

PROMTPRESS PUBLIC REPORT

Channel audit

«Свой Гектар»



@svoygectar

How to buy land from the state for tens of thousands of rubles instead of millions, create a passive income source, secure a decent income and future for yourself and your children. Pre-registration:...

SUBSCRIBERS

175 447

+3504 per month

ERR (% SEE POSTS)

4.0%

per day 2.0%

REACH/POST

7.4K

ad reach 3.5K/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 175 447 —	 SUBSCRIBER REACH 4.19% avg % subs see post	 VIEWS/POST 7.4K median 7.3K · 26 days	 POSTS/WEEK 7.5 for the period
 7D TREND -19.7% vs previous week	 REACTIONS/POST 34.1 total 990 reactions, 1,224 reposts, 88 comments	 POST LENGTH 1,000 chars median 1,000 · 26 days	 POSTS ANALYZED 29 26 days
 AD REACH 3.5K 24h avg	 CHURN / MONTH +3504 last month	 CITATION RATE 845 citation index · 2,063 channels mentioned ever	 CHANNEL AGE 3 years 1 month created 13.04.2023

AI EDITOR SUMMARY

Channel ««Your Hectare»» — 175 447 subs. Each post avg views 7.4K people (4% from subs), reach low — expand audience. Publishes 8 posts per week (~1/day) — regular schedule. Week 1–7 Jun reach dropped -19.7% to week 25–31 May — analyze why.

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 HAVE IN COMMON

- 01 Analysis based on **29** posts over 26 days.
- 02 Dominant format – **Photo** (16/29 posts).
- 03 Avg post length – **1000** chars (median 1,000).
- 04 Peak Audience Activity – **Monday**, 10:00 MSK.
- 05 Top posts get **2x** more views than the weakest (11.1K avg top vs 4.9K worst) – among 29 posts in 26 days. Analyze what top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 29.05 · 04:53 PHOTO One person paid 6,788 ₺ for a plot in the Moscow suburbs. Another will now pay 1,200,000 for the same. In the Moscow region, my student registered...	VIEWS 11 717 REP. 55	REACTIONS 25 ER 6.7%
Nº2 25.05 · 05:39 PHOTO 8,769 RUB That's the cost of a dinner for two at an average Moscow cafe. Pasta, wine, dessert – bill over eight thousand. And exactly...	VIEWS 11 051 REP. 82	REACTIONS 24 ER 6.3%
Nº3 01.06 · 07:22 TEXT Ready schedule for the Practicum "Your Hectare" – a system to make money on land. The practicum is based on a simple principle: we...	VIEWS 10 543 REP. 28	REACTIONS 37 ER 6.0%

Nº4 31.05 · 04:23 TEXT Life is made of banal, predictable scripts. If you take the brown metro line to Kommunarka, you're not surprised...	VIEWS 10 041 REP. 28	REACTIONS 60 ER 5.7%
Nº5 16.05 · 05:06 PHOTO ☒☒☒Got state license for educational activities. Explaining what it means. Let me clarify right away, because the word...	VIEWS 9 525 REP. 9	REACTIONS 72 ER 5.4%

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WORST 3

↓ 06.06 · 03:14 TEXT Before it gets good, you must feel very, very bad. If bad doesn't appear in your life, you're doing something...	VIEWS 5 876 REP. 28	REACTIONS 77 ER 3.3%
↓ 08.06 · 12:20 TEXT ☒ How to build a house so it won't be demolished? Not every plot allows a country house, and building is not limited to IZHS...	VIEWS 4 742 REP. 45	REACTIONS 26 ER 2.7%
↓ 09.06 · 04:03 TEXT Remember meetings at kindergarten, school, college, work? When the question hangs in the air: «We need to do... there is...»	VIEWS 4 230 REP. 16	REACTIONS 31 ER 2.4%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

