

PROMTPRESS PUBLIC REPORT

Channel audit

Sole Proprietor & I — business and trends



@ipcommerce

№ 7590142140 Here we are, sole proprietor and I. Useful business posts. Ads: @olegovichAlex Included in Roskomnadzor list: <https://clck.ru/3K6rVK>

SUBSCRIBERS

20 795

06.07.2026 ⁻³⁰⁸ per month

ERR (% SEE POSTS)

57.0%

per day ^{41.2%}

REACH/POST

11.1K

ad reach ^{8.6K}/24h

[HTTPS://PROMTPRESS.COM/AUDIT/IPCOMMERCE](https://promptpress.com/audit/ipcommerce)

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 20 795 —	 SUBS REACH 53.33% avg % subs see post	 VIEWS/POST 11.1K median 11.9K · 7 days	 POSTS/WEEK 2.9 over period
 7D TREND — no data for period	 REACTIONS/POST 70.3 total 211 reactions, 116 reposts, 0 comments	 POST LENGTH 733 chars. median 620 · 7 days	 POSTS ANALYZED 3 7 days
 AD REACH 8.6K 24h avg	 CHURN / MONTH -308 over last month	 CITATION RATE 72 citation index · 40 channels mentioned all time	 CHANNEL AGE 1 year 10 months created 01.09.2024

AI EDITOR SUMMARY

Channel «Sole Proprietor & I – business and trends» – 20 795 subs. Each post averages 11.1K people (53% from 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 and underperformers — to see what to repeat and what to drop from rotation.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 3 posts over 7 days.
- 02 Dominant format — Text (3/3 posts).
- 03 Avg post length — 733 chars (median 620).
- 04 Peak audience activity — Monday, 22:00 MSK.
- 05 Top posts get 1x more views than the weakest (11.1K avg for top vs 11.1K for worst) — among 3 posts in 7 days. Analyze what the top has in common — topic, format, time.

TOP 3 POSTS

Nº1 29.06 · 19:25 TEXT Everything in business depends on where money starts coming in. Opening the income and expense report. Everywhere a minus. Ads, employees...	VIEWS 11 995 REPOSTS 51	REACTIONS 54 ER 57.7%
Nº2 28.06 · 13:54 TEXT 👤 If the client doesn't come to the meeting, they don't see the point Recently at a consultation I heard: «How to handle objections properly if...	VIEWS 11 899 REPOSTS —	REACTIONS 102 ER 57.2%
Nº3 05.07 · 16:59 TEXT Not all clients are equally valuable, FYI In sales practice, interactions with customers are often interrupted...	VIEWS 9 377 REPOSTS 65	REACTIONS 55 ER 45.1%

