

— PUBLIC REPORT PROMTPRESS

Channel audit

Russian Business



@rb_ru

Power of audacity and money rb.ru RKN: <https://goo.su/FHzPI>

SUBSCRIBERS

377 205

+13492 per month

ERR (% SEE POSTS)

3.0%

per day 1.7%

REACH/POST

9.4K

ad reach 6.4K/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 377 205 —	 SUBSCRIBER REACH 2.49% avg % of subs see post	 VIEWS/POST 9.4K median 8.8K · 29 days	 POSTS/WEEK 27.7 for the period
 7D TREND -23.7% vs previous week	 REACTIONS/POST 611.7 total 72,181 reactions, 4,458 reposts, 0 comments	 POST LENGTH 548 chars. median 518 · 29 days	 POSTS ANALYZED 118 29 days
 AD REACH 6.4K 24h avg	 CHURN / MONTH +13492 last month	 CITATION RATE 260 citation index · 1,513 channels mentioned all time	 CHANNEL AGE 10 years 8 months created 23.09.2015

AI EDITOR SUMMARY

Channel «Russian Business» — 377 205 subs. Each post averages 9.4K people (2% from subs), reach is low — consider expanding audience. Publishes 28 posts per week (~4/day) — active publishing. For week 1–7 June, reach dropped -23.7% to week 25–31 May — worth analyzing why.

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 118 posts over 29 days.
- 02 Dominant format — Photo (81/118 posts).
- 03 Avg post length — 548 characters (median 518).
- 04 Audience peak activity — Wednesday, 09:00 MSK.
- 05 Top posts get 2x more views than the weakest (16.7K avg for top vs 7.1K for worst) — among 118 posts over 29 days. Worth analyzing what the top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 27.05 · 06:01 VIDEO “At first it all started more as a joke” — how companies from Arkhangelsk grow on patience, connections, and self-irony ☹️ Arkhangelsk is...	VIEWS 17 140 REPOSTS 15	REACTIONS 1 121 ER 4.5%
Nº2 27.05 · 15:50 PHOTO AI is replacing top managers more than welders ☹️♂️ Top managers at risk: automation risk hits 40%, and...	VIEWS 16 489 REPOSTS 46	REACTIONS 565 ER 4.4%
Nº3 26.05 · 09:53 VIDEO SHOUT, SWEAR, LET OFF STEAM. On Russian Entrepreneurship Day you can do anything 🌐 Our entrepreneurs live in constant...	VIEWS 16 362 REPOSTS 25	REACTIONS 878 ER 4.3%

Nº4

26.05 • 08:09

PHOTO

Russian IT market revenue dropped for the first time in years
– sector lost 60B RUB ☒ Total company revenue fell to...

VIEWS

15 973

REPOSTS

27

REACTIONS

838

ER

4.2%

Nº5

27.05 • 12:29

PHOTO

M.Video launches its own pickup point network ☒ The
company starts connecting partner pickup points across
Russia. Previously it...

VIEWS

15 838

REPOSTS

64

REACTIONS

486

ER

4.2%

WORST 3



03.06 • 11:28

PHOTO

☒☒ From racing Lada to Volga crossover: Russian automakers
unveiled new models at SPIEF The forum showcased several...

VIEWS

7 391

REPOSTS

21

REACTIONS

489

ER

2.0%



04.06 • 14:41

PHOTO

☒☒ “There were risks of overdoing it – no, we didn’t” – key
statements by Anton Siluanov Russia’s Finance Minister at...

VIEWS

7 190

REPOSTS

17

REACTIONS

311

ER

1.9%



03.06 • 10:33

PHOTO

Found a pleasant surprise on the Sapsan train to my native St.
Petersburg. On the table lay the first print issue of Russian
Business, dedicated to...

