

PUBLIC REPORT BY PROMTPRESS

Channel audit

Oscar Hartmann



@Oskar_Hartmann

Unicorn hunter. Business angel. Philanthropist. <https://unicornfellowship.ru/> My programs Collaboration:...

SUBSCRIBERS

92 137

-269 per month

ERR (% SEE POSTS)

22.0%

per day **11.3%**

REACH/POST

19.7K

ad reach **10.4K**/24h

— CONTENTS · 2026

What's inside the report

01 Channel snapshot

12 key metrics · AI summary

02 Content analysis

Top 5 posts · worst 3 · insights

03 Subscriber dynamics

Yearly chart · growth

04 Citation rate

Who mentions the channel and how

05 Ad potential

How long a post brings 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 92 137 —	 SUBSCRIBER REACH 21.33% avg % of subs see post	 VIEWS/POST 19.7K median 20.3K · 28 days	 POSTS/WEEK 9.3 for the period
 7D TREND -36.9% vs previous week	 REACTIONS/POST 559.0 total 21,242 reactions, 5,254 reposts, 1,106 comments	 POST LENGTH 649 chars median 740 · 28 days	 POSTS ANALYZED 38 28 days
 AD REACH 10.4K 24h avg	 CHURN / MONTH -269 last month	 CITATION RATE 126 citation index · 1,473 channels mentioned ever	 CHANNEL AGE 8 years 3 months created 01.02.2018

AI EDITOR SUMMARY

Channel «Oscar Hartmann» – 92 137 subs. Each post averages 19.7K people (21% of subs), this is average reach – room to grow. Publishes 9 posts per week (~1/day) – regular schedule. For week May 25–31, reach **dropped -36.9%** to week May 18–24 – worth analyzing reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement & underperformers — to see what to repeat and what to drop.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **38** posts in 28 days.
- 02 Dominant format — **Photo** (22/38 posts).
- 03 Avg post length — **649** chars (median 740).
- 04 Peak audience activity — **Friday, 09:00 MSK**.
- 05 Top posts get **2x** more views than the weakest (26.3K avg for top vs 10.9K for worst) — among 38 posts in 28 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 13.05 · 10:54 PHOTO I became mayor of a city that never existed. June 22-26 in Sochi — Atlants City. The first city of entrepreneurs. At 960...	VIEWS 26 671 REP. 171	REACTIONS 619 ER 28.9%
Nº2 15.05 · 06:43 PHOTO Folks! Big news for those wanting to speak at the Unicorn Arena in Sochi! We've started accepting applications from founders. June 20...	VIEWS 26 386 REP. 148	REACTIONS 192 ER 28.6%
Nº3 15.05 · 17:01 PHOTO Two ways to make money. First — guess what will change. Second — guess what will stay the same. Once proven that smoking...	VIEWS 25 759 REP. 256	REACTIONS 545 ER 28.0%

Nº4 14.05 • 11:17 PHOTO I'm 44 today ☒ What I know now: The meaning of life for me is life itself. A life filled to the brim with experiences. A fulfilled...	<table> <tr> <td>VIEWS</td><td>REACTIONS</td></tr> <tr> <td>25 489</td><td>3 616</td></tr> <tr> <td>REP.</td><td>ER</td></tr> <tr> <td>255</td><td>27.7%</td></tr> </table>	VIEWS	REACTIONS	25 489	3 616	REP.	ER	255	27.7%
VIEWS	REACTIONS								
25 489	3 616								
REP.	ER								
255	27.7%								
Nº5 12.05 • 14:25 VIDEO Just finished a camp in California. It was intense. The first evening I sat with a guy who just left the highest-paying...	<table> <tr> <td>VIEWS</td><td>REACTIONS</td></tr> <tr> <td>25 434</td><td>686</td></tr> <tr> <td>REP.</td><td>ER</td></tr> <tr> <td>104</td><td>27.6%</td></tr> </table>	VIEWS	REACTIONS	25 434	686	REP.	ER	104	27.6%
VIEWS	REACTIONS								
25 434	686								
REP.	ER								
104	27.6%								