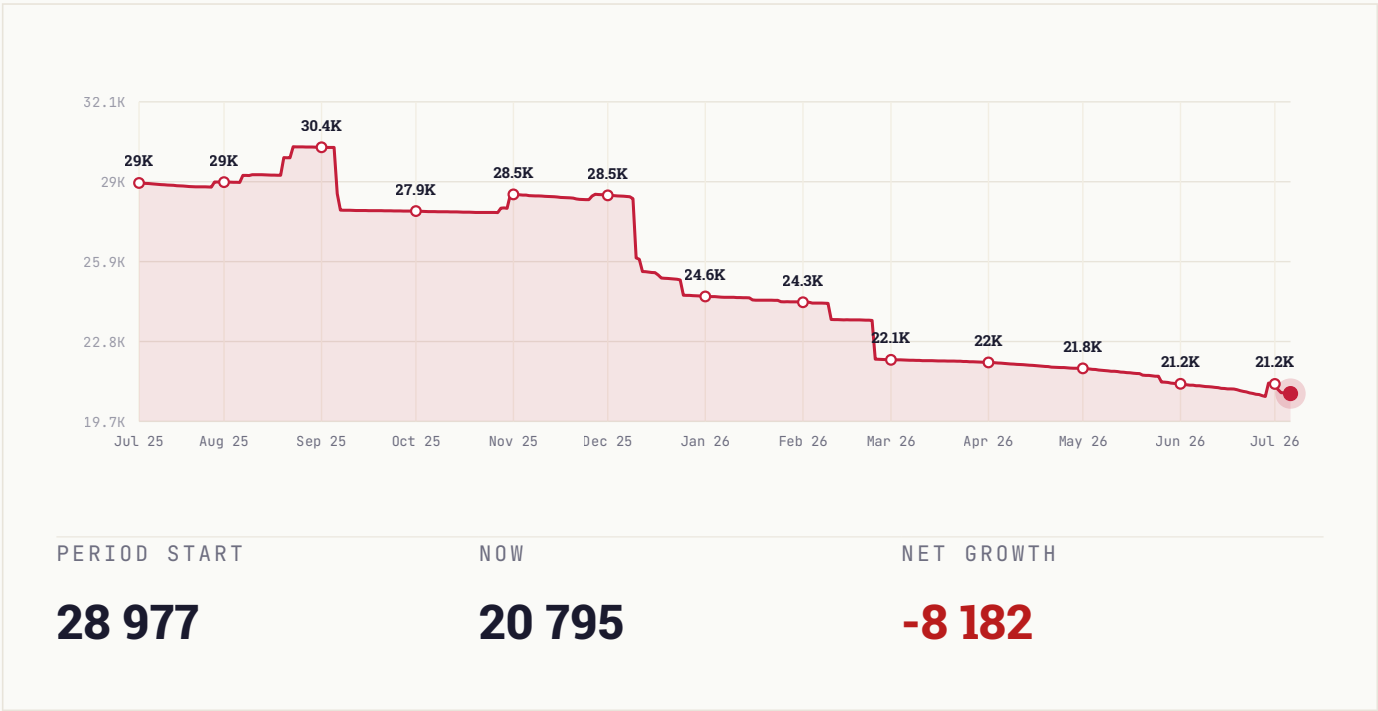
WORST 3

↓ 29.06 · 19:25 TEXT Everything in business depends on where money starts coming in. Opening the income and expense report. Everywhere a minus. Ads, employees...	VIEWS 11 995 REPOSTS 51	REACTIONS 54 ER 57.7%
↓ 28.06 · 13:54 TEXT 👤 If the client doesn't come to the meeting, they don't see the point Recently at a consultation I heard: «How to handle objections properly if...	VIEWS 11 899 REPOSTS —	REACTIONS 102 ER 57.2%
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SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

