

PUBLIC REPORT BY PROMTPRESS

# Channel audit

## Telegram for business



@tgb\_ru

Main channel about business in Russia in plain language. For ads: @bizrekla Channel is registered with Roskomnadzor: <https://rkn.link/90w>

SUBSCRIBERS

**32 938**

+297 per month

ERR (% SEE POSTS)

**36.0%**

per day 23.1%

REACH / POST

**11.1K**

ad reach 7.6K/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.

|                                                                                                                                                  |                                                                                                                                                                                       |                                                                                                                                                                                   |                                                                                                                                                                        |
|--------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <div> SUBSCRIBERS</div> <div>32 938</div> <div>—</div>          | <div> SUBS REACH</div> <div>33.68%</div> <div>avg % subs see post</div>                              | <div> VIEWS / POST</div> <div>11.1K</div> <div>median 11.8K · 7 days</div>                       | <div> POSTS / WEEK</div> <div>3.0</div> <div>over period</div>                      |
| <div> 7D TREND</div> <div>—</div> <div>no data for period</div> | <div> REACTIONS / POST</div> <div>62.0</div> <div>total 186 reactions, 254 reposts, 0 comments</div> | <div> POST LENGTH</div> <div>987 chars</div> <div>median 999 · 7 days</div>                      | <div> POSTS ANALYZED</div> <div>3</div> <div>7 days</div>                           |
| <div> AD REACH</div> <div>7.6K</div> <div>24h avg</div>       | <div> CHURN / MONTH</div> <div>+297</div> <div>last month</div>                                    | <div> CITATION RATE</div> <div>72</div> <div>citation index · 41 channels mentioned ever</div> | <div> CHANNEL AGE</div> <div>1 year 10 months</div> <div>created 01.09.2024</div> |

AI EDITOR SUMMARY

Channel «telegram on business» — 32 938 subs. Each post averages 11.1K people (34% of subs), good reach. Publishes 3 posts/week (~0/day) — rare posts.

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 TOP POSTS HAVE IN COMMON

- 01 Analysis based on 3 posts in 7 days.
- 02 Dominant format – Text (3/3 posts).
- 03 Avg post length – 987 chars (median 999).
- 04 Peak Audience Activity – Monday, 21:00 MSK.
- 05 Top Posts Get 1× more views than the weakest (11.1K avg for top vs 11.1K for worst) – among 3 posts in 7 days. Analyze what top posts share: topic, format, publish time.

TOP 3 POSTS

|                                                                                                                                                                                                                  |                                                                      |                                                                   |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------|-------------------------------------------------------------------|
| <div><div>Nº1</div><div>29.06 · 18:34</div><div>TEXT</div></div> <div>When conditions get in the way of success 🙅😞 Want to lose weight but hate running and diets. 😞 Want to launch a new...</div>               | <div>VIEWS</div> <div>12 120</div> <div>REPOSTS</div> <div>48</div>  | <div>REACTIONS</div> <div>46</div> <div>ER</div> <div>36.8%</div> |
| <div><div>Nº2</div><div>28.06 · 12:57</div><div>TEXT</div></div> <div>Running a business and dreaming of sleep? 🛌 Working for someone by day, your own boss by night. No joke, almost half of beginners...</div> | <div>VIEWS</div> <div>11 801</div> <div>REPOSTS</div> <div>104</div> | <div>REACTIONS</div> <div>56</div> <div>ER</div> <div>35.8%</div> |
| <div><div>Nº3</div><div>05.07 · 15:39</div><div>TEXT</div></div> <div>What's essential for HR? 💰😄 No universal good or bad candidates. Only those who fit a specific company...</div>                            | <div>VIEWS</div> <div>9 355</div> <div>REPOSTS</div> <div>102</div>  | <div>REACTIONS</div> <div>84</div> <div>ER</div> <div>28.4%</div> |

