

PUBLIC REPORT BY PROMTPRESS

Channel audit

MTBank for Business



@mtbankbusiness

MTBank about business in Flex style – for like-minded people striving for self-development and business growth ☺ 📖Official chatbot for business clients: @MTBankLeasingBot 📖For questions...

SUBSCRIBERS

2 900

+29 per month

ERR (% SEE POSTS)

31.0%

daily **13.9%**

REACH/POST

905

ad reach **401/24h**

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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 2 900 —	 SUBSCRIBER REACH 31.2% avg % subs see post	 VIEWS/POST 905 median 932 · 29 days	 POSTS/WEEK 3.4 for the period
 7D TREND -17.0% vs previous week	 REACTIONS/POST 15.4 total 215 reactions, 59 reposts, 2 comments	 POST LENGTH 622 chars median 615 · 29 days	 POSTS ANALYZED 14 29 days
 AD REACH 401 24h avg	 CHURN / MONTH +29 last month	 CITATION RATE 3 citation index · 10 channels mentioned ever	 CHANNEL AGE 2 years 4 months created 12.02.2024

AI EDITOR SUMMARY

Channel «MTBank for Business» – 2 900 subs. Each post avg views 905 people (31% from subs), good reach. Publishes 3 posts/week (~0/day) – rare. Week Jun 1–7 reach dropped -17.0% to week May 25–31 – analyze why.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 14 posts in 29 days.
- 02 Dominant format – Photo (7/14 posts).
- 03 Avg post length – 622 chars (median 615).
- 04 Audience peak activity – Friday, 15:00 MSK.
- 05 Top posts get 2x more views than the weakest (top avg 1.2K vs bottom 820) – among 14 posts in 29 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 29.05 · 12:30 PHOTO Soon we'll have a month of sun, warmth, and late sunsets. But until then, let's recap May and remember the brightest events! Results...	VIEWS 1 264 REP. 3	REACTIONS 18 ER 43.6%
Nº2 26.05 · 13:50 PHOTO "Want success? Grab these simple tips and your marketing will work in 24 hours!" – we could promise that, but we won't, because...	VIEWS 1 222 REP. 2	REACTIONS 17 ER 42.1%
Nº3 15.05 · 09:50 PHOTO In 2026, traditional ad channels are less effective. This forces you to keep up with the times and learn new trends and ways...	VIEWS 1 221 REP. 9	REACTIONS 20 ER 42.1%

Nº4 20.05 · 12:00 PHOTO The bank-business relationship is no longer formal. When both sides hear each other, are ready to compromise and are set on...	VIEWS 1 133 REP. 3	REACTIONS 25 ER 39.1%
Nº5 14.05 · 10:40 PHOTO No more wasting time on paperwork or manual data entry – currency exchange is now always at your fingertips in the app...	VIEWS 1 071 REP. 3	REACTIONS 15 ER 36.9%

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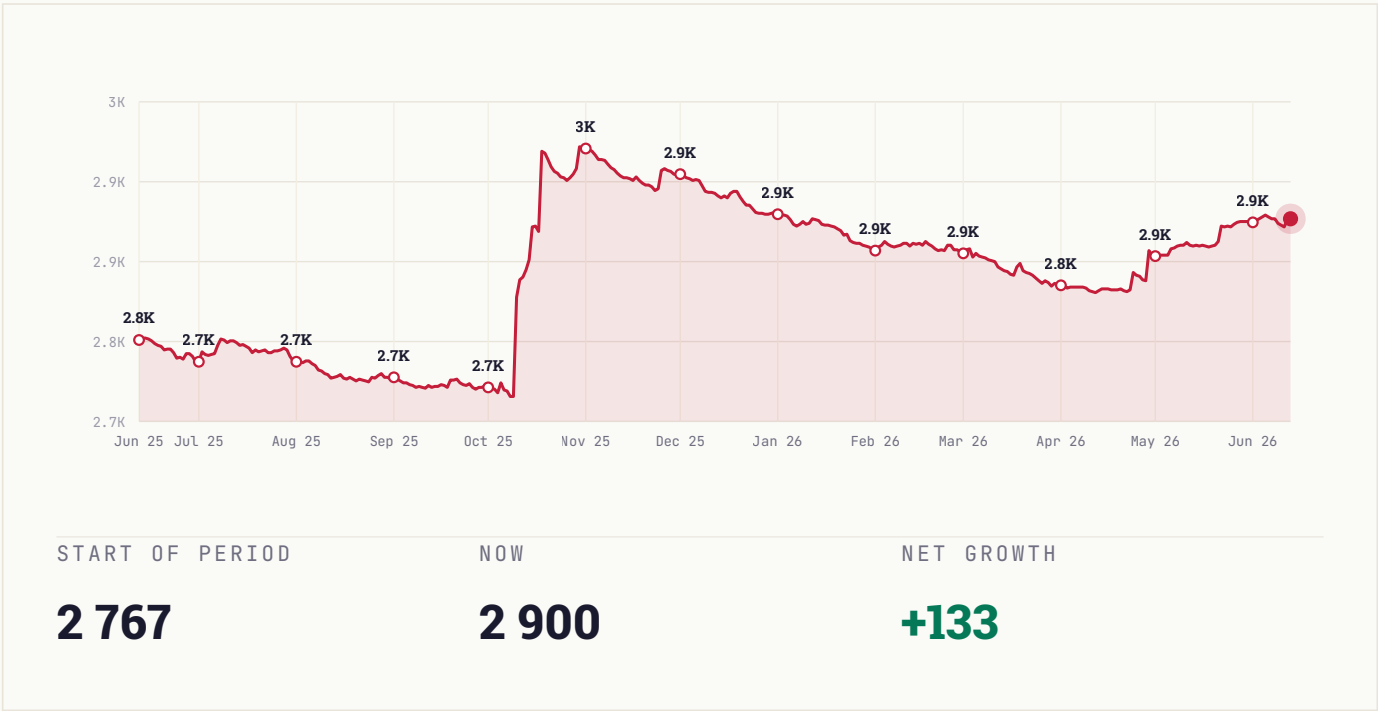
WORST 3

