

PUBLIC REPORT PROMTPRESS

Channel audit

Russian retail & business



@retailrus

Fun and interesting about retail, marketplaces, and business.
 Suggestions: @retailbizbot Partnerships: @zubar89 Channel
 included in the RKN registry: <https://rkn.link/jlt>

SUBSCRIBERS

289 228

+1426 per month

ERR (% SEE POSTS)

9.0%

daily 7.9%

REACH/POST

23.2K

ad reach 22.7K/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 289 228 —	 SUBSCRIBER REACH 8.01% avg % of subs see post	 VIEWS/POST 23.2K median 22.8K · 29 days	 POSTS/DAY 25.6 ~179 per week
 7D TREND -1.2% vs previous week	 REACTIONS/POST — MTPROTO only	 POST LENGTH 324 chars. median 272 · 29 days	 POSTS ANALYZED 766 29 days
 AD REACH 22.7K 24h avg	 CHURN / MONTH +1426 last month	 CITATION RATE 1 662 citation index · 4,196 channels mentioned ever	 CHANNEL AGE 8 years 6 months created 22.11.2017

AI EDITOR SUMMARY

Channel 'Russian Retail & Business' — 289 228 subs. Each post averages 23.2K people (8% from subs), reach is low — consider expanding audience. Publishes 179 posts per week (~26/day) — very active. Week Jun 1–7 reach stable (-1.2% vs week 25–31 May).

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 **766** posts in 29 days.
- 02 Dominant format — **Photo** (324/766 posts).
- 03 Avg post length — **324** chars (median 272).
- 04 Audience activity peak — **Monday**, 13:00 MSK.
- 05 Top posts get **6x** more views than the weakest (101.8K avg for top vs 16.9K for worst) — among 766 posts in 29 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 01.06 · 10:56 TEXT Salaries of spermatologists in Russia rose to 200-400 thousand rubles. The work of specialists is increasingly valued, especially in big cities. Demand...	VIEWS 127 172 REPOSTS 1 845	REACTIONS — ER 44.0%
Nº2 05.06 · 10:30 TEXT Russia drafted a bill to legally define 'Made in Russia' and 'Russian Brand'. The lack of a legal framework...	VIEWS 114 937 REPOSTS 58	REACTIONS — ER 39.7%
Nº3 18.05 · 05:43 PHOTO Pasta makers Rollton, Baisad and Makfa have minimized protein content to save costs, writes Mash. Because of this, the product when cooked...	VIEWS 63 220 REPOSTS 2 398	REACTIONS — ER 21.9%

Nº4 08.06 • 18:01 TEXT Yandex is changing its operator for Alice device store. According to BFM, a tender for a new partner is underway. Reason for parting with the previous...	VIEWS 41 144 REACTIONS — REPOSTS 88 ER 14.2%
Nº5 19.05 • 11:13 TEXT Oriental language tutors in Moscow earn up to 600,000 rubles a month. For example, a single Chinese lesson...	VIEWS 34 990 REACTIONS — REPOSTS 841 ER 12.1%

WORST 3

↓ 05.06 • 17:17 TEXT Revenue threshold for small business of 20 million rubles for VAT payment will be frozen for three years, said Siluanov. @retailrus	VIEWS 16 921 REACTIONS — REPOSTS 80 ER 5.9%
↓ 05.06 • 18:01 TEXT Sleeping less than 6 hours a day leads to brain degradation and reduces human abilities, experts say. Chronic sleep deprivation reduces...	VIEWS 16 916 REACTIONS — REPOSTS 244 ER 5.8%
↓ 06.06 • 09:01 TEXT «Logic of Milk» produces product, working with the best minds. At SPIEF, the company signed cooperation agreements with...	VIEWS 16 825 REACTIONS — REPOSTS 9 ER 5.8%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth vs. loss.

