

PUBLIC REPORT BY PROMTPRESS

Channel audit

Pop business — we talk about business



@popsbsn

№ 7699758231 Simple words on complex topics #бизнестексты

For ad placement: @Alexvkra

SUBSCRIBERS	ERR (% SEE POSTS)	REACH/POST
23 139	49.0%	9.5K
+1568 per month 18.07.2026	in 24 hrs 29.8%	ad reach 6.9K /24h
HTTPS://PROMTPRESS.COM/AUDIT/POPSBSN		

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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 23 139 —	 SUBSCRIBER REACH 41.15% avg % subs see post	 VIEWS/POST 9.5K median 10K · 20 days	 POSTS/WEEK 2.4 over period
 7D TREND — no data for period	 REACTIONS/POST 64.3 only 450 reactions, 527 reposts, 0 comments	 POST LENGTH 901 chars median 1000 · 20 days	 POSTS ANALYZED 7 20 days
 AD REACH 6.9K 24h avg	 CHURN / MONTH +1568 over last month	 CITATION RATE 76 citation index · 40 channels mentioned ever	 CHANNEL AGE 2 years 7 months created 16.12.2023

AI EDITOR SUMMARY

Channel «Pop Business – telling about business» – 23 139 subs. Each post averages 9.5K people (41% of subs), wide reach for a channel this size. Publishes 2 posts/week (~0/day) – rare posts.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and underperformers – to see what to repeat and what to drop from rotation.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 7 posts in 20 days.
- 02 Dominant format – Text (6/7 posts).
- 03 Avg post length – 901 chars (median 1000).
- 04 Peak audience activity – Sunday, 22:00 MSK.
- 05 Top posts get 3× more views than the weakest (13.8K avg for top vs 5.1K for worst) – among 7 posts in 20 days. Worth analyzing what the top has in common – topic, format, time.

TOP 5 POSTS

Nº1 05.07 · 19:47 TEXT ⚠️ Most businesses lose money because they can't explain why to buy. We found perfect ways to...	VIEWS 13 892 REPOSTS 146	REACTIONS 97 ER 60.0%
Nº2 29.06 · 21:55 TEXT 📄 Employee of the month (but most often mediocre...) Three short stories. 📄 Story 1. At a car service center, the manager...	VIEWS 13 794 REPOSTS 133	REACTIONS 112 ER 59.6%
Nº3 07.07 · 10:15 TEXT ⚠️ No drill needed. How sharing economy & healthy lifestyle will kill traditional marketing 🙌 Continuing our series on marketing changes Zoomers...	VIEWS 13 718 REPOSTS 133	REACTIONS 102 ER 59.3%

Nº416.07 · 15:07TEXT Depression at work? 🙌 Let's keep uncovering weak spots. Unfortunately, burnout at work is common. If you've noticed that...	VIEWS10 003 REPOSTS6	REACTIONS18 ER43.2%
Nº517.07 · 15:51TEXT 🧠 Spreading word-of-mouth We recently analyzed a company that helps students get into European universities. Their word-of-mouth is still weak...	VIEWS7 850 REPOSTS6	REACTIONS20 ER33.9%

