

PUBLIC REPORT BY PROMTPRESS

Channel audit

Startup Showcase



@showstartup

If you plan to start a business from scratch, you need to consider many details and aspects. We are happy to help you with that!

Collaboration: @Startup_Mr We are in the Roskomnadzor registry: clck.ru/3MBzEU

SUBSCRIBERS

27 389

-162 per month

ERR (% SEE POSTS)

6.0%

in 24 hours 1.8%

REACH/POST

1.3K

ad reach 499/24h

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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 27 389 —	 SUBS REACH 4.89% avg % subs see post	 VIEWS/POST 1.3K median 1.3K · 27 days	 POSTS/WEEK 4.3 for period
 7D TREND -24.9% vs previous week	 REACTIONS/POST — MTPROTO only	 POST LENGTH 703 chars median 731 · 27 days	 POSTS ANALYZED 17 27 days
 AD REACH 499 24h avg	 CHURN / MONTH -162 last month	 CITATION RATE 310 citation index · 468 channels mentioned all time	 CHANNEL AGE 8 years 9 months created 30.09.2017

AI EDITOR SUMMARY

Channel «Startup Showcase» — 27 389 subs. Each post averages 1.3K people (5% of subs), reach is low — should expand audience. Publishes 4 posts per week (~1/day) — rare posts. For week Jun 29 – Jul 5 reach dropped -24.9% to week Jun 22–28 — 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 SHARE

- 01 Analysis based on 17 posts in 27 days.
- 02 Dominant format — Photo (7/17 posts).
- 03 Avg post length — 703 chars (median 731).
- 04 Audience peak activity — Friday, 14:00 MSK.
- 05 Top posts drive 2x more views than the weakest (1.8K avg for top vs 987 for worst) — among 17 posts over 27 days. Analyze what top posts share: topic, format, timing.

TOP 5 POSTS

№119.06 · 11:28PHOTO	VIEWS	REACTIONS
	1 972	—
Laptops are SO last season — IT guys now hit cafes with smart glasses. YouTuber Paperless Lab showed off an unusual setup: he wears...	REPOSTS	ER
	47	7.2%
№225.06 · 14:39PHOTO	VIEWS	REACTIONS
	1 783	—
Business idea: beer bike bar Profit: 210 000 RUB Investment: 1 100 000 RUB Beer bike bars appeared in European...	REPOSTS	ER
	17	6.5%
№323.06 · 17:24VIDEO	VIEWS	REACTIONS
	1 776	—
Sony created a neck air conditioner that can also warm The company showed REON Pocket Pro Plus — a portable device for...	REPOSTS	ER
	13	6.5%

Nº4 27.06 • 16:20 VIDEO Ebanat passes the baton — Yueban Chinese startup Yueban showed at an exhibition in Shanghai Xiaoban — a smart toilet on wheels. Yes, this...	VIEWS 1 772 REPOSTS 40 REACTIONS — ER 6.5%
Nº5 21.06 • 14:23 PHOTO AI bathtub — remembers user preferences and adapts AquaIntelli showcased a concept of a 'smart' bathtub with artificial...	VIEWS 1 662 REPOSTS 12 REACTIONS — ER 6.1%

