

PUBLIC REPORT BY PROMTPRESS

Channel audit

I'm CEO, beach



@imceobeach

Adequate startup boss. For all questions: @ibragimibragimov1 VK:
<https://vk.com/imceobeach> Max: <https://max.ru/join/MYc91G84v9ukp8hThvjxrYf2zj3p4SJHMzquvN8b0k8>

SUBSCRIBERS

66 497

-143 per month

ERR (% SEE POSTS)

50.0%

daily 18.6%

REACH/POST

32.7K

ad reach 12.4K/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 & how mentions the channel

05 Ad potential

How long a post drives reach

06 Competitors

Niche neighbors · your place

07 Mention dynamics

6 months · monthly

08 Niche comparison

Rank in 'Business & Startups' category

09 Strategy

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card = one channel health indicator. Subtitle shows period.

 SUBSCRIBERS 66 497 —	 SUBSCRIBER REACH 49.19% avg % subs see post	 VIEWS/POST 32.7K median 34K · 27 days	 POSTS/WEEK 5.8 for the period
 7D TREND -18.0% vs previous week	 REACTIONS/POST 927.0 total 21,322 reactions, 10,219 reposts, 0 comments	 POST LENGTH 261 chars median 197 · 27 days	 POSTS ANALYZED 23 27 days
 AD REACH 12.4K 24h avg	 CHURN / MONTH -143 last month	 CITATION RATE 44 citation index · 540 channels mentioned all time	 CHANNEL AGE 3 years 11 months created 11.07.2022

AI EDITOR SUMMARY

Channel «I’m CEO, beach» — 66 497 subs. Each post avg views 32.7K people (49% from subs), wide reach for a channel this size. Publishes 6 posts/week (~1/day) — rare publications. For week Jun 1–7, reach dropped -18.0% to week May 25–31 — worth analyzing why.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on 23 posts over 27 days.
- 02 Dominant format – Text (23/23 posts).
- 03 Avg post length – 261 chars (median 197).
- 04 Peak audience activity – Thursday, 11:00 MSK.
- 05 Top posts get 2x more views than the weakest (42K avg top vs 21K worst) – among 23 posts over 27 days. Worth analyzing what top posts have in common: topic, format, timing.

TOP 5 POSTS

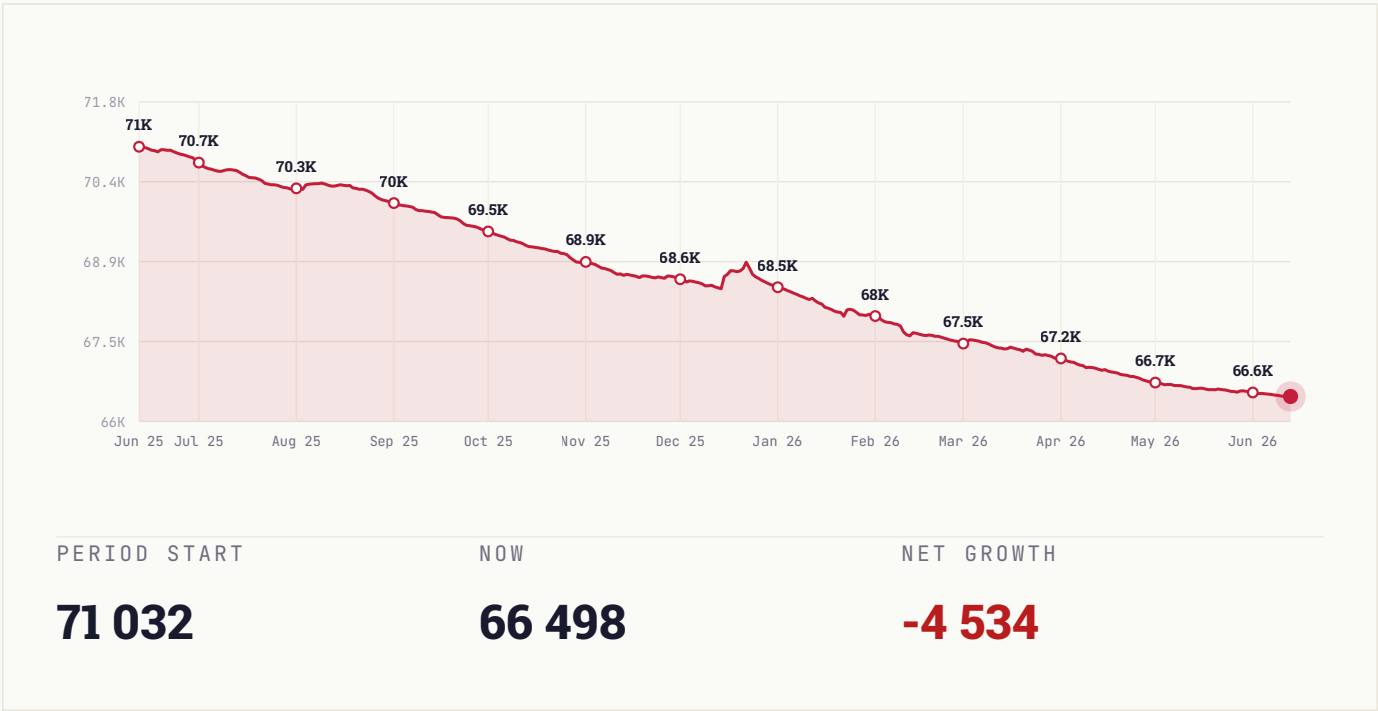
Nº1 28.05 · 08:00 TEXT Team, please stop interviewing with competitors. They call me asking where I find such idiots. And this is...	VIEWS 45 164 REP. 920	REACTIONS 1 479 ER 67.9%
Nº2 27.05 · 15:02 TEXT Team, reminder: no need to stay at the office after 19:00. You have a personal life besides work. Just so you know, for...	VIEWS 41 295 REP. 513	REACTIONS 966 ER 62.1%
Nº3 14.05 · 07:11 TEXT Team, turns out Oleg is not an idiot. He's just niche.	VIEWS 39 677 REP. 1 074	REACTIONS 1 385 ER 59.7%

