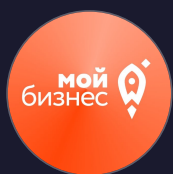


PUBLIC REPORT BY PROMTPRESS

Channel audit

My Business – Small Business



@moibiz

News for small business Government support measures for entrepreneurs Services and events of 'My Business' centers
Details – mybusiness.rf Roskomnadzor verification <https://vk.cc/cFA0yc>

SUBSCRIBERS

59 623

-389 per month

ERR (% SEE POSTS)

5.0%

daily 2.3%

REACH/POST

2.7K

ad reach 1.3K/24h

— CONTENTS · 2026

What's inside the report

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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 59 623 —	 SUBSCRIBER REACH 4.52% avg % subs see post	 VIEWS/POST 2.7K median 2.3K · 28 days	 POSTS/WEEK 20.3 for period
 7D TREND -23.5% vs previous week	 REACTIONS/POST 8.0 676 reactions, 1,095 reposts, 0 comments	 POST LENGTH 721 chars median 704 · 28 days	 POSTS ANALYZED 84 28 days
 AD REACH 1.3K 24h avg	 CHURN / MONTH -389 last month	 CITATION RATE 204 citation index · 1,609 channels mentioned all time	 CHANNEL AGE 7 years 9 months created 21.08.2018

AI EDITOR SUMMARY

Channel 'My Business – Small Business' – 59 623 subs. Each post avg views 2.7K people (5% from subs), reach low – need to expand audience. Publishes 20 posts/week (~3/day) – regular schedule. Week Jun 1–7 reach dropped -23.5% to week May 25–31 – 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 TOP POSTS HAVE IN COMMON

- 01 Analysis based on **84** posts in 28 days.
- 02 Dominant format — **Photo** (54/84 posts).
- 03 Avg post length — **721** chars (median 704).
- 04 Peak audience activity — **Tue**, 13:00 MSK.
- 05 Top posts get **6x** more views than weakest (7.6K avg top vs 1.4K worst) — among 84 posts in 28 days. Worth analyzing top's common traits: topic, format, timing.

TOP 5 POSTS

Nº1 18.05 · 08:46 TEXT Businesses can get extra staff without hiring Changes to the Labor Code take effect Sep 1. Key...	VIEWS 9 260 REP. 76	REACTIONS 11 ER 15.5%
Nº2 19.05 · 10:55 PHOTO Entrepreneur Day with maximum benefit — at the online marathon 'My Business — My Future' On May 26 at 10:00 an online marathon for...	VIEWS 7 001 REP. 59	REACTIONS 13 ER 11.7%
Nº3 25.05 · 12:01 VIDEO Online marathon «My Business — My Future»: we're at the starting line! The online marathon will take place tomorrow from 10:00 to 20:00 Join if...	VIEWS 6 597 REP. 37	REACTIONS 5 ER 11.1%

Nº4 09.06 · 08:15 PHOTO ☒Set reminders: live stream 'Challenges → Opportunities. Resources → Growth!' – tomorrow Live with expert practitioners we'll...	VIEWS 5 167 REP. 38	REACTIONS 4 ER 8.7%
Nº5 05.06 · 15:50 PHOTO ✂National program 'Creative Code. Russia' launches open live streams! All-Russian streams 'Business 2026. Reset' have started...	VIEWS 5 094 REP. 65	REACTIONS 12 ER 8.5%