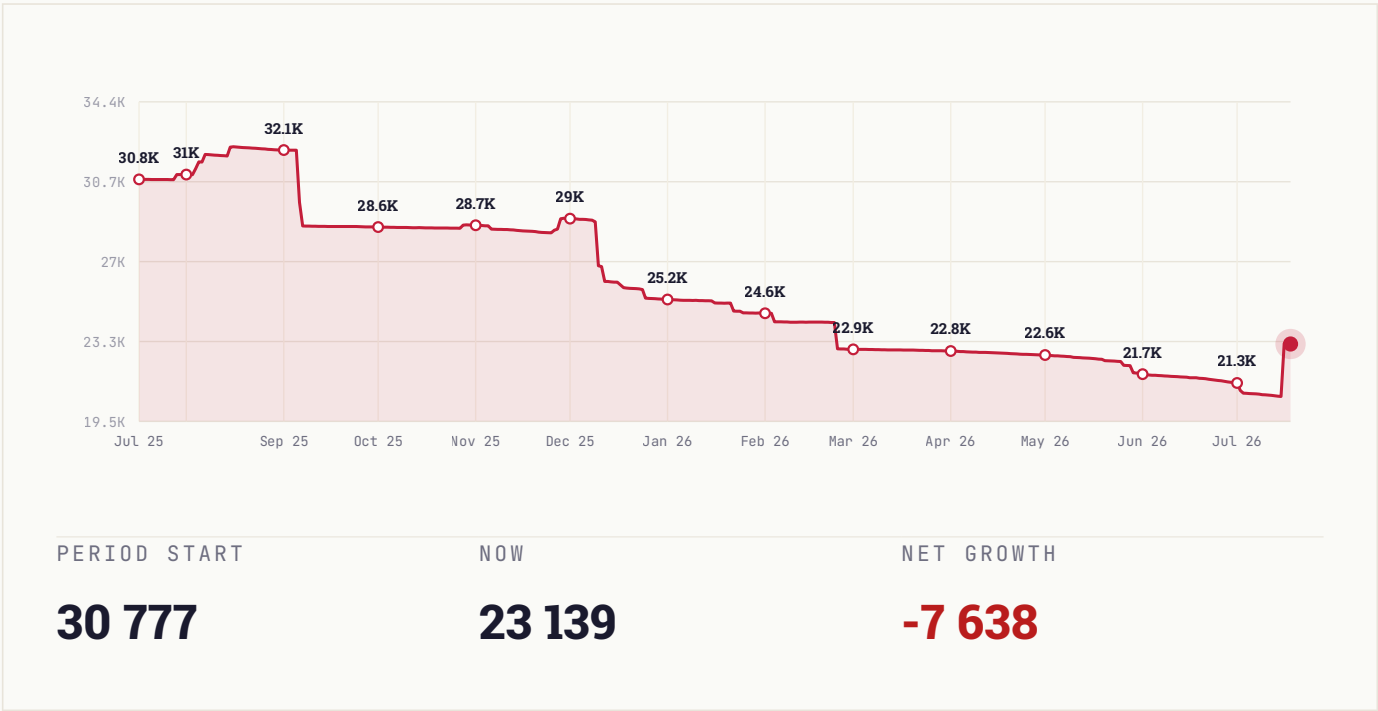
| WORST 3

↓17.07 · 15:51TEXT 🧠 Spreading word-of-mouth We recently analyzed a company that helps students get into European universities. Their word-of-mouth is still weak...	VIEWS7 850 REPOSTS6	REACTIONS20 ER33.9%
↓28.06 · 16:45TEXT ⚠️ If you don't know your customer's purchase journey, you're not doing marketing at all. Did you know the customer has 5...	VIEWS5 852 REPOSTS102	REACTIONS101 ER25.3%
↓18.07 · 17:09PHOTO 🇺🇸 Let's talk US Market Treasury yields flattening: short rates down, others flat. Fed changing tone, so...	VIEWS1 538 REPOSTS1	REACTIONS— ER6.6%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

