

— PROMTPRESS PUBLIC REPORT

Channel audit

ТЫЖЕБИЗНЕСМЕ

—

рассказываем про бизнес



@tzh_business

№ 7699738433 Nice to hear when they say: «you're a businessman». Longreads about business. For advertising: @jilshi

SUBSCRIBERS

17 110

ERR (% SEE POSTS)

66.0%

REACH/POST

9.5K

-339 per month

in 24 hrs 44.7%

ad reach 7.3K/24h

— CONTENT · 2026

What's inside the report

01 Channel snapshot

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Top 5 posts · worst 3 · insights

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6 months · monthly

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Rank in «Business & Startups»

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 17 110 —	 SUBS REACH 55.36% avg % subs see post	 VIEWS/POST 9.5K median 9.9K · 20 days	 POSTS/WEEK 2.4 for the period
 7D TREND — no data for period	 REACTIONS/POST 62.0 total 434 reactions, 504 reposts, 0 comments	 POST LENGTH 898 chars. median 999 · 20 days	 POSTS ANALYZED 7 20 days
 AD REACH 7.3K 24h avg	 CHURN / MONTH -339 last month	 CITATION RATE 63 citation index · 41 channels mentioned ever	 CHANNEL AGE 2 years 7 months created 16.12.2023

AI EDITOR SUMMARY

Channel «TYZHEBIZNESMEN – we talk about business» – 17 110 subs. Each post averages 9.5K people (55% of subs), wide reach for a channel this size. Publishes 2 posts/week (~0/day) – rare publications.

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 7 posts in 20 days.
- 02 Dominant format — Text (6/7 posts).
- 03 Avg post length — 898 chars (median 999).
- 04 Peak audience activity — Sunday, 22:00 MSK.
- 05 Top posts get 3× more views than the weakest (13.8K avg for top vs 5.1K for worst) — among 7 posts in 20 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 05.07 · 19:15 TEXT Authors every leader should read What's a leader's most important tool? Not reports, not CRM, not even the team. It's...	VIEWS 13 961 REPOSTS 136 REACTIONS 110 ER 81.6%
Nº2 29.06 · 21:15 TEXT Hey, who's in the game 🦊 Every call is a full investment of time and energy. The more people involved, the more expensive the meeting...	VIEWS 13 854 REPOSTS 120 REACTIONS 102 ER 81.0%
Nº3 07.07 · 13:55 TEXT Glad to have you on board 🙌 On average, onboarding takes 3–6 months. To reach full self-sufficiency...	VIEWS 13 451 REPOSTS 140 REACTIONS 91 ER 78.6%

N⁴16.07 · 17:38TEXT Hey there, business person 🤝 The meeting seemed fine, then silence. No texts, no calls, meetings postponed, blue check and emptiness in chats...	VIEWS 9 868 REPOSTS 7	REACTIONS 17 ER 57.7%
N⁵17.07 · 15:28TEXT Account management without visiting a bank Business banking has long moved beyond branches and paper. Digitalization is changing its architecture...	VIEWS 7 828 REPOSTS 6	REACTIONS 20 ER 45.8%