↓ 01.06 · 14:33 VIDEO (post without caption – video)	VIEWS 892 REP. 4	REACTIONS 3 ER 30.8%
↓ 25.05 · 13:10 VIDEO What do agency networks, Threads, and a baby cookie recipe have in common? Can't guess? Then let's tell you: business growth depends not on big...	VIEWS 837 REP. 2	REACTIONS 17 ER 28.9%
↓ 08.06 · 14:05 VIDEO We're at mini-MBA! MTBank was the general partner of the event where business people exchange knowledge and skills with each...	VIEWS 732 REP. 4	REACTIONS 18 ER 25.2%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

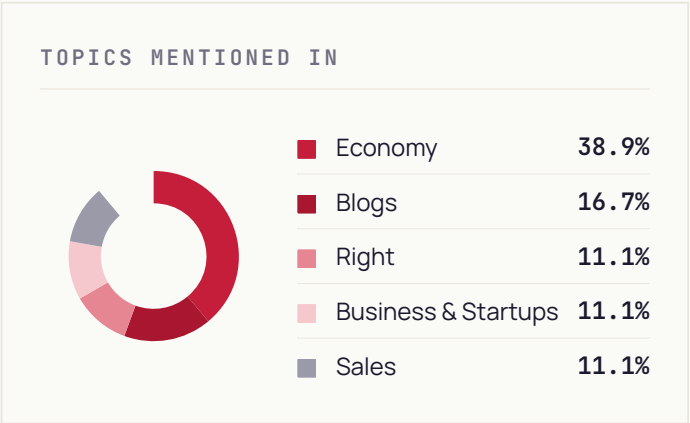
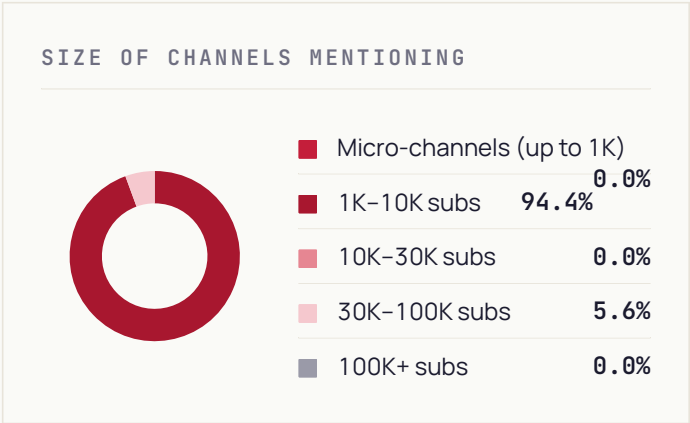
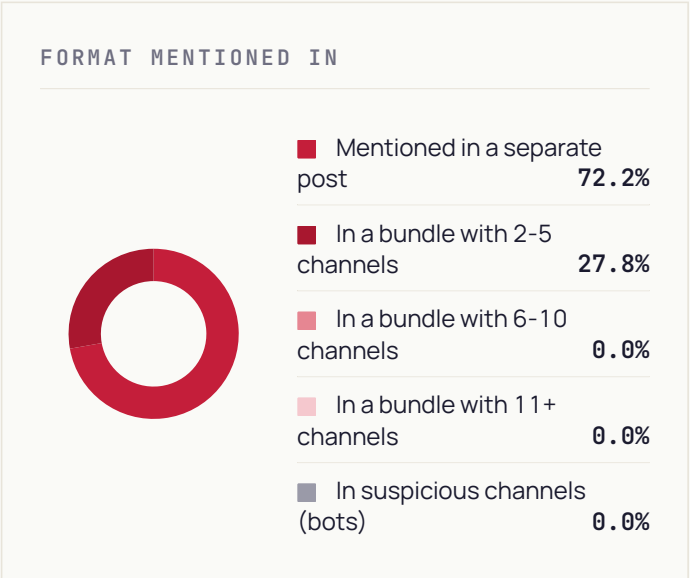
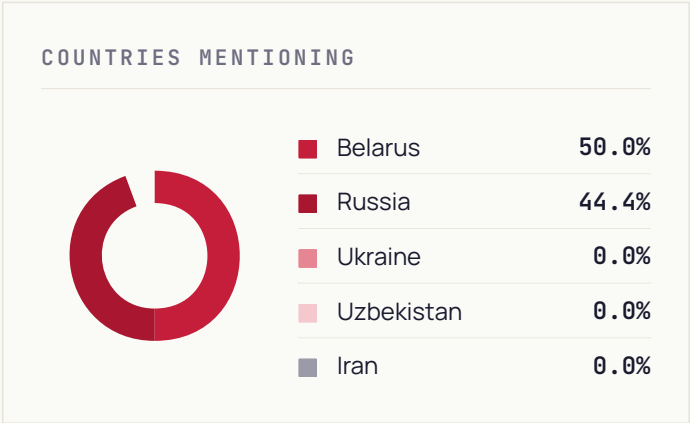
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel grew and which it lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

