

— PUBLIC REPORT BY PROMTPRESS

# Channel audit

## OTP PRO

## Business



@otpprobusiness

This is OTP Bank's channel about products and services for businesses. An easy way to sell more — become our client: <https://www.otpbank.ru/business/sme/>

SUBSCRIBERS

**10 428**

+2210 per month

ERR (% SEE POSTS)

**185.0%**

in 24h **2.9%**

REACH/POST

**14.9K**

ad reach **307**/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.

|                                                                                                                                                     |                                                                                                                                                                                     |                                                                                                                                                                                   |                                                                                                                                                                         |
|-----------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <div> SUBSCRIBERS</div> <div>10 428</div> <div>—</div>             | <div> SUBSCRIBER REACH</div> <div>142.88%</div> <div>avg % subs see post</div>                     | <div> VIEWS/POST</div> <div>14.9K</div> <div>median 20.4K · 28 days</div>                        | <div> POSTS/WEEK</div> <div>4.0</div> <div>for period</div>                          |
| <div> 7D TREND</div> <div>+12.1%</div> <div>vs previous week</div> | <div> REACTIONS/POST</div> <div>22.8</div> <div>total 364 reactions, 290 reposts, 0 comments</div> | <div> POST LENGTH</div> <div>427 chars.</div> <div>median 400 · 28 days</div>                    | <div> POSTS ANALYZED</div> <div>16</div> <div>28 days</div>                          |
| <div> AD REACH</div> <div>307</div> <div>24h avg</div>           | <div> CHURN / MONTH</div> <div>+2210</div> <div>last month</div>                                 | <div> CITATION RATE</div> <div>72</div> <div>citation index · 42 channels mentioned ever</div> | <div> CHANNEL AGE</div> <div>3 years 11 months</div> <div>created 15.08.2022</div> |

AI EDITOR SUMMARY

Channel «OTP PRO Business» — 10 428 subs. Each post avg views 14.9K people (143% of subs), wide reach for a channel this size. Publishes 4 posts/week (~1/day) — rare. Week Jul 6–12 reach up +12.1% to week Jun 29 – Jul 5 — positive trend.

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 SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 16 posts in 28 days.
- 02 Dominant format – Photo (10/16 posts).
- 03 Avg post length – 427 chars (median 400).
- 04 Peak audience activity – Friday, 15:00 MSK.
- 05 Top posts get 92x more views than the weakest (31.7K avg for top vs 345 for worst) – among 16 posts over 28 days. Worth analyzing what the top has in common – topic, format, timing.

TOP 5 POSTS

|                                                                                                                                                                                                                                |                                                                     |                                                                    |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------|--------------------------------------------------------------------|
| <div><div>Nº1</div><div>26.06 · 12:43</div><div>PHOTO</div></div> <div>Enabled installment payments? 🤖 Now make sure customers know and remember this option before purchase. We tell you how to get...</div>                  | <div>VIEWS</div> <div>37 032</div> <div>REPOSTS</div> <div>15</div> | <div>REACTIONS</div> <div>13</div> <div>ER</div> <div>355.1%</div> |
| <div><div>Nº2</div><div>22.06 · 11:28</div><div>VIDEO</div></div> <div>Cookies and branded tote bags no longer motivate ☕ Research shows: Younger generations aren't ready to sacrifice themselves for a career...</div>       | <div>VIEWS</div> <div>29 430</div> <div>REPOSTS</div> <div>10</div> | <div>REACTIONS</div> <div>25</div> <div>ER</div> <div>282.2%</div> |
| <div><div>Nº3</div><div>08.07 · 11:51</div><div>PHOTO</div></div> <div>Easy payment – like a perfect first date ❤️ If everything went smoothly and pleasantly, you'll definitely want a repeat. Installment payment –...</div> | <div>VIEWS</div> <div>28 694</div> <div>REPOSTS</div> <div>5</div>  | <div>REACTIONS</div> <div>20</div> <div>ER</div> <div>275.2%</div> |

## Nº4

06.07 • 16:17

PHOTO

No declarations. Zero insurance premiums. Taxes on autopilot. Sounds like an entrepreneur's dream. Actually – AUSN. This...

