

PROMTPRESS PUBLIC REPORT

Channel audit

Where's the money, Zin?



@gdemoneyzina

Entry by request, we filter bots (instant approval) Ads:

@Pr_r_rekLama Partners: @bidfox_news RKN: <https://clck.ru/3Scadq>

SUBSCRIBERS

67 878

-3035 per month

ERR (% SEE POSTS)

4.0%

per day 2.0%

REACH/POST

2.6K

ad reach 1.4K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. Subtitle shows the period.

SUBSCRIBERS 67 878 -	SUBS REACH 3.79% avg % subs see post	VIEWS/POST 2.6K median 2.7K · 29 days	POSTS/DAY 10.8 ~75 per week
7D TREND -7.0% vs previous week	REACTIONS/POST 22.8 total 7,226 reactions, 3,449 reposts, 0 comments	POST LENGTH 264 chars median 273 · 29 days	POSTS ANALYZED 317 29 days
AD REACH 1.4K 24h avg	CHURN / MONTH -3035 over the last month	CITATION RATE 300 citation index · 914 channels mentioned all time	CHANNEL AGE 10 months 6 days created 07.08.2025

AI EDITOR SUMMARY

Channel «Where's the money, Zin?» – 67 878 subs. Each post averages 2.6K people (4% from subs), reach is low – need to grow audience. Publishes 75 posts per week (~11/day) – very active. For the week of Jun 1–7, reach dropped by -7.0% vs week of May 25–31 – worth analyzing reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on 317 posts over 29 days.
- 02 Dominant format – Text (175/317 posts).
- 03 Avg post length – 264 chars (median 273).
- 04 Peak audience activity – Sunday, 20:00 MSK.
- 05 Top posts get 2x more views than the weakest (3.4K avg for top vs 1.7K for worst) – among 317 posts over 29 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 17.05 · 06:08 TEXT ☒ Gen Z storms job market Up to 60 students apply per vacancy, competition surged 560% in a year, writes Mash Money...	VIEWS 3 390 REPOSTS 14	REACTIONS 20 ER 5.0%
Nº2 16.05 · 14:57 VIDEO They compared Lexus LX 600 price in US vs Russia. Guess where cheaper? 3x less... Now with this info...	VIEWS 3 387 REPOSTS 26	REACTIONS 44 ER 5.0%
Nº3 17.05 · 06:34 TEXT ☒ Average salaries to exceed 130,000 RUB? According to officials, average salaries in Russia will exceed 130K RUB by 2029. Growth vs...	VIEWS 3 379 REPOSTS 5	REACTIONS 55 ER 5.0%

Nº4 17.05 · 07:05 TEXT ☒ Scammers target hot water Scammers use hot water shutdown theme. Russians receive fake messages allegedly from utilities...	VIEWS 3 354 REPOSTS 24	REACTIONS — ER 4.9%
Nº5 17.05 · 13:00 PHOTO ☒ "Verdict" for office workers Office workers may be massively replaced by AI in the next 12–18 months. Such forecast...	VIEWS 3 315 REPOSTS 28	REACTIONS 26 ER 4.9%

