

PUBLIC REPORT BY PROMTPRESS

Channel audit

Merger & Acquisition



@rumerger

Business magazine "Merger & Acquisition". Fair assessment of entrepreneurs and the powerful. Shaping meanings and opinions since 2018. Contact: @SliyanieAnd_Bot Email:...

SUBSCRIBERS

495 222

-23267 per month

ERR (% SEE POSTS)

1.0%

in 24h **0.1%**

REACH/POST

1.1K

ad reach **445**/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. Subtitle below the number shows the period it covers.

 SUBSCRIBERS 495 222 —	 SUBS REACH 0.23% avg % of subs see post	 VIEWS/POST 1.1K median 1.3K · 24 days	 POSTS/WEEK 0.8 over period
 7D TREND — no data for period	 REACTIONS/POST — MTPROTO only	 POST LENGTH 486 chars median 589 · 24 days	 POSTS ANALYZED 3 24 days
 AD REACH 445 24h average	 CHURN / MONTH -23267 last month	 MENTIONS 318 citation index · 845 channels mentioned all time	 CHANNEL AGE 6 years 1 month created 11.05.2020

AI EDITOR SUMMARY

Channel «Merger & Acquisition» — 495 222 subs. Each post averages 1.1K people (0% from subs), reach is low — consider expanding audience. Publishes 1 posts per week (~0/day) — infrequent.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on 3 posts over 24 days.
- 02 Dominant format – Video (2/3 of posts).
- 03 Avg post length – 486 chars (median 589).
- 04 Peak audience activity – Friday, 12:00 MSK.
- 05 Top posts get ×1 more views than the weakest (1.1K avg for top vs 1.1K for worst) – among 3 posts in 24 days. Analyze what top posts share: topic, format, timing.

TOP 3 POSTS

Nº115.05 · 09:45PHOTO	VIEWS	REACTIONS
	1 483	—
Steven Seagal's two-story house on Rublyovo-Uspenskoye Highway near Moscow dropped 50 million RUB to 650 million. Let's wait some more...	REPOSTS	ER
	9	0.3%
Nº222.05 · 15:32VIDEO	VIEWS	REACTIONS
	1 320	—
👤 Director of the Banking Regulation and Analytics Department of the Bank of Russia Alexander Danilov said he is shocked by current housing prices in...	REPOSTS	ER
	4	0.3%
Nº309.06 · 09:09VIDEO	VIEWS	REACTIONS
	622	—
👤 Businessman Emin Agalarov in a conversation with Svetlana Bondarchuk on the program 'Svetla Around the World' publicly commented on his personal life for the first time...	REPOSTS	ER
	9	0.1%

