

PUBLIC REPORT BY PROMTPRESS

Channel audit

SberBusiness



@sberbusiness

Solutions for your business: laws, news, cases, personal experience, useful tips & more. ☎0321 — for service, product terms & offers ✉...

SUBSCRIBERS

253 996

-4440 per month

ERR (% SEE POSTS)

5.0%

per day **3.8%**

REACH/POST

13.2K

ad reach **9.6K/24h**

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 253 996 —	 SUBSCRIBER REACH 5.18% avg % subs see post	 VIEWS/POST 13.2K median 12.9K · 29 days	 POSTS/WEEK 12.5 for the period
 7D TREND -3.8% vs previous week	 REACTIONS/POST 388.7 total 20,212 reactions, 2,182 reposts, 0 comments	 POST LENGTH 627 chars. median 653 · 29 days	 POSTS ANALYZED 52 29 days
 AD REACH 9.6K 24h avg	 CHURN / MONTH -4440 last month	 CITATION RATE 809 citation index · 1,065 channels mentioned all time	 CHANNEL AGE 7 years 9 months created 12.09.2018

AI EDITOR SUMMARY

Channel «SberBusiness» — 253 996 subs. Each post averages 13.2K people (5% from subs), reach is low — consider expanding audience. Publishes 12 posts per week (~2/day) — regular pace. Week of June 1–7 reach stable (-3.8% vs week 25–31 May).

What works best

WHAT TOP POSTS SHARE

- ## TOP 5 POSTS

Page 4 / 13

Nº4 19.05 · 11:44 PHOTO The MOST important day of the year is coming (for us for sure) ☒ May 26 – Entrepreneur Day, and we prepared in advance! For you ALREADY...	VIEWS 14 485 REP. 65	REACTIONS 354 ER 5.7%
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Nº5 20.05 · 05:15 PHOTO Learning calm from alpacas ☒☒ And we keep introducing you to the winners of the 'Favorite Small Business' award – entrepreneurs with vivid experience...	VIEWS 14 466 REP. 21	REACTIONS 380 ER 5.7%
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WORST 3

↓ 08.06 · 15:44 PHOTO At the main restaurant industry event, everyone stays fed ☒ Gastreet business campus has started – an industry event in HoReCa! Already in...	VIEWS 11 878 REP. 42	REACTIONS 443 ER 4.7%
↓ 09.06 · 03:14 VIDEO ☒ Money under mattress ☒ Money works 24/7 Imagine your savings earning every minute, no sleep or breaks...	VIEWS 11 692 REP. 52	REACTIONS 346 ER 4.6%
↓ 03.06 · 06:01 PHOTO SPIEF-2026 OFFICIALLY OPENED ☒ This year's forum theme: «Pragmatic dialogue – a path to a stable future». Over four days, our...	VIEWS 10 838 REP. 32	REACTIONS 383 ER 4.3%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