Nº4 19.05 · 06:46 TEXT Team, I understand that in Russia the word 'pidoras' is no longer officially considered profanity. But let's not start meetings with...	<table><tr><th>VIEWS</th><th>REACTIONS</th></tr><tr><td>38 279</td><td>1 209</td></tr><tr><td>REP.</td><td>ER</td></tr><tr><td>1 079</td><td>57.6%</td></tr></table>	VIEWS	REACTIONS	38 279	1 209	REP.	ER	1 079	57.6%
VIEWS	REACTIONS								
38 279	1 209								
REP.	ER								
1 079	57.6%								
Nº5 15.05 · 13:31 TEXT Team, we need to optimize work with AI. Found research on which areas and tasks use neural networks...	<table><tr><th>VIEWS</th><th>REACTIONS</th></tr><tr><td>37 762</td><td>591</td></tr><tr><td>REP.</td><td>ER</td></tr><tr><td>109</td><td>56.8%</td></tr></table>	VIEWS	REACTIONS	37 762	591	REP.	ER	109	56.8%
VIEWS	REACTIONS								
37 762	591								
REP.	ER								
109	56.8%								
WORST 3									
↓ 02.06 · 07:35 TEXT Team, we have Kolbaskin and Kotletkin in one department. HR has been looking for a head for their dept for 6 months. Question to HR, how...	<table><tr><th>VIEWS</th><th>REACTIONS</th></tr><tr><td>29 515</td><td>1 028</td></tr><tr><td>REP.</td><td>ER</td></tr><tr><td>384</td><td>44.4%</td></tr></table>	VIEWS	REACTIONS	29 515	1 028	REP.	ER	384	44.4%
VIEWS	REACTIONS								
29 515	1 028								
REP.	ER								
384	44.4%								
↓ 08.06 · 07:44 TEXT Team, we're a modern company, always need to be on trend. Put on wide pants, come to the meeting room - we'll shout in chorus...	<table><tr><th>VIEWS</th><th>REACTIONS</th></tr><tr><td>18 316</td><td>821</td></tr><tr><td>REP.</td><td>ER</td></tr><tr><td>227</td><td>27.5%</td></tr></table>	VIEWS	REACTIONS	18 316	821	REP.	ER	227	27.5%
VIEWS	REACTIONS								
18 316	821								
REP.	ER								
227	27.5%								
↓ 09.06 · 07:00 TEXT Team, heard your request to communicate without extra emotions and swearing to avoid a tense atmosphere. So carefully...	<table><tr><th>VIEWS</th><th>REACTIONS</th></tr><tr><td>15 115</td><td>759</td></tr><tr><td>REP.</td><td>ER</td></tr><tr><td>267</td><td>22.7%</td></tr></table>	VIEWS	REACTIONS	15 115	759	REP.	ER	267	22.7%
VIEWS	REACTIONS								
15 115	759								
REP.	ER								
267	22.7%								

