

— PUBLIC REPORT BY PROMTPRESS

Channel audit

My Business: Accounting Solution for Business



@moedelo_official

This is the main channel for the accounting solution for business «Моё дело». We help navigate laws for sole proprietors and LLCs and stay on top of key news. More about accounting services:...

SUBSCRIBERS

12 665

ERR (% SEE POSTS)

6.0%

REACH/POST

899

-90 per month

last day 2.3%

ad reach 292/24h

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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 12 665 —	 SUBSCRIBER REACH 7.1% avg % subs see post	 VIEWS/POST 899 median 970 · 25 days	 POSTS/WEEK 3.5 for period
 7D TREND -20.5% vs previous week	 REACTIONS/POST 10.2 133 reactions, 65 reposts, 8 comments	 POST LENGTH 431 chars median 331 · 25 days	 POSTS ANALYZED 13 25 days
 AD REACH 292 24h avg	 CHURN / MONTH -90 last month	 CITATION RATE 345 citation index · 419 channels mentioned all time	 CHANNEL AGE 5 years 11 months created 23.07.2020

AI EDITOR SUMMARY

Channel «My Business: Accounting Solution for Business» — 12 665 subs. Avg views per post: 899 people (7% of subs), reach low — expand audience. Publishes 4 posts/week (~0/day) — rare. Week Jun 29 – Jul 5 reach dropped -20.5% by week 22–28 Jun — worth analyzing.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 13 posts over 25 days.
- 02 Dominant format — Photo (9/13 posts).
- 03 Avg post length — 431 chars (median 331).
- 04 Peak audience activity — Thursday, 15:00 MSK.
- 05 Top posts drive 2× more views than the weakest (1.2K avg for top vs 611 for worst) — among 13 posts in 25 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 25.06 · 12:04 PHOTO ⚡ From June 27, Russia's Federal Tax Service will reject reports in old formats Formats 5.10 and 5.04 are no longer valid. Reports must be submitted in new...	VIEWS 1 656 REPOSTS 18	REACTIONS 7 ER 13.1%
Nº2 19.06 · 10:42 TEXT ⚡ Central Bank cuts key rate from 14.5% to 14.25% While the change is small, it signals a gradual decrease in the cost of money. For...	VIEWS 1 032 REPOSTS 1	REACTIONS 8 ER 8.1%
Nº3 18.06 · 12:11 PHOTO Many entrepreneurs think tax audits start suddenly. In practice, inspectors often come where they've long noticed...	VIEWS 1 023 REPOSTS 3	REACTIONS 9 ER 8.1%

Nº4

22.06 · 15:09

PHOTO

Have you subscribed to us on MAX yet? Now it's even easier to follow important tax and reporting news. We publish all the...

VIEWS

1 021

REPOSTS

2

REACTIONS

7

ER

8.1%

Nº5

26.06 · 14:26

VIDEO

An entrepreneur who does their own accounting doesn't believe in three things: Santa Claus, weekends, and sleep. So the first meeting with...

VIEWS

995

REPOSTS

3

REACTIONS

13

ER

7.9%

WORST 3

↓ 06.07 · 14:59 PHOTO It seems if an employee breaks or loses something, you can just deduct it from salary. In practice, it's more complicated. If not documented...	VIEWS 828 REPOSTS 5	REACTIONS 6 ER 6.5%
↓ 10.07 · 11:29 VIDEO Entrepreneurs are of two types: those who promise to send documents today, and those who actually send them today. In «My...	VIEWS 600 REPOSTS 2	REACTIONS 11 ER 4.7%
↓ 13.07 · 10:10 PHOTO It seems the hardest part in business is coming up with an idea. Then it turns out the idea was the easiest part. Next come taxes...	VIEWS 405 REPOSTS 2	REACTIONS 7 ER 3.2%

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.