|

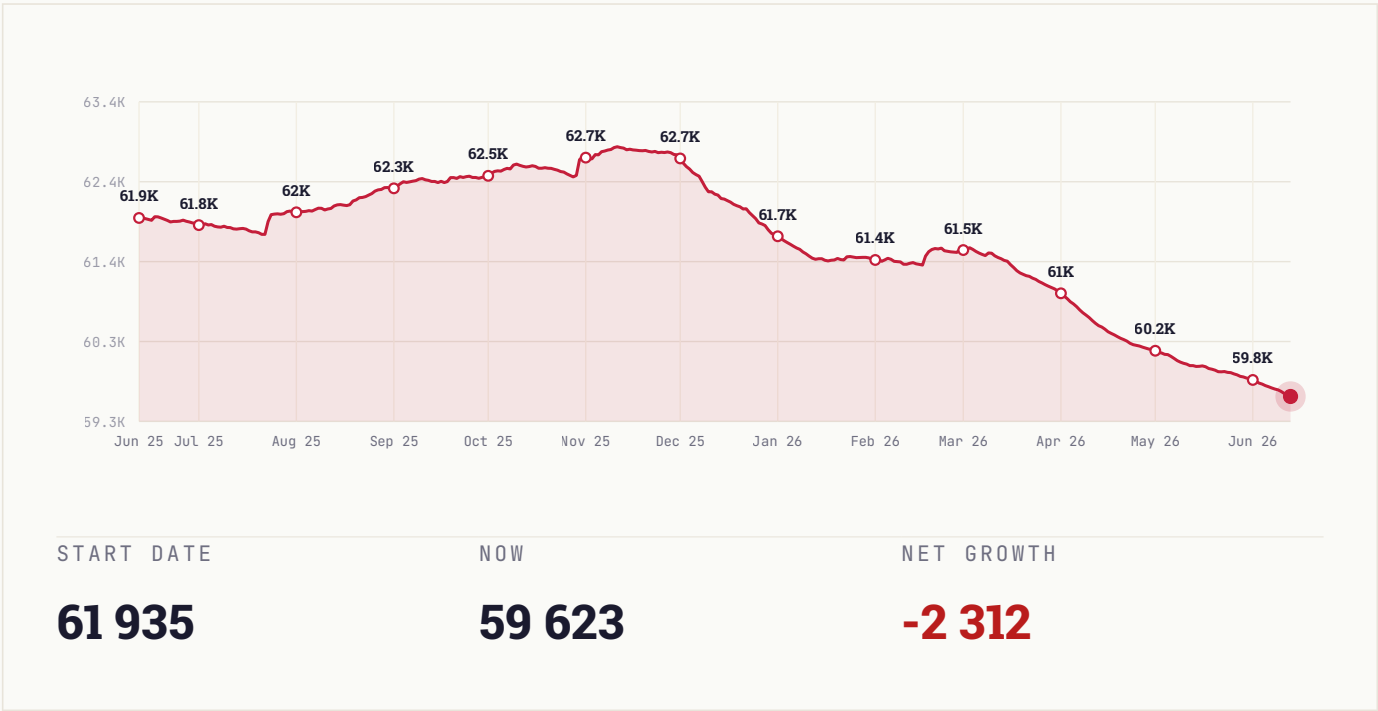
WORST 3

↓ 03.06 · 08:53 PHOTO Started participating in the SPIEF business program with a talk on a very interesting topic – SMEs entering the capital market. This is an important tool for...	VIEWS 1 384 REP. —	REACTIONS 3 ER 2.3%
↓ 10.06 · 05:59 PHOTO ☒Business news digest for June 9 ☒Medvedev: number of young entrepreneurs in Russia exceeds 2.5 mln ☒Bill on... introduced in State Duma	VIEWS 1 384 REP. 4	REACTIONS 6 ER 2.3%
↓ 03.06 · 08:45 TEXT ☒☒☒☒In 15 minutes the broadcast 'AI for Everyone: How to Deliver Tech to Small Biz and Accelerate Economy' begins ☒ Speakers...	VIEWS 1 357 REP. 1	REACTIONS 2 ER 2.3%