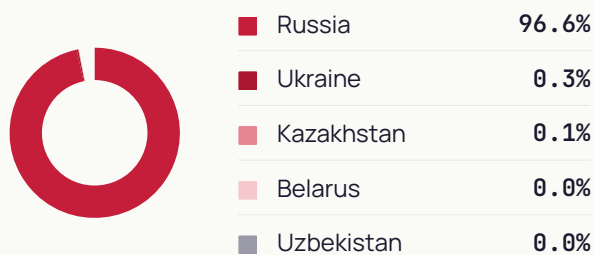


SECTION 04 • MENTIONS

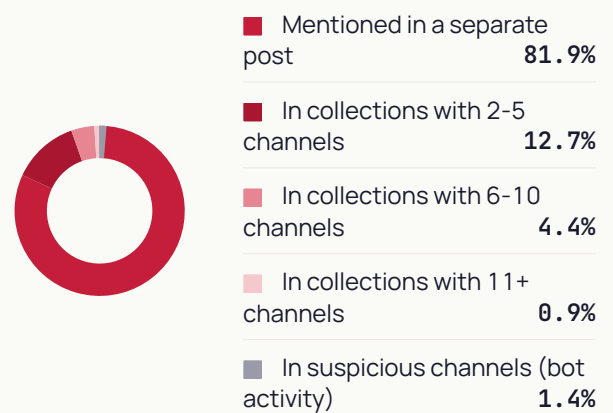
Who mentions the channel and how

Citation index **1 662** — channel popularity score based on mentions. Considers both count and weight: a post from a 100K subs channel weighs more than from 1K. All-time mentions: **4 196** different channels.