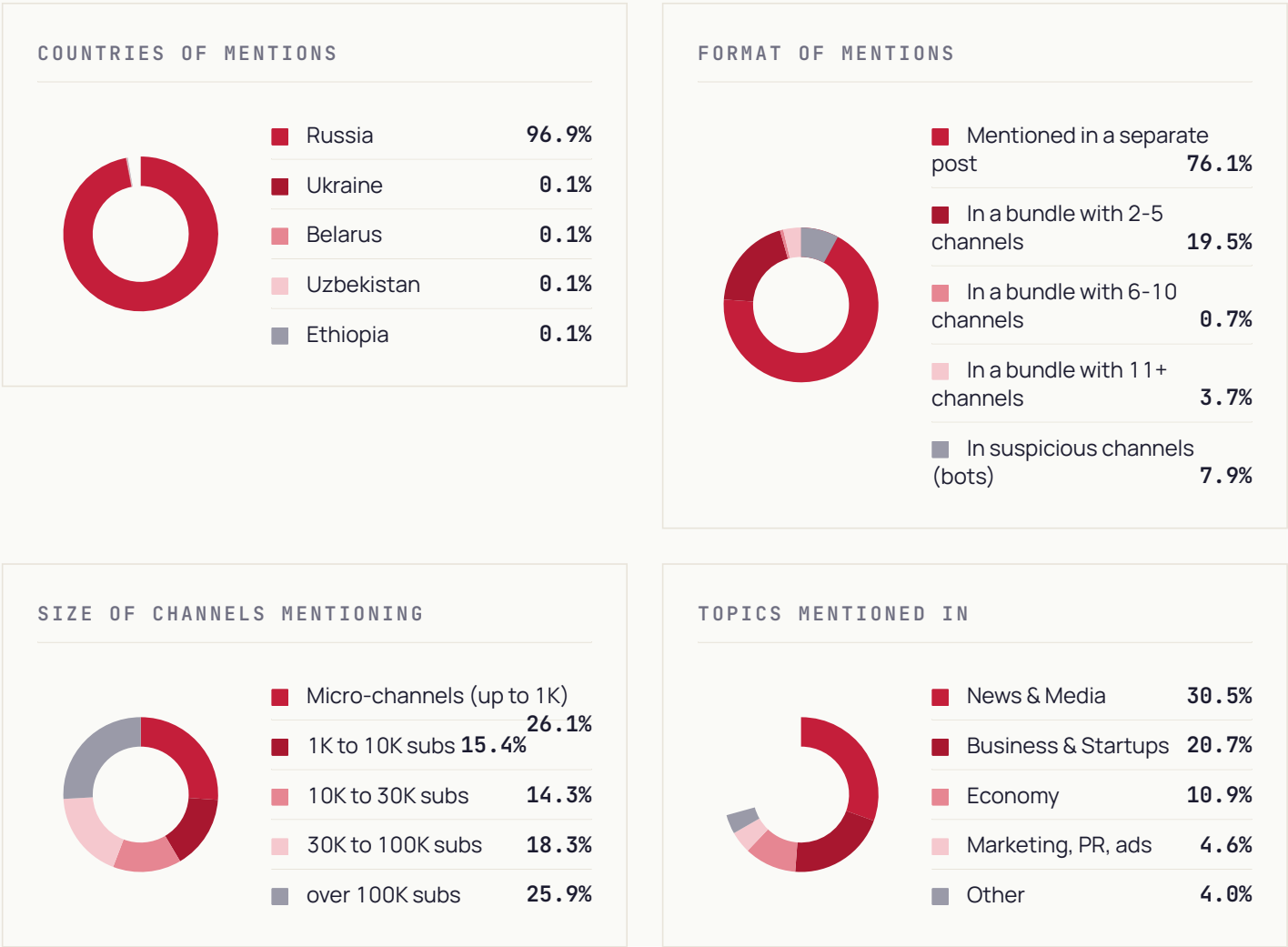
Subscriber growth chart over the year. Key months show exact subscriber count.
Shows months of growth vs. loss.



