

PROMTPRESS PUBLIC REPORT

Channel audit

Zakhar Plodunov

| Rational Thinking



@rational_club

About me: <https://johngalt.tech/taplink> Owner of IT company John Galt & co-founder of Tristyle – Belarus' largest sports club. Blogging about rational living: <https://plodunov.club>

SUBSCRIBERS	ERR (% SEE POSTS)	REACH/POST
5 426	31.0%	1.7K
+88 per month 13.06.2026	per day 14.9% HTTPS: // PROMTPRESS.COM/AUDIT/RATIONAL_CLUB	ad reach 807/24h

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SECTION 01 · CHANNEL SNAPSHOT

Channel KPIs

Each card is a separate channel health indicator. The subtitle under the number tells the period it was calculated for.

 SUBSCRIBERS 5 426 —	 SUBSCRIBER REACH 32.24% avg % subs see post	 VIEWS/POST 1.7K median 1.7K · 29 days	 POSTS/WEEK 6.3 for the period
 7D TREND -16.5% vs prev week	 REACTIONS/POST 80.8 total 2,102 reactions, 270 reposts, 167 comments	 POST LENGTH 740 chars median 866 · 29 days	 POSTS ANALYZED 26 29 days
 AD REACH 807 24h avg	 CHURN / MONTH +88 last month	 CITATION RATE 45 citation index · 82 channels mentioned it ever	 CHANNEL AGE 5 years 6 months created 10.12.2020

AI EDITOR SUMMARY

Channel «Zakhar Plodunov | Rational Thinking» – 5 426 subs. Each post gets avg 1.7K people (32% of subs), that's good reach. Publishes 6 posts per week (~1/day) – rare. Week 1–7 Jun reach dropped -16.5% to week 25–31 May – worth investigating why.

SECTION 02 · CONTENT ANALYSIS

Best-performing content

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

WHAT TOP POSTS SHARE

- 01 Analysis based on 26 posts in 29 days.
- 02 Dominant format – Text (19/26 posts).
- 03 Avg post length – 740 chars (median 866).
- 04 Peak audience activity – Monday, 08:00 MSK.
- 05 Top posts get 2x more views than the weakest (2.4K avg top vs 1.3K worst) – among 26 posts in 29 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 18.05 · 05:24 TEXT On Monday, it's useful to know there's something heavier than the burden of responsibility. It's the burden of opportunities. Very few are able to take it on...	VIEWS 2 450 REP. 13	REACTIONS 118 ER 45.2%
Nº2 27.05 · 19:09 TEXT Continuing the theme of beggar philosophers. An interesting thought came to mind... Different eras favor people with different deviations. For example...	VIEWS 2 393 REP. 4	REACTIONS 67 ER 44.1%
Nº3 17.05 · 14:54 TEXT After 15 years I finally understood what Lebedev was trying to say in his posts. And what Aristotle tried to tell us 2500 years earlier...	VIEWS 2 353 REP. 8	REACTIONS 64 ER 43.4%

