

— PUBLIC REPORT BY PROMTPRESS

Channel audit

Upal, Podnyalsya — Slava Ryumin's blog



@ruminblog

I calculate business earnings, do interviews Channel built on VC, Habr articles. Ads @upal_podnyalsya_bot My book: clck.ru/3QbWXn We make blogs for Sibur, TechnoNICOL, MySklad Discuss...

SUBS

61 720

ERR (% SEE POSTS)

18.0%

REACH/POST

10K

+518 per month

per day 7.4%

ad reach 4.6K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate health indicator. The subtitle shows the period it covers.

 SUBS 61 720 —	 SUB REACH 16.27% avg % of subs see post	 VIEWS/POST 10K median 10.3K · 27 days	 POSTS/WEEK 6.3 for the period
 7D TREND -24.7% vs previous week	 REACTIONS/POST 79.1 total 1,978 reactions, 1,086 reposts, 831 comments	 POST LENGTH 971 chars median 1,000 · 27 days	 POSTS ANALYZED 25 27 days
 AD REACH 4.6K 24h avg	 CHURN / MONTH +518 last month	 CITATION RATE 28 citation index · 150 channels mentioned ever	 CHANNEL AGE 3 years 1 month created 01.05.2023

AI EDITOR SUMMARY

Channel «Fell, got up — Slava Ryumin's blog» — 61 720 subs. Each post is viewed by an average of 10K people (16% of subs), this is average reach — room to grow. Publishes 6 posts per week (~1 per day) — infrequent posts. For the week of June 1–7, reach dropped by -24.7% by week of May 25–31 — worth analyzing the reasons.

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 25 posts over 27 days.
- 02 Dominant format – Text (19/25 posts).
- 03 Avg post length – 971 characters (median 1,000).
- 04 Peak audience activity – Friday, 15:00 MSK.
- 05 Top posts drive 2x more views than the weakest (14.8K avg for top vs 6.9K for worst) – among 25 posts over 27 days. Worth analyzing what the top has in common – topic, format, timing.

TOP 5 POSTS

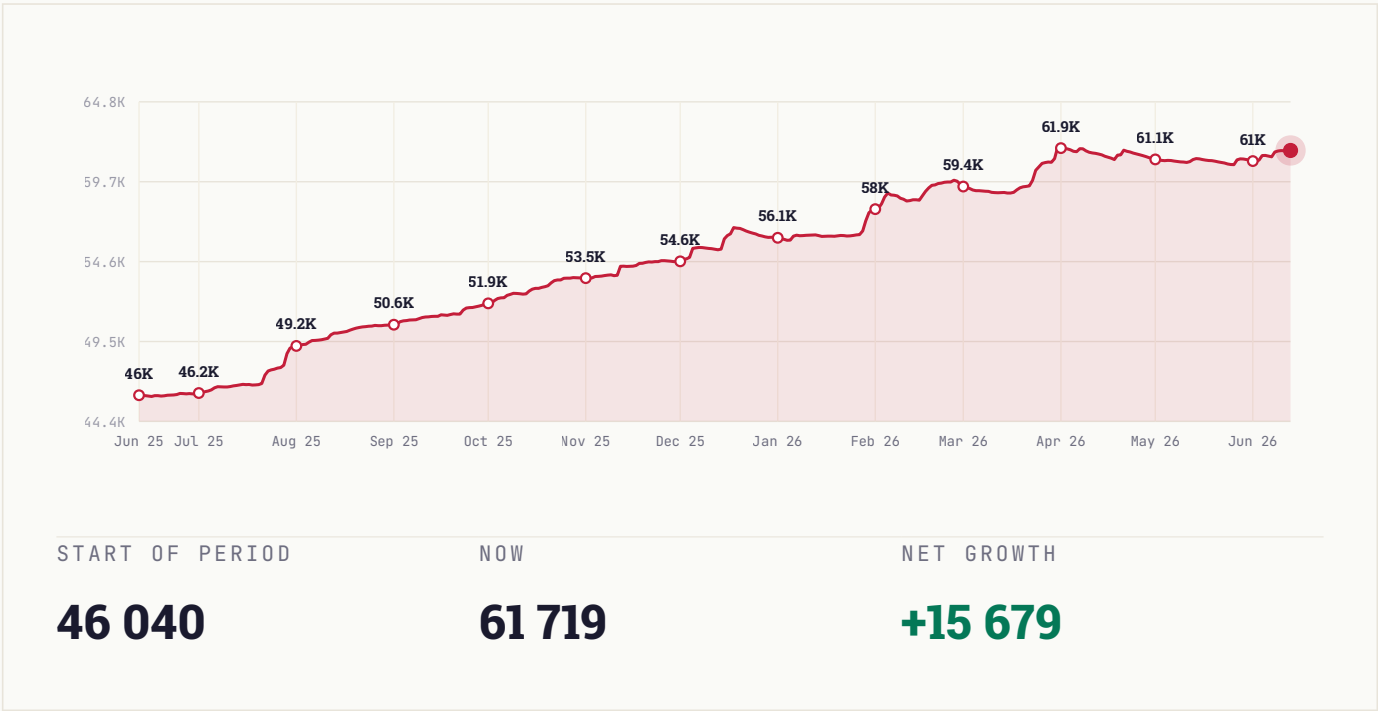
Nº1 15.05 · 12:38 TEXT I wash cars with women's hands and earn 127K in my best month (video version) A car wash seems like the simplest business: bought a couple...	VIEWS 16 190 REP. 33	REACTIONS 108 ER 26.2%
Nº2 21.05 · 10:10 PHOTO What is a service business? As you know, besides the blog with hard-hitting articles based on interviews with entrepreneurs, Anya and I...	VIEWS 14 155 REP. 30	REACTIONS 76 ER 22.9%
Nº3 20.05 · 13:03 TEXT My production makes money because I don't pay taxes (video version) We talked last year with Vadim Skopintsev...	VIEWS 13 969 REP. 46	REACTIONS 64 ER 22.6%

