

— PROMTPRESS PUBLIC REPORT

Channel audit

Union of Entrepreneurs — business in Russia



@soyuztg

Uniting for a common goal – to earn. Ads in union: @s_PResnov

Channel is in the RKN registry: <https://rkn.link/KbL>

SUBSCRIBERS

40 081

ERR (% SEE POSTS)

30.0%

REACH/POST

11.5K

+796 per month

in 24 hrs 21.1%

ad reach 8.5K/24h

— CONTENTS · 2026

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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 40 081 —	 SUBS REACH 28.58% avg % subs see post	 VIEWS/POST 11.5K median 11.9K · 7 days	 POSTS/WEEK 3.5 over period
 7D TREND — no data for period	 REACTIONS/POST 33.0 only 132 reactions, 315 reposts, 0 comments	 POST LENGTH 982 chars median 1000 · 7 days	 POSTS ANALYZED 4 7 days
 AD REACH 8.5K 24h avg	 CHURN / MONTH +796 last month	 CITATION RATE 66 citation index · 41 channels mentioned ever	 CHANNEL AGE 2 years 6 months created 18.12.2023

AI EDITOR SUMMARY

Channel «Union of Entrepreneurs – Business in Russia» – 40 081 subs. Avg views per post: 11.5K people (29% of subs), good reach. Publishes 4 posts/week (~0/day) – rare.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and laggards – to see what to repeat and what to drop from rotation.

WHAT SUCCESSFUL POSTS SHARE

- 01 Analysis based on 4 posts in 7 days.
- 02 Dominant format – Text (4/4 posts).
- 03 Avg post length – 982 chars (median 1000).
- 04 Peak audience activity – Saturday, 15:00 MSK.
- 05 Top posts get 1× more views than the weakest (12.1K avg for top vs 11.1K for worst) – among 4 posts in 7 days. Worth analyzing what the top has in common – topic, format, time.

TOP 4 POSTS

Nº1 27.06 · 12:31 TEXT 😊 How well ads perform depends on the owner's and team's engagement After years in marketing, we've come to one...	VIEWS 12 497 REPOSTS 94	REACTIONS 38 ER 31.2%
Nº2 29.06 · 18:17 TEXT Stay calm and keep moving How to stay a leader in crises Crises can shake even the strongest. Remember...	VIEWS 12 193 REPOSTS 53	REACTIONS 32 ER 30.4%
Nº3 28.06 · 12:48 TEXT The entire financial system is transforming What exactly is changing? Entrepreneurs are always looking for ways to grow their...	VIEWS 11 565 REPOSTS 100	REACTIONS 23 ER 28.9%

Nº4 05.07 · 11:15 TEXT Businessmen, let's figure it out. How to prepare for sales? Just sell out or attract new customers, boost sales and strengthen...	VIEWS	REACTIONS
	9 566	39
	REPOSTS	ER
	68	23.9%