Nº4 27.05 · 05:27 PHOTO Honestly, I'd like to be a philosopher) Like brother Marcus Aurelius:) So at conferences they'd introduce "Zakhar Plodunov, philosopher", not...	VIEWS 2 260 REP. 2	REACTIONS 52 ER 41.7%
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Nº5 23.05 · 16:08 TEXT So, about vacation) I watched vacationers, talked to people, listened to smart thoughts and formulated something. I have 2 takes. With them...	VIEWS 2 227 REP. 19	REACTIONS 116 ER 41.0%
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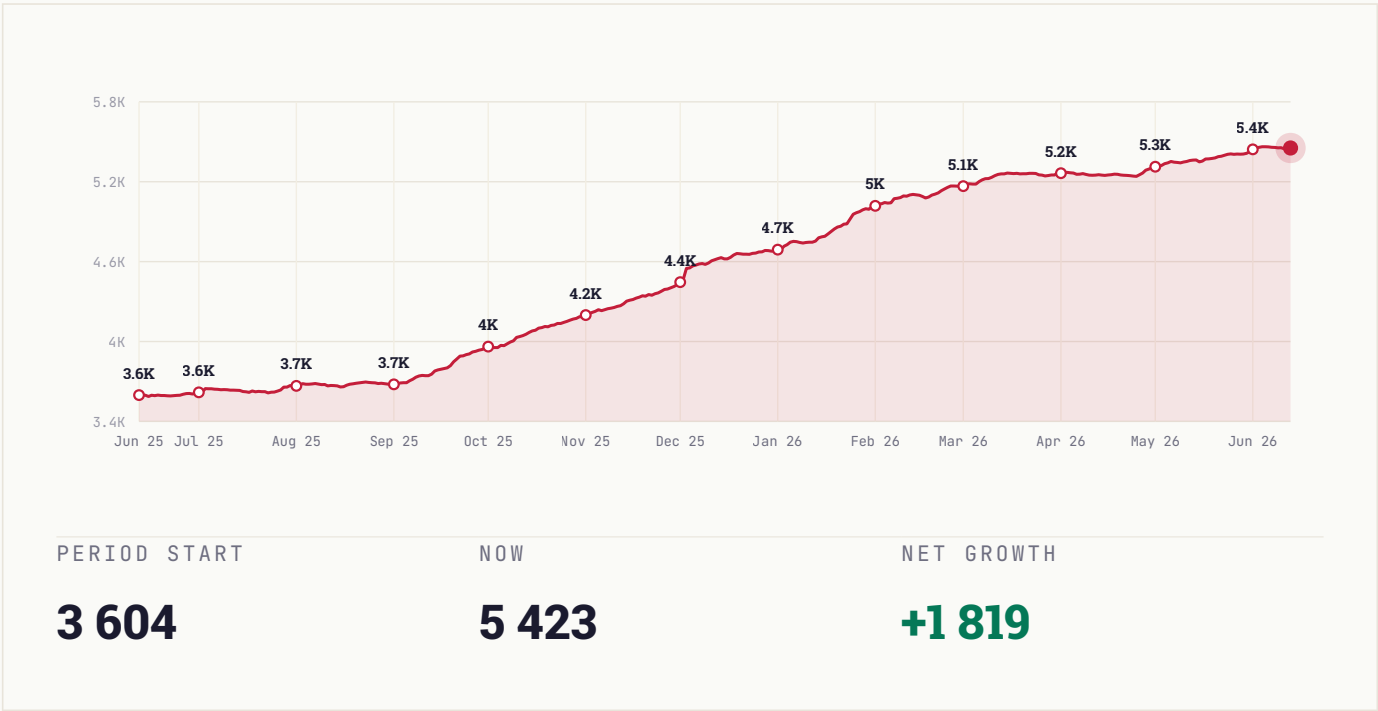
WORST 3

↓ 03.06 · 19:44 TEXT I figured it out and give you a new term: «videots»)) People always in content, can't focus on complex stuff...	VIEWS 1 504 REP. 5	REACTIONS 71 ER 27.7%
↓ 08.06 · 07:56 VIDEO Good week to all who found their "crew" in life. Good luck to the rest!)	VIEWS 1 290 REP. 6	REACTIONS 67 ER 23.8%
↓ 10.06 · 07:17 TEXT Adults don't exist. Steve Jobs? Instead of immediately starting treatment for pancreatic cancer, he delayed it for nine months...	VIEWS 1 180 REP. 13	REACTIONS 119 ER 21.7%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

