

— PUBLIC REPORT BY PROMTPRESS

Channel audit

Billions



@overbillions

Big money and their owners Contact: @overbillion [https://
gosuslugi.ru/snet/67f3c321c7ab9f5ce0cb2e41](https://gosuslugi.ru/snet/67f3c321c7ab9f5ce0cb2e41)

SUBSCRIBERS

29 719

+1059 per month

ERR (% SEE POSTS)

54.0%

last day **26.0%**

REACH/POST

15K

ad reach **7.6K**/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.

 SUBSCRIBERS 29 719 —	 SUBSCRIBER REACH 50.35% avg % subs see post	 VIEWS/POST 15K median 11.3K · 29 days	 POSTS/WEEK 22.3 for period
 7D TREND -27.8% vs previous week	 REACTIONS/POST 117.4 total 10,921 reactions, 13,060 reposts, 0 comments	 POST LENGTH 562 chars median 538 · 29 days	 POSTS ANALYZED 93 29 days
 AD REACH 7.6K 24h avg	 CHURN / MONTH +1059 last month	 CITATIONS 165 citation index · 387 channels mentioned all time	 CHANNEL AGE 3 years 3 months created 22.03.2023

AI EDITOR SUMMARY

Channel «Billions» – 29 719 subs. Each post averages 15K people (50% of subs), wide reach for a channel this size. Publishes 22 posts/week (~3/day) – active posting. For week Jun 22–28, reach dropped -27.8% by week Jun 15–21 – worth analyzing why.

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 **93** posts over 29 days.
- 02 Dominant format — **Photo** (56/93 posts).
- 03 Avg post length — **562** chars (median 538).
- 04 Peak audience activity — **Tue**, 21:00 MSK.
- 05 Top posts get **7x** more views than the weakest (60K avg for top vs 8.8K for worst) — among 93 posts over 29 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 17.06 · 08:16 VIDEO Kristina Romanova, beloved and mother of two children of billionaire Vladislav Doronin, again refuses lavish celebrations for her...	VIEWS 62 526 REP. 136	REACTIONS 131 ER 210.4%
Nº2 15.06 · 14:24 PHOTO Donald Trump celebrated his 80th birthday in style: instead of a quiet family party, he held an official...	VIEWS 60 581 REP. 583	REACTIONS 147 ER 203.8%
Nº3 03.07 · 09:45 PHOTO Billionaire rehab after white party. Michael Rubin on IV drip, treating friends — footballer Tom Brady and basketball player...	VIEWS 56 982 REP. 188	REACTIONS 149 ER 191.7%

Nº4 30.06 · 18:44 VIDEO What unexpected socialite at the contemporary art festival in Gostiny Dvor – Viktor Baturin himself, brother of once richest...	VIEWS 37 975 REP. 253	REACTIONS 99 ER 127.8%
Nº5 28.06 · 18:52 VIDEO Irina Viner, muse and ex-wife of billionaire Alisher Usmanov, now teaches everyone fiery dances at her pupil's birthday...	VIEWS 37 691 REP. 392	REACTIONS 435 ER 126.8%

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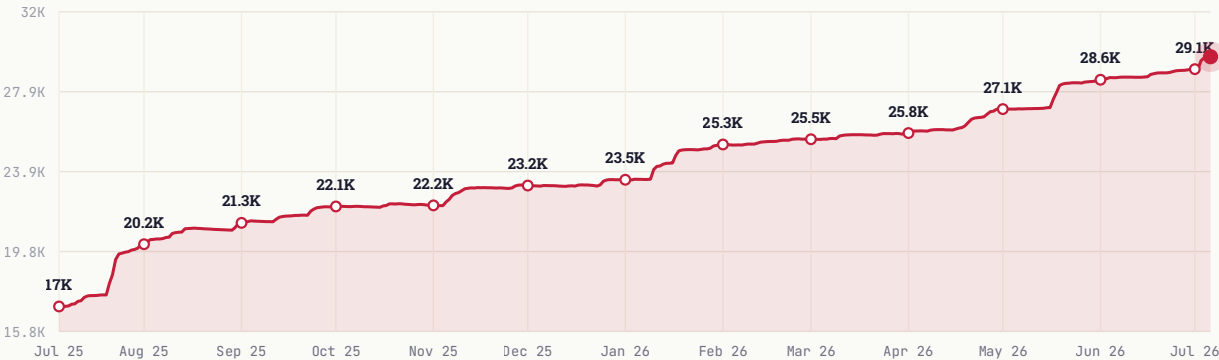
WORST 3