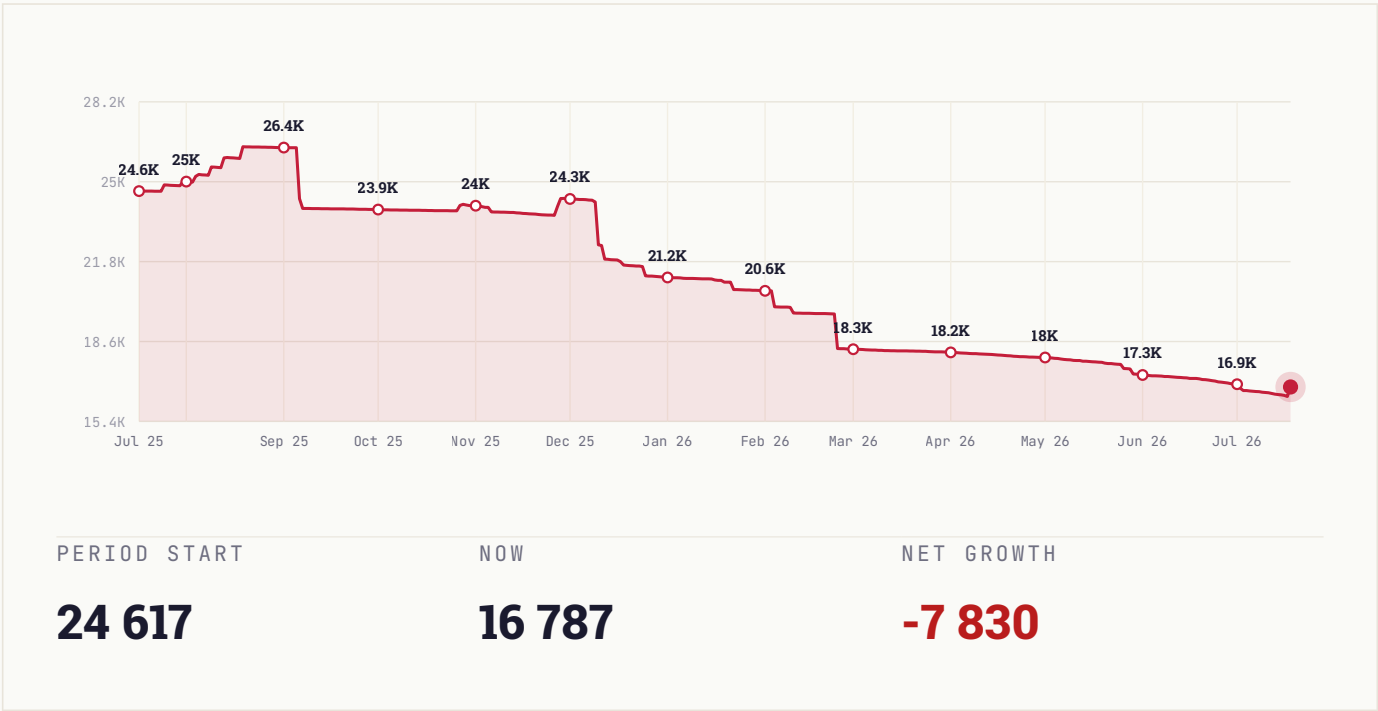
| WORST 3

↓ 17.07 · 15:28TEXT Account management without visiting a bank Business banking has long moved beyond branches and paper. Digitalization is changing its architecture...	VIEWS 7 828 REPOSTS 6	REACTIONS 20 ER 45.8%
↓ 28.06 · 15:37TEXT How to lose a subscriber in 5 clicks Found a great example for analysis. A site where the newsletter repels better than any antivirus. We did an audit...	VIEWS 5 811 REPOSTS 93	REACTIONS 89 ER 34.0%
↓ 18.07 · 17:32PHOTO 💬 Business in Russia is a utopia! – A skeptic will say and keep complaining on the couch. In fact, this year has been...	VIEWS 1 530 REPOSTS 2	REACTIONS 5 ER 8.9%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

