

PROMTPRESS PUBLIC REPORT

Channel audit

Finance on the Go — business & trends



@finapla

№ 7590101014 Business without fluff, so you don't sink in the world of finance. Advertise: @dar_lebe Channel registered with Roskomnadzor: <https://gosuslugi.ru/snet/67bc7402f9540b3ae99dd84a>

SUBSCRIBERS

27 028

06.07.2026
+351 per month

ERR (% SEE POSTS)

44.0%

in 24h **31.0%**

REACH/POST

11.1K

[HTTPS://PROMTPRESS.COM/AUDIT/FINAPLA](https://promptpress.com/audit/finapla)
ad reach **8.4K**/24h

— CONTENTS · 2026

What's inside the report

01 Channel Snapshot

12 key metrics · AI summary

02 Content analysis

Top 5 posts · worst 3 · insights

03 Subscriber dynamics

Yearly chart · growth

04 Citation rate

Who and 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

Rank in «Business & Startups»

09 Strategy

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. The subtitle under the number shows the period it was calculated for.

 SUBSCRIBERS 27 028 —	 SUBS REACH 41.07% avg % subs see post	 VIEWS/POST 11.1K median 11.9K · 7 days	 POSTS/WEEK 2.9 for the period
 7D TREND — no data for period	 REACTIONS/POST 62.3 total 187 reactions, 246 reposts, 0 comments	 POST LENGTH 1,000 chars median 1000 · 7 days	 POSTS ANALYZED 3 7 days
 AD REACH 8.4K 24h avg	 CHURN / MONTH +351 for the last month	 CITATION RATE 66 citation index · 40 channels mentioned all time	 CHANNEL AGE 2 years 6 months created 18.12.2023

AI EDITOR SUMMARY

Channel «Finance Afloat – business and trends» – 27 028 subs. Each post averages 11.1K people (41% of subs), wide reach for a channel this size. Publishes 3 posts/week (~0/day) – rare publications.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP 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 – Sunday, 16:00 MSK.
- 05 Top posts get 1x more views than the weakest (11.1K avg top vs 11.1K worst) – among 3 posts in 7 days. Analyze what top shares: topic, format, time.

TOP 3 POSTS

Nº1 28.06 · 13:32 TEXT  Why chase newbies when you can be friends for life? 📞 Why LTV matters and how to boost revenue through retention...	VIEWS 12 027 REACTIONS 84 REPOSTS 97 ER 44.5%
Nº2 29.06 · 18:55 TEXT «Runs after mice, forgetting the cheese» The great and terrible #delegation, what is it. One of the owner's main fears. Why? Because...	VIEWS 11 949 REACTIONS 31 REPOSTS 39 ER 44.2%
Nº3 05.07 · 16:35 TEXT Money doesn't like sentiment. 📦 Blocks that keep business afloat If you want to build a #business that doesn't sink at the first storm and doesn't...	VIEWS 9 329 REACTIONS 72 REPOSTS 110 ER 34.5%

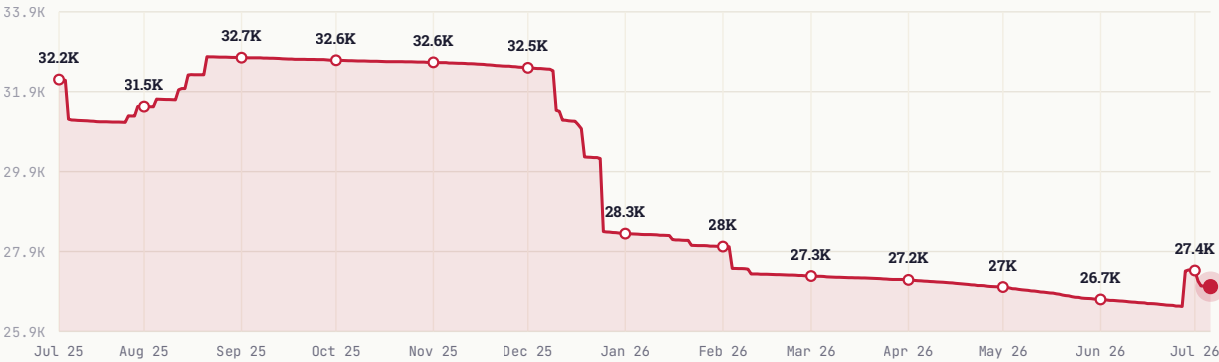
WORST 3

↓ 28.06 · 13:32 TEXT 🏃 Why chase newbies when you can be friends for life? 📞 Why LTV matters and how to boost revenue through retention...	VIEWS 12 027 REPOSTS 97	REACTIONS 84 ER 44.5%
↓ 29.06 · 18:55 TEXT «Runs after mice, forgetting the cheese» The great and terrible #delegation, what is it. One of the owner's main fears. Why? Because...	VIEWS 11 949 REPOSTS 39	REACTIONS 31 ER 44.2%
↓ 05.07 · 16:35 TEXT Money doesn't like sentiment. 📦 Blocks that keep business afloat If you want to build a #business that doesn't sink at the first storm and doesn't...	VIEWS 9 329 REPOSTS 110	REACTIONS 72 ER 34.5%

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.

