

— PUBLIC REPORT BY PROMTPRESS

Channel audit

Millions | Business blog



@gain_business

Ideas for Millions from Business ■ For all questions:

@Roman_Kedrov RKN: <https://vk.cc/cFXvq1>

SUBSCRIBERS

178 337

-1315 per month

ERR (% SEE POSTS)

6.0%

daily 3.4%

REACH/POST

10.2K

ad reach 6.1K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 178 337 —	 SUBSCRIBER REACH 5.71% avg % subs see post	 VIEWS/POST 10.2K median 10.7K · 29 days	 POSTS/WEEK 19.1 for period
 7D TREND -3.4% vs previous week	 REACTIONS/POST — MTPROTO only	 POST LENGTH 575 chars median 538 · 29 days	 POSTS ANALYZED 80 29 days
 AD REACH 6.1K 24h avg	 CHURN / MONTH -1315 last month	 QUOTABILITY 263 citation index · 353 channels mentioned all time	 CHANNEL AGE 5 years 7 months created 30.10.2020

AI EDITOR SUMMARY

Channel «Millions | Business blog» — 178 337 subs. Each post averages 10.2K people (6% from subs), reach low — need to grow audience. Posts 19 posts/week (~3/day) — regular. Week Jun 1–7 reach stable (-3.4% vs week of May 25–31).

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and underperformers — to see what to repeat and what to drop from rotation.

WHAT TOP POSTS SHARE

- 01 Analysis based on 80 posts in 29 days.
- 02 Dominant format — Photo (80/80 posts).
- 03 Avg post length — 575 chars (median 538).
- 04 Audience peak activity — Wed, 14:00 MSK.
- 05 Top posts get 1x more views than the weakest (11.5K avg top vs 8.7K worst) — across 80 posts in 29 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 18.05 · 15:22 PHOTO Bad habit: wanting lots of money fast This habit programs you for poverty and prevents wealth What do you need for happiness?...		VIEWS 11 474	REACTIONS —
		REPOSTS —	ER 6.4%
Nº2 14.05 · 07:22 PHOTO Delight customers Turn half your buyers into regulars. Give gifts regardless of occasion...		VIEWS 11 449	REACTIONS —
		REPOSTS —	ER 6.4%
Nº3 14.05 · 15:43 PHOTO Optimizing market offer Low price doesn't guarantee demand. With high quality, a high price won't...		VIEWS 11 438	REACTIONS —
		REPOSTS —	ER 6.4%

Nº4 14.05 • 11:22 PHOTO Optimize your marketing By developing ad strategies you improve business. The shift is noticeable...	VIEWS 11 357 REPOSTS — REACTIONS — ER 6.4%
Nº5 17.05 • 07:25 PHOTO Start earning passive income Imagine not having to work overtime to earn extra income. There is...	VIEWS 11 337 REPOSTS — REACTIONS — ER 6.4%

WORST 3

↓ 09.06 • 07:24 PHOTO The pink introspection phenomenon Jack Daniel's is the most popular whiskey brand in the US with a 150-year history. So it has every right to twice...	VIEWS 8 827 REPOSTS 67 REACTIONS — ER 4.9%
↓ 09.06 • 11:24 PHOTO ☒ Never spend more than you earn Otherwise you'll always be a slave to money: living paycheck to paycheck or...	VIEWS 8 698 REPOSTS 58 REACTIONS — ER 4.9%
↓ 09.06 • 15:28 PHOTO Managing promises and expectations In business and life, it's important to be reliable and responsible. Managing client and partner expectations...	VIEWS 8 564 REPOSTS 64 REACTIONS — ER 4.8%

