

PUBLIC REPORT BY PROMTPRESS

Channel audit

Rushbusiness



@rusbiz

About business & retail without fluff Channel authors: @rusbusibot
 Collaboration: @earlsky Link - <https://t.me/+MYunatfBkwA2M2Uy>
 RKN: <https://clck.ru/3PQuh9> #RT09D

SUBSCRIBERS

121 815

-5589 per month

ERR (% SEE POSTS)

5.0%

per day **3.1%**

REACH/POST

5.1K

ad reach **3.8K**/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 121 815 —	 SUBSCRIBER REACH 4.22% avg % of subs who see a post	 VIEWS/POST 5.1K median 5.2K · 29 days	 POSTS/DAY 18.6 ~130 per week
 7D TREND +0.9% vs previous week	 REACTIONS/POST — MTPROTO only	 POST LENGTH 234 chars median 210 · 29 days	 POSTS ANALYZED 556 29 days
 AD REACH 3.8K 24h avg	 CHURN / MONTH -5589 last month	 CITATION RATE 366 citation index · 1,059 channels mentioned all time	 CHANNEL AGE 4 years 9 months created 07.09.2021

AI EDITOR SUMMARY

Channel «Rushbusiness» — 121 815 subs. Each post averages 5.1K people (4% of subs), reach is low — consider expanding audience. Publishes 130 posts per week (~19/day) — very active posting. For the week of May 25–31, reach stable (+0.9% vs week 18–24 May).

SECTION 02 · CONTENT ANALYSIS

Best-performing content

Top posts by engagement and underperformers — to see what to repeat and what to drop from rotation.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 556 posts over 29 days.
- 02 Dominant format — Text (262/556 posts).
- 03 Avg post length — 234 chars (median 210).
- 04 Audience peak activity — Sat, 02:00 MSK.
- 05 Top posts get 2x more views than the weakest (8.7K avg for top vs 4.3K for bottom) — among 556 posts over 29 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº126.05 · 16:13PHOTO	VIEWS	REACTIONS
	8 995	—
Lada Vesta SW Sportline got a turbo version: 0-100 km/h in 7.5s, top speed 220 km/h. Base car...	REPOSTS	ER
	106	7.4%
Nº226.05 · 16:58VIDEO	VIEWS	REACTIONS
	8 617	—
Any problem is known by its scale. @rusbiz	REPOSTS	ER
	52	7.1%
Nº313.05 · 07:00PHOTO	VIEWS	REACTIONS
	8 455	—
Internet in Russia is flooded with content farms. Rooms hold ~200+ smartphones reposting short videos and...	REPOSTS	ER
	109	6.9%

Nº4 26.05 · 14:59 PHOTO Victor Wembanyama's 2023–24 Panini Prizm rookie card sold for \$5.11M – an NBA record among...	VIEWS 8 008 REPOSTS 12	REACTIONS — ER 6.6%
Nº5 25.05 · 19:36 PHOTO New octopus species the size of a golf ball discovered in Galapagos. First spotted in 2015 during a deep-sea...	VIEWS 7 868 REPOSTS 32	REACTIONS — ER 6.5%