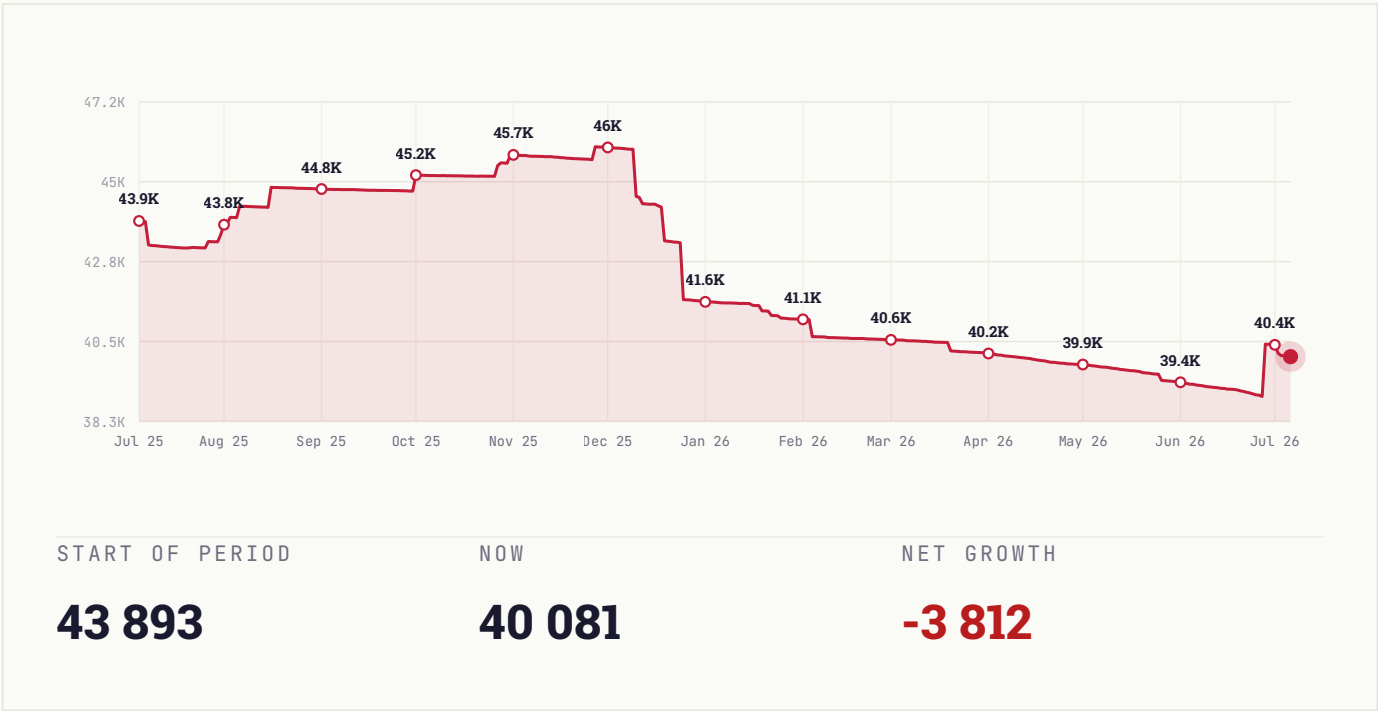
WORST 3

↓ 29.06 · 18:17 TEXT Stay calm and keep moving How to stay a leader in crises Crises can shake even the strongest. Remember...	VIEWS	REACTIONS
	12 193	32
	REPOSTS	ER
	53	30.4%
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SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

