

PROMTPRESS PUBLIC REPORT

Channel audit

Startup of the day. Alexander Gorny.



@startupoftheday

Author channel about startups and internet business.

Collaboration: <https://docs.google.com/presentation/d/1BFSEj7FEQZpB4K83iBXo1yqloPnwJaVGpsyKDHKSX0s/edit> RKN:

<https://clck.ru/3FPm3j> Personal account:...

SUBSCRIBERS	ERR (% SEE POSTS)	REACH/POST
59 430 13.06.2026 -535 per month	11.0% HTTPS: // PROMTPRESS.COM/AUDIT/STARTUPOFTHEDAY per day 5.3%	6.3K ad reach 3.2K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

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

 SUBSCRIBERS 59 430 —	 SUBSCRIBER REACH 10.58% avg % subs see post	 VIEWS/POST 6.3K median 6K · 29 days	 POSTS/WEEK 12.0 for period
 7D TREND -7.1% vs previous week	 REACTIONS/POST 106.2 total 5,309 reactions, 1,658 reposts, 443 comments	 POST LENGTH 755 chars median 999 · 29 days	 POSTS ANALYZED 50 29 days
 AD REACH 3.2K 24h avg	 CHURN / MONTH -535 last month	 CITATION RATE 235 citation index · 992 channels mentioned all time	 CHANNEL AGE 9 years 4 months created 08.02.2017

AI EDITOR SUMMARY

Channel «Startup of the Day. Alexander Gorny.» — 59 430 subs. Each post avg views 6.3K people (11% from subs), reach low — need to grow audience. Publishes 12 posts per week (~2/day) — consistent. Week Jun 1–7 reach dropped -7.1% to week May 25–31 — worth analyzing why.

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 50 posts over 29 days.
- 02 Dominant format — Text (42/50 posts).
- 03 Avg post length — 755 chars (median 999).
- 04 Peak audience activity — Thu, 20:00 MSK.
- 05 Top posts get 3x more views than the weakest (11.6K avg top vs 4.6K worst) — among 50 posts over 29 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

Nº1 14.05 · 17:58 TEXT Starting Saturday: course "Claude Code for Entrepreneurs". For those who haven't started yet — why you need it and why it's "better than chat". For...	VIEWS 12 654 REP. 50	REACTIONS 82 ER 21.3%
Nº2 03.06 · 09:37 TEXT Released a weekly news video. More news, faster editing. IPO SpaceX Starship test New Glenn test Trillion u...	VIEWS 11 288 REP. 23	REACTIONS 61 ER 19.0%
Nº3 27.05 · 15:59 PHOTO Scammers in a fake channel started collecting money. Just a reminder: they are scammers.	VIEWS 10 789 REP. 8	REACTIONS 113 ER 18.2%

Nº4 09.06 · 09:10 TEXT Probably not intentional, but Max messenger is a genius PR move. With its arrival, a huge chunk of hate, fear...	VIEWS	REACTIONS
	9 091	91
	REP. 43	ER 15.3%

Nº5 17.05 · 14:22 TEXT How to be happy? Vibecoding will inevitably bring more products to the world than imaginable five years ago. Even a new...	VIEWS	REACTIONS
	8 972	104
	REP. 109	ER 15.1%

|

WORST 3

↓ 08.06 · 09:57 TEXT On the power of print Last fall's news: Alpha Arena. LLMs got \$10K each and were sent to the exchange...	VIEWS	REACTIONS
	4 780	94
	REP. 31	ER 8.0%

↓ 09.06 · 12:27 PHOTO Someone's paying to bash VTB in my channel's chat. Unbelievable. P.S.: DMs say it's not about...	VIEWS	REACTIONS
	4 546	104
	REP. 8	ER 7.6%

↓ 09.06 · 12:15 TEXT Mystery PR I get PR for big companies. MPs & ministers read papers. It matters what's written...	VIEWS	REACTIONS
	4 438	71
	REP. 15	ER 7.5%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