VIEWS

24 935

REACTIONS

22

REPOSTS

38

ER

239.1%

## Nº5

01.07 • 15:43

PHOTO

They say entrepreneurs never take vacations 🤔 They do! Just pack only what you really need and leave work tasks...

VIEWS

22 687

REACTIONS

49

REPOSTS

18

ER

217.6%

## WORST 3

### ↓ 14.07 • 14:21 VIDEO

⚡ Trend? Gotta try! ? Or... not? Seems like there's an unspoken rule in business: if something new appears, you must implement it ASAP. But...

VIEWS

371

REACTIONS

18

REPOSTS

4

ER

3.6%

### ↓ 15.07 • 08:45 PHOTO

What has changed in the economy over the past months? Let's discuss today at 3:00 PM in a webinar with Dmitry Golubkov. 📌 What's happening on the global and...

VIEWS

341

REACTIONS

21

REPOSTS

3

ER

3.3%

### ↓ 14.07 • 14:21 POLL

(post without caption – poll)

VIEWS

325

REACTIONS

13

REPOSTS

1

ER

3.1%

SECTION 03 · SUBSCRIBER DYNAMICS

# How the channel grew over the year

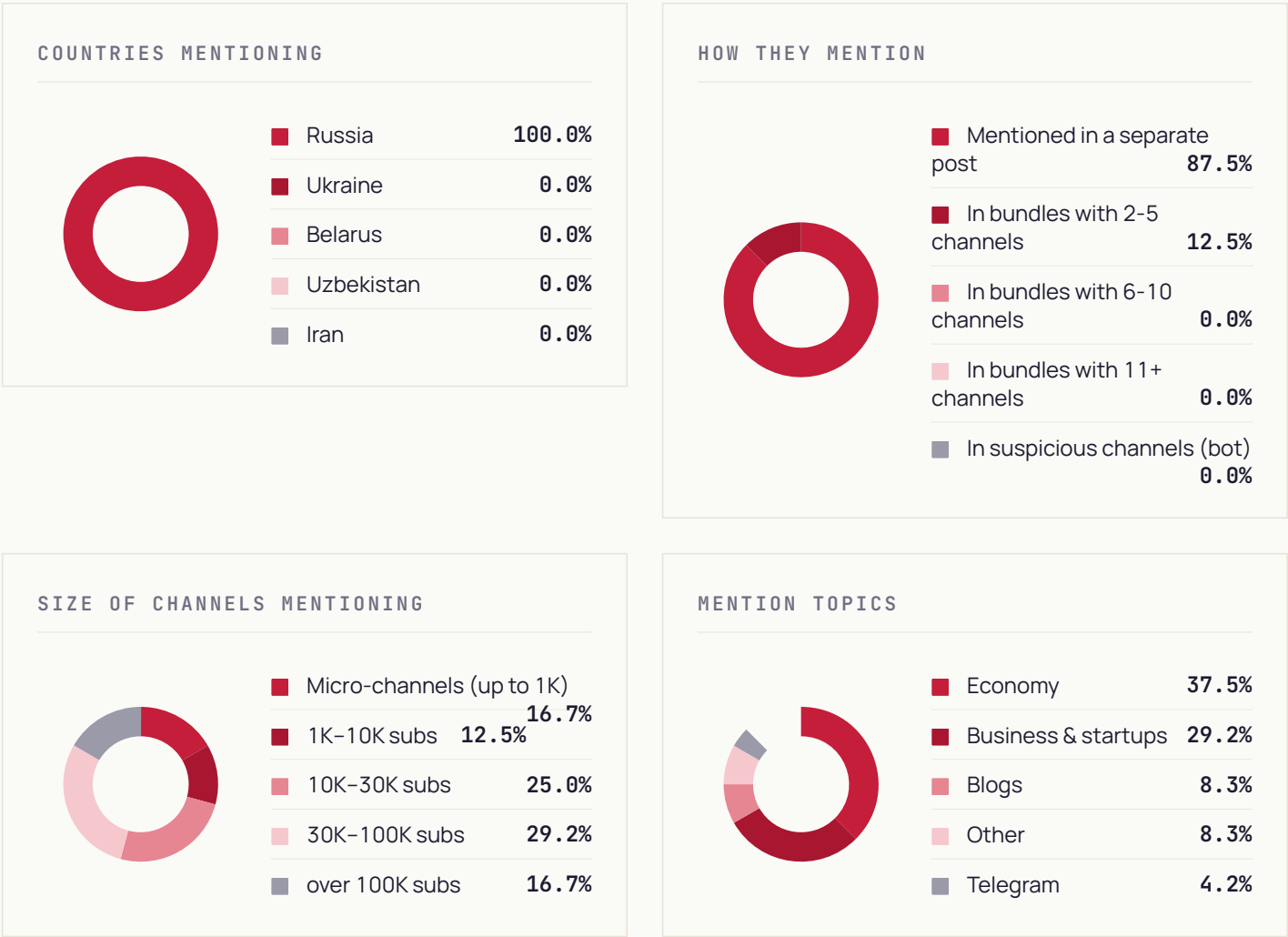
Subscriber growth chart for the year. Key months show exact subscriber count. See which months grew and which lost subs.



