

PROMTPRESS PUBLIC REPORT

Channel audit

How's business?



@whatbiz

№ 7599374650 That very business channel you were looking for

SUBS

143 020

78 posts 24 days

ERR (% SEE POSTS)

7.0%

per day 2.0%

REACH/POST

11.1K

ad reach 1K/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card – a separate channel health indicator. Subtitle shows the period it covers.

 SUBS 143 020 —	 SUBSCRIBER REACH 7.78% avg % of subs see a post	 VIEWS/POST 11.1K median 4.1K · 24 days	 POSTS/WEEK 22.4 over the period
 7D TREND +30.2% vs previous week	 REACTIONS/POST 37.7 only 2,943 reactions, 1,244 reposts, 0 comments	 POST LENGTH 287 chars median 304 · 24 days	 POSTS IN ANALYSIS 78 24 days
 AD REACH 1K avg per 24h	 CITATION RATE 6 citation index · 5 channels mentioned all time	 CHANNEL AGE 3 years created 05.07.2023	

AI EDITOR SUMMARY

Channel «What about business?» – 143 020 subs. Each post gets avg 11.1K people (8% of subs), reach is low – need to grow audience. Publishes 22 posts per week (~3/day) – active posting. For week 22–28 June reach grew by +30.2% by week 15–21 June – positive trend.

SECTION 02 · CONTENT ANALYSIS

What works best

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

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **78** posts over 24 days.
- 02 Dominant format – **Photo** (64/78 posts).
- 03 Avg post length – **287** characters (median 304).
- 04 Peak audience activity – **Wednesday**, 16:00 MSK.
- 05 Top posts gather **29x** more views than the weakest (47.1K avg for top vs 1.6K for worst) – among 78 posts over 24 days. Worth analyzing what the top has in common: topic, format, timing.

TOP 5 POSTS

Nº1 01.07 · 13:52 VIDEO Zoomers are massively moving into storage containers due to sky-high rents and mortgages. For a container in central Moscow...	VIEWS 76 456 REPOSTS 439	REACTIONS 35 ER 53.5%
Nº2 01.07 · 17:01 TEXT ⚡ FAS takes on Apple: agency demands removal of 'discriminatory conditions for Russian search engines' by July 15 Also from the company...	VIEWS 33 261 REPOSTS 6	REACTIONS 27 ER 23.3%
Nº3 01.07 · 06:32 PHOTO ⚡ Now official: Wildberries bought Eapteka for 7-12 billion rubles. Now medicines can be ordered directly on the marketplace with...	VIEWS 31 548 REPOSTS 3	REACTIONS 14 ER 22.1%

Nº4 02.07 • 05:14 **PHOTO**
Any startup team in 2026 be like 🤖 WAB

VIEWS
27 137
REACTIONS
32
REPOSTS
5
ER
19.0%

Nº5 30.06 • 10:15 **PHOTO**
In Russia, 'venting' service is gaining popularity – you pay to be listened to. Complain about work, boss...

VIEWS
24 154
REACTIONS
20
REPOSTS
38
ER
16.9%

WORST 3

↓ 26.06 • 09:47 **PHOTO**
Giant malls in Russia are fading: over the last 10 years, avg new mall area has more than halved...

VIEWS
2 216
REACTIONS
22
REPOSTS
1
ER
1.5%

↓ 10.06 • 10:01 **VIDEO**
Russians, give Muscovites a break – all free summer spots won't visit themselves 😂 CHB

