

PROMTPRESS PUBLIC REPORT

Channel audit

The market will eat you



@market_eat

A space where ideas, money & ambitions meet. We talk about startups, changing economy, and opportunities for bold entrepreneurs. For all...

SUBSCRIBERS

62 995

+14903 per month

ERR (% SEE POSTS)

20.0%

per day 13.9%

REACH/POST

12.2K

ad reach 8.8K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

SUBSCRIBERS 62 995 —	SUBSCRIBER REACH 19.37% avg % subs see post	VIEWS/POST 12.2K median 12.5K · 28 days	POSTS/WEEK 8.1 for the period
7D TREND -1.7% vs previous week	REACTIONS/POST 162.3 total 5,357 reactions, 58 reposts, 0 comments	POST LENGTH 290 chars. median 254 · 28 days	POSTS ANALYZED 33 28 days
AD REACH 8.8K 24h avg	CHURN / MONTH +14903 last month	CITATIONS 157 citation index · 561 channels mentioned all time	CHANNEL AGE 4 years 9 months created 04.09.2021

AI EDITOR SUMMARY

Channel «The market will eat you» — 62 995 subs. Each post averages 12.2K people (19% from subs), average reach — room to grow. Publishes 8 posts per week (~1/day) — consistent. Week of June 1–7 reach stable (-1.7% vs week 25–31 May).

SECTION 02 · CONTENT ANALYSIS

Best-performing content

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 33 posts over 28 days.
- 02 Dominant format – Photo (31/33 posts).
- 03 Avg post length – 290 characters (median 254).
- 04 Audience activity peak – Friday, 18:00 MSK.
- 05 Top posts get 1x more views than the weakest (12.7K avg for top vs 12.4K for worst) – among 33 posts over 28 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 22.05 · 15:24 PHOTO Russia's 'Irtys' processor turned out not Russian. The billion-ruble chip is a copy of Chinese Loongson with a different lid...	VIEWS 12 739 REPOSTS 2	REACTIONS 306 ER 20.2%
Nº2 26.05 · 12:31 PHOTO Price gap between new builds and resale in Russia hits 90% – Rosstat. All due to subsidized mortgages and market overheating. Meanwhile...	VIEWS 12 736 REPOSTS 2	REACTIONS 158 ER 20.2%
Nº3 26.05 · 17:06 PHOTO Revived Volga prices: K40 crossover (rebadged Geely Atlas) – 2.7M ₺, C50 sedan – 2.9M ₺, flagship K50 – 4.2M ₺...	VIEWS 12 736 REPOSTS 2	REACTIONS 162 ER 20.2%

Nº4 14.05 · 18:39 PHOTO Turkey holidays cost Russians 30% more, but still cheaper than Crimea & Sochi ☒ In May Turkey prices rose 30%, but a week-long tour to...	VIEWS 12 679 REPOSTS 4	REACTIONS 152 ER 20.1%
Nº5 26.05 · 10:53 PHOTO Job for dieters in Moscow: pro healthy food taster needed, must eat right for...	VIEWS 12 674 REPOSTS 3	REACTIONS 161 ER 20.1%

