

PUBLIC REPORT BY PROMTPRESS

# Channel audit

## Moscow, Business & Tech



@moscowachbusiness

Top channel about Moscow, business & tech. Ads: [t.me/pricemos/](https://t.me/pricemos/)  
619 Special offers: @giorgi Registered in RKN: [clck.ru/3FNRet](https://clck.ru/3FNRet)

SUBSCRIBERS

**87 131**

-3332 per month

ERR (% SEE POSTS)

**8.0%**

daily 4.8%

REACH/POST

**6.1K**

ad reach 4.1K/24h

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SECTION 01 · CHANNEL SNAPSHOT

# Key channel metrics

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

|                                                                                                                                                     |                                                                                                                                                                                            |                                                                                                                                                                                            |                                                                                                                                                                            |
|-----------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <div> SUBSCRIBERS</div> <div>87 131</div> <div>—</div>             | <div> SUBSCRIBER REACH</div> <div>6.99%</div> <div>avg % subs see post</div>                              | <div> VIEWS/POST</div> <div>6.1K</div> <div>median 6.2K · 29 days</div>                                   | <div> POSTS/WEEK</div> <div>30.6</div> <div>for the period</div>                        |
| <div> 7D TREND</div> <div>-10.0%</div> <div>vs previous week</div> | <div> REACTIONS/POST</div> <div>47.4</div> <div>6,061 reactions,<br/>3,621 reposts, 53<br/>comments</div> | <div> POST LENGTH</div> <div>273 chars.</div> <div>median 276 · 29 days</div>                             | <div> POSTS ANALYZED</div> <div>128</div> <div>29 days</div>                            |
| <div> AD REACH</div> <div>4.1K</div> <div>24h avg</div>          | <div> CHURN / MONTH</div> <div>-3332</div> <div>last month</div>                                        | <div> CITATION RATE</div> <div>49</div> <div>citation index · 279<br/>channels mentioned<br/>ever</div> | <div> CHANNEL AGE</div> <div>2 years 2<br/>months</div> <div>created 13.04.2024</div> |

AI EDITOR SUMMARY

Channel «Moscow, Business & Technology» — 87 131 subs. Each post averages 6.1K people (7% from subs), reach is low — consider expanding audience. Publishes 31 posts/week (~4/day) — active posting. For week Jun 1–7, reach dropped -10.0% to week 25–31 May — worth analyzing reasons.

SECTION 02 · CONTENT ANALYSIS

# What works best

Top posts by engagement and outsiders – to see what to repeat and what to drop from rotation.

WHAT TOP POSTS SHARE

- 01 Analysis based on **128** posts over 29 days.
- 02 Dominant format – **Photo** (88/128 posts).
- 03 Avg post length – **273** chars (median 276).
- 04 Audience peak activity – **Friday, 20:00 MSK**.
- 05 Strongest posts get **2x** more views than the weakest (8K avg for top vs 4.8K for worst) – among 128 posts over 29 days. Worth analyzing what top posts share – topic, format, timing.

TOP 5 POSTS

|                                                                                                                                                                                                                                      |                                                                 |                                                                   |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------|-------------------------------------------------------------------|
| <div><div>Nº1</div><div>05.06 · 17:17</div><div>PHOTO</div></div> <div><div>📄</div><div>Revenue threshold for small businesses at 20M RUB for VAT will be fixed for three years – Siluanov. ■ Subscribe to us on MAX</div></div>     | <div>VIEWS</div> <div>8 142</div> <div>REP.</div> <div>41</div> | <div>REACTIONS</div> <div>87</div> <div>ER</div> <div>9.3%</div>  |
| <div><div>Nº2</div><div>18.05 · 08:41</div><div>PHOTO</div></div> <div><div>👩</div><div>Number of beauty salons and barbershops in Russia grew nearly 20% in two years, industry turnover in 2025 increased by almost...</div></div> | <div>VIEWS</div> <div>7 987</div> <div>REP.</div> <div>18</div> | <div>REACTIONS</div> <div>25</div> <div>ER</div> <div>9.2%</div>  |
| <div><div>Nº3</div><div>23.05 · 11:45</div><div>PHOTO</div></div> <div><div>📄</div><div>Rospotrebnadzor suspended sales of some wines and brandies from Armenia. The agency reported that products from 'Vedi-Alko'...</div></div>   | <div>VIEWS</div> <div>7 768</div> <div>REP.</div> <div>54</div> | <div>REACTIONS</div> <div>101</div> <div>ER</div> <div>8.9%</div> |

