

PUBLIC REPORT BY PROMTPRESS

Channel audit

Maxim Spiridonov



@mspiridonov

Entrepreneur, visionary, father of 5. Built billion-ruble companies (Netology & Foxford). Raising unicorns in dollars. Manager contact: @collaboration_spiridonov

SUBSCRIBERS

61 902

-409 per month

ERR (% SEE POSTS)

10.0%

per day 4.8%

REACH/POST

6.1K

ad reach 3K/24h

— CONTENTS · 2026

What's inside the report

01 Channel snapshot

12 key metrics · AI summary

02 Content analysis

Top 5 posts · worst 3 · takeaways

03 Subscriber dynamics

Yearly chart · growth

04 Citation rate

Who mentions the channel & how

05 Ad potential

How long a post generates reach

06 Competitors

Niche neighbors · your place

07 Mention dynamics

6 months · monthly

08 Niche comparison

Rank in «Business & startups» category

09 Strategy

5 priority actions

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 61 902 —	SUBSCRIBER REACH 9.85% avg % subs see post	VIEWS/POST 6.1K median 6.3K · 29 days	POSTS/WEEK 13.0 for period
7D TREND -17.0% vs previous week	REACTIONS/POST 135.6 total 7,321 reactions, 4,052 reposts, 421 comments	POST LENGTH 759 chars median 999 · 29 days	POSTS ANALYZED 54 29 days
AD REACH 3K 24h avg	CHURN / MONTH -409 last month	CITATION RATE 410 citation index · 1,593 channels mentioned all time	CHANNEL AGE 7 years 3 months created 24.02.2019

AI EDITOR SUMMARY

Channel «Maxim Spiridonov» — 61 902 subs. Each post avg views 6.1K people (10% from subs), reach is low — need to grow audience. Publishes 13 posts per week (~2/day) — consistent. Week 1–7 June reach dropped -17.0% to week 25–31 May — worth analyzing why.

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 54 posts in 29 days.
- 02 Dominant format – Text (33/54 posts).
- 03 Avg post length – 759 chars (median 999).
- 04 Peak audience activity – Friday, 09:00 MSK.
- 05 Top posts get 2x more views than the weakest (9.4K avg top vs 4.7K worst) – across 54 posts in 29 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 22.05 · 06:42 TEXT Jobs was deservedly known as a tough, meticulous, and sometimes unbearable leader. He could yell at subordinates or fire an employee...	VIEWS 9 860 REP. 206	REACTIONS 331 ER 15.9%
Nº2 20.05 · 14:23 PHOTO Demographic crisis in developed countries is often seen as a death sentence. But salvation may come from an unexpected source...	VIEWS 9 773 REP. 135	REACTIONS 84 ER 15.8%
Nº3 15.05 · 12:30 TEXT Every time I see another roundup like “100 Best AI Tools of 2026”, my eye starts twitching. And two...	VIEWS 8 473 REP. 357	REACTIONS 144 ER 13.7%

Nº4 19.05 · 07:59 PHOTO Better rich, but... healthy. Otherwise why all the money? Entrepreneur Bryan Johnson, who poured millions into rejuvenation (and...	VIEWS 8 211 REP. 583	REACTIONS 303 ER 13.3%
Nº5 21.05 · 07:08 TEXT Neurobots of all countries, unite! Stanford researchers found that AI agents forced to work nonstop without rest and...	VIEWS 7 974 REP. 136	REACTIONS 197 ER 12.9%

|

WORST 3

↓ 08.06 · 07:29 TEXT Suffering ceases to be suffering the moment it finds meaning. #Liked	VIEWS 4 736 REP. 47	REACTIONS 131 ER 7.7%
↓ 05.06 · 07:28 TEXT After building my first successful businesses 15-17 years ago, I thought I knew entrepreneurship as a profession. So I can...	VIEWS 4 712 REP. 29	REACTIONS 83 ER 7.6%
↓ 09.06 · 07:09 TEXT "Where has it been seen, where has it been heard, Dad decides, and Vasya fails?" About two thousand mathematicians signed a declaration calling to limit...	VIEWS 4 659 REP. 55	REACTIONS 112 ER 7.5%

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.

