

PUBLIC REPORT BY PROMTPRESS

Channel audit

Finansovich | Business blog



@financovich

Business starts with an idea and smart financial decisions Ads:
@Pavel_Financo Page A+ is included by Roskomnadzor in the list of
personal pages: <https://clck.ru/3FHbsL>

SUBS

140 866

-634 per month

ERR (% SEE POSTS)

13.0%

daily 7.4%

REACH/POST

17.4K

ad reach 10.5K/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 Quote rate

Who & how mentions the channel

05 Ad potential

How long a post brings reach

06 Competitors

Niche neighbors · your spot

07 Mention dynamics

6 months · monthly

08 Niche comparison

Position in «Business & Startups» category

09 Strategy

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBS 140 866 —	 SUB REACH 12.37% avg % subs see post	 VIEWS/POST 17.4K median 18.3K · 29 days	 POSTS/WEEK 18.1 over period
 7D TREND -3.1% vs previous week	 REACTS/POST — MTPROTO only	 POST LENGTH 738 chars. median 706 · 29 days	 POSTS ANALYZED 76 29 days
 AD REACH 10.5K 24h avg	 CHURN / MONTH -634 last month	 QUOTE RATE 177 citation index · 354 channels mentioned ever	 CHANNEL AGE 4 years 5 months created 21.12.2021

AI EDITOR SUMMARY

Channel «Finansovich | Business blog» — 140 866 subs. Avg views per post 17.4K people (12% subs), reach low — expand audience. Publishes 18 posts/week (~3/day) — regular. Week Jun 1–7 reach stable (-3.1% vs week of May 25–31).

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 **76** posts in 29 days.
- 02 Dominant format — **Photo** (75/76 posts).
- 03 Avg post length — **738** chars (median 706).
- 04 Audience peak — **Saturday**, 12:00 MSK.
- 05 Top posts get **1x** more views than weakest (top avg 18.9K vs worst 15.2K) — across 76 posts in 29 days. Analyze commonalities: topic, format, timing.

TOP 5 POSTS

Nº1 14.05 · 07:37 PHOTO 📌 Business Magnet When choosing a niche, it's important to consider two criteria that entrepreneurs often forget. First, the product must...	VIEWS 18 886 REPOSTS 84	REACTS — ER 13.4%
Nº2 16.05 · 09:05 PHOTO 📌📌 Surviving Cash Flow Gaps Cash flow gaps are a common problem for companies, especially during seasonal fluctuations or when...	VIEWS 18 838 REPOSTS 118	REACTS — ER 13.4%
Nº3 18.05 · 15:23 PHOTO 📌 Interests Over Positions A common mistake in negotiations is focusing on positions and principles. Of course, it's important to have them, but...	VIEWS 18 831 REPOSTS 82	REACTS — ER 13.4%

Nº4 17.05 · 12:00 PHOTO Try to connect with successful people How interaction with people can affect your success? – Successful people have valuable experience and...	VIEWS 18 821 REPOSTS 83	REACTS — ER 13.4%
Nº5 16.05 · 15:26 PHOTO ☒ Create Motivation Scenarios How can negative scenarios help your business? – Imagine the worst possible outcome for...	VIEWS 18 815 REPOSTS 83	REACTS — ER 13.4%

