

PUBLIC REPORT BY PROMTPRESS

Channel audit

MoscowBusiness



@mosbusy

Finally a normal business channel, not that other stuff. For collabs and ads: @aloeverra1 Partnering with BidFox Registered with RKN: <https://rkn.link/ctB>

SUBSCRIBERS

966 791

+24208 per month

ERR (% SEE POSTS)

3.0%

per day 1.8%

REACH/POST

26.5K

ad reach 17.5K/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 966 791 —	 SUBSCRIBER REACH 2.74% avg % subs see post	 VIEWS/POST 26.5K median 24K · 29 days	 POSTS/DAY 10.6 ~74 per week
 7D TREND -18.6% vs previous week	 REACTIONS/POST 224.2 total 70,846 reactions, 22,558 reposts, 0 comments	 POST LENGTH 347 chars median 316 · 29 days	 POSTS ANALYZED 316 29 days
 AD REACH 17.5K 24h avg	 CHURN / MONTH +24208 last month	 CITATION RATE 590 citation index · 3,369 channels mentioned all time	 CHANNEL AGE 1 year 2 months created 29.03.2025

AI EDITOR SUMMARY

Channel «Moscowbusiness» — 966 791 subs. Each post averages 26.5K people (3% of subs), reach is low — consider expanding audience. Publishes 74 posts per week (~11/day) — very active posting. For week Jun 1–7, reach dropped -18.6% by week of May 25–31 — worth analyzing reasons.

SECTION 02 · CONTENT ANALYSIS

Best-performing content

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 316 posts in 29 days.
- 02 Dominant format – Photo (212/316 posts).
- 03 Avg post length – 347 chars (median 316).
- 04 Audience activity peak – Wed, 22:00 MSK.
- 05 Top posts get 11x more views than the weakest (139K avg for top vs 12.4K for bottom) – among 316 posts in 29 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 02.06 · 18:10 VIDEO PVZ staff started playing music from Fashion Verdict for customers during fittings. Zoomers having fun at work 🤪	VIEWS 144 401 REPOSTS 376	REACTIONS 317 ER 14.9%
Nº2 04.06 · 19:45 VIDEO What, not given at the entrance? 😏	VIEWS 140 368 REPOSTS 308	REACTIONS 177 ER 14.5%
Nº3 20.05 · 13:04 PHOTO Joke of the day: Cybertruck owner arrested for trusting Elon Musk. Dude decided to test Wade Mode by driving into...	VIEWS 132 286 REPOSTS 274	REACTIONS 223 ER 13.7%

Nº4 26.05 • 15:28 VIDEO A Muscovite got charged over 1.1M rubles for a couple months of parking. Easier to just tear down the barrier ☒	VIEWS 126 854 REACTIONS 198 REPOSTS 355 ER 13.1%
Nº5 21.05 • 15:37 PHOTO NYC mayor decides to become a STREAMER – he'll go live on Twitch to answer locals' questions. Just imagine...	VIEWS 65 991 REACTIONS 323 REPOSTS 158 ER 6.8%

WORST 3

↓ 05.06 • 15:46 PHOTO Prove it's not a history lesson ☒	VIEWS 12 819 REACTIONS 173 REPOSTS 16 ER 1.3%
↓ 05.06 • 15:18 PHOTO A world where this tweet came true: ☒	VIEWS 12 618 REACTIONS 161 REPOSTS 18 ER 1.3%
↓ 05.06 • 13:35 TEXT "Export is a team sport." Colleagues, here Ruslan Alisultanov, Chairman of the Board of Milk Logic, told how to build...	VIEWS 11 850 REACTIONS 91 REPOSTS 10 ER 1.2%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

