

PROMTPRESS PUBLIC REPORT

Channel audit

VTB for Business



@vtb_smb

Real entrepreneur cases, expert business tips, and fresh news. Only the useful stuff ■ VTB for Business: <https://vk.cc/cvI5mA> Registered with Roskomnadzor:...

SUBSCRIBERS

93 742

+7748 per month

ERR (% SEE POSTS)

29.0%

daily **16.4%**

REACH/POST

31.2K

ad reach **15.4K**/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 93 742 —	 SUBSCRIBER REACH 33.28% avg % subs see post	 VIEWS/POST 31.2K median 19.6K · 28 days	 POSTS/WEEK 5.6 over period
 7D TREND -64.3% vs prev week	 REACTIONS/POST 25.8 only 594 reactions, 428 reposts, 0 comments	 POST LENGTH 602 chars median 593 · 28 days	 POSTS ANALYZED 23 28 days
 AD REACH 15.4K 24h avg	 CHURN / MONTH +7748 last month	 CITATION RATE 216 citation index · 212 channels mentioned ever	 CHANNEL AGE 4 years 2 months created 06.04.2022

AI EDITOR SUMMARY

Channel «VTB for Business» — 93 742 subs. Each post avg views 31.2K people (33% from subs), good reach. Publishes 6 posts/week (~1/day) — rare. Week Jun 1–7 reach dropped -64.3% to week May 25–31 — analyze reasons.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT TOP POSTS HAVE IN COMMON

- 01 Analysis based on 23 posts in 28 days.
- 02 Dominant format – Photo (17/23 posts).
- 03 Avg post length – 602 chars (median 593).
- 04 Audience peak activity – Monday, 11:00 MSK.
- 05 Top posts get 6x more views than weakest (top avg 110.7K vs worst 18.6K) – among 23 posts in 28 days. Analyze commonalities: topic, format, timing.

TOP 5 POSTS

Nº1 18.05 · 08:00 VIDEO ☕ What unites a coffee shop, atelier, veggie store and other small businesses? Free acquiring from VTB. Instead of Entrepreneur Day...	VIEWS 158 630 REP. 93	REACTIONS 31 ER 169.2%
Nº2 25.05 · 10:10 VIDEO 🗑️ Planning to celebrate Entrepreneur Day? We're canceling! Instead of one Entrepreneur Day – a WHOLE ENTREPRENEUR WEEK from...	VIEWS 151 188 REP. 41	REACTIONS 31 ER 161.3%
Nº3 28.05 · 12:02 PHOTO 😊 VTB is best again At the annual Digital Leaders awards we got two new prizes! Foreign trade service and savings products of VTB...	VIEWS 22 140 REP. 12	REACTIONS 30 ER 23.6%

Nº4

15.05 · 13:05

PHOTO

How to cut operating costs and make your business more efficient? ☒ Let's discuss with an expert. Join us on May 21 at 10:00 for...

VIEWS

21 259

REACTIONS

14

REP.

5

ER

22.7%

Nº5

25.05 · 14:31

PHOTO

☒ China is a stone's throw away! This fits both Blagoveshchensk, host of Russia-China forum 'AmurExpo', and VTB, which...

VIEWS

21 211

REACTIONS

25

REP.

