

— PROMTPRESS PUBLIC REPORT

Channel audit

Millionaire Engine | Business



@millionairesengine

Welcome to the world of business, trends, and finance. Ads:
@Kirill_Millionaire Registered with RKN: <https://vk.cc/cRZdud>

SUBSCRIBERS

62 596

-64 per month

ERR (% SEE POSTS)

15.0%

daily 8.7%

REACH/POST

8.9K

ad reach 5.5K/24h

— CONTENTS · 2026

What's inside the report

01 Channel snapshot

12 key metrics · AI summary

02 Content analysis

Top 5 posts · worst 3 · takeaways

03 Subscriber dynamics

Yearly chart · growth

04 Citation rate

Who mentions the channel & how

05 Ad potential

How long a post generates 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

Channel KPIs

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

 SUBSCRIBERS 62 596 —	 SUBSCRIBER REACH 14.27% avg % of subs see post	 VIEWS/POST 8.9K median 9.3K · 29 days	 POSTS/WEEK 18.1 over period
 7D TREND -4.0% vs previous week	 REACTIONS/POST 55.2 total 4,195 reactions, 4,795 reposts, 0 comments	 POST LENGTH 601 chars. median 603 · 29 days	 POSTS ANALYZED 76 29 days
 AD REACH 5.5K 24h avg	 CHURN / MONTH -64 last month	 CITATION RATE 47 citation index · 64 channels mentioned all time	 CHANNEL AGE 2 years 10 months created 11.08.2023

AI EDITOR SUMMARY

Channel «Millionaire Engine | Business» — 62 596 subs. Each post averages 8.9K people (14% from subs), reach is low — consider expanding audience. Publishes 18 posts per week (~3/day) — consistent schedule. Week of June 1–7, reach stable (-4.0% 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 remove from rotation.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 76 posts over 29 days.
- 02 Dominant format – Photo (76/76 posts).
- 03 Avg post length – 601 characters (median 603).
- 04 Peak audience activity – Thu, 14:00 MSK.
- 05 Top posts get 1x more views than the weakest (9.9K avg for top vs 7.9K for bottom) – among 76 posts over 29 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 14.05 · 07:31 PHOTO Small tweaks, big results Sharp growth rarely comes from a single action. It's usually the result of...	VIEWS 9 897 REPOSTS 63	REACTIONS 58 ER 15.8%
Nº2 16.05 · 15:35 PHOTO Power of a clear agenda A clear agenda guarantees a productive meeting. – Each participant knows in advance what issues will...	VIEWS 9 894 REPOSTS 55	REACTIONS 52 ER 15.8%
Nº3 14.05 · 15:52 PHOTO Money flows where there is clarity When you don't clearly know who your client is, what exactly you offer, and why it matters...	VIEWS 9 892 REPOSTS 63	REACTIONS 59 ER 15.8%

Nº4 15.05 · 15:42 PHOTO Why simplicity boosts perceived professionalism Complexity often signals chaos, simplicity signals...	VIEWS 9 891 REPOSTS 71	REACTIONS 60 ER 15.8%
Nº5 15.05 · 07:55 PHOTO Growth requires readiness for change The market is constantly changing. What worked yesterday may stop working tomorrow. Companies that...	VIEWS 9 817 REPOSTS 72	REACTIONS 56 ER 15.7%