↓ 01.07 · 09:10 TEXT ⚡ Evacuation at Federation Tower in Moscow City. Emergency services on site. ⚡ First Moscow	VIEWS 9 488 REP. 155	REACTIONS 51 ER 31.9%
↓ 07.06 · 11:41 PHOTO Businessman Petr Aven married off his 32-year-old daughter Daria yesterday. The ceremony was held at Tsinandali Estate in Kakheti. Petr...	VIEWS 8 883 REP. 67	REACTIONS 113 ER 29.9%
↓ 13.06 · 15:25 PHOTO Two and a half million dollars for a private box of 24 at the World Cup final. I thought after the tickets...	VIEWS 8 039 REP. 188	REACTIONS 100 ER 27.1%

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 vs. churn.

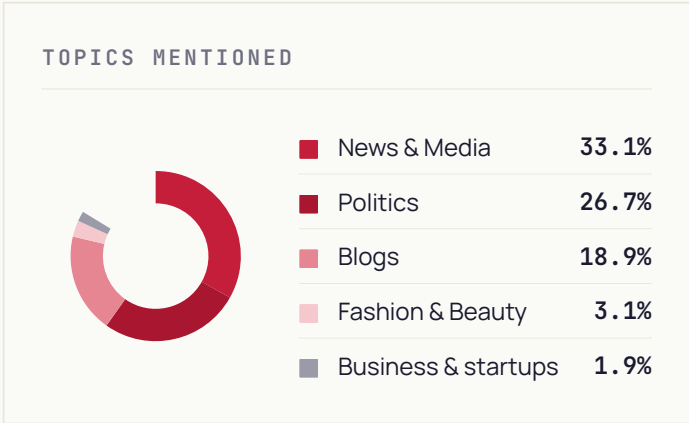
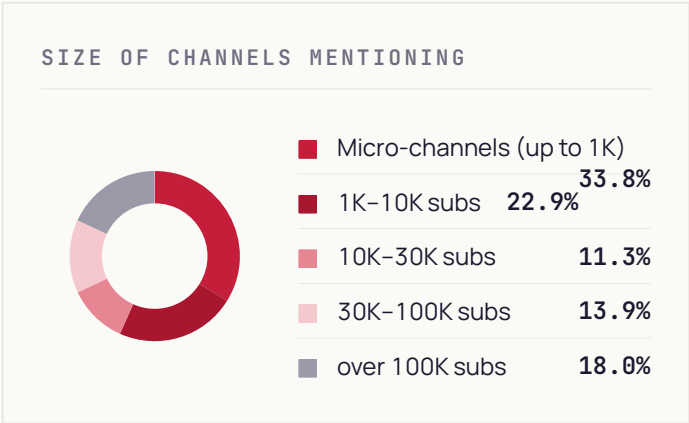
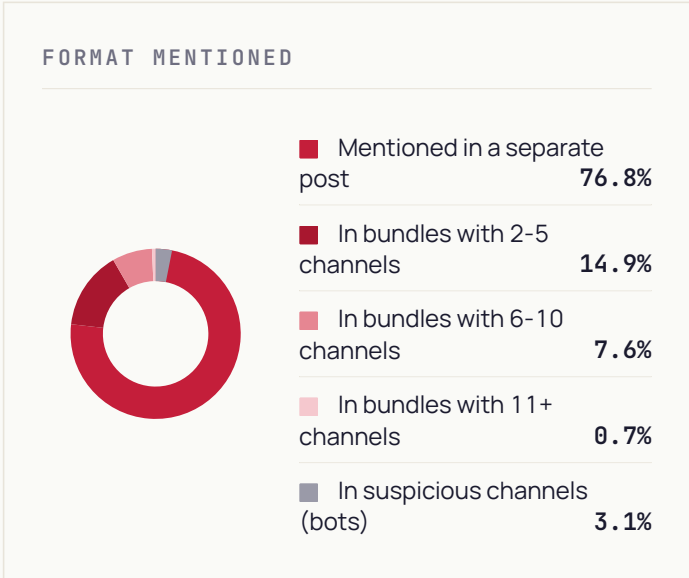
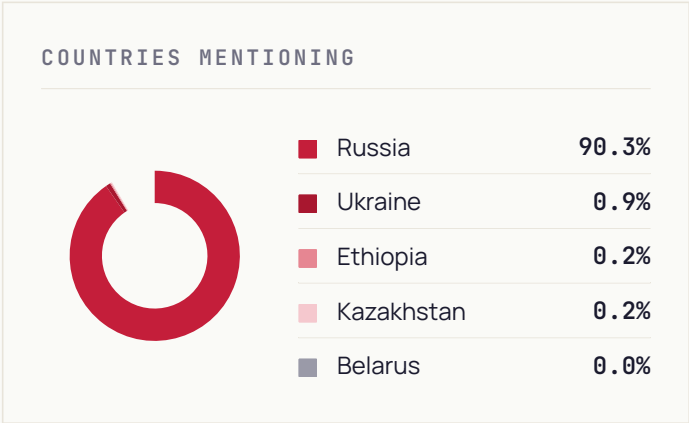


