

PROMTPRESS PUBLIC REPORT

Channel audit

Yandex for

Entrepreneurs



@yandexbusiness

We help entrepreneurs attract more clients (and more) using Yandex business tools 📄 Start promoting via Yandex Direct ➔ <https://clck.ru/3BKXcK> Notification number...

SUBSCRIBERS

80 351

+85 per month

ERR (% SEE POSTS)

10.0%

daily 3.6%

REACH/POST

6.6K

ad reach 2.9K/24h

— CONTENTS · 2026

What's inside the report

01 Channel snapshot

12 key metrics · AI summary

02 Content analysis

Top 5 posts · worst 3 · takeaways

03 Subscriber dynamics

Yearly chart · growth

04 Citation rate

Who mentions the channel and how

05 Ad potential

How long a post generates reach

06 Competitors

Niche neighbors · your place

07 Mention dynamics

6 months · monthly

08 Niche comparison

Position in «Business & Startups» category

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.

SUBSCRIBERS 80 351 —	SUBSCRIBER REACH 8.16% avg % subs see post	VIEWS/POST 6.6K median 6.5K · 27 days	POSTS/WEEK 2.6 for the period
7D TREND -9.4% vs previous week	REACTIONS/POST 132.6 total 1,326 reactions, 762 reposts, 1,078 comments	POST LENGTH 662 chars median 732 · 27 days	POSTS ANALYZED 10 27 days
AD REACH 2.9K 24h avg	CHURN / MONTH +85 last month	CITATION RATE 94 citation index · 358 channels mentioned all time	CHANNEL AGE 5 years 3 months created 25.02.2021

AI EDITOR SUMMARY

Channel «Yandex for Entrepreneurs» — 80 351 subs. Each post averages 6.6K people (8% from subs), reach is low — consider expanding audience. Publishes 3 posts per week (~0/day) — rare publications. For week Jun 1–7, reach dropped -9.4% to week May 25–31 — worth analyzing reasons.

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 TOP POSTS HAVE IN COMMON

- 01 Analysis based on 10 posts over 27 days.
- 02 Dominant format — Photo (6/10 posts).
- 03 Avg post length — 662 chars (median 732).
- 04 Audience activity peak — Tuesday, 13:00 MSK.
- 05 Strongest posts get 2x more views than the weakest (9.4K avg top vs 4.8K worst) — among 10 posts over 27 days. Worth analyzing what top posts have in common: topic, format, timing.

TOP 5 POSTS

Nº1 19.05 · 10:07 PHOTO ☒ Bringing back former Direct users A rare case where bonuses fly to existing clients: we double the budget for those who haven't used...	VIEWS 10 513 REP. 365	REACTIONS 136 ER 13.1%
Nº2 15.05 · 10:32 POLL ☒ Entrepreneurs may also get a 4-day week (if possible) By mastering neural networks and delegating some tasks to them	VIEWS 9 386 REP. 2	REACTIONS 46 ER 11.7%
Nº3 26.05 · 08:21 PHOTO ☒ On Entrepreneur Day — dress like an entrepreneur We wish your business loyal customers, growth, and promotion ☒ Your own business often...	VIEWS 8 383 REP. 124	REACTIONS 175 ER 10.4%

Nº4 29.05 • 11:29 VIDEO ☕ In previous episodes... nice bonuses and updates for entrepreneurs We've gathered important news and discounts from Yandex services. Promotions until...	VIEWS 7 150 REACTIONS 98 REP. 217 ER 8.9%
Nº5 02.06 • 13:16 PHOTO ☒ Perspective is always important in business That's why the first attraction of our Entrepreneur Summer is the Ferris wheel. We want to collect your...	VIEWS 6 608 REACTIONS 225 REP. 17 ER 8.2%

WORST 3

↓ 30.05 • 09:32 TEXT (post without caption – text)	VIEWS 5 880 REACTIONS 61 REP. 3 ER 7.3%
↓ 08.06 • 10:51 PHOTO ☒ Dear visitors of the Entrepreneurial Period Park, please come to the registration desk for gifts Among the most active...	VIEWS 4 579 REACTIONS 91 REP. 2 ER 5.7%
↓ 09.06 • 12:31 PHOTO ☒ Aiming for effective business promotion Accuracy is important not only in shooting but also in launching campaigns to hit the bullseye...	VIEWS 3 932 REACTIONS 145 REP. 10 ER 4.9%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

