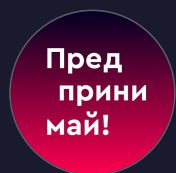


PUBLIC REPORT BY PROMTPRESS

Channel audit

Предприимай!



@subsidi_i_msk

Business media from the Moscow Department of Entrepreneurship and Innovative Development Quick updates on everything important for Moscow...

SUBSCRIBERS

30 935

-210 per month

ERR (% SEE POSTS)

5.0%

daily 1.7%

REACH/POST

1.2K

ad reach 521/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card – a separate channel health indicator. The subtitle below the number shows the calculation period.

 SUBSCRIBERS 30 935 —	 SUBSCRIBER REACH 3.83% avg % subs see post	 VIEWS/POST 1.2K median 778 · 29 days	 POSTS/WEEK 20.8 over period
 7D TREND +13.7% vs previous week	 REACTIONS/POST 3.1 only 276 reactions, 658 reposts, 0 comments	 POST LENGTH 825 chars median 969 · 29 days	 POSTS ANALYZED 89 29 days
 AD REACH 521 24h avg	 CHURN / MONTH -210 last month	 CITATION RATE 776 citation index · 1,786 channels mentioned ever	 CHANNEL AGE 6 years 3 months created 08.04.2020

AI EDITOR SUMMARY

Channel 'Предпринимай!' – 30 935 subs. Avg views per post: 1.2K people (4% of subs), reach low – expand audience. Publishes 21 posts/week (~3/day) – regular. Week Jun 29–Jul 5 reach up +13.7% week Jun 22–28 – positive trend.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS SHARE

- 01 Analysis based on **89** posts over 29 days.
- 02 Dominant format – **Photo** (75/89 posts).
- 03 Avg post length – **825** chars (median 969).
- 04 Peak audience activity – **Monday**, 13:00 MSK.
- 05 Top posts drive **10x** more views than the weakest (5.9K avg for top vs 597 for worst) – among 89 posts in 29 days. Worth analyzing what the top has in common – topic, format, timing.

TOP 5 POSTS

Nº1 19.06 · 10:03 PHOTO Social Entrepreneurship Forum 'More Than Business' to be held in Moscow on July 2 It will bring together representatives of the business community...	VIEWS 7 314 REPOSTS 23	REACTIONS — ER 23.6%
Nº2 29.06 · 10:01 PHOTO Moscow opens applications for new 'Media Tech Lab' program The program, launched by the Moscow Innovation Cluster...	VIEWS 5 426 REPOSTS 19	REACTIONS 10 ER 17.5%
Nº3 09.07 · 10:01 PHOTO About 45K items bought at 'Made in Moscow' summer art pavilions Food and accessories top the list...	VIEWS 4 912 REPOSTS 13	REACTIONS 6 ER 15.9%

Nº4 16.06 · 12:01 PHOTO Applications for the cybathlon championship started in Moscow The competition is organized for people with special needs who...	VIEWS 4 639 REPOSTS 13 REACTIONS 4 ER 15.0%
Nº5 10.07 · 10:01 PHOTO Moscow names finalists of 7th 'Moscow Innovator' contest Over 1.7K applications from local inventors. Experts...	VIEWS 4 209 REPOSTS 20 REACTIONS — ER 13.6%

WORST 3

↓ 13.07 · 07:01 PHOTO Training events from Jul 13 to Jul 17 ● Mon 13/07 11:00–12:30 Webinar «Finance for a startup: how to make a financial...	VIEWS 617 REPOSTS 2 REACTIONS — ER 2.0%
↓ 10.07 · 07:04 POLL (post without caption – poll)	VIEWS 607 REPOSTS — REACTIONS — ER 2.0%
↓ 13.07 · 07:01 POLL (post without caption – poll)	VIEWS 568 REPOSTS — REACTIONS — ER 1.8%

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.

