

PUBLIC REPORT PROMTPRESS

Channel audit

CEO печатает...



@from_ceo

Colleagues, ASAP to my channel. You'll read it between «urgent edits» and «yesterday's deadlines». Collaboration: @maximillian
RKN registry: <https://rkn.link/gWi>

SUBSCRIBERS

189 721

-8786 per month

ERR (% SEE POSTS)

3.0%

per day 1.6%

REACH/POST

3.9K

ad reach 3.1K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

SUBSCRIBERS 189 721 —	SUBSCRIBER REACH 2.04% avg % of subs see post	VIEWS/POST 3.9K median 4K · 29 days	POSTS/WEEK 42.5 for the period
7D TREND -6.9% vs previous week	REACTIONS/POST 138.8 total 25,117 reactions, 6,237 reposts, 0 comments	POST LENGTH 84 chars median 41 · 29 days	POSTS ANALYZED 181 29 days
AD REACH 3.1K 24h avg	CHURN / MONTH -8786 for the last month	CITATION RATE 65 citation index · 1,677 channels mentioned all time	CHANNEL AGE 1 year 6 months created 27.11.2024

AI EDITOR SUMMARY

Channel «CEO types...» – 189 721 subs. Each post averages 3.9K people (2% of subs), reach is low – worth expanding audience. Publishes 42 posts per week (~6/day) – active posting. For the week of June 1–7, reach dropped -6.9% by the week of May 25–31 – worth analyzing the reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS SHARE

- 01 Analysis based on **181** posts over 29 days.
- 02 Dominant format – **Photo** (122/181 posts).
- 03 Avg post length – **84** characters (median 41).
- 04 Audience peak activity – **Sunday**, 17:00 MSK.
- 05 Top posts get **1x** more views than the weakest (4.7K avg for top vs 3.4K for bottom) – across 181 posts in 29 days. Worth analyzing what the top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 24.05 · 14:52 PHOTO Colleagues, the expense might also upset you.	VIEWS 4 768 REPOSTS 43	REACTIONS 175 ER 2.5%
Nº2 17.05 · 12:02 VIDEO Colleagues, he's a genius.	VIEWS 4 626 REPOSTS 44	REACTIONS 137 ER 2.4%
Nº3 17.05 · 19:55 PHOTO Colleagues, tomorrow this awaits us all:	VIEWS 4 572 REPOSTS 56	REACTIONS 129 ER 2.4%

Nº4

24.05 · 20:44

TEXT

Colleagues, won't make it tomorrow, sick. Ate too many chips.

VIEWS

4 545

REPOSTS

22

REACTIONS

117

ER

2.4%

Nº5

17.05 · 15:37

PHOTO

Colleagues, how do you like the conditions? Even have windows.