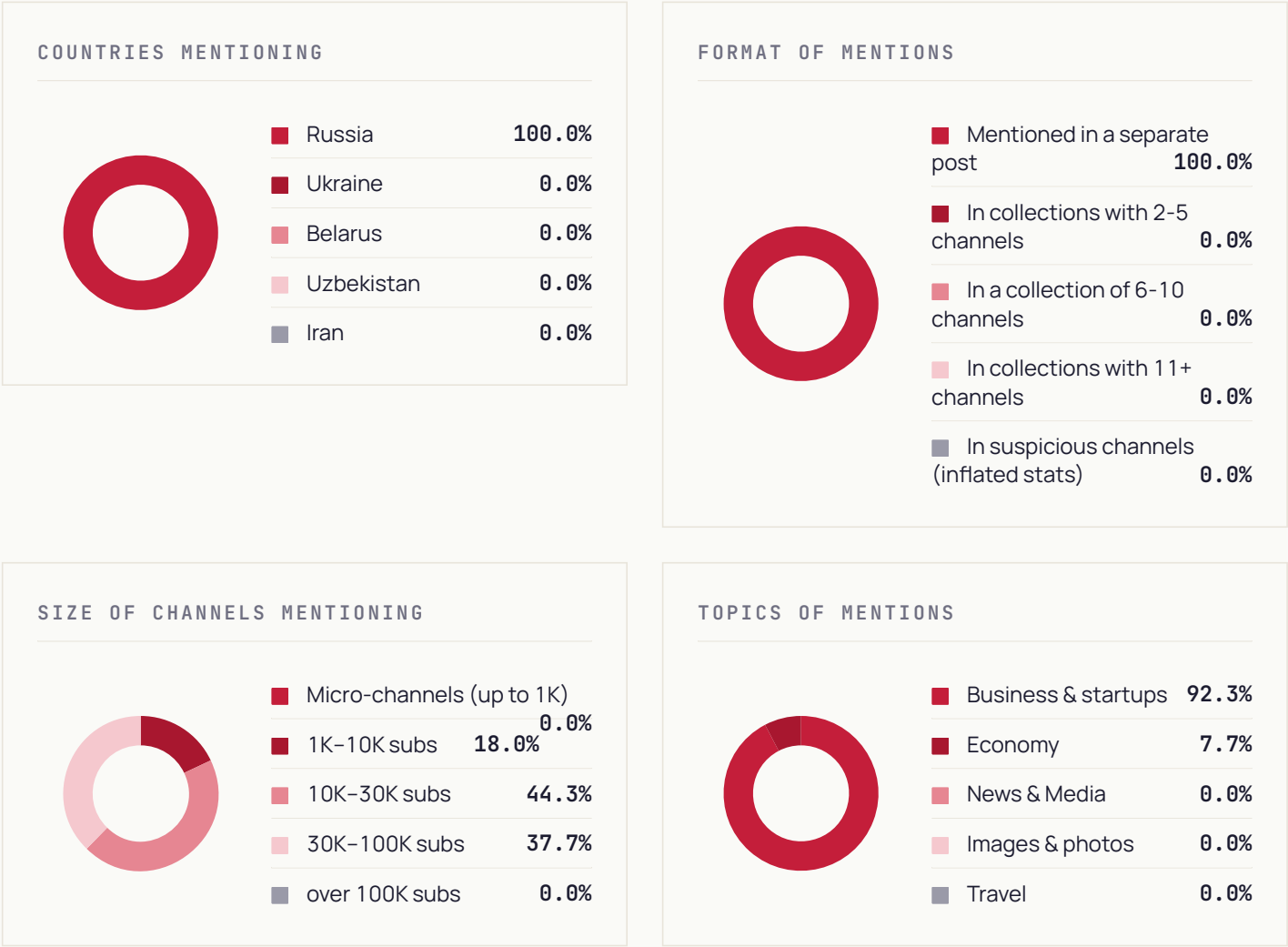
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel grew and which lost subs.