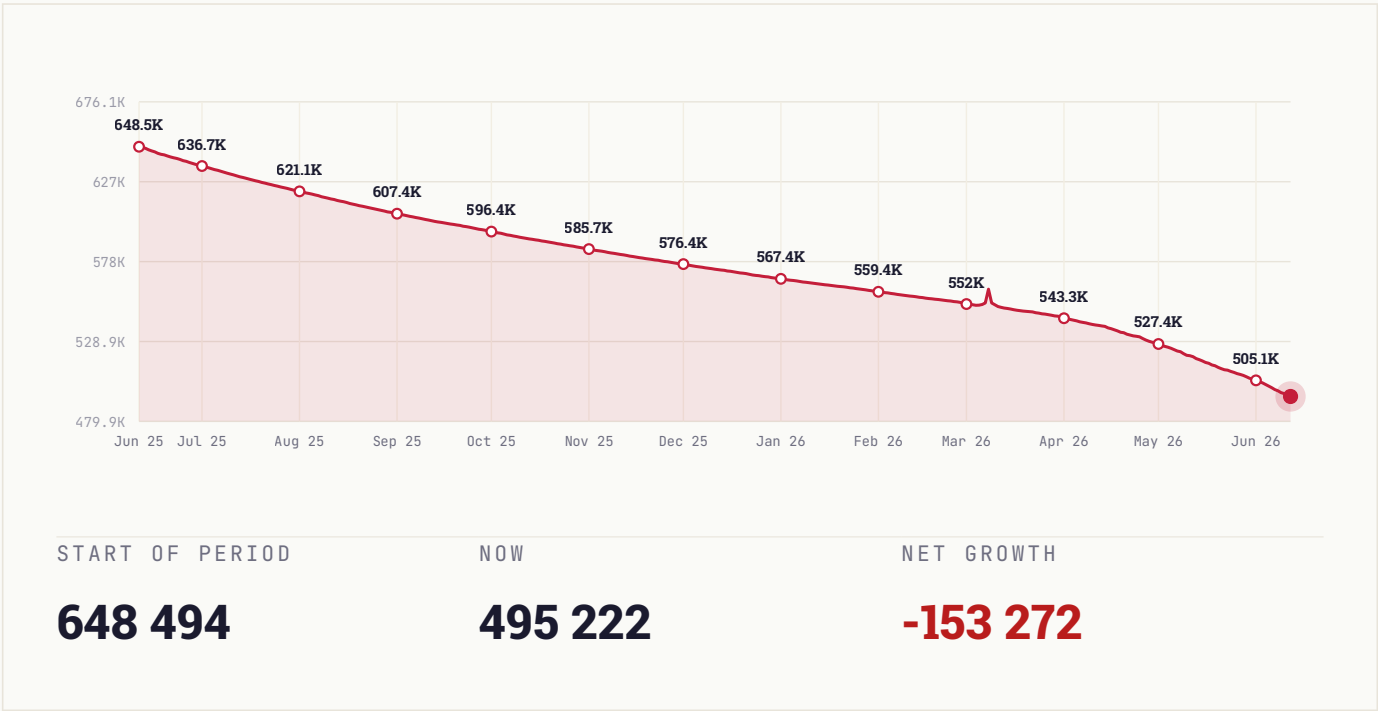
WORST 3

↓ 15.05 · 09:45 PHOTO Steven Seagal's two-story house on Rublyovo-Uspenskoye Highway near Moscow dropped 50 million RUB to 650 million. Let's wait some more...	VIEWS 1 483 REPOSTS 9	REACTIONS — ER 0.3%
↓ 22.05 · 15:32 VIDEO ☒ Director of the Banking Regulation and Analytics Department of the Bank of Russia Alexander Danilov said he is shocked by current housing prices in...	VIEWS 1 320 REPOSTS 4	REACTIONS — ER 0.3%
↓ 09.06 · 09:09 VIDEO ☒ Businessman Emin Agalarov in a conversation with Svetlana Bondarchuk on the program 'Svetla Around the World' publicly commented on his personal life for the first time...	VIEWS 622 REPOSTS 9	REACTIONS — ER 0.1%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