|

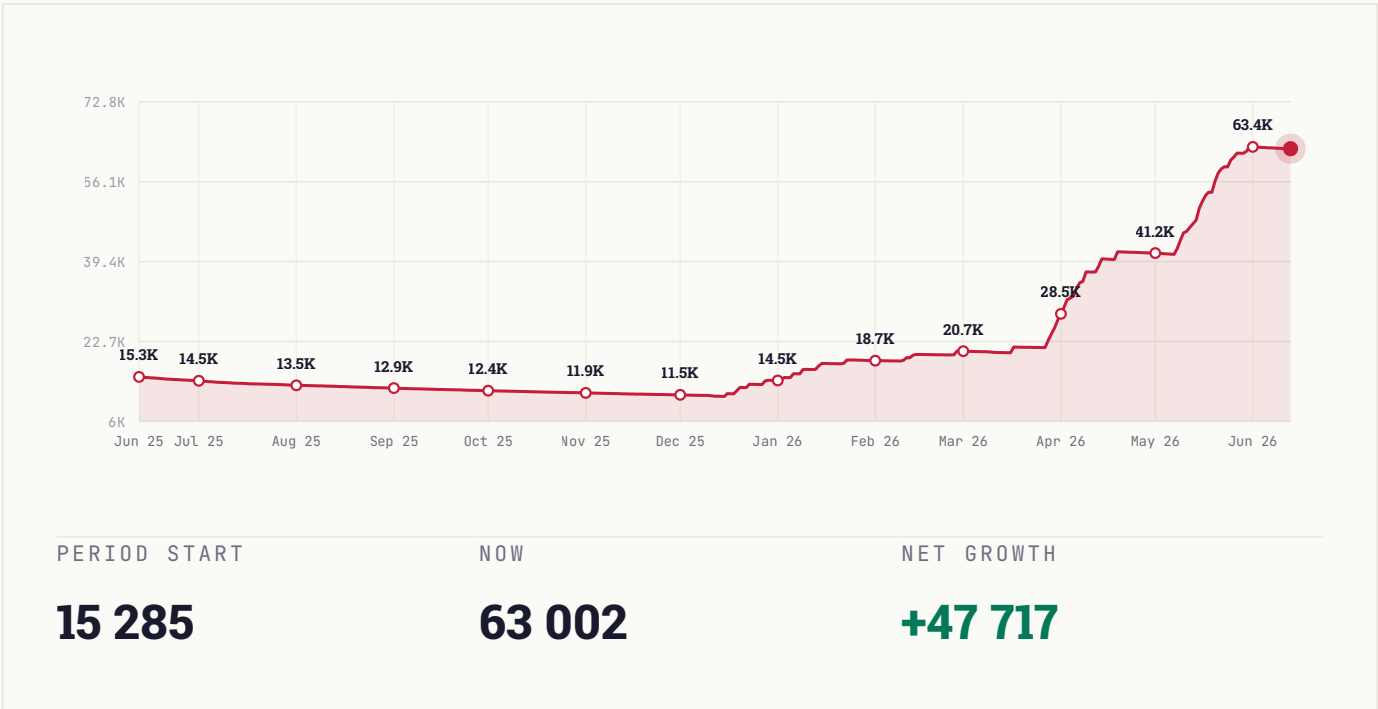
WORST 3

↓ 07.06 · 16:05 VIDEO Guy tells what biz to buy for wife so money works 100%. All for the family. The market will eat you.	VIEWS 12 384 REPOSTS 2	REACTIONS 165 ER 19.7%
↓ 07.06 · 11:43 PHOTO Fresh Bar launched new Sensia line – drinks with vitamins & electrolytes. No added sugar, only 1 kcal per 100 ml. In...	VIEWS 12 381 REPOSTS 1	REACTIONS 165 ER 19.7%
↓ 07.06 · 13:22 PHOTO World's largest ad firm thinks AI will kill designers' jobs, industry crumbling. WPP creative director Rob...	VIEWS 12 370 REPOSTS 1	REACTIONS 163 ER 19.6%

