

PUBLIC REPORT BY PROMTPRESS

Channel audit

People PRO



@people_pro_main

Best Telegram channel YouTube: https://youtube.com/peoplepro?sub_confirmation=1 Ads: <https://pavlovich.shop/reklama.html> --
For ads & collabs – @tan1r

SUBSCRIBERS

71 596

-761 per month

ERR (% SEE POSTS)

14.0%

per day **3.0%**

REACH/POST

9.2K

ad reach **2.2K**/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 71 596 —	 SUBSCRIBER REACH 12.85% avg % subs see post	 VIEWS/POST 9.2K median 6.7K · 28 days	 POSTS/WEEK 3.9 over period
 7D TREND -64.9% vs previous week	 REACTIONS/POST 44.4 total 710 reactions, 835 reposts, 0 comments	 POST LENGTH 668 chars median 873 · 28 days	 POSTS ANALYZED 16 28 days
 AD REACH 2.2K 24h avg	 CHURN / MONTH -761 last month	 CITATION RATE 170 citation index · 745 channels mentioned all time	 CHANNEL AGE 9 years 2 months created 13.04.2017

AI EDITOR SUMMARY

Channel «People PRO» – 71 596 subs. Each post averages 9.2K people (13% from subs), reach is low – need to grow audience. Publishes 4 posts per week (~1/day) – infrequent. For week 1–7 June, reach dropped -64.9% to week 25–31 May – worth analyzing why.

SECTION 02 · CONTENT ANALYSIS

Best-performing content

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

WHAT TOP POSTS SHARE

- 01 Analysis based on 16 posts over 28 days.
- 02 Dominant format – Photo (10/16 posts).
- 03 Avg post length – 668 characters (median 873).
- 04 Peak audience activity – Friday, 19:00 MSK.
- 05 Top posts get 5x more views than the weakest (21.5K avg for top vs 4.5K for bottom) – among 16 posts in 28 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 22.05 · 16:07 TEXT Here's a song for you to ponder. Yandex Music Apple Music If it seems to me that we can't find a way out of this dark forest I close...	VIEWS 25 090 REP. 30	REACTIONS 50 ER 35.0%
Nº2 29.05 · 12:49 TEXT CONCLUSION: centralized exchanges are no longer neutral storage – they're a regulatory risk point. The less funds you keep there and...	VIEWS 20 670 REP. 63	REACTIONS 27 ER 28.9%
Nº3 28.05 · 16:16 PHOTO I advise everyone to stop using Binance and other crypto exchange dumps. Yesterday I transferred money to 6 wallets (by...	VIEWS 18 820 REP. 119	REACTIONS 70 ER 26.3%

Nº4 29.05 · 12:49 TEXT Posted on Insta, and many asked: «Why?» Detailed answer — it's not a one-off, this is how it works today and will...	VIEWS 18 779 REP. 124	REACTIONS 29 ER 26.2%
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Nº5 14.05 · 14:21 VIDEO ☒ Anti-fraud systems failing Sources in gambling security report: successful bypass attempts on the rise...	VIEWS 8 025 REP. 102	REACTIONS 35 ER 11.2%
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WORST 3

↓ 07.06 · 17:55 TEXT ✂ Russians outraged by MAX messenger removal from AppStore 'Why didn't they remove this crap from the Play Market?' users complain. ☒...	VIEWS 5 262 REP. 93	REACTIONS 188 ER 7.3%
↓ 03.06 · 19:15 PHOTO Russian state messenger Max removed from App Store 🌐 No joke. Buy a quality VPN service here. ----- ☒...	VIEWS 5 222 REP. 28	REACTIONS 62 ER 7.3%
↓ 09.06 · 15:09 PHOTO 2☒3☒4☒5☒6☒7☒8☒ ☒ RUSSIA'S DIGITAL GULAG: HOW INTELLIGENCE AND HACKERS ARE WATCHING YOU RIGHT NOW Over the past five years, our digital...	VIEWS 3 096 REP. 22	REACTIONS 7 ER 4.3%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