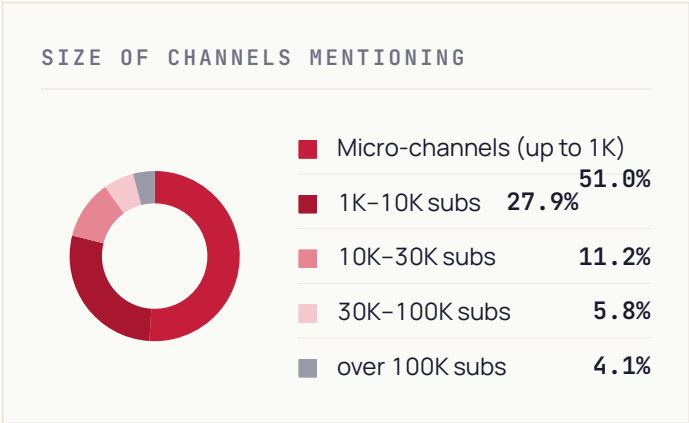
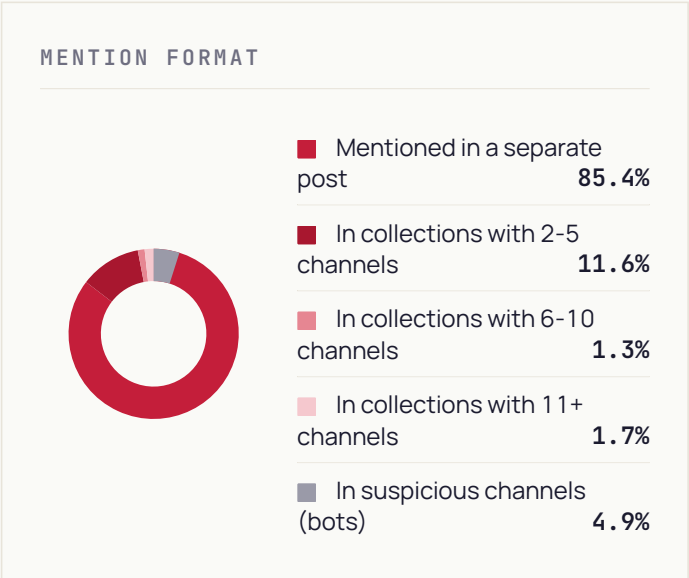
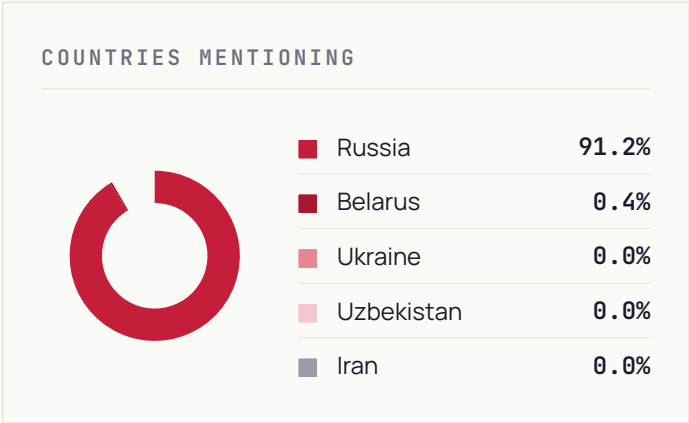
Subscriber growth chart for the year. Key months show exact subscriber count.
Shows months of growth vs. loss.