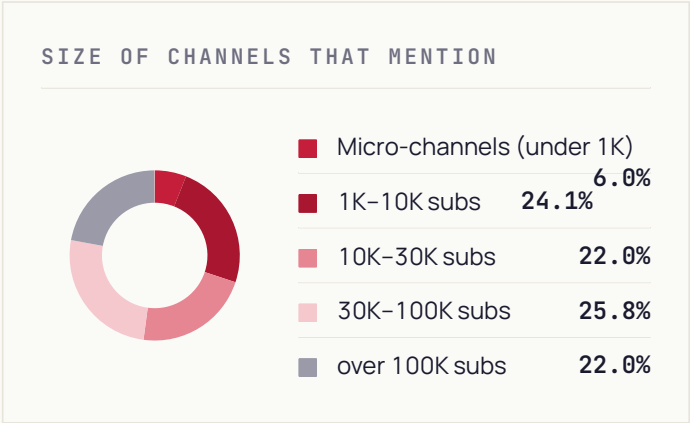
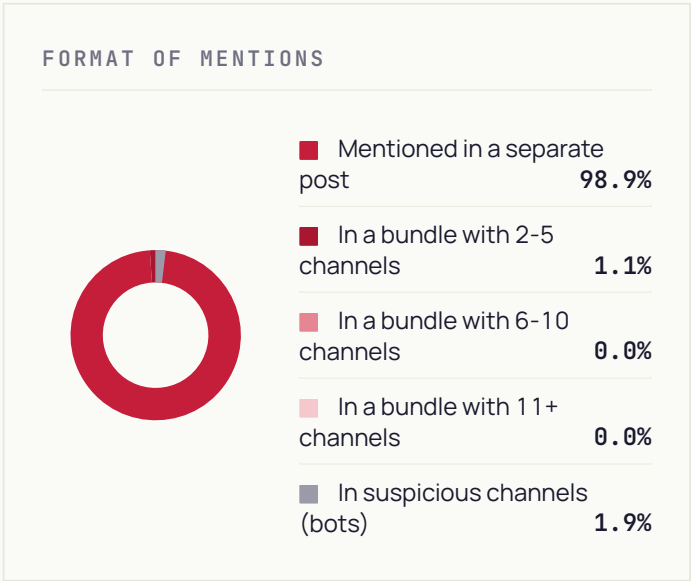
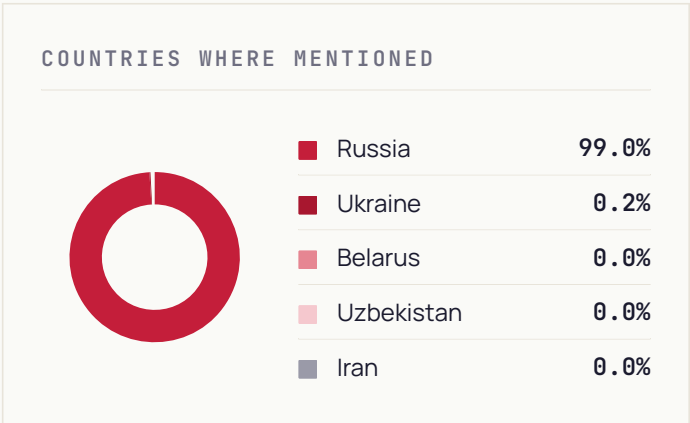
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel grew and which lost subs.



SECTION 04 · MENTIONS

Who Mentions the Channel & How

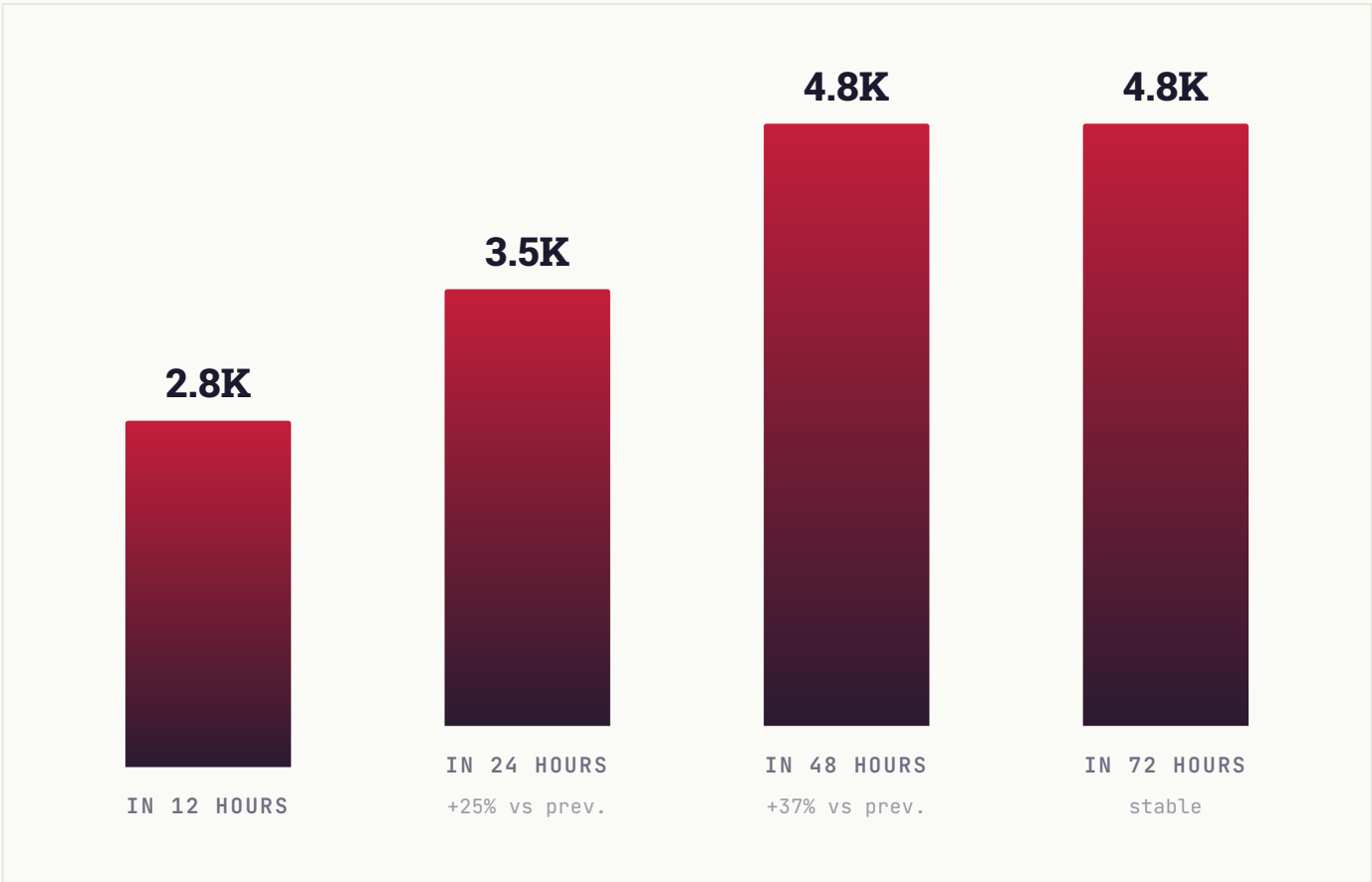
Citation index **845** — channel popularity rating based on mentions. Considers not only their count but also the weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All time channel was mentioned **2 063** different channels.



