

PUBLIC REPORT BY PROMTPRESS

Channel audit

Disruptor



@disruptors_official

The very intersection of business and tech everyone talks about. by Podkletnov
Second channel about features @fichism - Contact @Disruptors_bot - About collabs...

SUBSCRIBERS

68 050

-83 per month

ERR (% SEE POSTS)

22.0%

per day 11.6%

REACH/POST

14.6K

ad reach 7.9K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Channel KPIs

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

 SUBSCRIBERS 68 050 —	 SUBSCRIBER REACH 21.41% avg % subs see post	 VIEWS/POST 14.6K median 14.4K · 28 days	 POSTS/WEEK 17.0 for period
 7D TREND -11.9% vs prev week	 REACTIONS/POST 224.7 15,726 reactions, 11,254 reposts, 913 comments	 POST LENGTH 837 chars median 1000 · 28 days	 POSTS ANALYZED 70 28 days
 AD REACH 7.9K 24h avg	 CHURN / MONTH -83 last month	 CITATION RATE 245 citation index · 917 channels mentioned all time	 CHANNEL AGE 6 years 16 days created 28.05.2020

AI EDITOR SUMMARY

Channel «Disruptor» — 68 050 subs. Each post averages 14.6K people (21% of subs), average reach — room to grow. Publishes 17 posts/week (~2/day) — regular. Week Jun 1–7 reach **dropped -11.9%** to week May 25–31 — analyze why.

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 **70** posts in 28 days.
- 02 Dominant format – **Photo** (38/70 posts).
- 03 Avg post length – **837** chars (median 1000).
- 04 Audience activity peak – **Sat**, 10:00 MSK.
- 05 Top posts get **2x** more views than weakest (22.9K avg top vs 10.3K bottom) – across 70 posts in 28 days. Analyze top posts: topic, format, timing.

TOP 5 POSTS

Nº1 15.05 · 09:56 TEXT Anthropic admitted it "broke the incubator", but doesn't yet know how to fix or replace it. The Anthropic Institute (TAI -...	VIEWS 23 037 REP. 284	REACTIONS 308 ER 33.9%
Nº2 16.05 · 07:06 VIDEO < Exclusive footage leaked online showing OpenAI and Anthropic improving conditions for their developers:	VIEWS 22 947 REP. 355	REACTIONS 426 ER 33.7%
Nº3 15.05 · 13:52 TEXT Taiwan – bottleneck of global progress In half a century, a small island smaller than Moscow Oblast, where almost nothing grows and...	VIEWS 22 594 REP. 142	REACTIONS 129 ER 33.2%

Nº4

17.05 · 07:57

PHOTO

End of the "200 meters right" era, or how gas stations, shops, and temples beat coordinates. There's this legendary guy Joseph Kerski...

VIEWS

21 392

REP.

241

REACTIONS

561

ER

31.4%

Nº5

17.05 · 11:04

TEXT

Whatever they say – Messenger Max has a huge plus While all admins (including me, gotta admit) flinched at every...

VIEWS

19 754

REP.

48

REACTIONS

208

ER

29.0%

WORST 3



09.06 · 09:36

PHOTO

Why pay with a magic wand? Seen those viral videos where people pay with "magic wands"? Obviously they're...

VIEWS

10 518

REP.

96

REACTIONS

157

ER

15.5%



09.06 · 06:35

PHOTO

You transformed your business, but changes didn't stick? It happens: strategy clear, processes running, team formally agrees...

VIEWS

10 482

REP.

9

REACTIONS

21

ER

15.4%



08.06 · 11:10

PHOTO

The weirdest successful investor Softbank recently became Japan's most valuable company – overtaking even Toyota. Obviously...

VIEWS

9 978

REP.