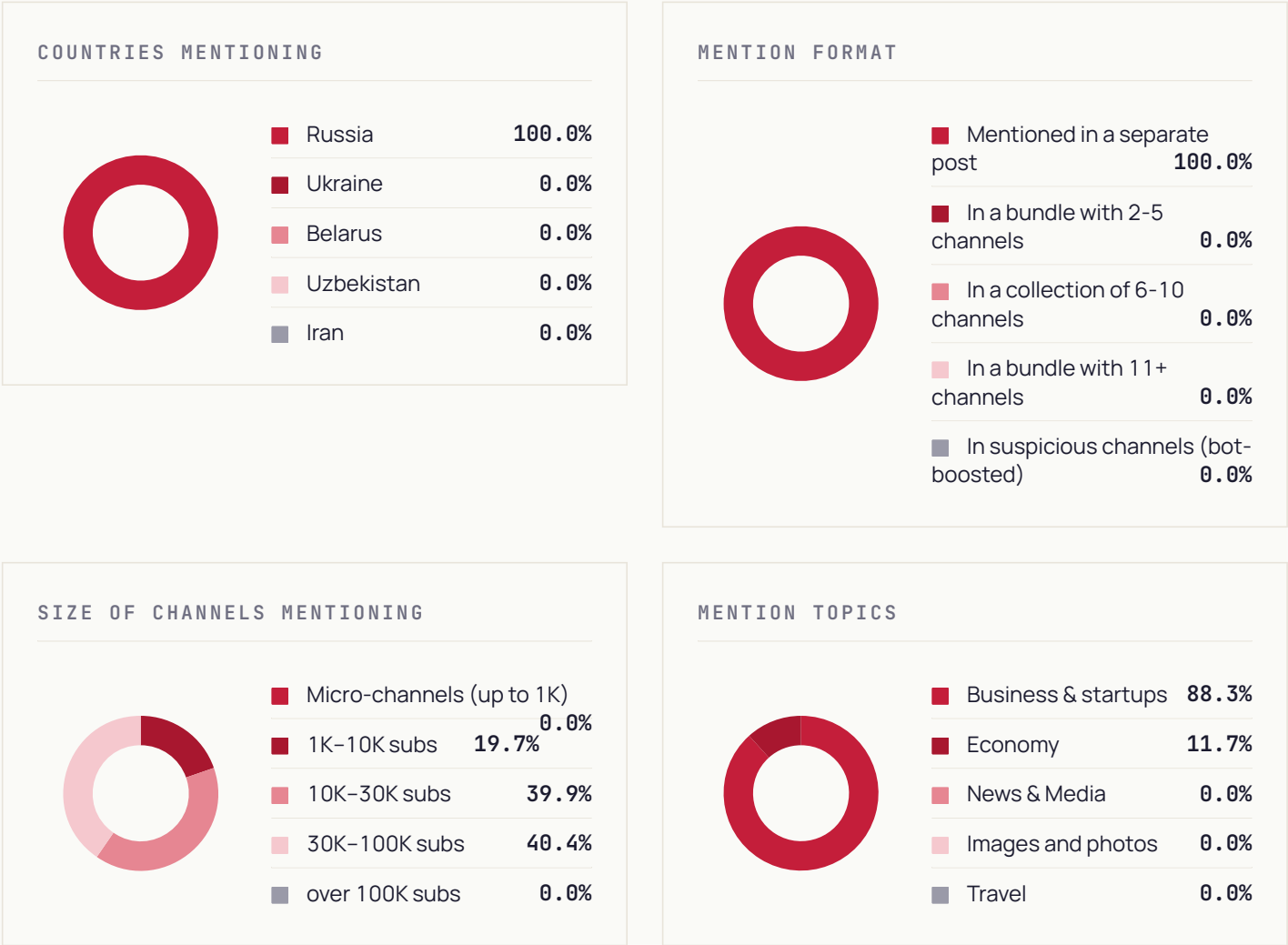
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained and lost subs.



