

— PROMTPRESS PUBLIC REPORT

Channel audit

Басов про стартапы



@zeroton

About tech, trends, business & media. Collaboration: @zubar89

Channel included in RKN list: <https://rkn.link/Spx>

SUBSCRIBERS

24 744

-175 per month

ERR (% SEE POSTS)

6.0%

per day **3.5%**

REACH/POST

1.4K

ad reach **858**/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 Mentions

Who mentions the channel and how

05 Ad potential

How long a post brings reach

06 Competitors

Niche neighbors · your place

07 Niche comparison

Rank in «Business & Startups» category

08 Strategy

5 priority actions

SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate health indicator. Subtitle shows the period.

 SUBSCRIBERS 24 744 —	 SUBS REACH 5.51% avg % subs see post	 VIEWS/POST 1.4K median 1.4K · 29 days	 POSTS/WEEK 22.0 over period
 7D TREND -9.0% vs previous week	 REACTIONS/POST — MTPROTO only	 POST LENGTH 354 chars median 338 · 29 days	 POSTS ANALYZED 94 29 days
 AD REACH 858 24h avg	 CHURN / MONTH -175 last month	 MENTIONS 279 citation index · 449 channels mentioned all time	 CHANNEL AGE 7 years 7 months created 24.11.2018

AI EDITOR SUMMARY

Channel "Basov about startups" — 24 744 subs. Each post averages 1.4K people (6% of subs), reach is low — need to grow audience. Publishes 22 posts/week (~3/day) — active posting. Week Jun 29 — Jul 5 reach dropped -9.0% to week of Jun 22–28 — worth analyzing 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 **94** posts over 29 days.
- 02 Dominant format – **Photo** (83/94 posts).
- 03 Avg post length – **354** chars (median 338).
- 04 Audience peak – **Friday**, 12:00 MSK.
- 05 Top posts get **2x** more views than the weakest (1.9K avg for top vs 1.1K for worst) – among 94 posts in 29 days. Worth analyzing what top posts share – topic, format, timing.

TOP 5 POSTS

Nº1 19.06 · 11:29 PHOTO Claude на помойку – вайбкодер решил заменить хайповую нейронку Anthropic на бесплатную GLM 5.2. Это почти полная китайская копия, которая...	VIEWS	REACTIONS
	2 128	—
	REPOSTS	ER
	145	8.6%
Nº2 17.06 · 12:27 PHOTO Wallpapers steal Steam accounts – dynamic wallpaper app WALLPAPER ENGINE infected with viruses, experts say: embedded inside...	VIEWS	REACTIONS
	1 847	—
	REPOSTS	ER
	22	7.5%
Nº3 19.06 · 09:25 PHOTO OR: Reddit users learn Russian to use RuTracker fully – user Robertium said that initially torrents weighed...	VIEWS	REACTIONS
	1 833	—
	REPOSTS	ER
	18	7.4%

Nº4

20.06 · 14:55

PHOTO

One of Ubisoft's founders has died — according to French media, Claude Guillemot died in a plane crash near La Baule, France. In...

VIEWS

1 827

REACTIONS

—

REPOSTS

5

ER

7.4%

Nº5

18.06 · 09:12

VIDEO

Claude заставит вас качаться — для Claude Code вышел плагин, который заставляет юзера делать физические упражнения. Раз в час Claude...

VIEWS

1 788

REACTIONS

—

REPOSTS

35

ER

7.2%

WORST 3

↓

07.07 · 08:23

PHOTO

Becoming an AI pro in two months — I found a powerful course that takes you from zero to building pet projects. You will...

VIEWS

1 102

REACTIONS

—

REPOSTS

76

ER

4.5%

↓

13.07 · 09:14

VIDEO

Pirate Bay для нейронок релизнулся — на Hugging Bay заливают слитые и опен-сорсные веса практически всех моделей через торренты для...

VIEWS

1 101

REACTIONS

—

REPOSTS

40

ER

4.4%

↓

07.07 · 11:33

PHOTO

A SCP Foundation movie is coming — the full-length will be made by the creators of the V/H/S horror franchise. Expect a pseudo-documentary with...