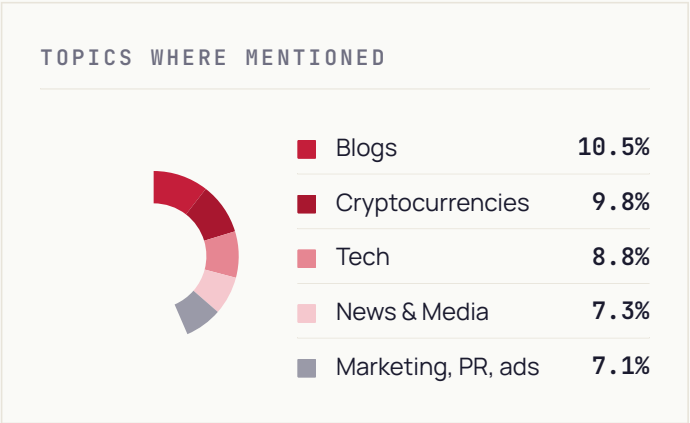
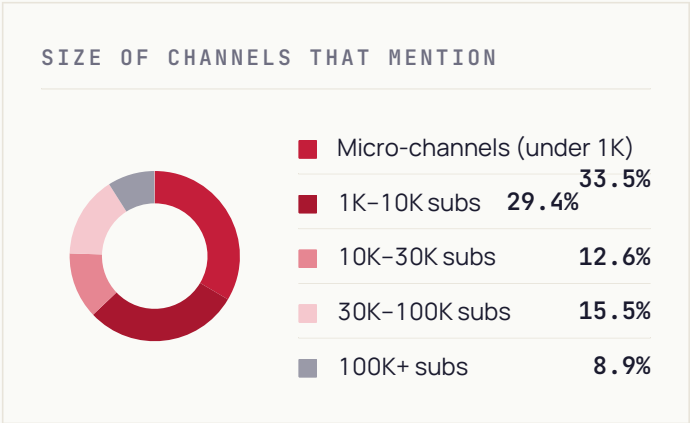
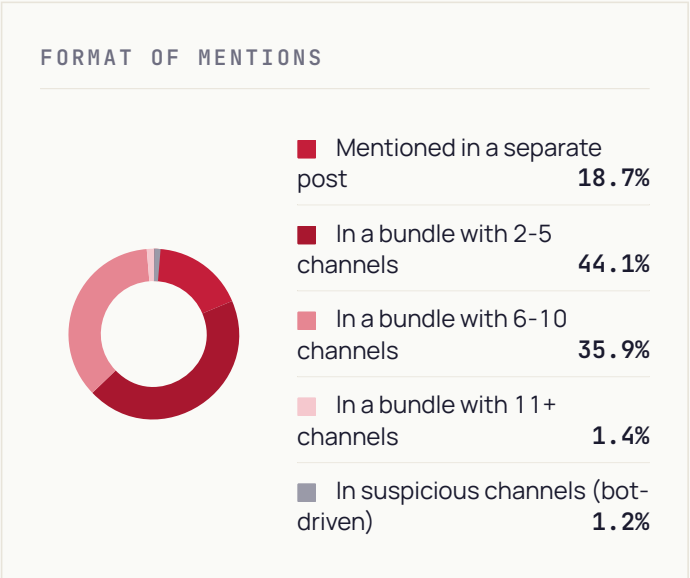
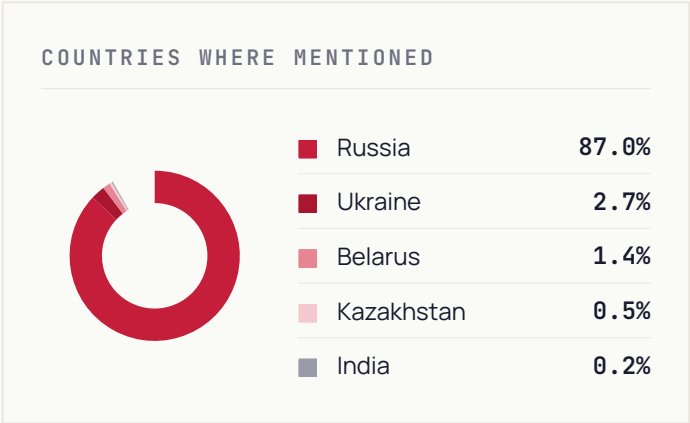
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel & how

