

— PUBLIC REPORT BY PROMTPRESS

Channel audit

Moscow Business



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Economic life of the capital. For collaboration and other inquiries:
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SUBSCRIBERS

82 499

-4721 per month

ERR (% SEE POSTS)

53.0%

per day **34.0%**

REACH/POST

42.9K

ad reach **28.1K**/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

SUBSCRIBERS 82 499 —	SUBSCRIBER REACH 51.98% avg % subs see post	VIEWS/POST 42.9K median 43.5K · 29 days	POSTS/WEEK 13.9 over the period
7D TREND +6.5% vs previous week	REACTIONS/POST 543.2 total 32,047 reactions, 11,075 reposts, 0 comments	POST LENGTH 332 chars median 282 · 29 days	POSTS ANALYZED 59 29 days
AD REACH 28.1K 24h avg	CHURN / MONTH -4721 over the last month	MENTION RATE 7 citation index · 478 channels mentioned all time	CHANNEL AGE 3 years 4 months created Jan 28, 2023

AI EDITOR SUMMARY

Channel «Moscow Business» — 82 499 subs. Each post averages 42.9K people (52% from subs), wide reach for a channel this size. Publishes 14 posts per week (~2/day) — regular schedule. Week Jun 1–7 reach grew by +6.5% to week May 25–31 — positive trend.

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 SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 59 posts over 29 days.
- 02 Dominant format — Photo (32/59 posts).
- 03 Avg post length — 332 chars (median 282).
- 04 Audience peak activity — Tuesday, 18:00 MSK.
- 05 Top posts get ×1 more views than the weakest (56.5K avg for top vs 39.1K for worst) — among 59 posts over 29 days. Worth analyzing what the top has in common: topic, format, publish time.

TOP 5 POSTS

Nº1 02.06 · 15:27 TEXT Pochta cut losses 3x in Q1 2026 Russian Post ended Q1 2026 with positive dynamics of key...	VIEWS 76 338 REPOSTS 245	REACTIONS 586 ER 92.5%
Nº2 22.05 · 17:41 PHOTO China helps gamers overcome RAM crisis New Corsair RAM batches feature CXMT chips from a Chinese company...	VIEWS 46 582 REPOSTS 94	REACTIONS 461 ER 56.5%
Nº3 25.05 · 03:45 TEXT State Duma to consider bill raising tax duties for migrants this week Announced by Chairman Vyacheslav Volodin...	VIEWS 46 480 REPOSTS 187	REACTIONS 577 ER 56.3%

Nº4 22.05 · 02:14 TEXT AC technicians in Moscow earn up to 500k rubles/month amid heatwave Due to high demand, specialists work...	VIEWS	REACTIONS
	46 464	477
	REPOSTS	ER
	141	56.3%

Nº5 20.05 · 17:33 PHOTO Official USD rate from Central Bank below 71 rubles	VIEWS	REACTIONS
	46 457	590
	REPOSTS	ER
	117	56.3%

WORST 3

↓ 17.05 · 17:33 PHOTO Reuters: SpaceX IPO set for June 12 According to sources, Nasdaq is the venue. Experts estimate market cap at...	VIEWS	REACTIONS
	39 876	608
	REPOSTS	ER
	73	48.3%

↓ 16.05 · 10:03 PHOTO May 28-29 at Skolkovo Technopark: Startup Village 2026 – a tech festival changing the usual Russian market...	VIEWS	REACTIONS
	38 952	610
	REPOSTS	ER
	112	47.2%

↓ 09.06 · 18:42 PHOTO State Duma proposes 25% education loan write-off for honors graduates	VIEWS	REACTIONS
	38 473	549
	REPOSTS	ER
	225	46.6%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