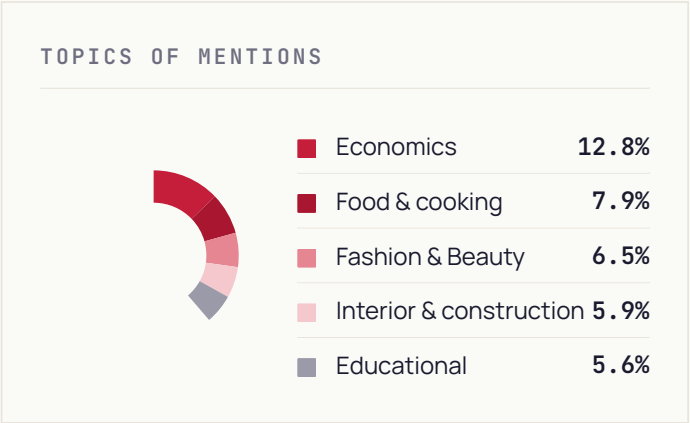
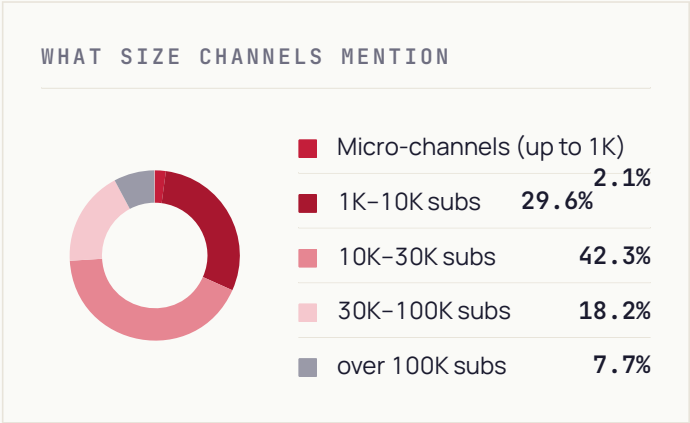
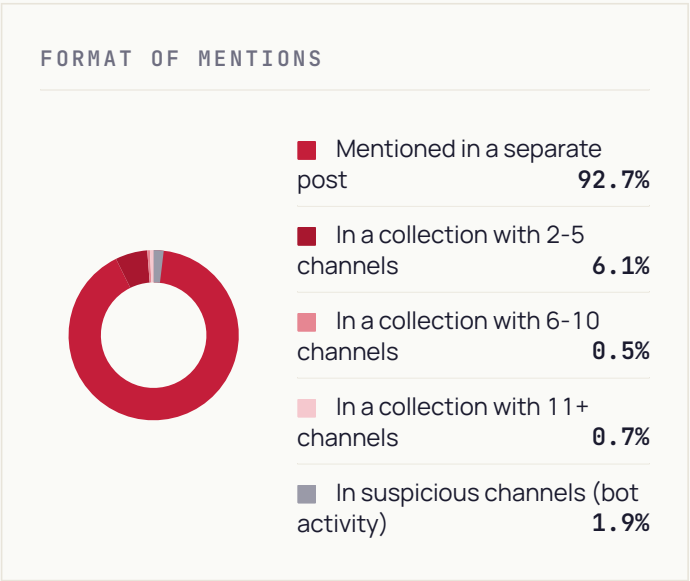
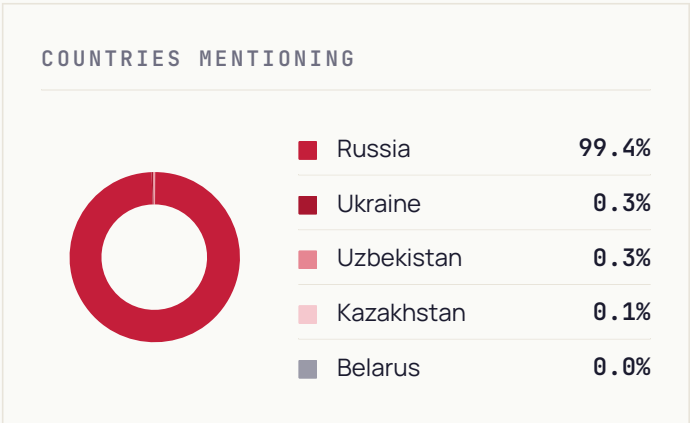