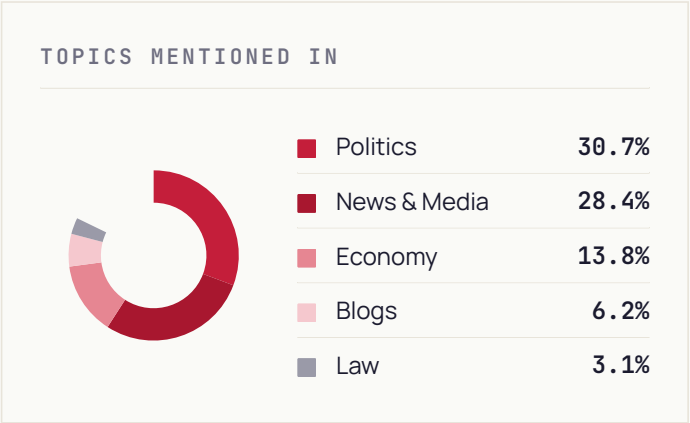
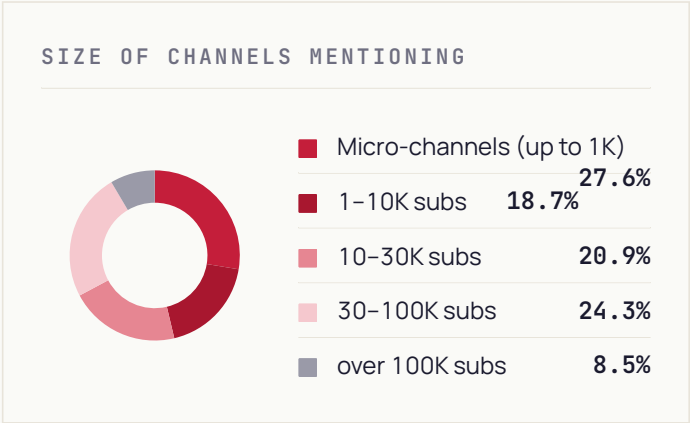
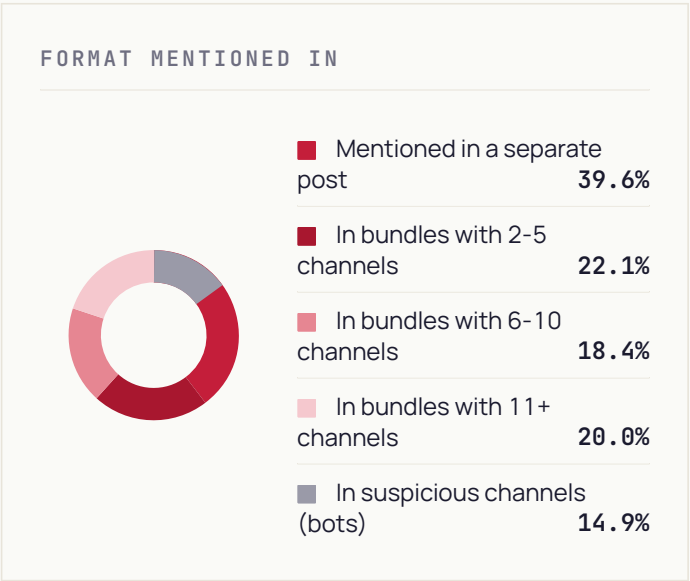
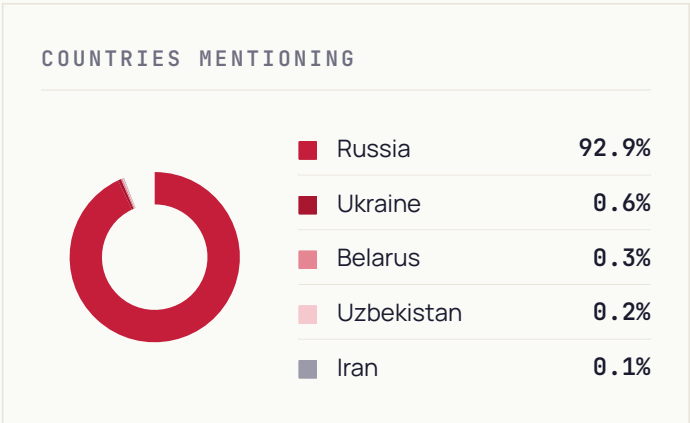
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth vs. loss.