START OF PERIOD	NOW	NET GROWTH
17 049	29 718	+12 669

SECTION 04 · MENTIONS

Who and how mentions the channel

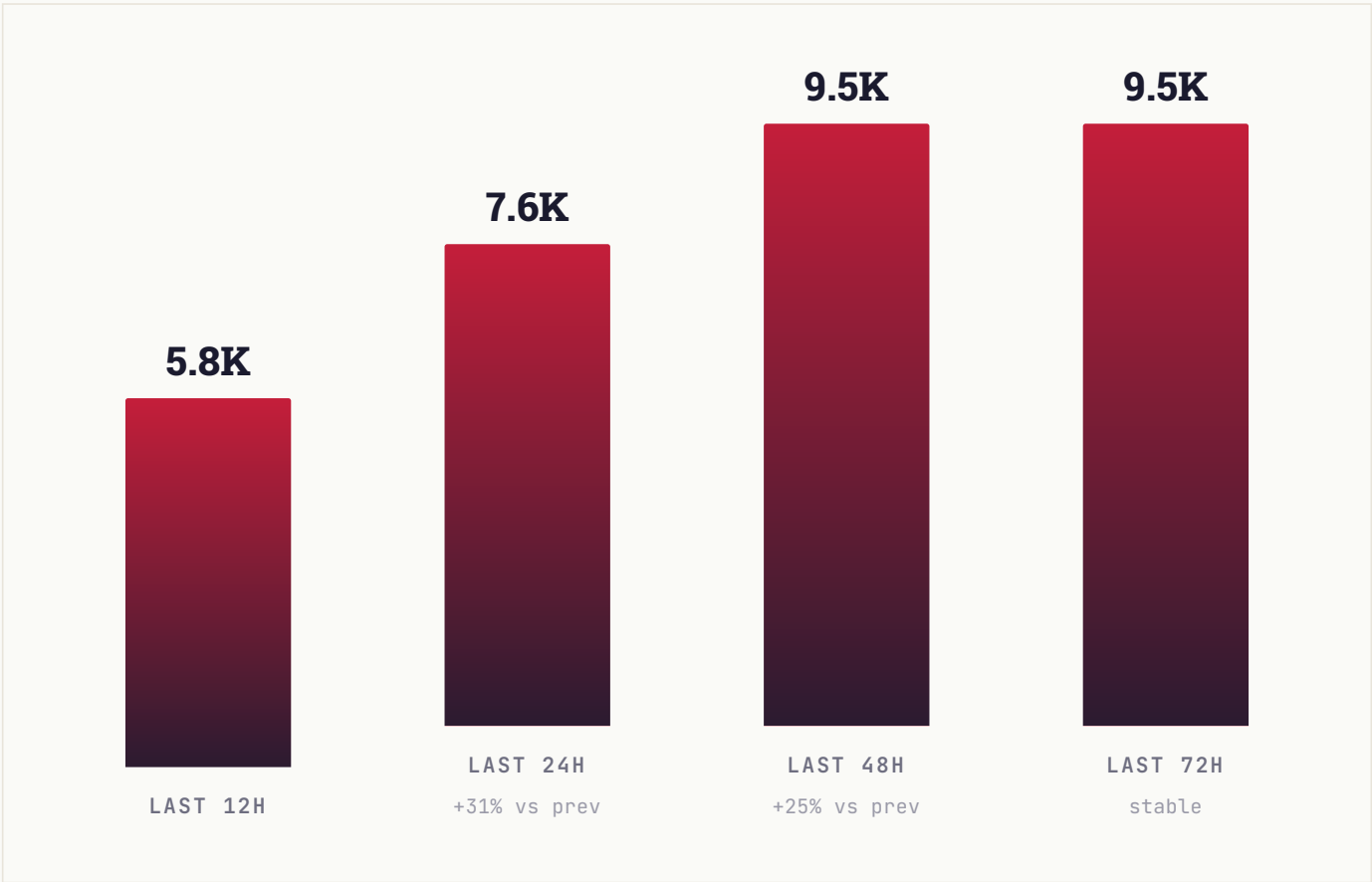
Citation index **165** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **387** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post by time since publication. Helps estimate how long placement stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic & audience. Your channel is highlighted — see where you stand among niche neighbors.