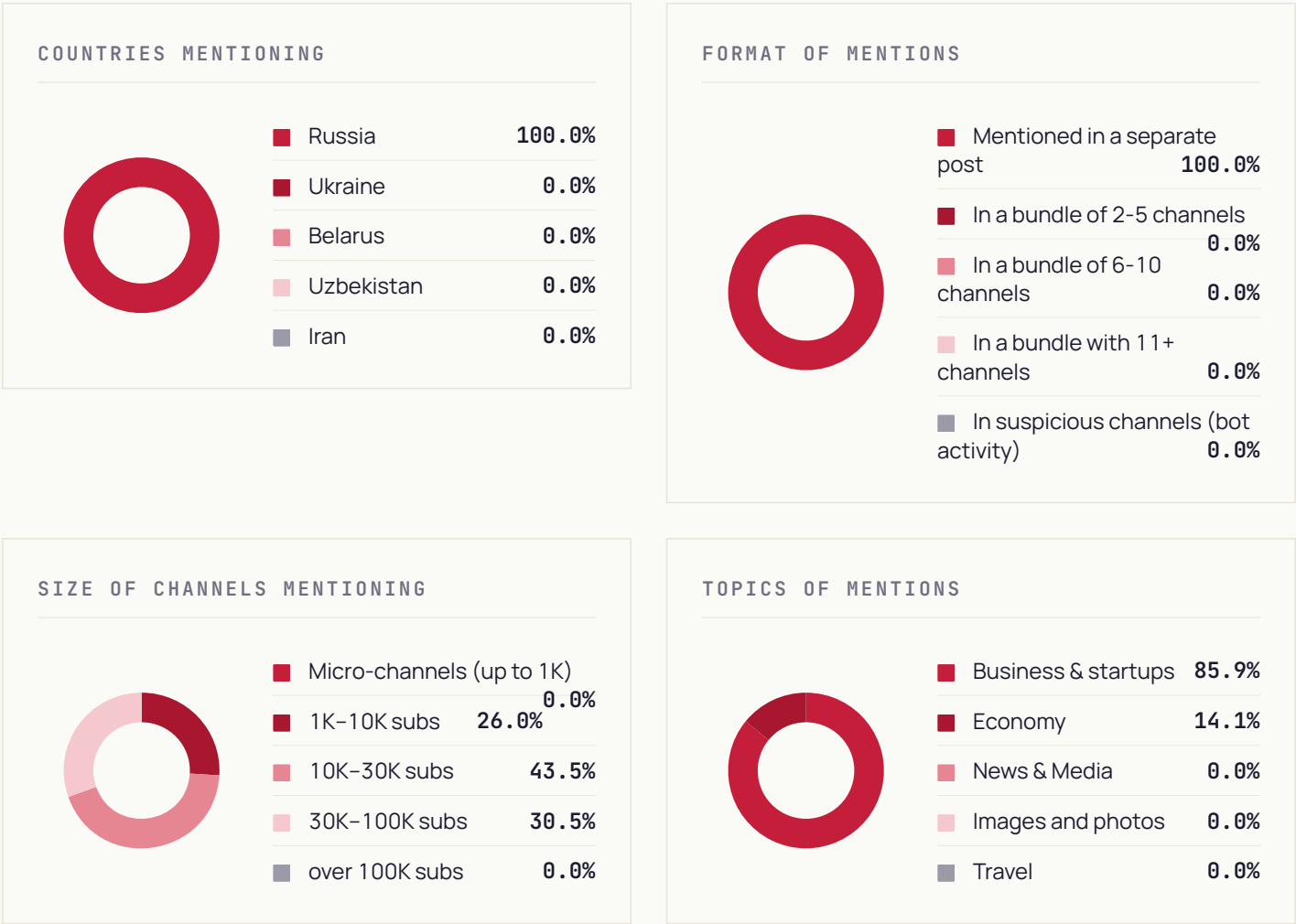
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