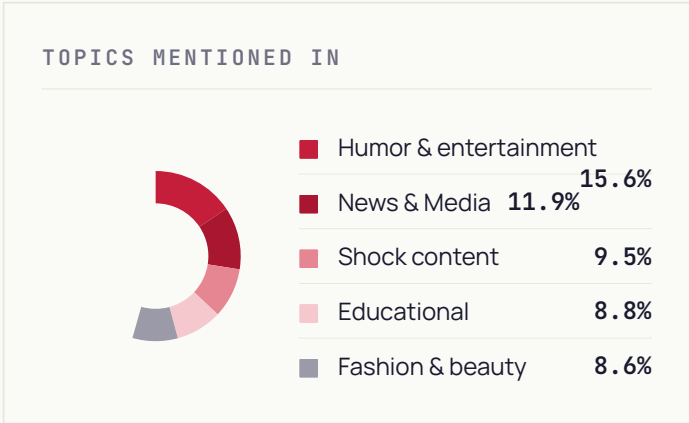
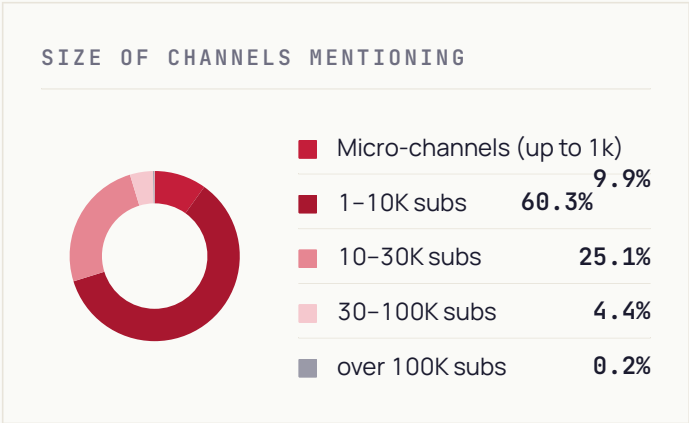
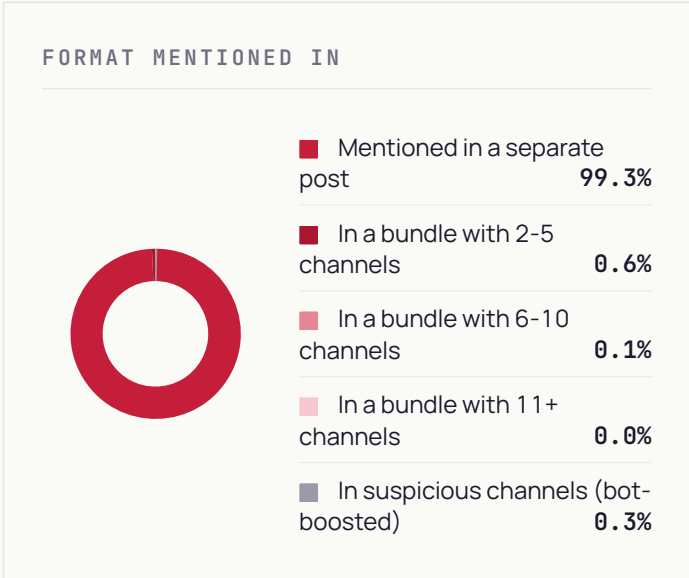
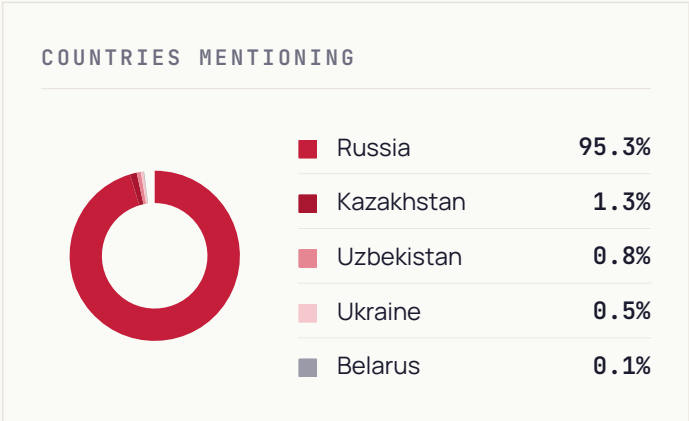
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth and decline.