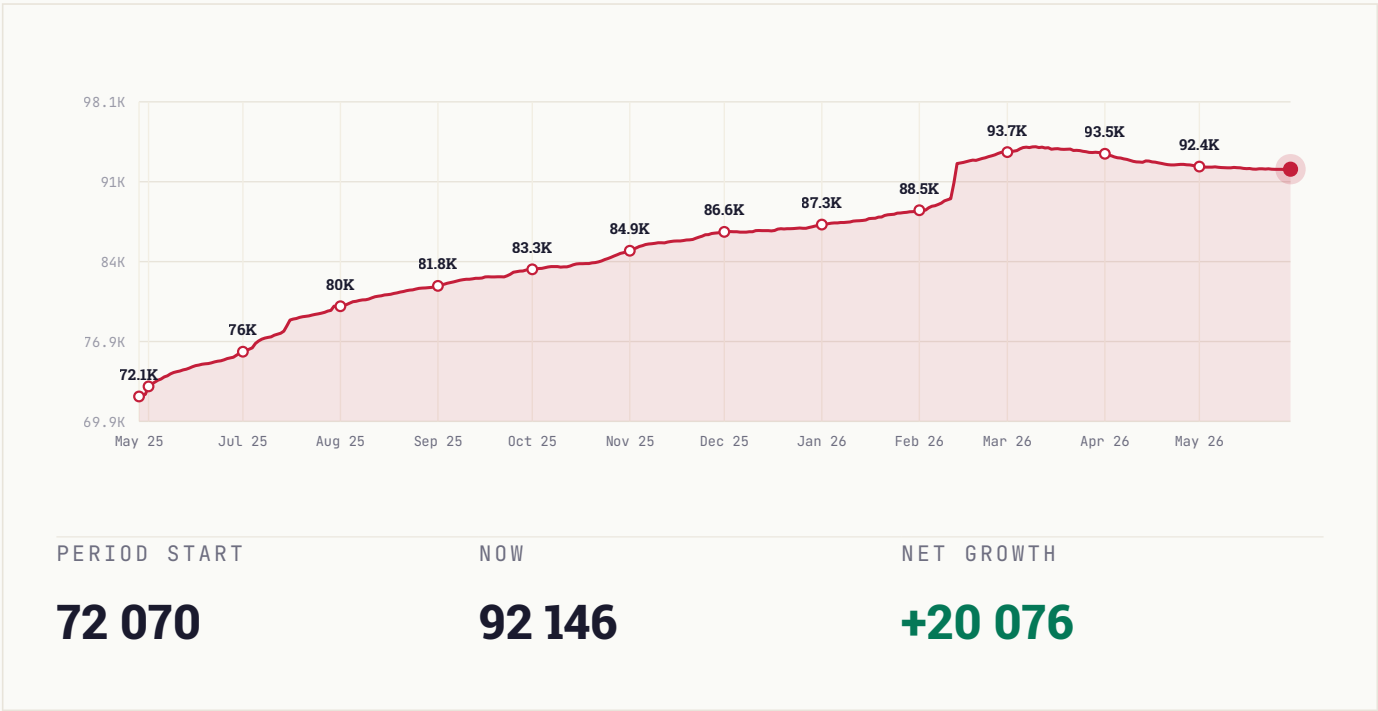
WORST 3

↓ 27.05 • 14:25 TEXT Anyone in Russia/Dubai who made a paradox museum / illusion museum analog, please write to me☒	<table> <tr> <td>VIEWS</td><td>REACTIONS</td></tr> <tr> <td>11 946</td><td>97</td></tr> <tr> <td>REP.</td><td>ER</td></tr> <tr> <td>27</td><td>13.0%</td></tr> </table>	VIEWS	REACTIONS	11 946	97	REP.	ER	27	13.0%
VIEWS	REACTIONS								
11 946	97								
REP.	ER								
27	13.0%								
↓ 29.05 • 08:36 PHOTO Many underestimate the power of age and the long game. At 25, it seems if you haven't built a billion-dollar company yet, you're late. But...	<table> <tr> <td>VIEWS</td><td>REACTIONS</td></tr> <tr> <td>11 177</td><td>776</td></tr> <tr> <td>REP.</td><td>ER</td></tr> <tr> <td>496</td><td>12.1%</td></tr> </table>	VIEWS	REACTIONS	11 177	776	REP.	ER	496	12.1%
VIEWS	REACTIONS								
11 177	776								
REP.	ER								
496	12.1%								
↓ 29.05 • 09:37 TEXT By 42, it's good to know who you are, what you love, hate, and are meant to create.	<table> <tr> <td>VIEWS</td><td>REACTIONS</td></tr> <tr> <td>9 524</td><td>679</td></tr> <tr> <td>REP.</td><td>ER</td></tr> <tr> <td>123</td><td>10.3%</td></tr> </table>	VIEWS	REACTIONS	9 524	679	REP.	ER	123	10.3%
VIEWS	REACTIONS								
9 524	679								
REP.	ER								
123	10.3%								