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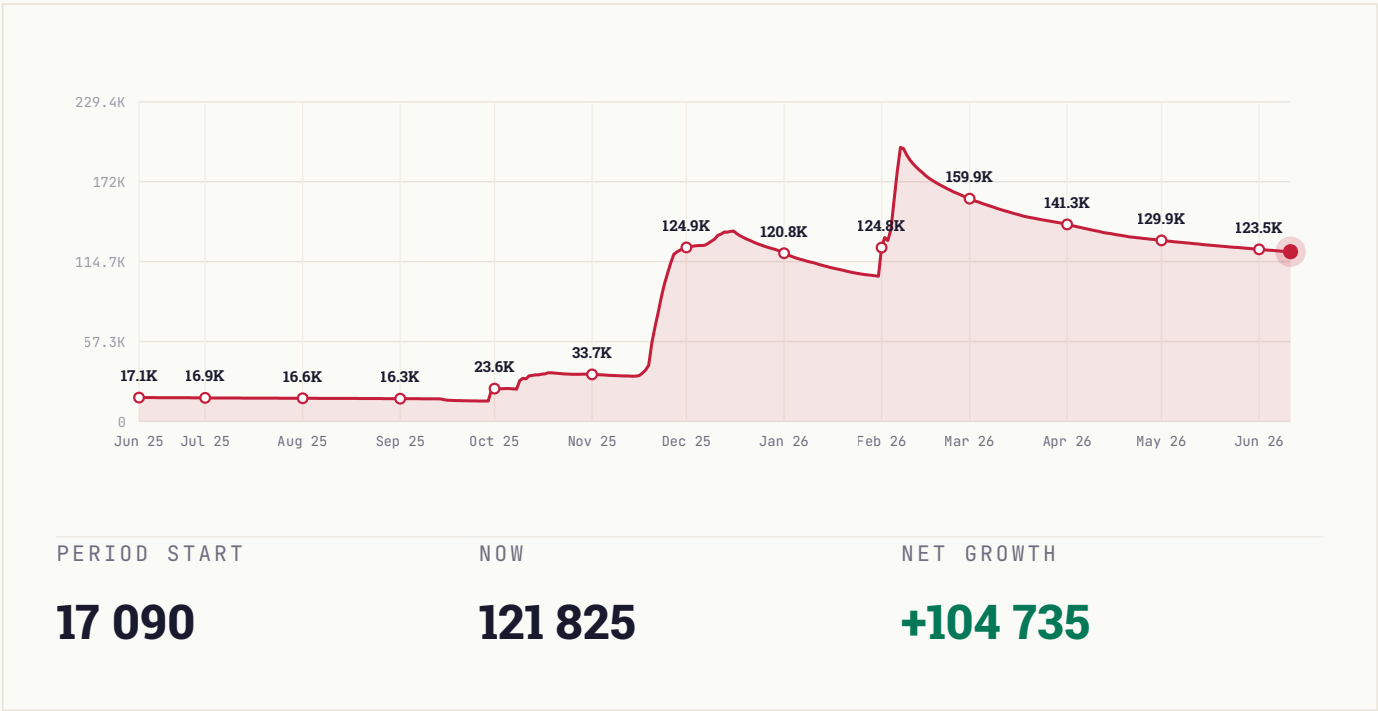
WORST 3

↓ 05.06 · 13:01 VIDEO People's six-seven from Buranovskie Babushki at SPIEF. @rusbiz	VIEWS 4 382 REPOSTS 28	REACTIONS — ER 3.6%
↓ 05.06 · 13:34 PHOTO Putin at SPIEF: growth structure shifting towards new development centers of the Global South, this is objective reality. Russia meanwhile...	VIEWS 4 241 REPOSTS 2	REACTIONS — ER 3.5%
↓ 06.06 · 19:19 PHOTO Women will massively enter 'male' professions (construction, maintenance, etc.) due to AI. By 2030 automation will eliminate...	VIEWS 4 212 REPOSTS 14	REACTIONS — ER 3.5%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

