

PROMTPRESS PUBLIC REPORT

Channel audit

Dima Portnyagin



@portnyaginlive

Live channel of entrepreneur Dima Portnyagin. Here — moments of life, business, travel and sports: decisions in products, branding, marketing, media and more PR: @olegusup...

SUBSCRIBERS

102 721

-9027 per month

ERR (% SEE POSTS)

16.0%

per day 5.7%

REACH/POST

12.7K

ad reach 5.9K/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.

 SUBSCRIBERS 102 721 —	 SUBSCRIBER REACH 12.38% avg % subs see post	 VIEWS/POST 12.7K median 13.3K · 28 days	 POSTS/WEEK 4.0 for period
 7D TREND — no data for period	 REACTIONS/POST 232.4 total 3,718 reactions, 1,265 reposts, 114 comments	 POST LENGTH 756 chars median 954 · 28 days	 POSTS ANALYZED 16 28 days
 AD REACH 5.9K avg per 24h	 CHURN / MONTH -9027 last month	 CITATION RATE 158 citation index · 817 channels mentioned ever	 CHANNEL AGE 8 years 11 months created 27.06.2017

AI EDITOR SUMMARY

Channel «Dima Portnyagin» – 102 721 subs. Each post averages 12.7K people (12% from subs), reach is low – consider expanding audience. Publishes 4 posts per week (~1/day) – infrequent posts.

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 16 posts in 28 days.
- 02 Dominant format — Photo (12/16 posts).
- 03 Avg post length — 756 chars (median 954).
- 04 Audience peak activity — Friday, 11:00 MSK.
- 05 Top posts get 1x more views than the weakest (20.4K avg for top vs 14.1K for worst) — among 16 posts in 28 days. Worth analyzing what the top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 15.05 · 08:16 PHOTO Siberia at Baumanskaya opened Third complex in Russia. Second in Moscow 3 floors, 1500 m², 5 private bath spaces. Another level...	VIEWS 25 135 REP. 27	REACTIONS 331 ER 24.5%
Nº2 30.05 · 09:53 PHOTO Celebrated 2 years of Manul Thanks to all friends, partners, team, dear guests — for sharing these days with us. We keep the bar high. Moving on...	VIEWS 19 032 REP. 17	REACTIONS 223 ER 18.5%
Nº3 26.05 · 09:03 PHOTO 7-Eleven founder dies Toshifumi Suzuki, who turned the American convenience store into a global...	VIEWS 17 096 REP. 210	REACTIONS 260 ER 16.6%

Nº4

26.05 • 15:51

PHOTO

Entrepreneur Day Entrepreneurship is first about the inner skill to see opportunities. Take risks and...

VIEWS

17 017

REP.

97

REACTIONS

486

ER

16.6%

Nº5

28.05 • 11:21

VIDEO

Manul – 2 years It all started 3 years ago on one of the calls the team and partners said in unison: the next project of the group must...

VIEWS

16 942

REP.

18

REACTIONS

274

ER

16.5%

WORST 3

↓ 03.06 • 13:49 VIDEO

Always dreamed of being fit as an adult. Today it's valued more than an expensive car or bling Because you can't delegate...

VIEWS

15 751

REP.

37

REACTIONS

483

ER

15.3%

↓ 25.05 • 12:16 PHOTO

Business with Friends Popular question. And painful – I'm sure almost everyone has a story My position is simple: anyone can...

VIEWS

15 705

REP.

99

REACTIONS

251

ER

15.3%

↓ 08.06 • 18:15 VIDEO

Gastreet – city of restaurateurs. Season 11 Every year on Restaurateur Day at Krasnaya Polyana a whole city opens its doors Dozens of stages...

VIEWS

10 870

REP.