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

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

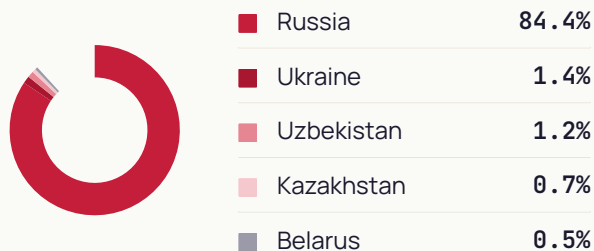


— SECTION 04 · MENTIONS

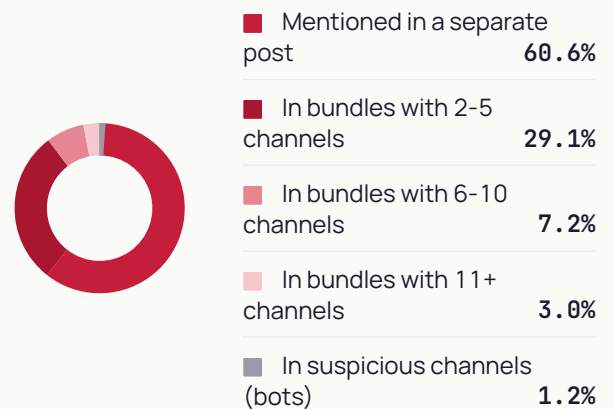
Who mentions the channel and how

Citation index **126** — 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 a 1K subs channel. All time channel mentioned **1 473** different channels.

