

PUBLIC PROMTPRESS REPORT

Channel audit

Business and Point



@tochkabis

Short & clear about business. ↗ Ads - @tochkabis_bot Admin -
@tochkabis_adm 📄 Buy ads via exchange: <https://telega.in/c/tochkabis> RKN: <https://rkn.link/Xio>

SUBSCRIBERS

114 575

-3273 per month

ERR (% SEE POSTS)

16.0%

daily 12.0%

REACH/POST

18K

ad reach 13.7K/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 calculation period.

 SUBSCRIBERS 114 575 —	 SUBSCRIBER REACH 15.72% avg % subs see post	 VIEWS/POST 18K median 18.1K · 29 days	 POSTS/WEEK 23.7 over period
 7D TREND -1.6% vs previous week	 REACTIONS/POST 152.1 only 15,057 reactions, 950 reposts, 0 comments	 POST LENGTH 386 chars. median 365 · 29 days	 POSTS ANALYZED 99 29 days
 AD REACH 13.7K 24h avg	 CHURN / MONTH -3273 last month	 CITATION RATE 47 citation index · 250 channels mentioned ever	 CHANNEL AGE 2 years 9 months created 03.09.2023

AI EDITOR SUMMARY

Channel «Business and Point» — 114 575 subs. Each post avg views 18K people (16% from subs), avg reach — room to grow. Publishes 24 posts/week (~3/day) — active. Week Jun 1–7 reach stable (-1.6% vs week of May 25–31).

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement & underperformers — to see what to repeat and what to drop.

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on **99** posts in 29 days.
- 02 Dominant format — **Photo** (45/99 posts).
- 03 Avg post length — **386** chars (median 365).
- 04 Peak audience activity — **Tue**, 21:00 MSK.
- 05 Top posts get the most **1x** more views than weakest (22.1K avg top vs 17.1K worst) — among 99 posts in 29 days. Worth analyzing commonalities: topic, format, timing.

TOP 5 POSTS

Nº1 19.05 · 18:15 TEXT Corporate development in Russia gradually moves to own rails Sberbank announces major GigaIDE Pro update —...	VIEWS 24 200 REP. 2	REACTIONS 129 ER 21.1%
Nº2 04.06 · 15:36 PHOTO AI agent interaction with internet banking unified. Sber presents MCP protocol at SPIEF, giving language...	VIEWS 22 015 REP. 6	REACTIONS 184 ER 19.2%
Nº3 19.05 · 16:05 TEXT RTK-DC presents 'Kovcheg' for corporate data protection at CIPR forum Company says it's the first full...	VIEWS 20 009 REP. 2	REACTIONS 44 ER 17.5%

Nº4 19.05 · 16:00 TEXT ☒ Russia's unemployment stays low at 2.1%, Putin says. He noted economic dynamics are below...	VIEWS 19 553 REP. 4	REACTIONS 151 ER 17.1%
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Nº5 01.06 · 10:05 TEXT ☒ Paid tuition at Russian universities up 10.7% on average, Kommersant reports. Growth uneven: some...	VIEWS 19 316 REP. 2	REACTIONS 159 ER 16.9%
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WORST 3

↓ 19.05 · 14:00 TEXT Study: MTS is the most ready operator for 5G business adoption J'son & Partners Consulting analyzed the 5G/5G-ready market...	VIEWS 17 356 REP. 1	REACTIONS 78 ER 15.1%
↓ 05.06 · 13:59 TEXT ☒ MAX removed from App Store due to sanctions and legal requirements, Apple says. Specific reason not...	VIEWS 17 224 REP. 5	REACTIONS 175 ER 15.0%
↓ 04.06 · 13:24 TEXT ☒ Sber's new Business Assistant handles routine: monitors payments, blocks suspicious...	VIEWS 16 694 REP. 3	REACTIONS 221 ER 14.6%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