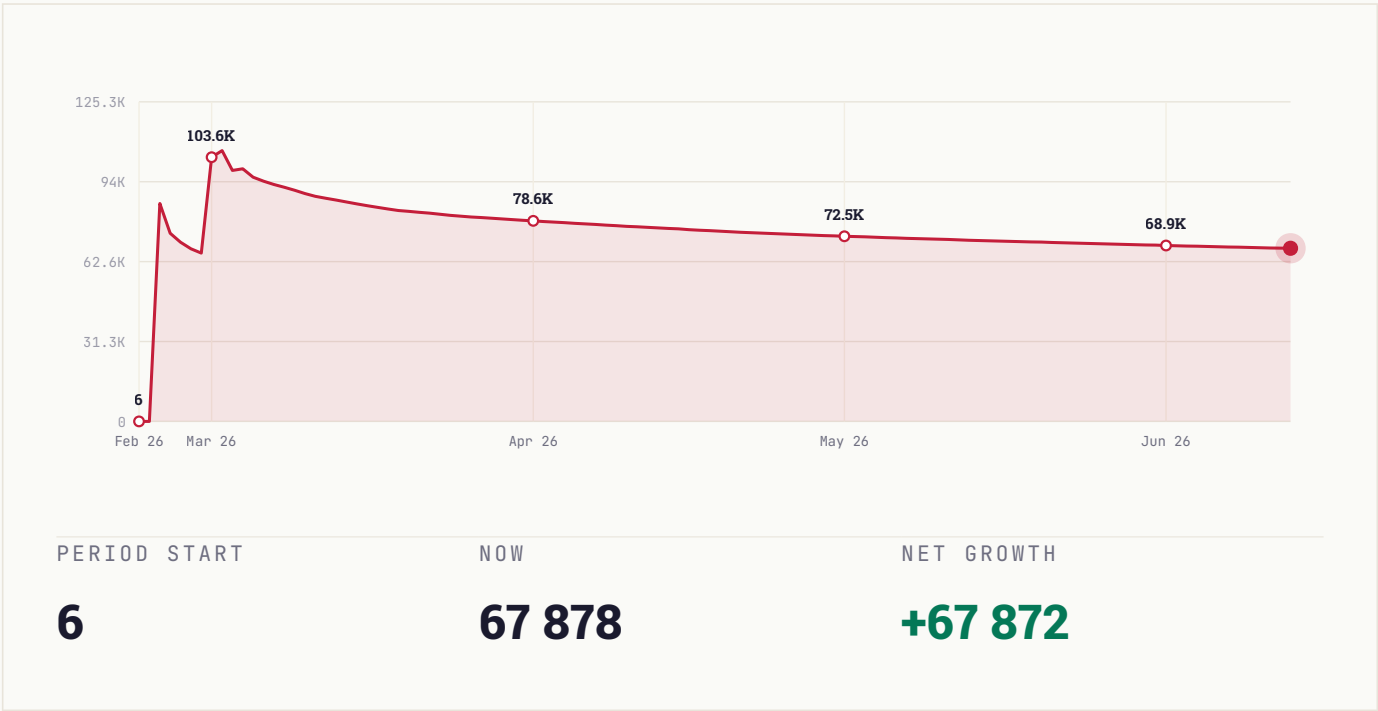
WORST 3

↓ 09.06 · 16:11 TEXT 🗿 "The tiger sat down a bit..." This isn't zoo news. It's still a money channel. This ☒ is how a Deputy Finance Minister's comment starts...	VIEWS 1 750 REPOSTS 2	REACTIONS 11 ER 2.6%
↓ 09.06 · 13:40 TEXT ☒ Roblox to be unblocked? Ministry of Digital and Roskomnadzor support unblocking Roblox in Russia. Authorities contacted law enforcement...	VIEWS 1 745 REPOSTS 3	REACTIONS 17 ER 2.6%
↓ 09.06 · 16:32 PHOTO ☒ Central Bank official rates down again. USD — 71.73 RUB.	VIEWS 1 694 REPOSTS 1	REACTIONS 8 ER 2.5%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