|

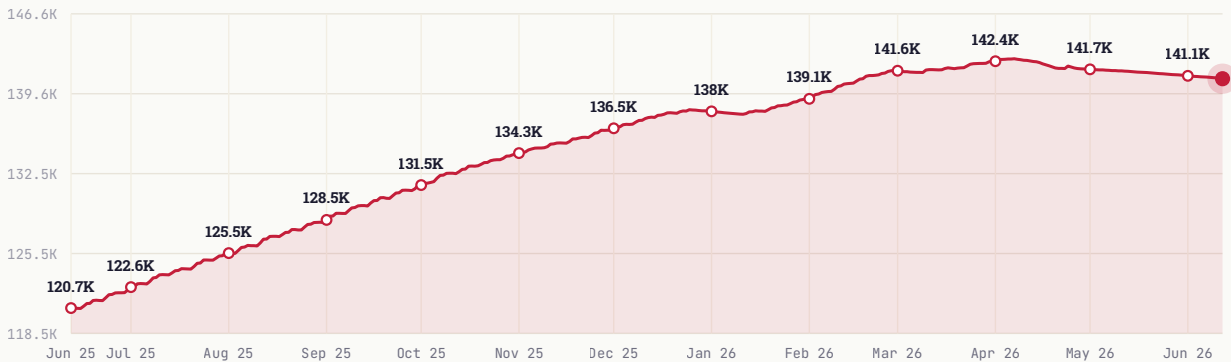
WORST 3

↓ 09.06 · 07:39 PHOTO ☒ Create an Internal Idea Exchange How can an internal idea exchange spur innovation in your business? – Launching a platform for...	VIEWS 15 457 REPOSTS 82	REACTS — ER 11.0%
↓ 09.06 · 11:38 PHOTO ☒ EcoEnergy Scandal In the early 2010s, European company EcoEnergy caught the eye of investors and international...	VIEWS 15 196 REPOSTS 81	REACTS — ER 10.8%
↓ 09.06 · 15:29 PHOTO ☒ ArtConnect Scammers In the mid-2000s, a new player appeared in the antiques and art market – the company...	VIEWS 15 064 REPOSTS 80	REACTS — ER 10.7%

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 and which months subscribers left.



PERIOD START

120 719

NOW

140 870

NET GROWTH

+20 151

SECTION 04 • MENTIONS

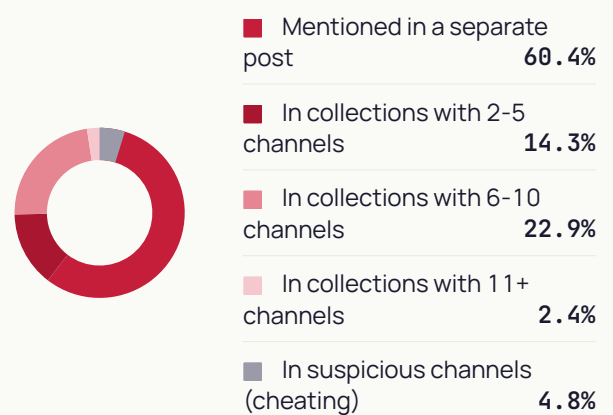
Who & how mentions the channel

Citation index **177** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from 1K. All-time mentions: **354** different channels.

