

— PROMTPRESS PUBLIC REPORT

Channel audit

kyrillic

**@kyrillic**

I write about what you can't Google about startups, emigration, global demand, nomadism, etc. Archive of substantive posts <http://kyrillic.com> (handy!) Contact <https://t.me/kyrillic?direct>

SUBSCRIBERS

58 463

-422 per month

ERR (% SEE POSTS)

25.0%per day **13.8%**

REACH/POST

13.7Kad reach **8.1K/24h**

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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 58 463 —	 SUBSCRIBER REACH 23.45% avg % of subs see post	 VIEWS/POST 13.7K median 14.9K · 29 days	 POSTS/WEEK 10.5 for the period
 7D TREND -23.7% vs previous week	 REACTIONS/POST 158.8 total 7,145 reactions, 5,393 reposts, 3,805 comments	 POST LENGTH 868 chars median 1000 · 29 days	 POSTS ANALYZED 45 29 days
 AD REACH 8.1K 24h avg	 CHURN / MONTH -422 last month	 CITATION RATE 104 citation index · 656 channels mentioned all time	 CHANNEL AGE 8 years 2 months created 13.04.2018

AI EDITOR SUMMARY

Channel «kyrillic» – 58 463 subs. Each post averages 13.7K people (23% from subs), that's average reach – room to grow. Publishes 10 posts per week (~2/day) – consistent schedule. For week Jun 1–7, reach dropped -23.7% by week May 25–31 – worth investigating why.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement & underperformers — see what to repeat & what to drop.

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on 45 posts over 29 days.
- 02 Dominant format — Text (25/45 posts).
- 03 Avg post length — 868 characters (median 1000).
- 04 Audience peak activity — Tuesday, 11:00 MSK.
- 05 Top posts get 2x more views than the weakest (19.9K avg top vs 10.4K worst) — among 45 posts over 29 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 26.05 · 08:42 POLL (post without caption — poll)	VIEWS 20 351 REPOSTS 79	REACTIONS 157 ER 34.8%
Nº2 25.05 · 09:58 PHOTO A bit about founder emigration. Following the post about Jews, here's the origin stats of US unicorn founders. 1⃣ Once again...	VIEWS 19 814 REPOSTS 152	REACTIONS 144 ER 33.9%
Nº3 27.05 · 10:22 PHOTO How to calculate AI added value. Everyone talks about benefits, here's a real example in one specific market...	VIEWS 19 673 REPOSTS 159	REACTIONS 149 ER 33.7%

Nº4 21.05 · 10:01 TEXT EU real estate trends relevant to us. Many plan to buy flats, here's my armchair analysis. 0🔒 Reminder...	VIEWS 17 785 REPOSTS 289	REACTIONS 183 ER 30.4%
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Nº5 30.05 · 08:50 TEXT About movies and series, part 8. If you liked previous recommendation posts (01, 02, 03, 04, 05, 06), you'll like these too, which we...	VIEWS 17 574 REPOSTS 391	REACTIONS 107 ER 30.1%
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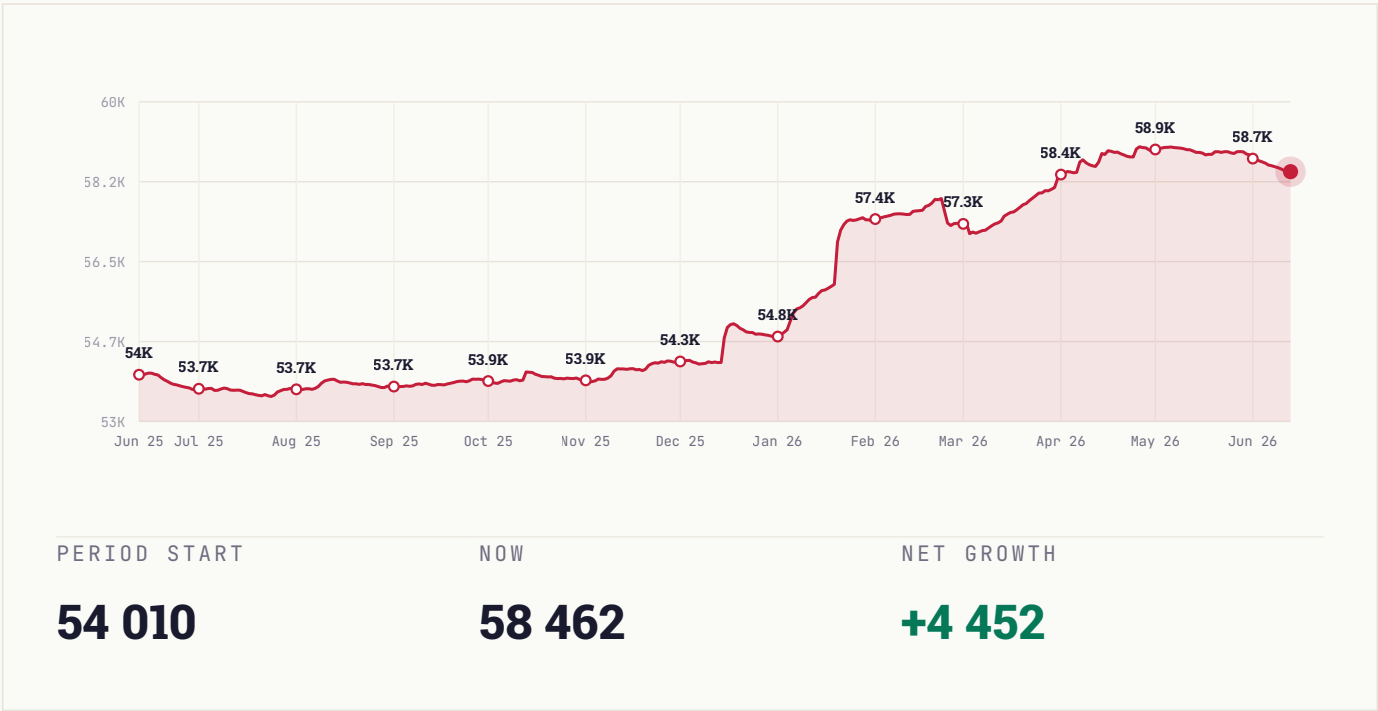
WORST 3