COUNTRIES MENTIONING



FORMAT MENTIONED IN



WHAT SIZE CHANNELS MENTION



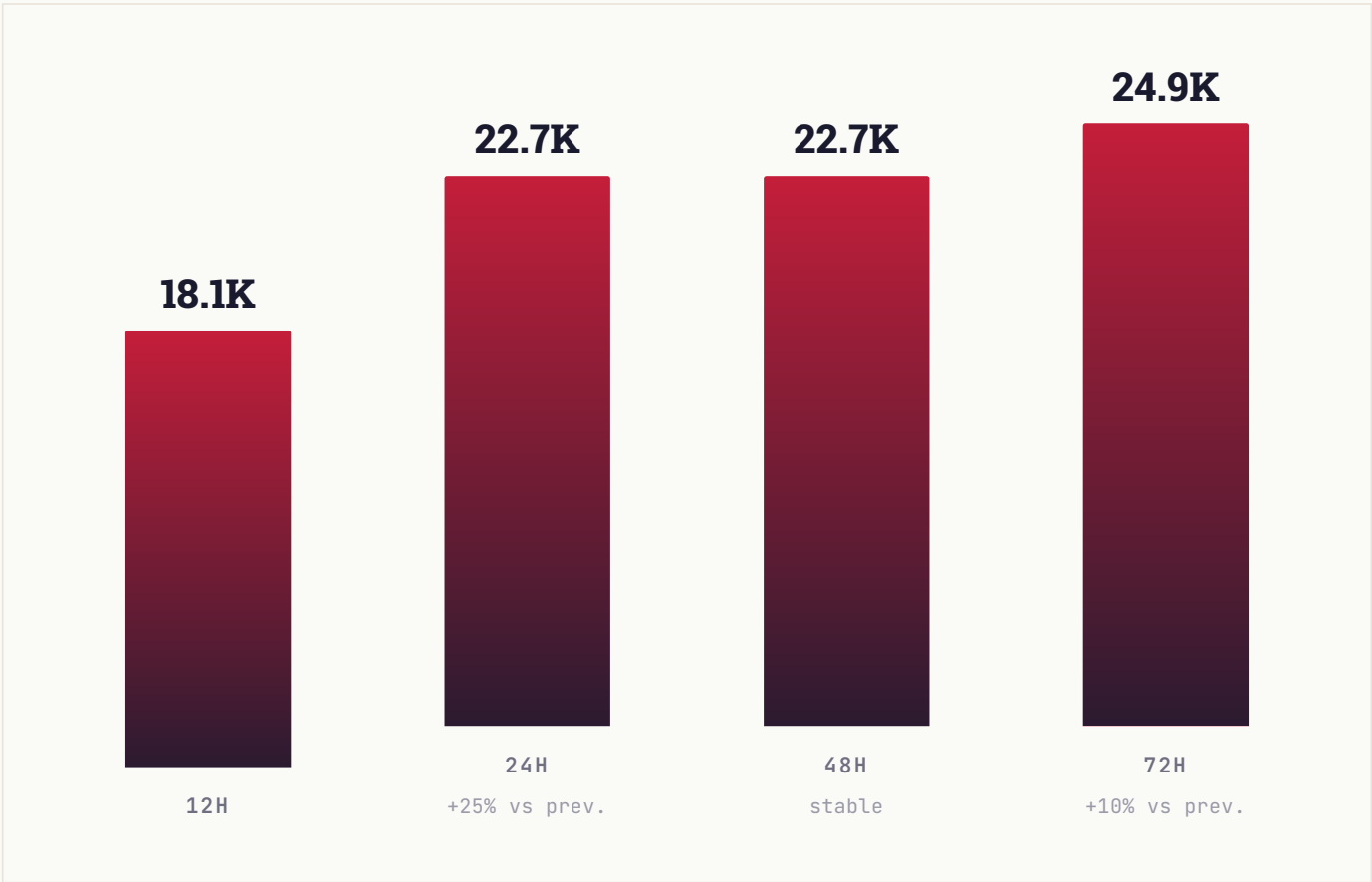
TOPICS MENTIONED IN



SECTION 05 · AD POTENTIAL

How long a post generates reach

Average ad post reach over time from publication. Helps estimate how long 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
MO Moscowbusiness	966.6K
CN Books on a Million business blog	872.2K
CC Merger & acquisition	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 YOU	289.2K
2h 25th hour • Business & Finance	288.4K
BB Business Unfiltered	256.5K
E- E-commerce	254.7K

COMPARATIVE CONCLUSION

Channel in niche top-10 (#8 of 100). Strong position. Niche leader: Moscowbusiness (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 your channel. Over the last **6 months** such mentions were **2 292**, they brought **146 247** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
December 2025	629	193	44 529	
Nov 2025	255	117	0	
Oct 2025	371	164	48 139	
September 2025	324	145	53 557	
August 2025	358	149	22	
July 2025	355	135	0	
TOTAL MENTIONS	MONTHS OF DATA		ATTRACTED SUBSCRIBERS	
2 292	6		146 247	

— SECTION 08 • NICHE COMPARISON

Where the channel stands in its league

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

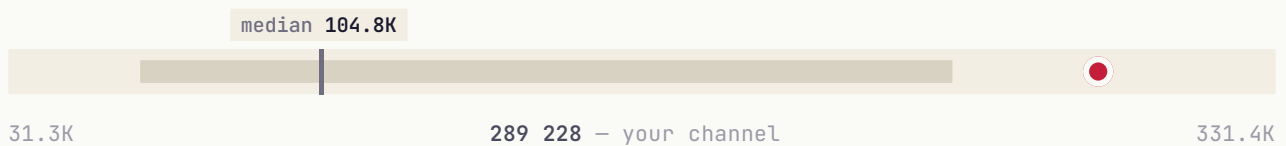
#8 /100

POSITION IN NICHE

Channel in top 8% of Business & Startups Russia

SUBSCRIBERS

better than 90% of niche



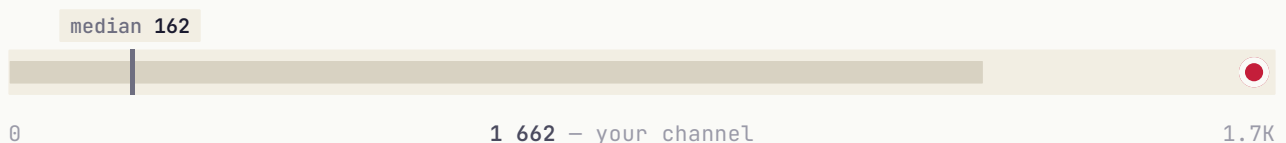
AVG REACH / POST

better than 71% of niche



CITATION INDEX

better than 90% of niche



— SECTION 09 · STRATEGY

What to do right now

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

- 01

Top post of the week — on Monday

Audience is most active on this day at 1:00 PM MSK.

IMPACT

Best window for an important post
- 02

Systematic traffic buying

Three formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromptPress finds sources for your niche.

IMPACT

+1000-3000 subs
- 03

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.

IMPACT

+5-15% ER
- 04

Cross-promo with adjacent channels

Exchange posts with channels in the same segment once a quarter. No need to do it daily — 2-3 collabs give relevant growth.

IMPACT

Growth from relevant audience
- 05

Update channel description for Telegram search

Telegram search scans descriptions. Add 3-5 niche keywords for organic traffic.

IMPACT

Organic traffic source

★ WHAT'S NEXT

Want us to do it PromptPress?

This audit — 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 on
Telegram**

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

02

Contact manager

t.me/PromptPress_manager