Nº4 27.05 • 12:03 TEXT Can you still make money on marketplaces in 2026? Guys, I've been telling stories for three years. Many stories about marketplaces. Now I...	VIEWS 13 601 REP. 35 REACTIONS 34 ER 22.0%
Nº5 19.05 • 12:26 TEXT Marketplace as a bank: what Wildberries & Ozon really make money on in 2026 Bonus to the article about a store owner on...	VIEWS 13 273 REP. 126 REACTIONS 157 ER 21.5%
WORST 3	
↓ 08.06 • 13:40 TEXT We made 44M a year on entertainment, then demand just vanished Talked to Denis, Nikolay, and Igor — they have a chain of quests in Ivanovo...	VIEWS 7 252 REP. 65 REACTIONS 177 ER 11.7%
↓ 09.06 • 08:03 PHOTO The holiday nobody noticed Oil workers have Oil Worker's Day: fireworks, Stas Mikhailov singing at the stadium, bonuses. ...	VIEWS 6 795 REP. 10 REACTIONS 55 ER 11.0%
↓ 09.06 • 15:03 TEXT Russia beats US & Europe in number of quests. Market didn't save it Bonus to the article about quest rooms In big cities the quest market...	VIEWS 6 734 REP. 20 REACTIONS 33 ER 10.9%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

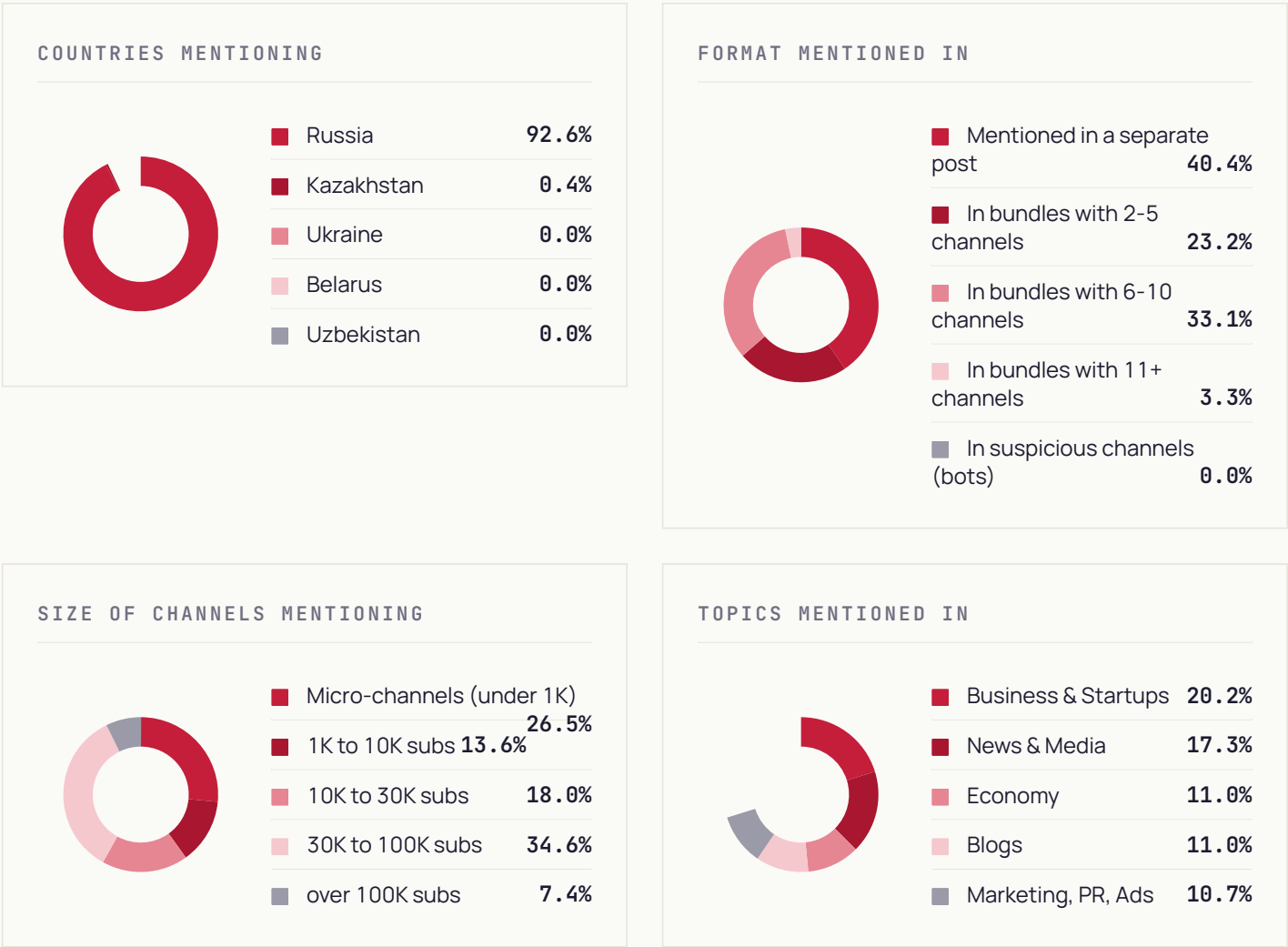
Subscriber growth chart for the year. Key months show exact subscriber count. See which months grew and which lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