62

REACTIONS

197

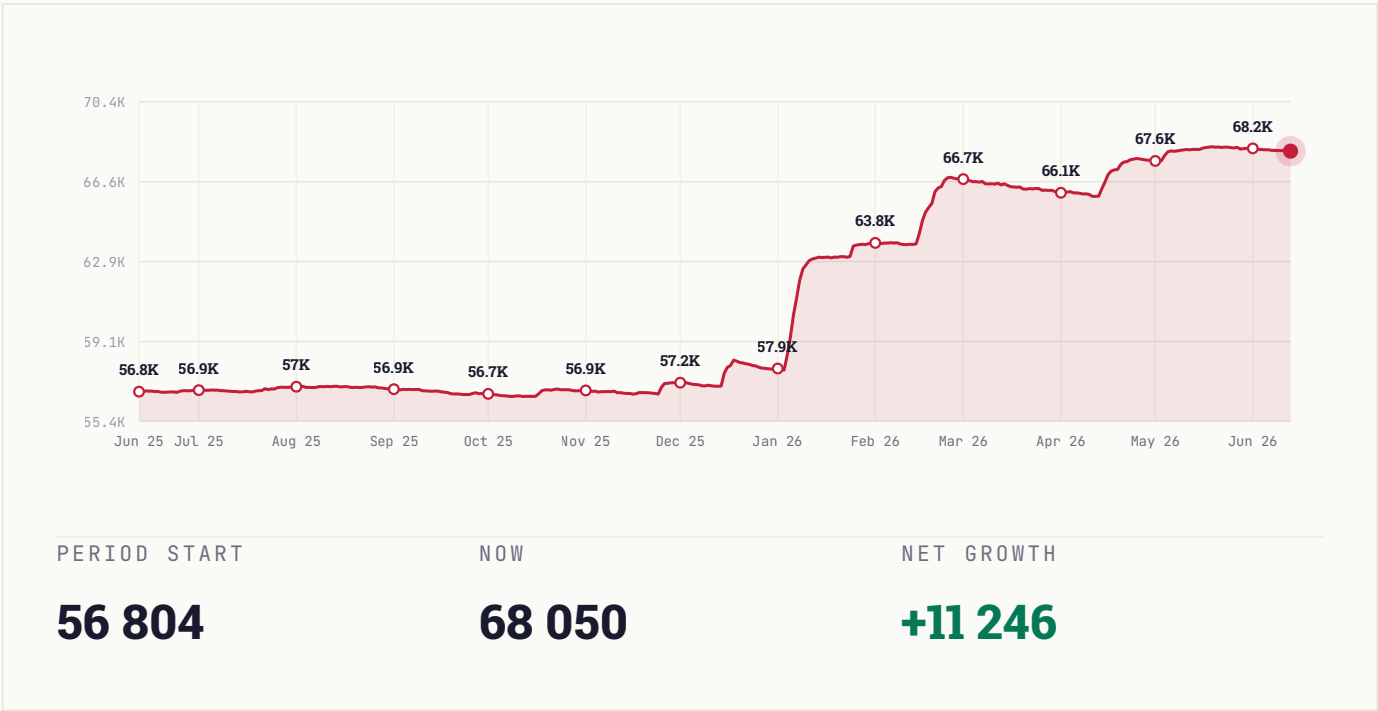
ER

14.7%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

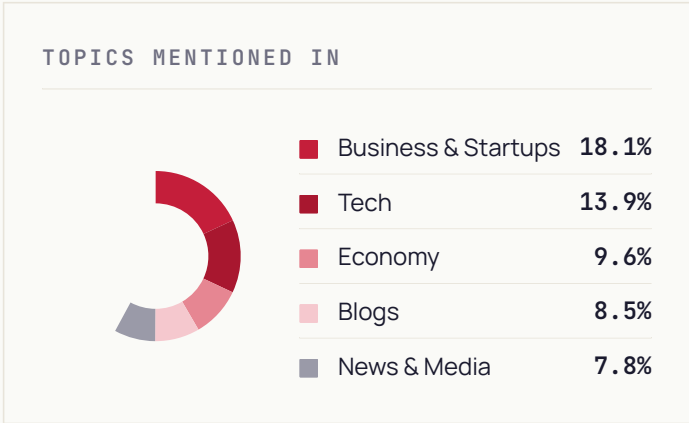
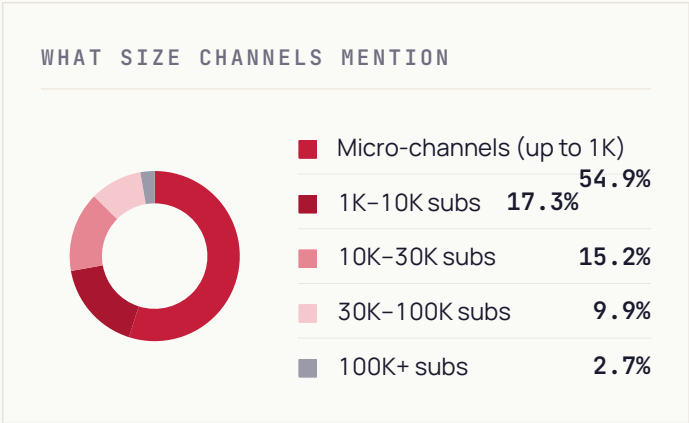