SECTION 03 • SUBSCRIBER DYNAMICS

How the channel grew over the year

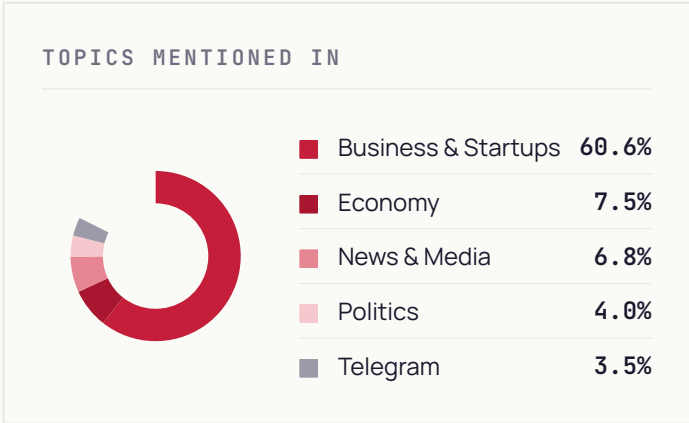
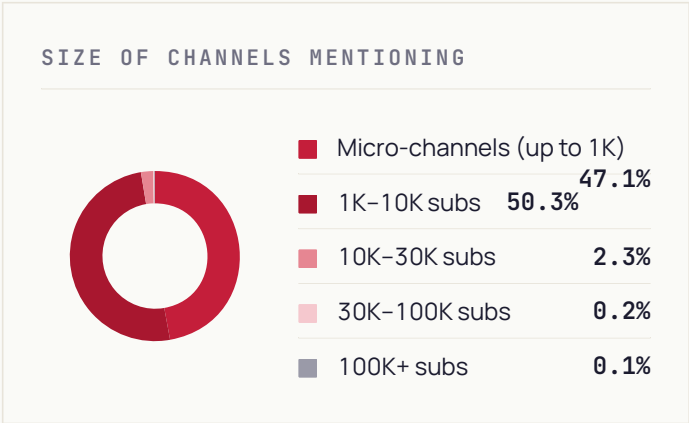
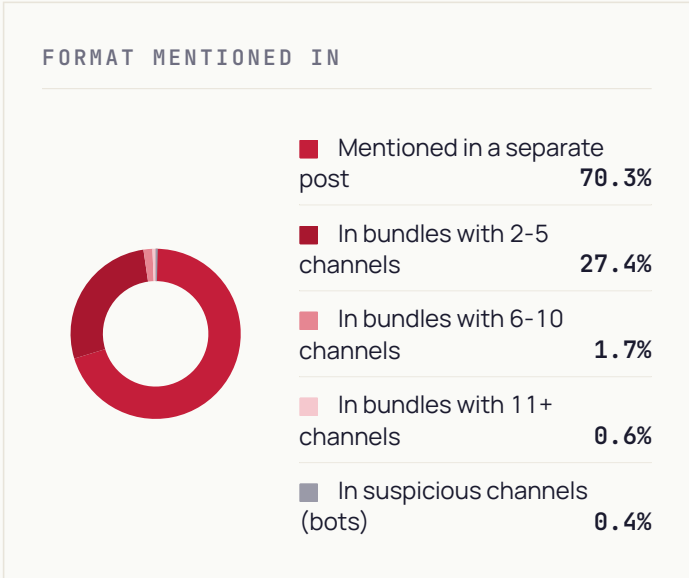
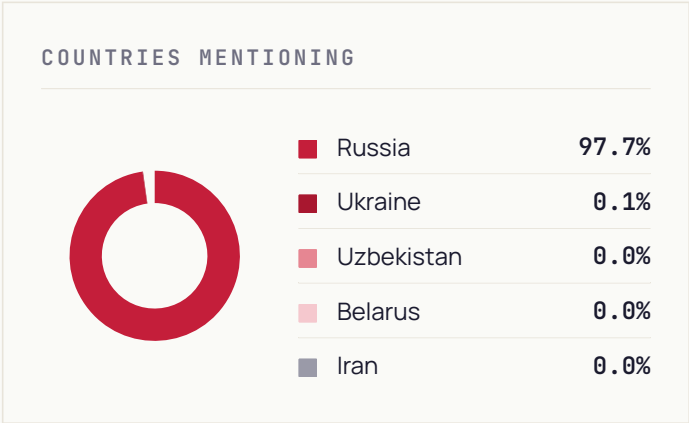
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