SECTION 03 · SUBSCRIBER DYNAMICS

Channel growth over the year

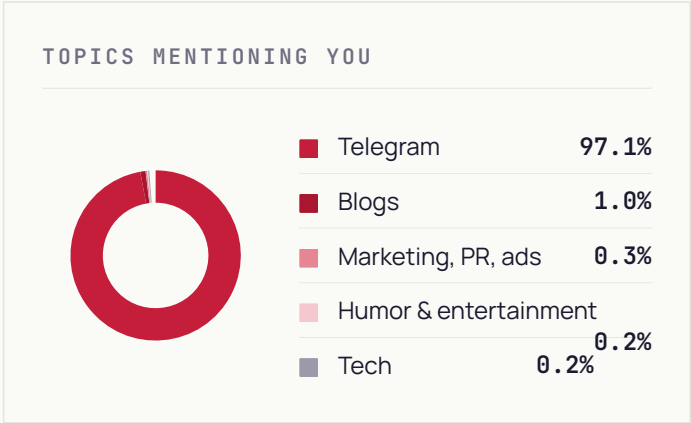
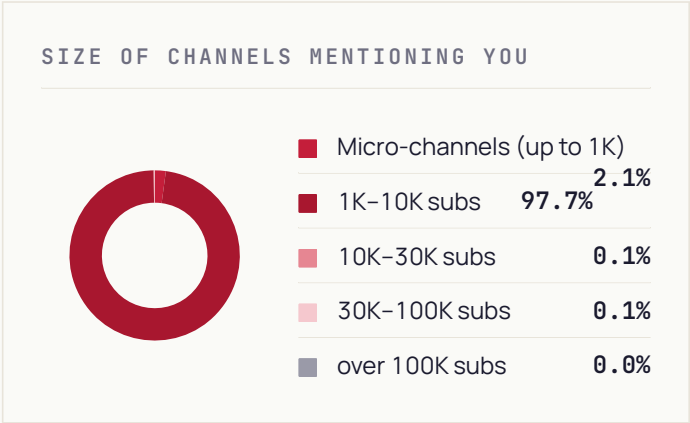
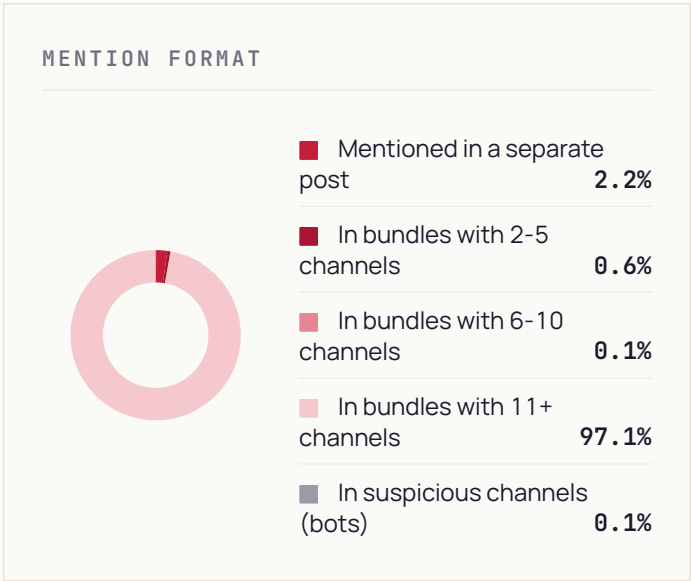
Subscriber growth chart for the year. Key months show exact subs. See gains & losses.



