

PROMTPRESS PUBLIC REPORT

Channel audit

PRO Business



@pro_biz_channel

Welcome to the channel for business and about business! ► Latest industry news: partnerships and market exits. ► Startups and tips for beginners. ► Pro hacks. ---- Ads:...

SUBSCRIBERS

67 745

-2220 per month

ERR (% WHO SEE
POSTS)

3.0%

daily 2.5%

REACH/POST

1.9K

ad reach 1.7K/24h

— CONTENTS · 2026

What's inside the report

01 Channel snapshot

12 key metrics · AI summary

02 Content analysis

Top 5 posts · worst 3 · insights

03 Subscriber dynamics

Yearly chart · growth

04 Citation rate

Who & how mentions the channel

05 Ad potential

How long a post generates reach

06 Competitors

Niche neighbors · your place

07 Mention dynamics

6 months · monthly

08 Niche comparison

Rank in «Business & Startups»

09 Strategy

5 priority actions

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 67 745 —	 SUBSCRIBER REACH 2.85% avg % subs see a post	 VIEWS/POST 1.9K median 1.8K · 29 days	 POSTS/WEEK 38.7 for the period
 7D TREND +3.6% vs previous week	 REACTIONS/POST 3.6 only 583 reactions, 1,907 reposts, 73 comments	 POST LENGTH 358 chars. median 371 · 29 days	 POSTS ANALYZED 163 29 days
 AD REACH 1.7K 24h avg	 CHURN / MONTH -2220 last month	 CITATION RATE 61 citation index · 519 channels mentioned ever	 CHANNEL AGE 5 years 21 days created 23.05.2021

AI EDITOR SUMMARY

Channel 'PRO Business' — 67 745 subs. Each post averages 1.9K people (3% from subs), reach is low — need to grow audience. Publishes 39 posts per week (~6/day) — active posting. Week of Jun 1–7 reach stable (+3.6% vs week of May 25–31).

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 TOP POSTS SHARE

- 01 Analysis based on **163** posts in 29 days.
- 02 Dominant format — **Video** (76/163 posts).
- 03 Avg post length — **358** characters (median 371).
- 04 Audience peak — **Sat**, 17:00 MSK.
- 05 Top posts get **8x** more views than the weakest (9.5K avg top vs 1.2K worst) — across 163 posts in 29 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 16.05 · 14:46 PHOTO Durov complained about traffic jams and crowds in Dubai again. According to him, during the 'Iranian fireworks' the city at least cleared up for a while...	VIEWS 20 981 REPOSTS 24	REACTIONS 6 ER 31.0%
Nº2 02.06 · 09:52 PHOTO iPhone owners in Russia will be left without 5G. Unlike other companies, Apple itself decides who to give access to the new technology, and...	VIEWS 4 166 REPOSTS 22	REACTIONS 1 ER 6.1%
Nº3 19.05 · 12:59 PHOTO Russians can now pay in China via SBP in rubles — directly from their accounts, no local banks needed The system is already live at 10M+ points across...	VIEWS 3 217 REPOSTS 62	REACTIONS 7 ER 4.7%

Nº4 22.05 · 16:30 PHOTO Neural nets make us work more: AI took over routine tasks, even newbies now solve harder...	VIEWS 3 149 REPOSTS 10	REACTIONS — ER 4.6%
Nº5 03.06 · 09:07 PHOTO Gas stations in Moscow & region cap fuel. Video from Troitsk on ORTK — max 60 liters per...	VIEWS 2 674 REPOSTS 42	REACTIONS 2 ER 3.9%