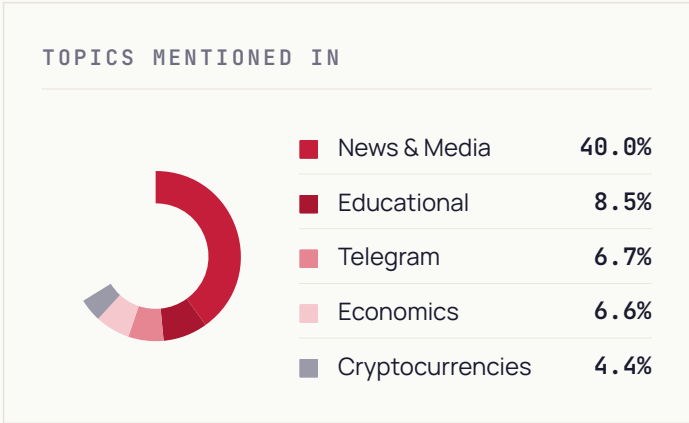
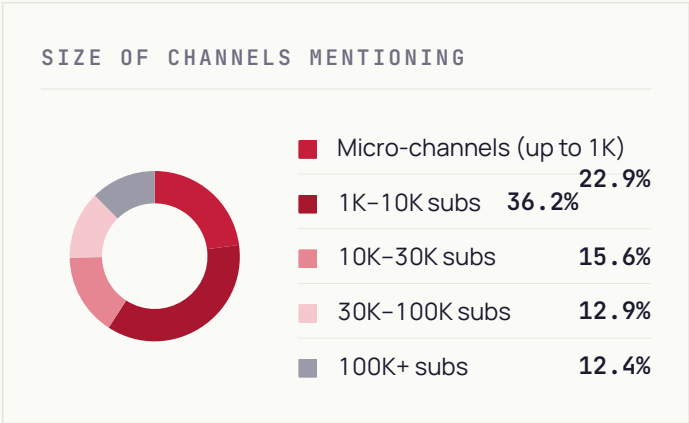
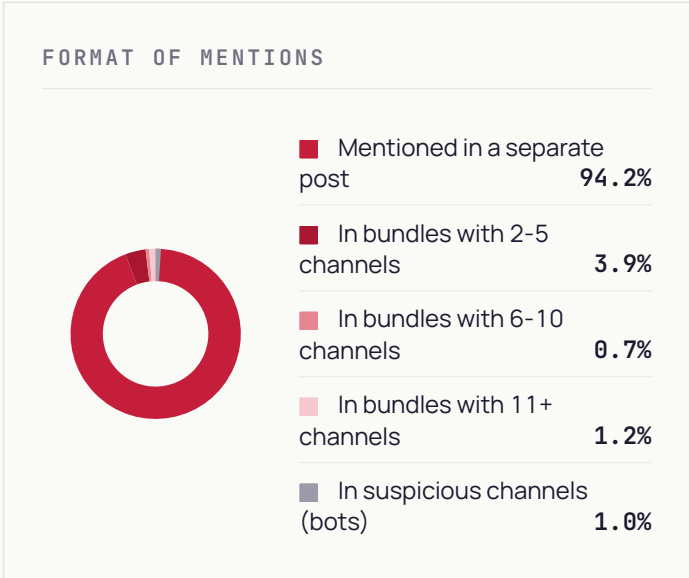
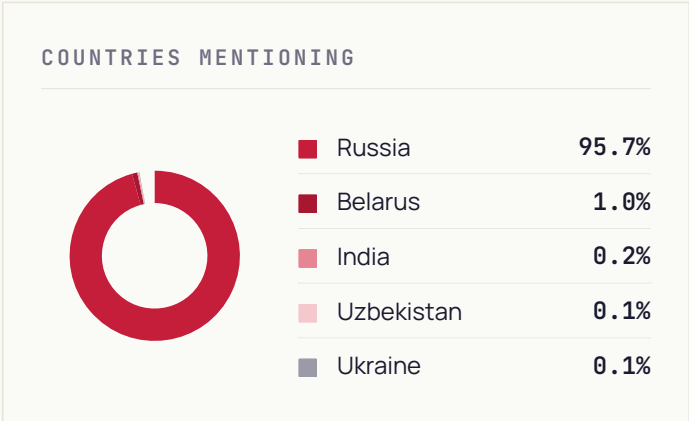
Subscriber growth chart for the year. Key months show exact sub count. See which months gained or lost subs.



