

— PUBLIC PROMTPRESS REPORT

Channel audit

Business | Podcasts



@podkasty24

Business podcasts Ads: @Danil_Podcast Registered with Roskomnadzor <https://qupe.pw/podkasty24>

SUBS

190 464

-1014 per month

ERR (% SEE POSTS)

11.0%

daily 6.2%

REACH/POST

19.4K

ad reach 11.9K/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.

 SUBS 190 464 —	 SUB REACH 10.18% avg % subs see post	 VIEWS/POST 19.4K median 20.1K · 29 days	 POSTS/WK 18.4 for period
 7D TREND -5.2% vs previous week	 REACTIONS/POST — MTPROTO only	 POST LENGTH 140 chars median 139 · 29 days	 POSTS ANALYZED 77 29 days
 AD REACH 11.9K 24h average	 CHURN / MONTH -1014 last month	 QUOTABILITY 434 citation index · 699 channels mentioned ever	 CHANNEL AGE 7 years 1 month created 22.04.2019

AI EDITOR SUMMARY

Channel «Business | Podcasts» — 190 464 subs. Each post averages 19.4K people (10% from subs), reach is low—expand audience. Posts 18 posts/week (~3/day) — consistent. Week Jun 1–7 reach dropped -5.2% to week May 25–31 — analyze reasons.

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 77 posts in 29 days.
- 02 Dominant format – Text (77/77 posts).
- 03 Avg post length – 140 chars (median 139).
- 04 Peak audience activity – Monday, 14:00 MSK.
- 05 Strongest posts get 1x more views than the weakest (top avg 23.1K vs worst 17.1K) – across 77 posts in 29 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

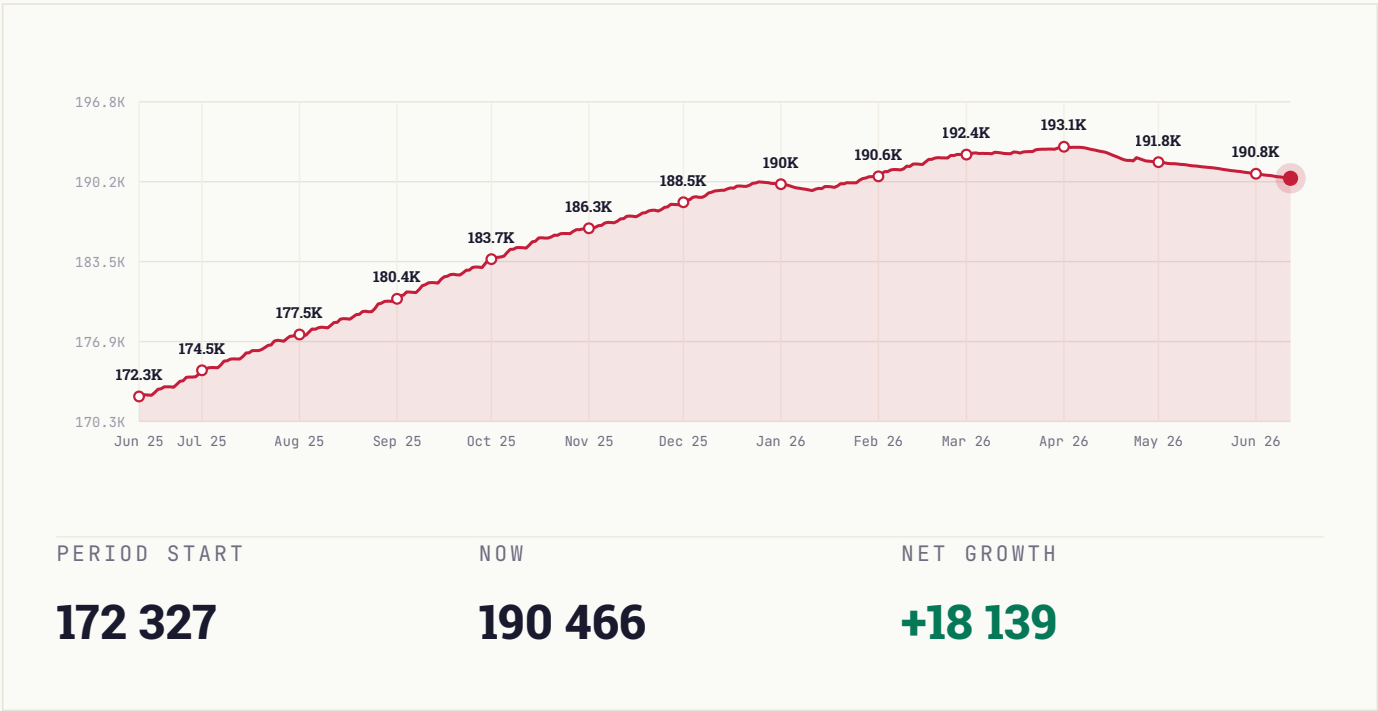
Nº1 18.05 · 11:55 TEXT Speaker - Alexey Tarapkovsky Duration - 78:55 Topic - How to solve the money issue #business #mindset #alexeytarapkovsky Business ...	VIEWS 23 220 REP. 125	REACTIONS — ER 12.2%
Nº2 18.05 · 15:29 TEXT Speaker - Robert Kiyosaki Duration - 46:20 Topic - Tough talk on Bitcoin, dollar crash & motivation #business #mindset #robertkiyosaki ...	VIEWS 23 154 REP. 126	REACTIONS — ER 12.2%
Nº3 18.05 · 07:52 TEXT Speaker - Kobe Bryant Duration - 08:32 Topic - Motivation from the best basketball player #business #mindset #kobebryant Business Podcasts	VIEWS 22 879 REP. 152	REACTIONS — ER 12.0%

