

PUBLIC REPORT BY PROMTPRESS

Channel audit

Operational HQ

Igor Rybakov



@rybakovigor

Registration statement in Roskomnadzor No. 4901293861 Official channel of Igor Rybakov (verification badge) — ATTENTION — I do not deal with crypto or collect investments — be careful For inquiries...

SUBSCRIBERS

153 927

-1062 per month

ERR (% SEE POSTS)

6.0%

per day 2.3%

REACH/POST

8.3K

ad reach 3.5K/24h

— CONTENTS · 2026

What's inside the report

01 Channel snapshot

12 key metrics · AI summary

02 Content Analysis

Top 5 posts · worst 3 · insights

03 Subscriber dynamics

Yearly chart · growth

04 Citation rate

Who mentions the channel & how

05 Ad potential

How long a post brings reach

06 Competitors

Niche neighbors · your place

07 Mention dynamics

6 months · monthly

08 Niche comparison

Rank in «Business & Startups» category

09 Strategy

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 153 927 —	 SUBSCRIBER REACH 5.37% avg % subs see post	 VIEWS/POST 8.3K median 8.7K · 28 days	 POSTS/WEEK 8.5 for period
 7D TREND -20.0% vs previous week	 REACTIONS/POST 118.1 total 4,132 reactions, 713 reposts, 0 comments	 POST LENGTH 489 chars median 460 · 28 days	 POSTS ANALYZED 35 28 days
 AD REACH 3.5K 24h avg	 CHURN / MONTH -1062 last month	 CITATION RATE 119 citation index · 1,002 channels mentioned all time	 CHANNEL AGE 8 years 3 months created 13.02.2018

AI EDITOR SUMMARY

Channel «Operational HQ Igor Rybakov» — 153 927 subs. Each post averages 8.3K people (5% from subs), reach low — need to grow audience. Posts 8 posts per week (~1/day) — consistent. Week of June 1–7 reach dropped -20.0% to week of May 25–31 — worth analyzing reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

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 **35** posts in 28 days.
- 02 Dominant format — **Video** (17/35 posts).
- 03 Avg post length — **489** characters (median 460).
- 04 Peak audience activity — **Monday**, 11:00 MSK.
- 05 Top posts get **2x** more views than the weakest (10.7K avg top vs 6K worst) — among 35 posts in 28 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 18.05 · 08:32 VIDEO ☒ Sometimes one question or one exercise can take you where you couldn't get for years What exactly helped Igor Rybakov...	VIEWS 10 859 REPOSTS 47	REACTIONS 121 ER 7.1%
Nº2 26.05 · 12:43 PHOTO Today is our day. Not because we'll get a medal. But because we're the ones who carry. Congrats? No. Reminder. We never...	VIEWS 10 679 REPOSTS 36	REACTIONS 234 ER 6.9%
Nº3 28.05 · 12:12 PHOTO Why responsibility no longer makes you stronger We used to think responsibility makes you stronger. But if...	VIEWS 10 458 REPOSTS 31	REACTIONS 111 ER 6.8%

Nº4

15.05 • 16:26

PHOTO

Business and universities have long existed in parallel worlds – both lose billions of rubles and years of time. Entrepreneurs want...

VIEWS

10 183

REPOSTS

10

REACTIONS

79

ER

6.6%

Nº5

21.05 • 11:19

PHOTO

Why success needs a researcher Business loves success stories, but stories rarely explain why the system actually...

VIEWS

10 170

REPOSTS

18

REACTIONS

88

ER

6.6%

WORST 3

↓ 04.06 • 14:50 PHOTO

Why efficiency no longer leads to strength Efficiency answers how much you can remove without losing results. Strength answers...

VIEWS

6 826

REPOSTS

10

REACTIONS

71

ER

4.4%

↓ 08.06 • 12:51 VIDEO

Hi, check out the episode on business with AI here too.
Timestamps: 0:00 Announcement 0:49 How to make a million?
3:00 Where to make money? 4:12 A...