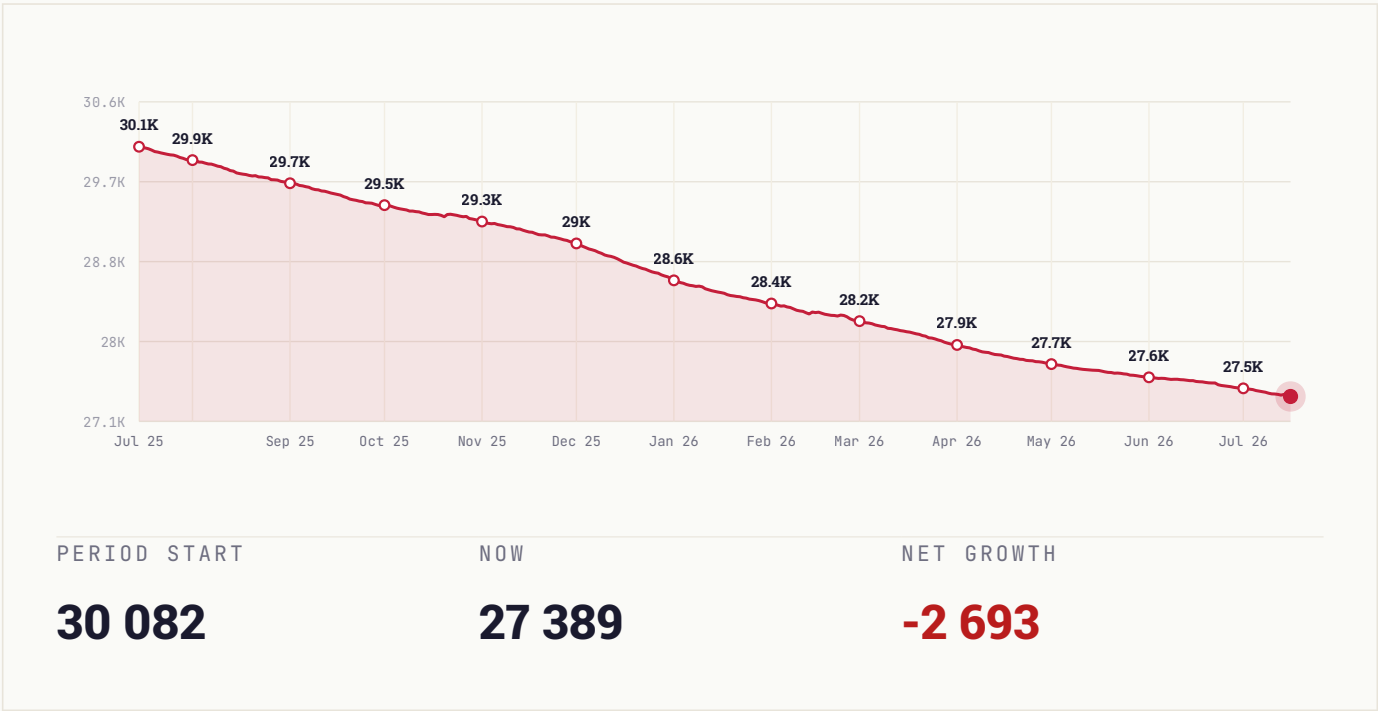
WORST 3

↓ 09.07 • 08:09 TEXT Rare chance to join an AI team where AI is not a feature but the core of the product: Foundation Lab is building an AI-first team This new...	VIEWS 1 019 REPOSTS 7 REACTIONS — ER 3.7%
↓ 07.07 • 15:48 PHOTO App picks restaurants not by likes, but by how much people actually spend there Startup Zest launched an app for finding restaurants...	VIEWS 975 REPOSTS 9 REACTIONS — ER 3.6%
↓ 11.07 • 16:21 VIDEO Romanian startup built a car that needs no fuel — it «walks» on compressed air. Rosmar V-04 has no classic ICE or...	VIEWS 968 REPOSTS 18 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 subscriber count. See which months the channel gained and which months subscribers left.

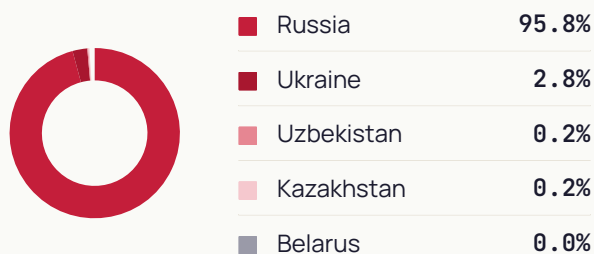


SECTION 04 • MENTIONS

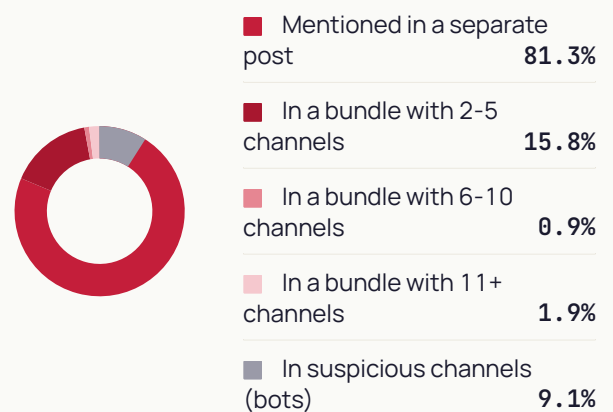
Who mentions the channel & how

Citation index **310** — channel popularity rating based on mentions. Considers not only quantity but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time channel mentions **468** different channels.