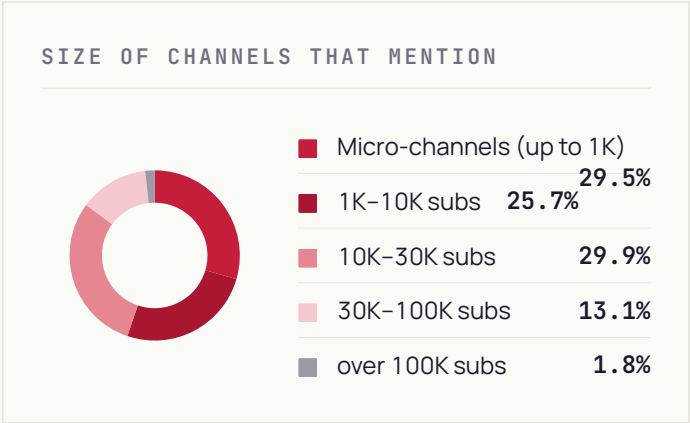
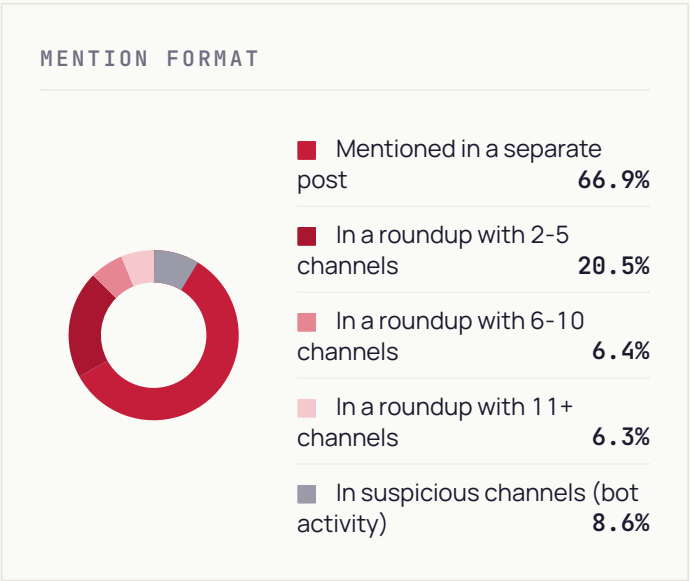
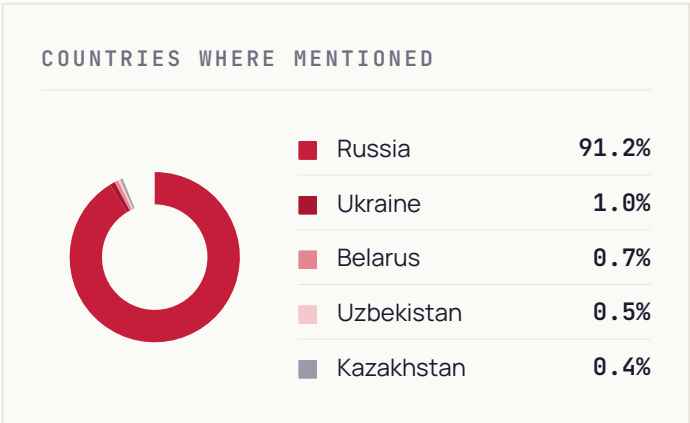


