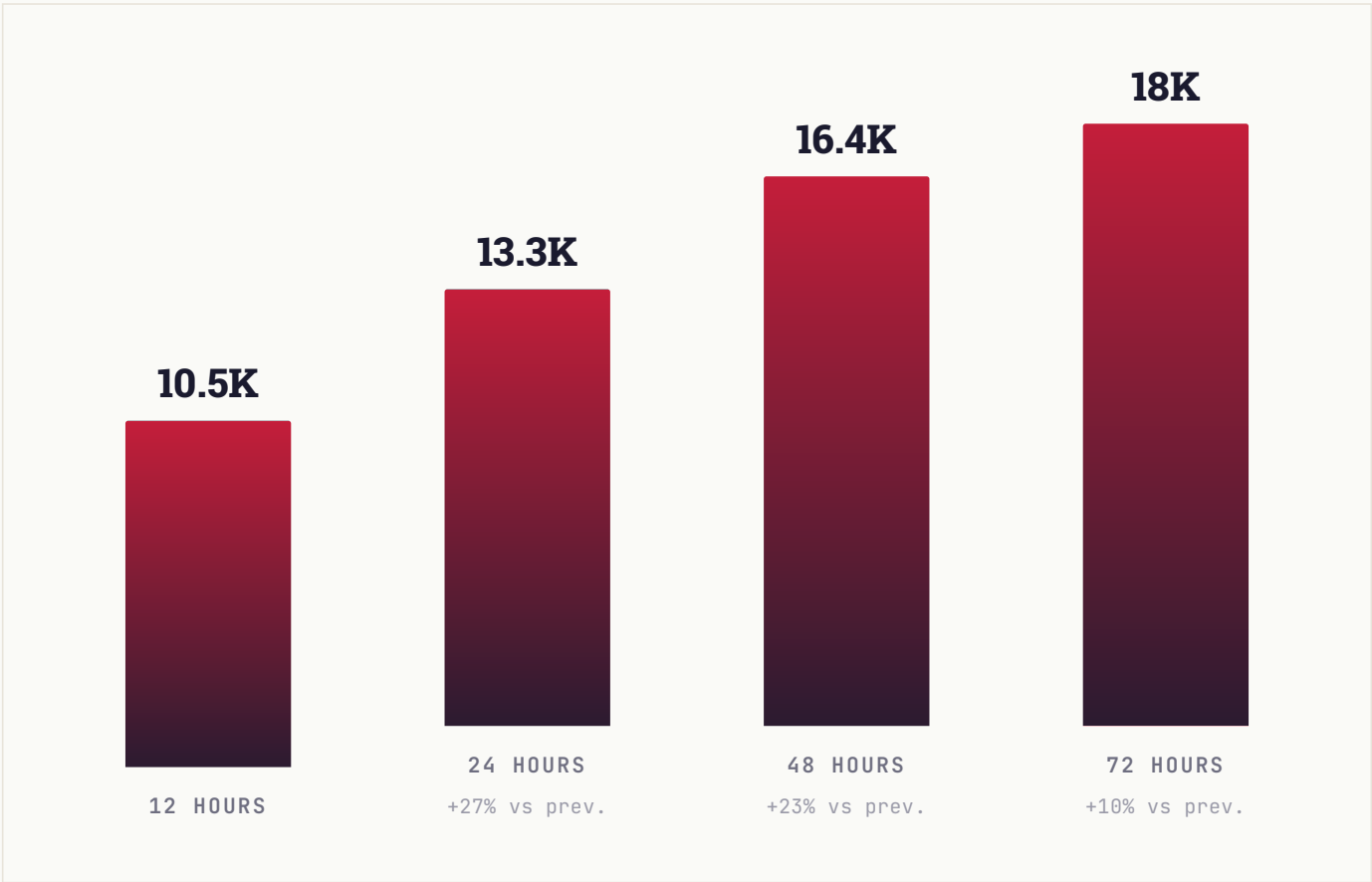
TOPICS WHERE MENTIONED



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg ad post reach 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	SUBSCRIBERS
MO Moscowbusiness	966.6K
CN Books to 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
DE Money is everywhere YOU	178.2K

COMPARATIVE INSIGHT

Channel in top quarter of niche (#22 of 100). Leader — Moscowbusiness (966.6K).
Goal for coming months: enter niche top 10 through systematic traffic work.

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 **90**, they brought **14 500** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	14	14	1 575
November 2025	11	11	1 734
October 2025	15	14	2 210
September 2025	19	17	3 341
August 2025	14	14	2 662
July 2025	17	17	2 978

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
90	6	14 500

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

Top-100 channels in category «Business and startups» (Russia) and saw how your channel compares. Gray band: range for 80% of niche channels (p10 to p90). Black vertical: median. Red dot: your channel.

#22/100

RANK IN NICHE

Channel in top 22% – strong position



— SECTION 09 · STRATEGY

What to do right now

5 priority actions ranked by expected impact. Check off and revisit this report in a month.

- 01

Main post of the week — on Monday

Audience is most active on this day at 14:00 MSK.

EFFECT

Best time for an important post
- 02

Increase video posts share

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

EFFECT

Video retains audience better
- 03

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
- 04

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
- 05

Cross-promo with neighboring channels

Swap posts quarterly with same-segment channels. No need daily — 2-3 collabs give relevant growth.

EFFECT

Growth from relevant audience

★ 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 ads	https://panel.promptpress.com/register
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02	Contact Manager	t.me/PromptPress_manager
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