

PUBLIC REPORT BY PROMTPRESS

Channel audit

Shelter | Capital America



@kapital_amerika

«Капитал Америка» knows where big money is made 📍👉 Ads and strong integrations — @jaMasha Insights, mindset and ideas for those who want to earn more than others. 🏆 Want a book that...

SUBSCRIBERS

31 494

-525 per month

ERR (% WHO SEE POSTS)

3.0%

last 24 hrs **0.7%**

REACH/POST

647

ad reach **205**/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 was calculated for.

 SUBSCRIBERS 31 494 —	 SUBSCRIBER REACH 2.06% avg % subs see post	 VIEWS/POST 647 median 683 · 27 days	 POSTS/WEEK 2.3 for period
 7D TREND -12.3% vs previous week	 REACTIONS/POST — MTPROTO only	 POST LENGTH 655 chars median 645 · 27 days	 POSTS ANALYZED 9 27 days
 AD REACH 205 24h avg	 CHURN / MONTH -525 last month	 CITATION RATE 544 citation index · 657 channels mentioned all time	 CHANNEL AGE 8 years 1 month created 27.05.2018

AI EDITOR SUMMARY

Channel «Shelter | Capital America» — 31 494 subs. Each post averages 647 people (2% of subs), low reach — should expand audience. Publishes 2 posts per week (~0/day) — rare posts. For week Jun 29 – Jul 5 reach dropped -12.3% by week 22–28 Jun — worth analyzing reasons.

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 SHARE

- 01 Analysis based on 9 posts over 27 days.
- 02 Dominant format — Photo (9/9 posts).
- 03 Avg post length — 655 chars (median 645).
- 04 Peak audience activity — Monday, 15:00 MSK.
- 05 Strongest posts get 1x more views than the weakest (803 avg for top vs 582 for worst) — among 9 posts in 27 days. Analyze what the top posts have in common: topic, format, time.

TOP 5 POSTS

Nº1 17.06 · 11:08 PHOTO A small business forum in Tashkent gathered hundreds of entrepreneurs. Interestingly, it's not just a check-the-box meeting, but a platform for...	VIEWS 851 REPOSTS 2	REACTIONS — ER 2.7%
Nº2 22.06 · 12:27 PHOTO You're not tired. You're just living someone else's life for too long. Artyom just got in the car and drove. No route, no plan, almost empty...	VIEWS 781 REPOSTS 5	REACTIONS — ER 2.5%
Nº3 24.06 · 11:08 PHOTO Early rising and ice water aren't success Many think the secret of successful people is extreme habits like waking at 3:30...	VIEWS 779 REPOSTS 5	REACTIONS — ER 2.5%

Nº4

01.07 · 11:08

PHOTO

Oil rigs or family ties News from Tuva reminds us that even politics follows market laws. When a contract ends...

VIEWS

726

REPOSTS

3

REACTIONS

—

ER

2.3%

Nº5

29.06 · 05:22

PHOTO

IF YOU'RE SICK OF "NEW LIFE" — THIS BOOK IS FOR YOU
We've all been tried to be fixed. Courses. Marathons. Retreats. Meditations. People...

