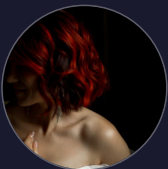


PROMTPRESS PUBLIC REPORT

Channel audit

Tatiana Knyazeva | Business Women of Russia



@tatyanaknyazevabiz

6838d5dc3 Women's take on business news, for small business owners and entrepreneurs Finance, crypto, investments PKH 
<https://gosuslugi.ru/snet/67b2d7e03954f10de5f48635> For inquiries...

SUBSCRIBERS

ERR (% SEE POSTS)

REACH/POST

18 104

-1119 per month

85.0%

in 24h 70.1%

15.8K

ad reach 12.9K/24h

— CONTENT · 2026

What's inside the report

01 Channel snapshot

12 key metrics · AI summary

02 Content analysis

Top 5 posts · worst 3 · insights

03 Subscriber dynamics

Yearly chart · growth

04 Citation rate

Who mentions the channel and how

05 Ad potential

How long a post brings reach

06 Competitors

Niche neighbors · your rank

07 Mention dynamics

6 months · monthly

08 Niche comparison

Rank in «Career» category

09 Strategy

5 priority actions

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 18 104 —	 SUBS REACH 87.02% avg % subs see post	 VIEWS/POST 15.8K median 15.9K · 27 days	 POSTS/WEEK 3.8 for the period
 7D TREND +2.5% vs previous week	 REACTIONS/POST 104.4 only 1,566 reactions, 155 reposts, 76 comments	 POST LENGTH 766 chars median 1000 · 27 days	 POSTS ANALYZED 15 27 days
 AD REACH 12.9K 24h avg	 CHURN / MONTH -1119 last month	 CITATION RATE 19 citation index · 636 channels mentioned all time	 CHANNEL AGE 3 years 26 days created 22.06.2023

AI EDITOR SUMMARY

Channel «Tatiana Knyazeva|Business Women of Russia» — 18 104 subs. Each post averages 15.8K people (87% of subs), wide reach for a channel this size. Publishes 4 posts/week (~1/day) — rare. Week 6–12 Jul reach stable (+2.5% vs week June 29 – July 5).

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 SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 15 posts over 27 days.
- 02 Dominant format – Photo (10/15 posts).
- 03 Avg post length – 766 chars (median 1000).
- 04 Peak audience activity – Monday, 14:00 MSK.
- 05 Top posts get 2 times more views than the weakest (20K avg for top vs 12.3K for worst) – among 15 posts over 27 days. Worth analyzing what top posts have in common: topic, format, publish time.

TOP 5 POSTS

Nº1 06.07 · 11:44 PHOTO AI helps write texts, analyze data, chat with clients, and automate sales. But excessive...	VIEWS 20 489 REPOSTS 33	REACTIONS 130 ER 113.2%
Nº2 09.07 · 11:42 PHOTO Situation: employee returned from business trip and attached only a printout of e-ticket to expense report. In this case...	VIEWS 20 359 REPOSTS 16	REACTIONS 76 ER 112.5%
Nº3 03.07 · 11:41 PHOTO Many successful companies were founded by spouses. Couples often have key advantages: trust, knowing each other's strengths and weaknesses...	VIEWS 19 007 REPOSTS 8	REACTIONS 134 ER 105.0%

Nº4 29.06 · 11:39 **PHOTO**

Continuing prep for Social Entrepreneurship Day. Today we again talk about those who officially cemented their social mission in...

VIEWS
18 377

REACTIONS
69

REPOSTS
5

ER
101.5%

Nº5 01.07 · 12:00 **PHOTO**

Guys, how can you not admire this 🥰🥰🥰🥰🥰. I'm like a little kid admiring the clouds ☀️😊😊😊😊😊🌸

VIEWS
18 254

REACTIONS
145

REPOSTS
4

ER
100.8%

WORST 3

↓ 20.06 · 13:50 **VIDEO**

(post without caption – video)

VIEWS
14 555

REACTIONS
126

REPOSTS
3

ER
80.4%

↓ 24.06 · 14:03 **TEXT**

AI has ceased to be a tool only for enthusiasts. Today it increasingly becomes part of business processes: helps process...

VIEWS
12 456

REACTIONS
39

REPOSTS
5

ER
68.8%

↓ 24.06 · 16:46 **VIDEO**

(post without caption – video)