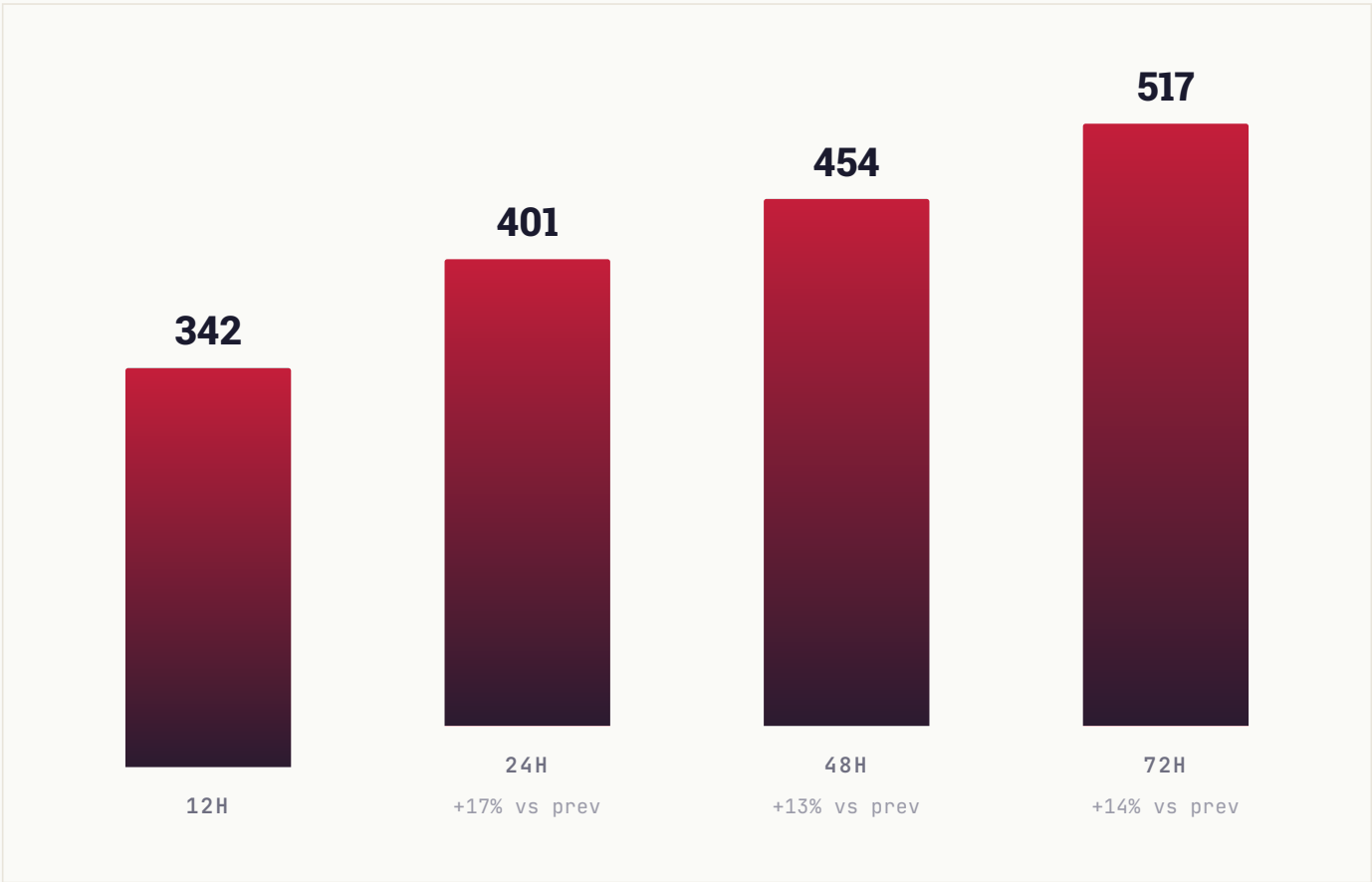
Citation index **3** – channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from 1K. All time channel was mentioned **10** different channels.