START OF PERIOD	NOW	NET GROWTH
50 691	61 903	+11 212

SECTION 04 · MENTIONS

Who mentions the channel & how

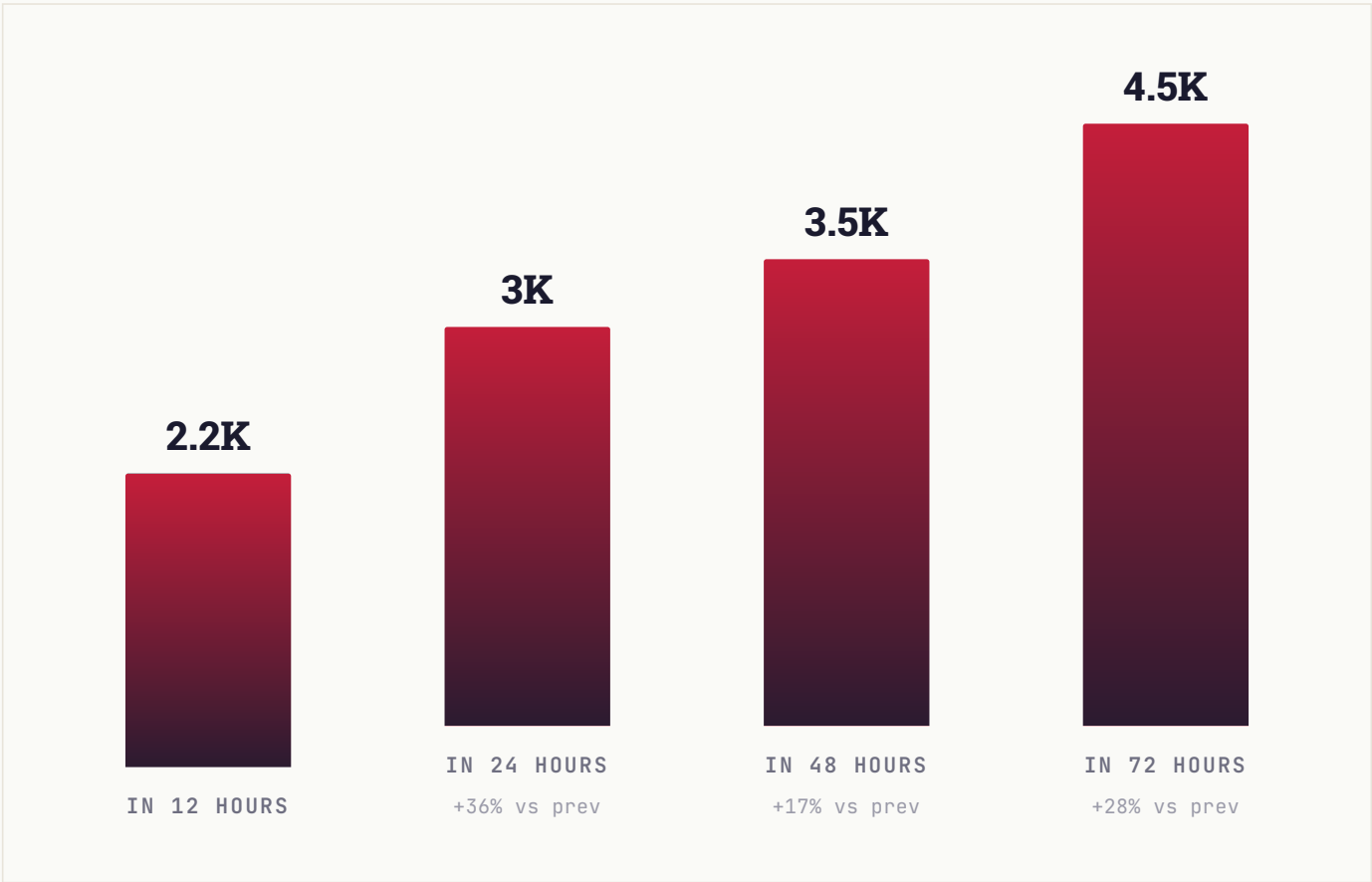
Citation index **410** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned **1 593** different channels.



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 closest channels by topic and audience. Your channel highlighted — see its rank among niche peers.