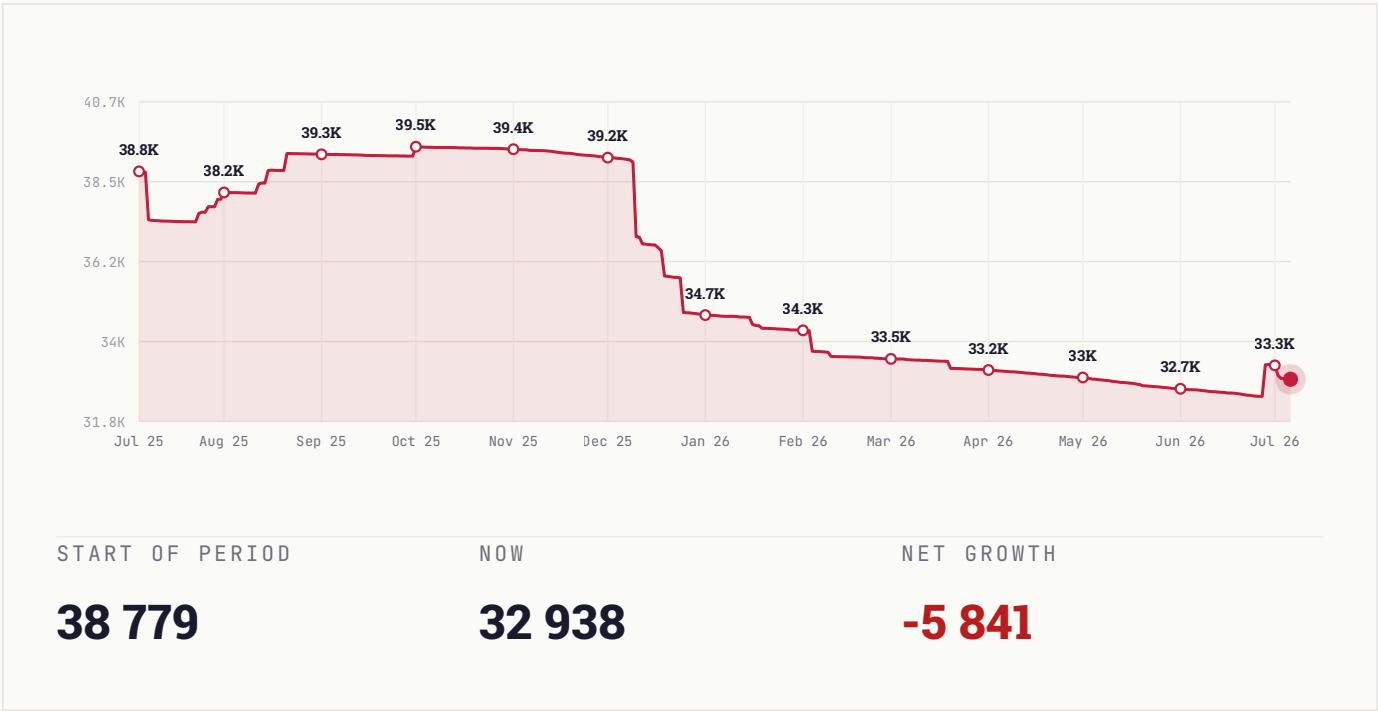
WORST 3

|                                                                                                                                                                                                         |                                                                      |                                                                   |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------|-------------------------------------------------------------------|
| <div>↓</div> <div>29.06 · 18:34 <span>TEXT</span></div> <div>When conditions get in the way of success 🙌 😞 Want to lose weight but hate running and diets. 😞 Want to launch a new...</div>              | <div>VIEWS</div> <div>12 120</div> <div>REPOSTS</div> <div>48</div>  | <div>REACTIONS</div> <div>46</div> <div>ER</div> <div>36.8%</div> |
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SECTION 03 · SUBSCRIBER DYNAMICS