SECTION 04 · CITATIONS

Who mentions the channel and how

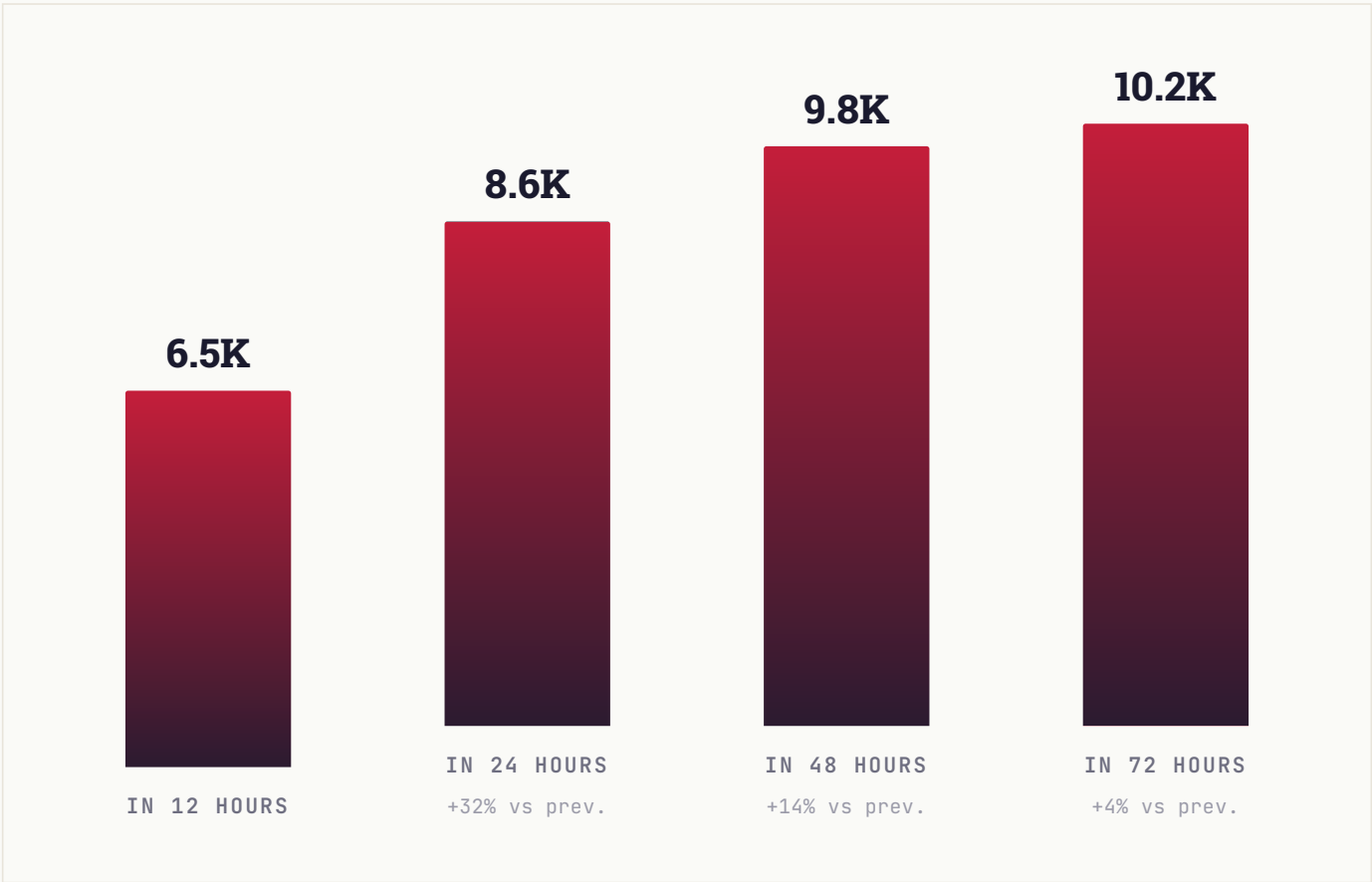
Citation index **72** – channel popularity score based on mentions. Considers not just count but weight of mentioners: a post from a 100K subs channel weighs more than from 1K. All-time mentions: **40** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

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



SECTION 06 · COMPETITORS

Who you compete with

11 closest channels by topic and audience. Your channel is highlighted — you can see its rank among niche neighbors.

CHANNEL	SUBSCRIBERS
S& Startups & Ventures	2.7M
VC Venture Capital	2.6M
ME Mohamed El Guazzar 🇸🇩	2.1M
IT ISHBOR Toshkent	1.4M
MO Moscow Business	1M
CN Million Books business blog	864.8K
RP Roxman typing...	538.5K
AB Акула Бизнеса	498.5K
SS Merger & Acquisition	478.5K
لز لباس زیر اقساطی ریزسابل	474.8K
AI Sole Proprietor & I — business and trends YOU	20.8K

COMPARATIVE CONCLUSION

Channel is still outside top 98 of niche — early growth stage. Niche leader — Startups & Ventures (2.7M), top-98 median: 164.1K. First goal — enter top-98 via systematic traffic & content work.

SECTION 07 · MENTION DYNAMICS

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 **25**, they brought **2 354** new subs.