VIEWS

4 519

REPOSTS

31

REACTIONS

113

ER

2.4%

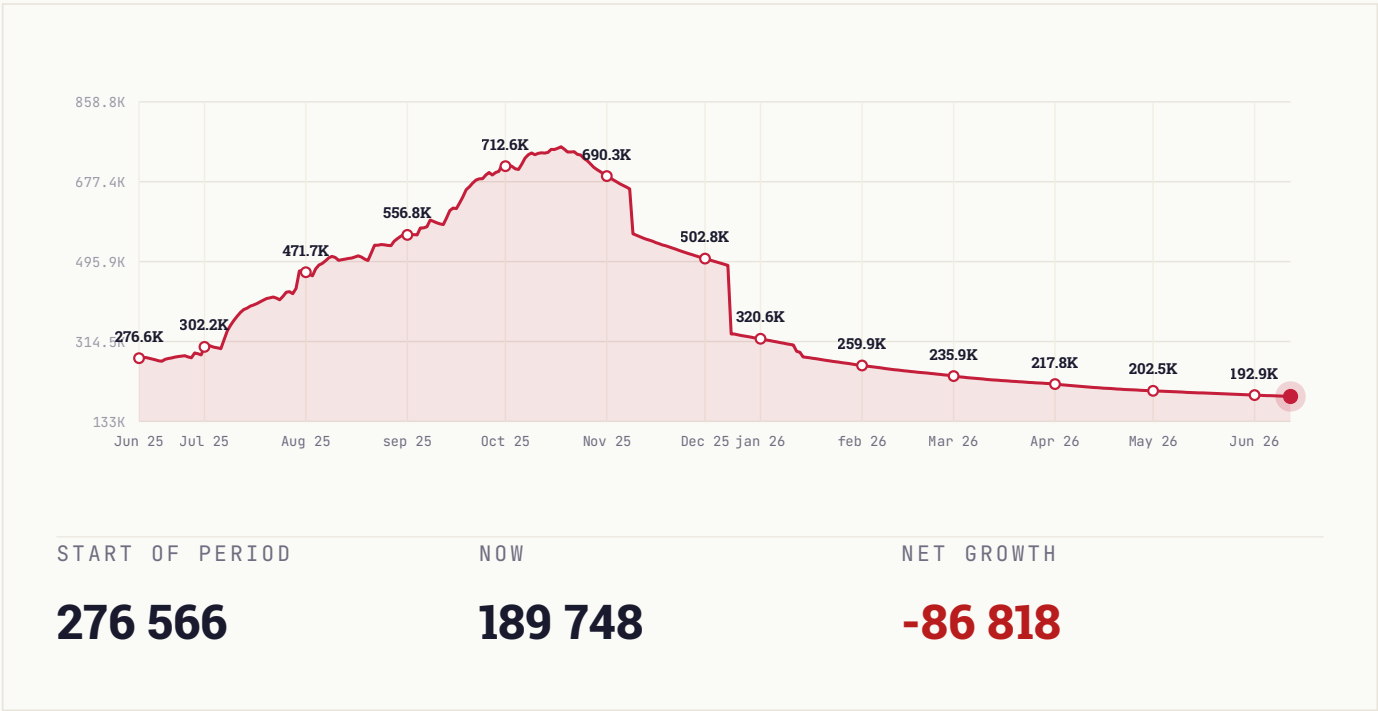
WORST 3

↓ 09.06 · 14:01 PHOTO Colleagues, this is what responsibility looks like:	VIEWS 3 459 REPOSTS 28 REACTIONS 179 ER 1.8%
↓ 09.06 · 09:23 PHOTO Colleagues, better not bother accounting.	VIEWS 3 410 REPOSTS 24 REACTIONS 117 ER 1.8%
↓ 08.06 · 09:51 PHOTO Colleagues, oops...	VIEWS 3 383 REPOSTS 29 REACTIONS 160 ER 1.8%

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.

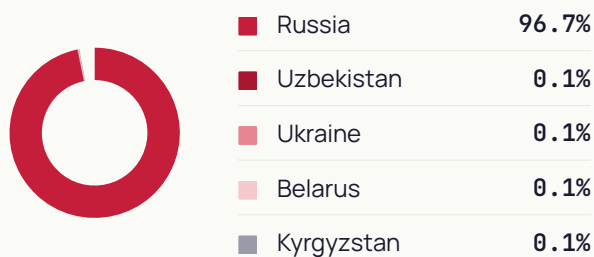


— SECTION 04 • MENTIONS

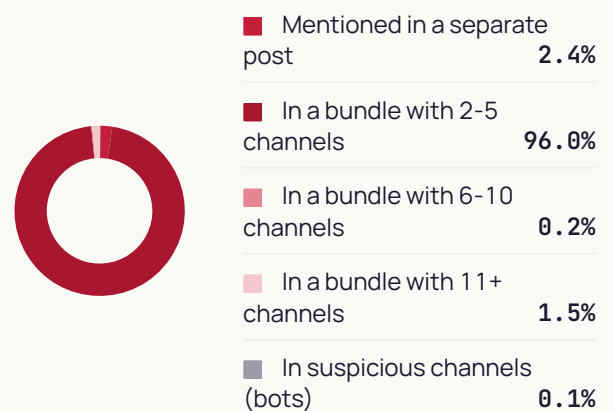
Who how mentions the channel

Citation index **65** — 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 mentioned **1 677** different channels.