SECTION 04 · MENTIONS

Who mentions the channel and how

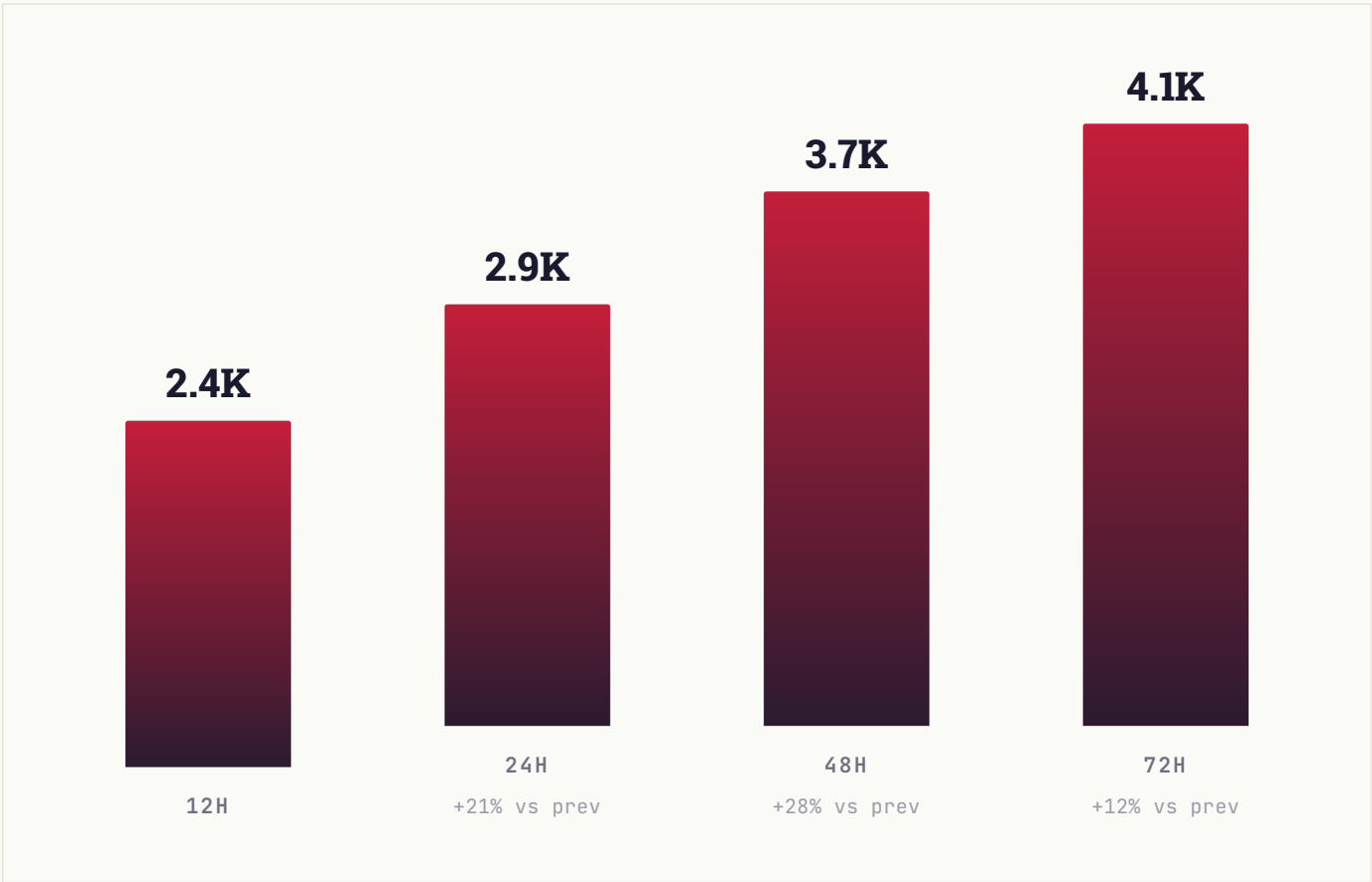
Citation index **94** — channel popularity score based on mentions. Considers not just count but mentioner weight: a post from a 100K subs channel weighs more than from 1K. All-time mentions: **358** different channels.



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 should 'live'.



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
USSR 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
PR Russian retail & business	289.2K
2H 25th Hour • Business & Finance	288.4K
BB Business Unfiltered	256.5K
YD Yandex for Entrepreneurs YOU	80.4K

COMPARATIVE CONCLUSION

Channel inbottom half of top-100 niche (#71 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

We track posts in other channels that mention yours. Over the last **6 months** such mentions were **20**, they brought **8 795** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT SUBSCRIBERS
December 2025	4	4	3 431
November 2025	1	1	266
October 2025	9	9	2 172
September 2025	2	2	682
August 2025	4	4	1 253
July 2025	0	0	991