# How the channel grew over the year

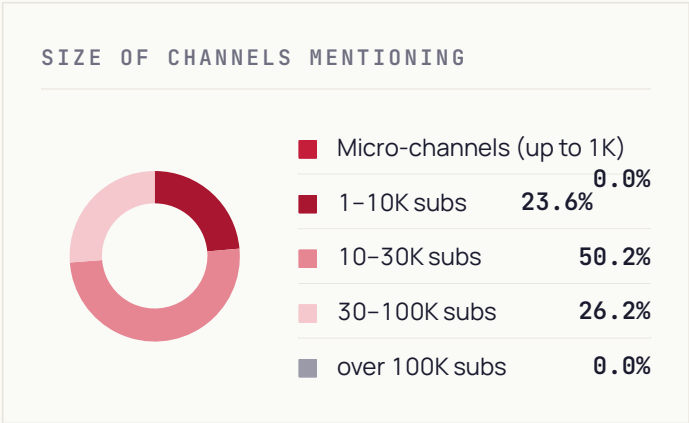
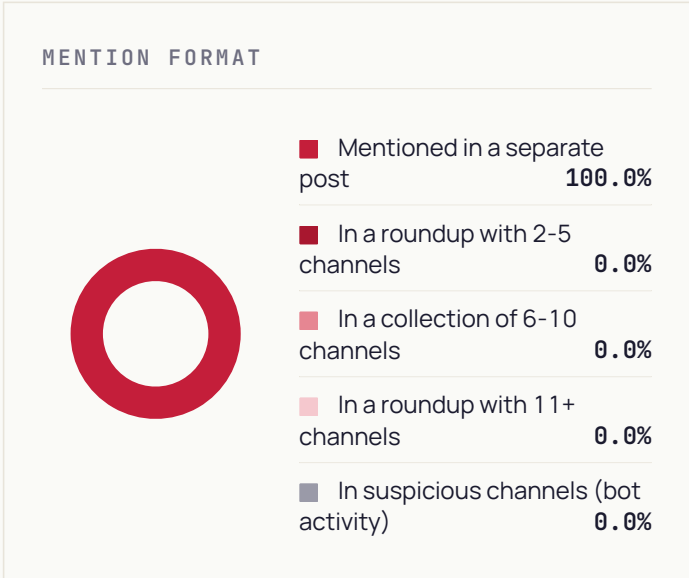
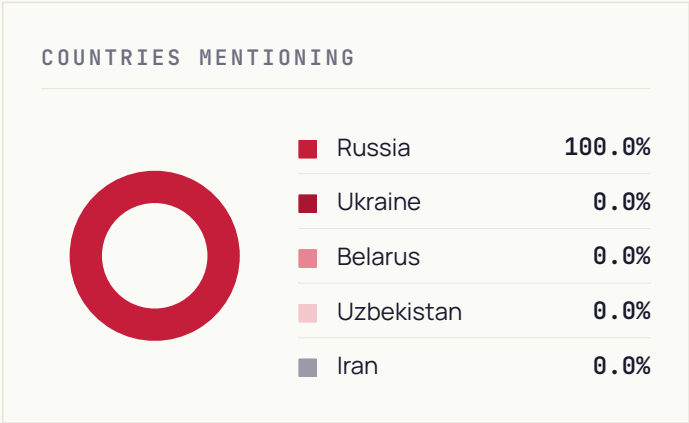
Subscriber growth chart for the year. Key months show exact subscriber count.  
Shows which months the channel grew and which it lost subs.