VIEWS

683

REPOSTS

5

REACTIONS

—

ER

2.2%

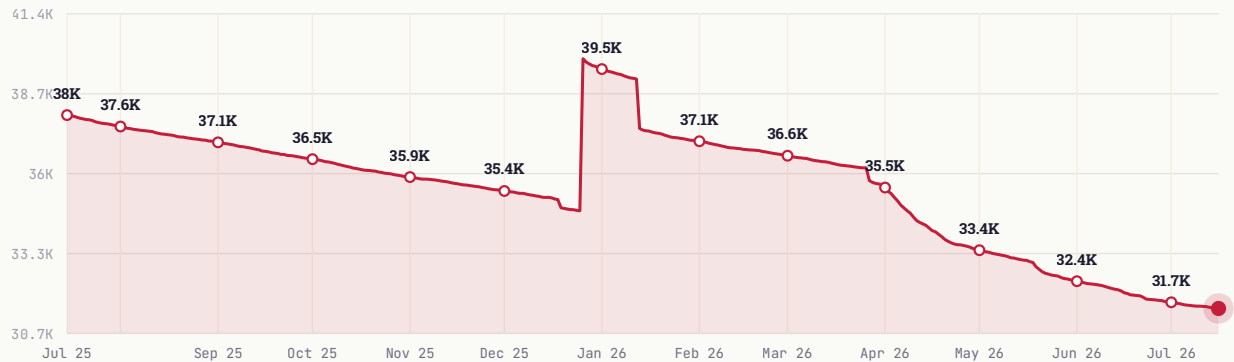
WORST 3

↓ 05.07 · 07:41 PHOTO Welcome aboard flight "Later". Boarding, as usual, delayed. There are people who don't live badly. They just keep waiting for the right...	VIEWS 644 REPOSTS —	REACTIONS — ER 2.0%
↓ 08.07 · 11:08 PHOTO Oil war escalates US again talks about a hard strike on Iran. Trump directly accused Tehran of actions by its forces in Lebanon. But...	VIEWS 635 REPOSTS 2	REACTIONS — ER 2.0%
↓ 12.07 · 10:51 PHOTO He taught people to live as they wished. Then one of them died. Famous psychologist German Lanskoy used to take the stage and say what...	VIEWS 467 REPOSTS 1	REACTIONS — ER 1.5%

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.