SECTION 04 · MENTIONS

Who mentions the channel and how

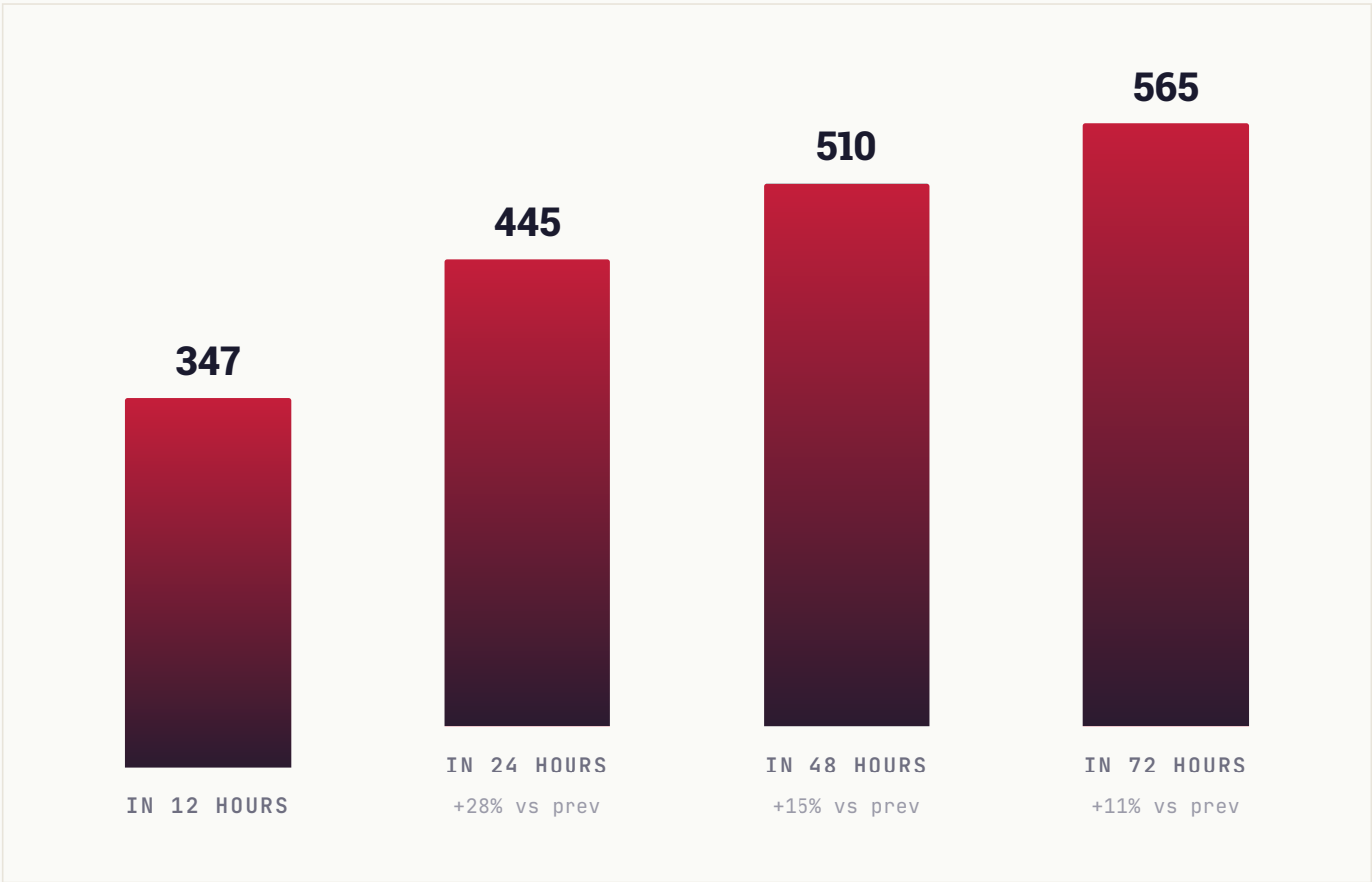
Citation index **318** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioners: a post from a 100k subs channel weighs more than from a 1k subs one. All time channel was mentioned **845** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

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



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
CN Million-dollar books business blog	872.2K
SS Merger & Acquisition YOU	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
E- E-commerce	254.7K

COMPARATIVE INSIGHT

Channel in top-3 niches (#3 of 100 category channels). One of the leaders — client partners can cross-promote with equals; for PR/reach you're a valuable media partner.