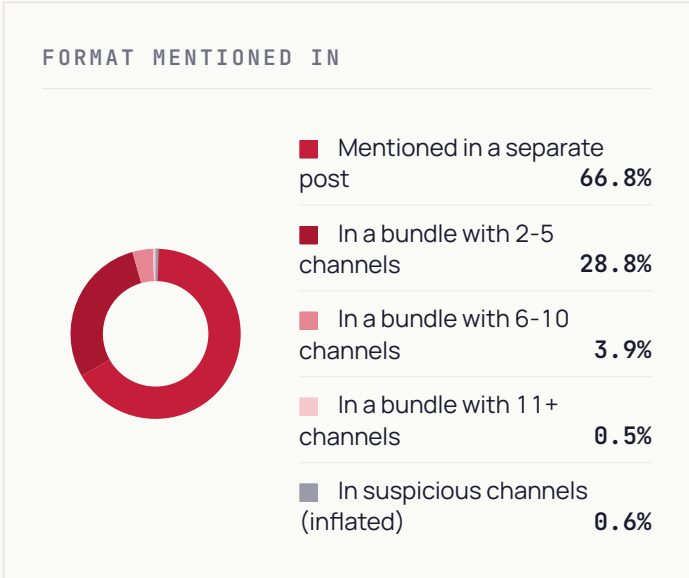
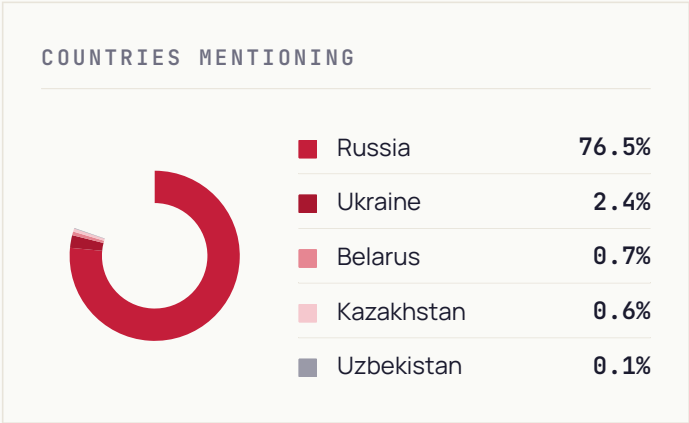
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained and which it lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