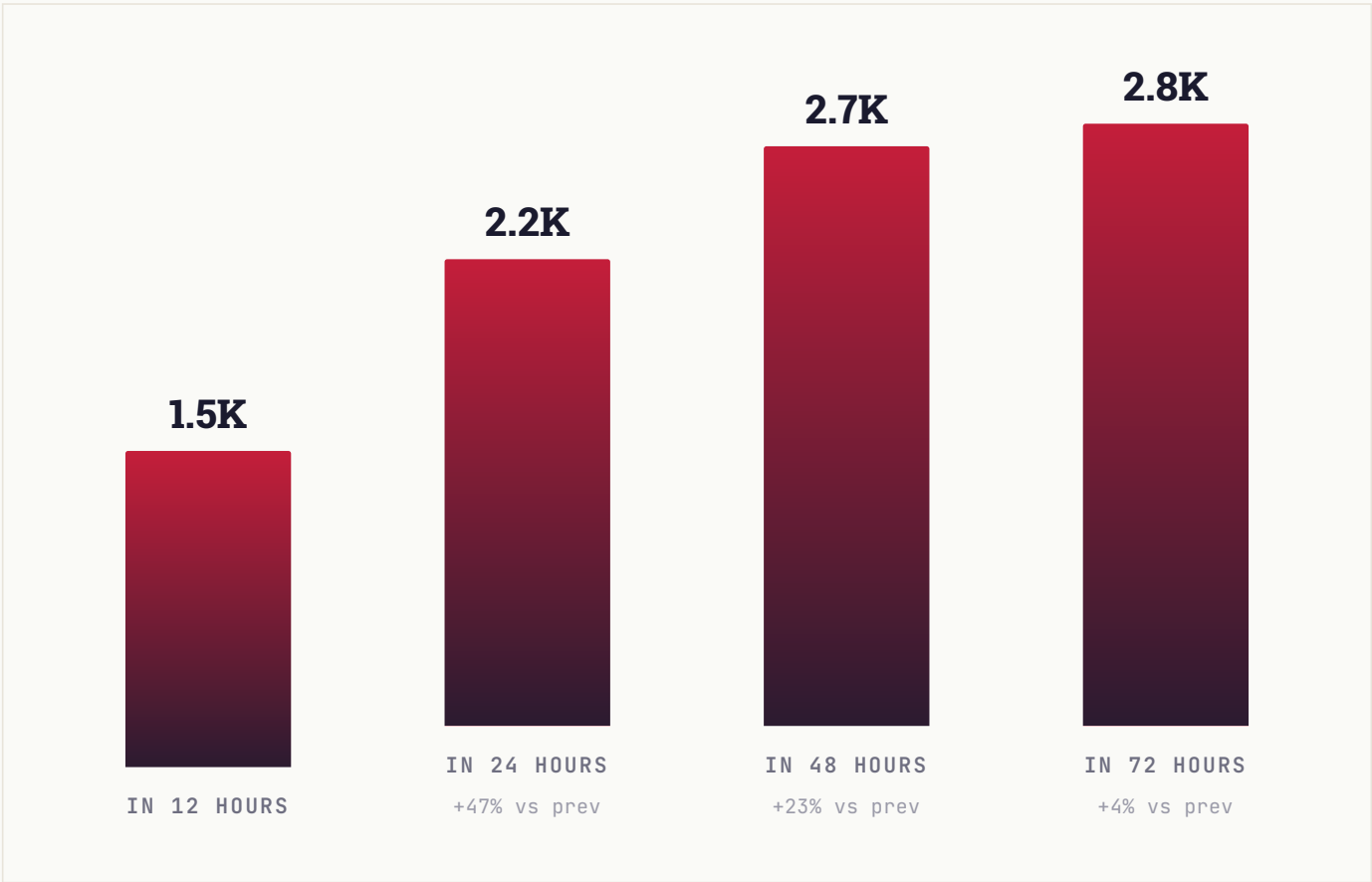
Citation index **170** – channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from 1K. All time channel mentioned **745** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates 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 closest channels by topic and audience. Your channel is highlighted — see its rank among niche peers.

