

PROMTPRESS PUBLIC REPORT

Channel audit

Top Business



@top_biz

We cover the most interesting in big money, corporations, and competition. Short and clear on key economic and financial events of the day. Write to the editor:...

SUBSCRIBERS

104 274

-1705 per month

ERR (% SEE POSTS)

22.0%

per day **18.1%**

REACH/POST

22.4K

ad reach **19K**/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 104 274 —	 SUBSCRIBER REACH 21.52% avg % subs see post	 VIEWS/POST 22.4K median 22.7K · 29 days	 POSTS/WEEK 48.4 over period
 7D TREND +0.0% vs previous week	 REACTIONS/POST — MTPROTO only	 POST LENGTH 871 chars median 931 · 29 days	 POSTS ANALYZED 203 29 days
 AD REACH 19K 24h avg	 CHURN / MONTH -1705 last month	 CITATION INDEX 158 citation index · 348 channels mentioned all time	 CHANNEL AGE 8 years 10 months created 18.08.2017

AI EDITOR SUMMARY

Channel «Top Business» — 104 274 subs. Avg views per post 22.4K people (22% from subs), average reach — room to grow. Publishes 48 posts/week (~7/day) — active mode. Jun 15–21 reach stable (+0.0% vs week Jun 8–14).

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS SHARE

- 01 Analysis based on 203 posts in 29 days.
- 02 Dominant format – Photo (202/203 posts).
- 03 Avg post length – 871 chars (median 931).
- 04 Audience peak activity – Sunday, 20:00 MSK.
- 05 Top posts get 1x more views than the weakest (22.9K avg for top vs 21.1K for worst) – among 203 posts in 29 days. Worth analyzing what top posts share: topic, format, timing.

TOP 5 POSTS

№107.06 · 17:22PHOTO	VIEWS	REACTIONS
	22 975	—
At SPIEF, Gazprombank presented new mechanisms to attract investment in water projects. For the economy, this is a practical topic: water...	REPOSTS	ER
	1	22.0%
№208.06 · 11:55PHOTO	VIEWS	REACTIONS
	22 932	—
Prime Minister Mikhail Mishustin announced a twofold increase in IT's share of Russia's GDP. This is one of the most positive stories of the day...	REPOSTS	ER
	3	22.0%
№307.06 · 08:38PHOTO	VIEWS	REACTIONS
	22 915	—
JSC «Farmasyntez-Nord» and St. Petersburg government signed at SPIEF an agreement on the third stage of a high-tech...	REPOSTS	ER
	3	22.0%

Nº4 07.06 • 11:27 PHOTO «UKM Group» by Nikita Mazepin plans to acquire 20% in Russian AI startup «ArchiTech AI» – developer of Kodik ecosystem. Deal amount...	VIEWS 22 880 REPOSTS 3 REACTIONS — ER 21.9%
Nº5 28.06 • 17:18 PHOTO Russians have access to dozens of visa-free destinations – 76 countries, reminds the Association of Tour Operators of Russia (ATOR). For tourism...	VIEWS 22 867 REPOSTS 1 REACTIONS — ER 21.9%

WORST 3

↓ 04.06 • 10:07 PHOTO Revenues to the Russian treasury from oil and gas taxes rose 32.4% in May, Reuters reports. Oil and gas revenues of the Russian budget hit a record...	VIEWS 22 679 REPOSTS 1 REACTIONS — ER 21.7%
↓ 05.06 • 17:11 TEXT Russia drafted a bill to legally define «Made in Russia» and «Russian brand». Lack of legal framework...	VIEWS 21 110 REPOSTS — REACTIONS — ER 20.2%
↓ 05.06 • 13:49 PHOTO Plans to build new metro stations remain in force, said Sergei Sobyenin in an interview with RBC. @banksta	VIEWS 19 551 REPOSTS — REACTIONS — ER 18.7%