SECTION 04 · MENTIONS

# Who mentions the channel and how

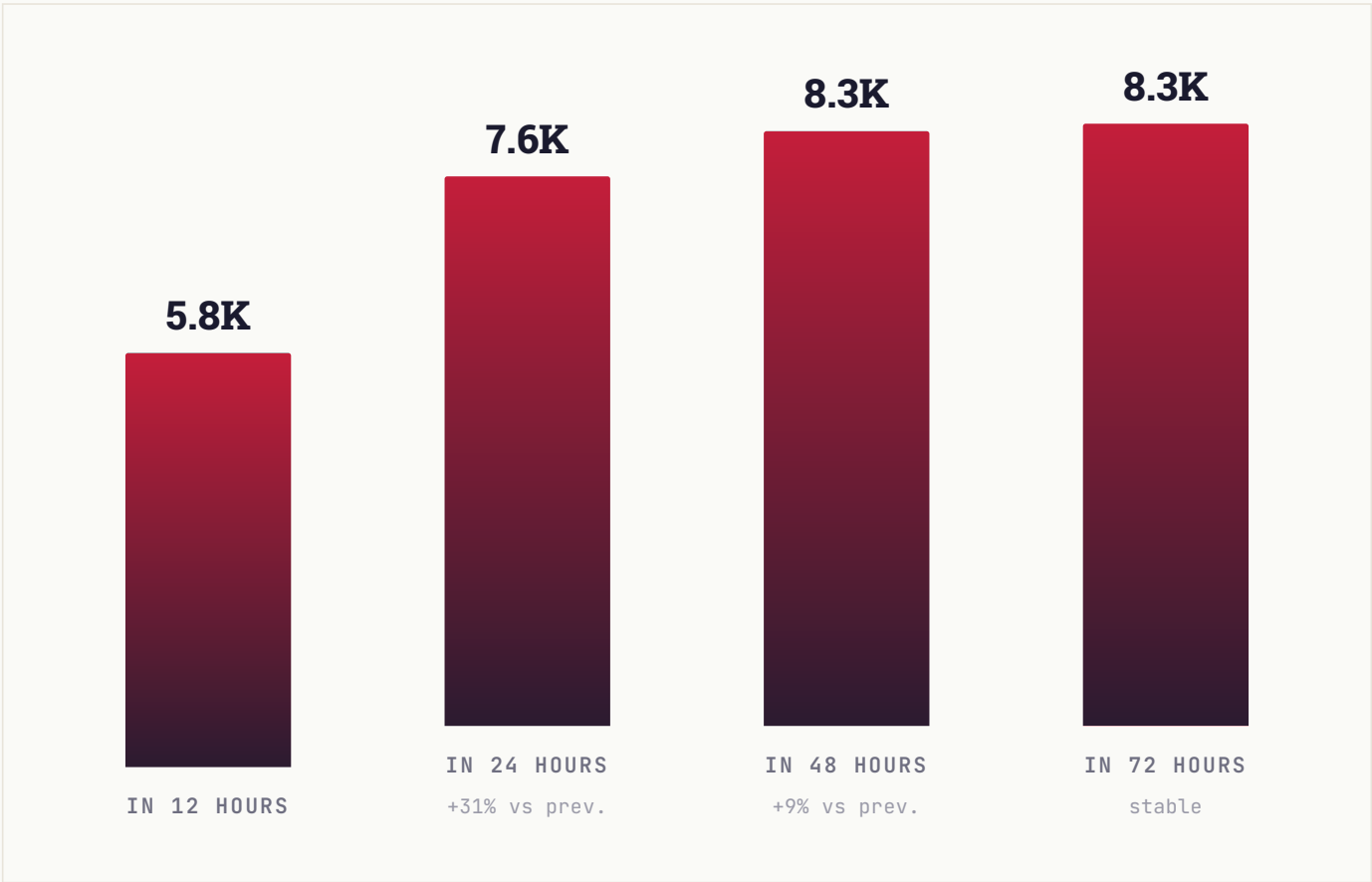
Citation index **72** – channel popularity score based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **41** different channels.



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 closest channels by topic and audience. Your channel is highlighted — 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 Books for millions   business blog | 864.8K      |
| RII Roxman typing...                  | 538.5K      |
| AB Business Shark                     | 498.5K      |
| SS Merger & Acquisition               | 478.5K      |
| لز لباس زیر اقساطی ریزسابل            | 474.8K      |
| TN Telegram for business YOU          | 32.9K       |