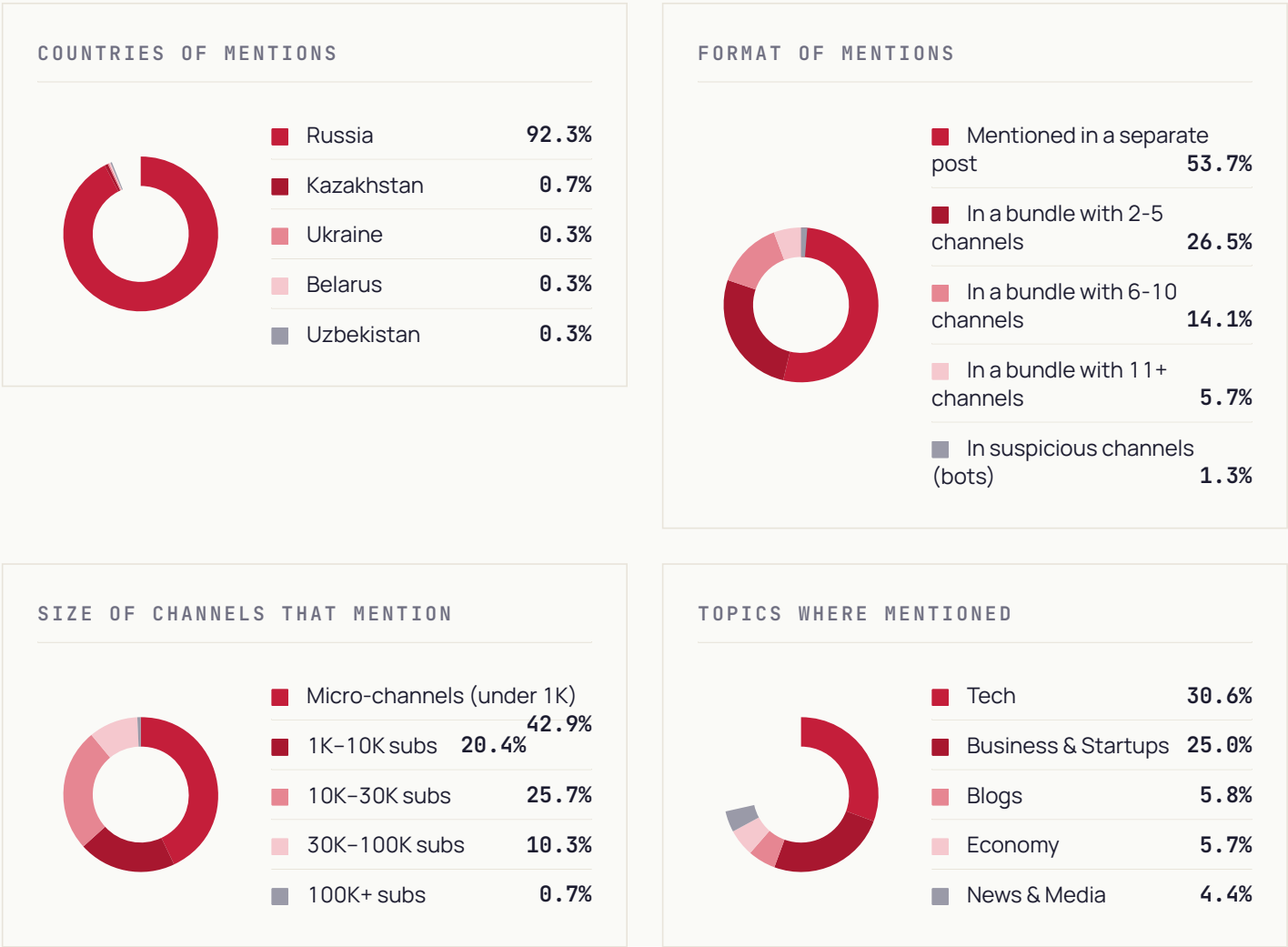
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained and lost subs.