VIEWS
10 016

REACTIONS
89

REPOSTS
3

ER
55.3%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

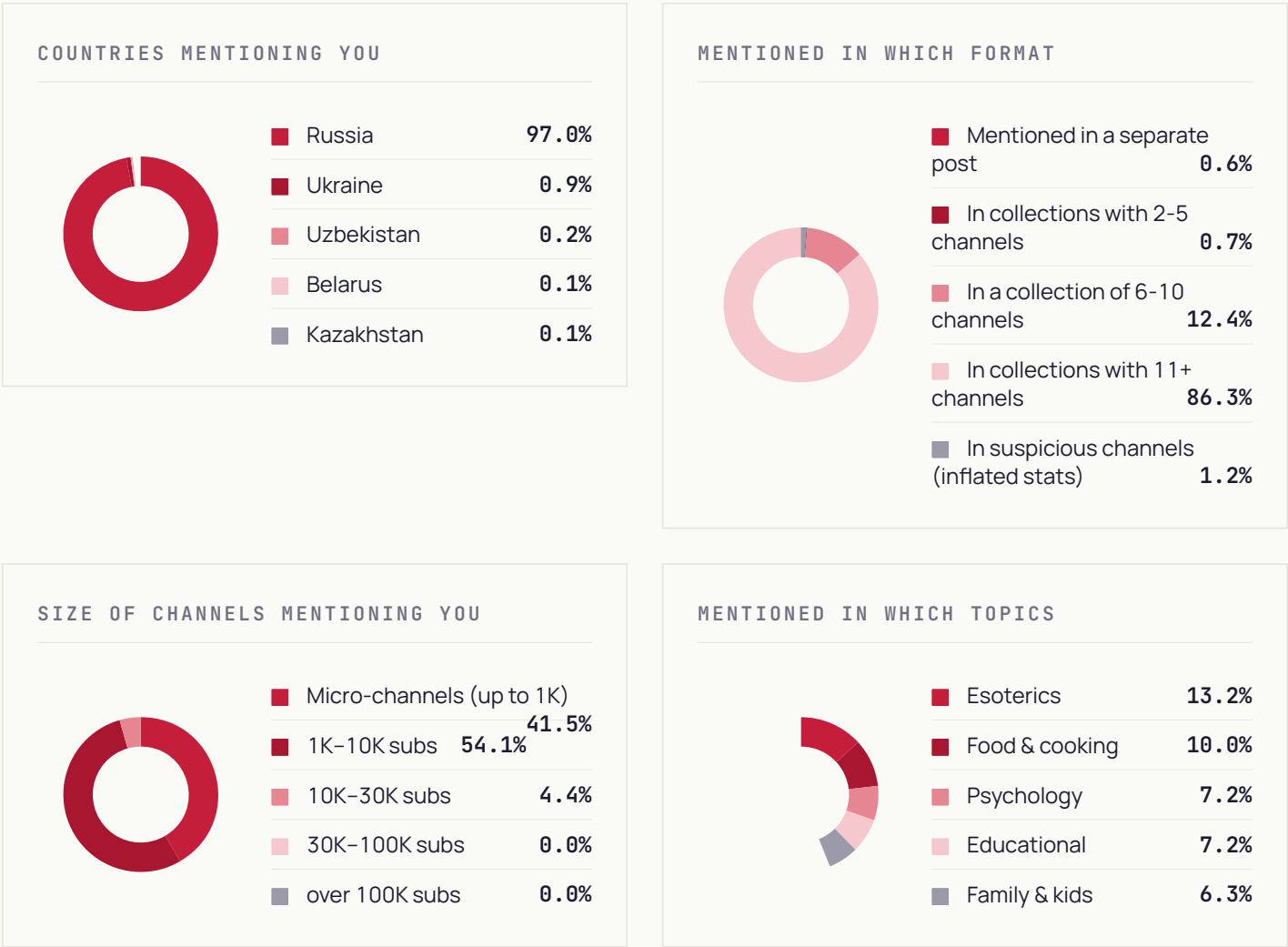
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