SECTION 04 · MENTIONS

Who mentions the channel and how

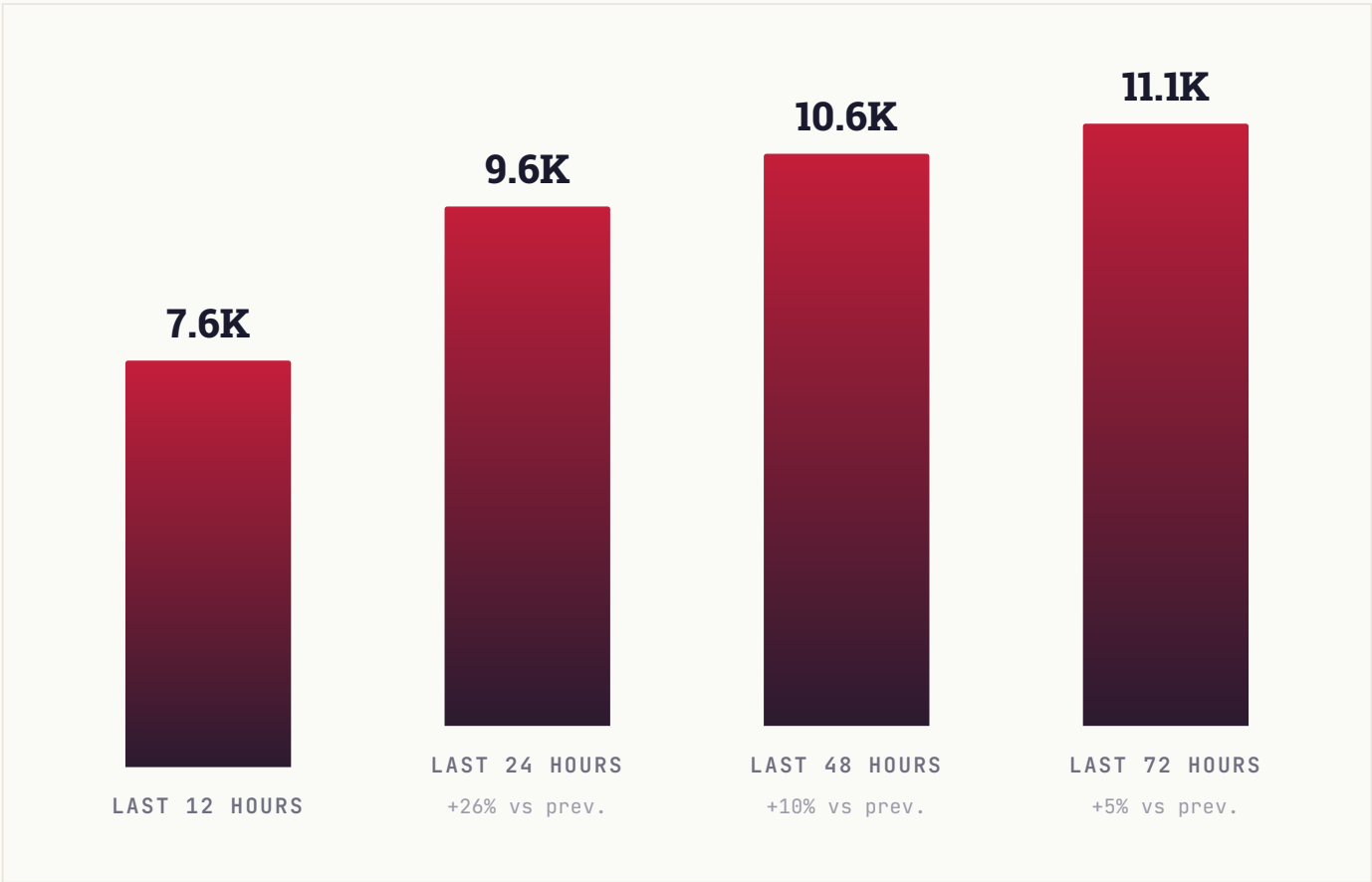
Citation index **809** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned **1 065** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

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



SECTION 06 · COMPETITORS

Who you compete with

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

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
PR Russian retail & business	289.2K
2H 25th Hour • Business & Finance	288.4K
BB Business Without Gloss	256.5K
SB SberBusiness YOU	254K

COMPARATIVE INSIGHT

Channel in top quarter of niche (#12 of 100). Leader — Moscow Business (966.6K). Goal for coming months: enter niche top 10 through systematic traffic work.

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** mentions count **139**, they brought **67 535** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	35	29	29 759
Nov 2025	41	40	11 536
Oct 2025	30	26	1 435
September 2025	12	11	3 705
August 2025	4	3	16 476
July 2025	17	13	4 624
TOTAL MENTIONS			139
MONTHS OF DATA			6
ATTRACTED SUBSCRIBERS			67 535