SECTION 03 • SUBSCRIBER DYNAMICS

How the channel grew over the year

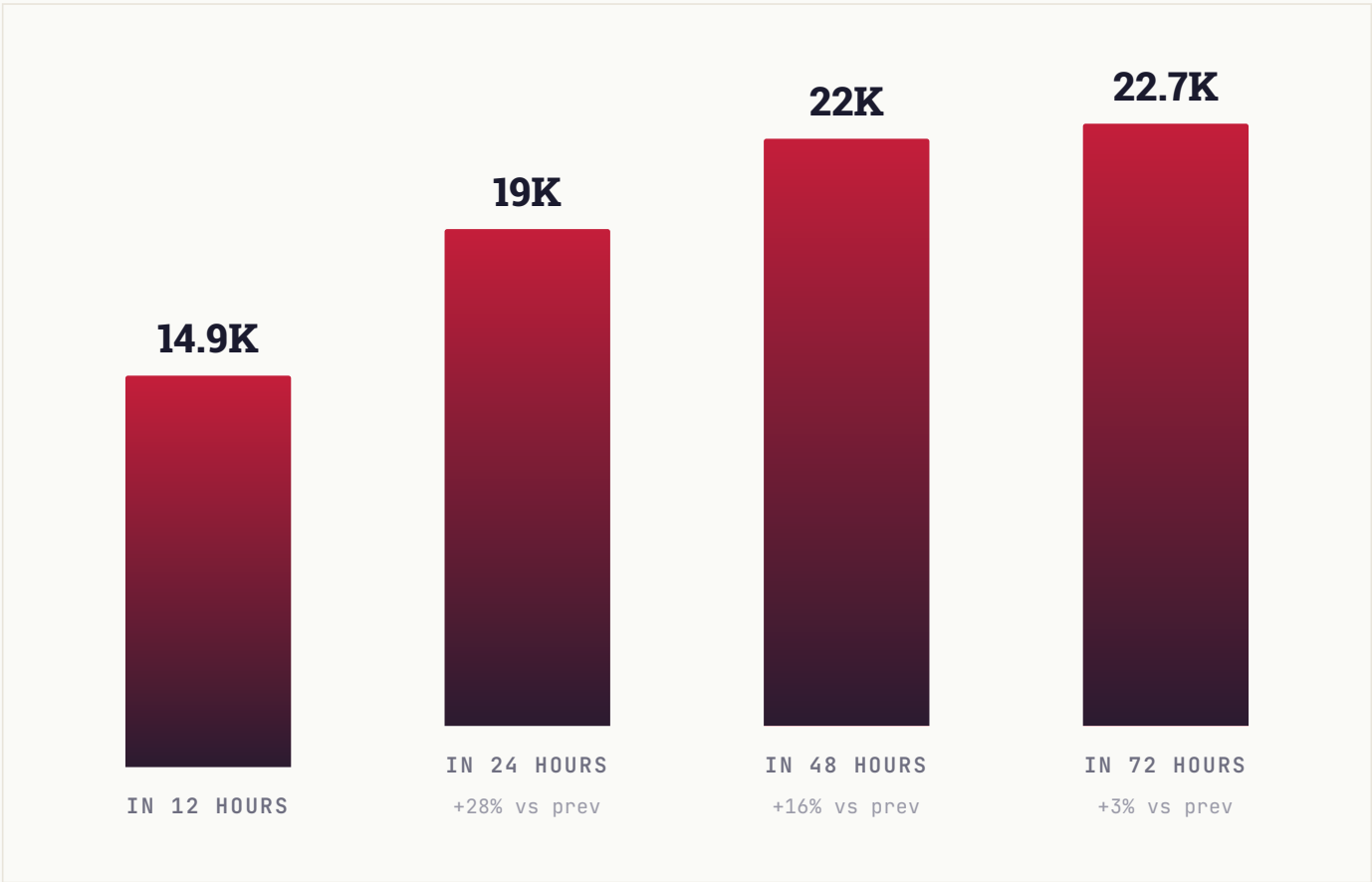
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post over time since publication. Helps estimate how long a placement should 'live'.



SECTION 05 · COMPETITORS

Who you compete with

11 closest channels by topic and audience. Highlighted your channel — see its rank among niche peers.

CHANNEL	SUBSCRIBERS
آت آقay تحلیلگر	5M
اق اخبار فوری قیمت دلار تتر جنگ امریکا	3.4M
قد قیمت لحظه ای دلار طلا خودرو و سکه	2.9M
TW Trade Watcher	2.6M
قل قیمت لحظه ای دلار طلا خودرو	2.1M
اش Sharif شریف	2M
KE KING EL GOLD 🏆	2M
TE The Economist	1.3M
TE Topor. Economy.	1.2M
QE QUBTAN EL GOLD	1.1M
TB Top Business YOU	104.3K

COMPARATIVE INSIGHT

Channel is still outside top 98 of niche — early growth stage. Niche leader — آقay تحلیلگر (5M), top-98 median: 338.9K. First goal — enter top-98 via systematic traffic & content work.

SECTION 06 · MENTION DYNAMICS

How often the channel is mentioned

Each month we track posts in other channels that mention yours. Over the last **6 months** mentions found **188**, they brought **39 167** new subs.