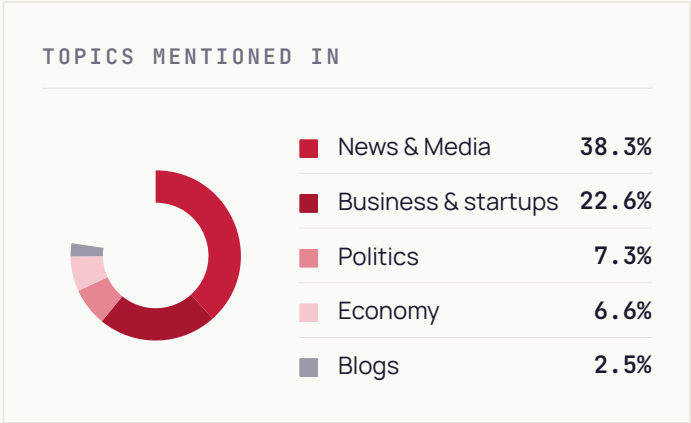
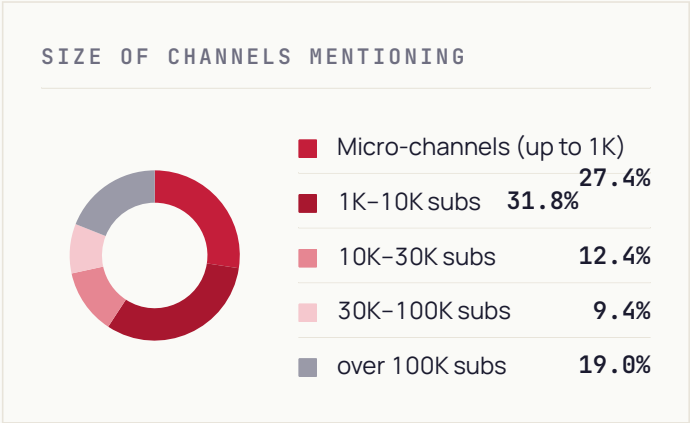
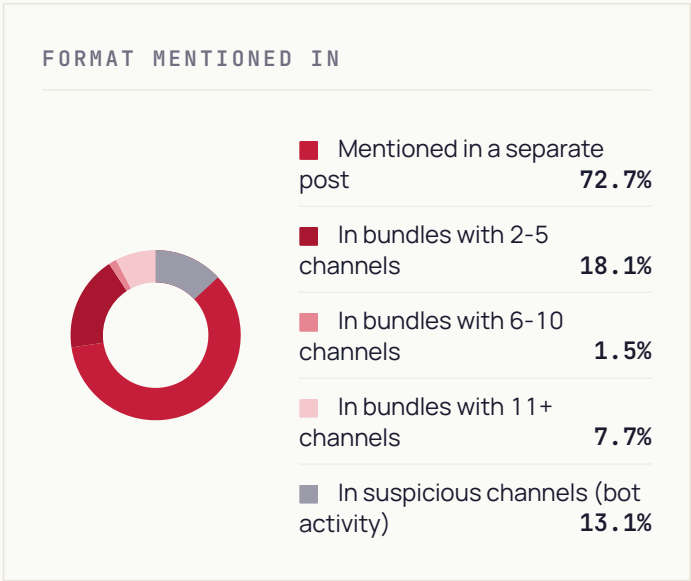
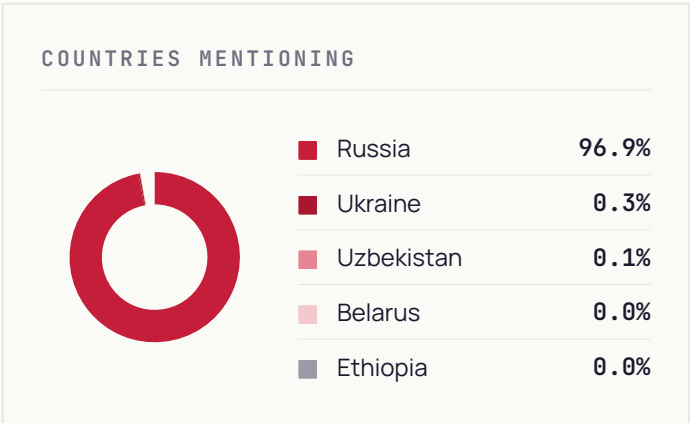