SECTION 03 • SUBSCRIBER DYNAMICS

How the channel grew over the year

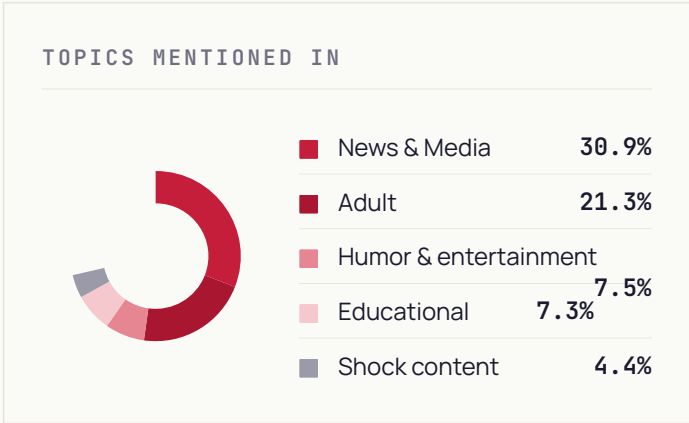
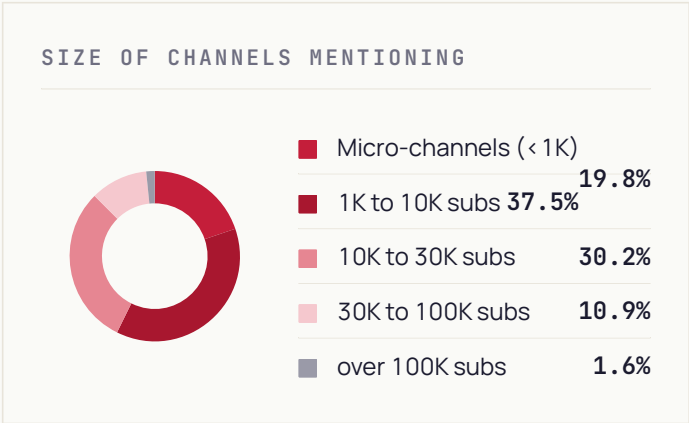
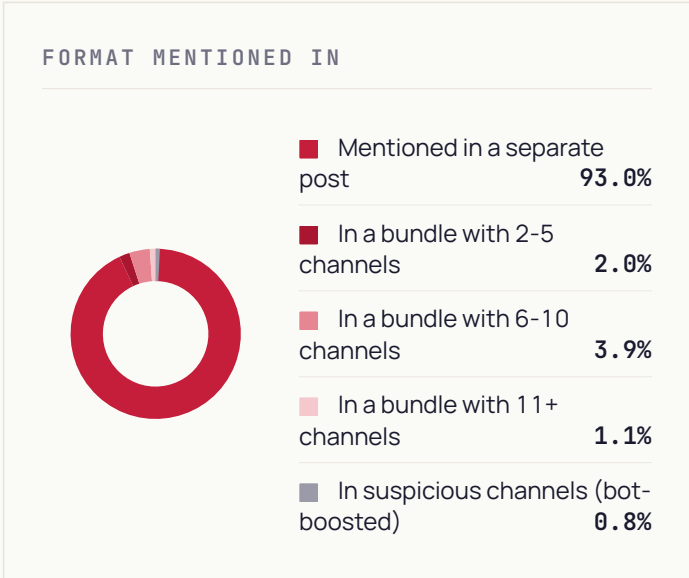
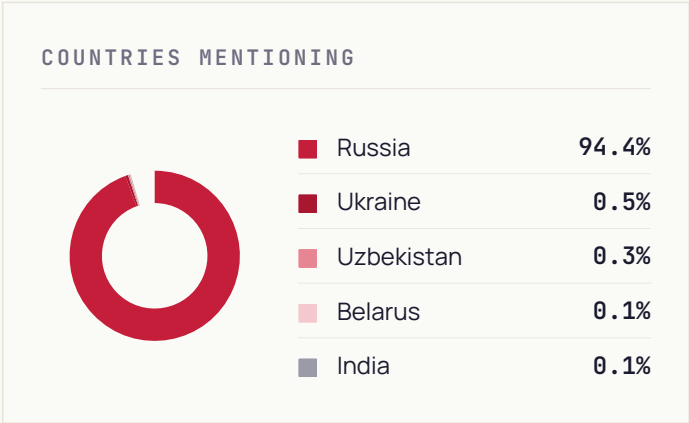
Subscriber growth chart for the year. Key months show exact sub count. See which months grew or lost subs.