|                                                                                                                                                                                                           |                                                                 |                                                                   |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------|-------------------------------------------------------------------|
| <div><div>Nº4</div><div>15.05 · 12:08</div><div>PHOTO</div></div> <div>☒ Due to VPN blocking, marketplaces lost up to 10% of users in April. Wildberries was hit hardest: mobile traffic dropped...</div> | <div>VIEWS</div> <div>7 670</div> <div>REP.</div> <div>41</div> | <div>REACTIONS</div> <div>127</div> <div>ER</div> <div>8.8%</div> |
| <div><div>Nº5</div><div>14.05 · 13:53</div><div>TEXT</div></div> <div>✂ State Duma passed a law raising overtime limit to 240 hours per year — double the current cap. According...</div>                 | <div>VIEWS</div> <div>7 505</div> <div>REP.</div> <div>44</div> | <div>REACTIONS</div> <div>83</div> <div>ER</div> <div>8.6%</div>  |

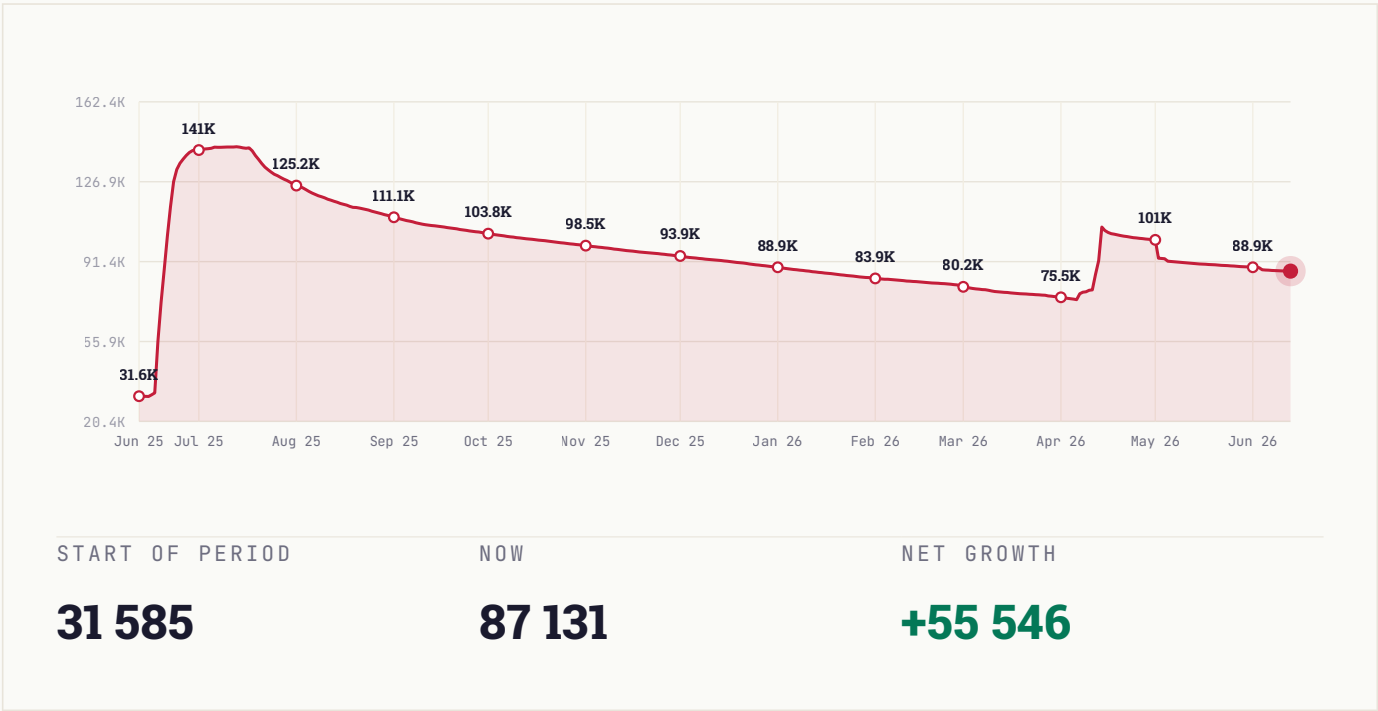
WORST 3