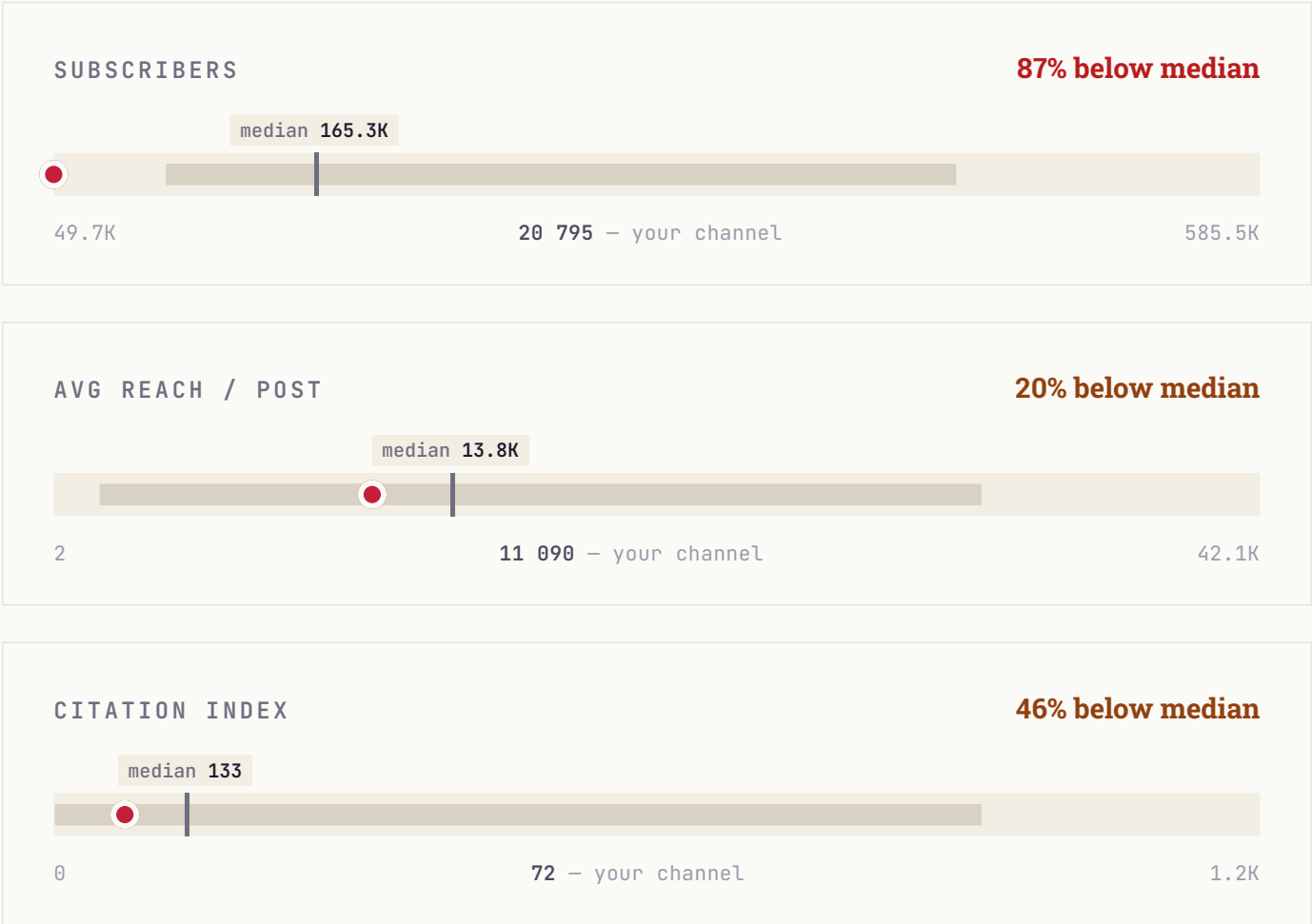
PERIOD	MENTIONS	CHANNELS	GAINED SUBS	
January 2026	0	0	4	
December 2025	0	0	0	
Nov 2025	2	2	243	
Oct 2025	9	9	690	
Sep 2025	0	0	0	
August 2025	14	13	1 417	

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS
25	6	2 354

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 = 80% of niche channels (p10-p90). Black vertical = median. Red dot = your channel.



— SECTION 09 · STRATEGY

What to do right now

5 priority actions ranked by expected impact. Check off and revisit in a month.

01

Increase posting frequency

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

EFFECT

**Consistency
beats volume**

02

Best post day — Monday

Audience is most active on this day at 22:00 MSK.

EFFECT

**Best window
for an
important post**

03

Increase share of video posts

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 usually 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 a few minutes based on public data. If you want to go further — run ads through us and close your growth plan in a month.

01	Launch Telegram ads	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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