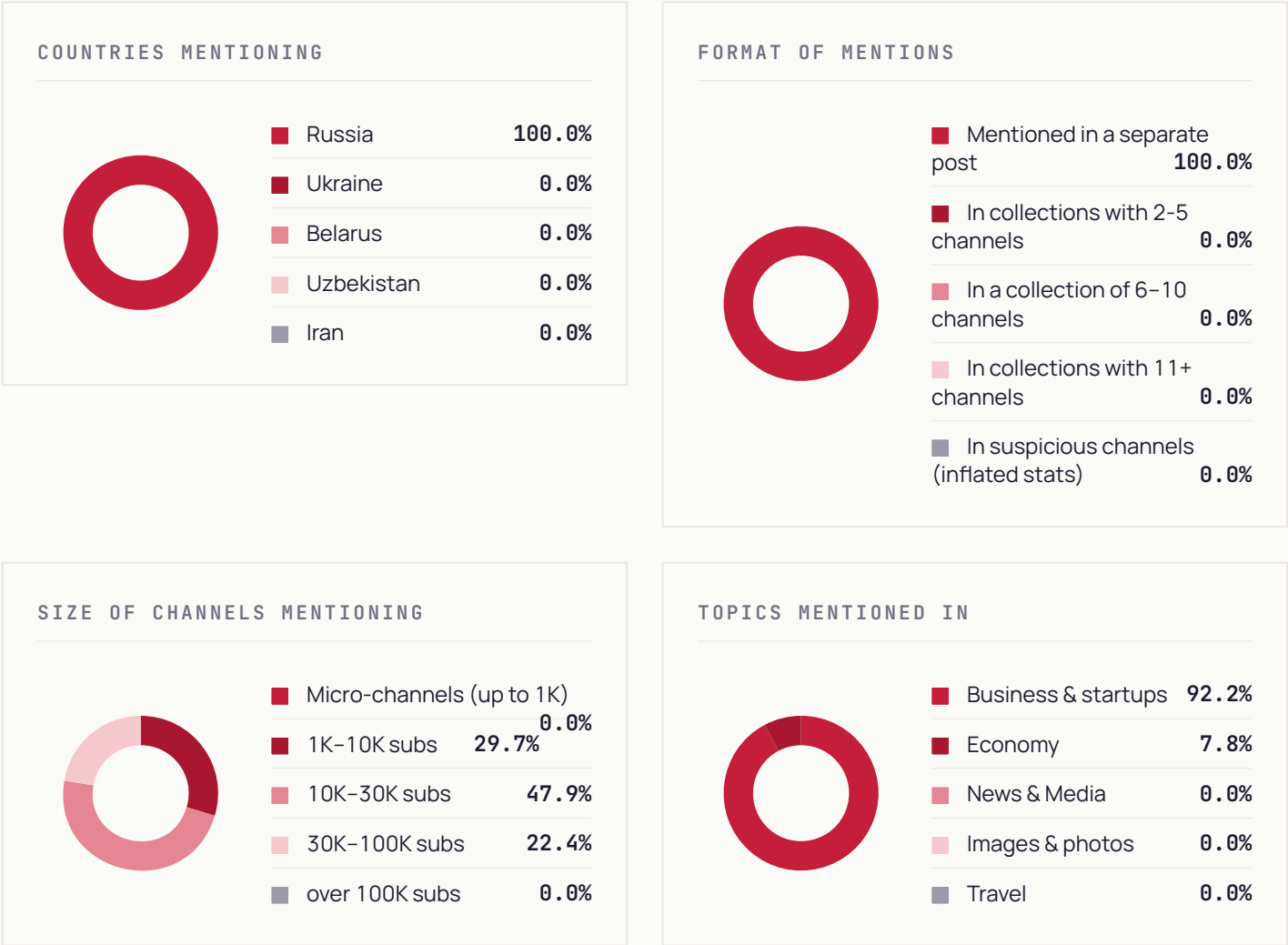
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · CITATIONS