VIEWS

1 016

REACTIONS

—

REPOSTS

8

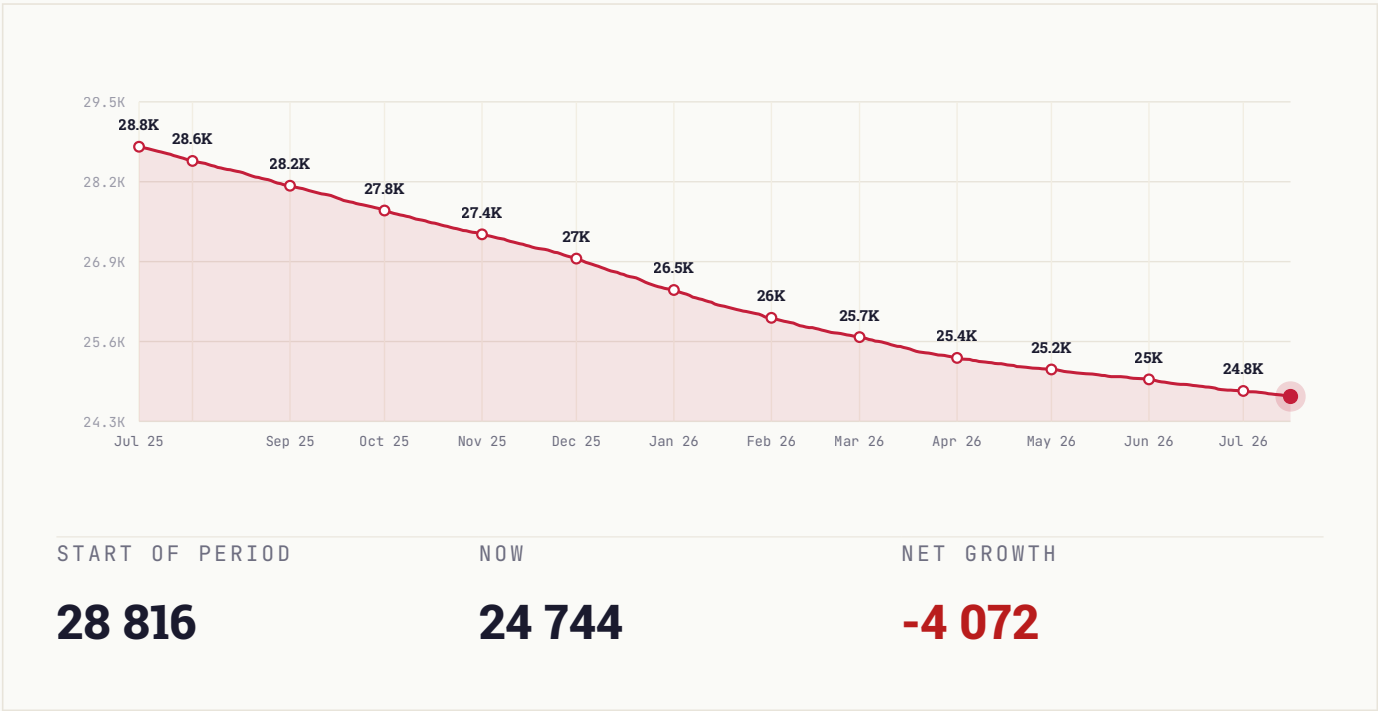
ER

4.1%

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 grew and which lost subs.



— SECTION 04 • MENTIONS

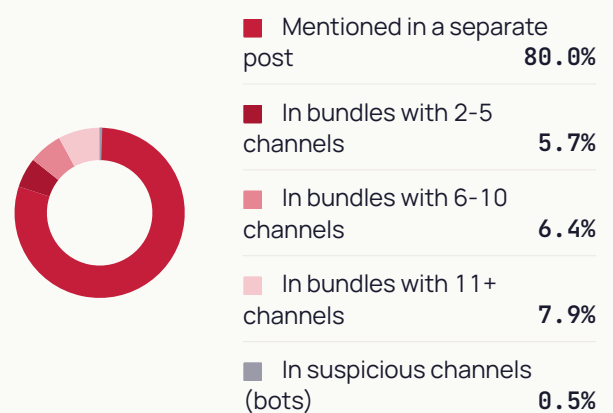
Who mentions the channel and how

Citation index **279** — channel popularity rating based on mentions. Considers not only count but also mentioner weight: a post from a 100K-sub channel weighs more than from a 1K-sub channel. All-time mentions: **449** different channels.