16

REACTIONS

117

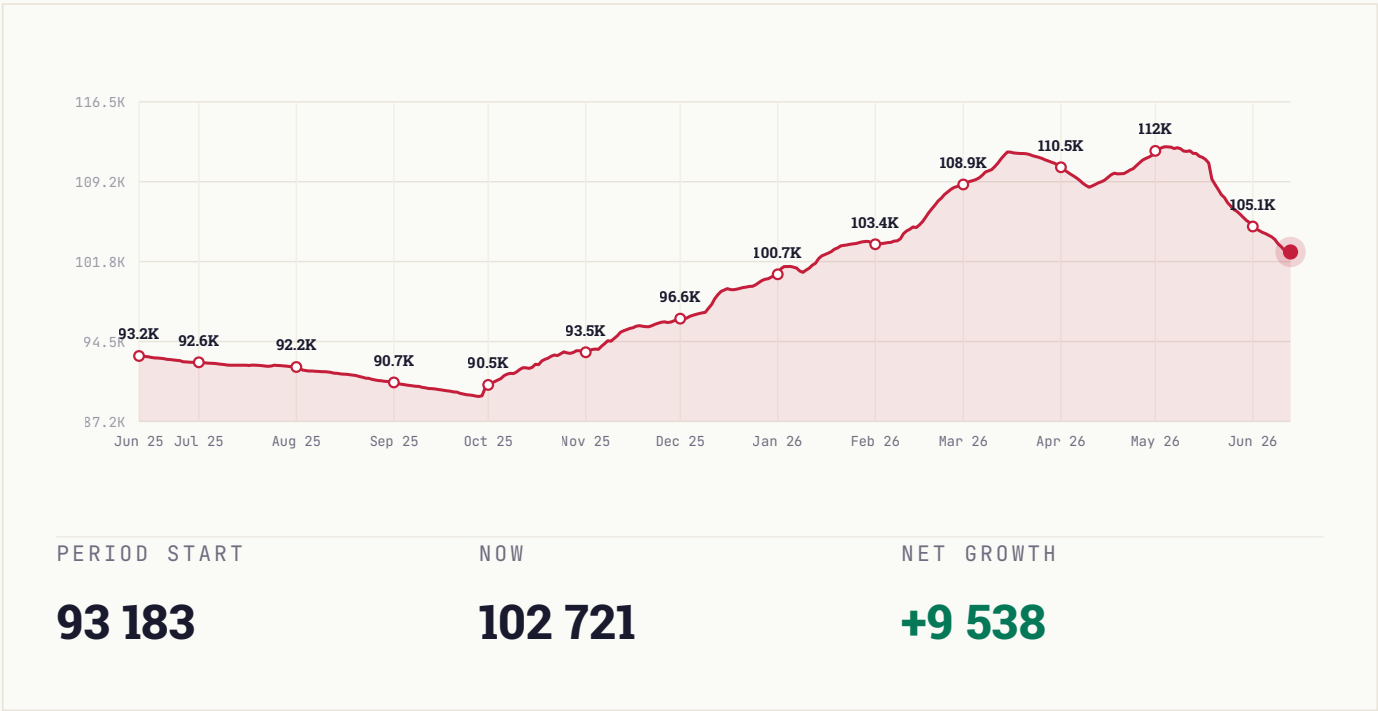
ER

10.6%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