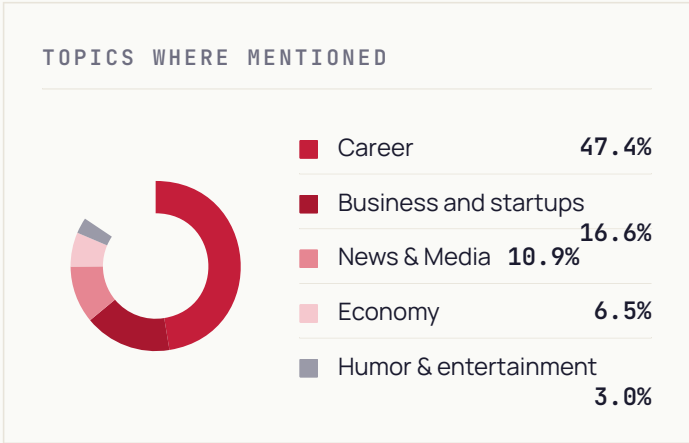
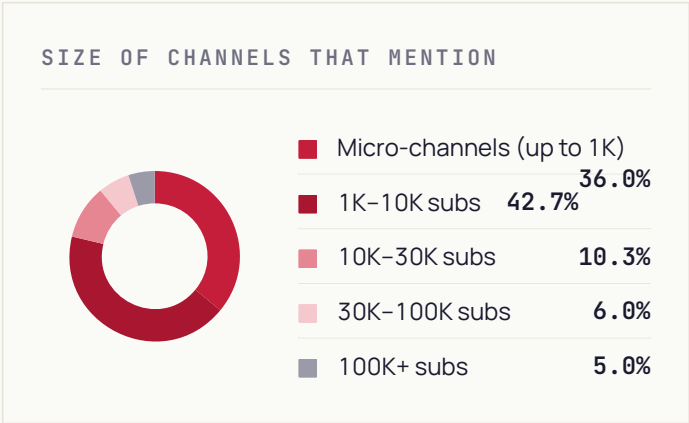
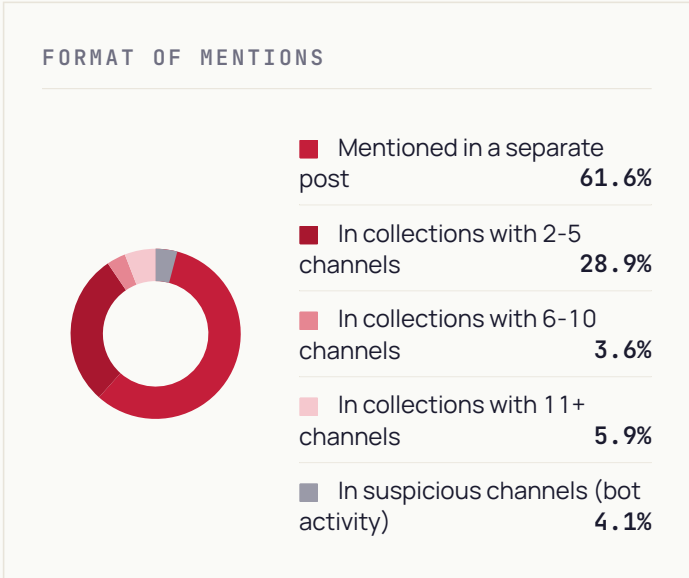
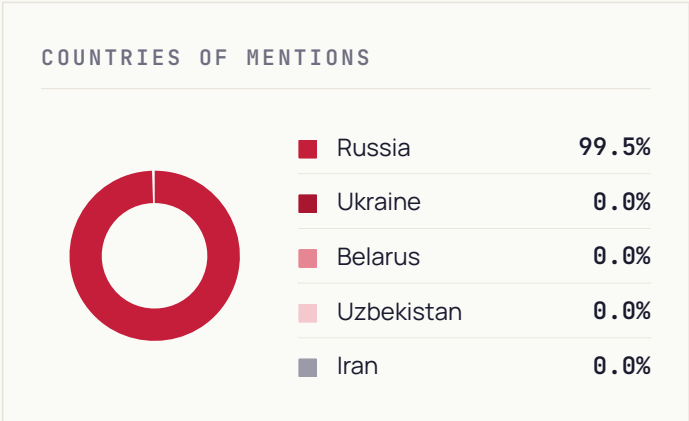
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth and decline.