PERIOD START

37 981

NOW

31 494

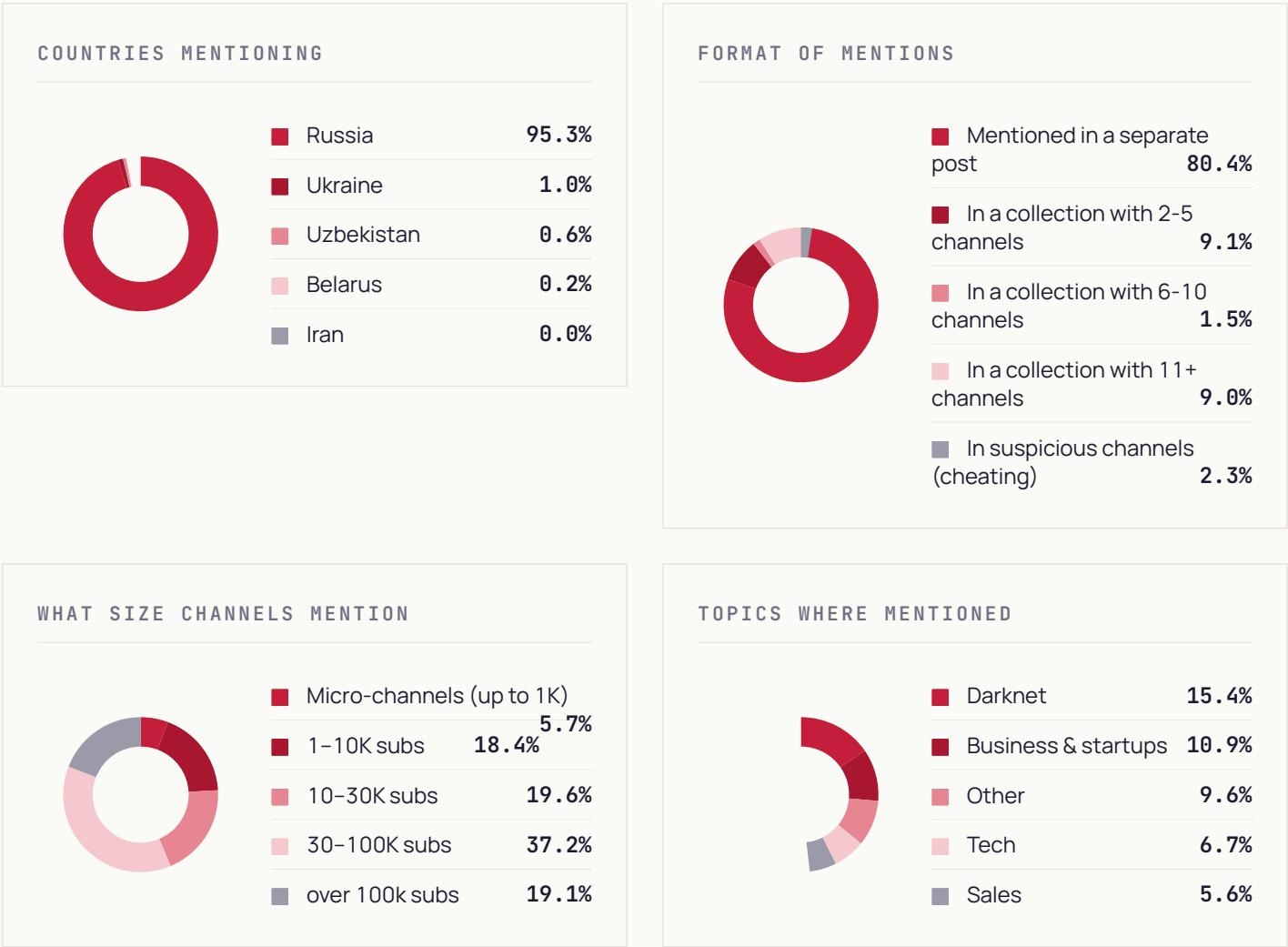
NET GROWTH

-6 487

SECTION 04 · MENTIONS

Who and how mentions the channel