Who mentions the channel and how

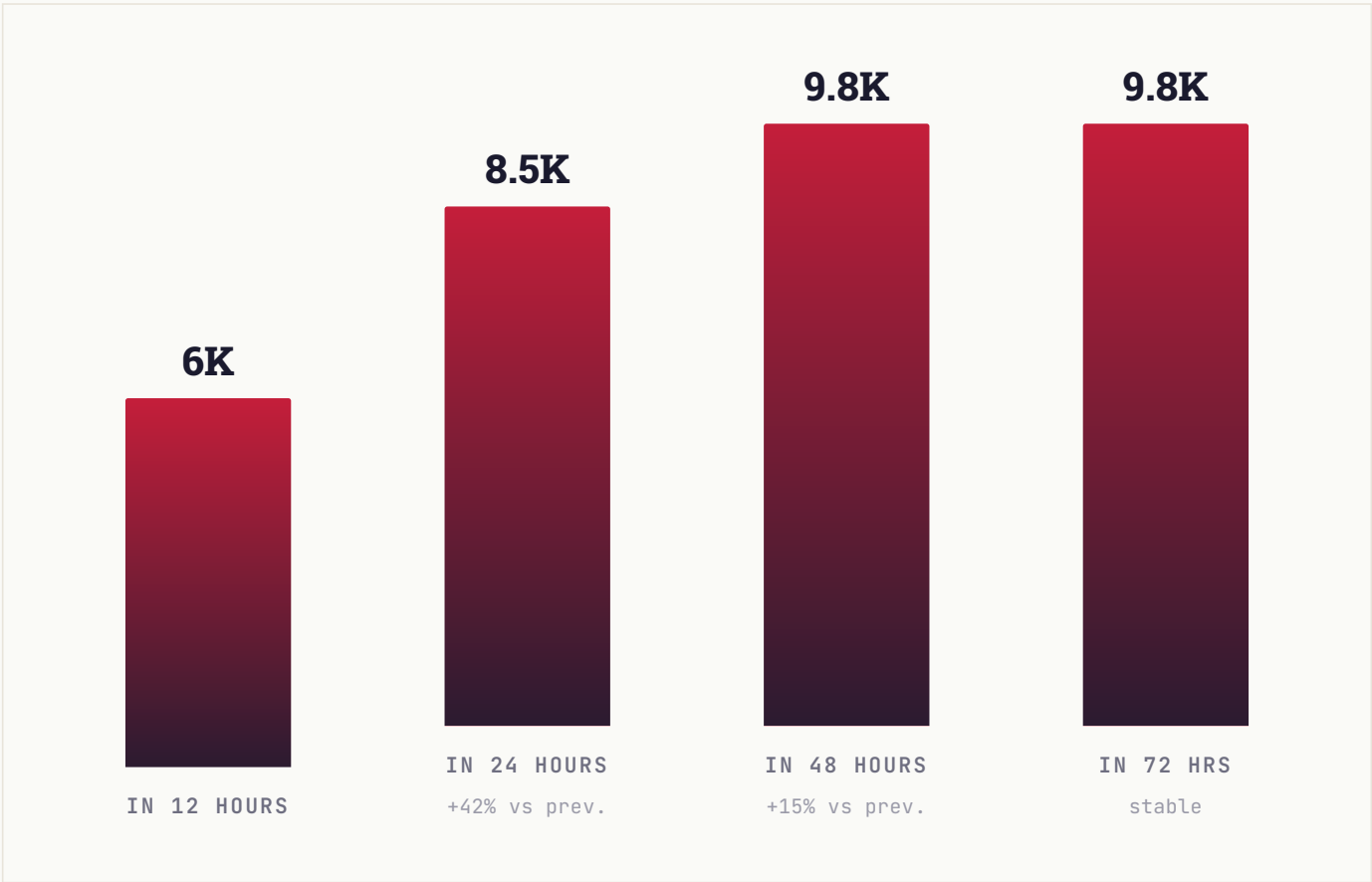
Citation index **66** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **41** different channels.



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

CHANNEL		SUBSCRIBERS
S&	Startups & Ventures	2.7M
VC	Venture Capital	2.6M
ME	Mohamed El Guazzar 🇸🇩	2.1M
IT	ISHBOR Toshkent	1.4M
MO	MoscowBusiness	1M
CN	Million-Dollar Books business blog	864.8K
RP	Roxman typing...	538.5K
AB	Акула Бизнеса	498.5K
ER	Merger & acquisition	478.5K
لز	لباس زیر اقساطی ریزسابل	474.8K
CPM	Union of Entrepreneurs — business in Russia	40.1K

COMPARATIVE INSIGHT

Channel not yet outside top 98 of niche — early growth stage. Niche leader — Startups & Ventures (2.7M), top-98 median: 164.1K. First goal — enter top-98 through systematic traffic & content work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Each month we record posts in other channels that mention yours. Over the last **6 months** such mentions: **30**, they brought **2 799** new subs.