Nº4 25.05 • 15:23 TEXT Speaker - Brian Tracy & Alex Yanovsky Duration - 44:31 Topic - Business tips #business #briantracy #alexyanovsky ☒ Business ...	VIEWS 22 410 REACTIONS REP. 166 ER 11.8%
Nº5 25.05 • 12:01 TEXT Speaker - Tom Ford Duration - 12:50 Topic - Practical tips to succeed in life #business #tomford ☒ Business Podcasts	VIEWS 22 332 REACTIONS REP. 159 ER 11.7%
WORST 3	
↓ 09.06 • 11:35 TEXT Speaker - Oscar Hartmann Duration - 12:39 Topic - Investment & risk lesson #business #oscarhartmann #mindset ☒ Business Podcasts	VIEWS 17 243 REACTIONS REP. 134 ER 9.1%
↓ 07.06 • 15:26 TEXT Speaker - Jordan Belfort Duration - 57:34 Topic - How to profit from f*ck-ups and failures in business #business #jordanbelfort #mindset ☒...	VIEWS 17 166 REACTIONS REP. 134 ER 9.0%
↓ 09.06 • 15:21 TEXT Speaker - Tom Frank Duration - 24:26 Topic - How to make money online: 5 best ways #business #tomfrank #mindset ☒ Business ...	VIEWS 16 953 REACTIONS REP. 123 ER 8.9%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