|

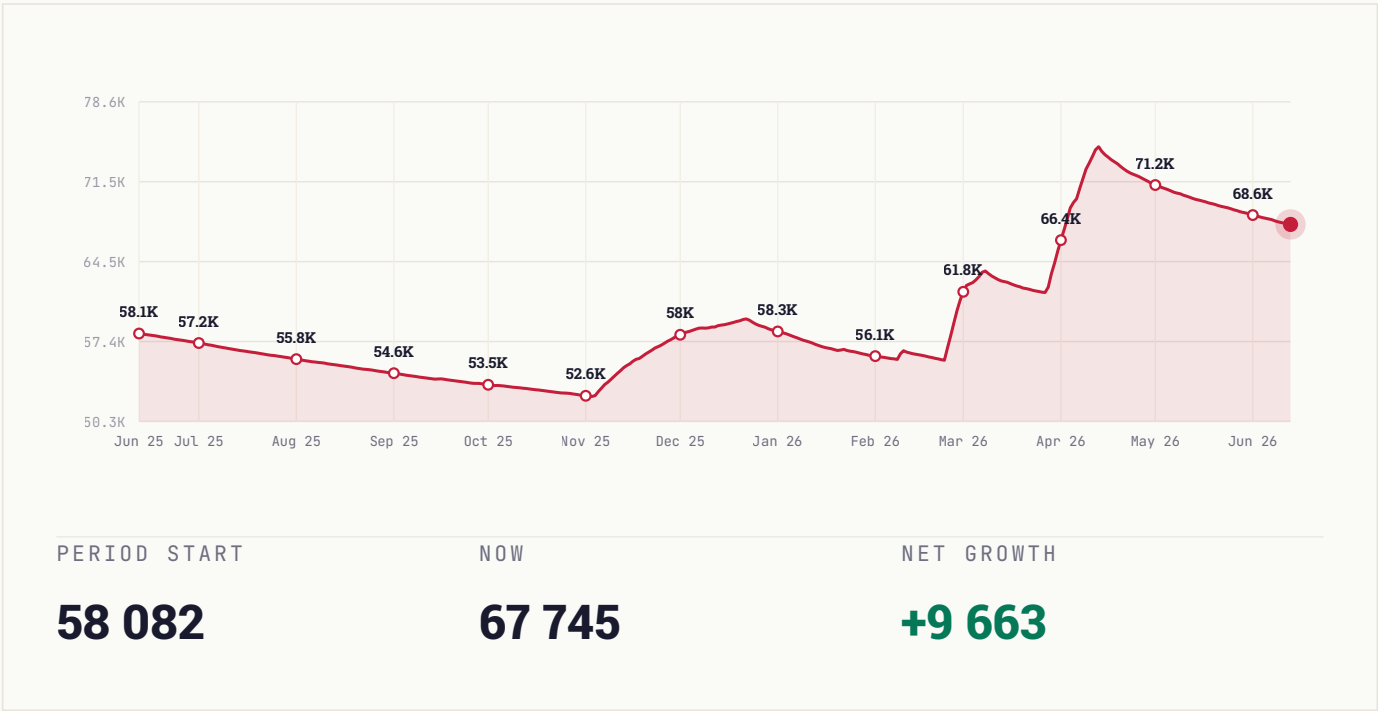
WORST 3

↓ 01.06 · 06:59 VIDEO #digest ☒ DailyDigest June 1 – United Airlines Boeing 767 turned over Atlantic due to Bluetooth speaker name "Beautiful"...	VIEWS 1 194 REPOSTS 1	REACTIONS 1 ER 1.8%
↓ 01.06 · 07:00 TEXT ■■■■■■■■■☒ Subscribe to «PRO Business» ----- YouFast VPN™ AML bot Sherlock	VIEWS 1 156 REPOSTS —	REACTIONS — ER 1.7%
↓ 01.06 · 06:45 VIDEO ■■■■■■■☒ Market Overnight Morning snapshot of fiat currencies, crypto, exchange indices, and resource prices. USD/RUB - 71...	VIEWS 1 144 REPOSTS 1	REACTIONS — ER 1.7%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