SECTION 08 · NICHE COMPARISON

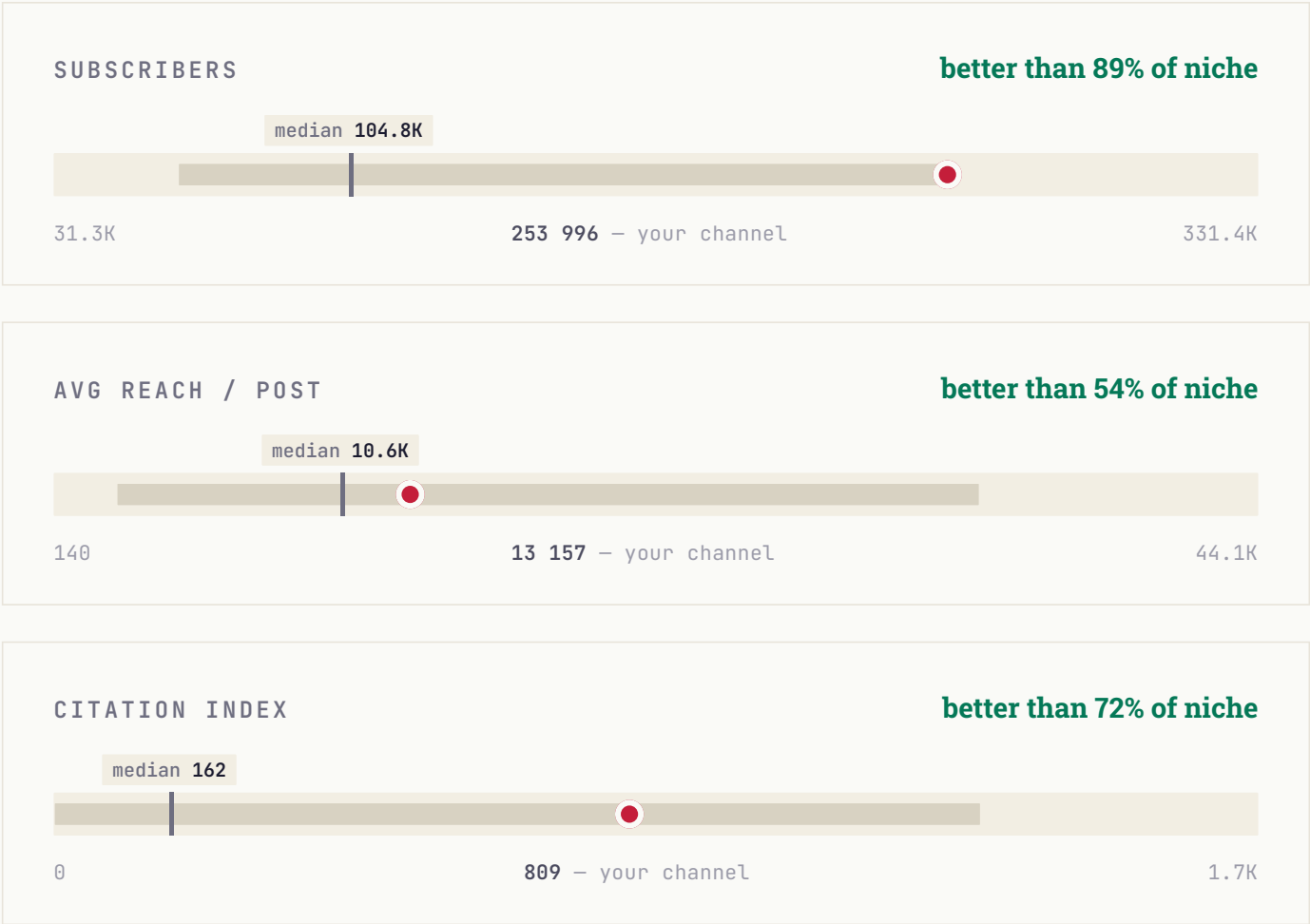
Where the channel stands in its league

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

#12/100

POSITION IN NICHE

Channel in top 12% – strong position



— 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 10:00 MSK.

EFFECT
Best time for key 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 give +5-15% ER. One weekly poll on a hot topic — easy growth lever.

EFFECT
+5-15% ER
- 04

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.

EFFECT
Growth from relevant audience
- 05

Update channel description for Telegram search
 Telegram search scans descriptions. Add 3-5 niche keywords — it's a source of organic traffic.

EFFECT
Organic traffic source

★ WHAT'S NEXT

Want us to do it PromptPress?

This audit — what we can do in a few minutes based on public data. If you want to go further — run ads through us and close your growth plan in a month.

01 **Launch Telegram ad** <https://panel.promptpress.com/register>

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