

PROMTPRESS PUBLIC REPORT

Channel audit

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@sharksbz

Telegram channel #1 about Business! ■ Advertise: @SharksBizBot,
@pospeshenie ■ Manager: @RabochuiAk . . ■ Invite friends:
@SharksBz PKH:...

SUBSCRIBERS

494 103

+3582 per month

ERR (% SEE POSTS)

3.0%

daily 1.9%

REACH/POST

12.9K

ad reach 9.4K/24h

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09 Strategy

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SECTION 01 · CHANNEL SNAPSHOT

Channel KPIs

Each card is a separate channel health indicator. Subtitle shows the period.

 SUBSCRIBERS 494 103 —	 SUBSCRIBER REACH 2.61% avg % of subs see post	 VIEWS/POST 12.9K median 13.1K · 29 days	 POSTS/WEEK 41.5 over period
 7D TREND -7.8% vs previous week	 REACTIONS/POST 67.1 only 11,870 reactions, 3,866 reposts, 0 comments	 POST LENGTH 550 chars median 520 · 29 days	 POSTS ANALYZED 177 29 days
 AD REACH 9.4K 24h avg	 CHURN / MONTH +3582 last month	 CITATION RATE 245 citation index · 529 channels mentioned all time	 CHANNEL AGE 7 years 3 months created 24.02.2019

AI EDITOR SUMMARY

Channel «Shark Business» — 494 103 subs. Each post averages 12.9K people (3% of subs), reach is low — worth expanding audience. Publishes 42 posts per week (~6/day) — active posting. For week 1–7 June reach dropped -7.8% to week 25–31 May — 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 TOP POSTS HAVE IN COMMON

- 01 Analysis based on 177 posts over 29 days.
- 02 Dominant format — **Photo** (101/177 posts).
- 03 Avg post length — **550** chars (median 520).
- 04 Peak audience activity — **Saturday**, 01:00 MSK.
- 05 Strongest posts get **2x** more views than the weakest (16.9K avg for top vs 8.9K for worst) — among 177 posts over 29 days. Worth analyzing what the top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 15.05 · 22:01 VIDEO ✂ Vladimir Putin: Unemployment in Russia stays at a record low of 2.2%. Russia's GDP grew 1.8% in March. •Putin ordered...	VIEWS 17 204 REP. 24	REACTIONS 243 ER 3.5%
Nº2 30.05 · 22:01 VIDEO ✂ Hermes bags cost more than Moscow apartments. ☒ Business Shark in MAX	VIEWS 16 838 REP. 53	REACTIONS 136 ER 3.4%
Nº3 14.05 · 10:01 PHOTO ☒ Beware of contracts! Three common mistakes that break contractor deals To protect your reputation...	VIEWS 16 679 REP. 9	REACTIONS 26 ER 3.4%