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 & audience. Your channel is highlighted — see its rank among niche peers.

CHANNEL	SUBSCRIBERS
C(SberBusiness (Belarus)	14.5K
B(BTC-e Earnings & Crypto	9.9K
CB(Canal BetMidas Oficial	8.8K
GB(Ready Business Minsk Moscow	6.8K
NI(Nikita	6.3K
Salary(Zakhar Plodunov Rational Thinking	5.4K
PB(Pro Business LIVE	4.9K
M-(Mobistock - Stock Store	4.7K
BA(BanderPolka	4.7K
GT(GERASIMOVA TATYANA	3.6K
MD(MTBank for Business	2.9K

COMPARATIVE INSIGHT

Channel in top quartile of niche (#11 of 71). Leader — SberBusiness (Belarus) (14.5K). Goal for coming months: enter niche top-10 through systematic traffic work.

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 **3**, they brought **450** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	0	0	13 
November 2025	0	0	28 
October 2025	2	2	323 
September 2025	0	0	24 
August 2025	1	1	20 
July 2025	0	0	42 

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS
3	6	450

— SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

Took top-71 channels in category "Business & Startups" (Belarus) and saw how your channel compares. Gray band = range for 80% of niche channels (p10 to p90). Black vertical = median. Red dot = your channel.

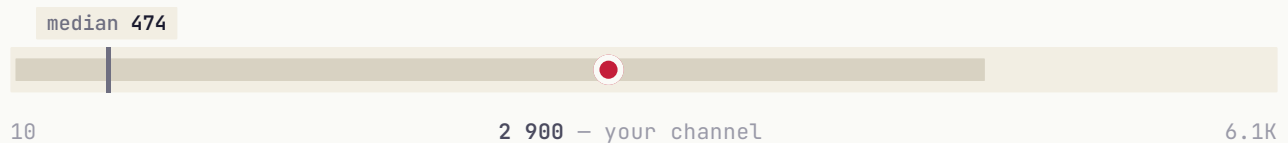
#11/71

POSITION IN NICHE

Channel in top 15% – strong position

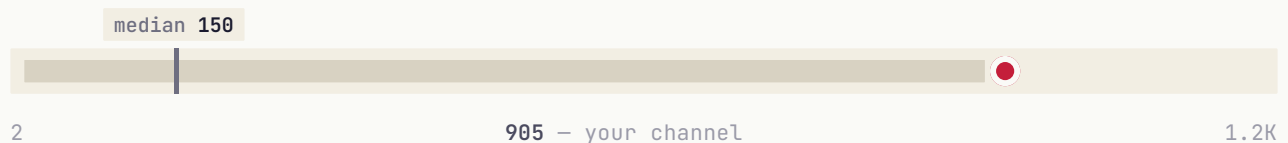
SUBSCRIBERS

better than 72% of niche



AVG REACH / POST

better than 90% of niche



CITATION INDEX

better than 77% of niche



— 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

Increase posting frequency

Now 3.4 posts/wk. Active channels average 7-10.
Consistency is key to audience retention.

EFFECT

**Consistency
beats volume**

02

Top post of the week — on Friday

Audience is most active on this day at 15:00 MSK.

EFFECT

**Best time for
an important
post**

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 and interactive formats

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

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

Swap posts quarterly with channels in the same segment. 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 more? Run ads with us and hit your growth plan in a month.

01

**Launch Telegram
ads**

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

02

Contact manager

t.me/PromptPress_manager