SECTION 04 · CITATIONS

Who mentions the channel and how

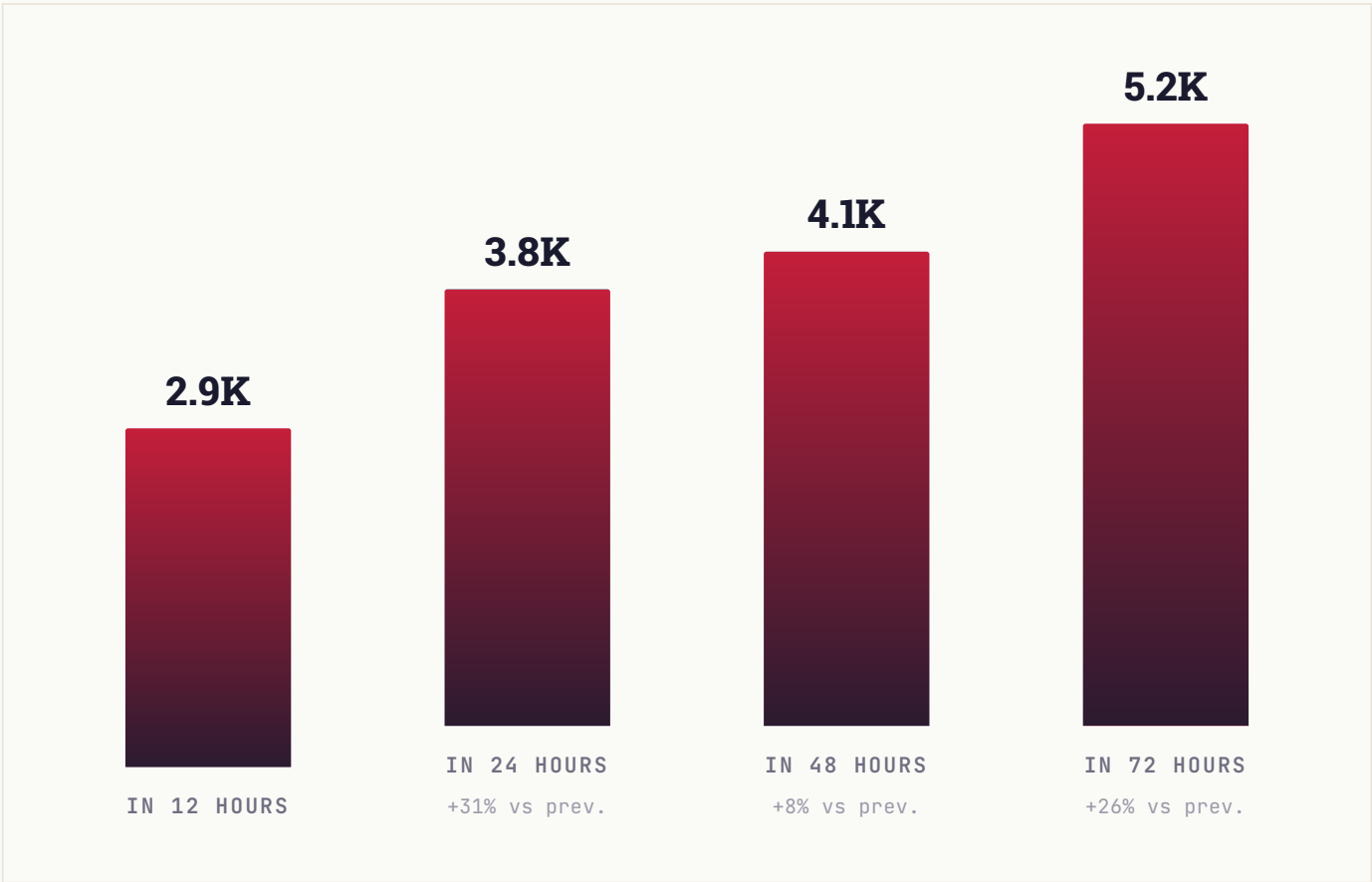
Citation index **366** — channel popularity score based on mentions. Considers both count and mentioner weight: a post from a 100K subs channel weighs more than from 1K subs. All-time mentions: **1 059** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

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



SECTION 06 · COMPETITORS

Who you compete with

11 nearby channels by topic and audience. Your channel is highlighted — see its rank among niche peers.

CHANNEL	SUBSCRIBERS
TЭ The Economist	1.2M
TE Topor. Economy.	1.2M
BB Ruthless Bankster	1M
AL Alfa-Bank	1M
RE Russian economy	849.3K
AL Alfa-Investments	736.6K
MU Multiplier	734.3K
Sat Sber	717K
OG Olga Gogaladze	590.2K
BC More than economy	541.2K
RA Rushbusiness YOU	121.8K

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#78 of 99). Niche median — 182.3K subs. First growth KPI — reach median. Leader: The Economist (1.2M).