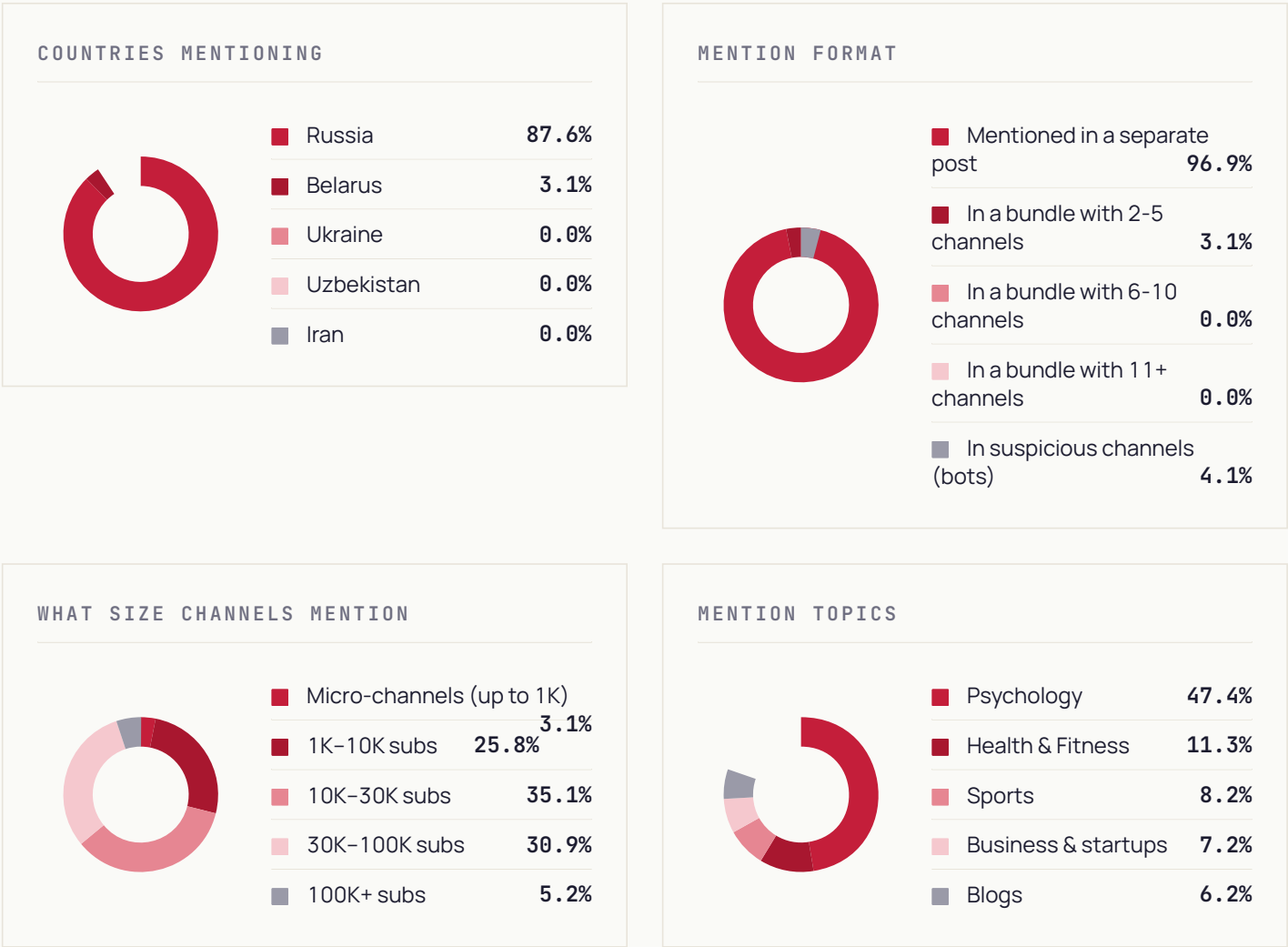
Subscriber growth chart for the year. Key months show exact subscriber count. You can see which months the channel gained and which months subscribers left.