COUNTRIES MENTIONING



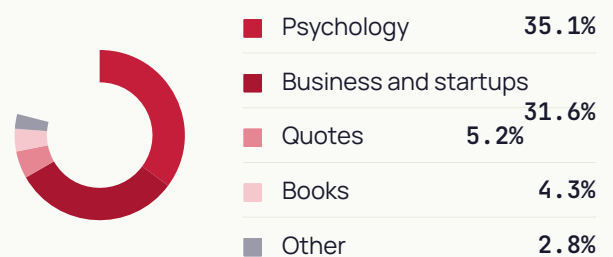
FORMAT MENTIONED IN



SIZE OF CHANNELS MENTIONING



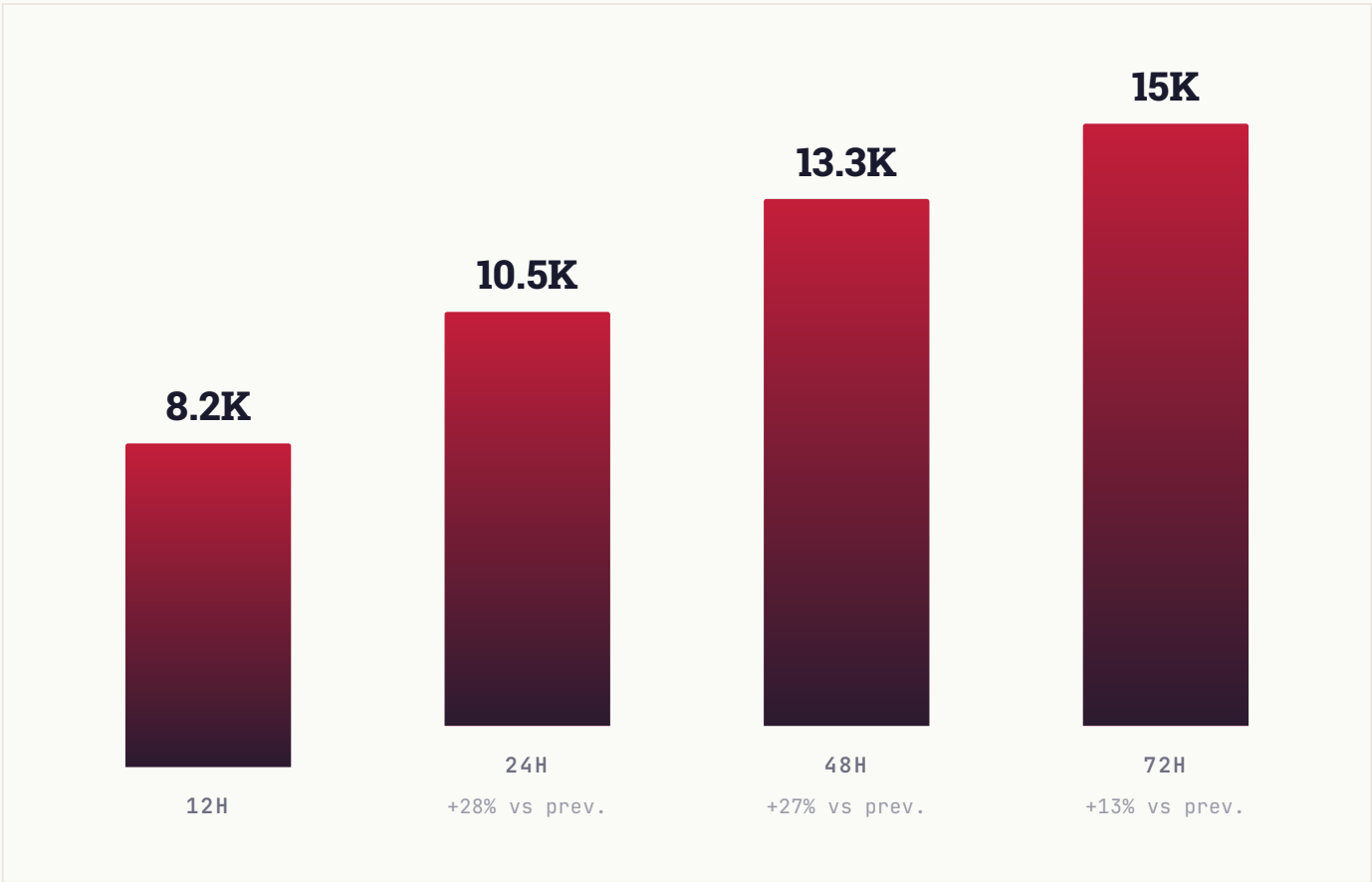
TOPICS MENTIONED IN



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 & audience. Your channel is highlighted — see its rank among niche neighbors.

CHANNEL	SUBS
MO Moscow Business	966.6K
CN Books for millions business blog	872.2K
SS M&A	495.2K
AB Shark Business	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 without gloss	256.5K
FI Finansovich Business blog YOU	140.9K

COMPARATIVE CONCLUSION

Channel in top half of niche (#38 of 100). Niche leader — Moscow Business (966.6K), median subs 102.7K. Aim for top quartile — realistic 6-12 month horizon.

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 **98**, they brought **16 437** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
December 2025	22	20	1 885
Nov 2025	11	11	2 154
Oct 2025	15	14	2 797
Sep 2025	16	16	3 423
August 2025	18	15	2 847
July 2025	16	15	3 331

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS
98	6	16 437

SECTION 08 · NICHE COMPARISON

Where the channel is in its league

Took top-100 channels in category «Business and startups» (Russia) and compared your channel. Gray bar = range for 80% of niche channels (p10-p90). Black vertical = median. Red dot = your channel.

#38/100

POSITION IN NICHE

Channel in top half of rating



— SECTION 09 · STRATEGY

What to do right now

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

01

Main post of the week — on Saturday

Audience is most active on this day at 12:00 MSK.

EFFECT

**Best window
for important
post**

02

Increase video posts share

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**

03

Systematic traffic buying

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

EFFECT

+5-15% ER

05

Cross-promo with nearby 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 us to do this **PromptPress?**

This audit is what we can do in minutes using public data. To go further — run ads through 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