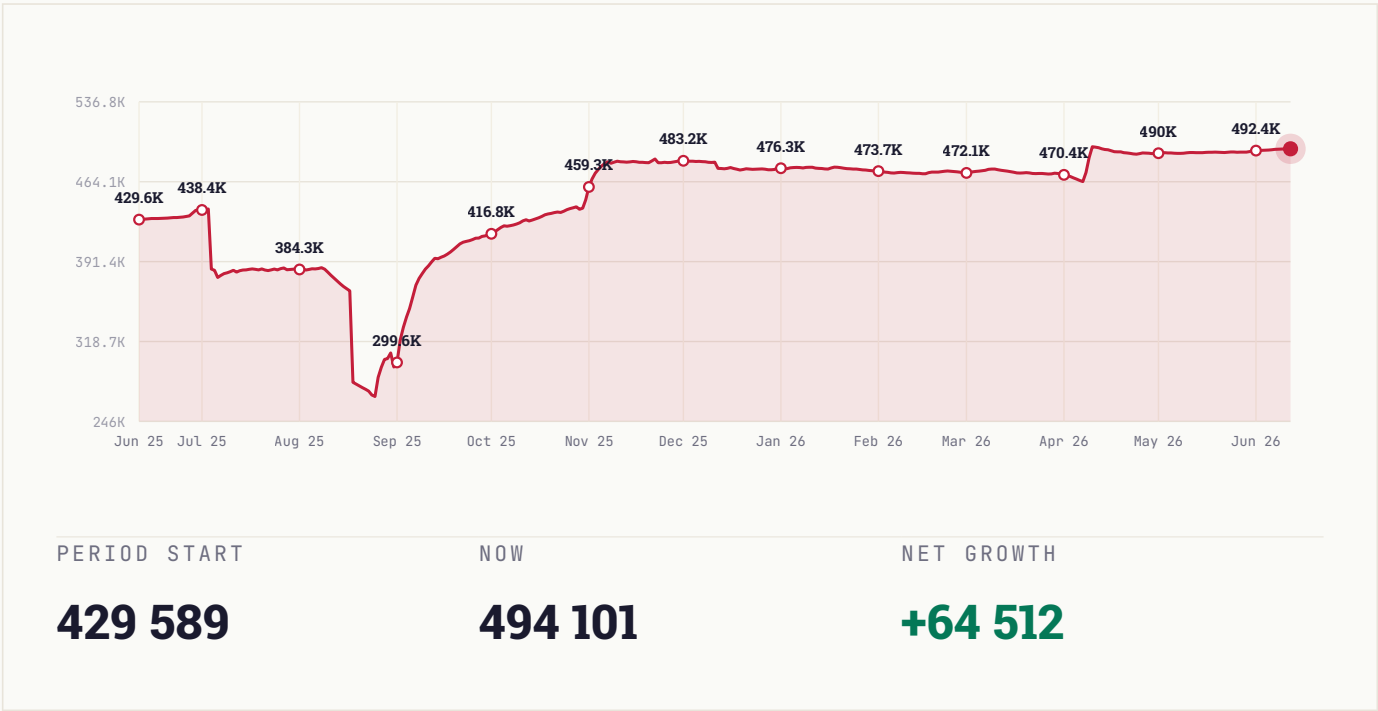
WORST 3

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SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

Subscriber growth chart over the year. Key months show exact subs. See gains & losses.

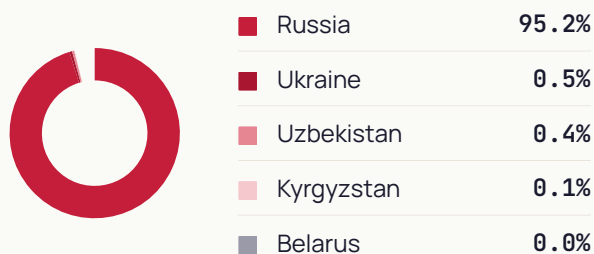


SECTION 04 • MENTIONS

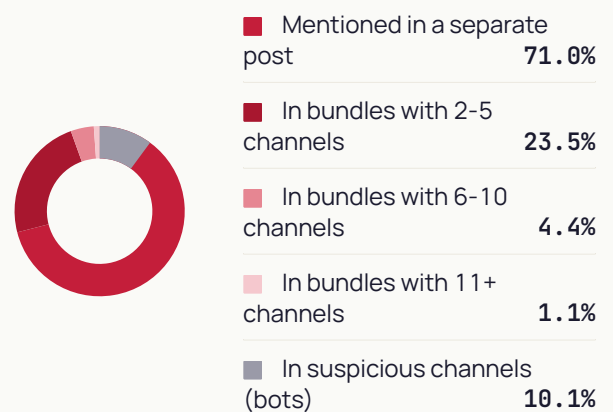
Who mentions the channel and how

Citation index **245** — 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 mentions: **529** different channels.