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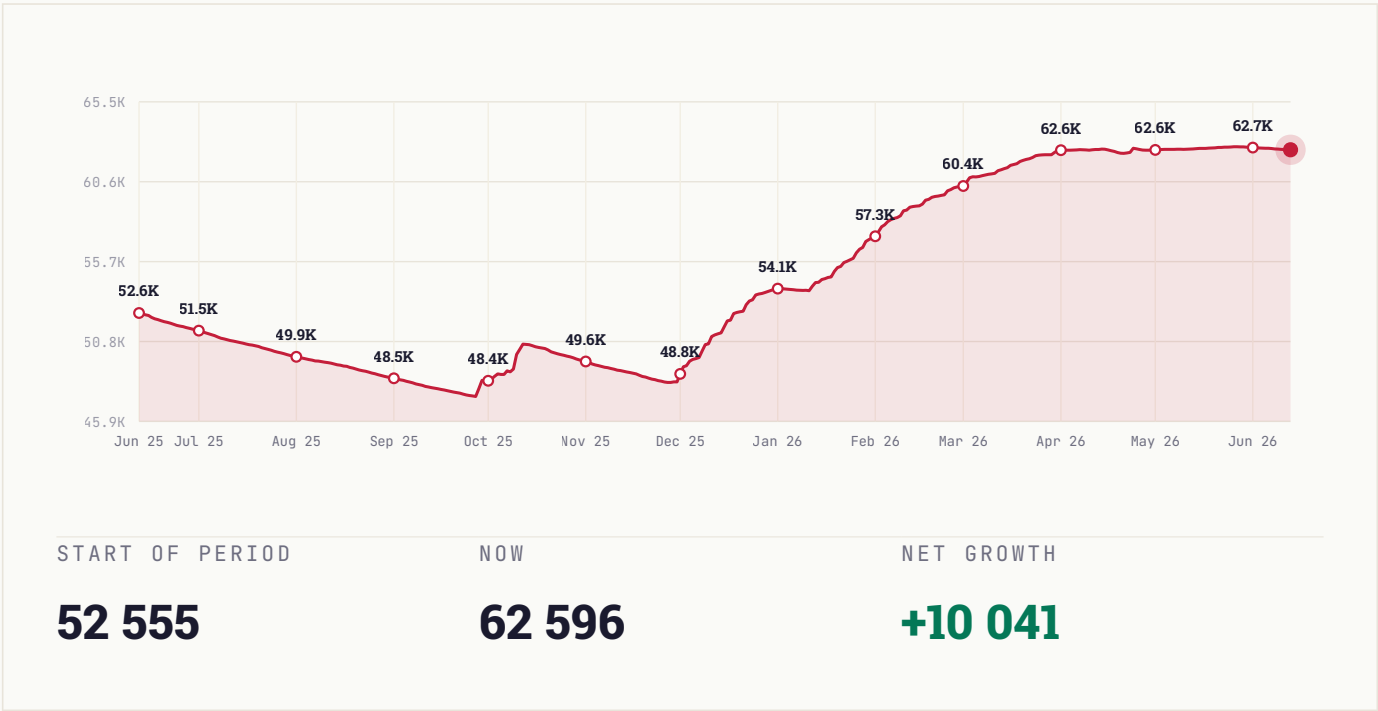
WORST 3

↓ 09.06 · 07:26 PHOTO How an entrepreneur should calculate money correctly Profit on paper and real money are not the same. Calculation errors can break even...	VIEWS 7 972 REPOSTS 67	REACTIONS 54 ER 12.7%
↓ 09.06 · 11:26 PHOTO How an entrepreneur can make data-driven decisions Intuition matters, but without data it becomes guesswork. Numbers provide a foundation for...	VIEWS 7 836 REPOSTS 51	REACTIONS 53 ER 12.5%
↓ 09.06 · 15:34 PHOTO Growth metrics: why regular tracking matters One-off measurements don't tell the full story. Trends matter. Regular metric analysis...	VIEWS 7 835 REPOSTS 54	REACTIONS 55 ER 12.5%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

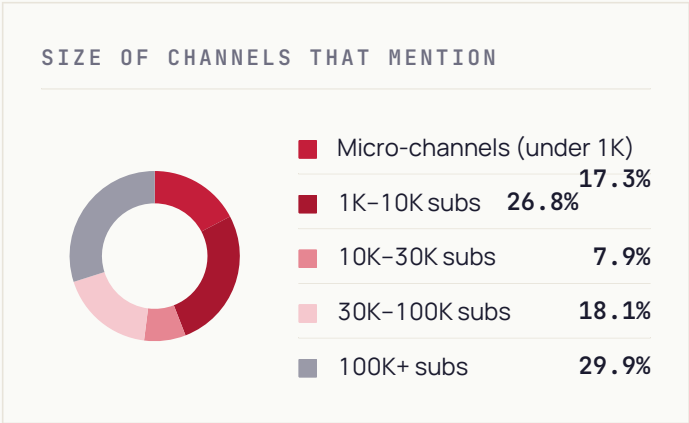
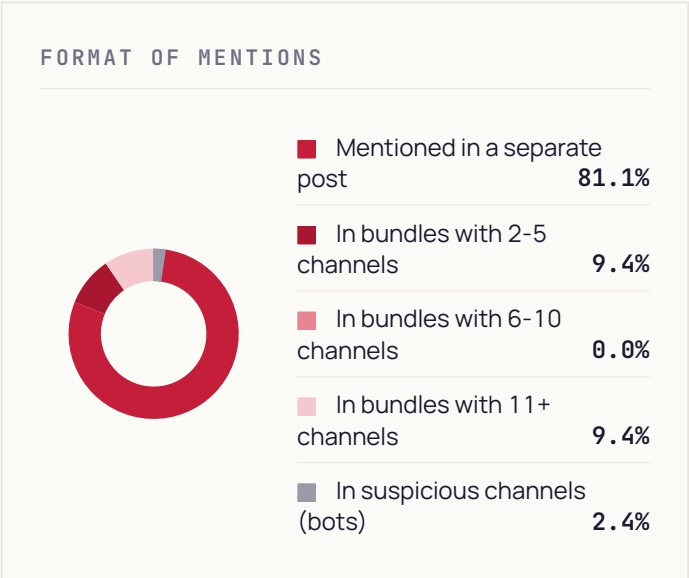
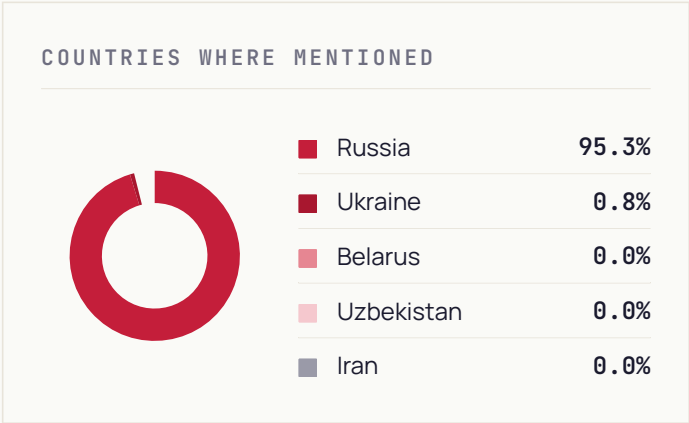
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth vs. loss.