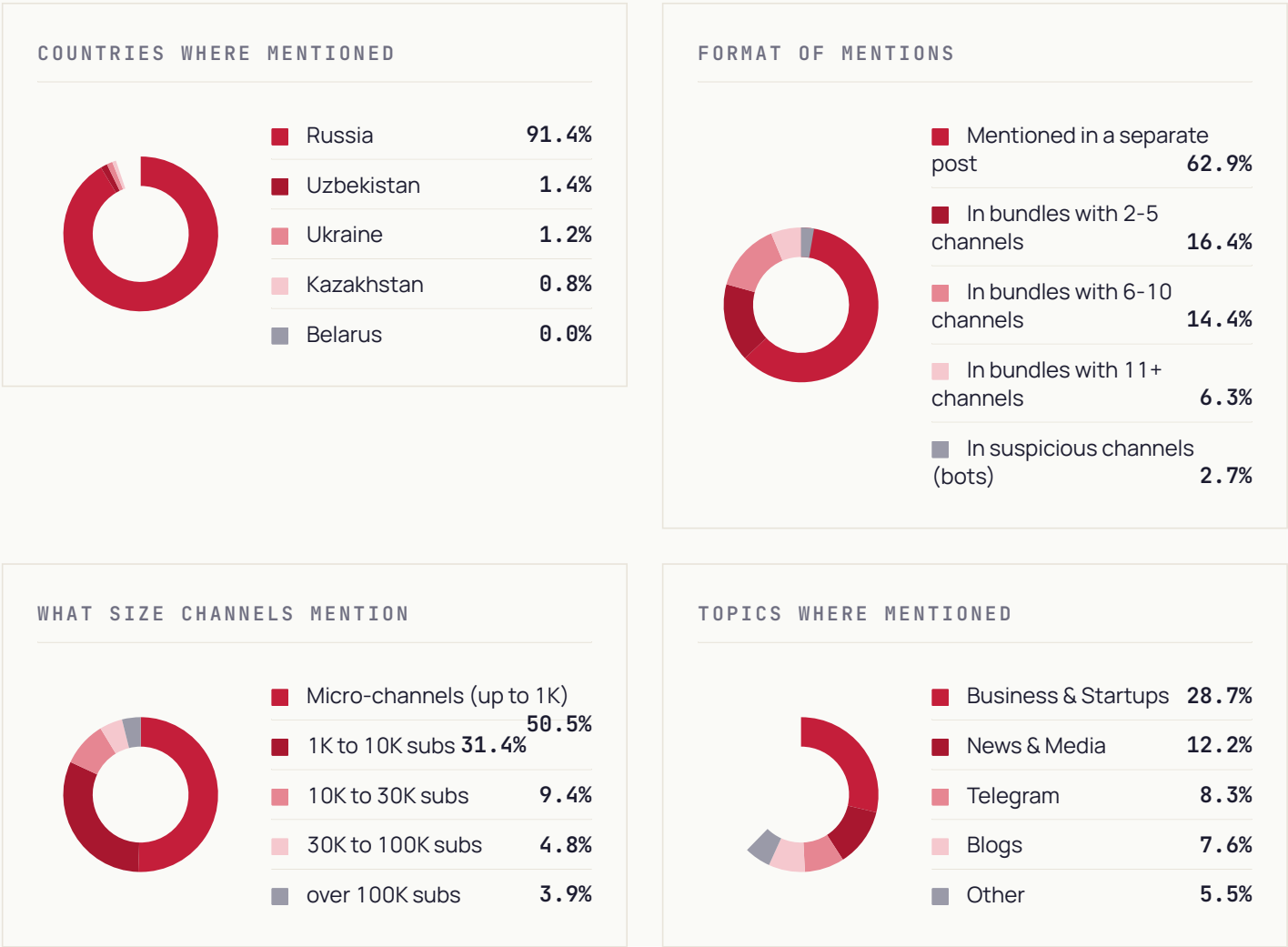
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained and lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