|                                                                                                                                                                                       |                                                                 |                                                                  |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------|------------------------------------------------------------------|
| <div><div>↓</div><div>08.06 · 10:45</div><div>PHOTO</div></div> <div>☒ Average garage price in Moscow rose 21% over the year to 870K RUB. Cheapest options could be found in...</div> | <div>VIEWS</div> <div>4 869</div> <div>REP.</div> <div>17</div> | <div>REACTIONS</div> <div>20</div> <div>ER</div> <div>5.6%</div> |
| <div><div>↓</div><div>09.06 · 07:14</div><div>PHOTO</div></div> <div>☒ Dollar exchange rate on interbank market fell below 72 RUB.<br/>■ Subscribe to us on MAX</div>                 | <div>VIEWS</div> <div>4 821</div> <div>REP.</div> <div>30</div> | <div>REACTIONS</div> <div>39</div> <div>ER</div> <div>5.5%</div> |
| <div><div>↓</div><div>09.06 · 15:17</div><div>PHOTO</div></div> <div>☒ Central Bank set dollar rate below 72 RUB, euro below 83. ■<br/>Subscribe to us on MAX</div>                   | <div>VIEWS</div> <div>4 751</div> <div>REP.</div> <div>21</div> | <div>REACTIONS</div> <div>40</div> <div>ER</div> <div>5.5%</div> |