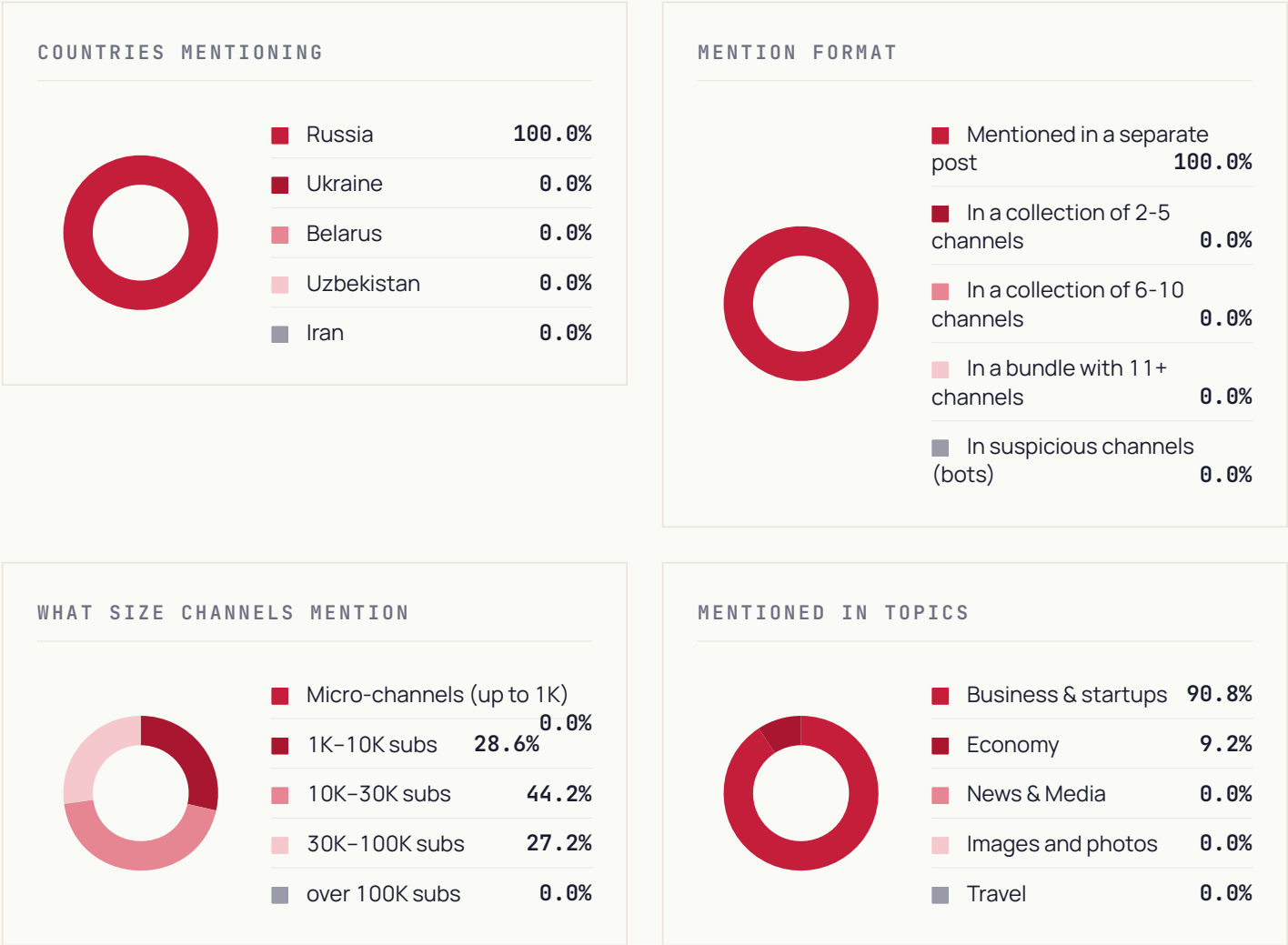


START OF PERIOD	NOW	NET GROWTH
32 171	27 028	-5 143

SECTION 04 · MENTIONS

Who and how mentions the channel

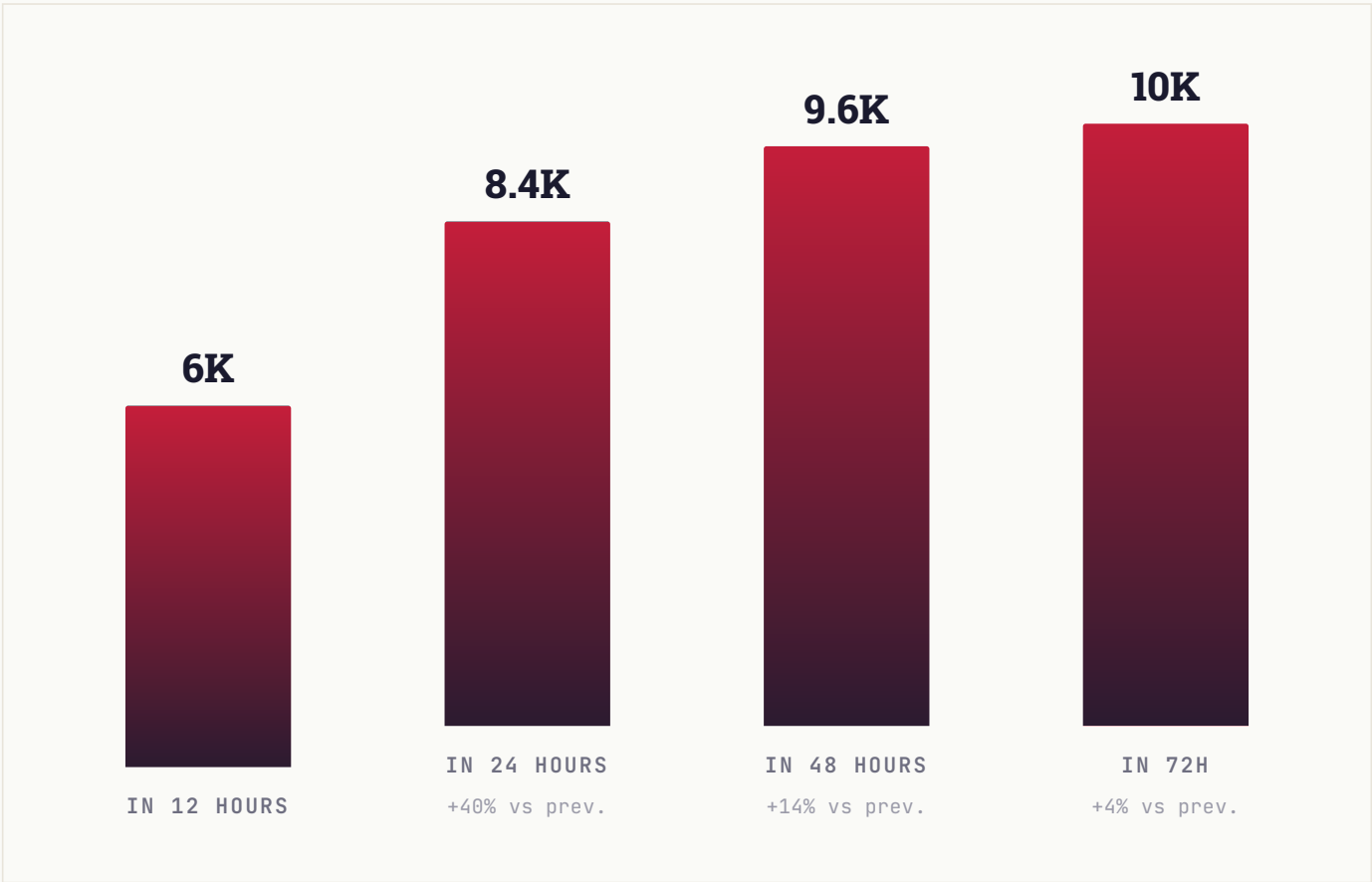
Citation index **66** – channel popularity score based on mentions. Considers not just count but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **40** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of ad post by time since publication. Helps gauge how long placement stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic & audience. Your channel highlighted — see its rank among niche peers.

CHANNEL	SUBSCRIBERS
S& Startups & Ventures	2.7M
VC Venture Capital	2.6M
ME Mohamed El Guazzar 🇪🇬	2.1M
IT ISHBOR Toshkent	1.4M
MO Moscowbusiness	1M
CN Million-dollar books business blog	864.8K
RP Roxman typing...	538.5K
AB Акула Бизнеса	498.5K
SS Mergers & acquisitions	478.5K
لز لباس زیر اقساطی ریزسابل	474.8K
FN Finance on the Go — business & trends YOU	27K

COMPARATIVE INSIGHT

Channel not yet outside niche top 98 — early growth stage. Niche leader — Startups & Ventures (2.7M), top-98 median: 164.1K. First goal — enter top-98 through systematic traffic and content 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** such mentions were **23**, they brought **1 263** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
Jan 2026	0	0	0	
December 2025	0	0	0	
Nov 2025	2	2	0	
Oct 2025	3	3	0	
Sep 2025	0	0	0	
August 2025	18	17	1 263	

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS
23	6	1 263

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

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



— SECTION 09 · STRATEGY

What to do right now

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

01**Increase posting frequency**

Now 2.9 posts/week. Active channels average 7-10.
Consistency is key to retention.

EFFECT

**Consistency
beats volume****02****Main post of the week — on Sunday**

On this day at 16:00 MSK audience is most active.

EFFECT

**Best window
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%.

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 typically boost ER by +5-15%. One weekly poll 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 minutes from public data. 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