VIEWS

6 605

REPOSTS

12

REACTIONS

498

ER

1.8%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

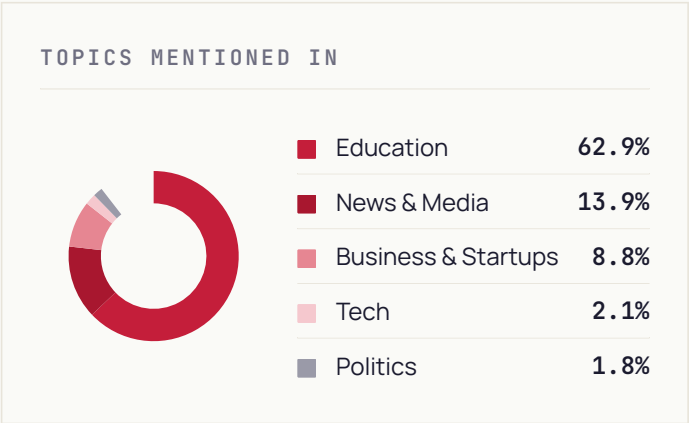
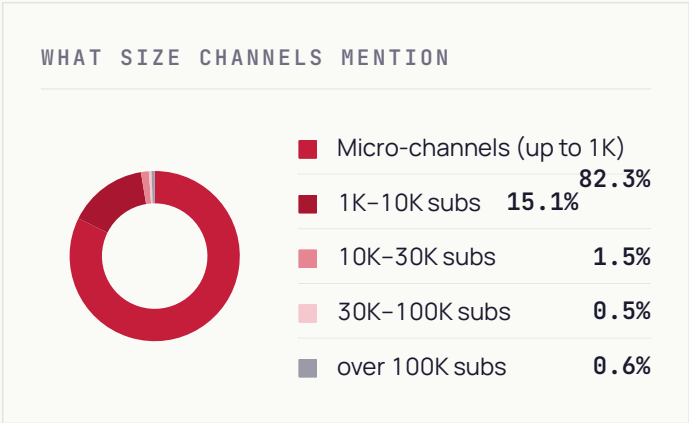
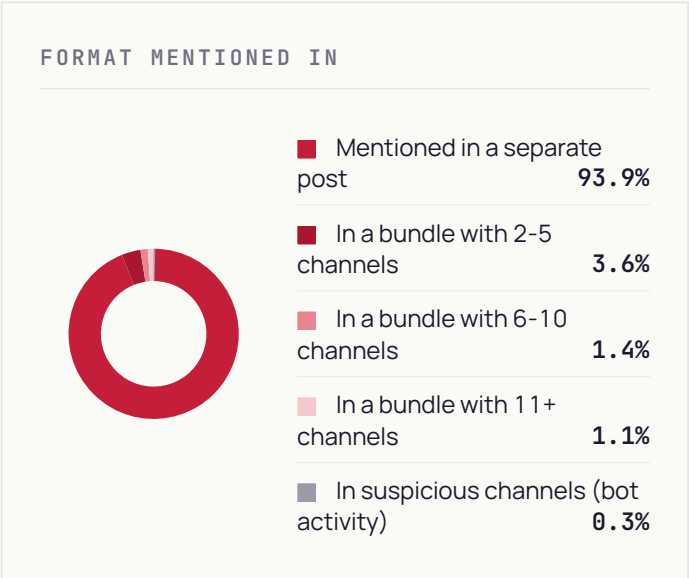
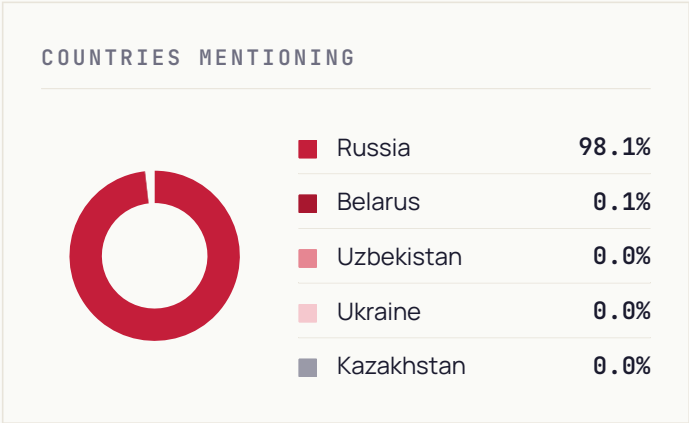
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