SECTION 04 · MENTIONS

Who & how mentions the channel

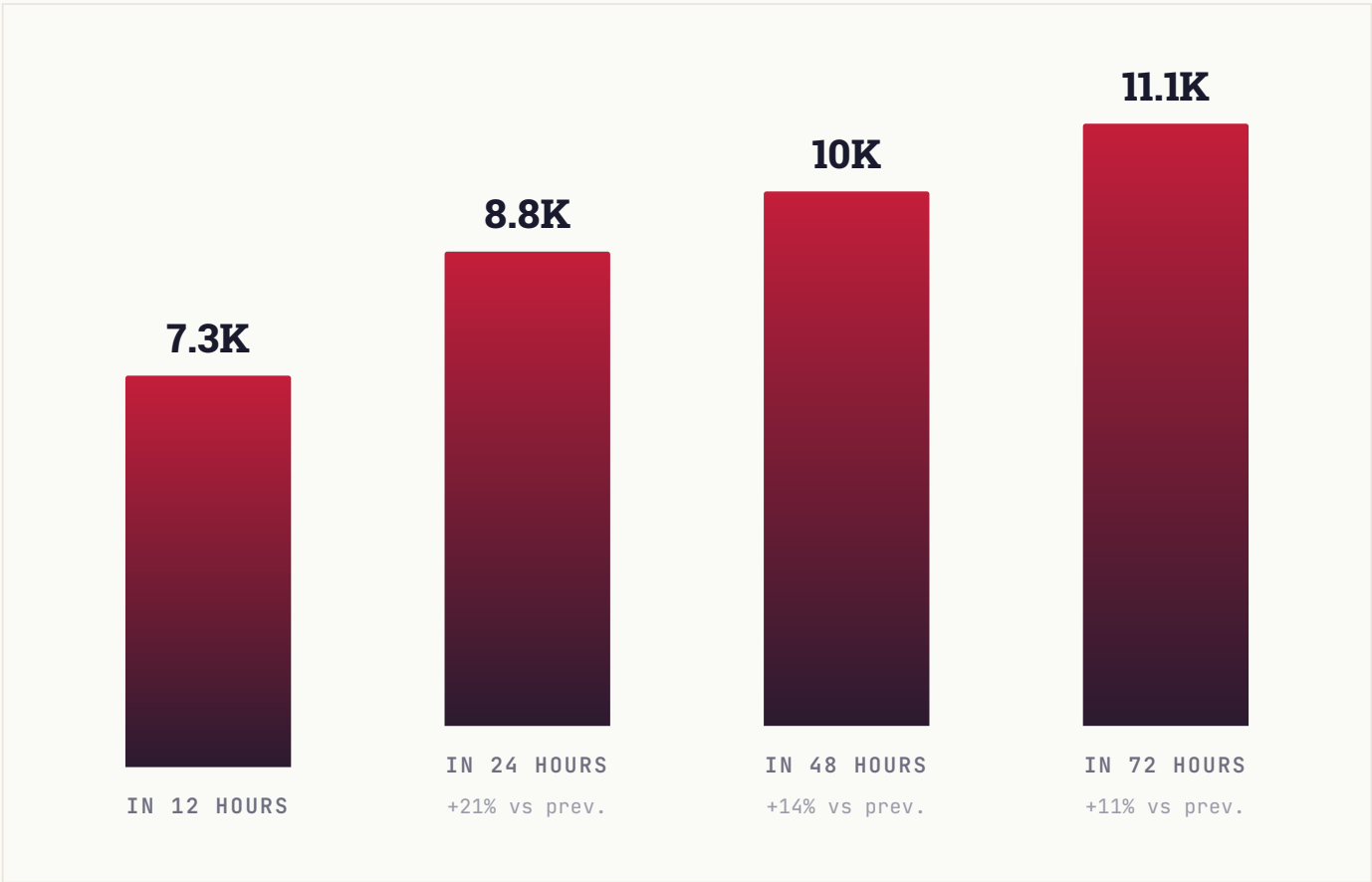
Citation index **157** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from 1K subs. All time channel was mentioned **561** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

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



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
CN Million-rouble books biz blog	872.2K
CC 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
RR Russian retail & business	289.2K
2H 25th Hour • Business & Finance	288.4K
BB Business Unfiltered	256.5K
RT The market will eat you YOU	63K

COMPARATIVE INSIGHT

Channel in bottom half of top-100 niche (#89 of 100). Niche median — 102.7K subs. First growth KPI — reach median. Leader: Moscow Business (966.6K).

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Monthly we track posts in other channels that mention yours. Over the last **6 months** mentions count **6**, they brought **3 527** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
December 2025	6	6	3 527	
Nov 2025	0	0	0	
Oct 2025	0	0	0	
September 2025	0	0	0	
August 2025	0	0	0	
July 2025	0	0	0	
TOTAL MENTIONS	6	MONTHS OF DATA	6	GAINED SUBSCRIBERS
			3 527	