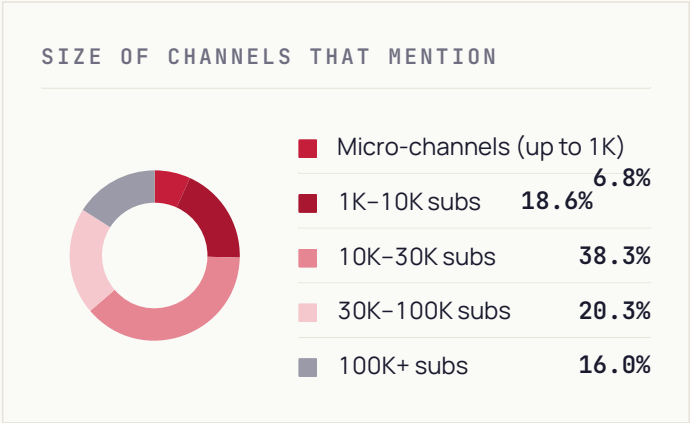
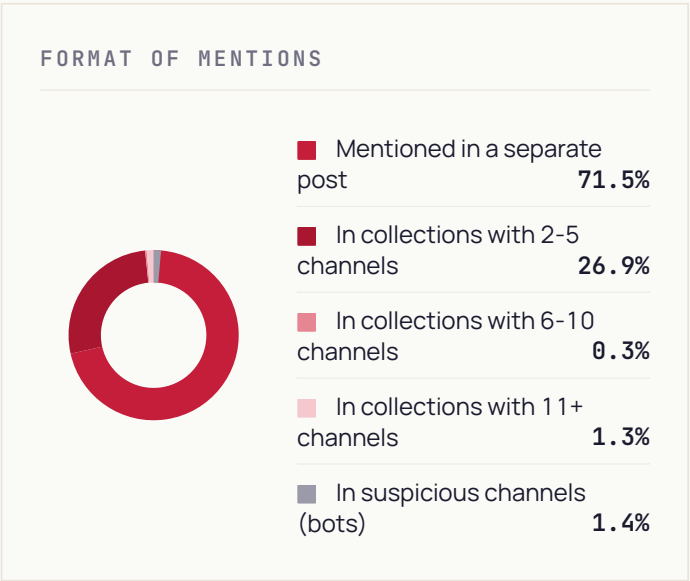
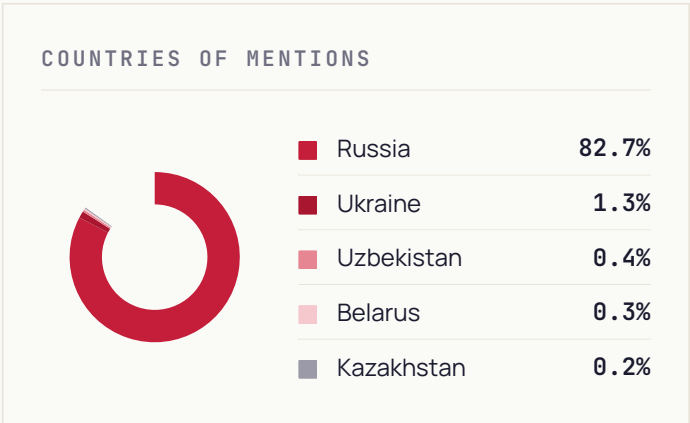
Subscriber growth graph over the year. Key months show exact subscriber count.
Shows months of growth vs. churn.