SECTION 03 · SUBSCRIBER DYNAMICS

# How the channel grew over the year

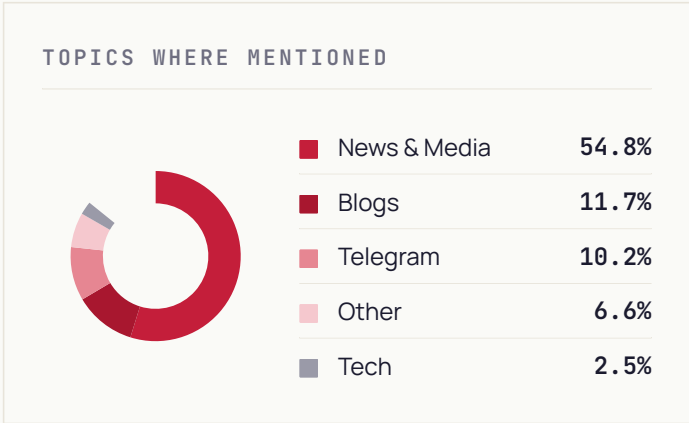
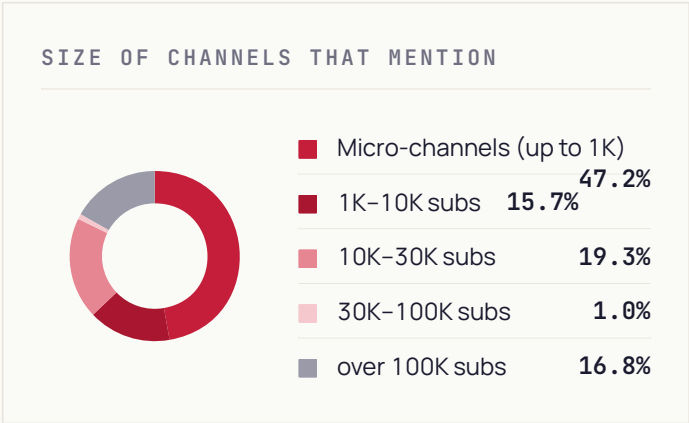
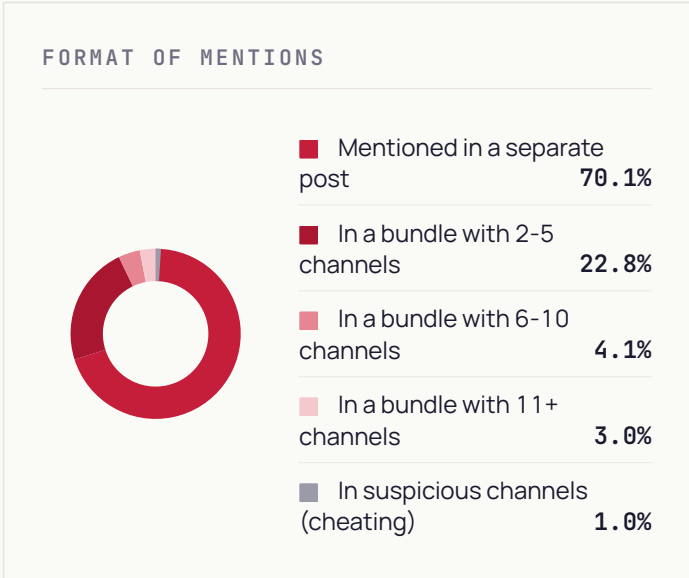
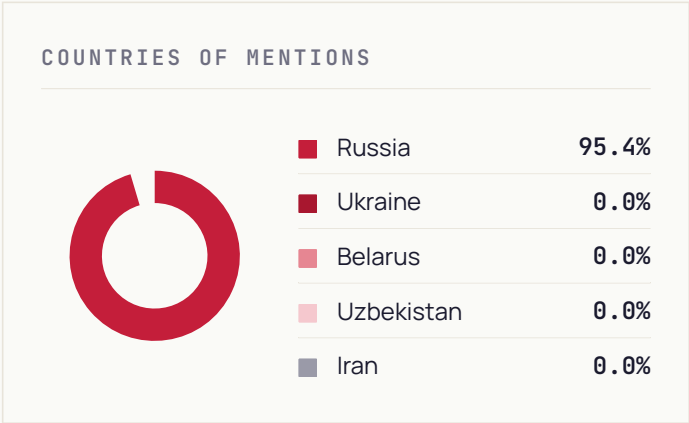
Subscriber growth chart for the year. Key months show exact subscriber count.  
Shows months of growth and decline.