CHANNEL	SUBSCRIBERS
S& Startups & Ventures	2.7M
VC Venture Capital	2.6M
ME Mohamed El Guazzar 🇪🇬	2.1M
IT ISHBOR Toshkent	1.4M
MO Moscow Business	1M
CN Million-dollar books business blog	864.8K
RP Roxman is typing...	538.5K
AB Акула Бизнеса	498.5K
USSR Merger & acquisition	478.5K
لز لباس زیر اقساطی ریزسابل	474.8K
MI Billions YOU	29.7K

COMPARATIVE CONCLUSION

Channel not yet outside top 98 of niche — early growth stage. Niche leader — Startups & Ventures (2.7M), top-98 median: 164.1K. First goal: enter top-98 via 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 **105**, they brought **5 688** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Jan 2026	33	25	1 823
December 2025	18	15	441
Nov 2025	16	16	1 095
Oct 2025	5	5	248
Sep 2025	19	16	901
August 2025	14	11	1 180

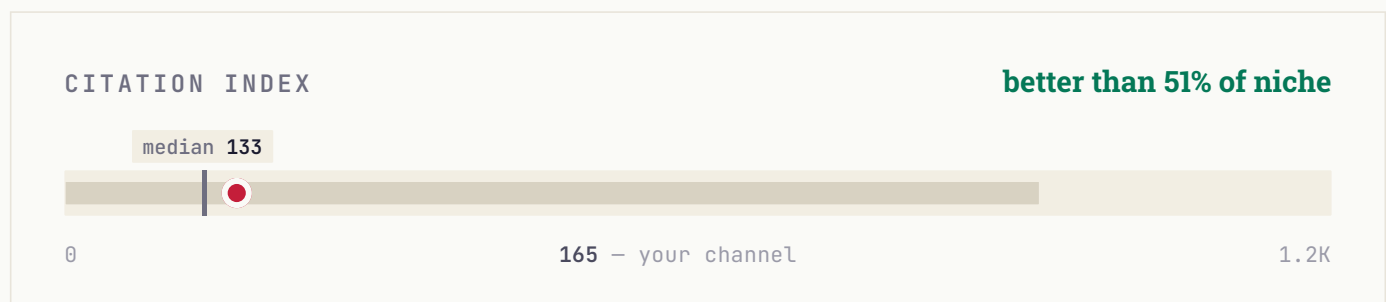
TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS
105	6	5 688

Where the channel ranks in its league

SUBSCRIBERS 82% 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 165.3K. The channel's count is 29,719, which is 82% below the median. The range from 49.7K to 585.5K is shown as a light beige bar.

Metric	Value
Channel Subscribers	29 719
Median	165.3K
Range Start	49.7K
Range End	585.5K



— SECTION 09 · STRATEGY

What to do right now

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

- 01

Main post of the week — Tuesday

Audience most active on this day at 21:00 MSK.

EFFECT

Best window for a key 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 boost ER by +5-15%.
One weekly poll on a hot topic is an easy growth lever.

EFFECT

+5-15% ER
- 04

Cross-promo with neighboring channels

Cross-post with same-segment channels once a quarter. No need 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 — it's a source of organic traffic.

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. Want to go further? Run ads through 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