SECTION 03 • SUBSCRIBER DYNAMICS

How the channel grew over the year

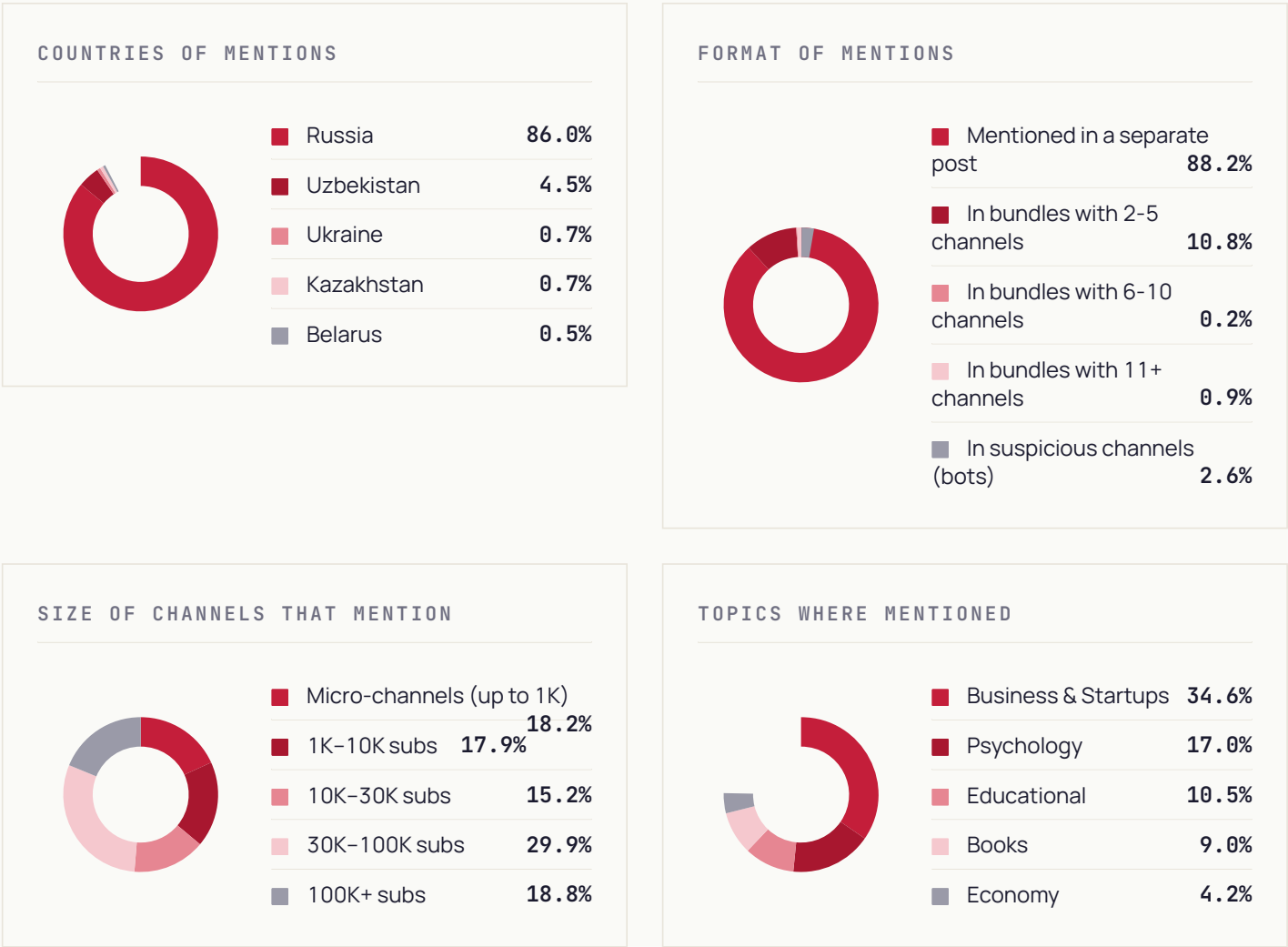
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth and decline.