VIEWS

5 650

REPOSTS

24

REACTIONS

55

ER

3.7%

↓ 09.06 • 08:29 PHOTO

Sometimes big changes start with one meeting and a shared dream. That's how the House of Power Communities opened in Belgorod! ☒ The story of the House of Power...

VIEWS

5 478

REPOSTS

3

REACTIONS

73

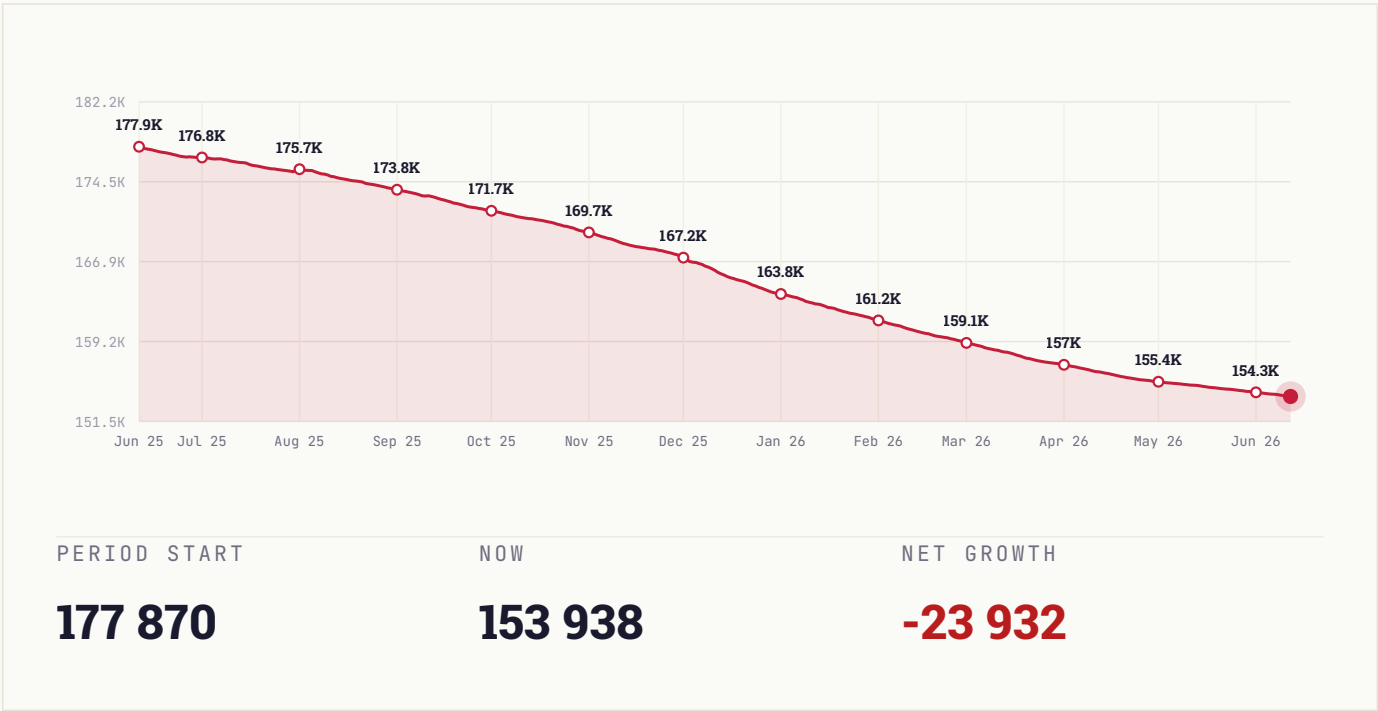