COMPARATIVE INSIGHT

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

SECTION 07 · MENTION TRENDS

# 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 **22**, they brought **1 585** new subs.

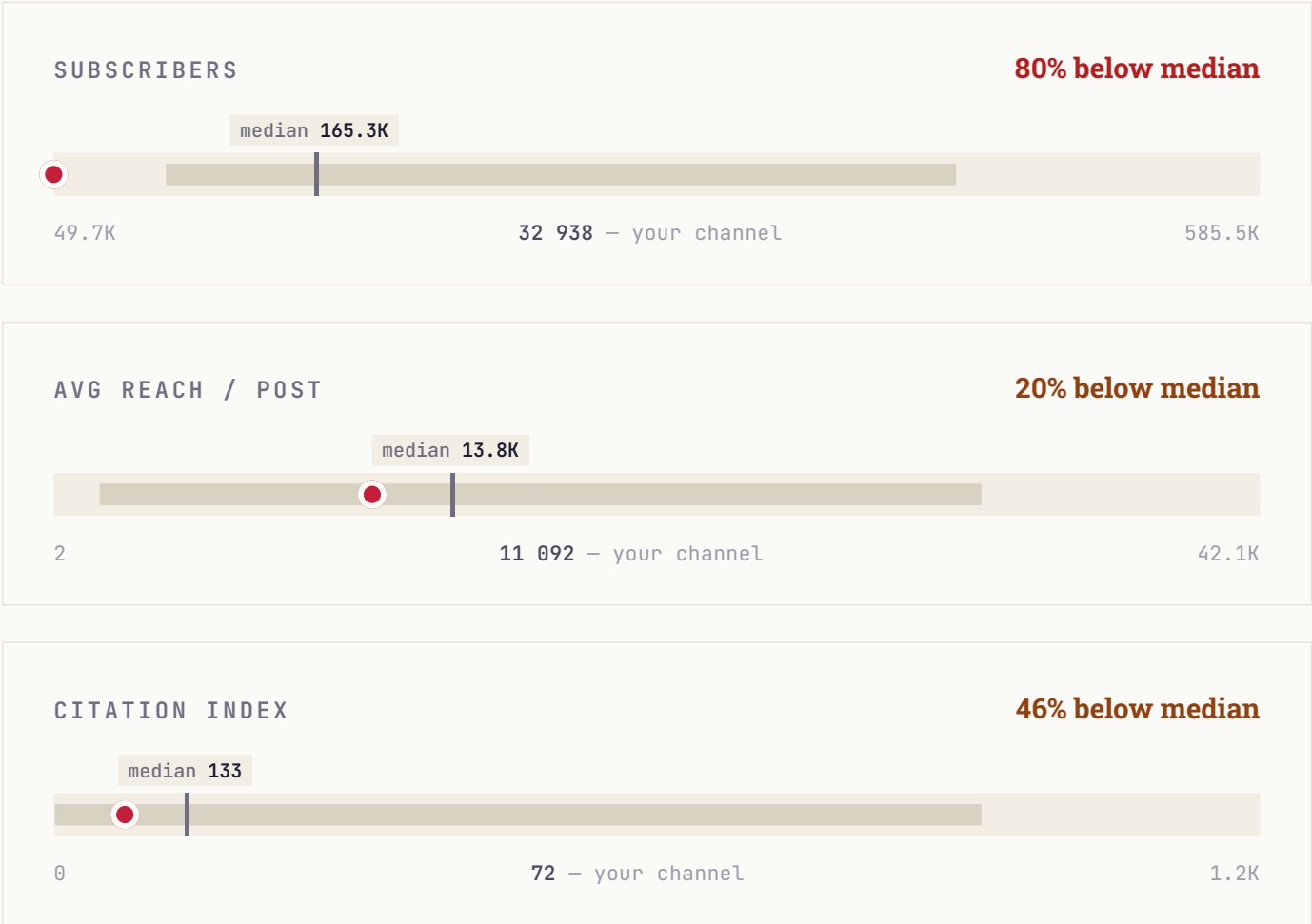
| PERIOD        | MENTIONS | CHANNELS | GAINED SUBS |             |
|---------------|----------|----------|-------------|-------------|
| Jan 2026      | 0        | 0        | 0           | <div></div> |
| December 2025 | 0        | 0        | 0           | <div></div> |
| Nov 2025      | 2        | 2        | 1           | <div></div> |
| Oct 2025      | 5        | 5        | 265         | <div></div> |
| Sep 2025      | 1        | 1        | 0           | <div></div> |
| August 2025   | 14       | 13       | 1 319       | <div></div> |

|                |                |               |
|----------------|----------------|---------------|
| TOTAL MENTIONS | MONTHS OF DATA | ACQUIRED SUBS |
| 22             | 6              | 1 585         |

SECTION 08 · NICHE COMPARISON

# Where the channel stands in its league

Took top-100 channels in category «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 them off and revisit this report in a month.

01

## Increase posting frequency

Now 3.0 posts/week. Active channels do 7-10.  
Consistency is key to retention.

EFFECT

**Consistency >  
Volume**

02

## Top post of the week — on Monday

Audience is most active on this day at 21:00 MSK.

EFFECT

**Best window  
for an  
important post**

03

## Increase video post share

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 & interactive formats

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

EFFECT

**+5-15% ER**

★ WHAT'S NEXT

# Want this done by **PromptPress?**

This audit — what we can do in minutes using public data. To go further — run ads through us and close your growth plan in a month.

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01 **Launch ads in  
Telegram**

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

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02 **Contact Manager**

[t.me/PromptPress\\_manager](https://t.me/PromptPress_manager)

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