

— PUBLIC REPORT BY PROMTPRESS

Channel audit

Russian Business | Startups



@rus_buzines

People! Save money, there's so little left! Collab:
@RomanCommercial

SUBSCRIBERS	ERR (% SEE POSTS)	REACH/POST
130 283	5.0%	5.5K
12.06.2026 -1315 per month	per day 2.5%	ad reach 3.3K/24h
HTTPS://PROMTPRESS.COM/AUDIT/RUS_BUZINES		

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 130 283 —	 SUBSCRIBER REACH 4.24% avg % of subs see post	 VIEWS/POST 5.5K median 5.6K · 29 days	 POSTS/DAY 8.5 ~60 per week
 7D TREND -6.7% vs previous week	 REACTIONS/POST 53.7 total 13,529 reactions, 10,422 reposts, 0 comments	 POST LENGTH 269 chars median 257 · 29 days	 POSTS ANALYZED 252 29 days
 AD REACH 3.3K 24h avg	 CHURN / MONTH -1315 last month	 CITATION RATE 1 789 citation index · 3,132 channels mentioned all time	 CHANNEL AGE 2 years 8 months created 05.10.2023

AI EDITOR SUMMARY

Channel «Russian Business | Startups» — 130 283 subs. Each post averages 5.5K people (4% from subs), reach is low — expand audience. Publishes 60 posts per week (~8/day) — active posting. Week Jun 1–7 reach dropped -6.7% to week May 25–31 — analyze 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 **252** posts in 29 days.
- 02 Dominant format — **Photo** (117/252 posts).
- 03 Avg post length — **269** chars (median 257).
- 04 Peak audience activity — **Tuesday**, 16:00 MSK.
- 05 Top posts gather **3x** more views than the weakest (10.9K avg for top vs 4.3K for bottom) — among 252 posts in 29 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 27.05 · 16:29 TEXT From June 1, imports get costlier due to new EAEU supply control: VAT & excise must be paid before import, no QR code — no border crossing...	VIEWS 11 396 REP. 99	REACTIONS 48 ER 8.7%
Nº2 08.06 · 13:51 PHOTO Employers in Russia are bringing back serfdom. @rus_buzines	VIEWS 10 972 REP. 88	REACTIONS 66 ER 8.4%
Nº3 02.06 · 13:03 TEXT Obese Russians to get subsidized food. Deputies have proposed the measure. The number of obese people keeps growing...	VIEWS 10 394 REP. 64	REACTIONS 82 ER 8.0%

Nº4 06.06 · 15:48 TEXT "In a year or two" Russia will achieve "full digital sovereignty" with its own OS and browsers, said Deputy Head of the State Duma IT Committee Svintsov...	VIEWS 10 266 REACTIONS 156 REP. 49 ER 7.9%
Nº5 07.06 · 15:52 TEXT SMEs need support by any means, said Federation Council Speaker Valentina Matviyenko at SPIEF. According to her, small businesses...	VIEWS 9 905 REACTIONS 75 REP. 15 ER 7.6%

WORST 3

↓ 09.06 · 10:01 PHOTO Tom Yum pizza added to Dodo menu. Available for 395 rubles. Other new items include navy pizza with chopped chicken and onions and...	VIEWS 4 360 REACTIONS 7 REP. 20 ER 3.3%
↓ 08.06 · 11:17 PHOTO Russians massively cancel Crimea vacations due to fuel crisis. According to Kommersant, booking cancellations doubled, and...	VIEWS 4 347 REACTIONS 31 REP. 30 ER 3.3%
↓ 08.06 · 07:04 VIDEO Beer hats for pets are now on Ozon. Turn your cat or dog into a little beer-o-saur for about 500 rubles. @rus_buzines	VIEWS 4 274 REACTIONS 28 REP. 46 ER 3.3%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