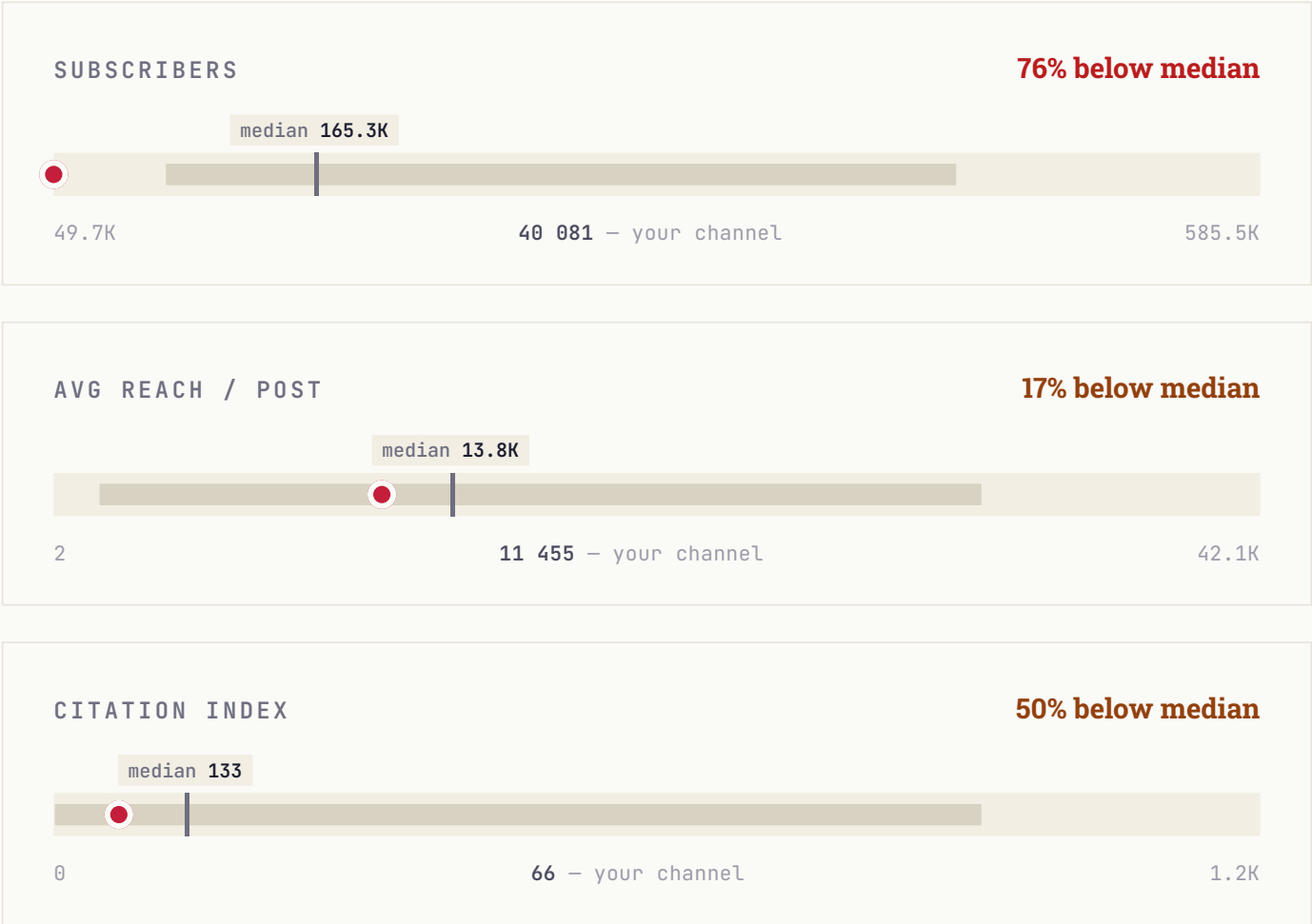
PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
Jan 2026	0	0	1	
December 2025	0	0	0	
November 2025	1	1	378	
October 2025	10	10	1 056	
September 2025	2	2	3	
August 2025	17	11	1 361	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
30	6	2 799

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

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



— 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 3.5 posts/week. Active channels do 7-10.
Consistency is key to retention.

EFFECT

**Consistency
beats volume**

02

Top post of the week — on Saturday

Audience is most active on this day at 15:00 MSK.

EFFECT

**Best window
for an
important post**

03

Increase share of video posts

Video in Telegram retains audience longer and is better perceived by the algorithm. We recommend increasing share to 15-25%.

EFFECT

**Video retains
audience
better**

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 and interactive formats

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

EFFECT

+5-15% ER

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in a few minutes based on public data. To go further — run ads through us and hit your growth plan in a month.

01	Launch ads in Telegram	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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