COUNTRIES MENTIONING



FORMAT MENTIONED IN



SIZE OF CHANNELS MENTIONING



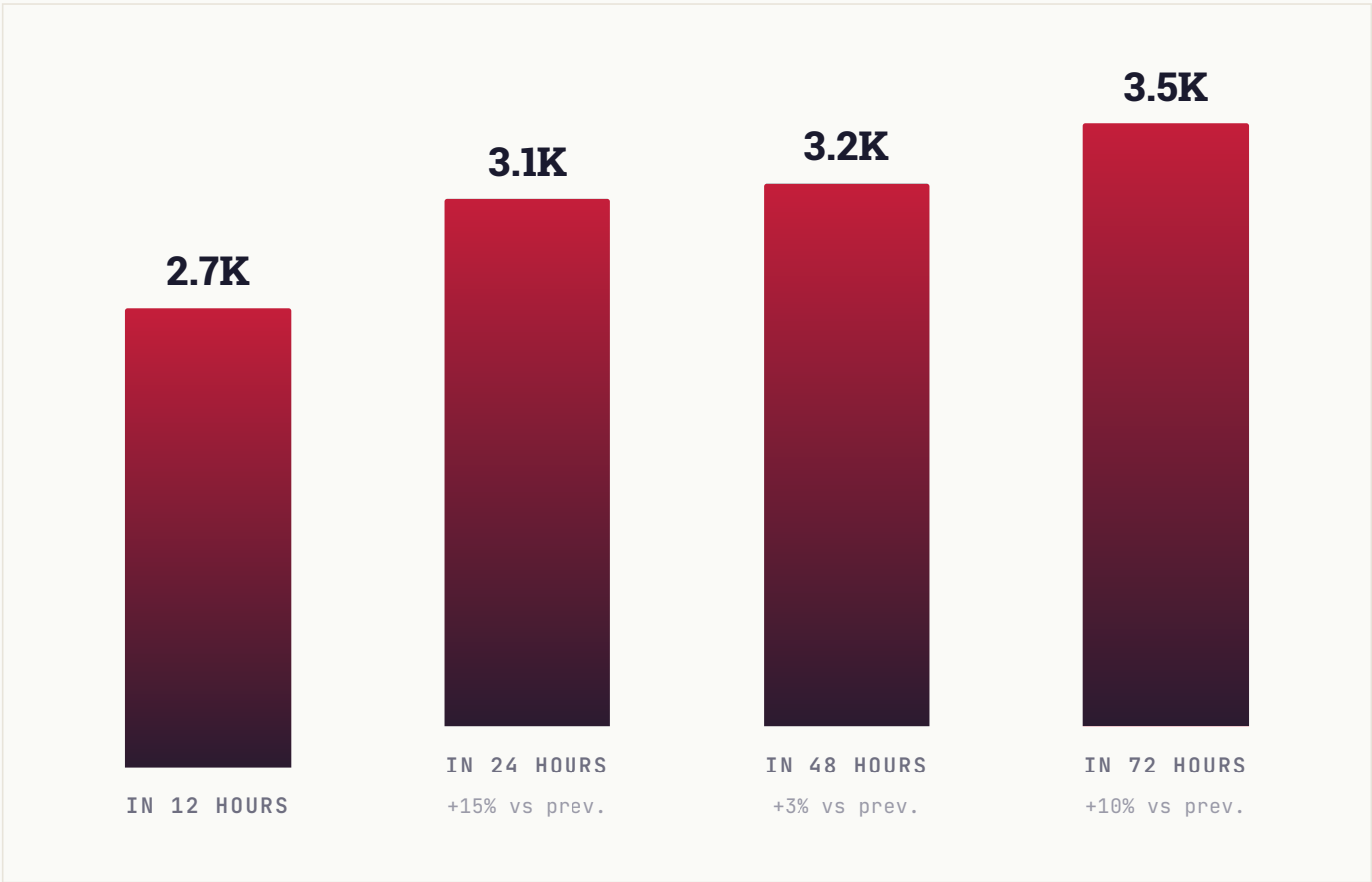
TOPICS MENTIONED IN



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of an ad post over time since publication. Helps estimate how long 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 Moscow business	966.6K
CN Million-Dollar Books business blog	872.2K
SS M&A	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
PP Russian Retail & Business	289.2K
2H 25th Hour • Business & Finance	288.4K
BB Business Without Gloss	256.5K
CP CEO печатает... YOU	189.7K