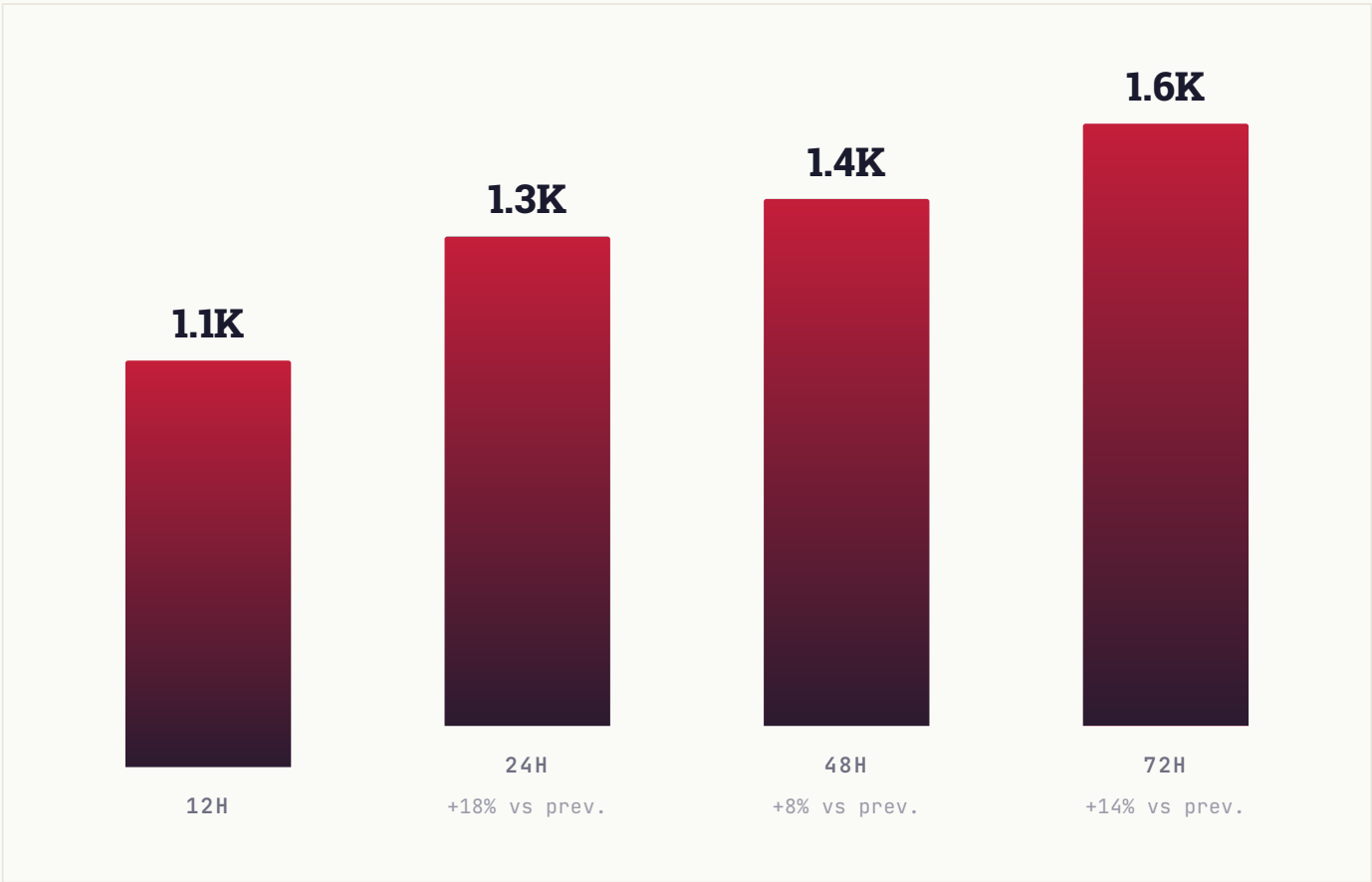
Citation index **204** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from 1K. All time channel was mentioned **1 609** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg ad post reach over time since publication. Helps estimate how long a placement stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic & audience. Your channel highlighted — see its rank among niche neighbors.

CHANNEL	SUBSCRIBERS
MO MoscowBusiness	966.6K
CN Million-Dollar Books Business 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
MB My Business – Small Business YOU	59.6K

COMPARATIVE CONCLUSION

Channel inbottom half of top-100 niche (#94 of 100). Niche median — 102.7K subs. First growth KPI — reach median. Leader: MoscowBusiness (966.6K).

SECTION 07 · MENTION DYNAMICS

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 **2 726**, they brought **1 656** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
December 2025	589	144	4	
Nov 2025	232	89	193	
Oct 2025	447	128	460	
September 2025	478	130	277	
August 2025	671	144	369	
July 2025	309	102	353	
TOTAL MENTIONS	2 726	MONTHS OF DATA	6	ATTRACTED SUBSCRIBERS
			1 656	