SECTION 04 · MENTIONS

Who mentions the channel & how

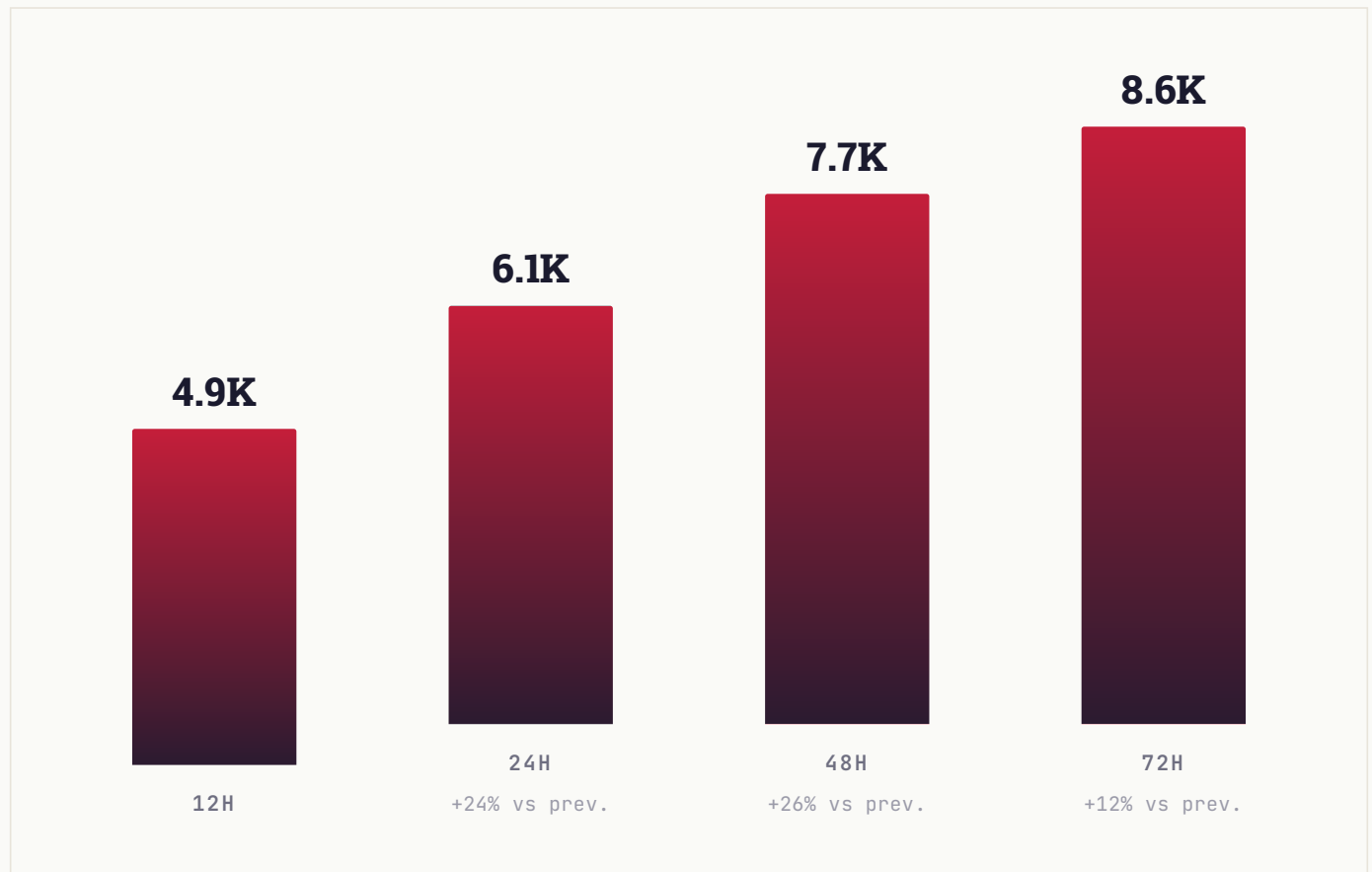
Citation index **263** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned **353** different channels.



— SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post by time since publication. Helps estimate how long a placement should «live».



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
MO Moscowbusiness	966.6K
CN Books for 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
RR Russian retail & business	289.2K
2H 25th Hour • Business & Finance	288.4K
BB Business Without Gloss	256.5K
MI Millions Business blog YOU	178.3K

COMPARATIVE INSIGHT

Channel in top quarter of niche (#21 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

Monthly we track posts in other channels that mention yours. Over the last **6 months** such mentions **88**, they brought **10 253** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	15	13	719
November 2025	16	13	1 084
October 2025	13	13	1 392
September 2025	17	14	3 176
August 2025	12	12	1 935
July 2025	15	13	1 947

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS
88	6	10 253

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 where 80% of niche channels fall (p10 to p90). Black vertical: median. Red dot: your channel.

#21/100

NICHE RANK

Channel in top 21% – strong position

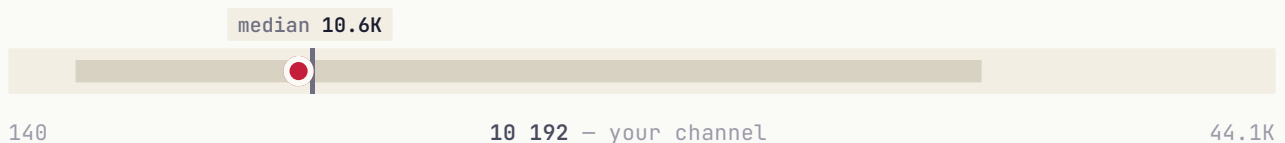
SUBSCRIBERS

better than 69% of niche



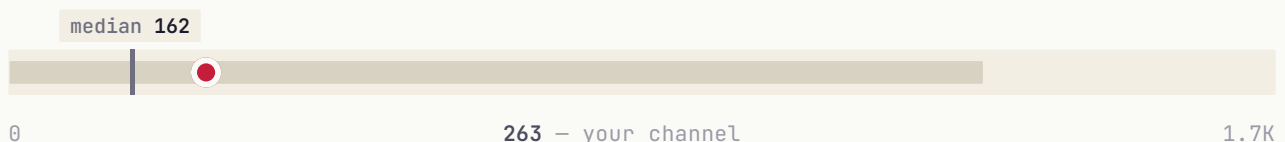
AVG REACH / POST

4% below median



CITATION INDEX

better than 53% of niche



— SECTION 09 · STRATEGY

What to do right now

5 priority actions sorted by expected impact. Can be checked off and revisited in a month.

- 01

Top post of the week — on Wednesday

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

EFFECT

Best time for important posts
- 02

Increase share of video posts

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 point.

EFFECT

+5-15% ER
- 05

Cross-promo with nearby channels

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

EFFECT

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 Telegram ads

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

02

Contact manager

t.me/PromptPress_manager