SECTION 08 · NICHE COMPARISON

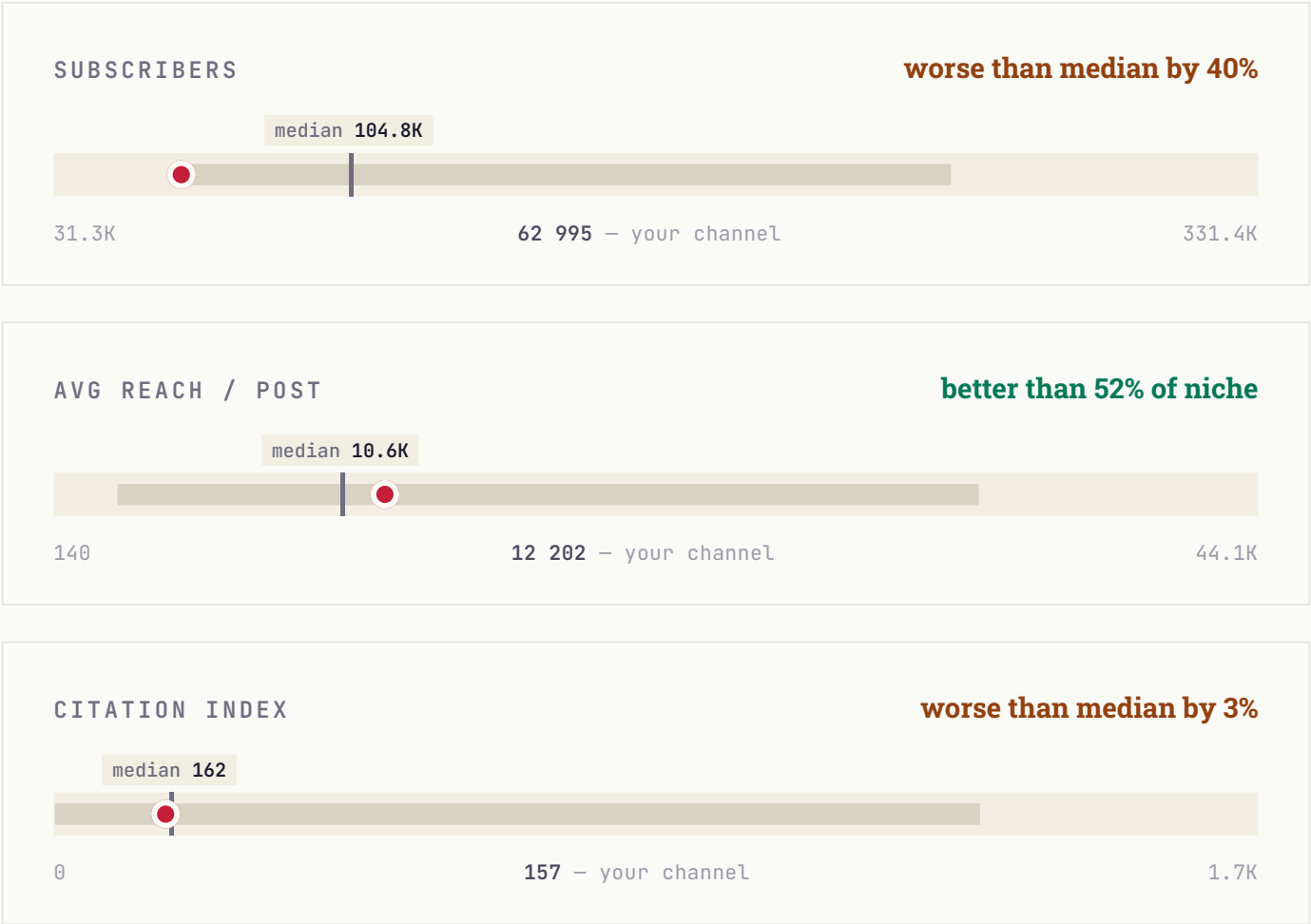
Where the channel stands in its league

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

#89/100

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 of the week — on Friday

Audience is most active on this day at 18:00 MSK.

EFFECT

Best window for important posts
- 02

Increase share of video posts

Video in Telegram holds audience longer & is algorithm-friendly. Aim for 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 poll per week on a hot topic is an easy growth point.

EFFECT

+5-15% ER
- 05

Cross-promo with adjacent channels

Swap 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 — what we can do in minutes using public data. Want to go further? Run ads with us and hit your growth target in a month.

01 Launch Telegram ad <https://panel.promptpress.com/register>

02 Contact manager t.me/PromptPress_manager