SECTION 04 · MENTIONS

Who mentions the channel and how

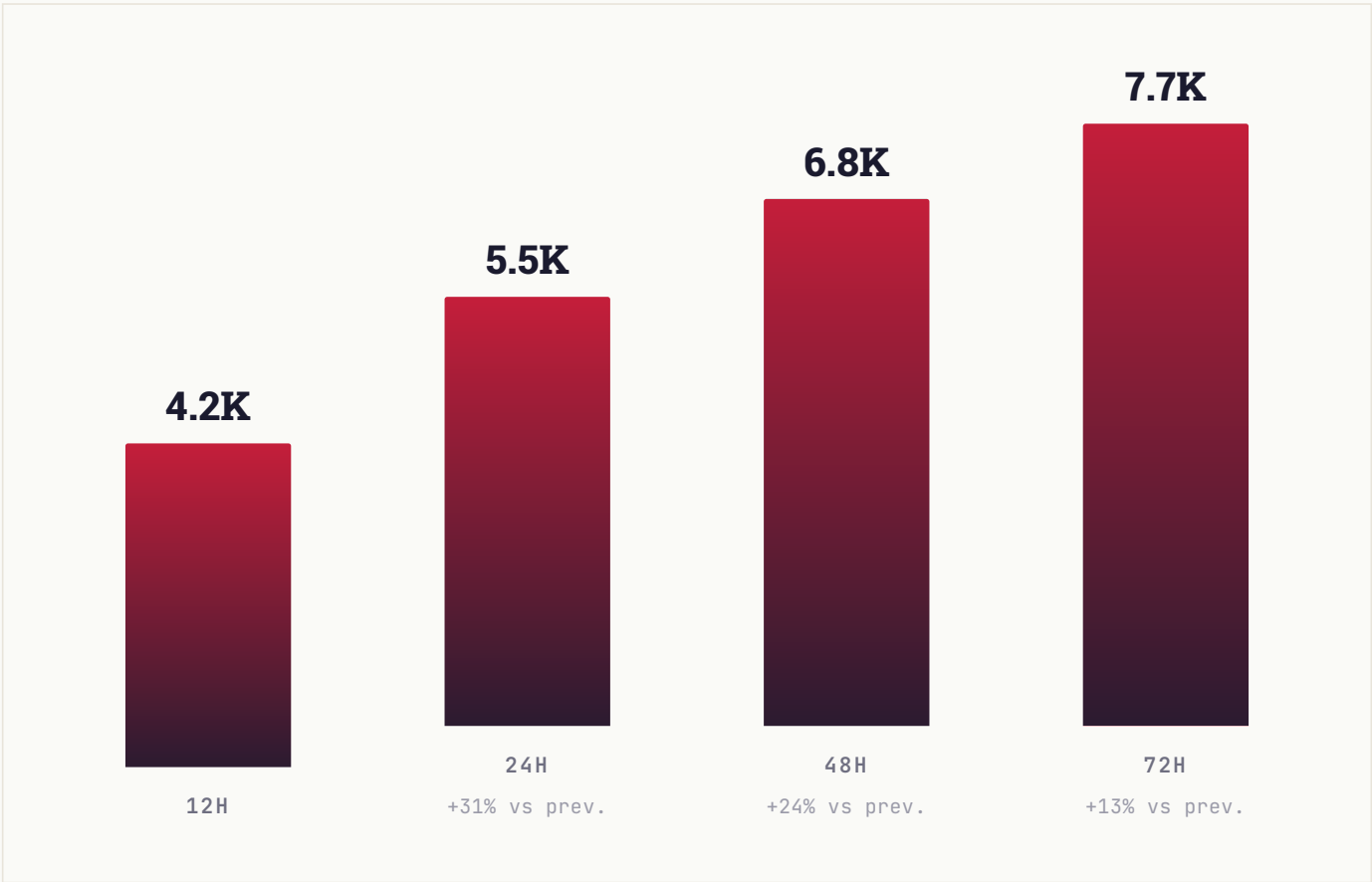
Citation index **47** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from 1K. All time channel was mentioned **64** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates 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 nearest channels by topic and audience. Your channel is highlighted — see its rank among niche peers.