SECTION 04 · MENTIONS

# Who and how mentions the channel

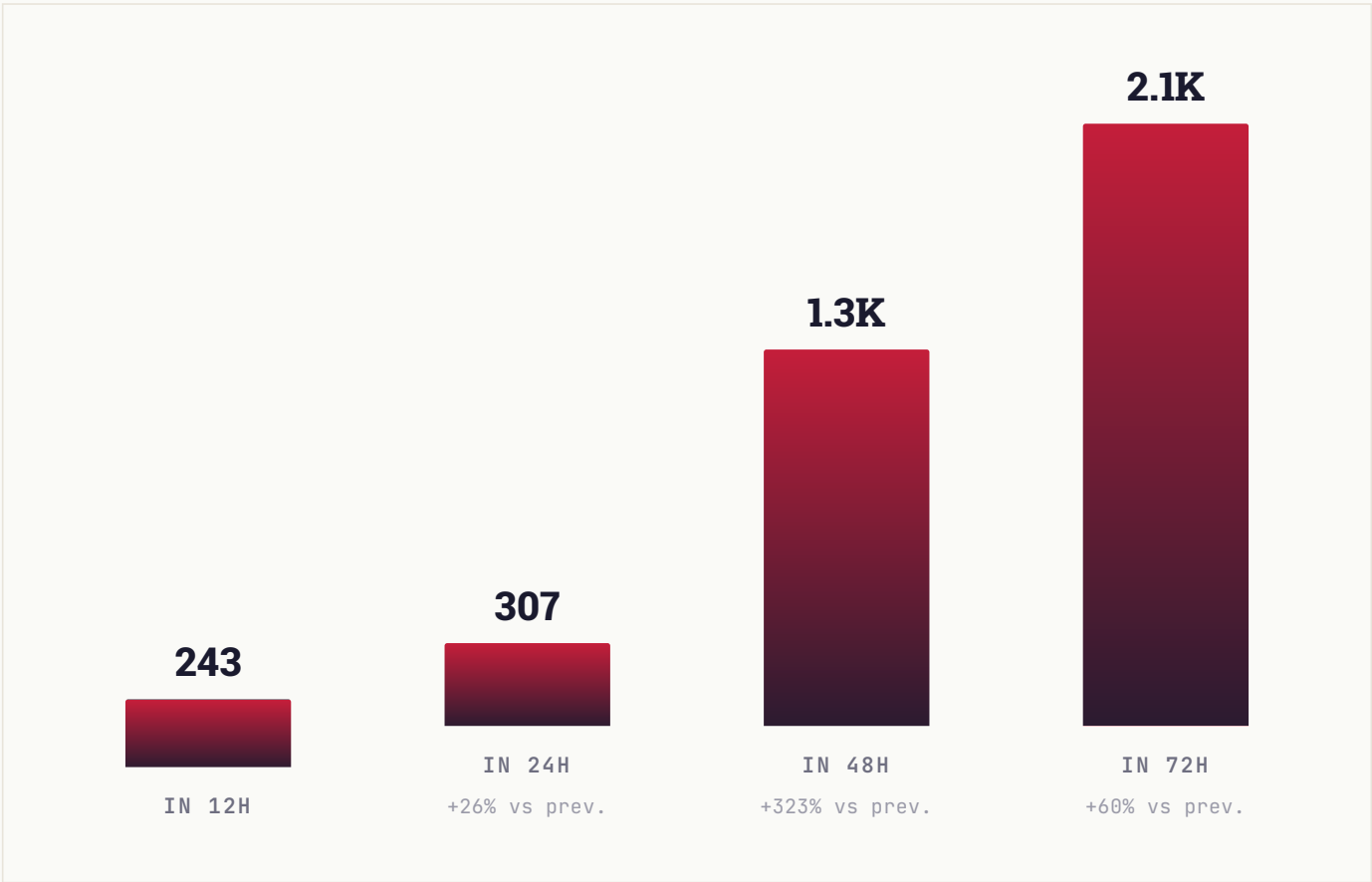
Citation index **72** — channel popularity rating based on mentions. Considers not only quantity but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time channel mentions: **42** different channels.