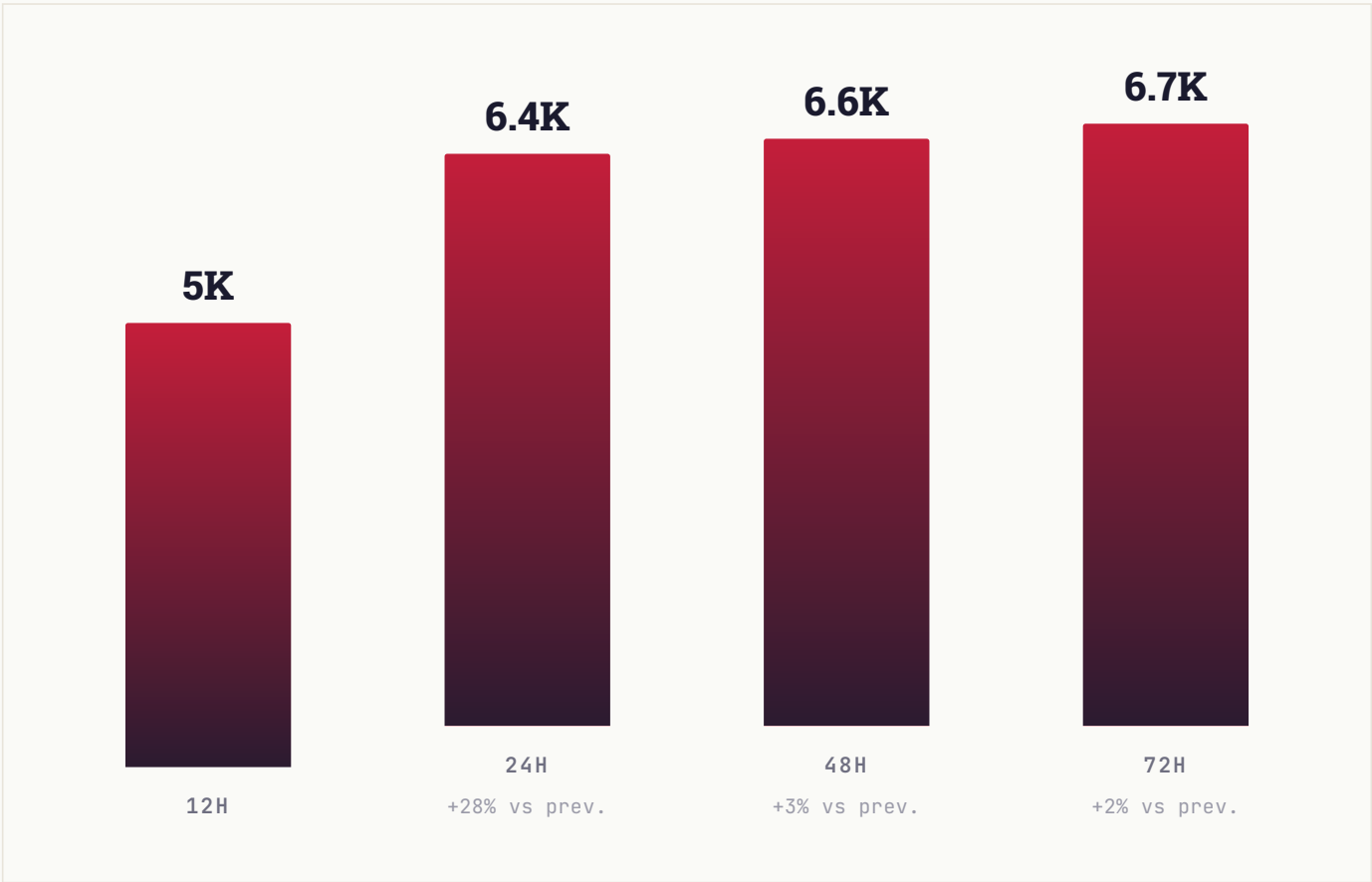
Citation index **260** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from 1K. All-time mentions: **1 513** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of ad post over 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 — you can see its rank among niche peers.

CHANNEL	SUBSCRIBERS
MO Moscow Business	966.6K
CN Books on a Million business blog	872.2K
SS Merger & acquisition	495.2K
AB Акула Бизнеса	494.1K
BI Business Ideas Startups	449.2K
RB Russian Business YOU	377.2K
DB Business DNA of Russia	297.3K
RR Russian retail & business	289.2K
2H 25th Hour • Business & Finance	288.4K
BB Business Unfiltered	256.5K
E- E-commerce	254.7K

COMPARATIVE CONCLUSION

Channel in top 10 niche (#6 of 100). Strong position. Niche leader: Moscow Business (966.6K), room to grow to #1. Mutual exchanges with other top-10 channels as equals.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we record posts in other channels that mention yours. Over the last **6 months** such mentions were **210**, they brought **448 088** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	54	40	151 779
November 2025	51	49	175 135
October 2025	31	28	434
September 2025	14	9	116 871
August 2025	58	57	3 869
July 2025	2	2	0
TOTAL MENTIONS		MONTHS OF DATA	ATTRACTED SUBSCRIBERS
210		6	448 088