TOTAL MENTIONS	MONTHS OF DATA	GAINED SUBSCRIBERS
20	6	8 795

— SECTION 08 • NICHE COMPARISON

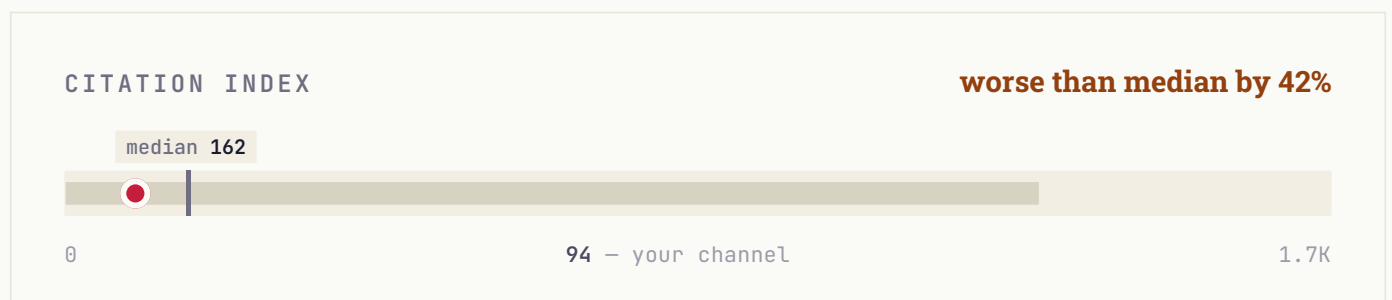
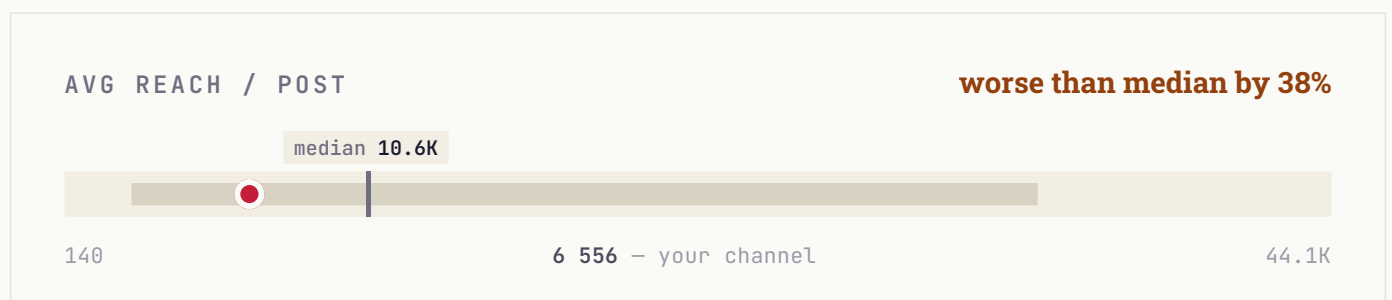
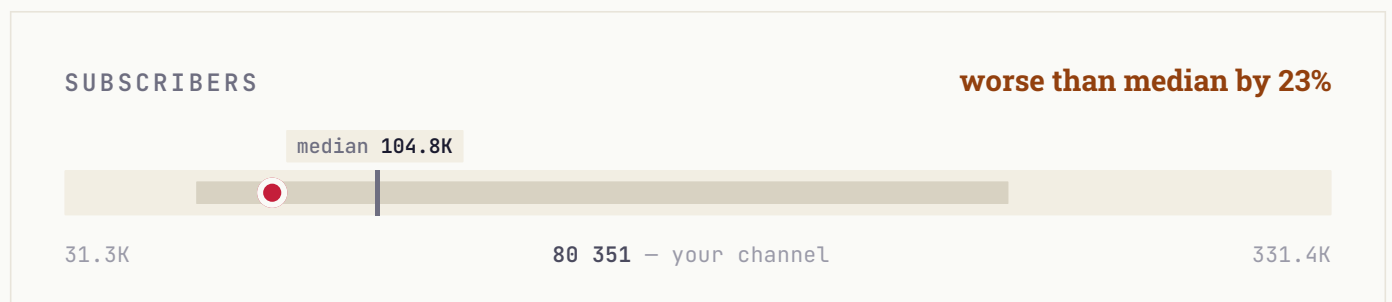
Where the channel stands in its league

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.

#71/100

POSITION 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 next month.

- | | | |
|-----------|---|--|
| 01 | Increase posting frequency
Now 2.6 posts/wk. Active channels average 7-10.
Consistency is key to audience retention. | EFFECT
Consistency
beats volume |
| 02 | Top post of the week — on Tuesday
Audience is most active on this day at 1:00 PM MSK. | EFFECT
Best window
for key posts |
| 03 | Increase video posts share
Video in Telegram retains audience longer and is better processed 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 get +5-15% ER. One poll per week on a hot topic — easy win. | EFFECT
+5-15% ER |

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit — what we can do in a few minutes using public data.
To go further — run ads with us and hit your growth plan in a month.

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

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