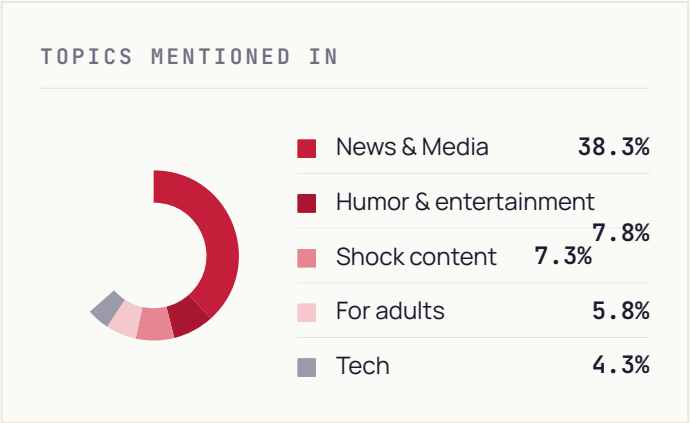
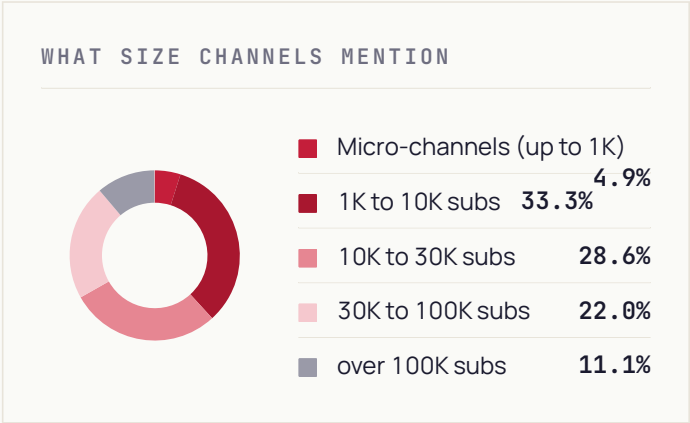
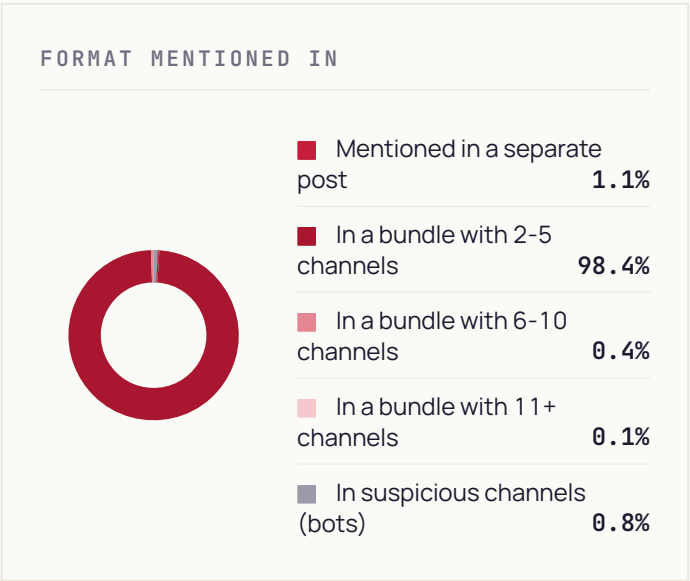
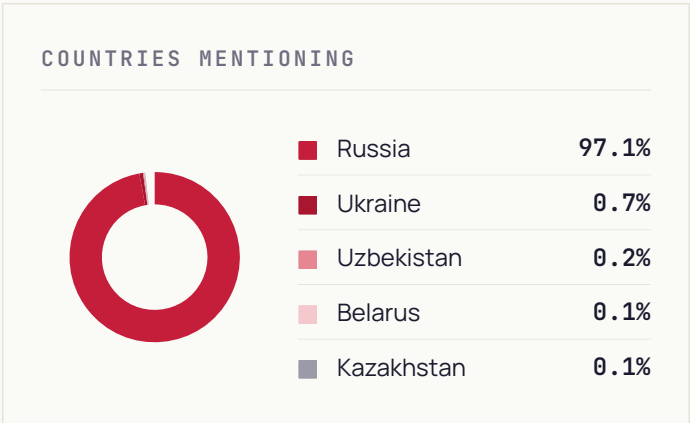
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth vs. loss.