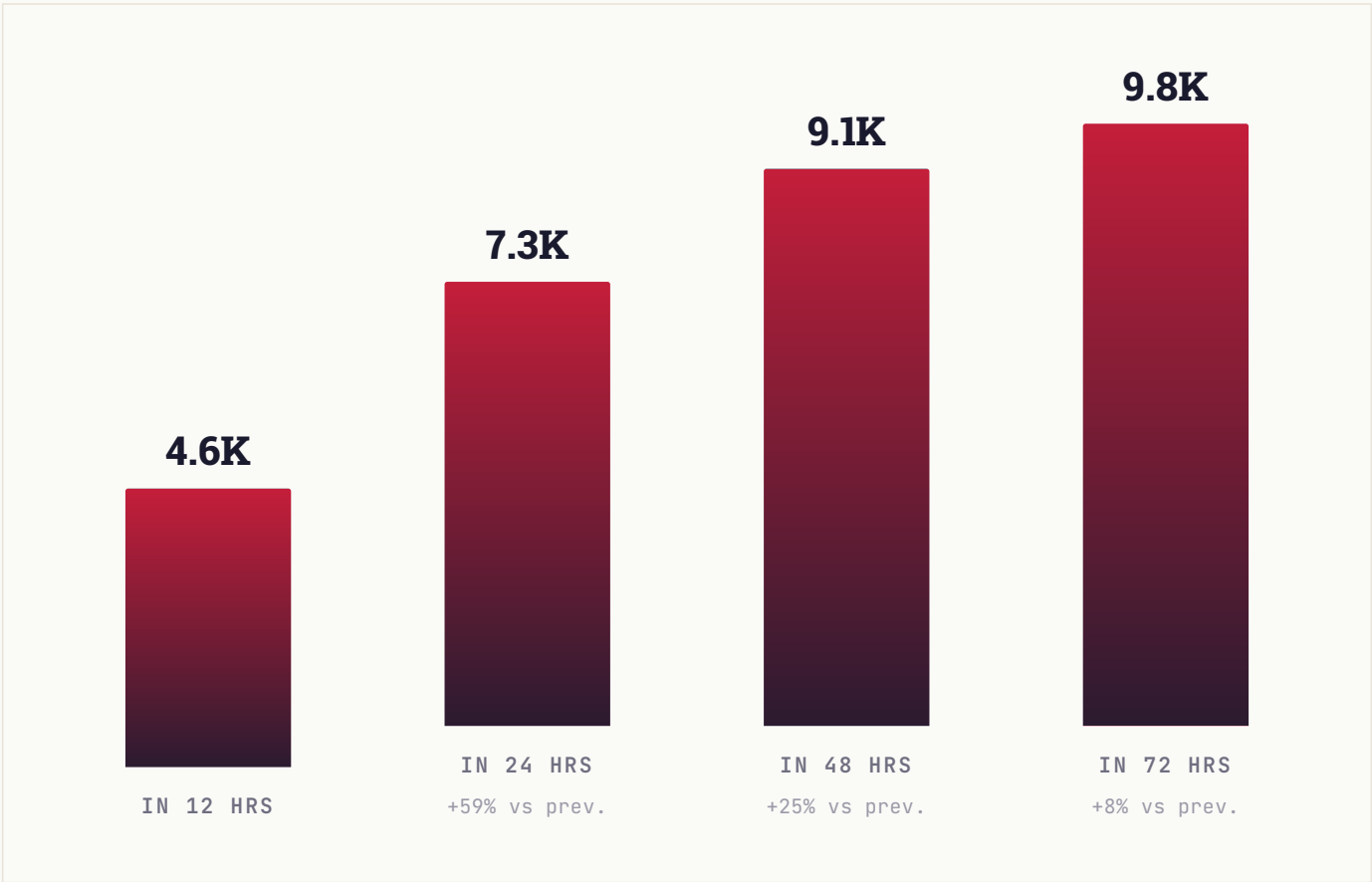
Citation index **63** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel 'weighs' more than from a 1K subs channel. All-time mentions: **41** different channels.



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 — you can see its rank among niche neighbors.

CHANNEL	SUBSCRIBERS
S& Startups & Ventures	2.6M
VC Venture Capital	2.6M
ME Mohamed El Guazzar 🇸🇩	2.2M
IT ISHBOR Toshkent	1.4M
MO Moscowbusiness	1.1M
CN Books for millions business blog	861.7K
RP Roxman typing...	529.9K
AB Business Shark	502.2K
CPM Merger & acquisition	469.6K
لز لباس زیر اقساطی ریزسابل	456.9K
T- ТЫЖЕБИЗНЕСМЕН — рассказываем про бизнес YOU	17.1K

COMPARATIVE CONCLUSION

Channel not yet outside top 99 of niche — early growth stage. Niche leader — Startups & Ventures (2.6M), top-99 median: 171.4K. First goal — enter top-99 through systematic work on traffic and content.

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 **36**, they brought **2 453** new subs.