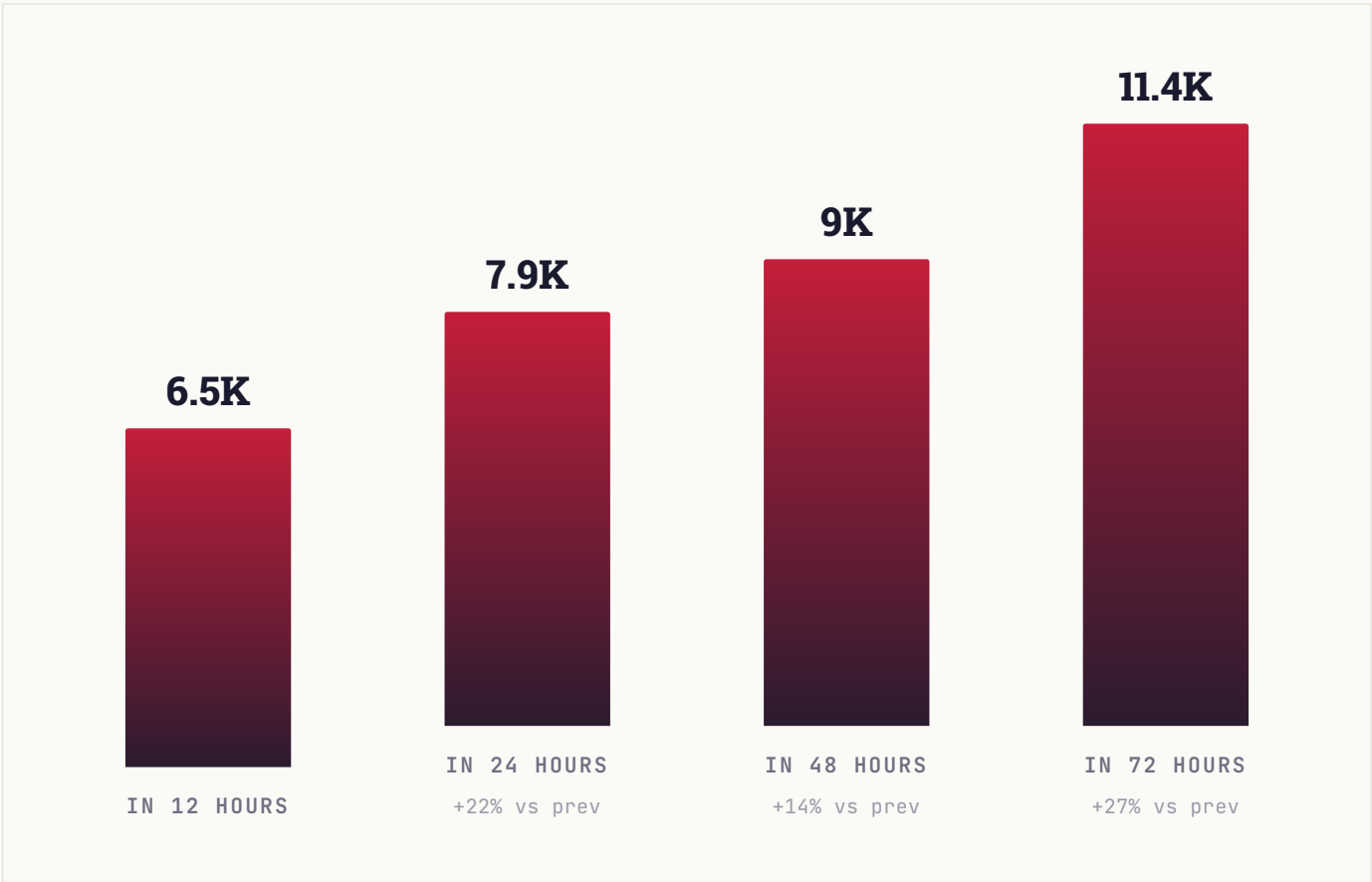
Citation index **245** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from 1K. All time channel was mentioned **917** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

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



SECTION 06 · COMPETITORS

Who you compete with

11 closest channels by topic and audience. Your channel highlighted — see its niche rank.

CHANNEL	SUBSCRIBERS
MO Moscow Business	966.6K
CN Books on a Million biz 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
RR Russian retail & business	289.2K
2H 25th Hour • Business & Finance	288.4K
BB Business Unfiltered	256.5K
CI Disruptor YOU	68K

COMPARATIVE INSIGHT

Channel in bottom half of top-100 niche (#80 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 your channel. Over the last **6 months** such mentions were **223**, they brought **3 159** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
December 2025	36	19	1 306	
Nov 2025	32	23	731	
Oct 2025	33	26	401	
September 2025	36	25	175	
August 2025	46	37	197	
July 2025	40	27	349	