CHANNEL	SUBSCRIBERS
MO Moscow Business	966.6K
CI Books to Millions 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 unvarnished	256.5K
MS Maxim Spiridonov YOU	61.9K

COMPARATIVE INSIGHT

Channel in bottom half of top-100 niche (#91 of 100). Niche median — 102.7K subs. First growth KPI — reach median. Leader: Moscow Business (966.6K).

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we track posts in other channels that mention your channel. Over the last **6 months** mentions total **359**, they brought **18 693** new subs.

PERIOD	MENTIONS	CHANNELS	SUBS ACQUIRED	
December 2025	64	38	80	
November 2025	55	42	98	
October 2025	65	47	14 836	
September 2025	58	31	1 303	
August 2025	55	37	1 081	
July 2025	62	34	1 295	

TOTAL MENTIONS	MONTHS IN DATA	SUBS ACQUIRED
359	6	18 693

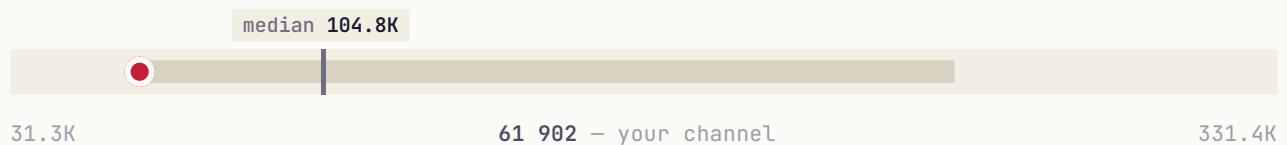
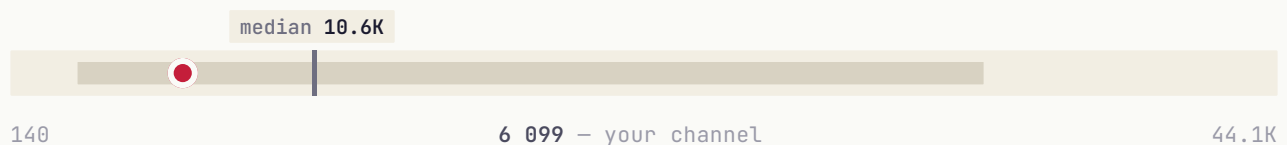
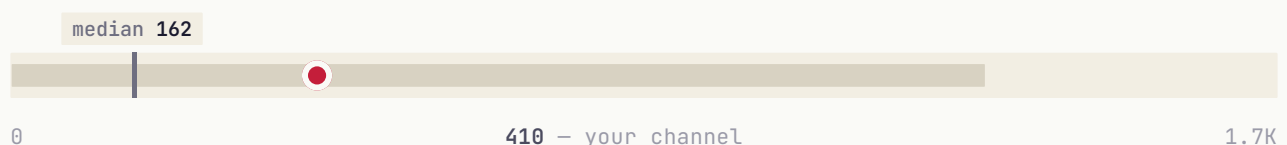
— SECTION 08 • NICHE COMPARISON

Where the channel stands in its league

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

#91/100

RANK IN NICHE

Channel in the bottom half of the ranking**SUBSCRIBERS****worse than median by 41%****AVG REACH / POST****worse than median by 42%****CITATION INDEX****better than 58% of niche**

— SECTION 09 · STRATEGY

What to do right now

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

- 01

Main post of the week — on Friday
Audience is most active on this day at 09:00 MSK.

EFFECT
Best time for an important post
- 02

Increase video post share
Video in Telegram retains audience longer and is favored by the algorithm. Recommend reaching 15-25% share.

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 boost ER by +5-15%.
One poll per week on a hot topic — easy growth point.

EFFECT
+5-15% ER
- 05

Cross-promo with nearby channels
Swap posts with same-niche channels once a quarter.
No need daily — 2-3 collabs give relevant growth.

EFFECT
Growth from relevant audience

★ WHAT'S NEXT

Want us to do this PromptPress?

This audit — what we can do in minutes using public data. Want more? Run ads with us and hit your growth plan in a month.

01

Launch Telegram ad

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

02

Contact manager

t.me/PromptPress_manager