SECTION 04 · MENTIONS

Who mentions the channel & how

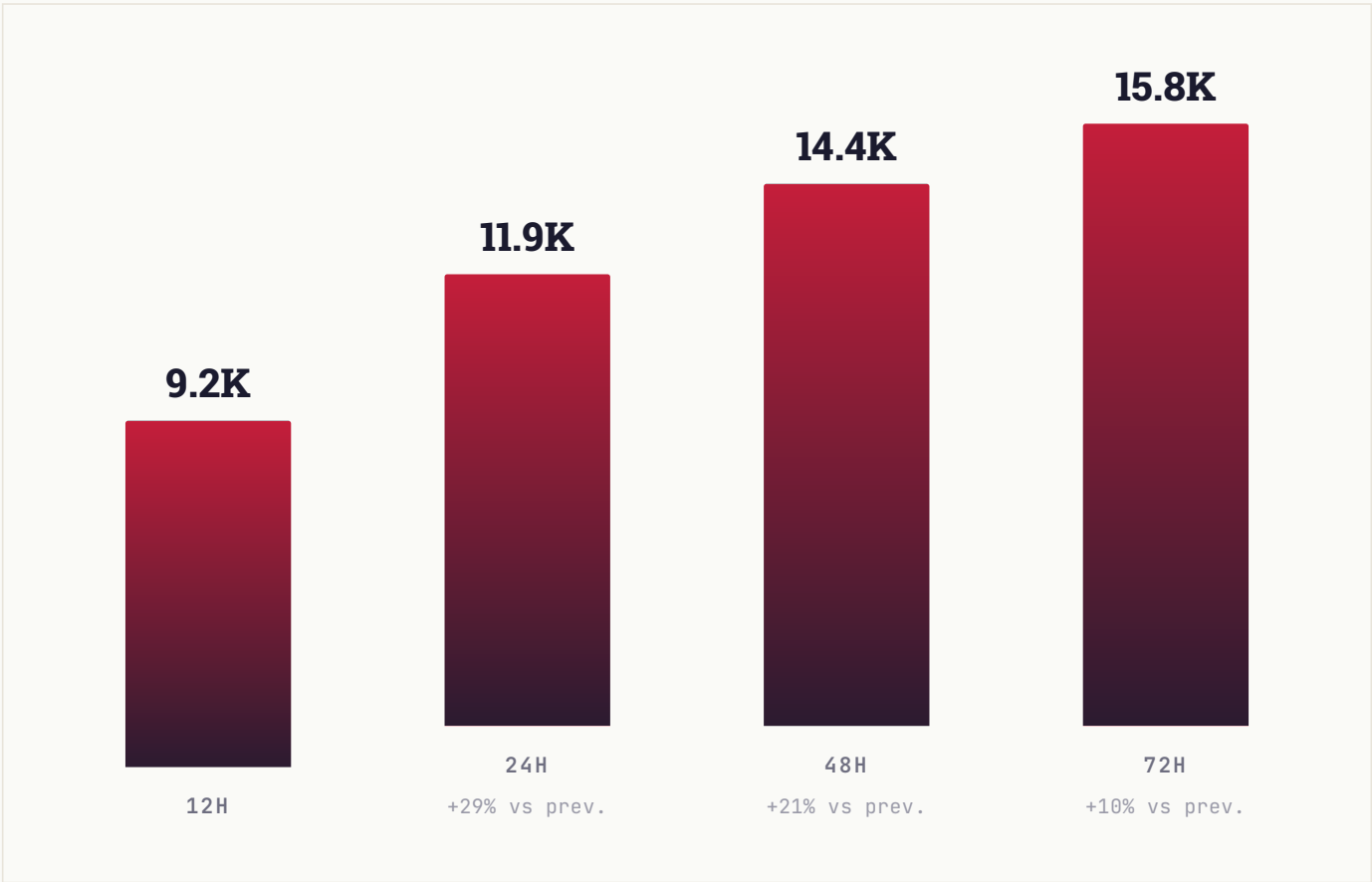
Citation index **434** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioners: a post from a channel with 100K subs weighs more than from 1K subs. All-time channel mentioned **699** different channels.



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 closest channels by topic & audience. Your channel is highlighted—see its rank among niche peers.

CHANNEL	SUBS
MO Moscow Business	966.6K
CN Books to Millions business blog	872.2K
USSR 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
RR Russian retail & business	289.2K
2H 25th Hour • Business & Finance	288.4K
BB Business Without Gloss	256.5K
BI Business Podcasts YOU	190.5K

COMPARATIVE CONCLUSION

Channel in top quartile of niche (#17 of 100). Leader — Moscow Business (966.6K). Goal for coming months: enter niche top-10 through systematic traffic work.