CHANNEL	SUBSCRIBERS
MO Moscow Business	966.6K
CN Million-Dollar Books Business Blog	872.2K
SS Merger & acquisition	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
PR Russian retail & business	289.2K
2H 25th Hour • Business & Finance	288.4K
BB Business Unfiltered	256.5K
LP People PRO YOU	71.6K

COMPARATIVE INSIGHT

Channel in bottom half of top-100 niche (#76 of 100). Niche median — 102.7K subs.
First growth KPI — reach median. Leader: Moscow Business (966.6K).

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Every month we record posts in other channels that mention your channel. Over the last **6 months** mentions like this **22**, they brought **6 031** new subs.

PERIOD	MENTIONS	CHANNELS	NEW SUBS FROM
December 2025	0	0	1 185
Nov 2025	5	4	4 843
Oct 2025	2	2	0
September 2025	2	2	3
August 2025	10	10	0
July 2025	3	1	0

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS
22	6	6 031

SECTION 08 • NICHE COMPARISON

Where the channel stands in its league

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.

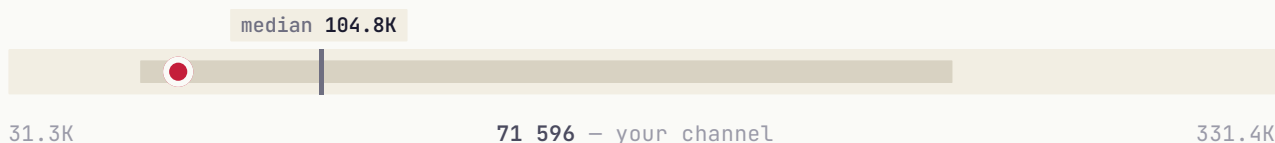
#76 /100

RANK IN NICHE

Channel in the bottom half of the ranking

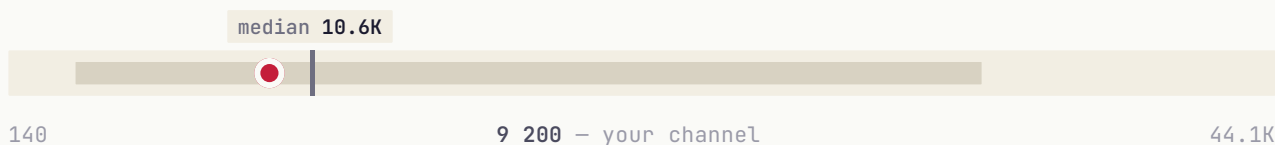
SUBSCRIBERS

32% below median



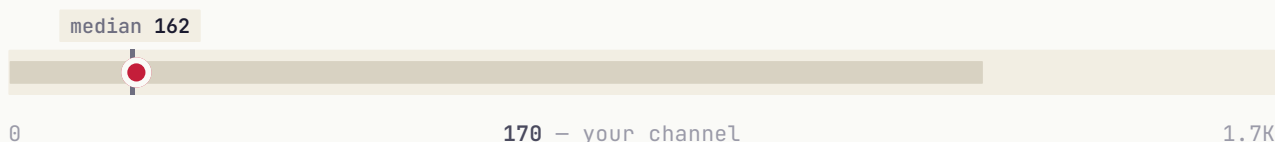
AVG REACH / POST

13% below median



CITATION INDEX

better than 50% 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

Post more often
 Now 3.9 posts/wk. Active channels average 7-10.
 Consistency is key to audience retention.

IMPACT
Consistency > volume
-
- 02

Top post of the week — on Friday
 Audience is most active on this day at 19:00 MSK.

IMPACT
Best time for key posts
-
- 03

Increase video posts share
 Video in Telegram retains audience longer and is favored by the algorithm. We recommend increasing share to 15-25%.

IMPACT
Video retains audience better
-
- 04

Systematic traffic buying
 Three formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromptPress picks sources for your niche.

IMPACT
+1000-3000 subs
-
- 05

Test polls & interactive formats
 Posts with polls/reactions usually boost ER by +5-15%.
 One poll per week on a hot topic — easy growth lever.

IMPACT
+5-15% ER
-

★ WHAT'S NEXT

Want this done by **PromptPress?**

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

01

Launch ads in Telegram

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

02

Contact manager

t.me/PromptPress_manager