12

ER

22.6%

|

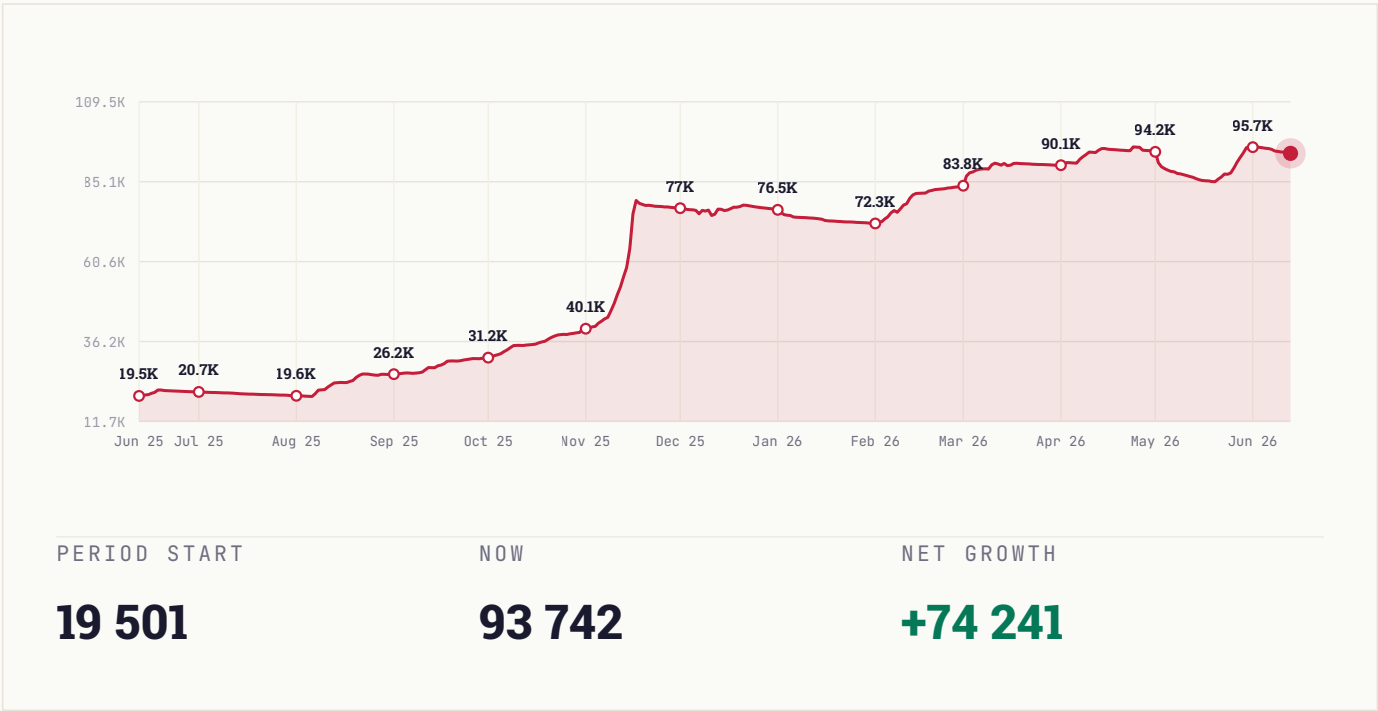
WORST 3

↓ 04.06 · 12:32 PHOTO ☒ Financing tourism growth At #PMEF2026 announced we submitted projects worth over 30 billion rubles to the Ministry of Economy, as part of...	VIEWS 18 719 REACTIONS 16 REP. 8 ER 20.0%
↓ 03.06 · 12:10 PHOTO How to fill a vacancy in weeks, not months? ☒ A presales expert in HR automation, Sergey Kondruk, will tell you...	VIEWS 18 704 REACTIONS 20 REP. 7 ER 20.0%
↓ 09.06 · 15:04 PHOTO ⚡ Entrepreneurs name VTB's foreign trade services best on market Won 'Best Program for SMEs' award and got 'Golden...	VIEWS 18 375 REACTIONS 28 REP. 15 ER 19.6%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