CHANNEL	SUBSCRIBERS
MO Moscow Business	966.6K
CN Books on a Million biz 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 Russia	297.3K
RR Russian retail & business	289.2K
2H 25th Hour • Business & Finance	288.4K
BB Business Unfiltered	256.5K
DM Millionaire Engine Business YOU	62.6K

COMPARATIVE INSIGHT

Channel in bottom half of top-100 niche (#90 of 100). Niche median — 102.7K subs. First growth KPI — reach median. Leader: Moscow Business (966.6K).

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 **33**, they brought **9 082** new subs.

PERIOD	MENTIONS	CHANNELS	SUBS ACQUIRED	
December 2025	29	27	5 707	
Nov 2025	0	0	34	
Oct 2025	1	1	2 354	
September 2025	3	2	987	
August 2025	0	0	0	
July 2025	0	0	0	

TOTAL MENTIONS	MONTHS OF DATA	SUBS ATTRACTED
33	6	9 082

— 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.

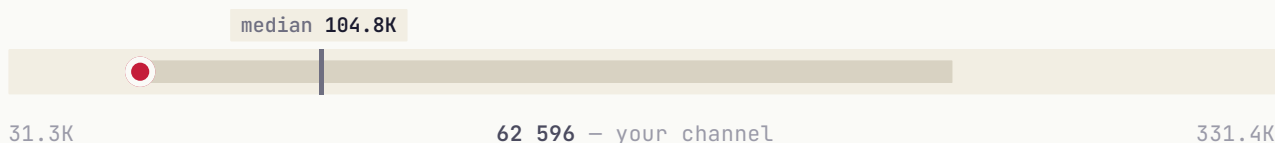
#90 /100

RANK IN NICHE

Channel in bottom half of ranking

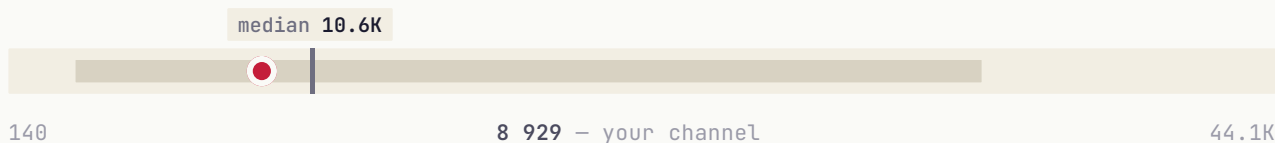
SUBSCRIBERS

worse than median by 40%



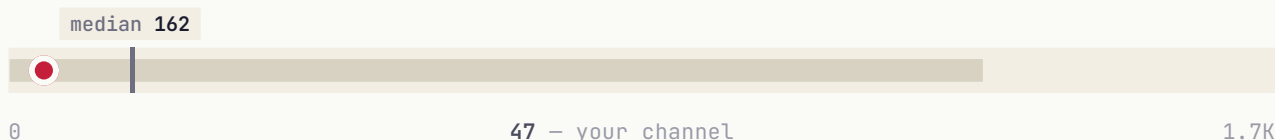
AVG REACH / POST

worse than median by 16%



CITATION INDEX

worse than median by 71%



— 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

Main post of the week — on Thursday

Audience is most active on this day at 14:00 MSK.

IMPACT

**Best time for
an important
post**

02

Increase video post share

Video in Telegram retains audience longer and is favored by the algorithm. Recommend increasing share to 15-25%.

IMPACT

**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.

IMPACT

**+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 — easy growth point.

IMPACT

+5-15% ER

05

Cross-promo with similar channels

Swap posts with similar channels once a quarter. No need daily — 2-3 collabs bring relevant growth.

IMPACT

**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 through us and hit your growth target in a month.

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

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