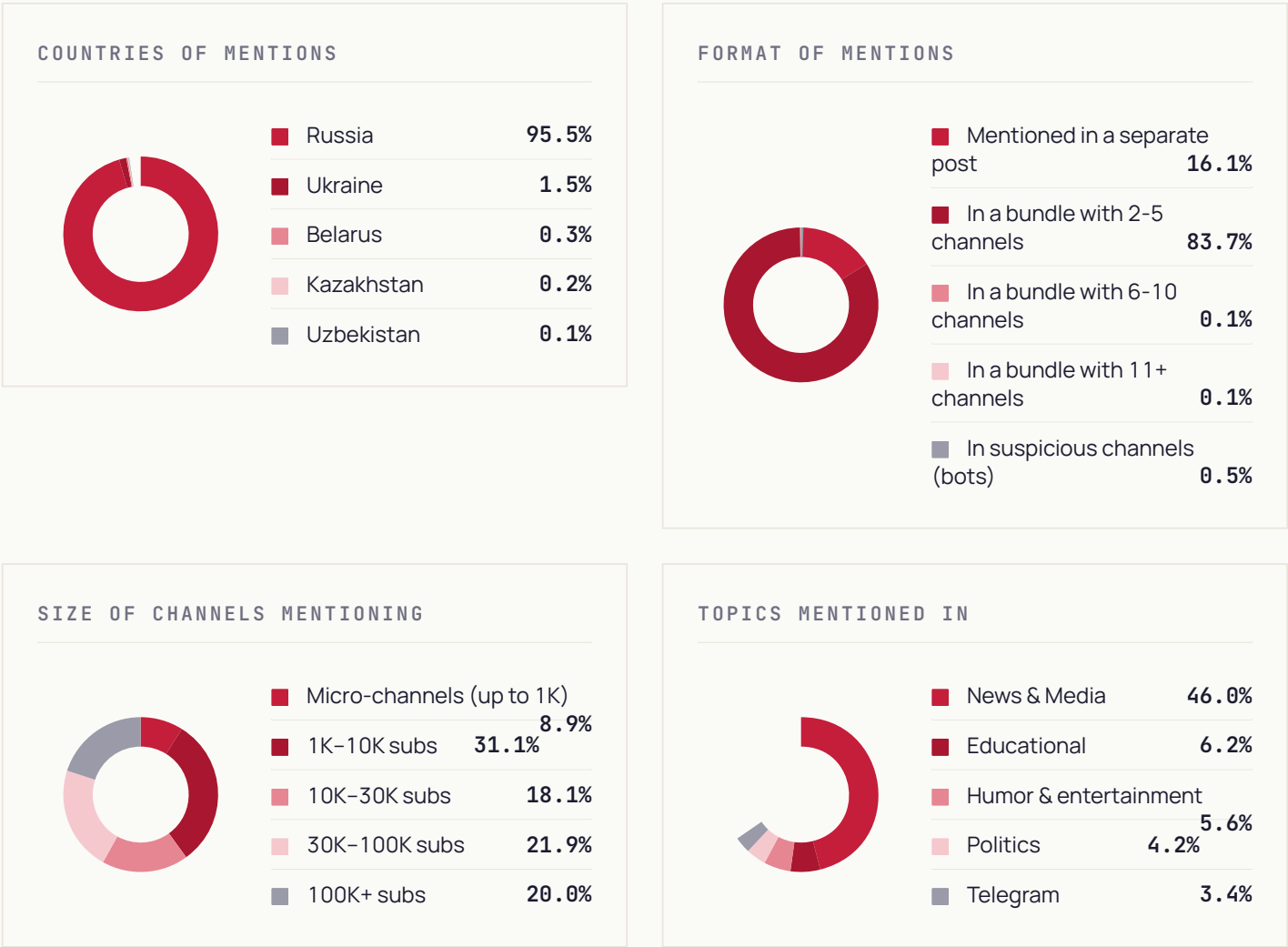
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth vs. loss.