ER

3.6%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

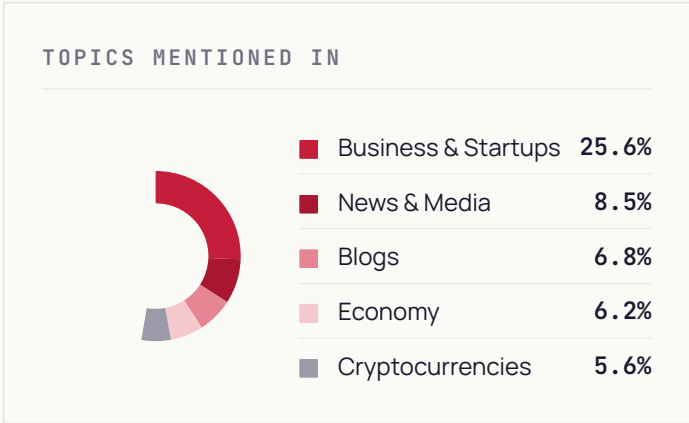
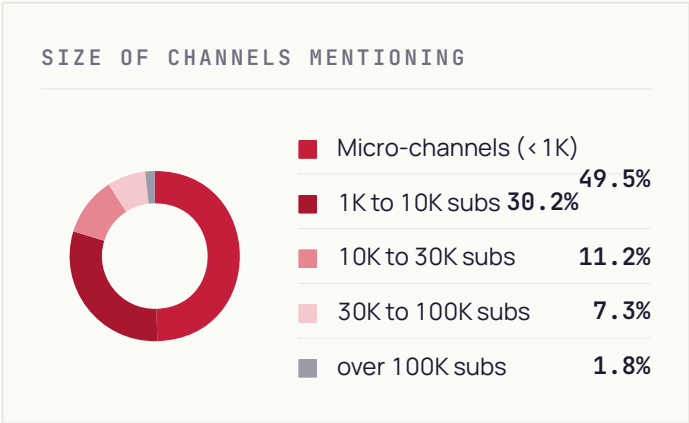
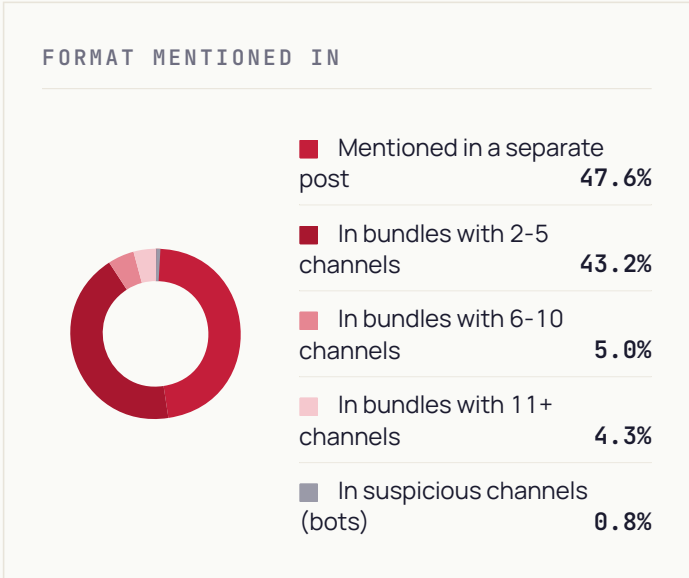
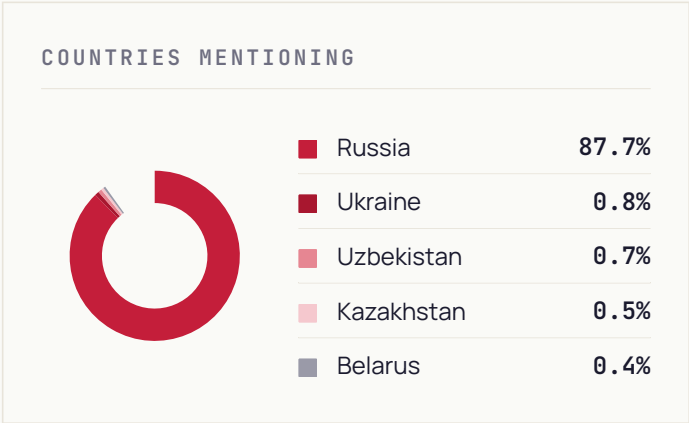
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel grew and which months subscribers left.