COMPARATIVE INSIGHT

Channel in top quartile of niche (#18 of 100). Leader — Moscow business (966.6K). Goal for coming months: enter top 10 of niche through systematic traffic work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we track posts in other channels that mention yours. Over the last **6 months** mentions found **1 616**, they brought **565 103** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
December 2025	0	0	0	
November 2025	16	16	0	
October 2025	1 595	1 534	60 353	
September 2025	1	1	176 746	
August 2025	0	0	116 408	
July 2025	4	2	211 596	
TOTAL MENTIONS		MONTHS OF DATA	ACQUIRED SUBSCRIBERS	
1 616		6	565 103	

— SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

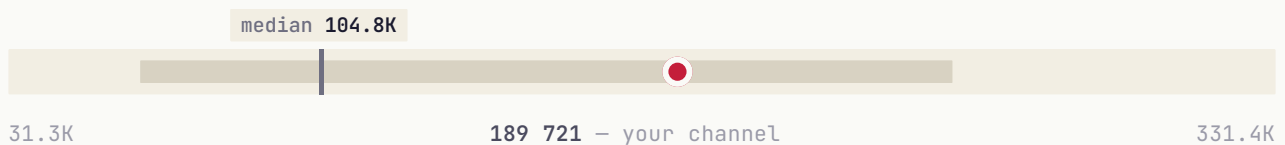
Took top-100 channels in category "Business & Startups» (Russia) and compared your channel. Gray band = range where 80% of niche channels fall (p10 to p90). Black vertical = median. Red dot = your channel.

#18 /100

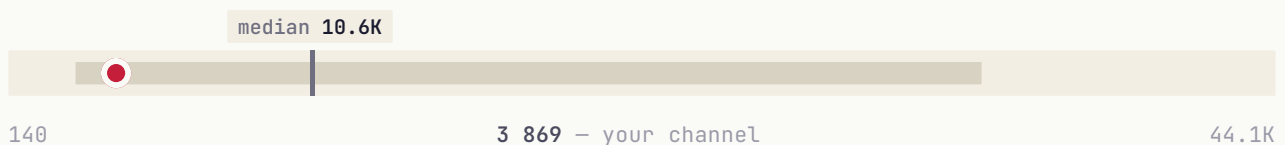
POSITION IN NICHE

Channel in top 18% – strong position

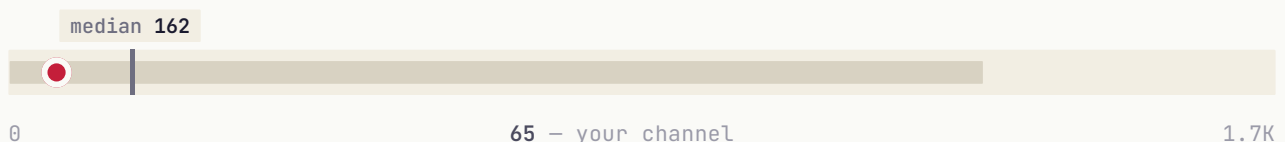
SUBSCRIBERS

better than 72% of niche

AVG REACH / POST

worse than median by 64%

CITATION INDEX

worse than median by 60%

— SECTION 09 · STRATEGY

What to do right now

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

01**Top post of the week — Sunday**

Audience is most active on this day at 17:00 MSK.

EFFECT

**Best window
for important
post****02****ER below niche benchmark — rethink formats**

Current ER 2.04% vs norm 3.5%. Try polls & interactive formats.

EFFECT

+1.5pp ER**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 is an easy growth lever.

EFFECT

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

Exchange posts with same-segment channels once a quarter. 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 ad <https://panel.promptpress.com/register>

02 Contact manager t.me/PromptPress_manager