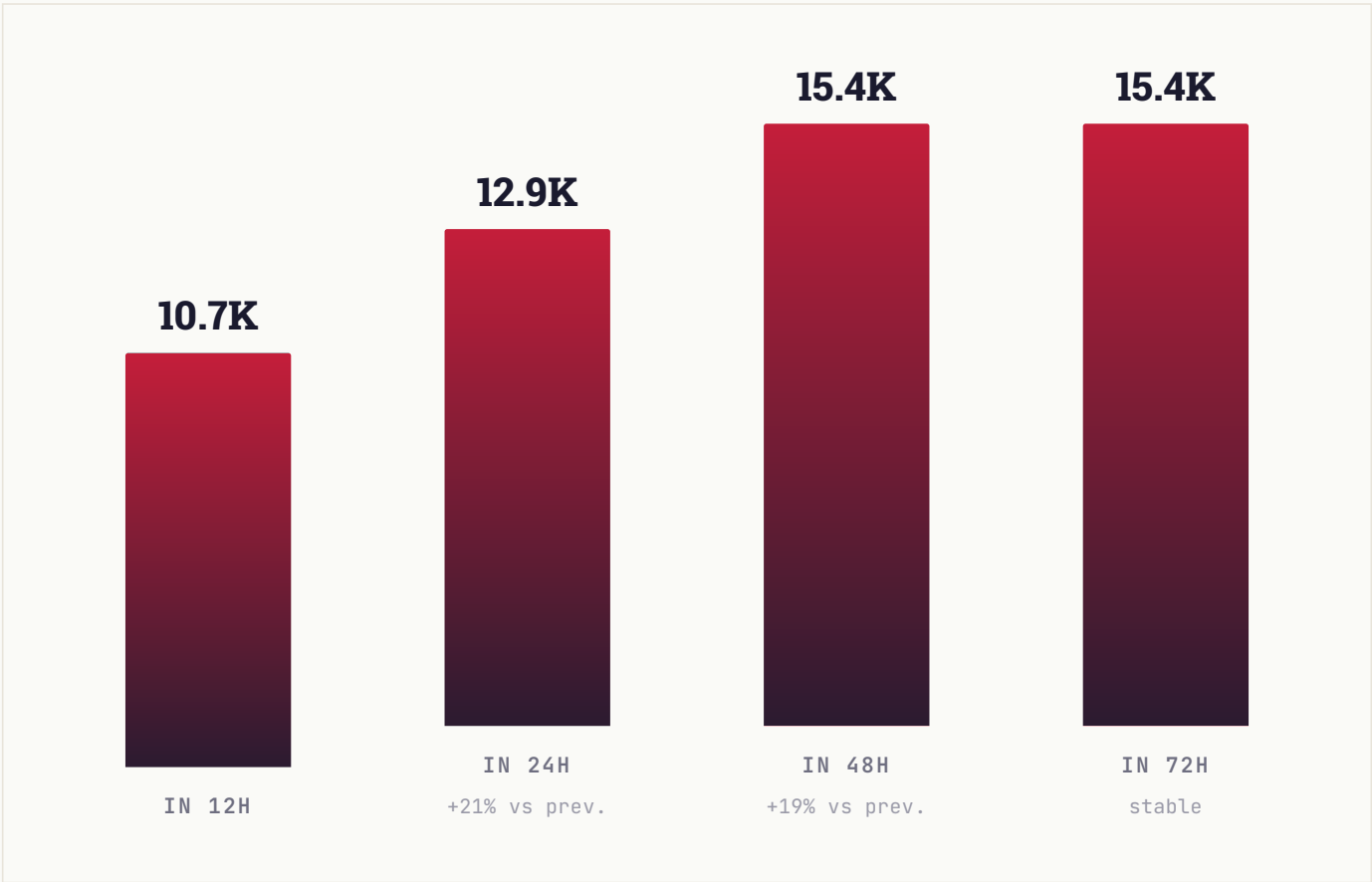
Citation index **19** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time channel was mentioned **636** different channels.



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 stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Highlighted your channel — shows its rank among niche neighbors.

CHANNEL	SUBSCRIBERS
و وظائف - أي وظيفة	1.2M
ق قناة وظائف - وظيفتك علينا	814.8K
UB Remote work no experience - Freelance	794K
اى استخدام	648.8K
求职 求职招聘	637.9K
سا ساحة الوظائف	538.9K
PM JOBS MOSCOW VACANCIES	477.9K
SW SR WORLD	464K
شغل	457.4K
SI SeoJob Заработок в сети	429.2K
TK Tatiana Knyazeva Business Women of Russia	18.1K

COMPARATIVE INSIGHT

Channel is not yet outside top 96 of niche — early growth stage. Niche leader — وظائف - أي وظيفة (1.2M), median of top 96: 172.5K. First goal — enter top 96 through systematic traffic and content work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Monthly we track posts in other channels that mention yours. Over the last **6 months** such mentions were **355**, they brought **31 935** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBS
January 2026	56	47	8 188	
December 2025	82	53	8 828	
November 2025	29	27	2 496	
October 2025	106	74	8 743	
September 2025	35	27	3 680	
August 2025	47	35	0	

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS
355	6	31 935

Where the channel ranks in its league

The figure consists of three horizontal bar charts, each representing a different performance metric. Each chart shows a range (light beige bar), a median (dark beige bar), and a specific channel's performance (red dot). The channel's performance is compared to the median and the range.

- SUBSCRIBERS:** The channel has 18,104 subscribers, which is 89% below the median of 171.5K. The range is from 67.9K to 503.9K.
- AVG REACH / POST:** The channel has an average reach of 15,754 per post, which is better than 83% of the niche. The median is 6.4K, and the range is from 38 to 22.8K.
- CITATION INDEX:** The channel has a citation index of 19, which is better than 50% of the niche. The median is 17, and the range is from 0 to 678.

Metric	Channel Value	Median	Comparison	Range (Min-Max)
SUBSCRIBERS	18 104	171.5K	89% below median	67.9K - 503.9K
AVG REACH / POST	15 754	6.4K	better than 83% of niche	38 - 22.8K
CITATION INDEX	19	17	better than 50% of niche	0 - 678

— 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 3.8 posts/week. Active channels average 7-10.
Consistency is key to retention.

EFFECT

**Consistency
beats volume**

02

Best post day — Monday

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

EFFECT

**Best window
for an
important post**

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 and 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. If you want to go further — run ads through us and close your growth plan in a month.

01 Launch Telegram ad <https://panel.promptpress.com/register>

02 Contact manager t.me/PromptPress_manager