SECTION 04 · MENTIONS

Who mentions the channel & how

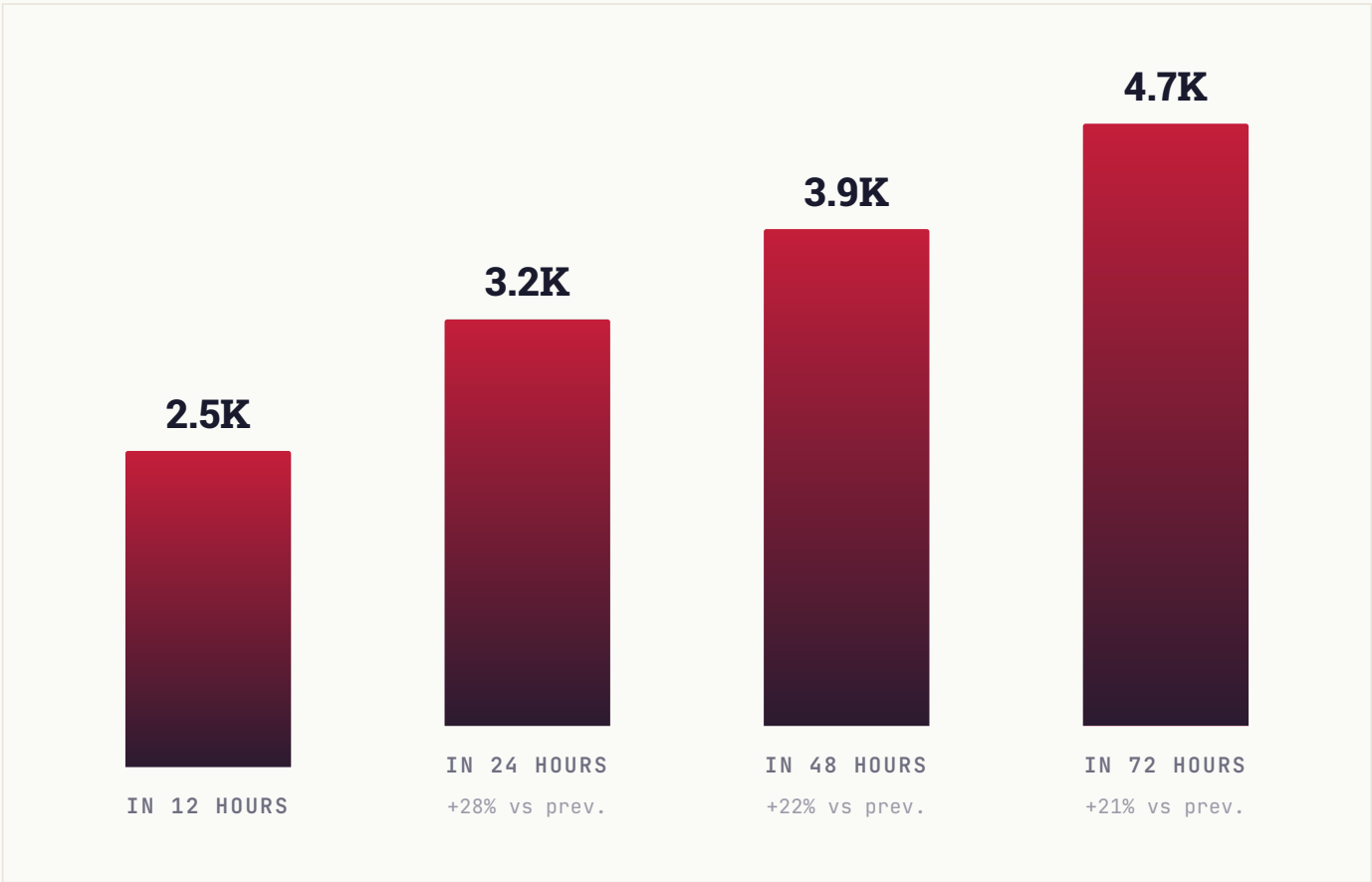
Citation index **235** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioners: a post from a channel with 100K subs weighs more than from one with 1K. All-time channel mentions: **992** different channels.