SECTION 04 · MENTIONS

# Who mentions the channel and how

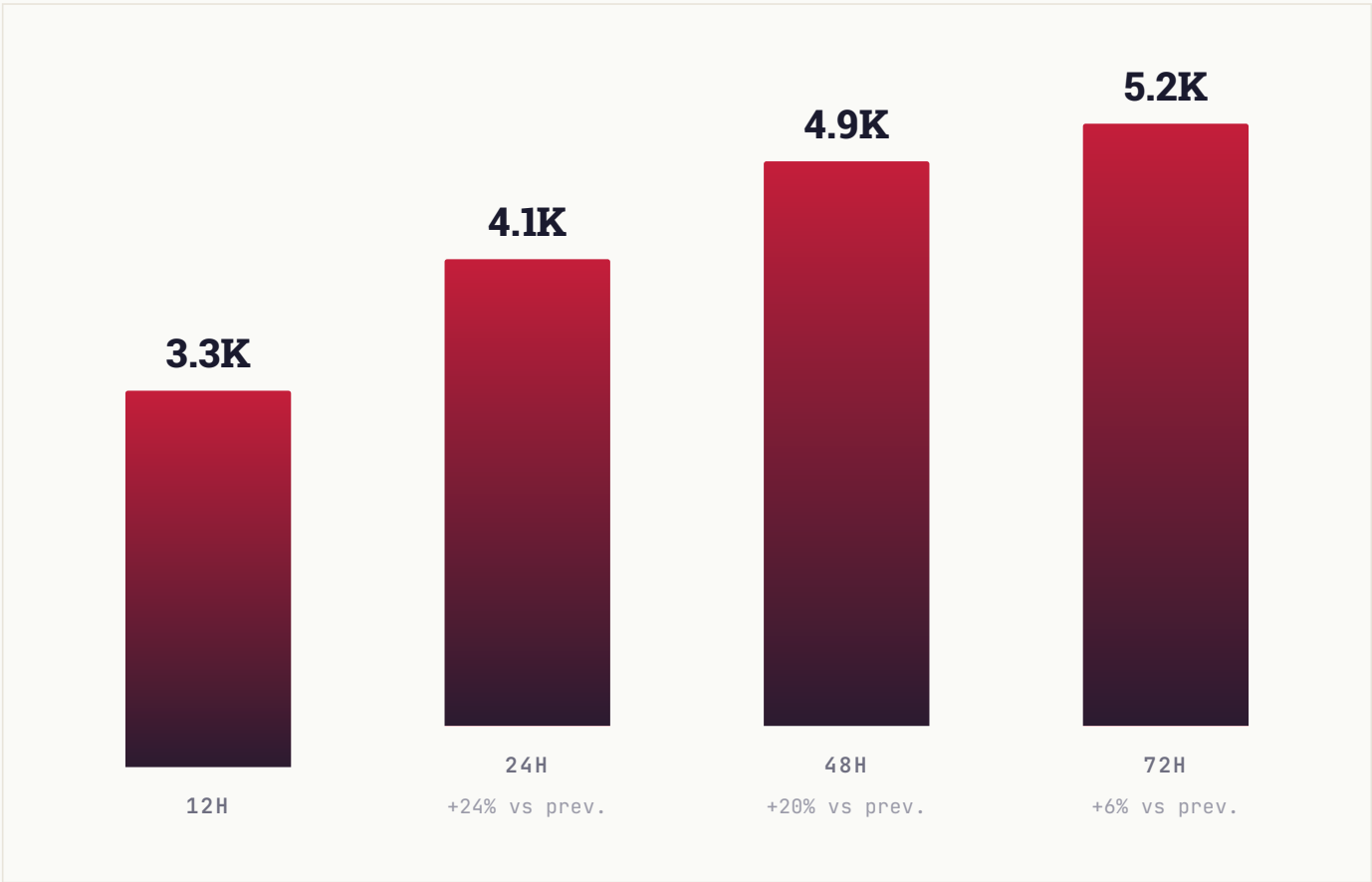
Citation index **49** – channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from 1K. All time channel was mentioned **279** different channels.



SECTION 05 · AD POTENTIAL

# How long a post brings 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 highlighted — see its rank among niche peers.

| CHANNEL                                 | SUBSCRIBERS |
|-----------------------------------------|-------------|
| MO MoscowBusiness                       | 966.6K      |
| CN Million-dollar books   business blog | 872.2K      |
| USSR 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 unvarnished                 | 256.5K      |
| MB Moscow, Business & Tech YOU          | 87.1K       |

COMPARATIVE INSIGHT

Channel in bottom half of top-100 niche (#64 of 100). Niche median — 102.7K subs. First growth KPI — reach median. Leader: MoscowBusiness (966.6K).