— SECTION 08 · NICHE COMPARISON

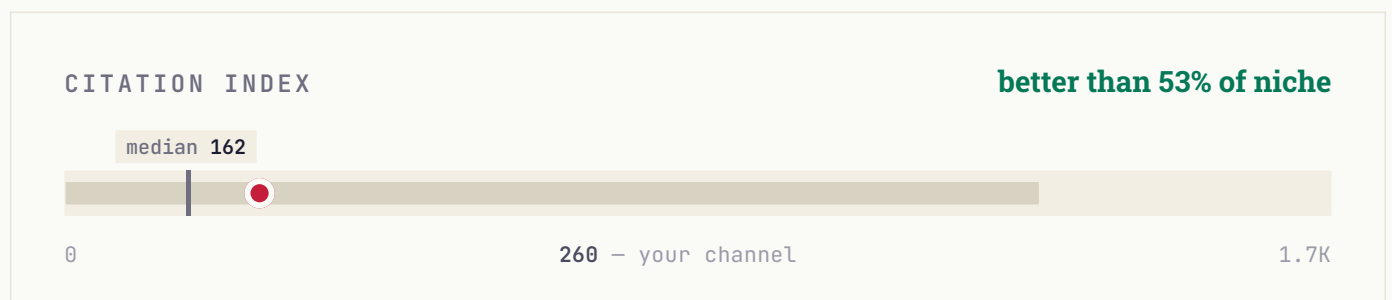
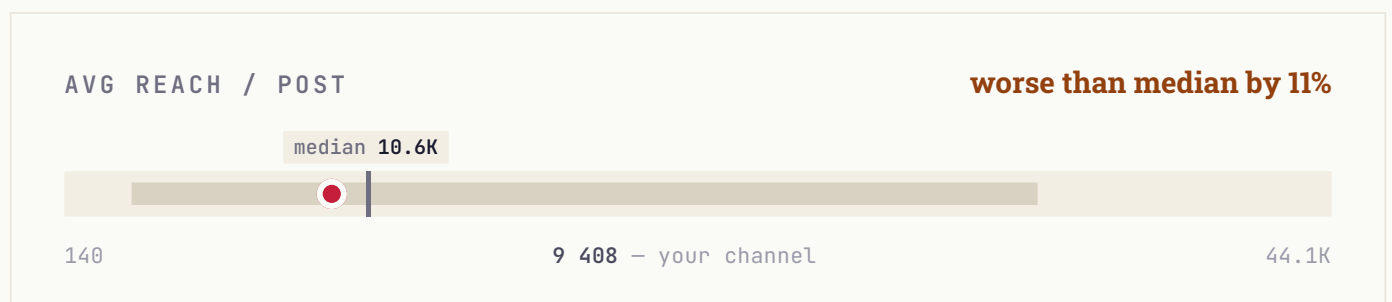
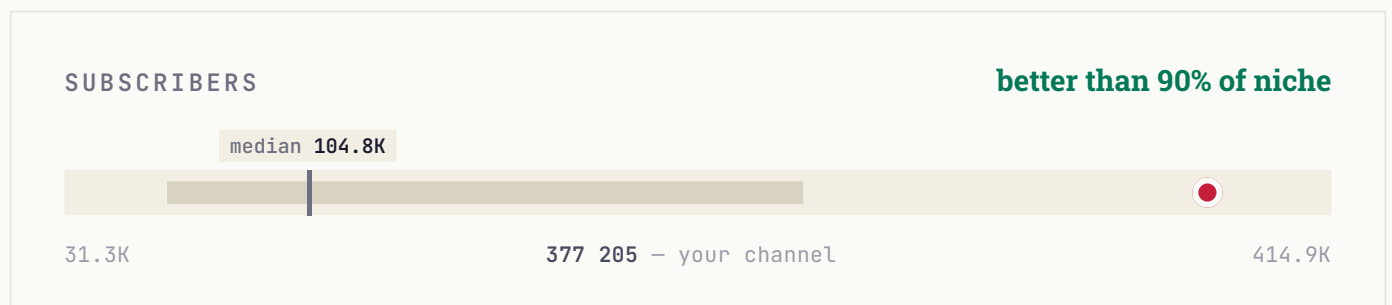
Where the channel stands in its league

Took top-100 channels in category «Business & Startups» (Russia) and compared your channel against them. Gray band: range covering 80% of niche channels (p10 to p90). Black vertical: median. Red dot: your channel.

#6 /100

RANK IN NICHE

Channel in top 6% Business & Startups Russia



— 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 Wednesday**

Audience is most active on this day at 09:00 MSK.

EFFECT

**Best window
for an
important post****02****ER below niche benchmark — rethink formats**

Current ER 2.49% vs norm 3.5%. Try polls & interactive formats.

EFFECT

+1.0pp 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 & interactive formats**

Posts with polls/reactions usually boost ER by +5-15%.
One weekly poll on a hot topic is an easy win.

EFFECT

+5-15% ER**05****Cross-promo with neighboring channels**

Swap posts with channels in the same segment 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. To go further — run ads with us and hit your growth plan in a month.

01

Launch Telegram ad

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

02

Contact manager

t.me/PromptPress_manager