VIEWS
1 726
REACTIONS
—
REPOSTS
1
ER
1.2%

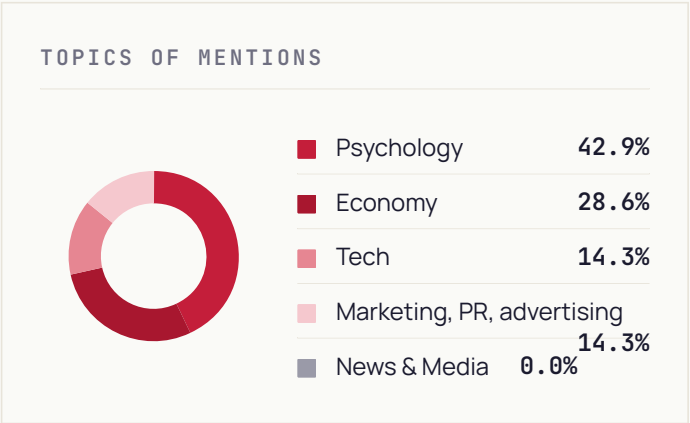
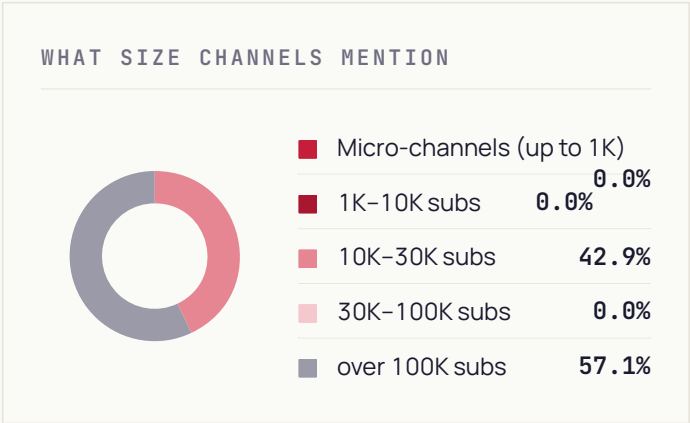
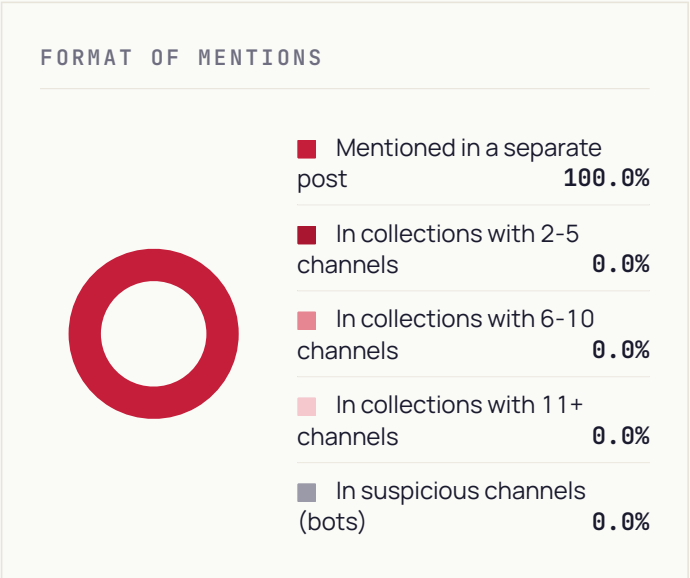
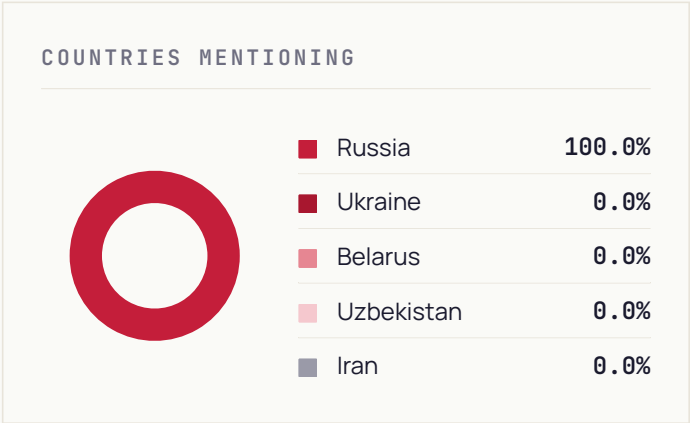
↓ 10.06 • 10:01 **PHOTO**
AAAA, Russia decided to completely destroy Google authorization. State Duma passed a law with fines up to 700K rubles for owners...