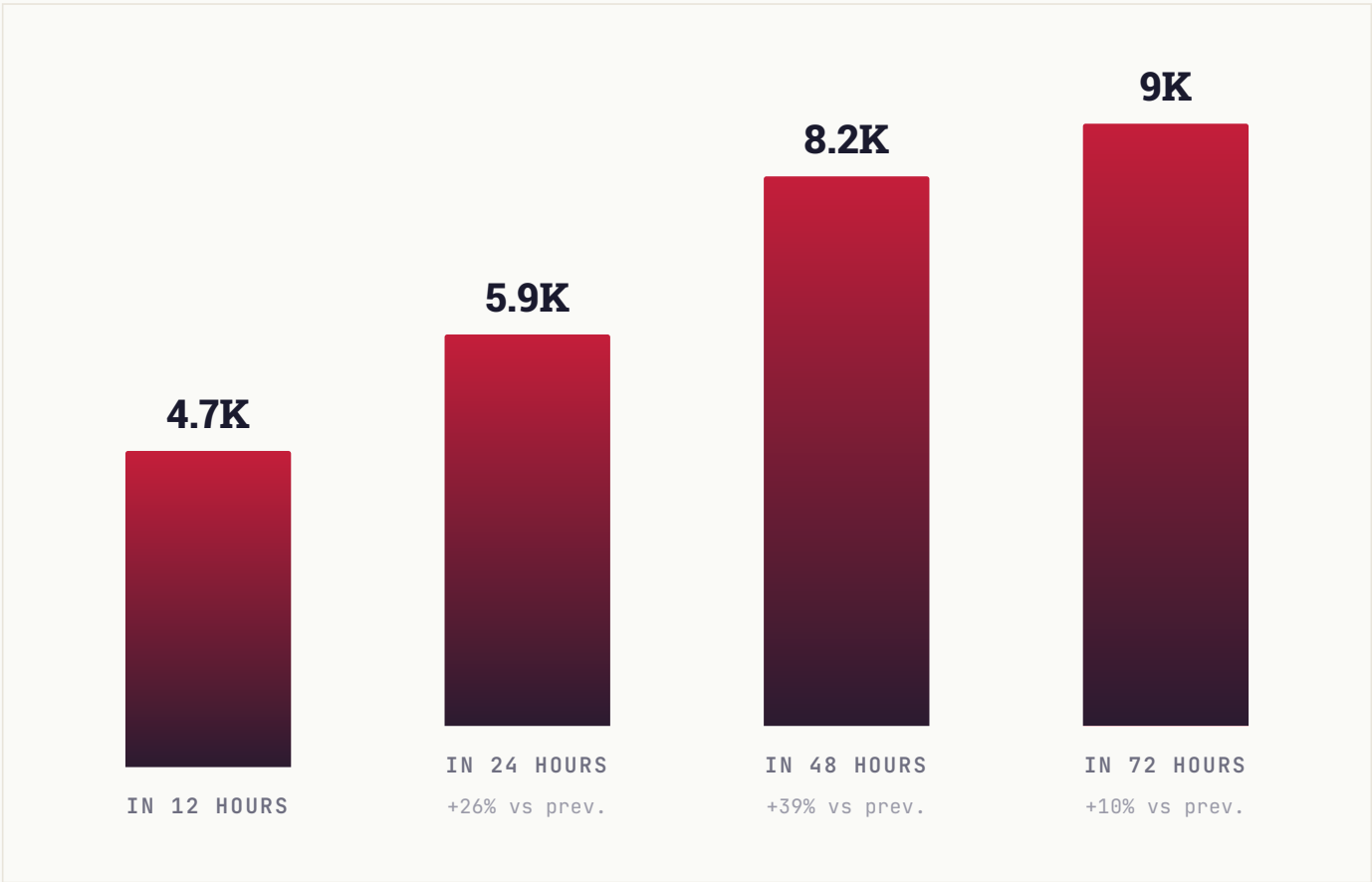
Citation index **158** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from 1K subs. All time channel was mentioned **817** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

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



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Your channel is highlighted — see its rank among niche peers.

CHANNEL	SUBSCRIBERS
MO Moscowbusiness	966.6K
CN Books on a Million business blog	872.2K
USSR M&A	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 Unfiltered	256.5K
DP Dima Portnyagin YOU	102.7K

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#51 of 100). Niche median — 102.7K subs. First growth KPI — reach median. Leader: Moscowbusiness (966.6K).