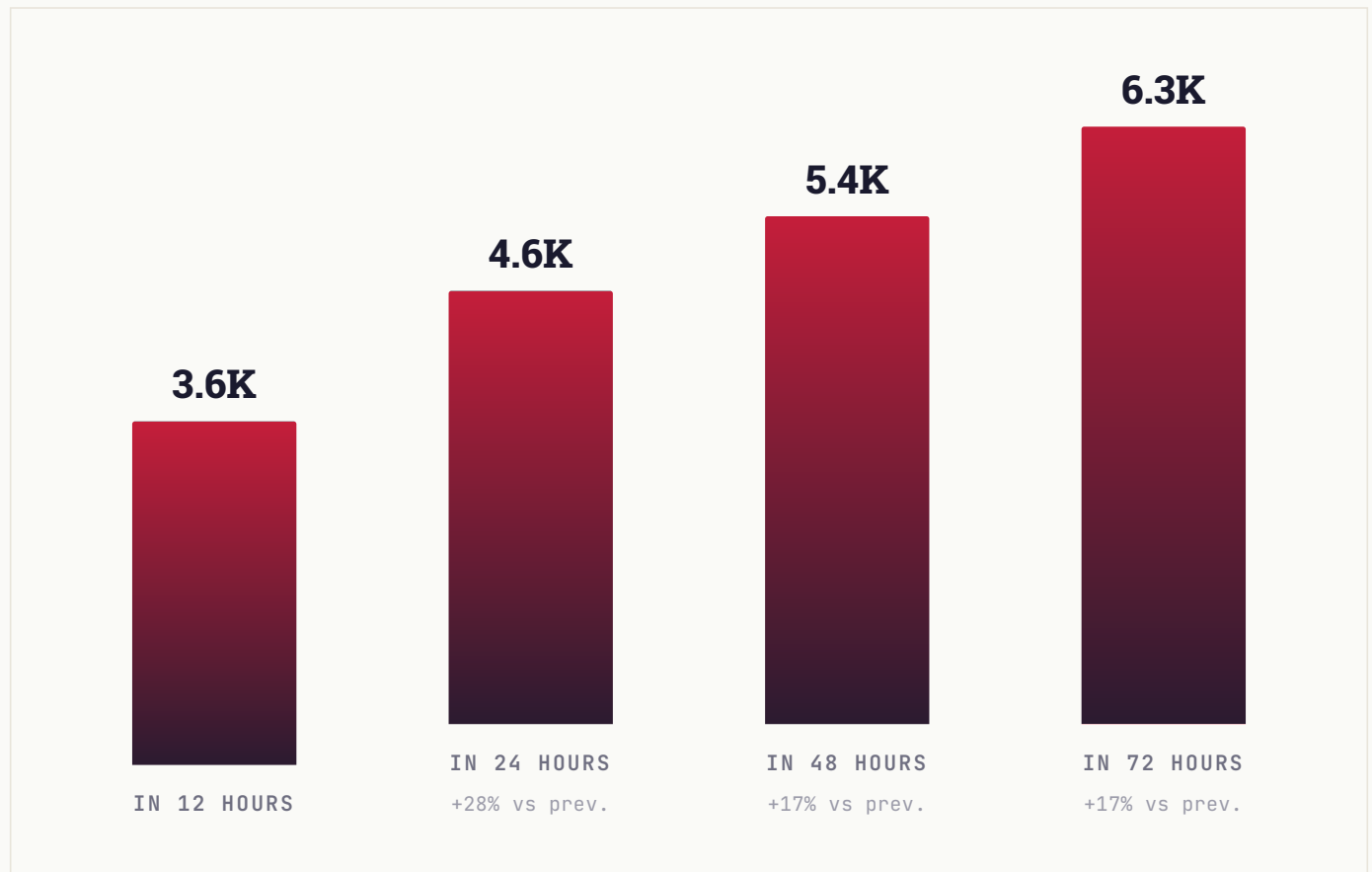
Citation index **28** – channel popularity rating based on mentions. Considers not only their count but also the weight of mentioners: a post from a channel with 100K subs weighs more than from 1K subs. All-time channel mentions: **150** different channels.



— SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of ad post over time since publication. Helps estimate how long 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 neighbors.

CHANNEL	SUBS
MO Moscow Business	966.6K
CN Million-dollar books 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
RR Russian retail & business	289.2K
2H 25th Hour • Business & Finance	288.4K
BB Business Without Gloss	256.5K
UP Upal, Podnyalsya — Slava Ryumin's blog YOU	61.7K

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#92 of 100). Niche median — 102.7K subs. First growth KPI — reach the median. Leader: Moscow Business (966.6K).

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Each month we track posts in other channels that mention yours. Over the last **6 months** such mentions were **40**, they brought **11 204** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
Dec 2025	17	15	2 344
Nov 2025	8	8	1 207
Oct 2025	6	6	1 728
September 2025	2	2	1 412
August 2025	1	1	1 411
Jul 2025	6	6	3 102

TOTAL MENTIONS	MONTHS OF DATA	GAINED SUBS
40	6	11 204

SECTION 08 • NICHE COMPARISON

Where the channel ranks in its league

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

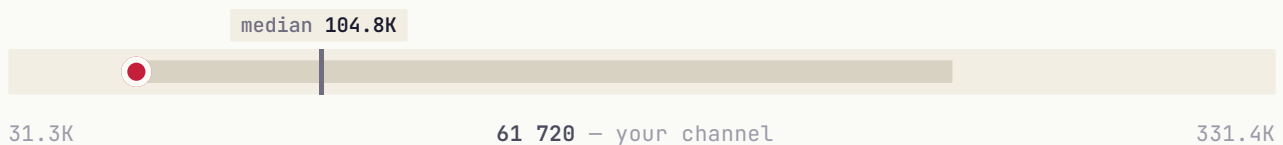
#92 /100

RANK IN NICHE

Channel in the lower half of the ranking

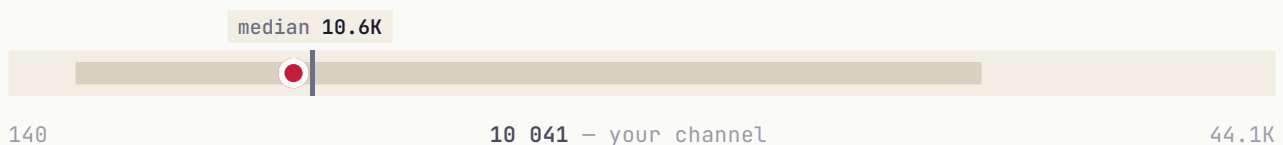
SUBS

worse than median by 41%



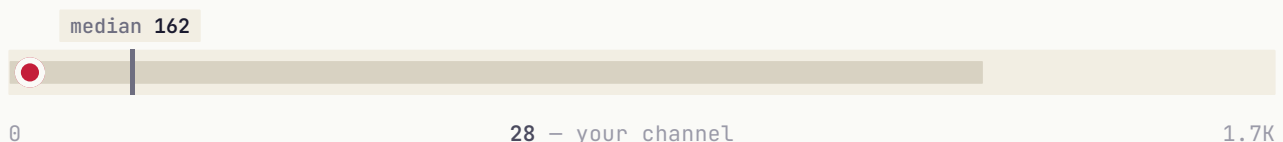
AVG REACH / POST

worse than median by 5%



CITATION INDEX

worse than median by 83%



— SECTION 09 · STRATEGY

What to do right now

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

01

Main post of the week — on Friday

Audience is most active on this day at 15:00 MSK.

IMPACT

**Best window
for an
important post**

02

Increase video post share

Video in Telegram holds audience longer & is favored by the algorithm. Aim for 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 — easy growth point.

IMPACT

+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.

IMPACT

**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 to go further? Run ads through 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