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 is highlighted — you can see its place among niche neighbors.

| CHANNEL                                 | SUBSCRIBERS |
|-----------------------------------------|-------------|
| S& Startups & Ventures                  | 2.6M        |
| VC Venture Capital                      | 2.6M        |
| ME Mohamed El Guazzar 🇸🇩                | 2.2M        |
| IT ISHBOR Toshkent                      | 1.4M        |
| MO Moscowbusiness                       | 1.1M        |
| CN Million-dollar books   business blog | 861.7K      |
| RTI Roxman typing...                    | 529.9K      |
| AB Business Shark                       | 502.2K      |
| SS Merger & acquisition                 | 469.6K      |
| لز لباس زیر اقساطی ریزسابل              | 456.9K      |
| OP OTP PRO Business YOU                 | 10.4K       |

COMPARATIVE CONCLUSION

Channel not yet outside top 99 of niche — early growth stage. Niche leader — Startups & Ventures (2.6M), top-99 median: 171.4K. First goal — enter top-99 through systematic traffic & content work.

SECTION 07 · MENTION DYNAMICS

# How often the channel is mentioned

Monthly we track posts in other channels that mention yours. Over the last **6 months** such mentions were **11**, they brought **13 178** new subs.

| PERIOD         | MENTIONS | CHANNELS | BROUGHT | SUBSCRIBERS            |
|----------------|----------|----------|---------|------------------------|
| January 2026   | 1        | 1        | 1 271   | <div><div></div></div> |
| December 2025  | 8        | 7        | 2 407   | <div><div></div></div> |
| November 2025  | 1        | 1        | 0       | <div><div></div></div> |
| October 2025   | 0        | 0        | 4 115   | <div><div></div></div> |
| September 2025 | 0        | 0        | 4 007   | <div><div></div></div> |
| August 2025    | 1        | 1        | 1 378   | <div><div></div></div> |

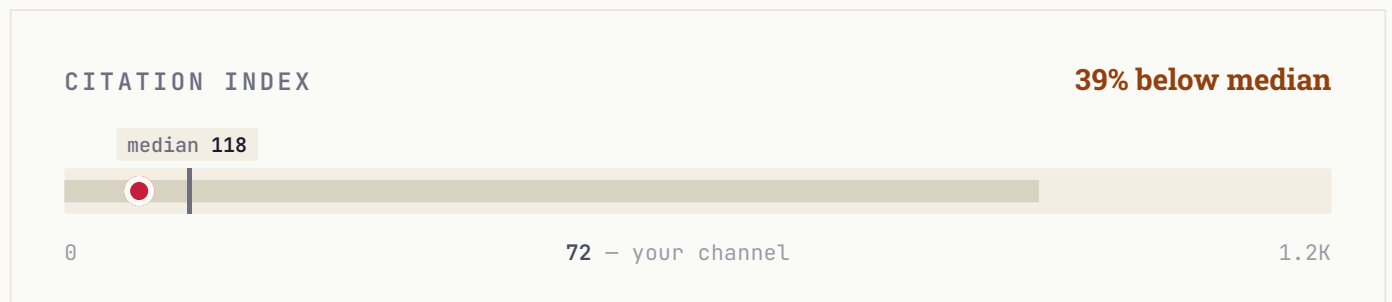
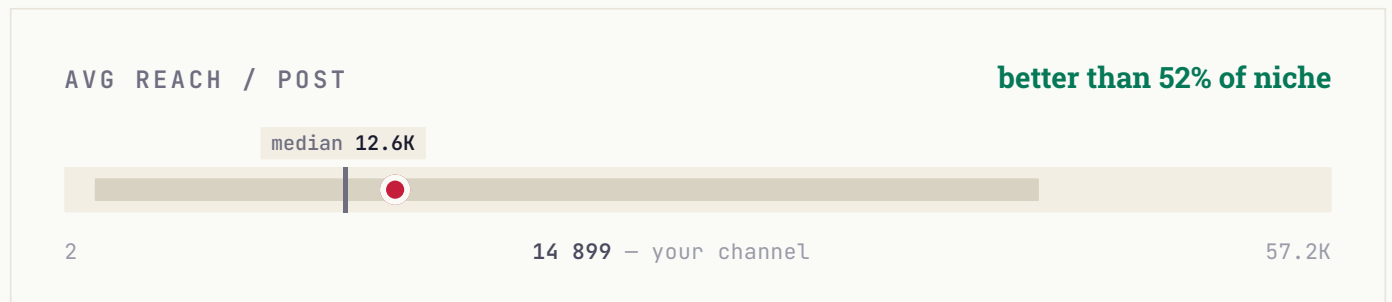
|                |                |                    |
|----------------|----------------|--------------------|
| TOTAL MENTIONS | MONTHS OF DATA | GAINED SUBSCRIBERS |
| 11             | 6              | 13 178             |