SECTION 04 · MENTIONS

Who mentions the channel & how

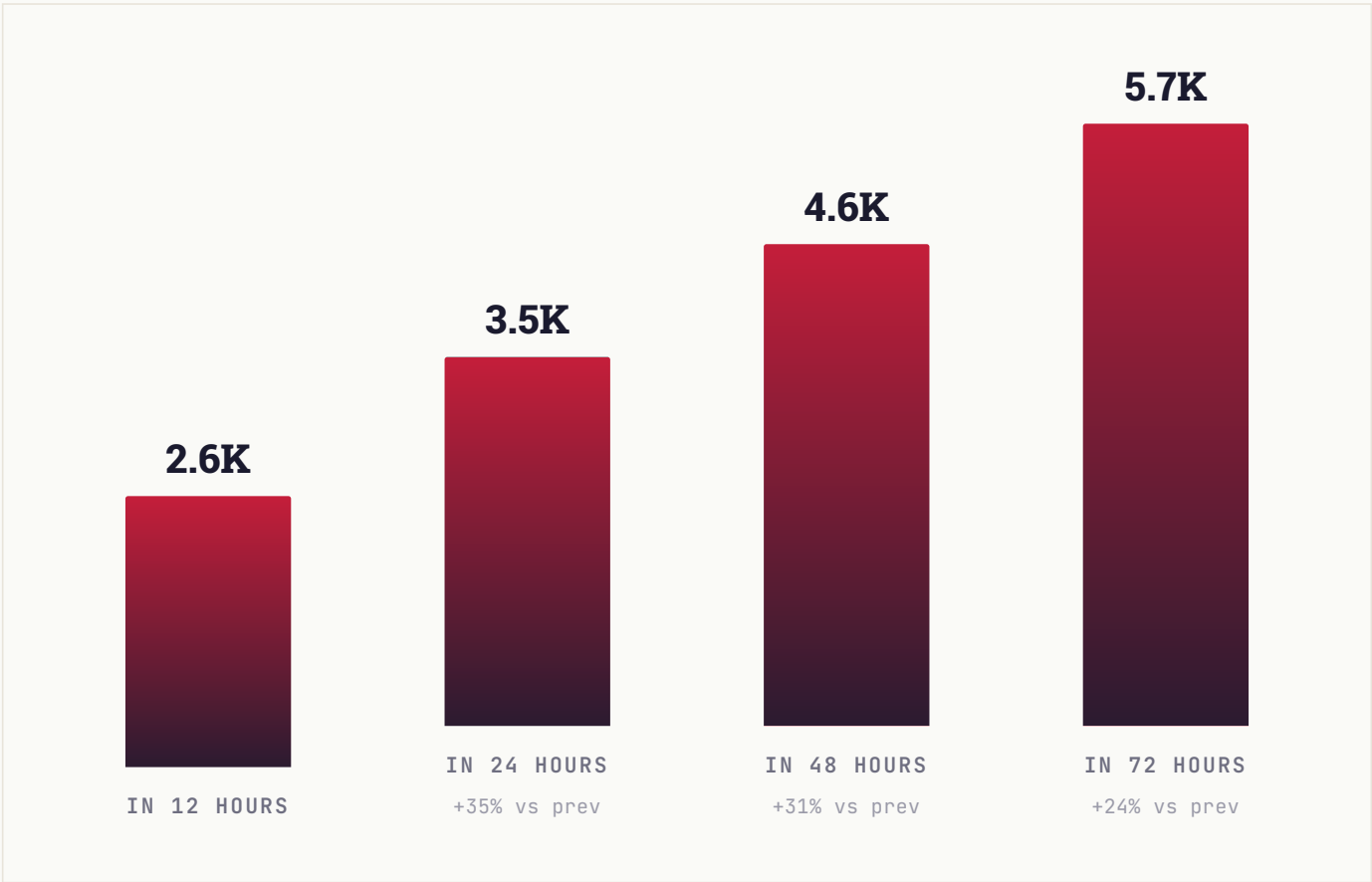
Citation index **119** – channel popularity score based on mentions. Considers both count and weight of mentioners: a post from a 100K subs channel weighs more than from 1K. All-time mentions: **1 002** different channels.



— SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of ad post by time since publication. Helps estimate how long a placement should 'live'.



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
MO Moscow Business	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
OI Operational HQ Igor Rybakov YOU	153.9K

COMPARATIVE INSIGHT

Channel in top half of niche (#32 of 100). Niche leader: Moscow Business (966.6K), median subs 102.7K. Aim for top quartile — realistic 6-12 month horizon.

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 **98**, they brought **306** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
December 2025	10	7	0	
Nov 2025	14	7	0	
Oct 2025	17	8	0	
September 2025	12	8	28	
August 2025	18	13	27	
July 2025	27	23	251	

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS
98	6	306

— 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 = 80% of niche channels (p10-p90). Black line = median. Red dot = your channel.

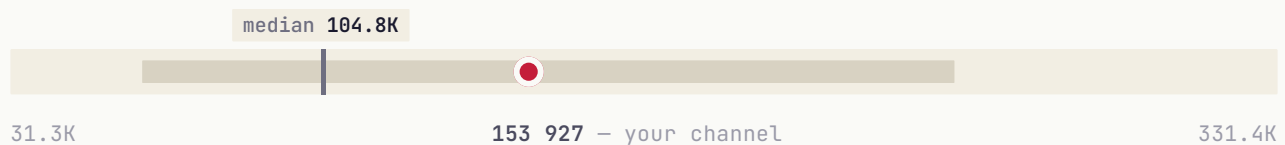
#32 /100

RANK IN NICHE

Channel in top half of ranking

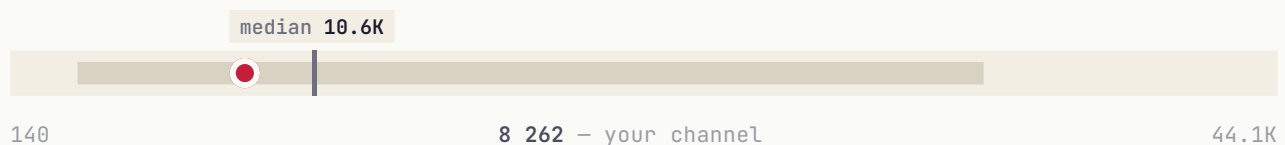
SUBSCRIBERS

better than 63% of niche



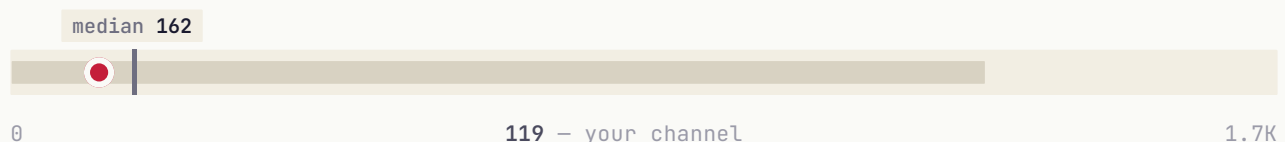
AVG REACH / POST

22% below median



CITATION INDEX

27% below median



— SECTION 09 · STRATEGY

What to do right now

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

- 01

Main post of the week — on Monday

Audience is most active on this day at 11:00 MSK.

EFFECT

Best time for important posts
- 02

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
- 03

Test polls & interactive formats

Posts with polls/reactions usually boost ER by 5-15%.
One weekly poll on a hot topic — easy growth lever.

EFFECT

+5-15% ER
- 04

Cross-promo with similar channels

Swap posts with channels in the same segment once a quarter. No need daily — 2-3 collabs bring relevant growth.

EFFECT

Growth from relevant audience
- 05

Update channel description for Telegram search

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

EFFECT

Organic traffic source

★ WHAT'S NEXT

Want this done by **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