SECTION 08 · NICHE COMPARISON

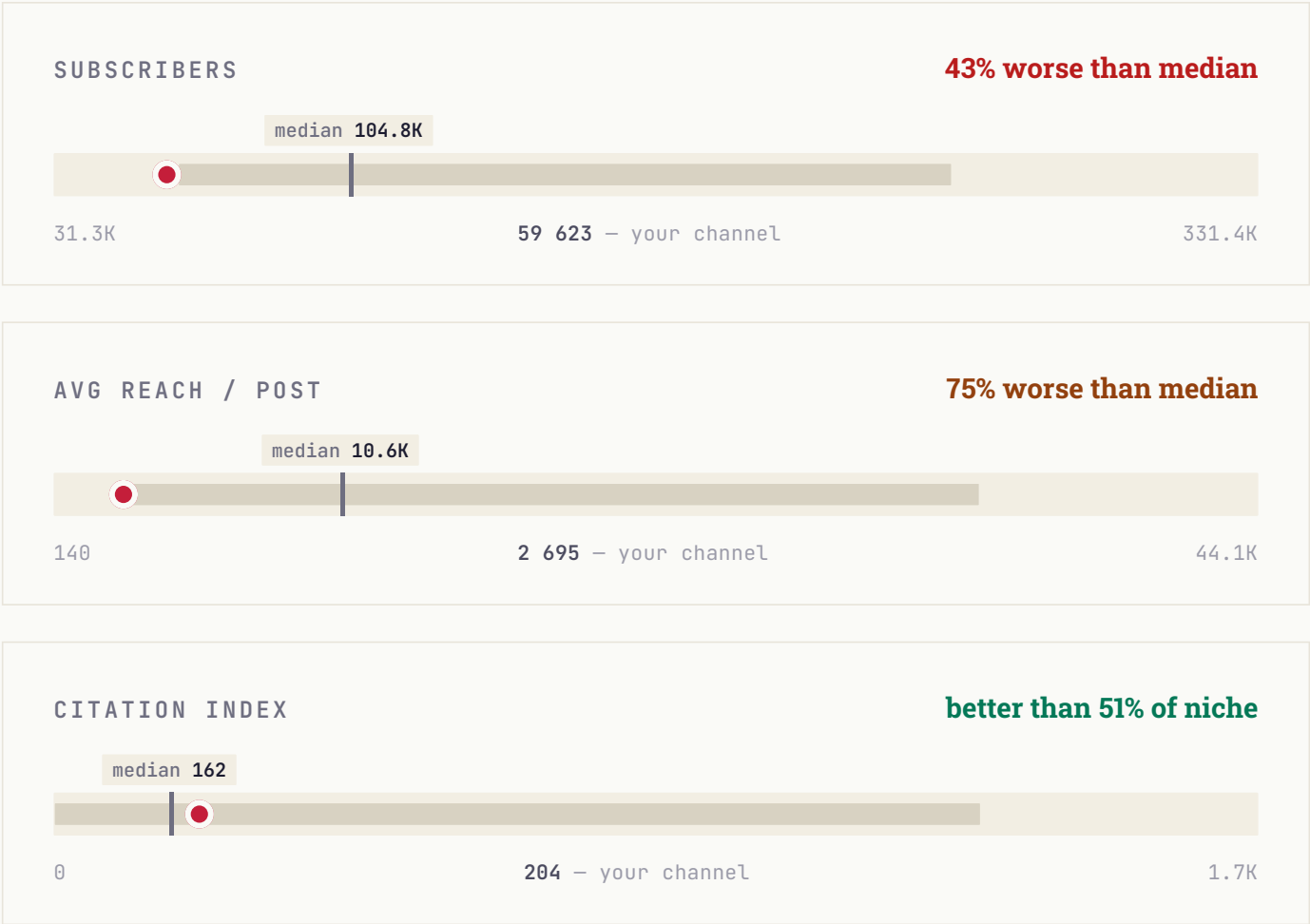
Where the channel ranks in its league

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

#94/100

RANK IN NICHE

Channel in the lower half of the ranking



— SECTION 09 · STRATEGY

What to do right now

5 priority actions sorted by expected impact. Check off and revisit next month.

- 01

Top post of the week — on Tuesday

Audience is most active on this day at 1:00 PM MSK.

EFFECT

Best time for important posts
- 02

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
- 03

Test polls & interactive formats

Posts with polls/reactions usually boost ER by +5-15%.
One weekly poll on a hot topic is an easy win.

EFFECT

+5-15% ER
- 04

Cross-promo with neighboring channels

Cross-post with channels in the same segment once a quarter. No need daily — 2-3 collabs give relevant growth.

EFFECT

Growth from relevant audience
- 05

Update channel description for Telegram search

Telegram search scans descriptions. Add 3-5 niche keywords — it's a source of organic traffic.

EFFECT

Organic traffic source

★ WHAT'S NEXT

Want this done by **PromptPress?**

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

01	Launch Telegram ads	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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