SECTION 04 · MENTIONS

Who mentions the channel & how

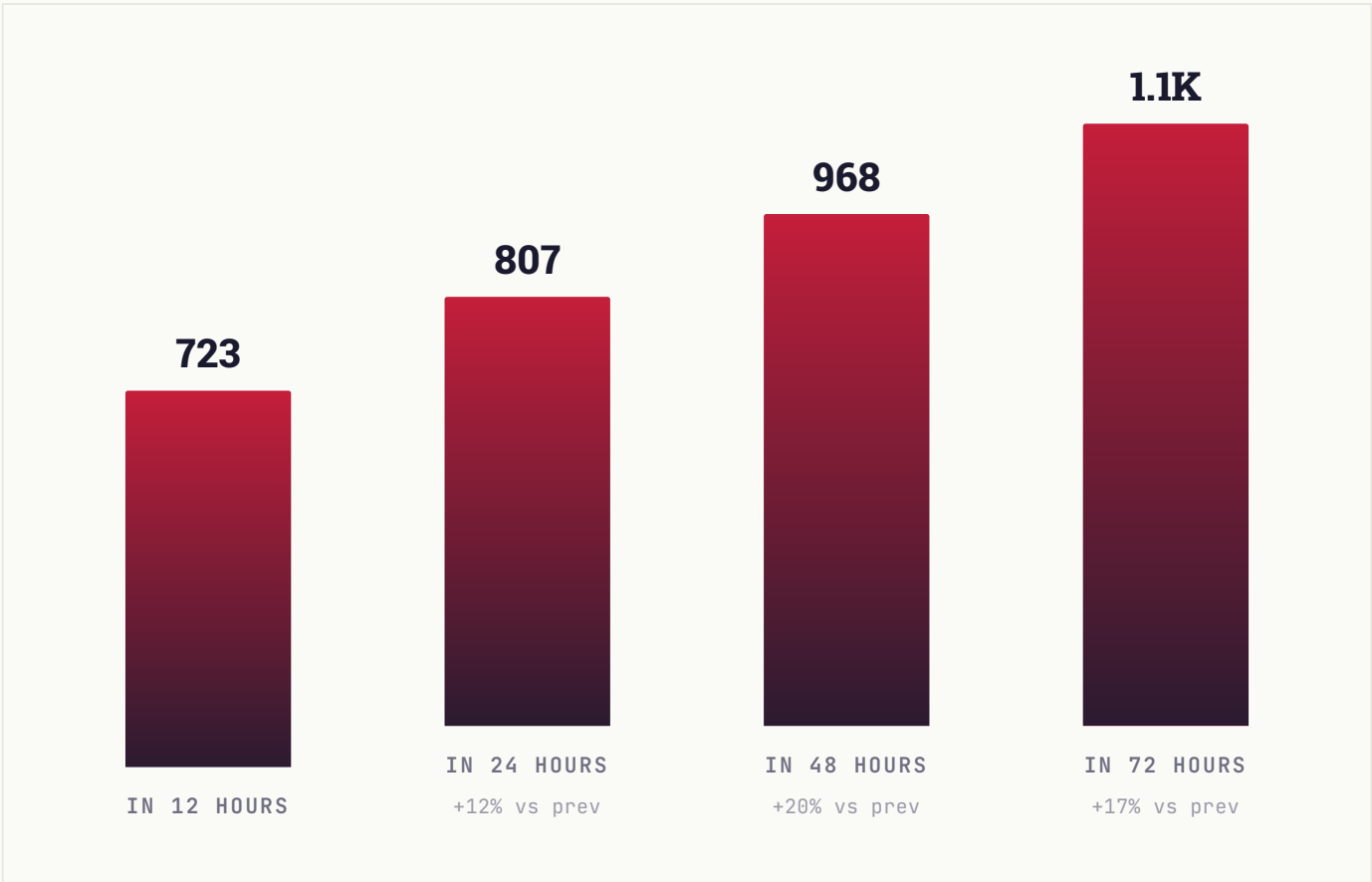
Citation index **45** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **82** different channels.