START OF PERIOD	NOW	NET GROWTH
33 808	30 935	-2 873

SECTION 04 · CITATIONS

Who mentions the channel and how

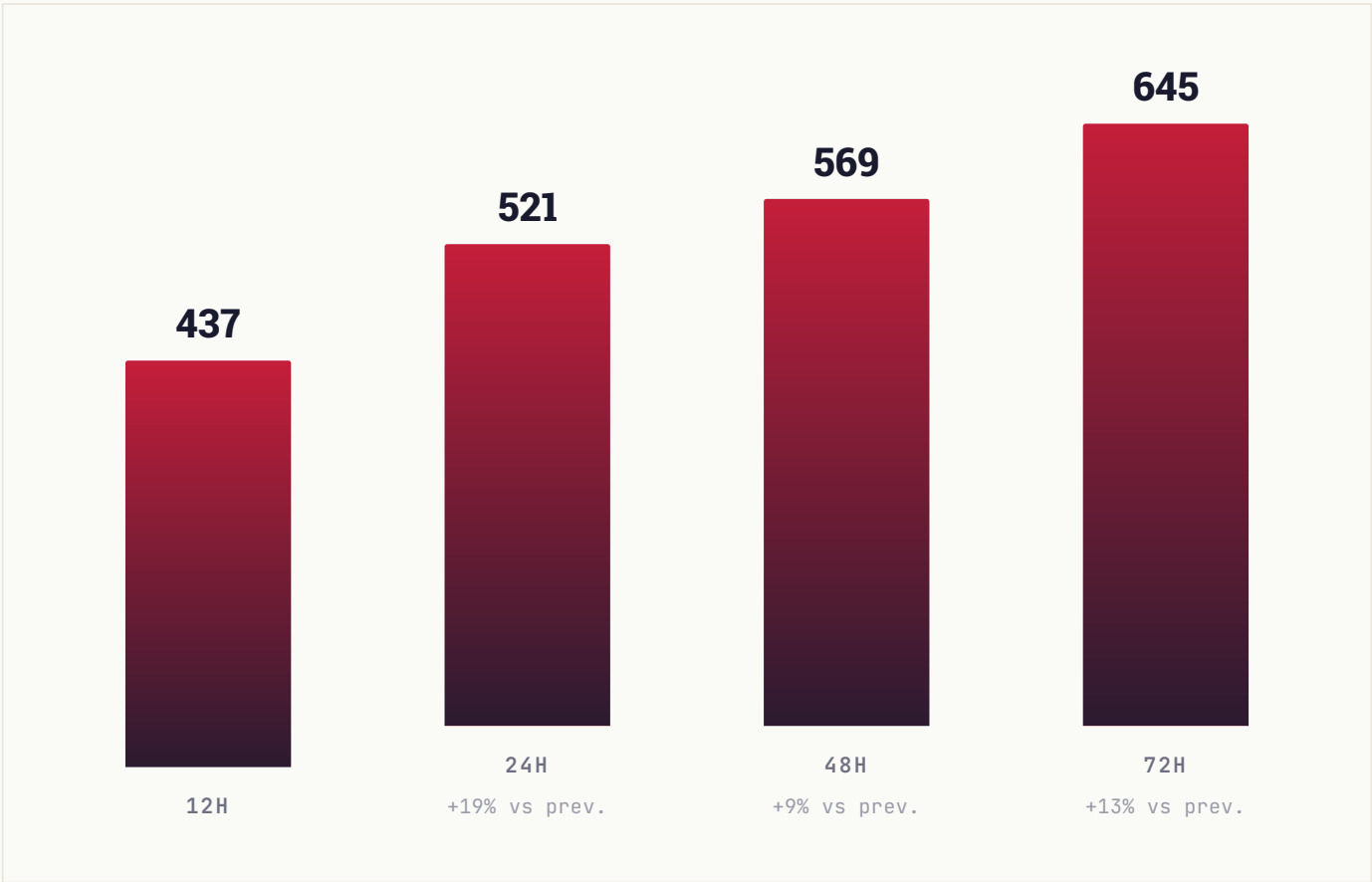
Citation index **776** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioners: a post from a 100K subs channel 'weighs' more than from a 1K subs channel. All time the channel was mentioned **1 786** different channels.



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 should 'live'.



SECTION 06 · COMPETITORS

Who you compete with

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

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
CN Million-dollar books business blog	861.7K
RP Roxman typing...	529.9K
AB Business Shark	502.2K
CC Merger & acquisition	469.6K
لز لباس زیر اقساطی ریزسابل	456.9K
PR Предпринимай! YOU	30.9K

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 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: **417**, they brought **1 275** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
January 2026	39	30	0	
December 2025	119	84	1 043	
November 2025	85	59	6	
October 2025	74	45	21	
September 2025	55	25	91	
August 2025	45	27	114	

TOTAL MENTIONS	MONTHS IN DATA	ACQUIRED SUBSCRIBERS
417	6	1 275

Where the channel stands in its league

The figure consists of three horizontal bar charts, each representing a different performance metric. Each chart has a light beige background with a darker beige bar representing the distribution of values. A vertical line marks the median, and a red dot indicates the channel's position. The channel's value is also displayed as text.

Metric	Channel Value	Median	Comparison
SUBSCRIBERS	30,935	171.2K	82% below median
AVG REACH / POST	1,184	12.6K	91% below median
CITATION INDEX	776	118	better than 82% of niche

SUBSCRIBERS 82% below median

median 171.2K

53.2K 30 935 — your channel 591.8K

AVG REACH / POST 91% below median

median 12.6K

2 1 184 — your channel 57.2K

CITATION INDEX better than 82% of niche

median 118

0 776 — your channel 1.2K

— SECTION 09 • STRATEGY

What to do right now

5 priority actions sorted by expected impact. Check off and return to this report in a month.

- 01

Top post of the week — on Monday
Audience is most active on this day at 1:00 PM MSK.

EFFECT
**Best window
for an
important post**
- 02

Increase video post share
Video in Telegram retains audience longer and is favored by the algorithm. Aim for 15-25% share.

EFFECT
**Video retains
audience
better**
- 03

Systematic traffic buying
Three formats for your media: **Inhouse** (premium channels), **Native** (native integrations), **Premium** (target audience). PromtPress selects 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 — an easy growth point.

EFFECT
+5-15% ER
- 05

Cross-promo with neighboring channels
Swap posts quarterly with channels in the same segment. 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 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 ads in Telegram	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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