SECTION 07 · MENTION DYNAMICS

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 **1 105**, they brought **125 749** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS	
December 2025	488	427	12 654	
Nov 2025	77	56	91 623	
Oct 2025	391	363	13 862	
Sep 2025	147	147	7 610	
August 2025	0	0	0	
July 2025	2	2	0	
TOTAL MENTIONS		MONTHS OF DATA	ATTRACTED SUBSCRIBERS	
1 105		6	125 749	

— SECTION 08 • NICHE COMPARISON

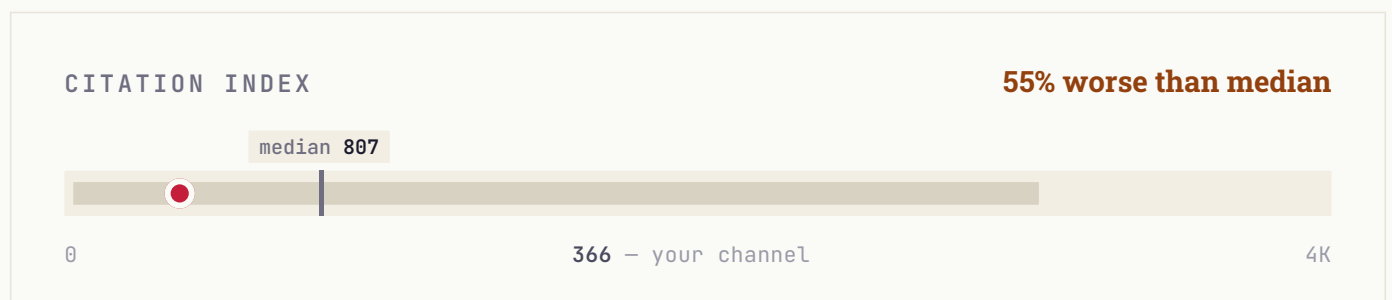
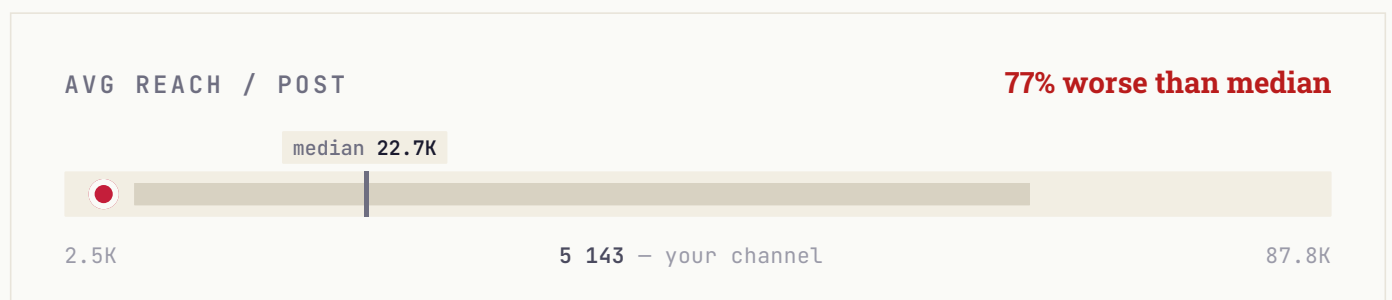
Where channel stands in its league

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

#78 /100

RANK IN NICHE

Channel in bottom half of ranking



— SECTION 09 · STRATEGY

What to do now

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

- 01

Top post of the week — on Saturday
 Audience most active on this day at 02:00 MSK.

IMPACT
Best window for important posts
- 02

ER below niche benchmark — rethink formats
 Current ER 4.22% vs norm 4.5%. Try polls and interactive formats.

IMPACT
+0.3pp ER
- 03

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
- 04

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

IMPACT
+5-15% ER
- 05

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

IMPACT
Growth from relevant audience

★ 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 in Telegram** <https://panel.promptpress.com/register>

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