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 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
CI 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 Unfiltered	256.5K
SD Startup of the day. Alexander Gorny. YOU	59.4K

COMPARATIVE INSIGHT

Channel in lower half of top-100 niche (#95 of 100). Niche median — 102.7K subs. First growth KPI — reach median. Leader: MoscowBusiness (966.6K).

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 occurred **251**, they brought **2 577** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
December 2025	43	14	1 272	
Nov 2025	37	13	276	
Oct 2025	30	7	277	
September 2025	42	13	244	
August 2025	44	15	200	
July 2025	55	16	308	

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
251	6	2 577

— SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

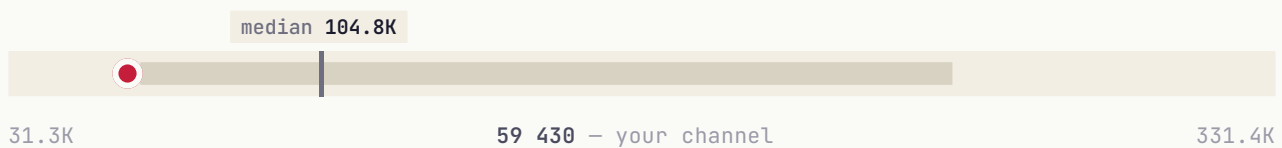
Took top-100 channels in category «Business & Startups» (Russia) and saw how your channel compares. Gray band — range of 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.

#95 /100

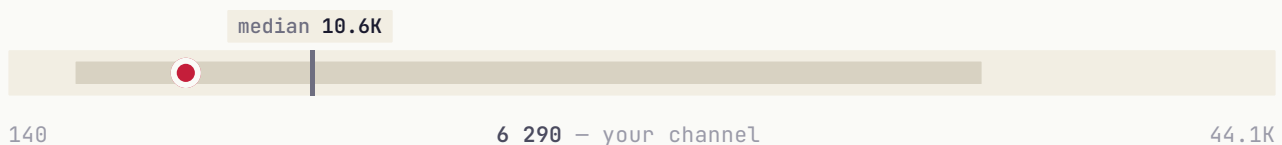
RANK IN NICHE

Channel in the bottom half of the ranking

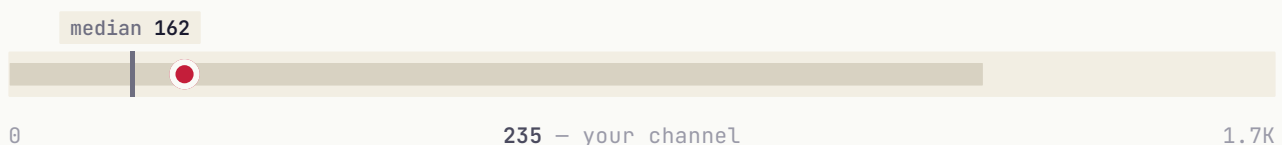
SUBSCRIBERS

worse than median by 43%

AVG REACH / POST

worse than median by 41%

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 Thursday

Audience is most active on this day at 20:00 MSK.

IMPACT

Best time for key posts
- 02

Increase video posts share

Video in Telegram holds audience longer and is favored by the algorithm. Recommend reaching 15-25% share.

IMPACT

Video retains audience better
- 03

Systematic traffic buying

Three formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromptPress finds sources for your niche.

IMPACT

+1000-3000 subs
- 04

Test polls & interactive formats

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

IMPACT

+5-15% ER
- 05

Cross-promo with nearby channels

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

IMPACT

Growth from relevant audience

★ 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 Telegram ads

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

02

Contact manager

t.me/PromptPress_manager