SECTION 04 · MENTIONS

Who mentions the channel and how

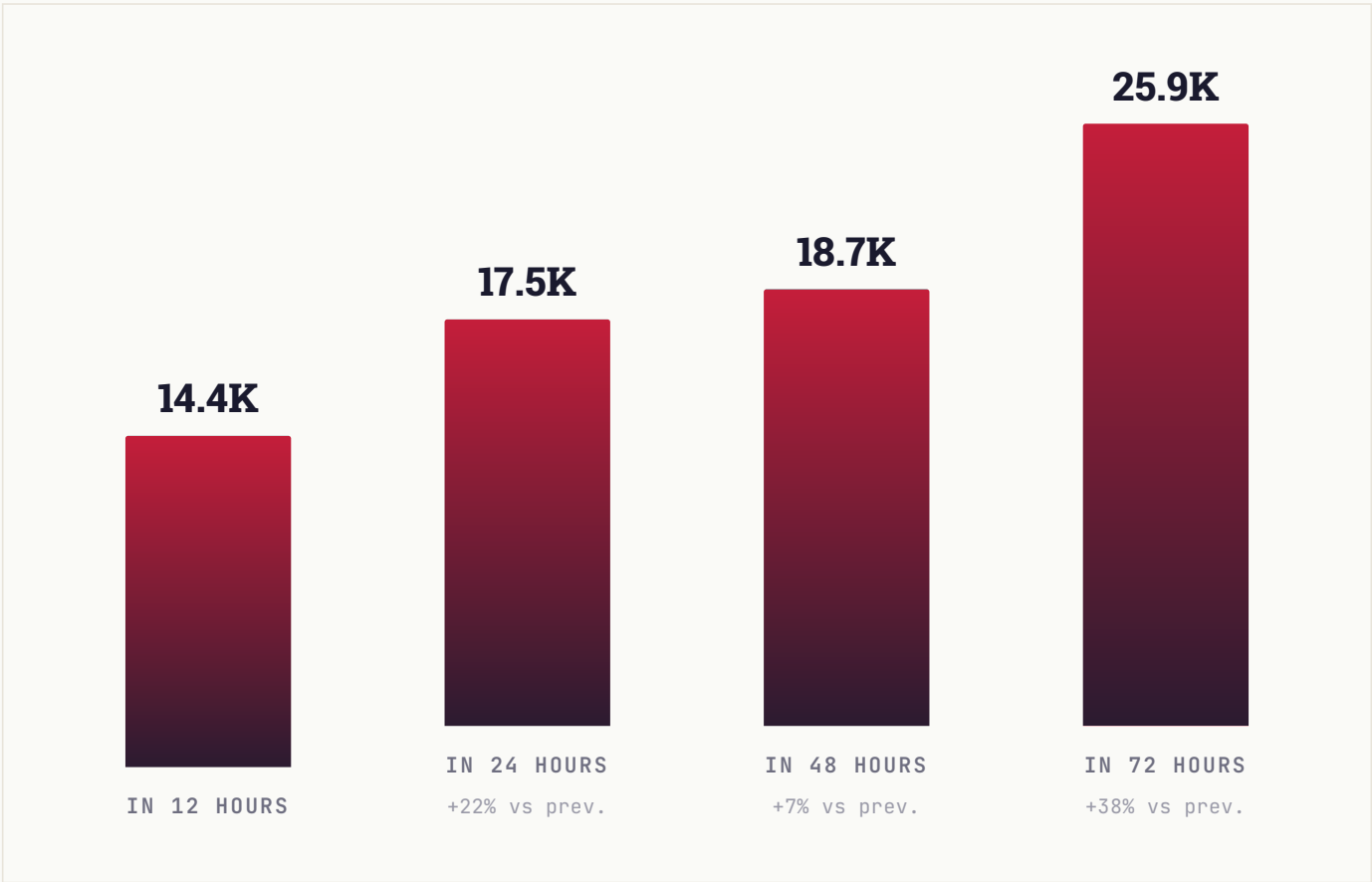
Citation index **590** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100k subs channel weighs more than from 1k subs. All time channel was mentioned **3 369** different channels.



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 MoscowBusiness YOU	966.8K
KN Million 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 Without Gloss	256.5K
E- E-commerce	254.7K

COMPARATIVE CONCLUSION

Channel in niche top-1 (#1 of 100 channels in category). One of the leaders — client-partners can go for cross-promo with equals; for PR/reach you're a valuable media partner.

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 found **98**, they brought **401 659** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	16	6	98 639
November 2025	14	5	44 547
October 2025	12	7	58 683
September 2025	19	15	104 317
August 2025	24	12	35 621
July 2025	13	7	59 852