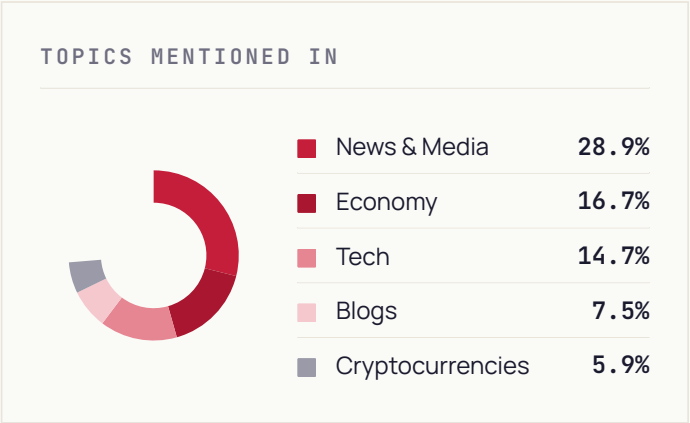
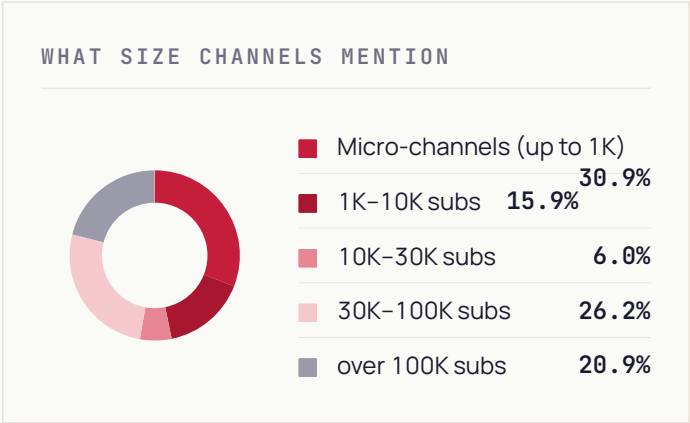
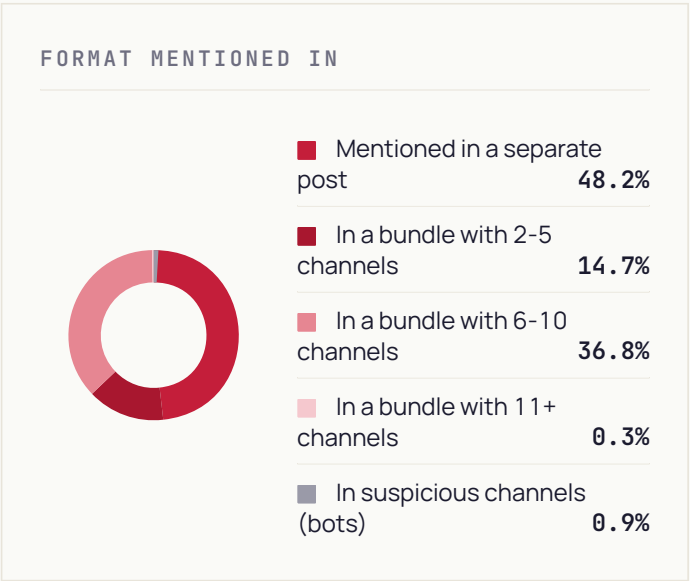
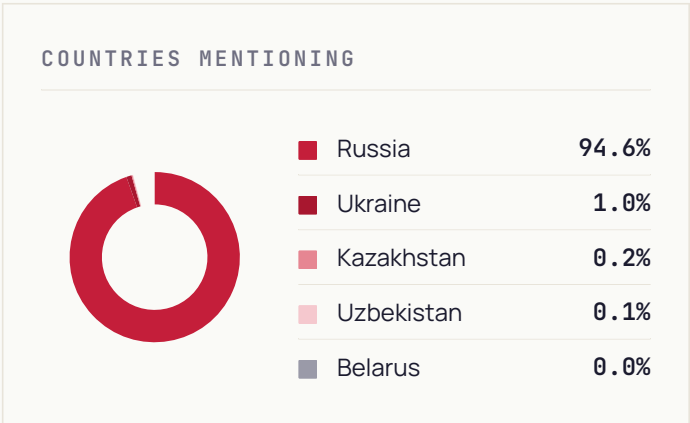
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who & how mentions the channel