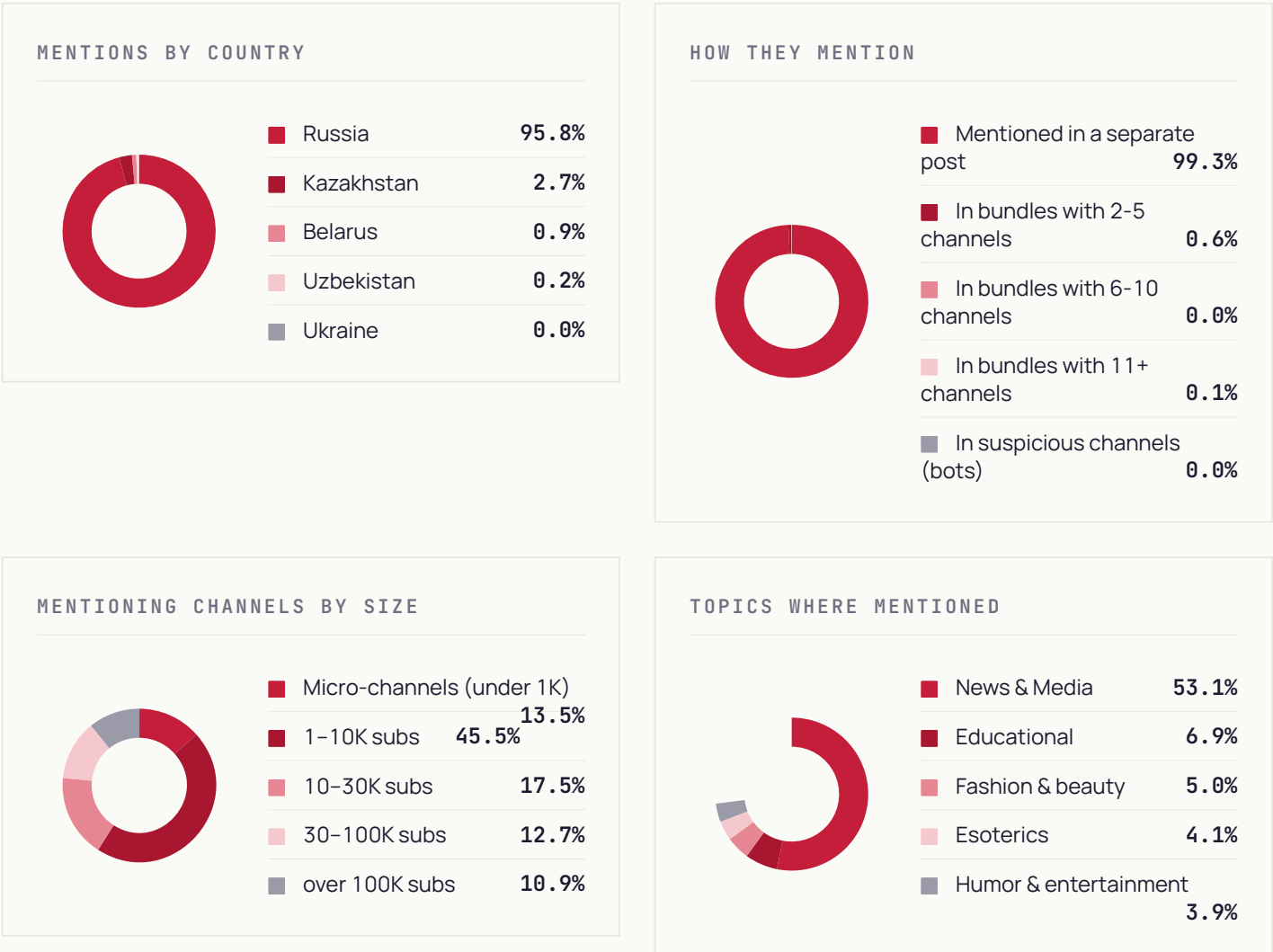
Subscriber growth chart over the year. Key months show exact sub count. See which months gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

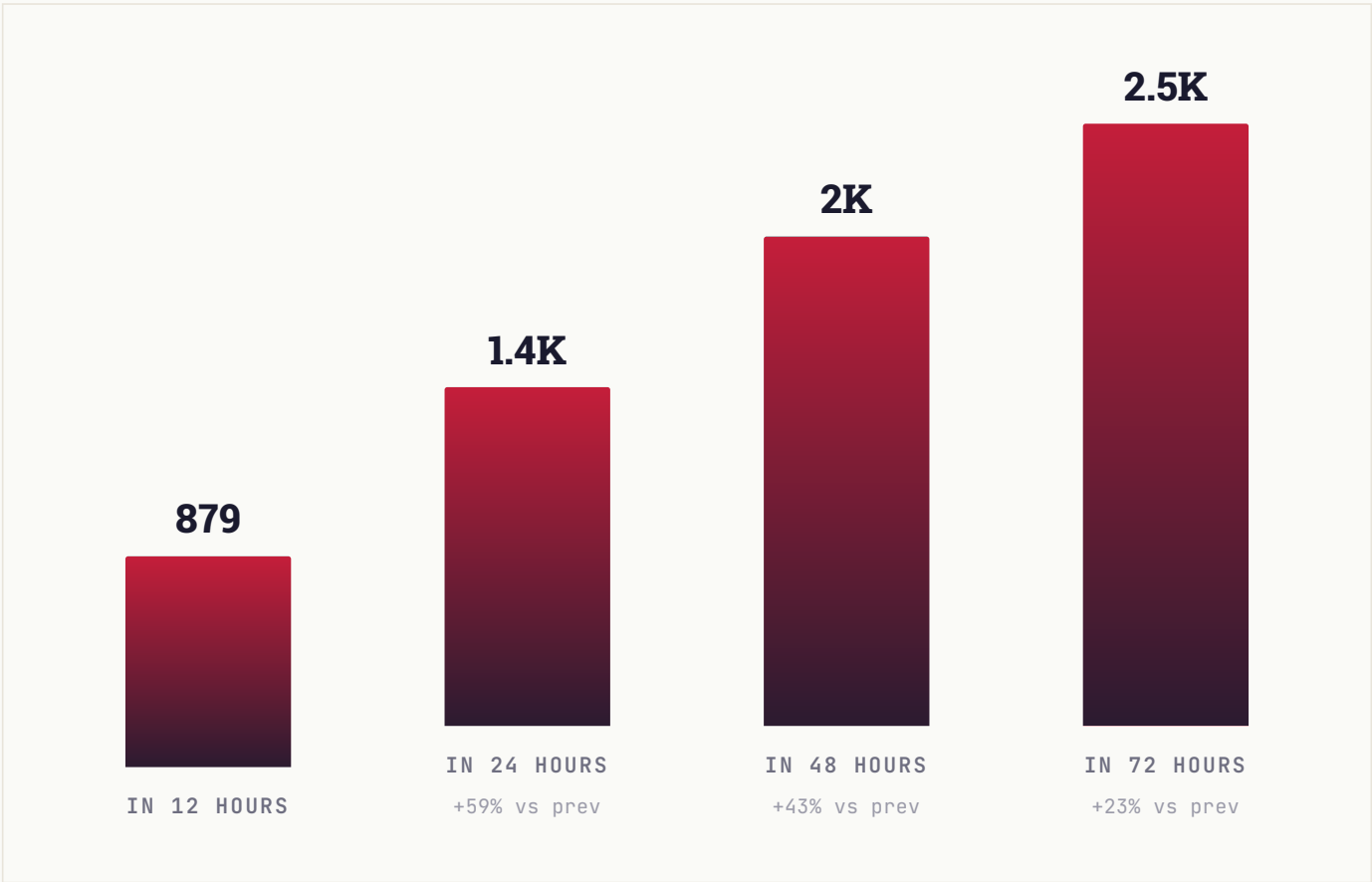
Citation index **300** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from 1K. All time channel was mentioned **914** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg ad post reach over time from publication. Helps gauge 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 peers.