COUNTRIES MENTIONING



FORMAT MENTIONED IN



WHAT SIZE CHANNELS MENTION



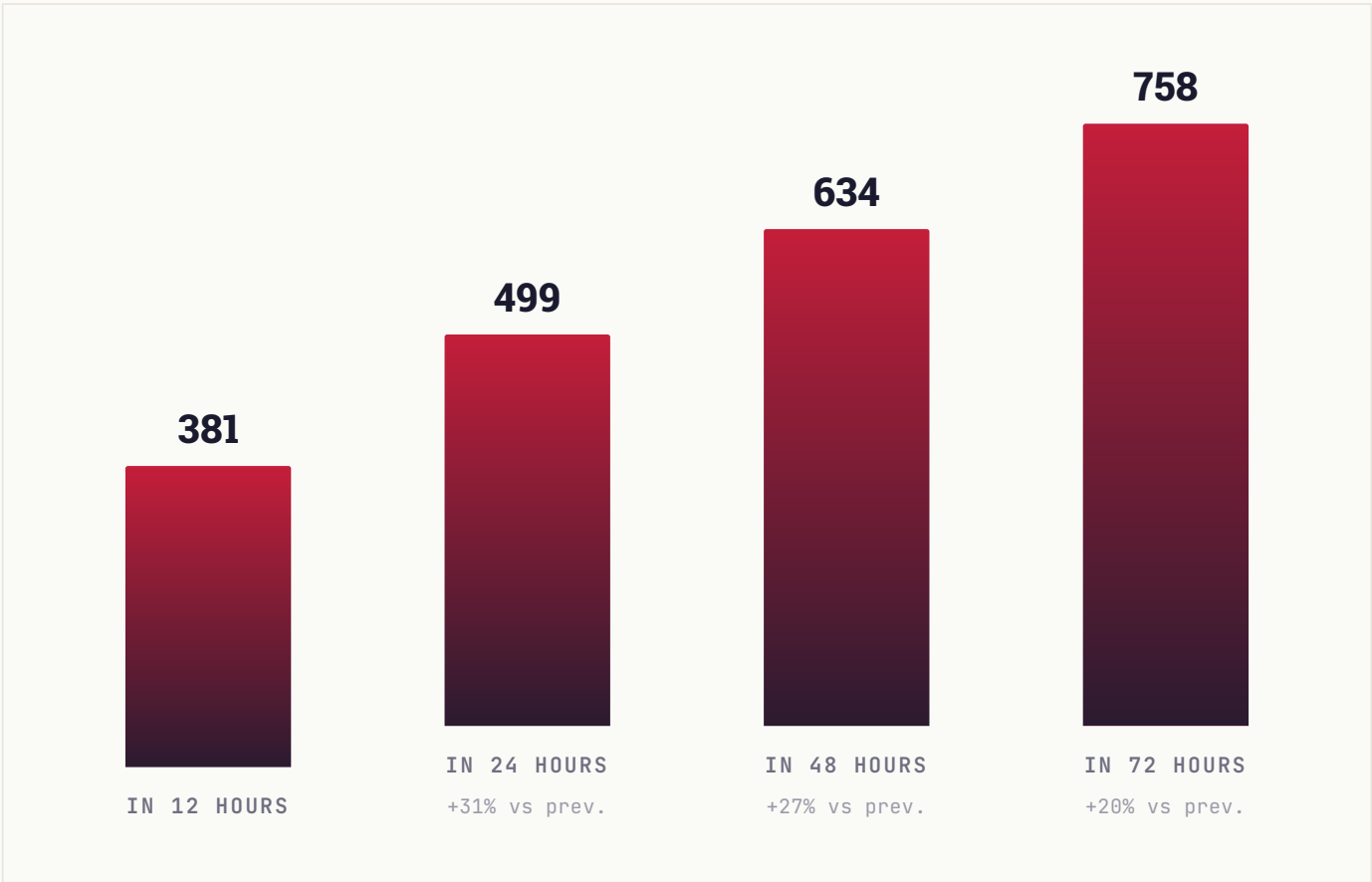
TOPICS MENTIONED IN



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 effective.



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
S& Startups & Ventures	2.6M
VC Venture Capital	2.6M
ME Mohamed El Guazzar 🇪🇬	2.2M
IT ISHBOR Toshkent	1.4M
MO Moscow Business	1.1M
Thu Million Books business blog	861.7K
RP Roxman printing...	529.9K
AB Акула Бизнеса	502.2K
SS Merger & acquisition	469.6K
لز لباس زیر اقساطی ریزسابل	456.9K
Sun Startup Showcase YOU	27.4K

COMPARATIVE INSIGHT

Channel not yet outside top 99 of niche — early growth stage. Niche leader — Startups & Ventures (2.6M), top-99 median: 171.4K. First goal — enter top-99 through systematic work with traffic and content.

SECTION 07 · MENTION TRENDS

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 **1**, they brought **49** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
January 2026	0	0	3	
December 2025	0	0	0	
Nov 2025	0	0	3	
Oct 2025	1	1	40	
September 2025	0	0	0	
August 2025	0	0	3	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
1	6	49

Where the channel stands in its league

SUBSCRIBERS

84% below median

median 171.2K

53.2K 27 389 — your channel 591.8K

AVG REACH / POST

89% below median

median 12.6K

2 1 338 — your channel 57.2K

CITATION INDEX

better than 59% of niche

median 118

0 310 — your channel 1.2K

— 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

Increase posting frequency

Now 4.3 posts/wk. Active channels average 7-10.
Consistency is key to audience retention.

EFFECT

**Consistency
beats volume**

02

Main post of the week — on Friday

Audience is most active on this day at 14:00 MSK.

EFFECT

**Best time for
key posts**

03

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**

04

Test polls & interactive formats

Posts with polls/reactions usually give +5-15% to ER.
One poll per week on a hot topic — easy growth point.

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

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

EFFECT

**Growth from
relevant
audience**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in minutes using public data. To go further — run ads with us and close your growth plan in a month.

01

Launch ads in Telegram

<https://panel.promptpress.com/register>

02

Contact manager

t.me/PromptPress_manager