↓ 09.06 · 07:05 TEXT As you know, sanctions risks are serious! Recently Finboo published a solid primer on sanctions for founders and beyond. Example...	VIEWS 10 845 REPOSTS 78	REACTIONS 67 ER 18.6%
↓ 09.06 · 09:05 PHOTO About the AI bubble, part 5: what the market doesn't believe. Many overgeneralize big phenomena like the AI industry. There are many components, and some...	VIEWS 10 326 REPOSTS 55	REACTIONS 77 ER 17.7%
↓ 09.06 · 14:14 POLL (post without caption – poll)	VIEWS 10 074 REPOSTS 18	REACTIONS 52 ER 17.2%

SECTION 03 • SUBSCRIBER DYNAMICS

How the channel grew over the year

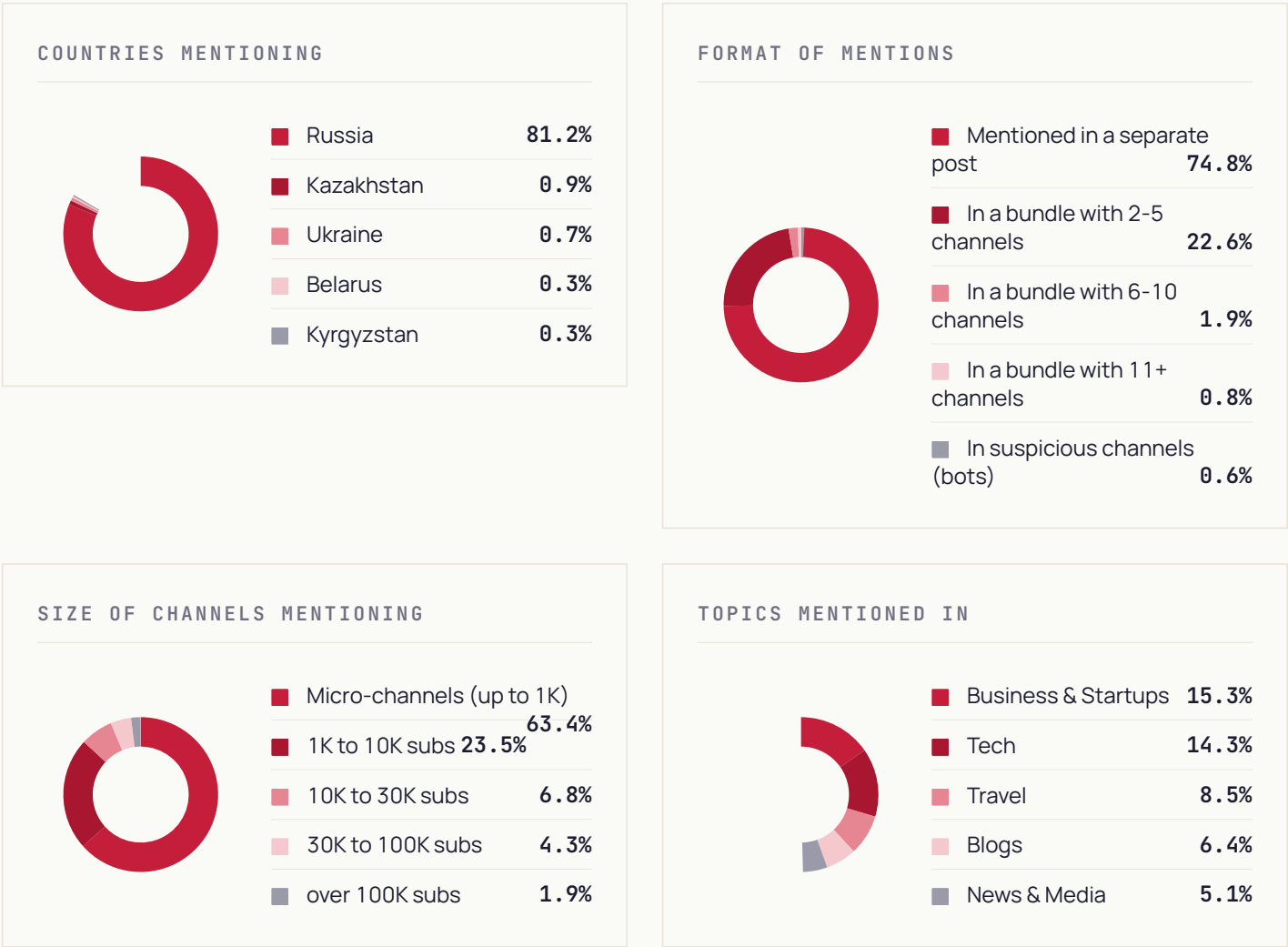
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel grew and which it lost subs.