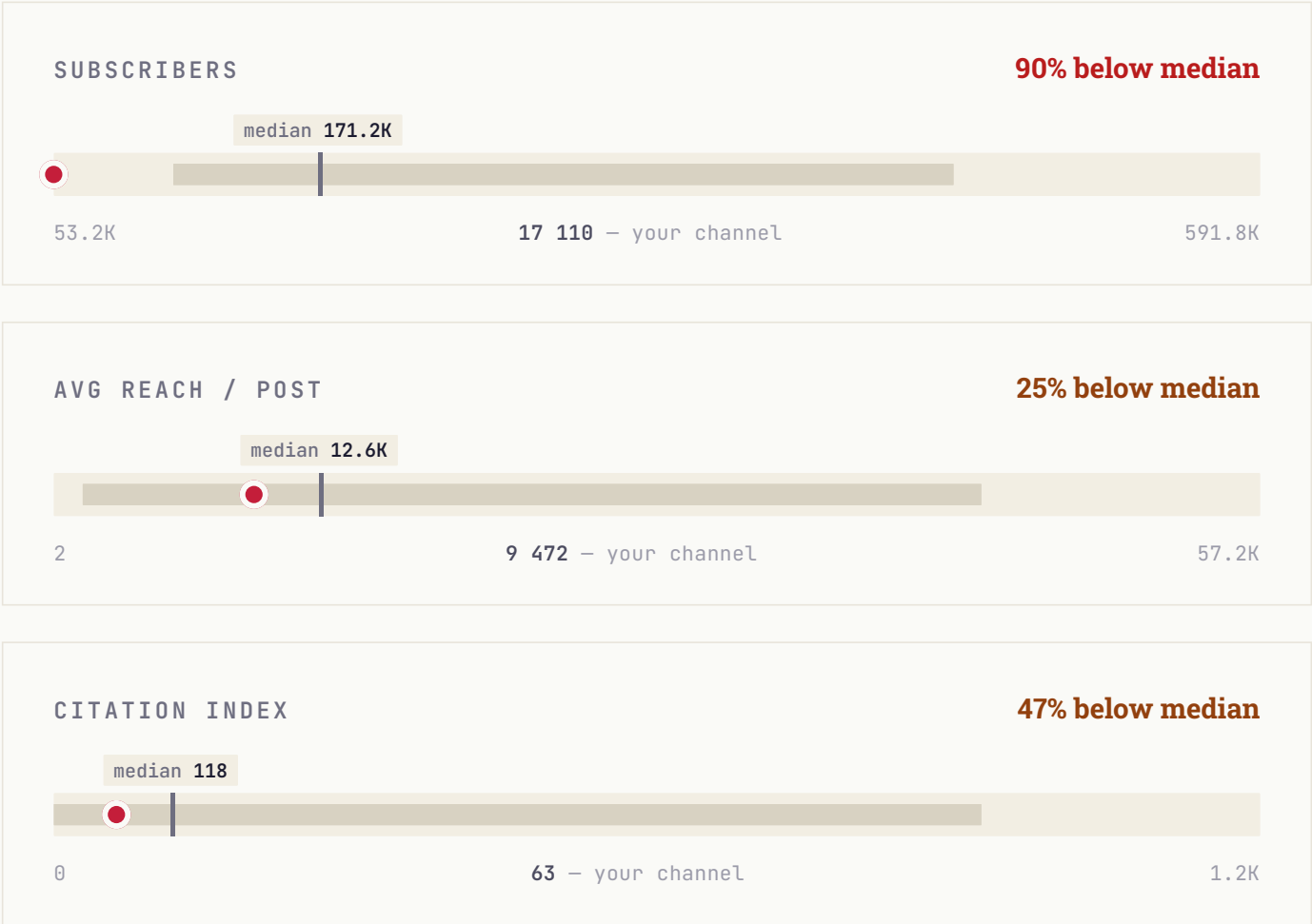
PERIOD	MENTIONS	CHANNELS	BROUGHT SUBS	
January 2026	0	0	1	
December 2025	0	0	0	
November 2025	6	6	679	
October 2025	6	6	260	
September 2025	0	0	0	
August 2025	24	20	1 513	

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS
36	6	2 453

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 ranked by expected impact. Check them off and revisit this report in a month.

01

Increase posting frequency

Currently 2.4 posts/week. Active channels average 7–10. Consistency is key to retention.

EFFECT

**Consistency
beats volume**

02

Main post of the week — on Sunday

On this day at 22:00 MSK audience is most active.

EFFECT

**Best window
for an
important post**

03

Increase video posts 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 growth lever.

EFFECT

+5-15% ER

★ 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 ads on Telegram** <https://panel.promptpress.com/register>

02 **Contact manager** t.me/PromptPress_manager