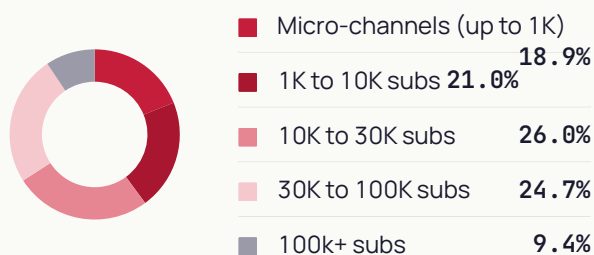
COUNTRIES MENTIONING



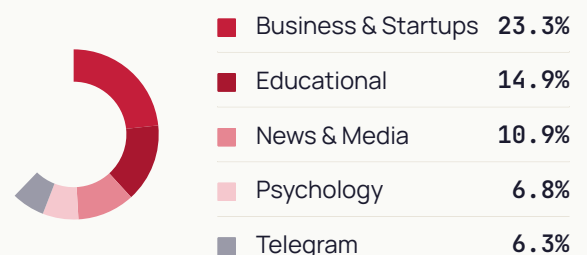
FORMAT MENTIONED IN



SIZE OF CHANNELS MENTIONING



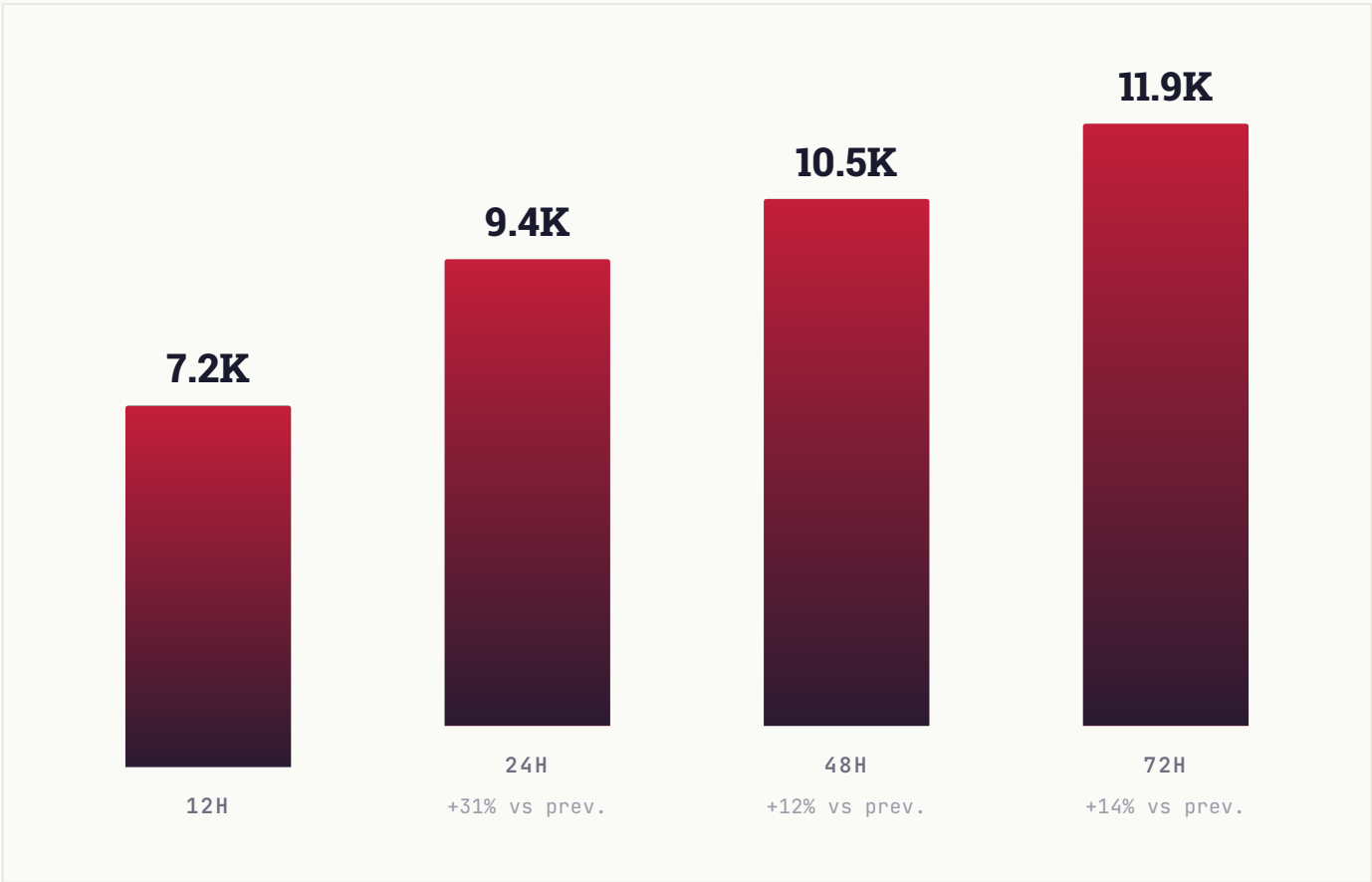
TOPICS MENTIONED IN



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 stays effective.