CHANNEL	SUBSCRIBERS
MO Moscowbusiness	966.6K
CN Million-dollar books business blog	872.2K
CPM 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
ER Russian Retail & Business	289.2K
2H 25th hour • Business & Finance	288.4K
BB Business without gloss	256.5K
GD Where's the money, Zin? YOU	67.9K

COMPARATIVE INSIGHT

Channel in bottom half of top-100 niche (#81 of 100). Niche median — 102.7K subs. First growth KPI — reach median. Leader: Moscowbusiness (966.6K).

SECTION 07 • NICHE COMPARISON

Where the channel ranks in its league

Took top-100 channels in category "Business and startups» (Russia) and saw how your channel compares. Gray band — range covering 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

#81/100

RANK IN NICHE

Channel in bottom half of ranking

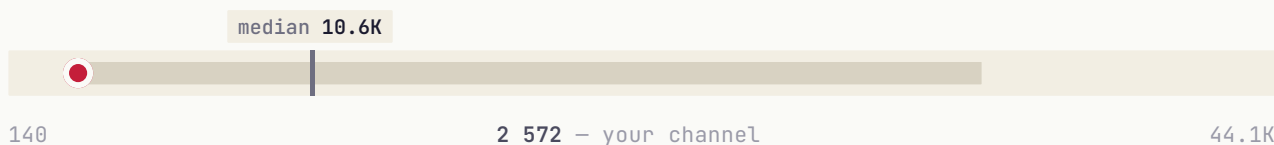
SUBSCRIBERS

35% below median



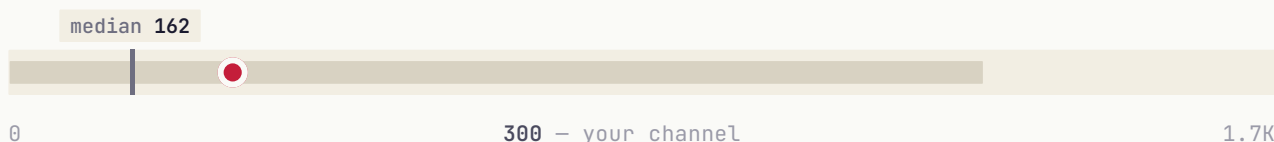
AVG REACH / POST

76% below median



CITATION INDEX

better than 54% of niche



— SECTION 08 · 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 most active on this day at 20:00 MSK.

EFFECT
Best window for important post
- 02

Increase share of video posts
Video in Telegram holds audience longer and is favored by algorithm. Recommend 15-25% share.

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 neighboring channels
Cross-post with same-segment 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 is what we can do in minutes using public data. To go further — run ads with us and hit your growth target in a month.

01

Launch ads in Telegram

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

02

Contact manager

t.me/PromptPress_manager