SECTION 07 · MENTION TRENDS

# How often the channel is mentioned

Monthly we record posts in other channels that mention your channel. Over the last **6 months** such mentions were **1**, they brought **1 725** new subs.

| PERIOD         | MENTIONS | CHANNELS | BROUGHT | SUBSCRIBERS |
|----------------|----------|----------|---------|-------------|
| December 2025  | 0        | 0        | 0       | <div></div> |
| Nov 2025       | 0        | 0        | 0       | <div></div> |
| Oct 2025       | 0        | 0        | 0       | <div></div> |
| September 2025 | 0        | 0        | 0       | <div></div> |
| August 2025    | 0        | 0        | 0       | <div></div> |
| July 2025      | 1        | 1        | 1 725   | <div></div> |

|                |                |                    |
|----------------|----------------|--------------------|
| TOTAL MENTIONS | MONTHS OF DATA | GAINED SUBSCRIBERS |
| 1              | 6              | 1 725              |

## 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.

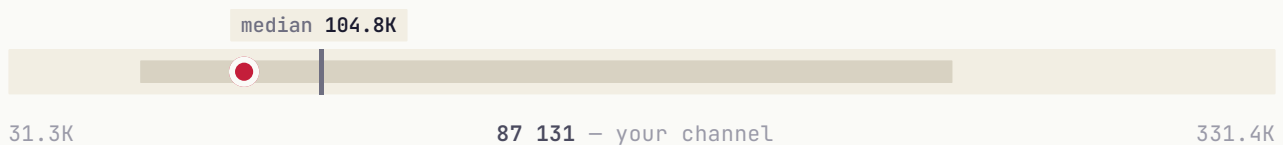
# #64 /100

NICHE RANK

## Channel in the lower half of the ranking

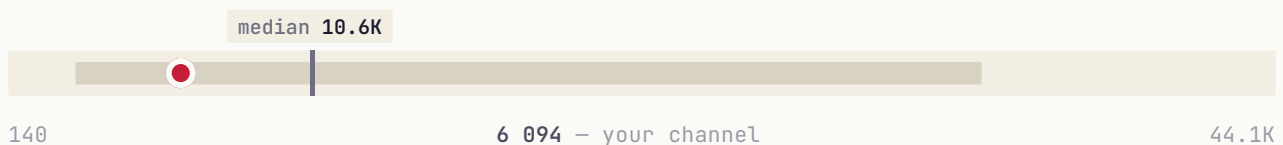
### SUBSCRIBERS

17% below median



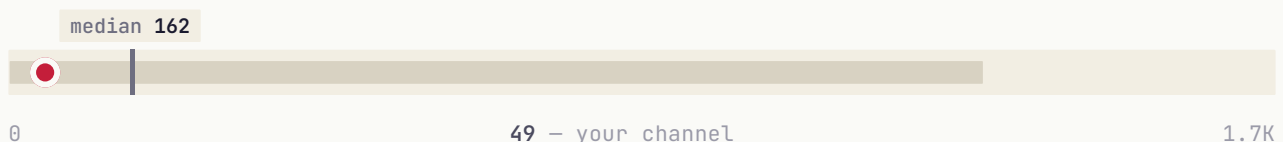
### AVG REACH / POST

43% below median



### CITATION INDEX

70% below median



— 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 Friday**

Audience is most active on this day at 20:00 MSK.

EFFECT

**Best time for an important post**
- 02

**Increase video post share**

Video in Telegram holds audience longer and is better perceived by the algorithm. We recommend increasing share to 15-25%.

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 give +5-15% ER. One weekly poll on a hot topic — easy growth point.

EFFECT

**+5-15% ER**
- 05

**Cross-promo with neighboring channels**

Cross-post with similar channels once a quarter. 2-3 collabs give relevant growth — no need daily.

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 through us and hit your growth plan in a month.

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

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**02**      **Contact manager**      [t.me/PromptPress\\_manager](https://t.me/PromptPress_manager)

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