SECTION 04 · MENTIONS

Who & how mentions the channel

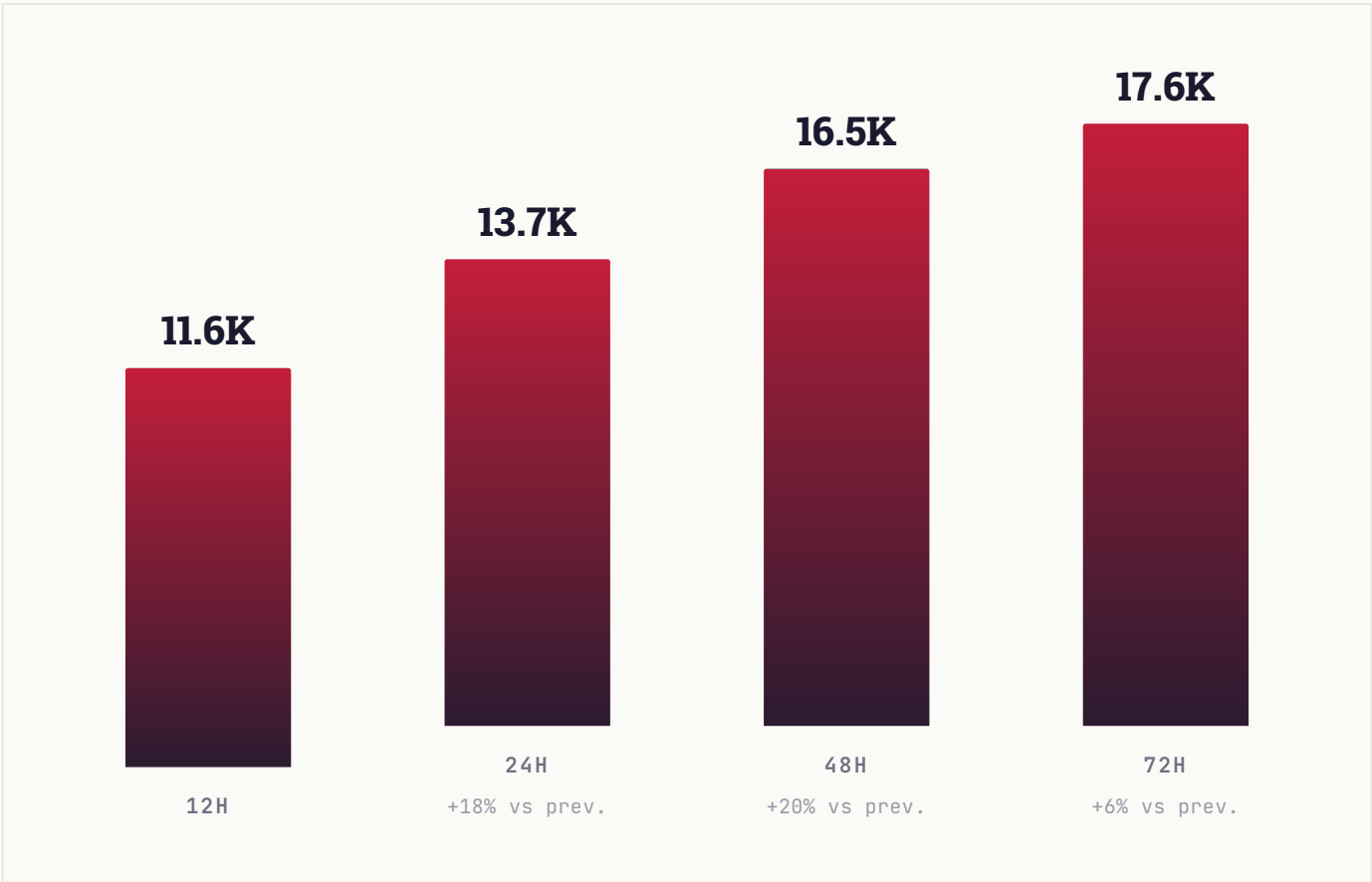
Citation index **47** — channel popularity rating based on mentions. Considers not only count but also weight of mentioners: a post from a 100K subs channel weighs more than from 1K. All-time mentions: **250** different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post over time since publication. Helps estimate how long placement stays relevant.