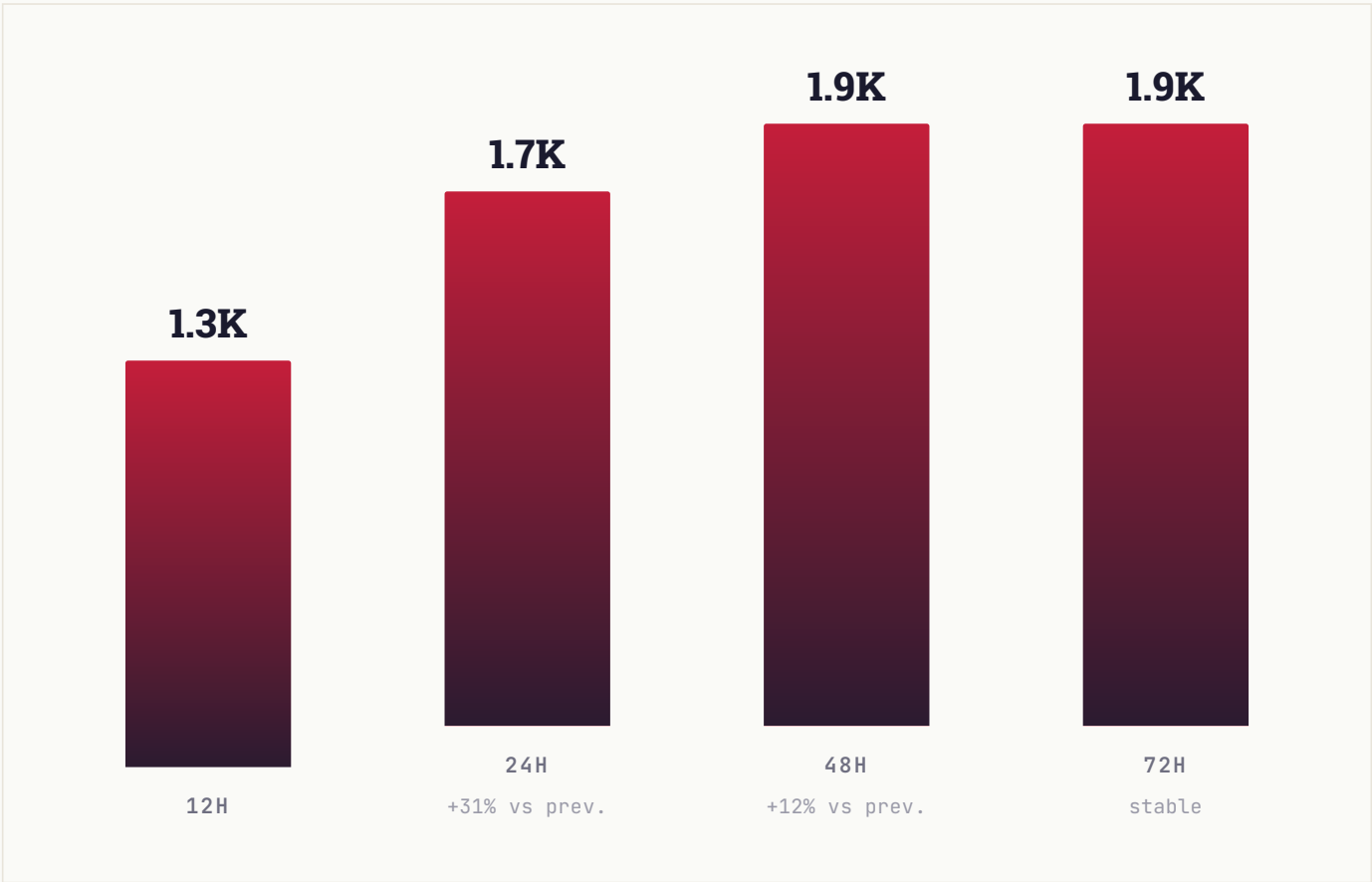
Citation index **61** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioners: a post from a 100K subs channel "weighs" more than from a 1K subs channel. All time the channel was mentioned **519** different channels.