SECTION 04 · CITATIONS

Who mentions the channel & how

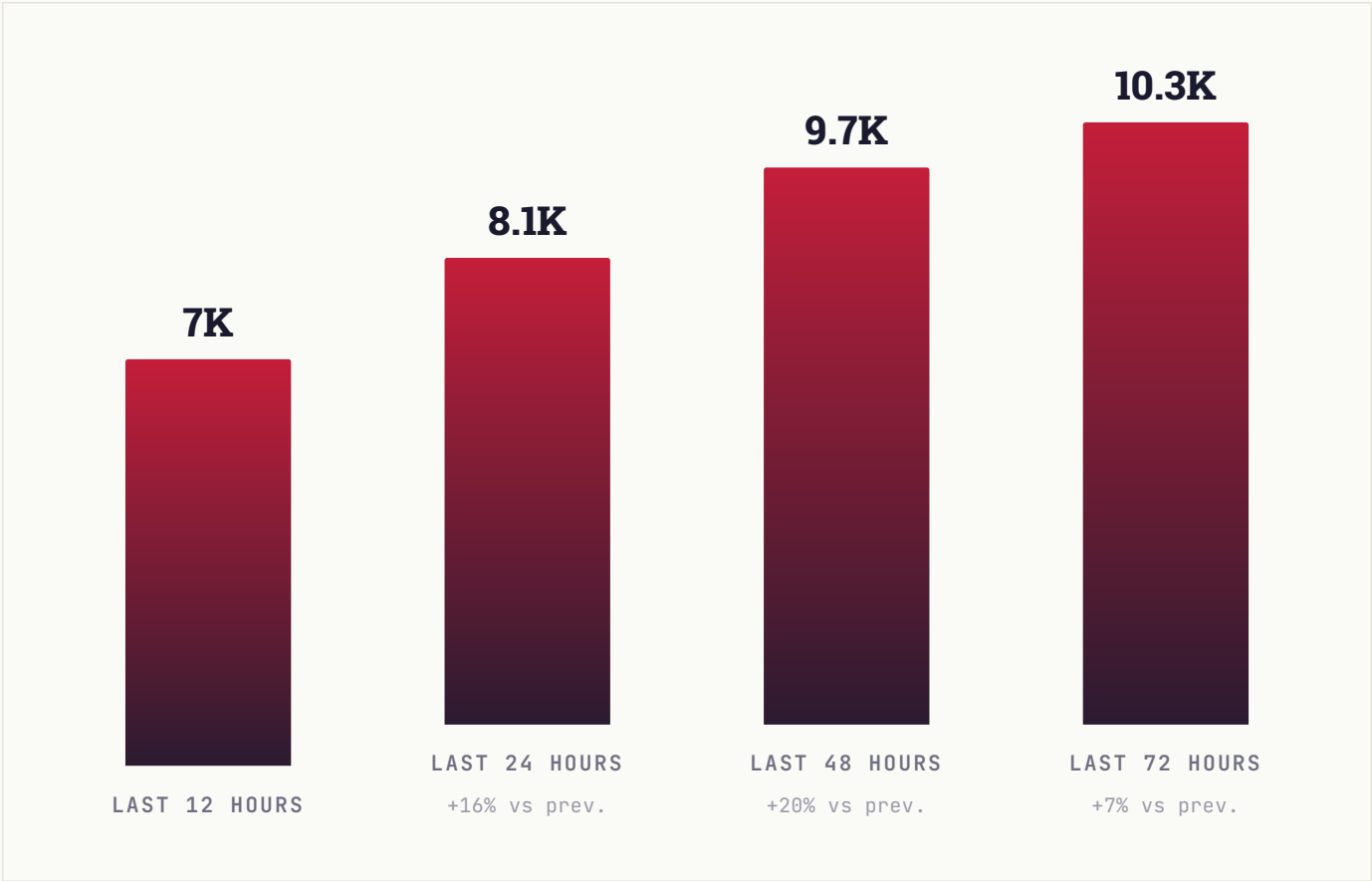
Citation index **104** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from 1K. All time channel was mentioned **656** different channels.



— SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg ad post reach over time. Helps gauge how long a placement stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
MO Moscow Business	966.6K
CI Million-Dollar Books Business Blog	872.2K
SS M&A	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 Unfiltered	256.5K
KY kyrillic YOU	58.5K

COMPARATIVE CONCLUSION

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

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Each month we track posts in other channels that mention yours. Over the last **6 months** such mentions were **91**, they brought **2 727** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	25	16	951
November 2025	14	12	570
October 2025	14	14	322
Sep 2025	14	12	271
August 2025	10	10	304
July 2025	14	12	309

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
91	6	2 727

— SECTION 08 • NICHE COMPARISON

Where the channel stands in its league

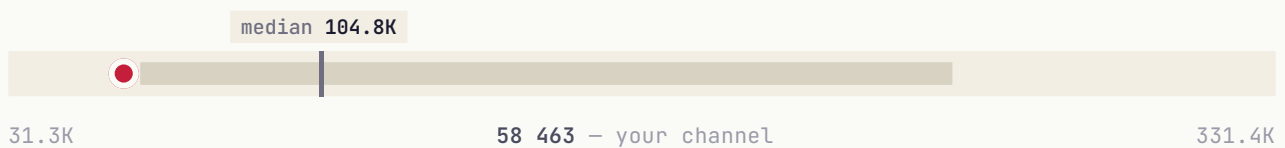
Took top-100 channels in category «Business & Startups» (Russia) and compared your channel. Gray band — range for 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

#100 /100

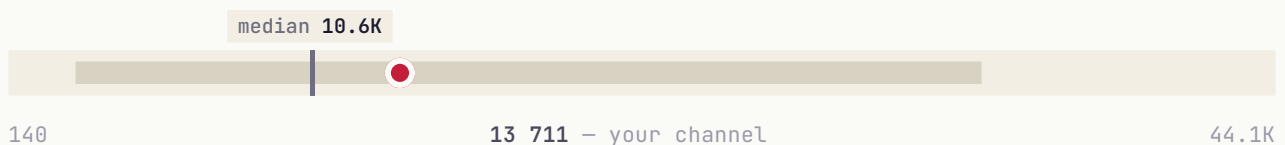
POSITION IN NICHE

Channel in the bottom half of the ranking

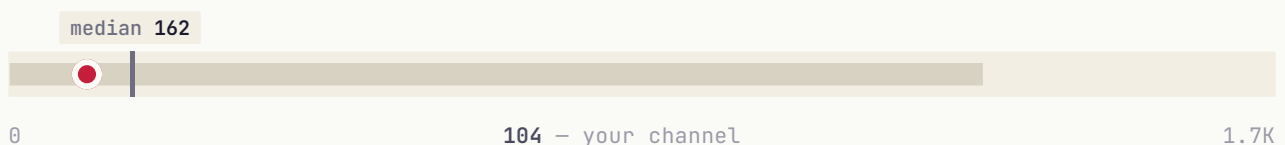
SUBSCRIBERS

worse than median by 44%

AVG REACH / POST

better than 55% of niche

CITATION INDEX

worse than median by 36%

— SECTION 09 · STRATEGY

What to do right now

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

01

Top post of the week — on Tuesday

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

EFFECT

**Best time for
important
posts**

02

Increase video post share

Video in Telegram retains audience longer and is favored by the algorithm. Aim for 15-25% share.

EFFECT

**Video retains
audience
better**

03

System traffic buy

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 poll per week on a hot topic is an easy win.

EFFECT

+5-15% ER

05

Cross-promo with nearby 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 us to do this **PromptPress?**

This audit is what we can do in minutes from public data. Want to go further? Run ads with us & hit your growth plan in a month.

01

Launch Telegram Ads

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

02

Contact manager

t.me/PromptPress_manager