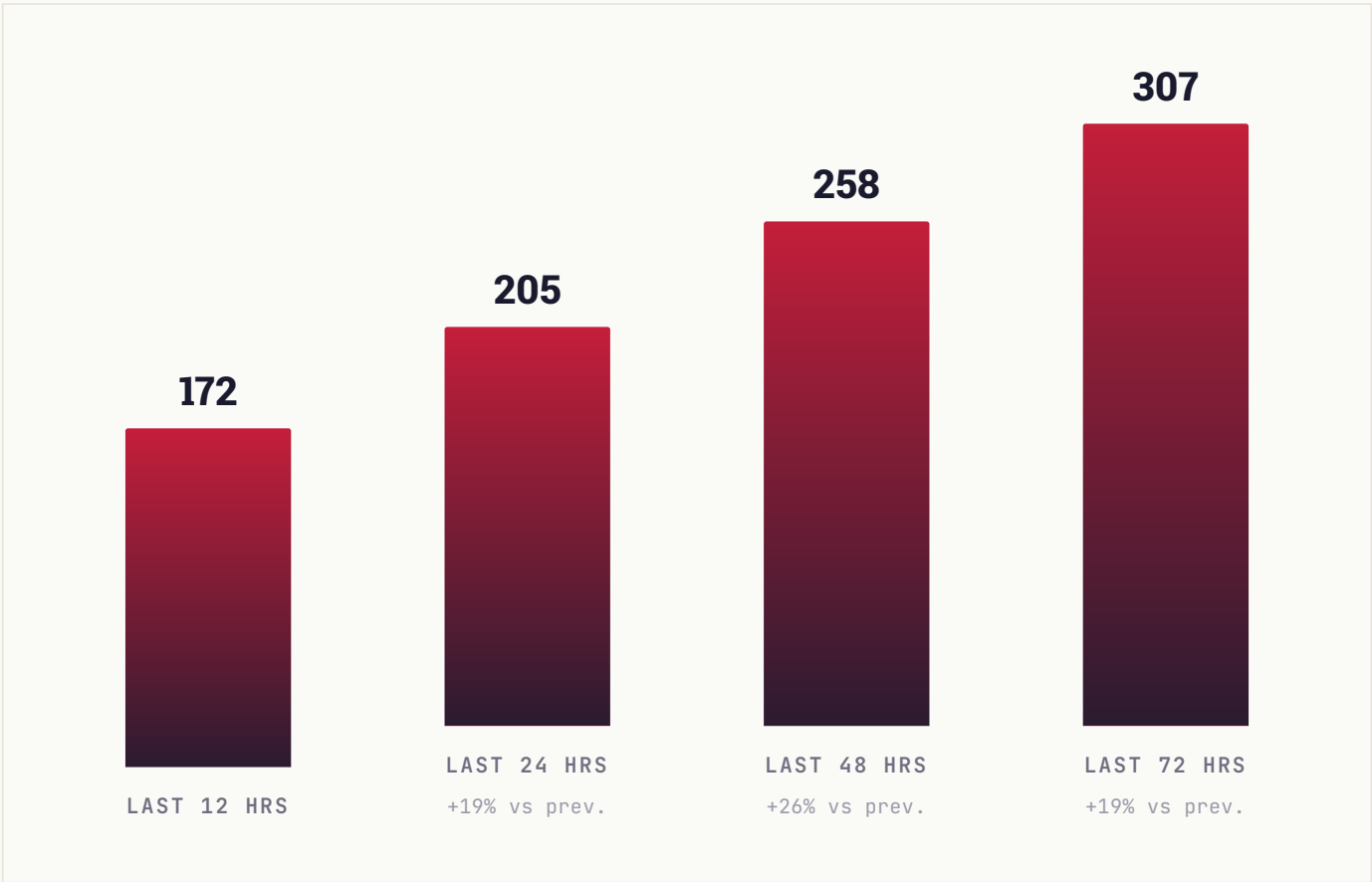
Citation index **544** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time channel was mentioned **657** different channels.