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic & audience. Your channel is highlighted — see its rank among niche neighbors.

CHANNEL	SUBSCRIBERS
MO Moscow Business	966.6K
CN Million-Dollar Books Business Blog	872.2K
SS M&A	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 Without Gloss	256.5K
BI Business and Point YOU	114.6K

COMPARATIVE INSIGHT

Channel in top half of niche (#46 of 100). Niche leader — Moscow Business (966.6K), median subs 102.7K. Aim for top quartile — realistic 6-12 month horizon.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

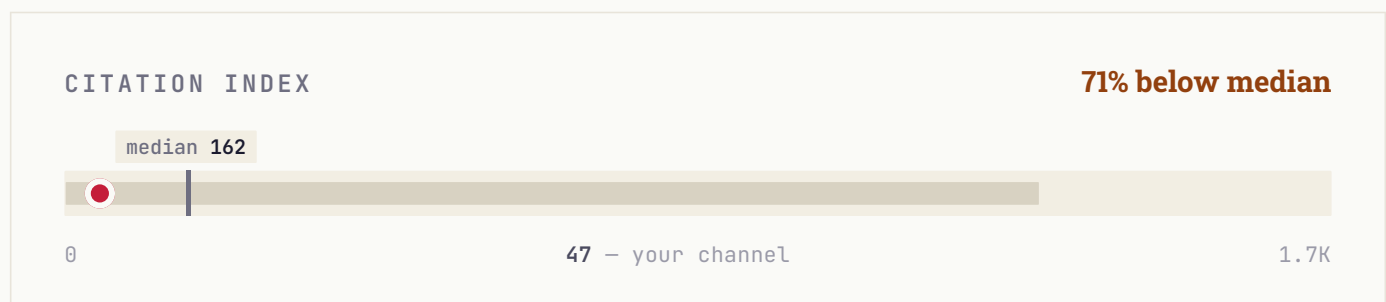
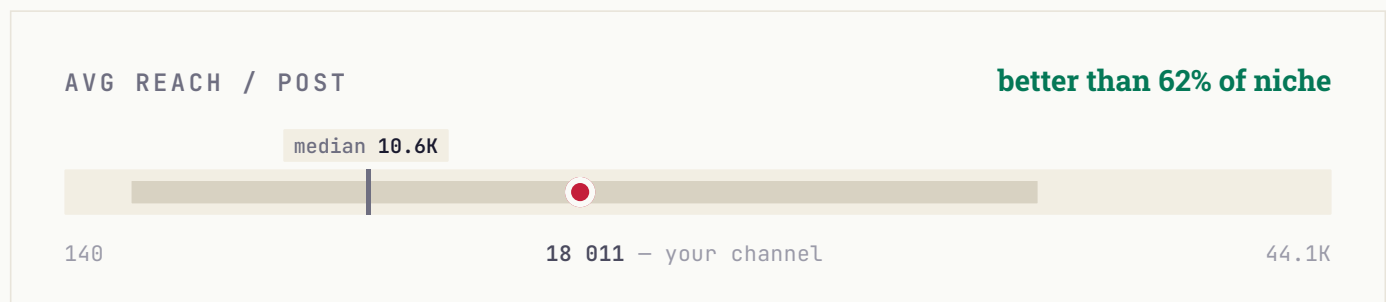
We track posts in other channels that mention your channel monthly. Over the last **6 months** such mentions were **81**, they brought **58 949** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	12	5	5 962
Nov 2025	14	10	877
Oct 2025	14	8	5 723
September 2025	21	7	16 336
August 2025	10	6	21 722
July 2025	10	5	8 329

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBSCRIBERS
81	6	58 949

Where the channel stands in its league

#46 /100 RANK IN NICHE
Channel in the top half of the ranking



— SECTION 09 · STRATEGY

What to do right now

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

- 01

Main post of the week — on Tuesday

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

EFFECT

Best time for important posts
- 02

Increase share of video posts

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
- 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 boost ER by 5-15%.
One weekly poll on a hot topic — easy growth lever.

EFFECT

+5-15% ER
- 05

Cross-promo with similar channels

Exchange posts quarterly with similar channels. 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 minutes from public data. Want to go further? Run ads with 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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