SECTION 04 · MENTIONS

Who and how mentions the channel

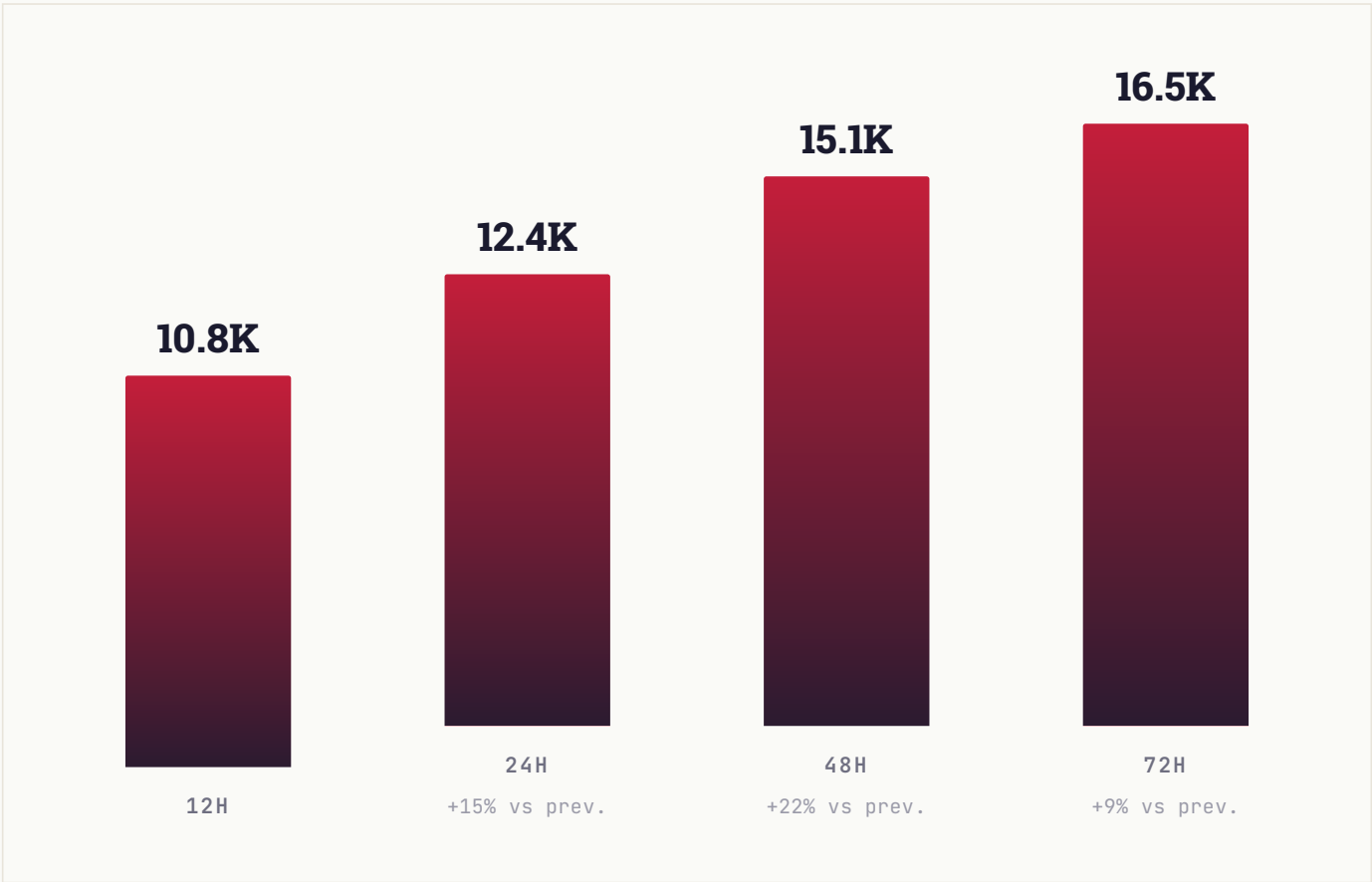
Citation index **44** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from 1K subs. All time channel was mentioned **540** different channels.