— SECTION 07 • NICHE COMPARISON

Where channel ranks in its league

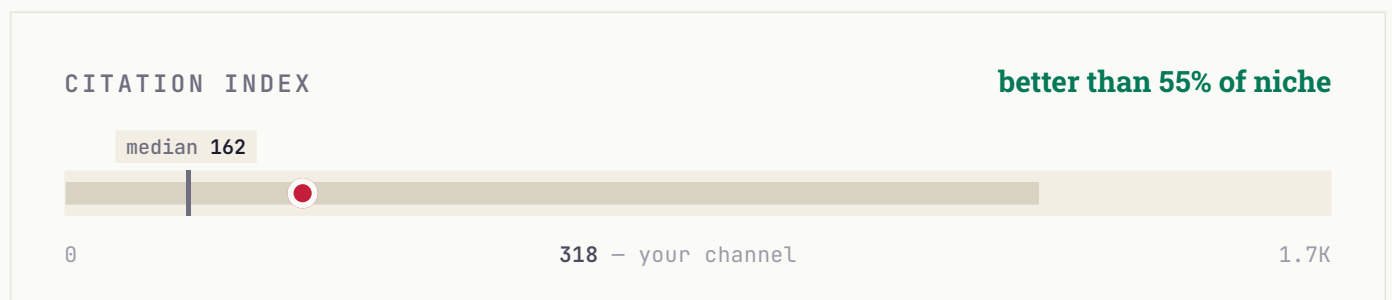
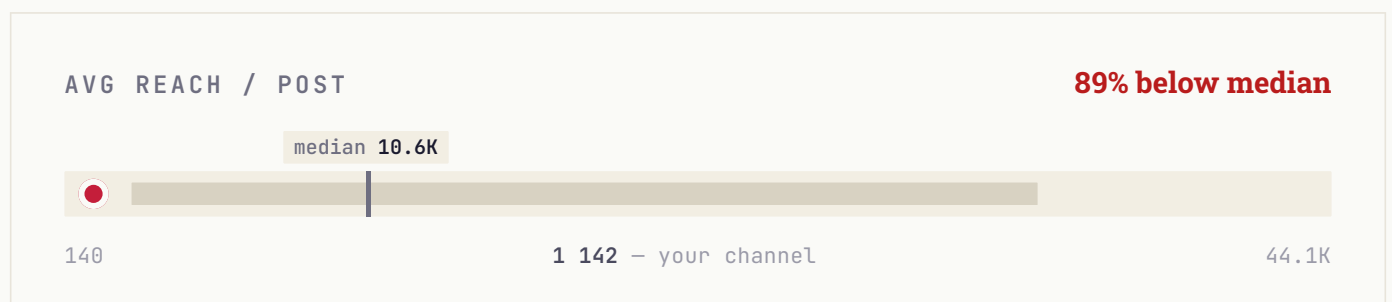
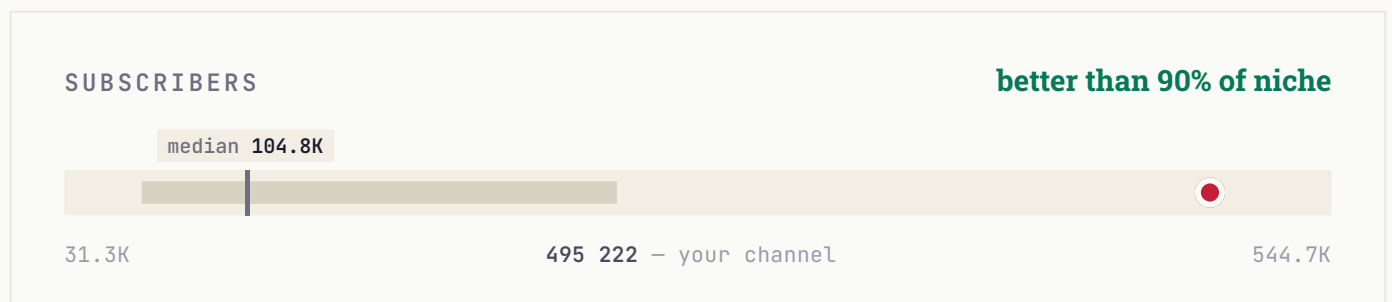
Took top-**100** channels in category «**Business and startups**» (Russia) and saw how your channel compares. Gray band = range of 80% of niche channels (p10 to p90). Black vertical = median. Red dot = your channel.

#3

/100

RANK IN NICHE

Channel in top 3% Business & Startups Russia



— SECTION 08 · STRATEGY

What to do right now

5 priority actions sorted by expected impact. Can be checked off and revisited next month.

- | | | |
|-----------|---|--|
| 01 | Increase posting frequency
Now 0.8 posts/week. Active channels average 7-10.
Consistency is key to audience retention. | EFFECT
Consistency beats volume |
| 02 | Top post of the week — on Friday
Audience most active on this day at 12:00 MSK. | EFFECT
Best window for an important post |
| 03 | ER below niche benchmark — rethink formats
Current ER 0.23% vs norm 3.5%. Try polls & interactive formats. | EFFECT
+3.3pp ER |
| 04 | 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 |
| 05 | 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 win. | EFFECT
+5-15% ER |

★ WHAT'S NEXT

Want this done by **PromptPress?**

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

01 **Launch ad in
Telegram**

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

02 **Contact manager**

t.me/PromptPress_manager