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

CHANNEL	SUBSCRIBERS
S(SberBusiness (Belarus)	14.5K
B BTC-e Earnings & Crypto	9.9K
CB Canal BetMidas Oficial	8.8K
GB Ready Business Minsk Moscow	6.8K
NI Nikita	6.3K
Salary Zakhar Plodunov Rational Thinking YOU	5.4K
PB Pro Business LIVE	4.9K
M- Mobistock - Stock Store	4.7K
BA BanderPolka	4.7K
GT GERASIMOVA TATYANA	3.6K
MD MTBank for Business	2.9K

COMPARATIVE INSIGHT

Channel in niche top-10 (#6 of 71). Strong position. Niche leader: **SberBusiness (Belarus)** (14.5K), room to grow to #1. Mutual exchanges with other top-10 channels as equals.

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 count **2**, they brought **1 204** new subs.

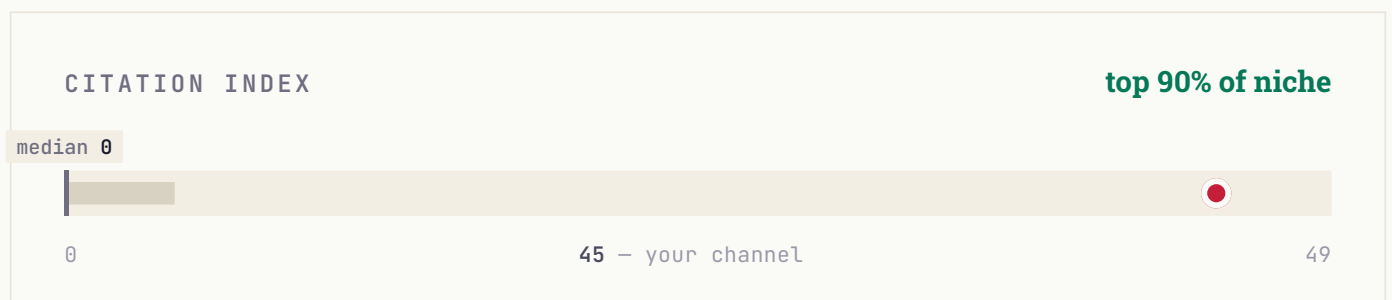
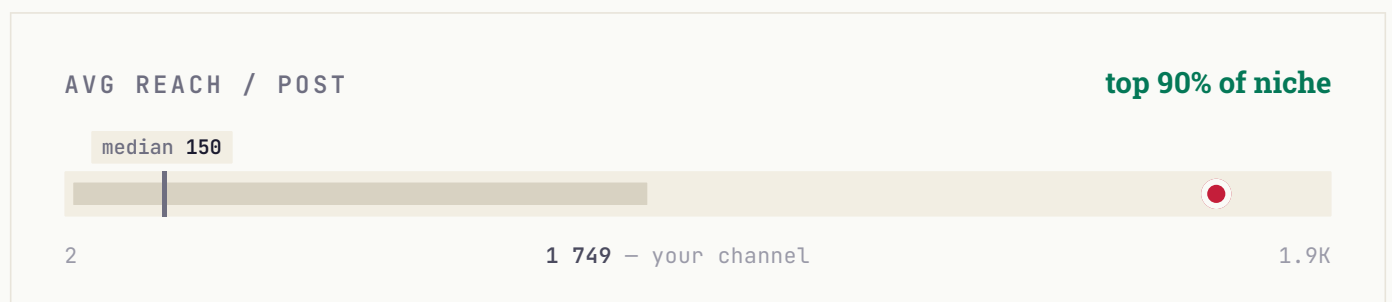
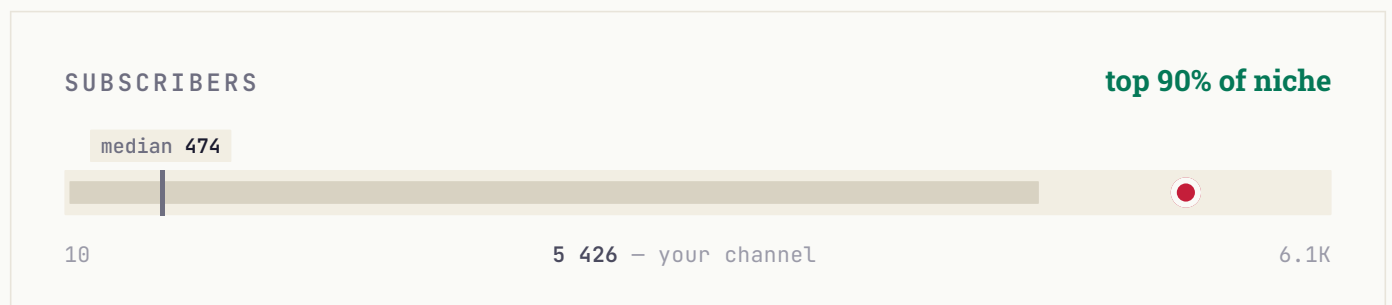
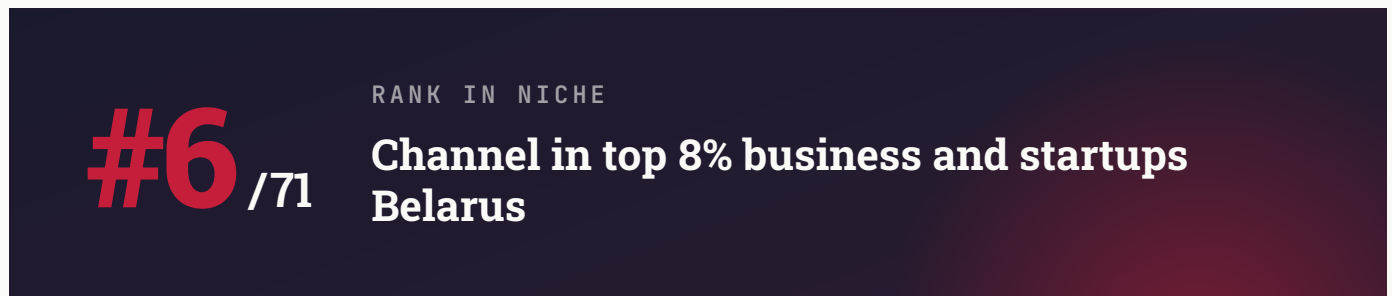
PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
December 2025	1	1	275	
Nov 2025	1	1	249	
Oct 2025	0	0	246	
September 2025	0	0	268	
August 2025	0	0	63	
July 2025	0	0	103	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
2	6	1 204

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

Took top-71 channels in category «**Business & startups**» (Belarus) and compared your channel against them. Gray band = range covering 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 off and revisit this report in a month.

01

Main post of the week — on Monday

On this day and at 08:00 MSK the audience is most active.

IMPACT

**Best time for
important
posts**

02

Increase video posts share

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

IMPACT

**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.

IMPACT

**+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 point.

IMPACT

+5-15% ER

05

Cross-promo with similar channels

Swap posts with similar channels once a quarter. No need daily — 2-3 collabs bring relevant growth.

IMPACT

**Growth from
relevant
audience**

★ WHAT'S NEXT

Want us to do it **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