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 should «live».



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 MoscowBusiness	966.6K
KN Books on a Million business blog	872.2K
SS 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
ER Russian retail & business	289.2K
2H 25th Hour • Business & Finance	288.4K
BB Business Without Gloss	256.5K
PB PRO Business YOU	67.7K

COMPARATIVE INSIGHT

Channel in bottom half of top-100 niche (#82 of 100). Niche median — 102.7K subs. First growth KPI — reach the 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 **76**, they brought **6 900** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
December 2025	18	11	1 506	
November 2025	8	8	5 375	
October 2025	14	8	1	
September 2025	3	3	18	
August 2025	18	15	0	
July 2025	15	7	0	

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS
76	6	6 900

— SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

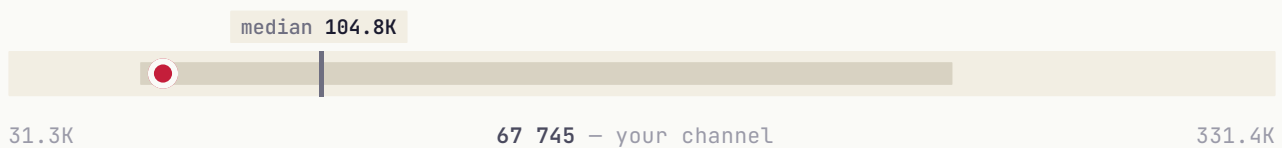
Took top-100 channels in category "Business & Startups» (Russia) and saw how your channel compares. Gray band — range of 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

#82 /100

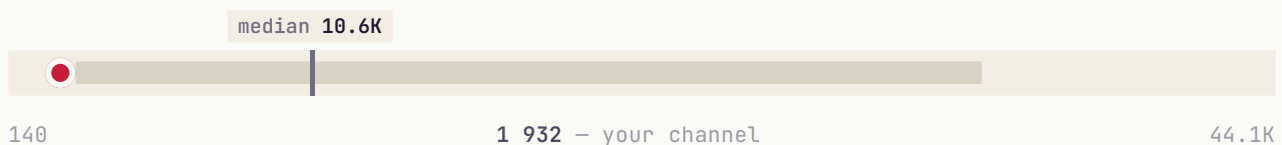
RANK IN NICHE

Channel in the bottom half of the ranking

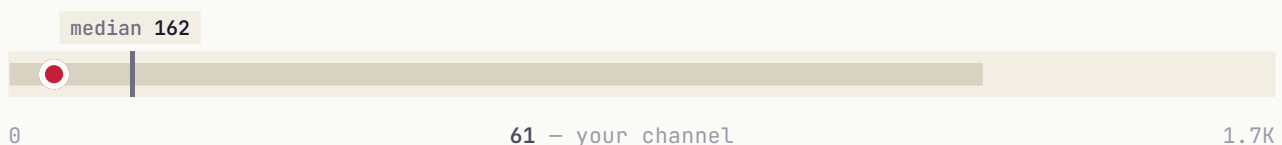
SUBSCRIBERS

35% below median

AVG REACH / POST

82% below median

CITATION INDEX

62% below median

— 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

Top post of the week — on Saturday

Audience is most active on this day at 17:00 MSK.

EFFECT

**Best window
for an
important post**

02

ER below niche benchmark — rethink formats

Current ER 2.85% vs norm 3.5%. Try polls and interactive formats.

EFFECT

+0.6pp ER

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 and interactive formats

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

EFFECT

+5-15% ER

05

Cross-promo with adjacent channels

Swap 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 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