SECTION 04 · MENTIONS

Who mentions the channel and how

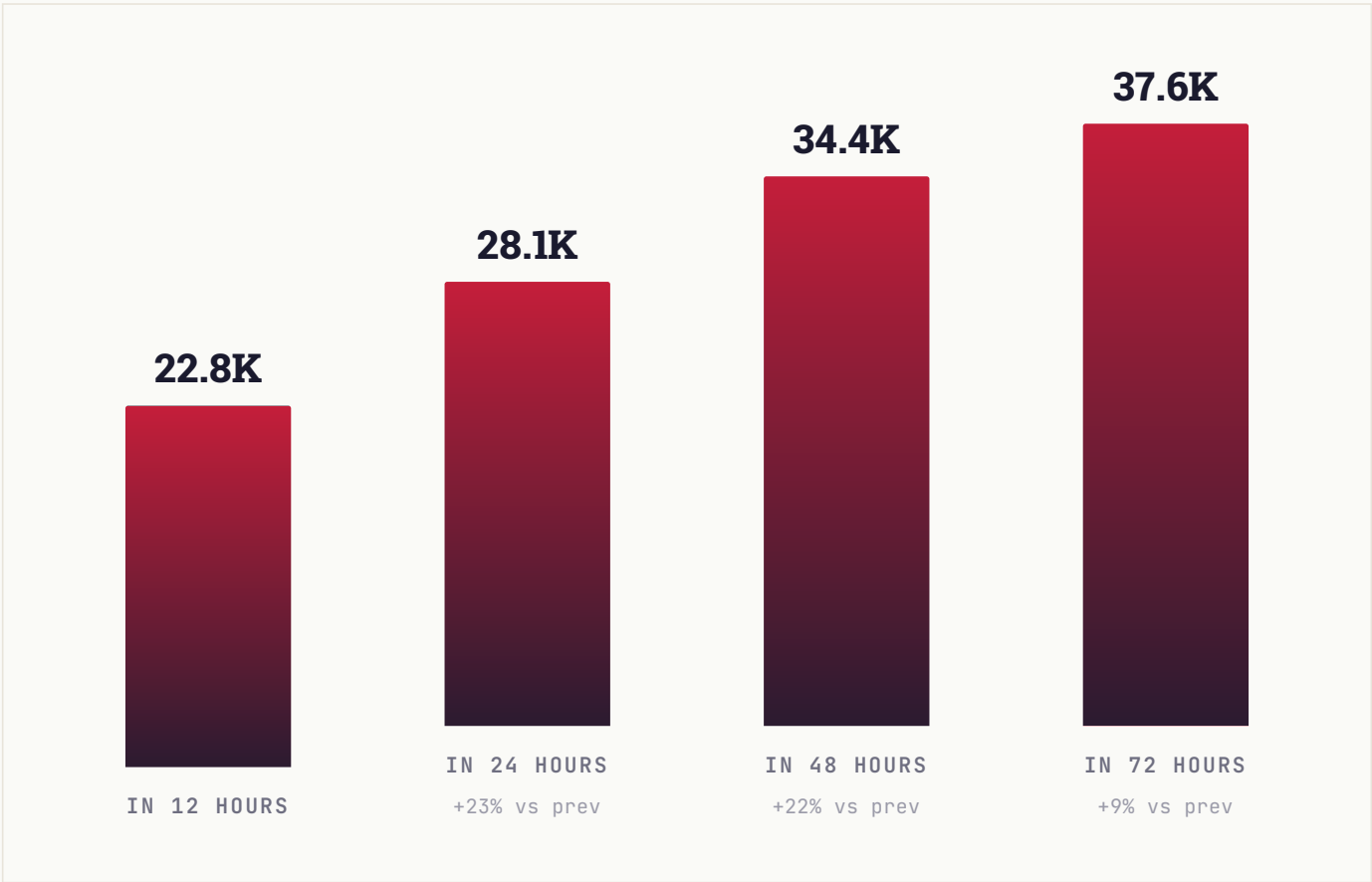
Citation index 7 – channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from 1K subs. All time channel mentioned **478** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg ad post reach by time since publication. Helps gauge how long a placement stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Your channel is highlighted — you can 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 of Russia	297.3K
ER Russian retail & business	289.2K
2H 25th Hour • Business & Finance	288.4K
BB Business without gloss	256.5K
MD Moscow Business YOU	82.5K

COMPARATIVE CONCLUSION

Channel inbottom half of top-100 niche (#68 of 100). Niche median — 102.7K subs. First growth KPI — reach median. Leader: MoscowBusiness (966.6K).

— SECTION 07 • NICHE COMPARISON

Where the channel stands in its league

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

#68 /100

POSITION IN NICHE

Channel in the lower half of the ranking

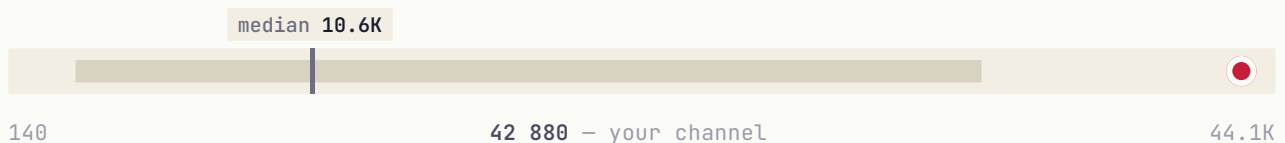
SUBSCRIBERS

21% below median



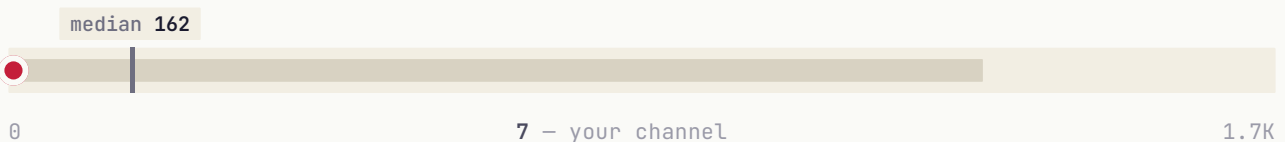
AVG REACH / POST

better than 90% of niche



CITATION INDEX

96% below median



— SECTION 08 · STRATEGY

What to do right now

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

01

Top post of the week — on Tuesday
Audience is most active on this day at 18:00 MSK.

EFFECT
Best window for an important post

02

Increase share of video posts
Video in Telegram retains audience longer and is favored by the algorithm. 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 finds sources for your niche.

EFFECT
+1000-3000 subs

04

Test polls & interactive formats
Posts with polls/reactions usually boost ER by +5-15%.
One weekly poll on a hot topic — easy growth point.

EFFECT
+5-15% ER

05

Cross-promo with neighboring channels
Swap posts with same-segment channels once a quarter. No need 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 a few minutes based on public data. To go further — run ads through us and hit your growth plan in a month.

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