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS
223	6	3 159

— SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

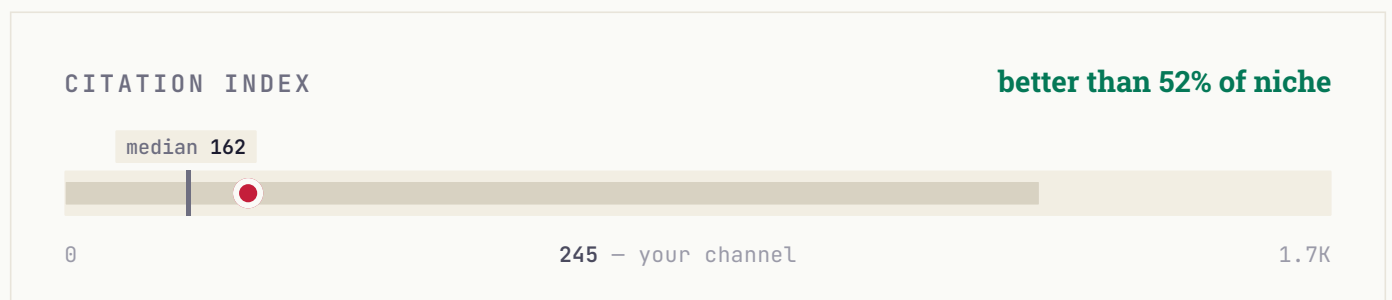
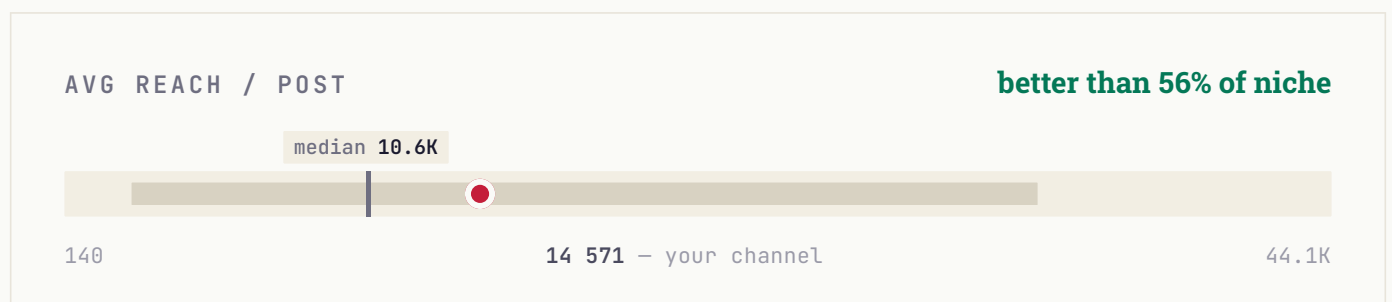
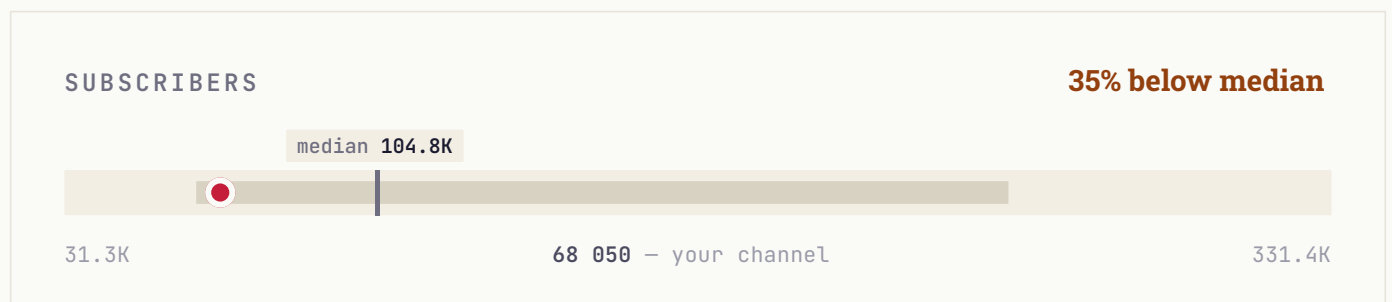
Top-100 channels in category «Business & Startups» (Russia) and saw how your channel compares. Gray band — range for 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

#80

/100

POSITION IN NICHE

Channel in the bottom half of the ranking



— SECTION 09 · STRATEGY

What to do right now

5 priority actions sorted by expected impact. Check off and revisit next month.

01**Top post of the week — on Saturday**

Audience is most active on this day at 10:00 MSK.

IMPACT

**Best window
for an
important post****02****Increase video post share**

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

IMPACT

**Video holds
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.

IMPACT

**+1000-3000
subs****04****Test polls & interactive formats**

Posts with polls/reactions usually boost ER by +5-15%.
One poll per week on a hot topic — easy win.

IMPACT

+5-15% ER**05****Cross-promo with adjacent channels**

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

IMPACT

**Growth from
relevant
audience**

★ WHAT'S NEXT

Want this done by **PromptPress?**

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

01

**Launch ads in
Telegram**

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

02

Contact manager

t.me/PromptPress_manager