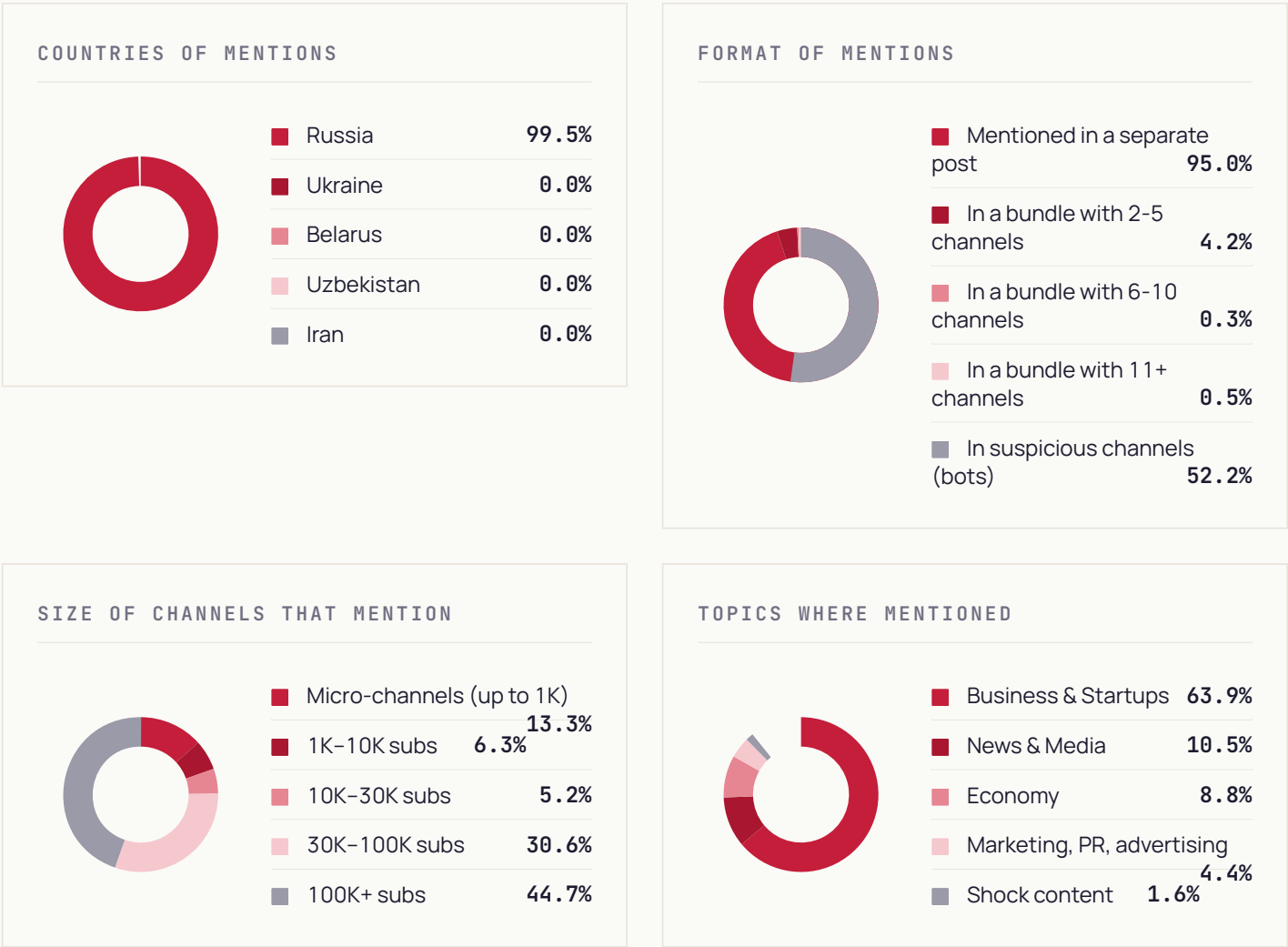
Subscriber growth chart for the year. Key months show exact subscriber count. See which months the channel gained or lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