SECTION 05 · AD POTENTIAL

How long a post drives reach

Avg ad post reach over 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	SUBSCRIBERS
MO Moscowbusiness	966.6K
CN Million-Dollar Books 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
PR Russian retail & business	289.2K
2H 25th Hour • Business & Finance	288.4K
BB Business Unfiltered	256.5K
IC I'm CEO, beach YOU	66.5K

COMPARATIVE INSIGHT

Channel in bottom half of top-100 niche (#84 of 100). Niche median — 102.7K subs. First growth KPI — reach median. Leader: Moscowbusiness (966.6K).

SECTION 07 · MENTION DYNAMICS

How often channel is mentioned

We track posts mentioning your channel monthly. Over the last **6 months** such mentions were **20**, they brought **862** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
Dec 2025	11	7	530	
November 2025	0	0	136	
October 2025	2	2	0	
September 2025	3	3	0	
August 2025	2	2	162	
Jul 2025	2	1	34	

TOTAL MENTIONS	MONTHS OF DATA	GAINED SUBSCRIBERS
20	6	862

— SECTION 08 • NICHE COMPARISON

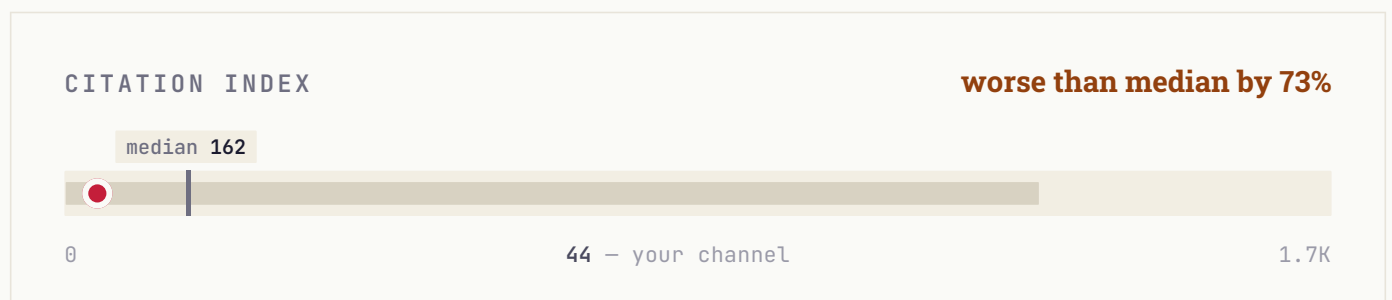
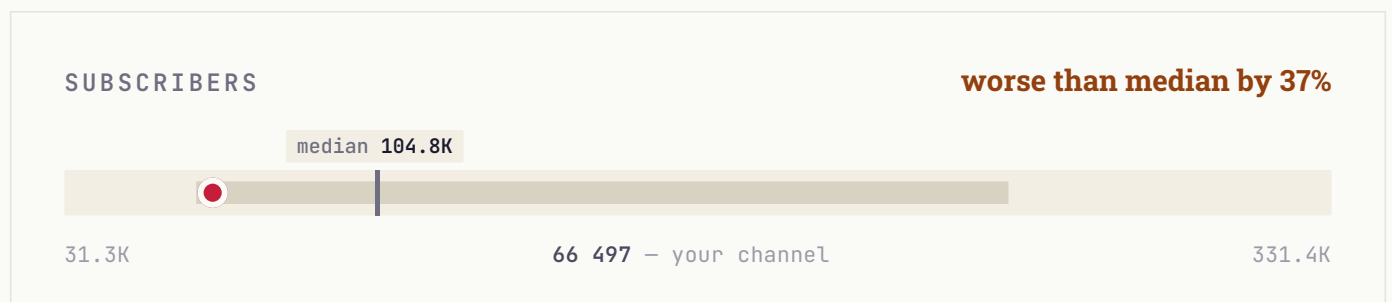
Where channel stands in its league

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

#84/100

RANK IN NICHE

Channel in bottom half of ranking



— 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 day – Thursday

Audience most active on this day at 11:00 MSK.

EFFECT

Best time for an important post
- 02

Increase video post share

Video in Telegram holds audience longer & boosts algorithm. Aim for 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 give +5-15% ER. One poll per week on a hot topic – easy growth point.

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 a few minutes based on public data. If you want to go further — run ads through 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
----	------------------------	---