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 **241**, they brought **12 133** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
December 2025	41	11	4 168	
Nov 2025	43	12	3 254	
Oct 2025	32	14	3 728	
September 2025	44	21	786	
August 2025	51	19	3	
July 2025	30	10	194	

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS
241	6	12 133

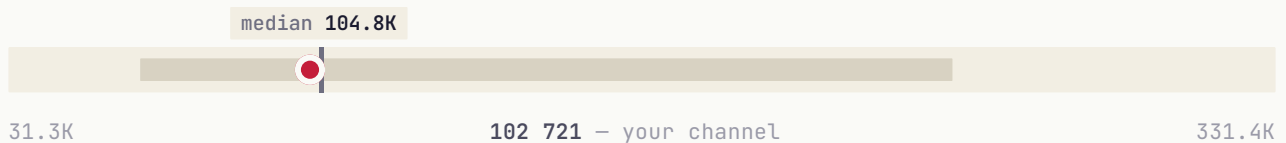
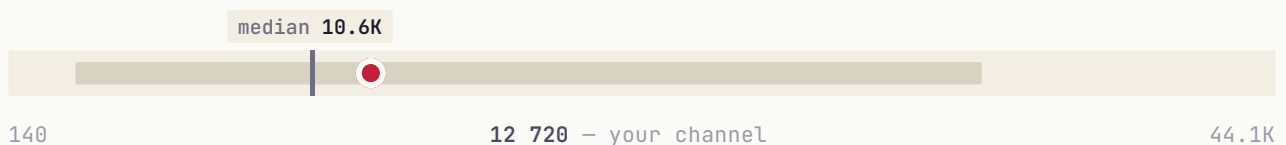
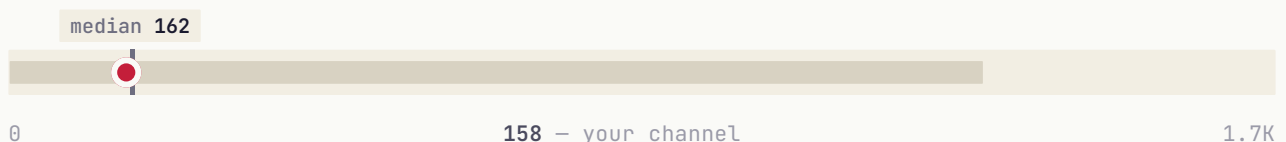
— SECTION 08 · NICHE COMPARISON

Where the channel ranks in its league

Took top-100 channels in category «Business & Startups» (Russia) and saw how your channel compares. Gray band — range of 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

#51/100

RANK IN NICHE

Channel in the bottom half of the ranking**SUBSCRIBERS****worse than median by 2%****AVG REACH / POST****better than 53% of niche****CITATION INDEX****worse than median by 3%**

— SECTION 09 · STRATEGY

What to do right now

5 priority actions sorted by expected impact. Check off and revisit next month.

- | | | |
|-----------|---|--|
| 01 | Increase posting frequency
Now 4.0 posts/wk. Active channels do 7-10.
Consistency is key to retention. | EFFECT
Consistency > volume |
| 02 | Top post of the week — on Friday
Audience is most active on this day at 11:00 MSK. | EFFECT
Best window for an important post |
| 03 | Systematic traffic buying
Three formats for your media: Inhouse (premium channels), Native (native integrations), Premium (target audience). PromptPress finds sources for your niche. | EFFECT
+1000-3000 subs |
| 04 | Test polls & interactive formats
Posts with polls/reactions usually give +5-15% to ER.
One poll per week on a hot topic — easy growth point. | EFFECT
+5-15% ER |
| 05 | Cross-promo with neighboring channels
Exchange posts with same-segment channels once a quarter. No need daily — 2-3 collabs give relevant growth. | EFFECT
Growth from relevant audience |

★ WHAT'S NEXT

Want this done by **PromptPress?**

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

01

Launch Telegram ads

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

02

Contact manager

t.me/PromptPress_manager