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

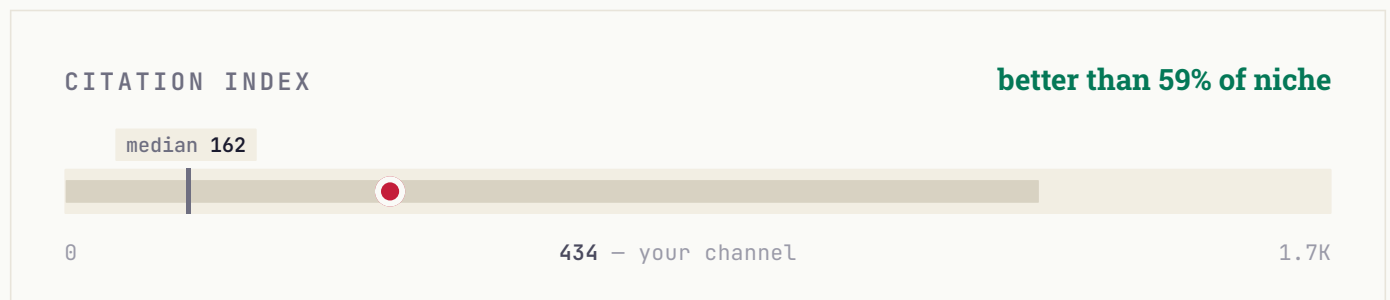
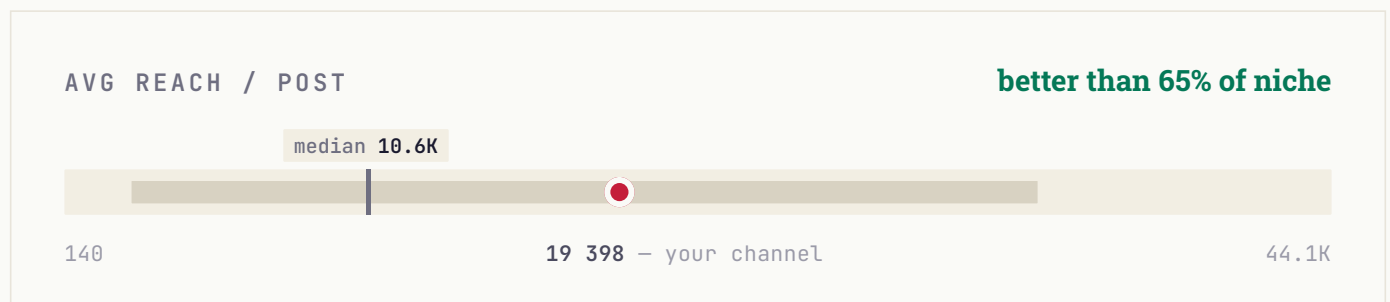
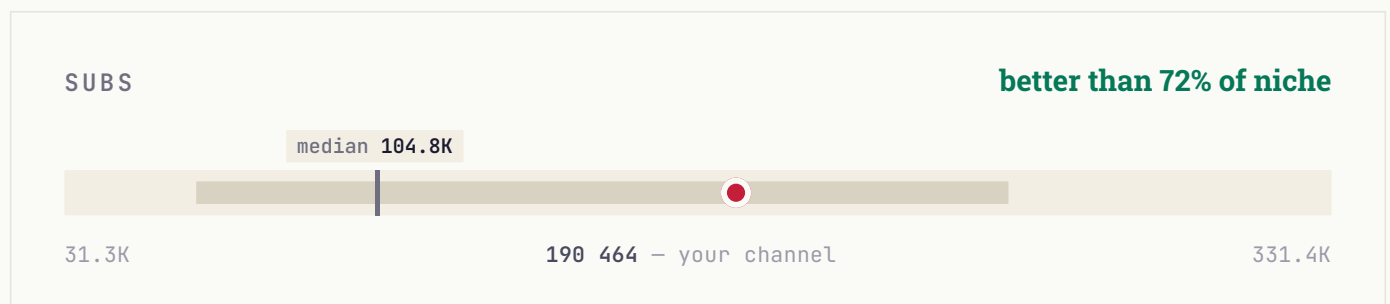
Each month we record posts in other channels that mention your channel. Over the last **6 months** such mentions were **103**, they brought **17 007** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
December 2025	17	16	2 045
Nov 2025	18	18	2 195
Oct 2025	14	13	2 683
September 2025	17	17	3 649
August 2025	17	17	3 006
July 2025	20	17	3 429

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
103	6	17 007

Where the channel stands in its league

#17 /100 RANK IN NICHE
Channel in top 17% – strong position



— SECTION 09 · STRATEGY

What to do right now

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

- 01

Top post of the week — on Monday

Audience is most active on this day at 14:00 MSK.

EFFECT

Best window for important posts
- 02

Increase share of video posts

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

EFFECT

Video retains audience better
- 03

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
- 04

Test polls & interactive formats

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

EFFECT

+5-15% ER
- 05

Cross-promo with nearby channels

Swap posts quarterly with same-segment channels. No need daily — 2-3 collabs give 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 ads in
Telegram**

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

02

Contact manager

t.me/PromptPress_manager