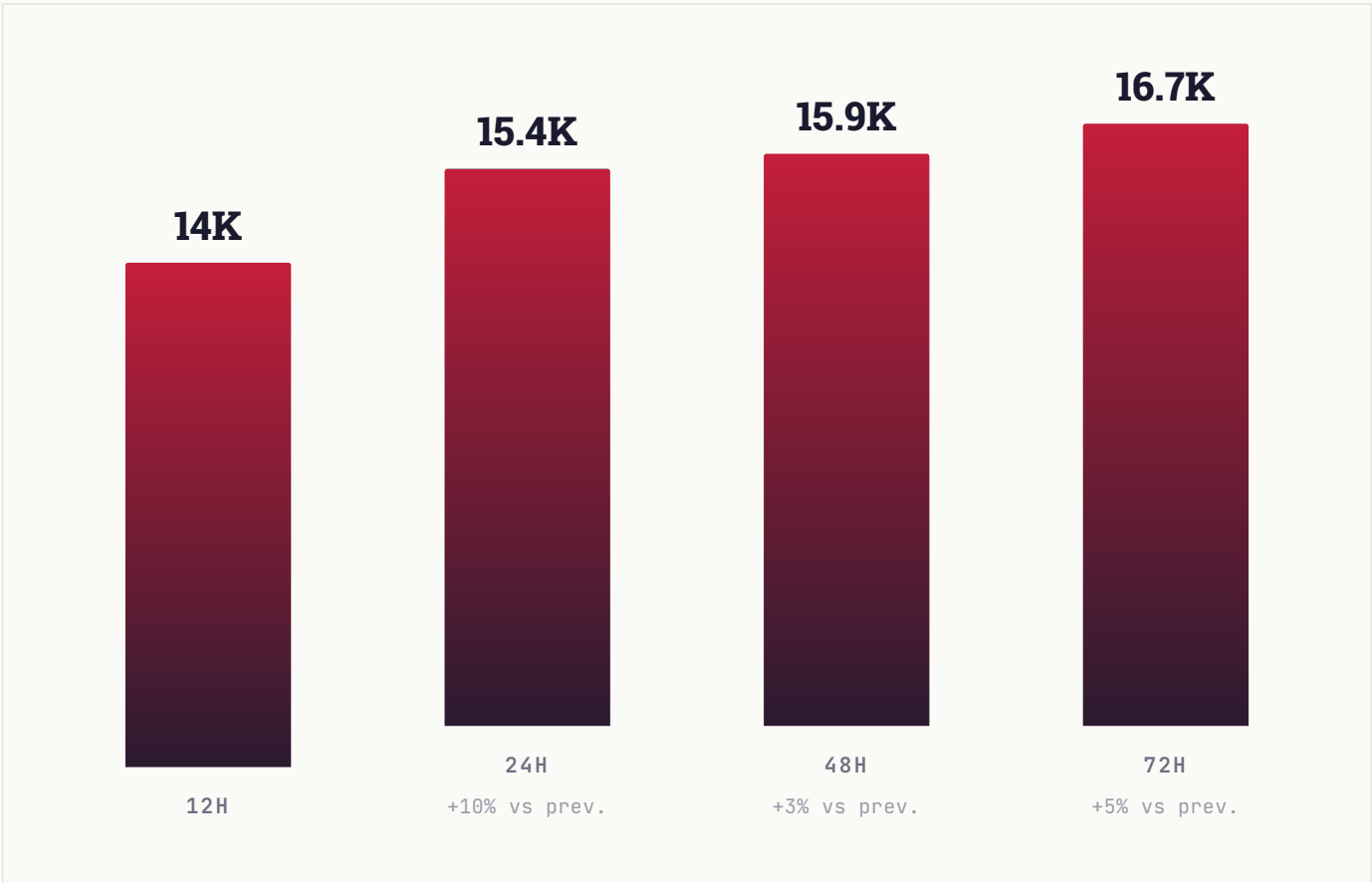
Citation index **216** — channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from 1K. All time channel was mentioned **212** different channels.



SECTION 05 · AD POTENTIAL

How long a post brings reach

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



SECTION 06 · COMPETITORS

Who you compete with

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

CHANNEL	SUBSCRIBERS
MO Moscow Business	966.6K
CN Million-Dollar Books Business Blog	872.2K
USSR Merger & acquisition	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
PR Russian retail & business	289.2K
2H 25th Hour • Business & Finance	288.4K
BB Business Unfiltered	256.5K
VD VTB for Business YOU	93.7K

COMPARATIVE INSIGHT

Channel in bottom half of top-100 niche (#57 of 100). Niche median — 102.7K subs.
First growth KPI — reach median. Leader: Moscow Business (966.6K).

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Every month we record posts in other channels that mention yours. Over the last **6 months** such mentions were **32**, they brought **65 744** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	0	0	4 936
Nov 2025	20	18	39 402
Oct 2025	6	6	8 853
Sep 2025	2	2	5 363
August 2025	4	4	7 190
July 2025	0	0	0

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBSCRIBERS
32	6	65 744

SECTION 08 · NICHE COMPARISON

Where the channel ranks 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.

#57/100

RANK IN NICHE

Channel in the bottom half of the ranking



— 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**Top post of the week — Monday**

Audience most active on this day at 11:00 MSK.

EFFECT

**Best window
for an
important post****02****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****03****Test polls & interactive formats**

Posts with polls/reactions usually give +5-15% ER. One poll per week on a hot topic — easy growth lever.

EFFECT

+5-15% ER**04****Cross-promo with adjacent channels**

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

EFFECT

**Growth from
relevant
audience****05****Update channel description for Telegram search**

Telegram search scans descriptions. Add 3-5 niche keywords — organic traffic source.

EFFECT

**Organic traffic
source**

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in a few minutes based on public data. If you want to go further — run ads through us and hit 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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