TOTAL MENTIONS	MONTHS OF DATA	GAINED SUBSCRIBERS
98	6	401 659

SECTION 08 · NICHE COMPARISON

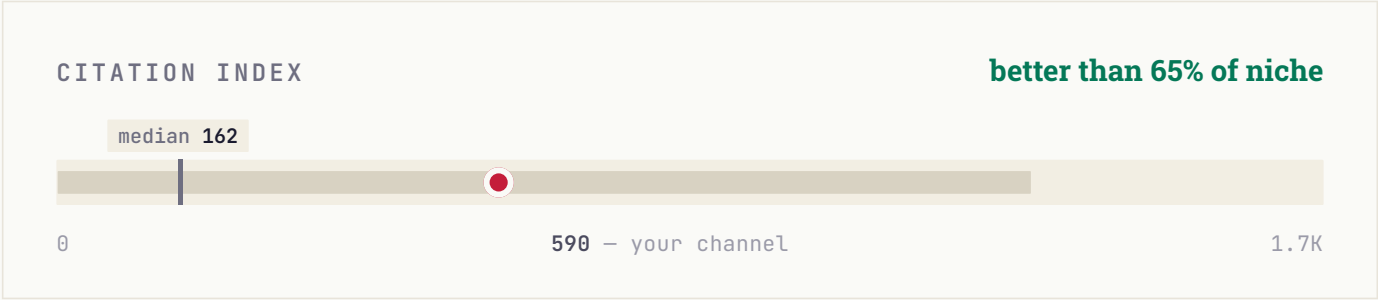
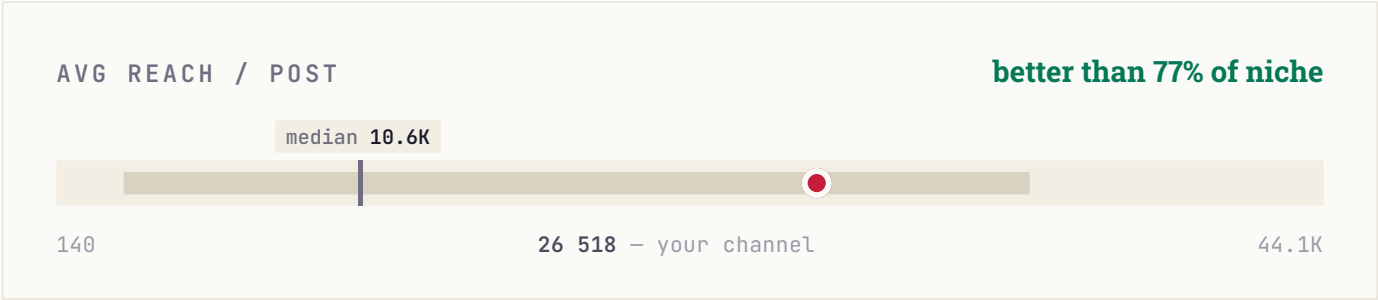
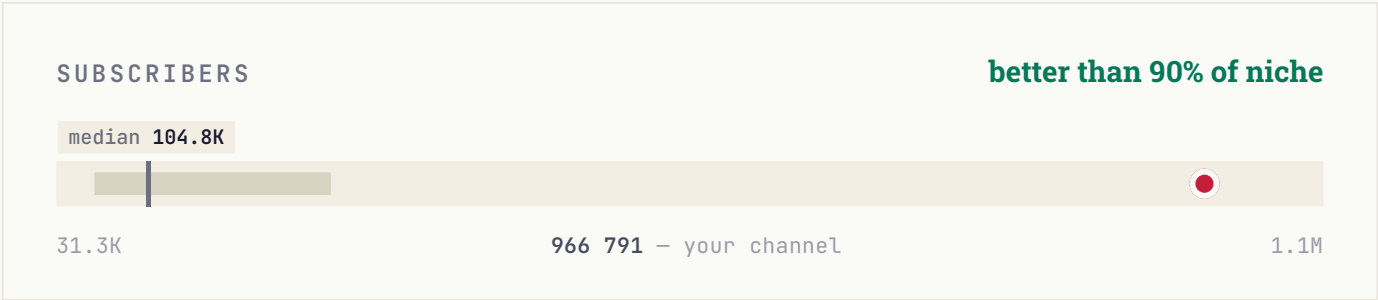
Where the channel stands in its league

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.

#1/100

POSITION IN NICHE

Channel in top 1% Business & Startups Russia



— SECTION 09 · STRATEGY

What to do right now

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

01

Top post of the week — on Wednesday

Audience is most active on this day at 22:00 MSK.

EFFECT

**Best window
for an
important post**

02

ER below niche benchmark — rethink formats

Current ER 2.74% vs norm 3.5%. Try polls and interactive formats.

EFFECT

+0.8pp ER

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 and interactive formats

Posts with polls/reactions usually boost ER by +5-15%.
One poll per week on a hot topic — easy growth lever.

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 bring 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 ads in Telegram

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

02

Contact manager

t.me/PromptPress_manager