VIEWS
927
REACTIONS
—
REPOSTS
—
ER
0.6%

SECTION 03 · CITATIONS

Who mentions the channel and how

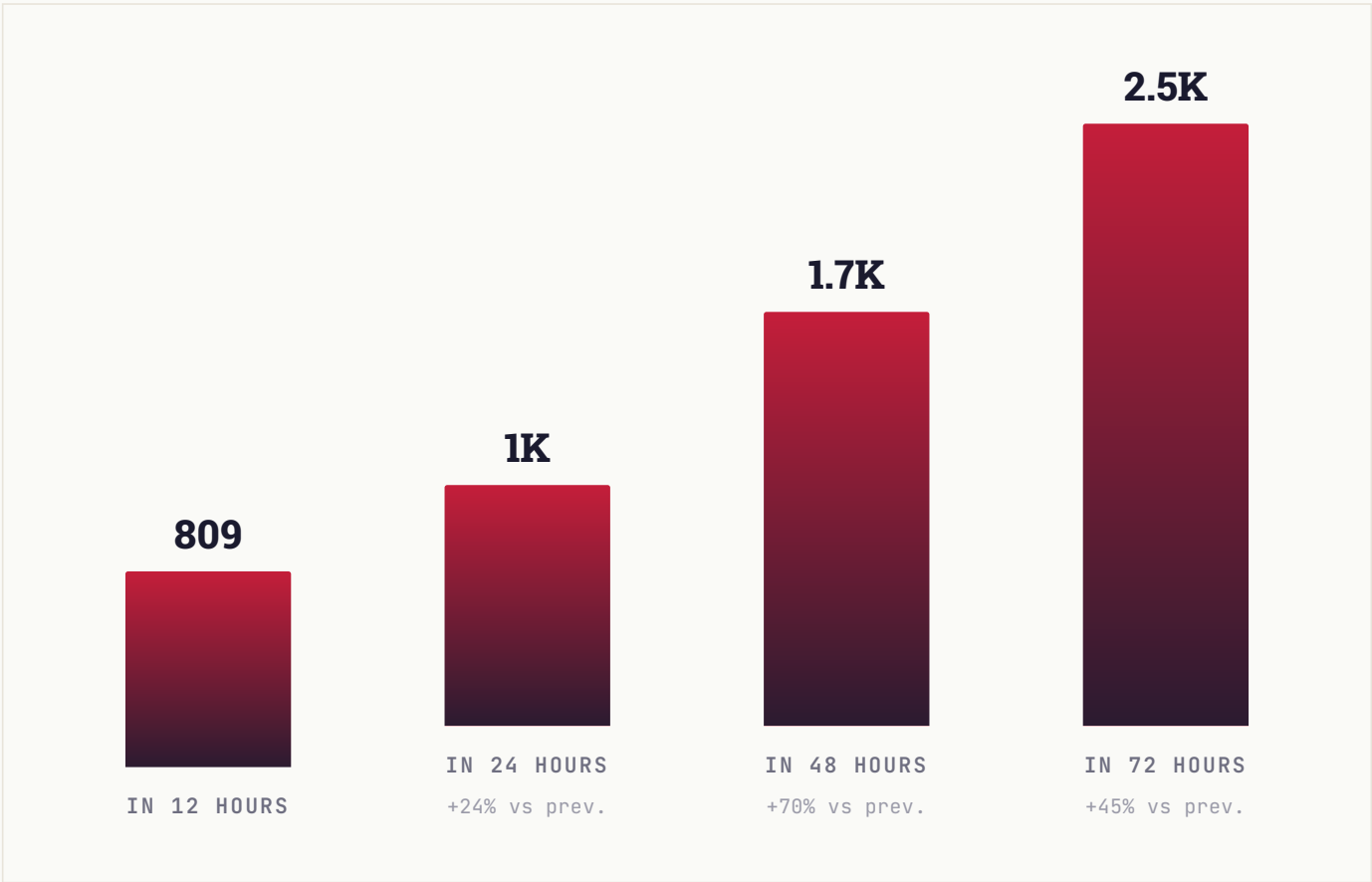
Citation index 6 – channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from 1K. All-time mentions: 5 different channels.



SECTION 04 · AD POTENTIAL

How long a post generates reach

Avg ad post reach by time since publication. Helps estimate how long a placement stays effective.



SECTION 05 · COMPETITORS

Who you compete with

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

CHANNEL	SUBS
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 Million-dollar books business blog	864.8K
RP Roxman typing...	538.5K
AB Business Shark	498.5K
SS Merger & acquisition	478.5K
لز لباس زیر اقساطی ریزسابل	474.8K
Emerg How's business? YOU	143K

COMPARATIVE CONCLUSION

Channel in bottom half of top-100 niche (#68 of 98). Niche median: 164.1K subs.
First growth KPI: reach median. Leader: Startups & Ventures (2.7M).

— SECTION 06 • NICHE COMPARISON

Where channel stands in its league

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

#68 /100

POSITION IN NICHE

Channel in bottom half of ranking

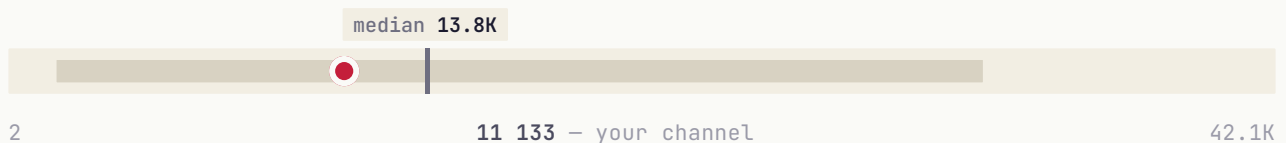
SUBS

worse than median by 13%



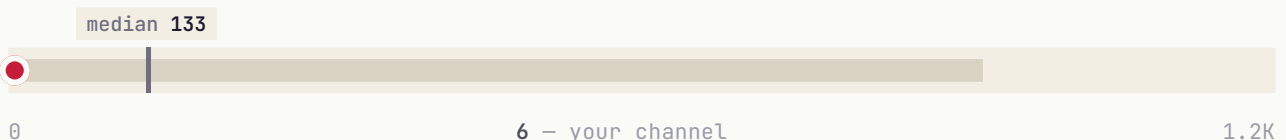
AVG REACH / POST

worse than median by 20%



CITATION INDEX

worse than median by 95%



— SECTION 07 · STRATEGY

What to do right now

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

- 01

Top post of the week — on Wednesday

Audience most active on this day at 16:00 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 finds sources for your niche.

EFFECT

+1000-3000 subs
- 03

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
- 04

Cross-promo with neighboring channels

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

EFFECT

Relevant audience growth
- 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. Want to go further — run ads through us and hit your growth plan in a month.

01	Launch ads on Telegram	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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