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 place among niche neighbors.

CHANNEL	SUBSCRIBERS
S& Startups & Ventures	2.6M
VC Venture Capital	2.6M
ME Mohamed El Guazzar 🇸🇩	2.2M
IT ISHBOR Toshkent	1.4M
MO Moscow Business	1.1M
CN Million-dollar books business blog	861.7K
RP Roxman typing...	529.9K
AB Акула Бизнеса	502.2K
SS Merger & acquisition	469.6K
لز لباس زیر اقساطی ریزسابل	456.9K
UJ Shelter Capital America YOU	31.5K

COMPARATIVE SUMMARY

Channel not yet outside top 99 of niche — early growth stage. Niche leader — Startups & Ventures (2.6M), top-99 median: 171.4K. First goal — enter top-99 through systematic work with traffic and content.

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

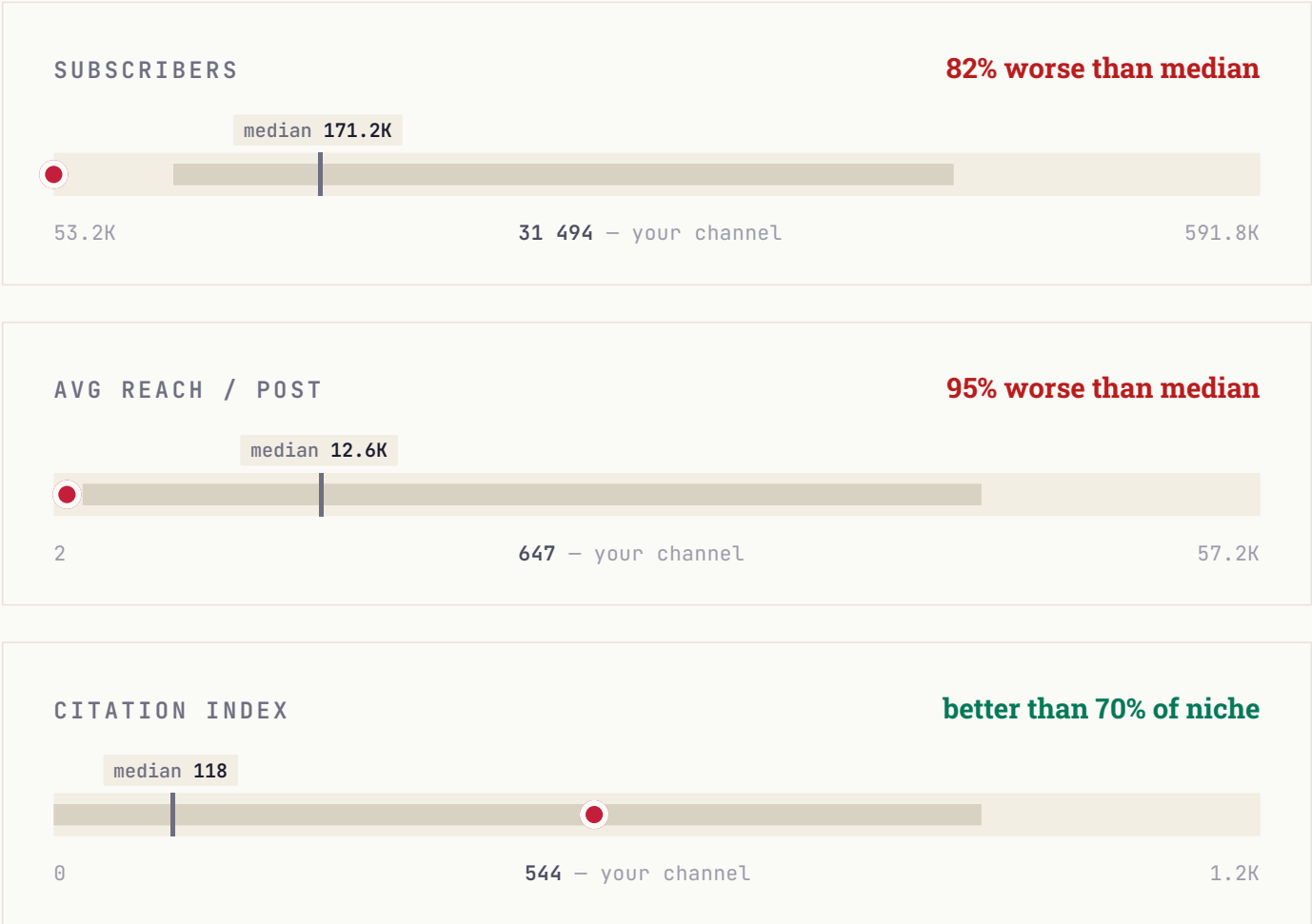
Every month we record posts in other channels that mention your channel. Over the last **6 months** such mentions were **22**, they brought **5 107** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
January 2026	3	3	0	
December 2025	4	4	5 107	
November 2025	4	3	0	
October 2025	2	1	0	
September 2025	5	4	0	
August 2025	4	4	0	
TOTAL MENTIONS	22	MONTHS OF DATA	6	ACQUIRED SUBSCRIBERS
			5 107	

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

Took 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.



— SECTION 09 · STRATEGY

What to do right now

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

01

Increase posting frequency

Now 2.3 posts/week. Active channels average 7-10.
Consistency is key to retention.

EFFECT

**Consistency
beats volume**

02

Main post of the week — on Monday

On this day at 15:00 MSK audience is most active.

EFFECT

**Best window
for an
important post**

03

Increase video post share

Video in Telegram holds audience longer and is better perceived by the algorithm. We recommend increasing share to 15-25%.

EFFECT

**Video holds
audience
better**

04

ER below niche benchmark — rethink formats

Current ER 2.06% vs norm 3.5%. Try polls & interactive formats.

EFFECT

+1.4pp ER

05

System 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**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in a few minutes based on public data. To go further — run ads with us and close your growth plan in a month.

01 **Launch ads in Telegram** <https://panel.promptpress.com/register>

02 **Contact manager** t.me/PromptPress_manager