START OF PERIOD	NOW	NET GROWTH
13 525	12 665	-860

SECTION 04 · CITATIONS

Who mentions the channel and how

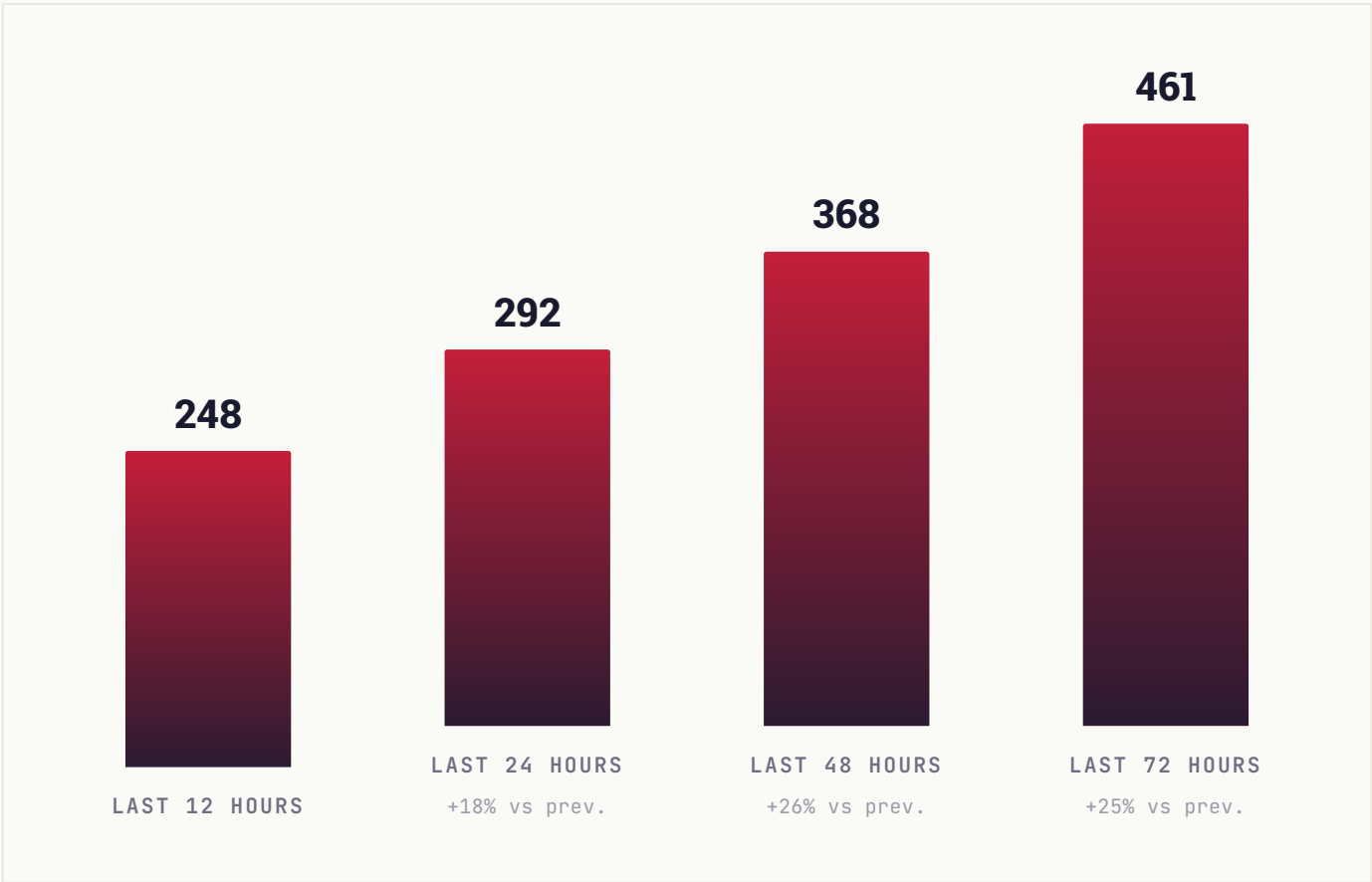
Citation index **345** — channel popularity rating based on mentions. Considers not only quantity but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time channel mentions: **419** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post from publication time. Helps estimate 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 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
RII Roxman is typing...	529.9K
AB Business Shark	502.2K
SS Merger & acquisition	469.6K
لز لباس زیر اقساطی ریزسابل	456.9K
MD My Business: Accounting Solution for Business YOU	12.7K

COMPARATIVE CONCLUSION

Channel yet outside niche top 99 — early growth stage. Niche leader — Startups & Ventures (2.6M), top-99 median: 171.4K. First goal: enter top-99 through systematic work on traffic and content.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Monthly we record posts in other channels that mention yours. Over the last **6 months** such mentions: **21**, they brought **252** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
January 2026	0	0	13	
December 2025	0	0	137	
November 2025	2	2	40	
October 2025	3	3	33	
September 2025	14	3	3	
August 2025	2	2	26	

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS
21	6	252

Where the channel stands in its league

SUBSCRIBERS

93% below median

median 171.2K

53.2K 12 665 — your channel 591.8K

AVG REACH / POST

93% below median

median 12.6K

2 899 — your channel 57.2K

CITATION INDEX

better than 61% of niche

median 118

0 345 — your channel 1.2K

— SECTION 09 · STRATEGY

What to do right now

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

01

Increase posting frequency

Now 3.5 posts/wk. Active channels average 7-10.
Consistency is key to audience retention.

EFFECT

**Consistency
over volume**

02

Main post of the week — on Thursday

Audience is most active on this day at 15:00 MSK.

EFFECT

**Best window
for an
important post**

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 lever.

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

Exchange posts quarterly with channels in the same segment. No need to do it daily — 2-3 collabs give relevant growth.

EFFECT

**Growth from
relevant
audience**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in minutes using public data. To go further — run ads through us and hit your growth plan in a month.

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

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