SECTION 04 · MENTIONS

Who mentions the channel & how

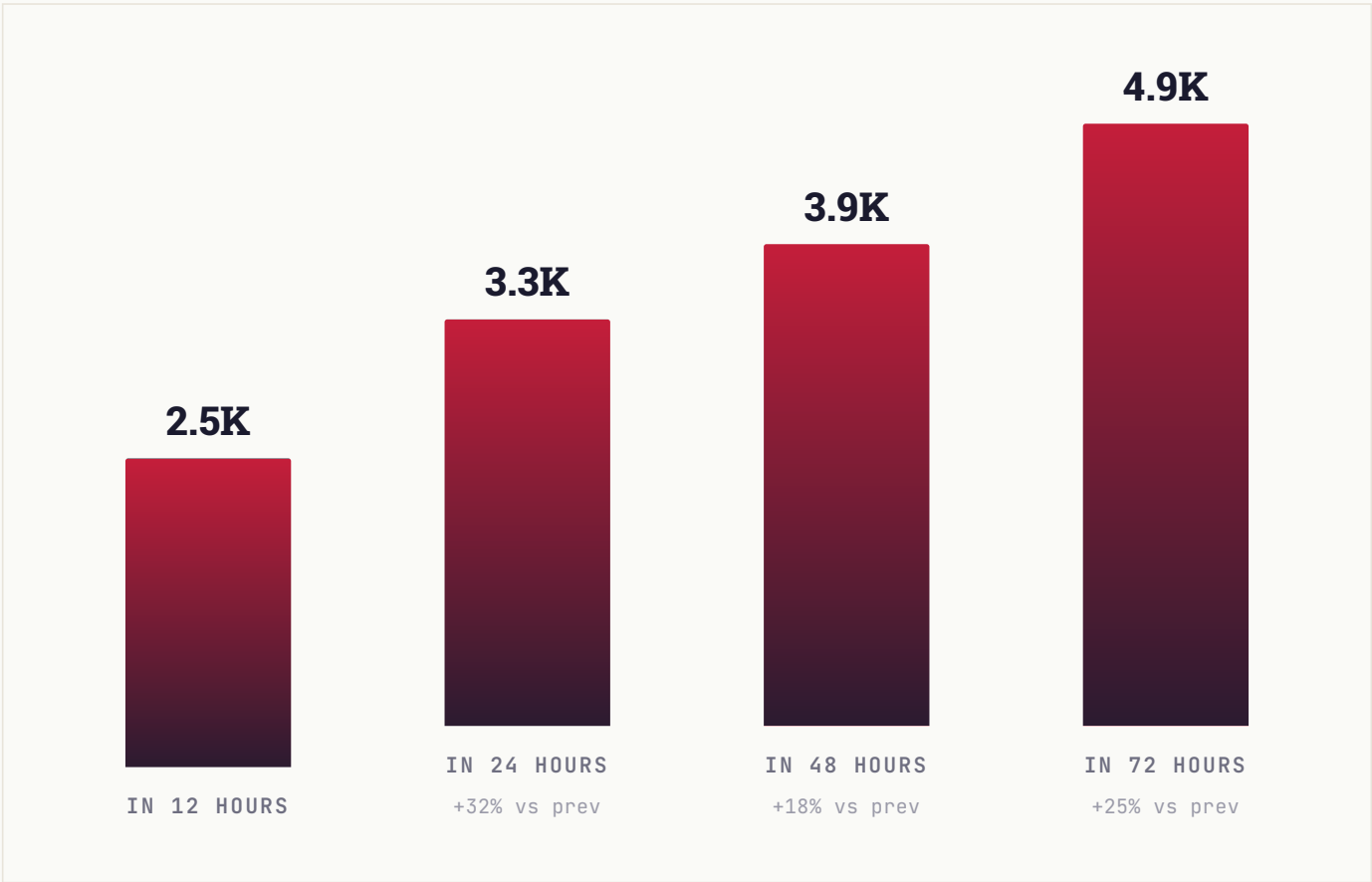
Citation index **1 789** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from 1K. All time channel was mentioned **3 132** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates 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 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	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
RB Russian Business Startups YOU	130.3K

COMPARATIVE CONCLUSION

Channel in top half of niche (#39 of 100). Niche leader — MoscowBusiness (966.6K), median subs 102.7K. Aim for the top quartile — a realistic 6-12 month horizon.

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Every month we track posts in other channels that mention yours. Over the last **6 months** such mentions were **1 569**, they brought **32 511** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
Dec 2025	11	10	0	
November 2025	255	250	12 894	
October 2025	1 247	1 224	17 678	
September 2025	36	28	1 939	
August 2025	15	9	0	
Jul 2025	5	5	0	

TOTAL MENTIONS	MONTHS IN DATA	ATTRACTED SUBSCRIBERS
1 569	6	32 511

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 of 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

#39/100

POSITION IN NICHE

Channel in the top half of the ranking



— 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 Tuesday

Audience is most active on this day at 16:00 MSK.

EFFECT

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.

EFFECT

+1000-3000 subs
- 03

Test polls & interactive formats

Posts with polls/reactions usually boost ER by 5-15%.
One poll per week on a hot topic — an easy win.

EFFECT

+5-15% ER
- 04

Cross-promo with nearby channels

Swap posts quarterly with channels in the same segment. No need daily — 2-3 collabs give relevant growth.

EFFECT

Growth from relevant audience
- 05

Update channel description for Telegram search

Telegram search scans descriptions. Add 3-5 niche keywords — a source of organic traffic.

EFFECT

Organic traffic source

★ WHAT'S NEXT

Want this done by **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 on Telegram** <https://panel.promptpress.com/register>

02 **Contact manager** t.me/PromptPress_manager