## Where channel ranks in its league

**SUBSCRIBERS** **94% below median**

A horizontal bar chart comparing a channel's subscriber count to a median. The chart has a light beige background. A dark beige bar represents the channel's performance, starting from a red dot on the left. A vertical line marks the median at 171.2K. The channel's count is 10,428, which is 94% below the median. The range from 53.2K to 591.8K is shown as a lighter beige bar.

| Metric              | Value  |
|---------------------|--------|
| Channel Subscribers | 10 428 |
| Median              | 171.2K |
| Range (Min)         | 53.2K  |
| Range (Max)         | 591.8K |



— SECTION 09 · STRATEGY

# What to do right now

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

- |           |                                                                                                                                                                                                                       |                                                                |
|-----------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------|
| <b>01</b> | <b>Increase posting frequency</b><br>Now 4.0 posts/wk. Active channels avg 7-10.<br>Consistency is key to audience retention.                                                                                         | <small>EFFECT</small><br><b>Consistency over volume</b>        |
| <b>02</b> | <b>Top post of the week — on Friday</b><br>Audience most active on this day at 15:00 MSK.                                                                                                                             | <small>EFFECT</small><br><b>Best window for important post</b> |
| <b>03</b> | <b>Systematic traffic buying</b><br>Three formats for your media: <b>Inhouse</b> (premium channels), <b>Native</b> (native integrations), <b>Premium</b> (target audience). PromptPress picks sources for your niche. | <small>EFFECT</small><br><b>+1000-3000 subs</b>                |
| <b>04</b> | <b>Test polls &amp; interactive formats</b><br>Posts with polls/reactions usually boost ER by +5-15%.<br>One weekly poll on a hot topic — easy win.                                                                   | <small>EFFECT</small><br><b>+5-15% ER</b>                      |
| <b>05</b> | <b>Cross-promo with neighboring channels</b><br>Cross-post with channels in the same segment once a quarter. No need daily — 2-3 collabs give relevant growth.                                                        | <small>EFFECT</small><br><b>Growth from relevant audience</b>  |

★ WHAT'S NEXT

# Want this done by **PromptPress?**

This audit — what we can do in a few minutes based on public data. If you want to go further — run ads through us and hit your growth plan in a month.

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|    |                               |                                                                                             |
|----|-------------------------------|---------------------------------------------------------------------------------------------|
| 01 | <b>Launch ads on Telegram</b> | <a href="https://panel.promptpress.com/register">https://panel.promptpress.com/register</a> |
|----|-------------------------------|---------------------------------------------------------------------------------------------|

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|    |                        |                                                                         |
|----|------------------------|-------------------------------------------------------------------------|
| 02 | <b>Contact manager</b> | <a href="https://t.me/PromptPress_manager">t.me/PromptPress_manager</a> |
|----|------------------------|-------------------------------------------------------------------------|

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