COUNTRIES MENTIONING



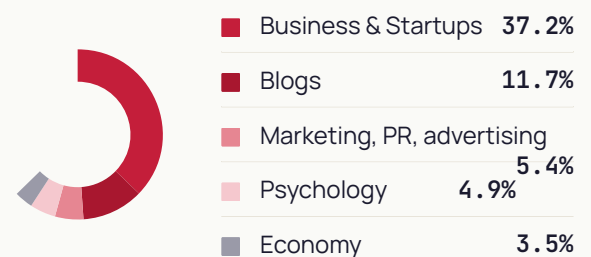
FORMAT MENTIONED IN



SIZE OF CHANNELS MENTIONING



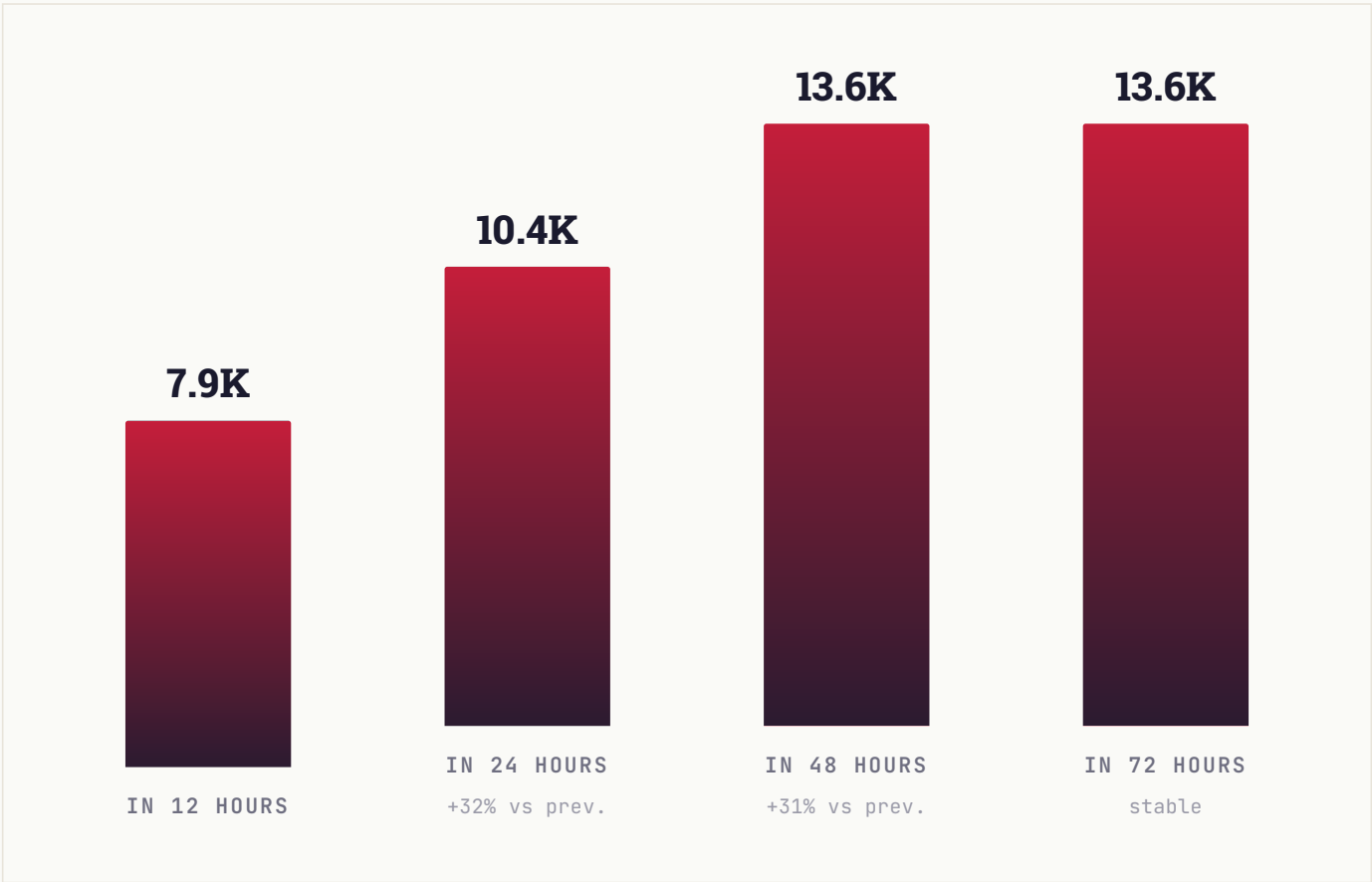
TOPICS MENTIONED IN



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg ad post reach over time since publication. Helps estimate how long a placement stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. We highlighted your channel — you can see its place among niche neighbors.

CHANNEL	SUBSCRIBERS
MO Moscow Business	956.1K
CN Million-Dollar Books business blog	873.9K
SS Merger & acquisition	499.1K
AB Business Shark	493.5K
BI Business Ideas Startups	449.9K
RB Russian Business	377.6K
BD Business DNA of Russia	296.5K
2H 25th Hour • Business & Finance	290.4K
PR Russian retail & business	289.1K
BB Business Unfiltered	256.1K
OH Oscar Hartmann YOU	92.1K

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#59 of 100). Niche median — 104K subs. First KPI to hit — reach median. Leader: Moscow Business (956.1K).

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Each month we track posts in other channels that mention yours. Over the last **6 months** such mentions were **385**, they brought **14 483** new subs.