SECTION 04 · MENTIONS

Who and how mentions the channel

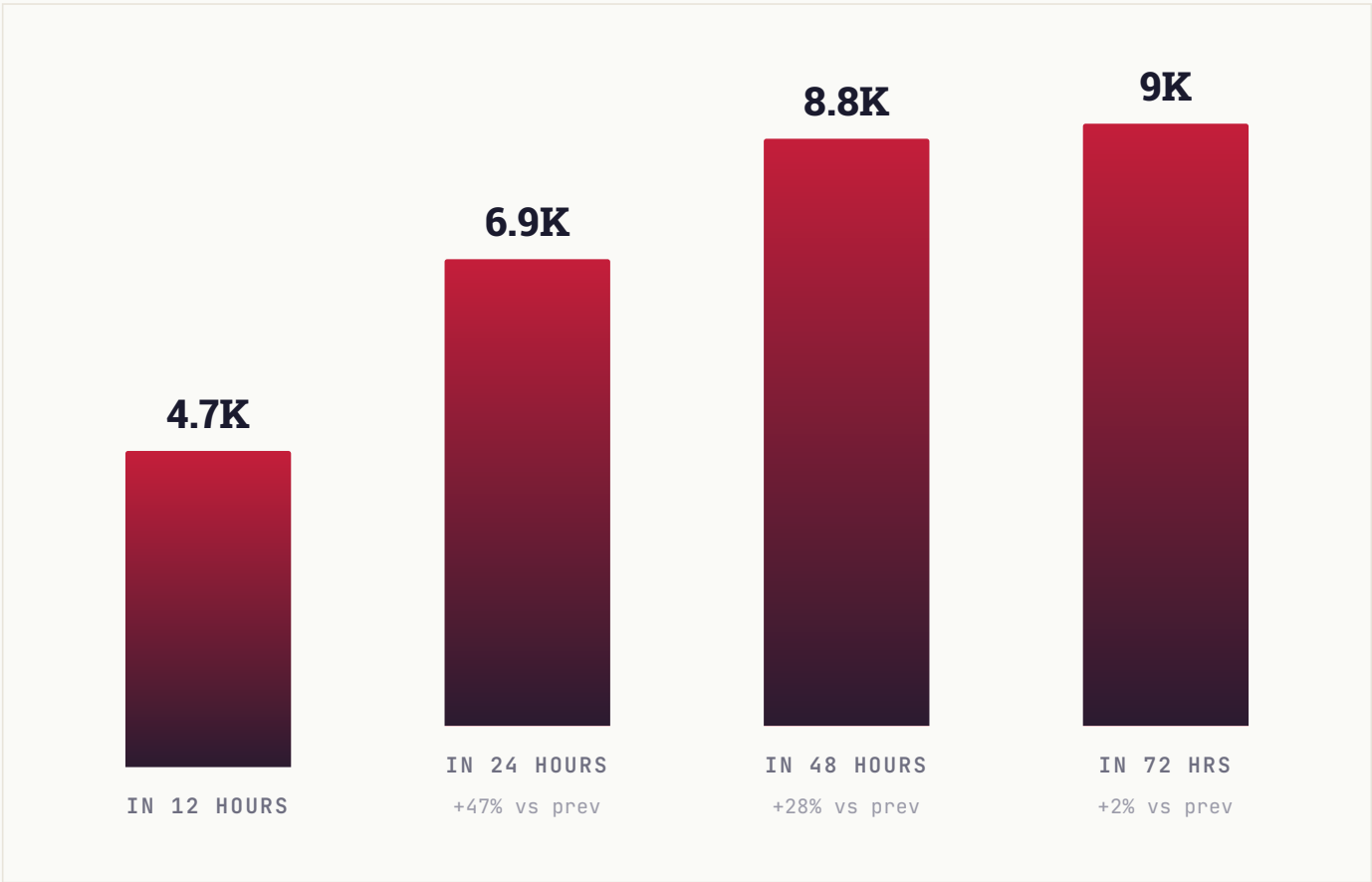
Citation index **76** – channel popularity rating based on mentions. Considers not only count but also mentioner weight: a post from a 100K subs channel weighs more than from 1K subs. All-time mentions: **40** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

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



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Your channel is highlighted — 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 Books to Millions business blog	861.7K
RP Roxman typing...	529.9K
AB Business Shark	502.2K
SS Merger & acquisition	469.6K
لز لباس زیر اقساطی ریزسابل	456.9K
PB Pop business — we talk about business YOU	23.1K

COMPARATIVE CONCLUSION

Channel yet outside niche top 99 — 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

Every month we record posts in other channels that mention your channel. Over the last **6 months** such mentions were **34**, they brought **2 219** new subs.