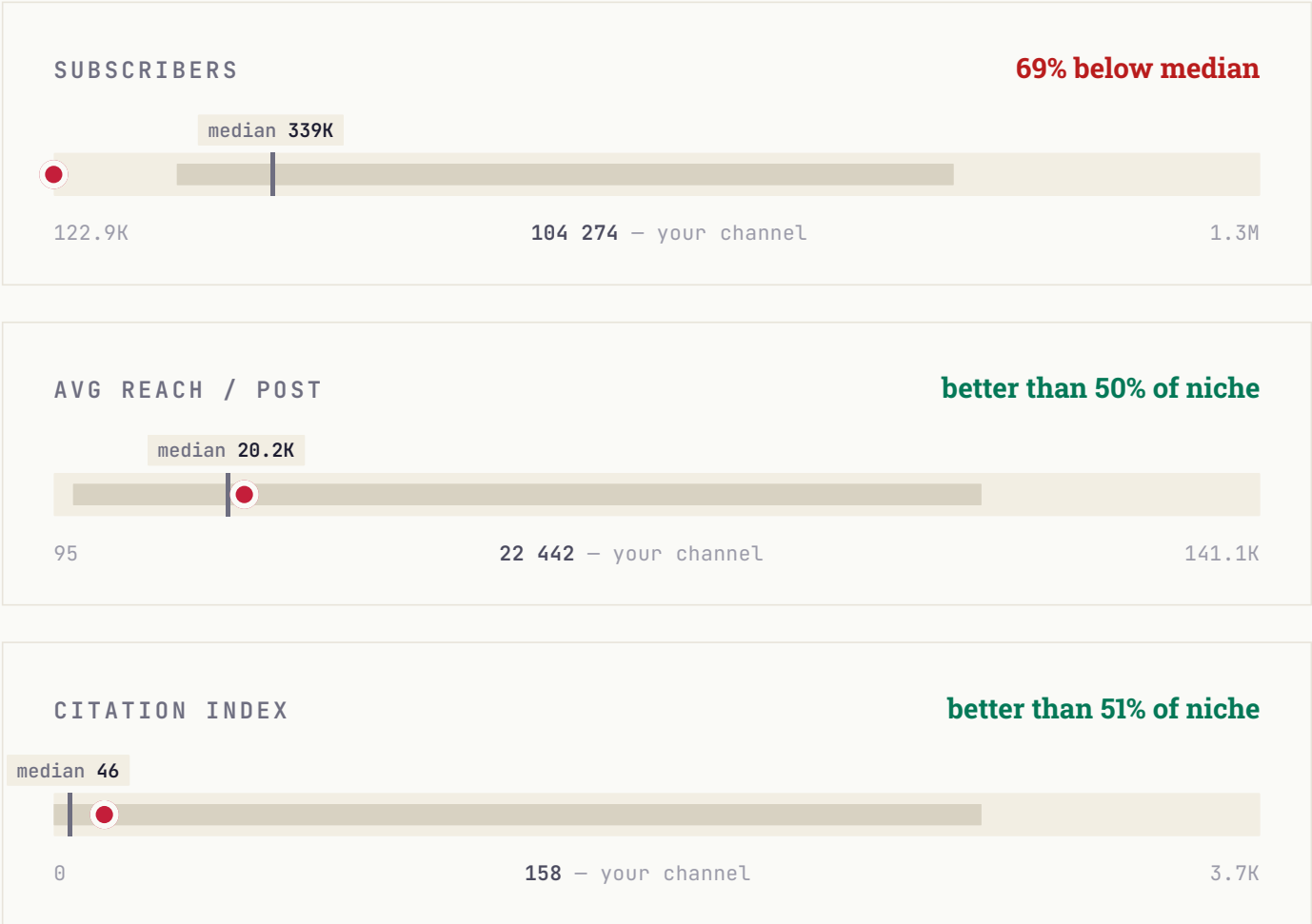
PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS
Jan 2026	24	5	2 700
Dec 2025	42	14	9 285
Nov 2025	41	8	4 024
Oct 2025	52	11	4 553
September 2025	20	12	10 250
August 2025	9	5	8 355

TOTAL MENTIONS	MONTHS OF DATA	ATTRACTED SUBS
188	6	39 167

SECTION 07 · NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category «Economics» (Russia) and compared your channel. Gray band — range of 80% of niche channels (p10 to p90). Black vertical — median. Red dot — your channel.



— SECTION 08 · STRATEGY

What to do now

5 priority actions sorted by expected impact. Check off and revisit in a month.

01

Top post of the week — Sunday

Audience most active on this day at 20:00 MSK.

EFFECT

**Best window
for an
important post**

02

Increase video post share

Video in Telegram retains audience longer and is algorithm-friendly. 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). PromptPress picks sources for your niche.

EFFECT

**+1000-3000
subs**

04

Test polls and interactive formats

Posts with polls/reactions usually boost ER by 5-15%.
One weekly poll on a hot topic is an easy win.

EFFECT

+5-15% ER

05

Cross-promo with neighboring channels

Exchange posts with same-segment channels once a quarter. No need daily — 2-3 collabs give relevant growth.

EFFECT

**Growth from
relevant
audience**

★ NEXT STEPS

Want this done by **PromptPress?**

This audit — what we can do in minutes using public data. Want more? Run ads with us and hit your growth plan in a month.

01

**Launch ads in
Telegram**

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

02

Contact manager

t.me/PromptPress_manager