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
MO Moscowbusiness	966.6K
CN Books on a Million business blog	872.2K
SS M&A	495.2K
AB Акула Бизнеса YOU	494.1K
BI Business Ideas Startups	449.2K
RB Russian Business	377.2K
DB Business DNA of Russia	297.3K
RR Russian retail & business	289.2K
2H 25th Hour • Business & Finance	288.4K
BB Business Unfiltered	256.5K
E- E-commerce	254.7K

COMPARATIVE INSIGHT

Channel in top 10 of niche (#4 of 100). Strong position. Niche leader: Moscowbusiness (966.6K), room to grow to #1. Mutual exchanges with other top-10 channels as equals.

SECTION 07 · MENTION TRENDS

How often the channel is mentioned

Monthly we track posts in other channels that mention yours. Over the last **6 months** such mentions were **4**, they brought **262 526** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
Dec 2025	0	0	5 065
November 2025	0	0	42 787
October 2025	0	0	36 050
September 2025	0	0	120 726
August 2025	1	1	42 455
Jul 2025	3	3	15 443

TOTAL MENTIONS	MONTHS OF DATA	GAINED SUBSCRIBERS
4	6	262 526

— SECTION 08 • NICHE COMPARISON

Where the channel ranks in its league

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

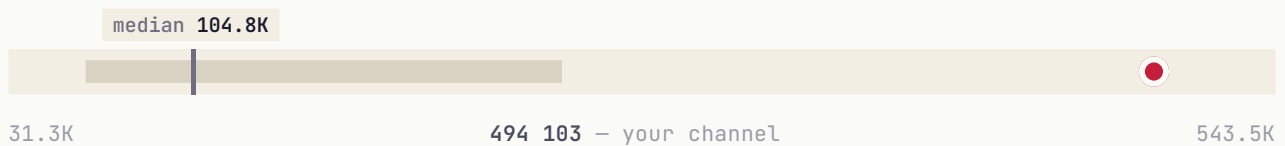
#4 /100

RANK IN NICHE

Channel in top 4% Business & Startups Russia

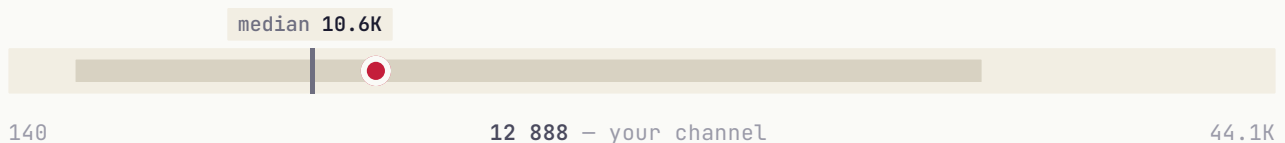
SUBSCRIBERS

better than 90% of niche



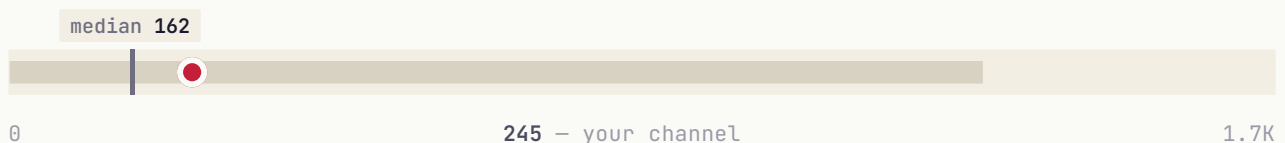
AVG REACH / POST

better than 53% of niche



CITATION INDEX

better than 52% of niche



— SECTION 09 · STRATEGY

What to do right now

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

- 01

Top post of the week — on Saturday

Audience is most active on this day at 01:00 MSK.

EFFECT

Best time for an important post
- 02

Increase video posts share

Video in Telegram holds audience longer & is algorithm-friendly. Aim for 15-25%.

EFFECT

Video retains audience better
- 03

ER below niche benchmark — rethink formats

Current ER 2.61% vs norm 3.5%. Try polls & interactive formats.

EFFECT

+0.9pp ER
- 04

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
- 05

Test polls & interactive formats

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

EFFECT

+5-15% ER

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — 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 Telegram ads	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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