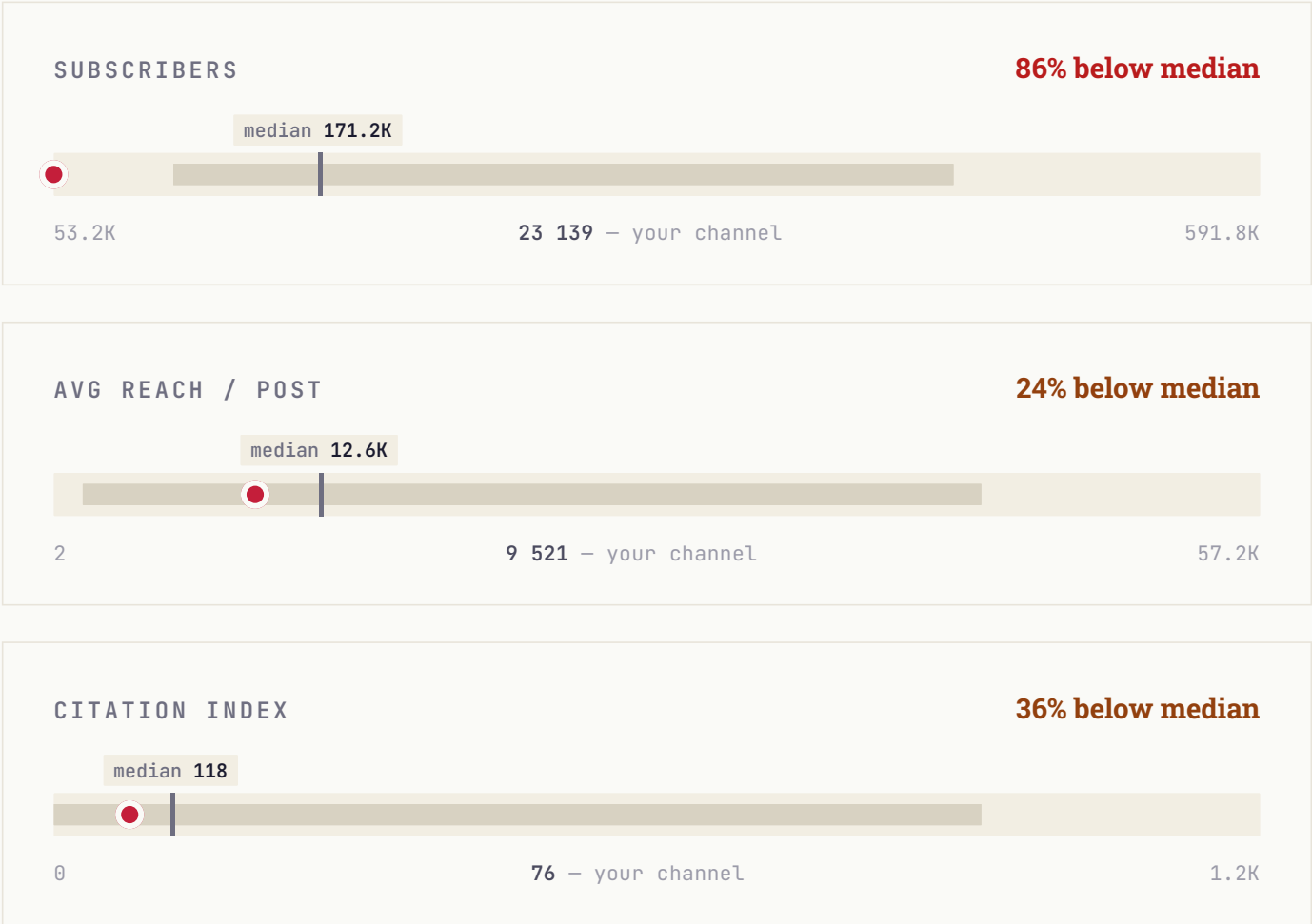
PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
January 2026	0	0	7	
December 2025	0	0	0	
November 2025	9	9	674	
October 2025	10	8	162	
September 2025	0	0	2	
August 2025	15	13	1 374	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
34	6	2 219

SECTION 08 · NICHE COMPARISON

Where the 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 them off and revisit in a month.

01**Increase posting frequency**

Now 2.4 posts/week. Active channels average 7-10.
Consistency is key to retention.

EFFECT

**Consistency
beats volume****02****Main post of the week — on Sunday**

Audience is most active on this day at 22:00 MSK.

EFFECT

**Best window
for an
important post****03****Increase share of video posts**

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

EFFECT

**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.

EFFECT

**+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 is an easy win.

EFFECT

+5-15% ER

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in a few minutes from public data.
Want to go further — run ads through 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