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 should «live».



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 Moscow Business	966.6K
CN Books for Millions Business Blog	872.2K
SS M&A	495.2K
AB Акула Бизнеса	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
«Г» «Свой Гектар» YOU	175.4K

COMPARATIVE INSIGHT

Channel in top quartile of niche (#25 of 100). Leader — Moscow Business (966.6K). Goal for coming months: enter niche top 10 through systematic traffic work.

SECTION 07 · MENTION DYNAMICS

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 **763**, they brought **50 180** new subs.

PERIOD	MENTIONS	CHANNELS	SUBSCRIBERS ACQUIRED	
December 2025	132	129	13 874	
November 2025	99	96	4 111	
October 2025	335	326	13 678	
September 2025	59	59	2 937	
August 2025	132	121	12 811	
July 2025	6	6	2 769	
TOTAL MENTIONS		MONTHS OF DATA	SUBSCRIBERS ACQUIRED	
763		6	50 180	

SECTION 08 • NICHE COMPARISON

Where the channel stands in its league

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

#25

/100

RANK IN NICHE

Channel in top 25% — strong position

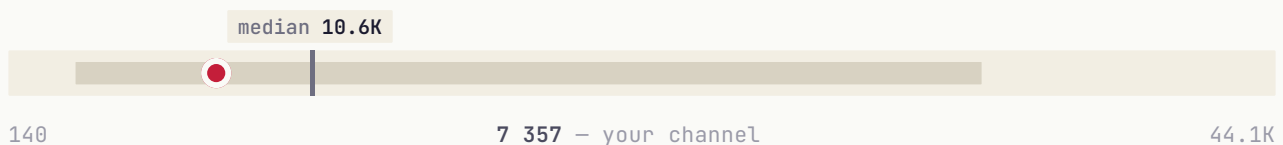
SUBSCRIBERS

better than 68% of niche



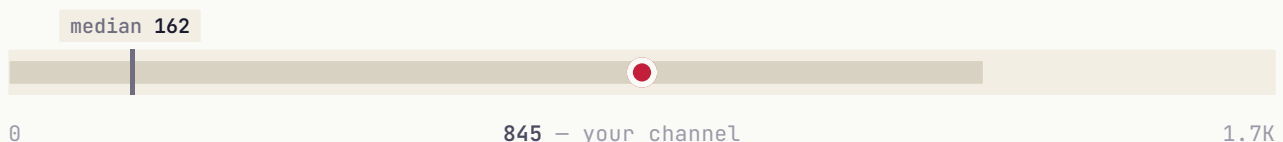
AVG REACH / POST

31% below median



CITATION INDEX

better than 73% of niche



— SECTION 09 · STRATEGY

What to do right now

5 priority actions ranked by expected impact. Check off as a checklist and revisit this report in a month.

- 01

Top post of the week — Monday

Audience is most active on this day at 10:00 MSK.

EFFECT

Best Time for Important Posts
- 02

Increase share of video posts

Video in Telegram holds audience longer and is favored by the algorithm. Aim for 15-25%.

EFFECT

Video retains audience better
- 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 with same-segment channels once a quarter. 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. To go further — run ads through us and close 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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