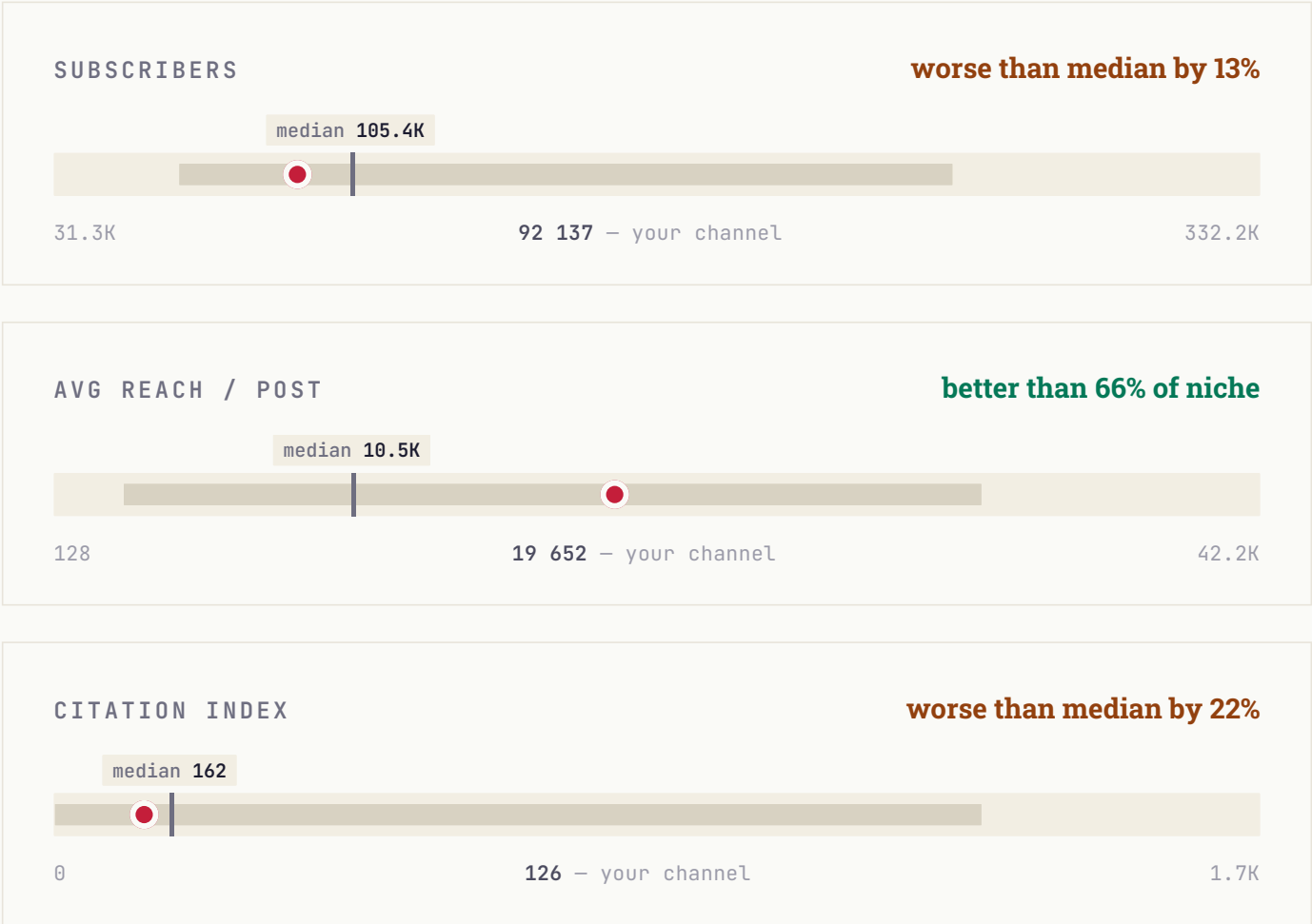
PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
November 2025	55	40	1 717	
October 2025	82	63	1 642	
September 2025	62	39	1 526	
August 2025	56	37	1 803	
July 2025	51	31	4 156	
June 2025	79	53	3 639	

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS
385	6	14 483

SECTION 08 · NICHE COMPARISON

Where 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.



— 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

Top post of the week — on Fridays

Audience is most active on this day at 09:00 MSK.

EFFECT

**Best window
for an
important post**

02

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**

03

Test polls & interactive formats

Posts with polls/reactions usually give +5-15% ER. One weekly poll on a hot topic — easy growth lever.

EFFECT

+5-15% ER

04

Cross-promo with neighboring channels

Exchange posts with channels in the same segment once a quarter. No need to do it daily — 2-3 collabs give relevant growth.

EFFECT

**Growth from
relevant
audience**

05

Update channel description for Telegram search

Telegram search scans descriptions. Add 3-5 niche keywords — organic traffic source.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want us to do this **PromptPress?**

This audit is what we can do in minutes using public data. To go further — 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