COUNTRIES MENTIONING



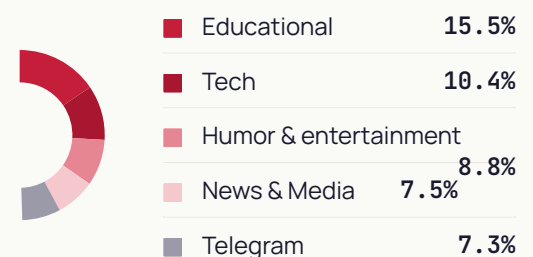
HOW THEY MENTION



SIZE OF CHANNELS MENTIONING



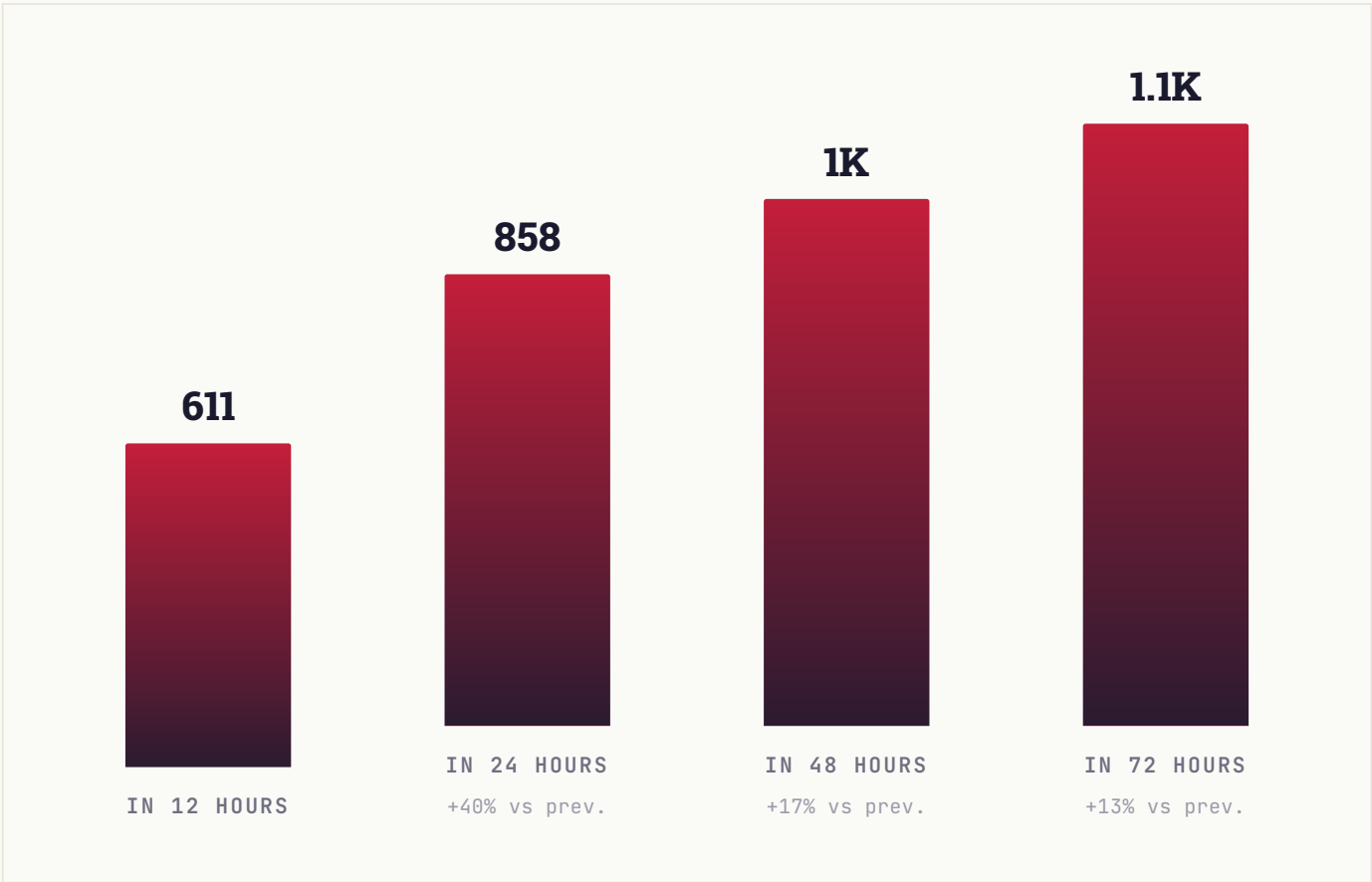
TOPICS WHERE MENTIONED



— SECTION 05 · AD POTENTIAL

How long a post brings reach

Avg reach of an ad post 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 — you can see its rank among niche peers.

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 Million-dollar books business blog	861.7K
RP Рохман печатает...	529.9K
AB Акула Бизнеса	502.2K
CC Merger & acquisition	469.6K
لز لباس زیر اقساطی ریزسابل	456.9K
БП Басов про стартапы	YOU 24.7K

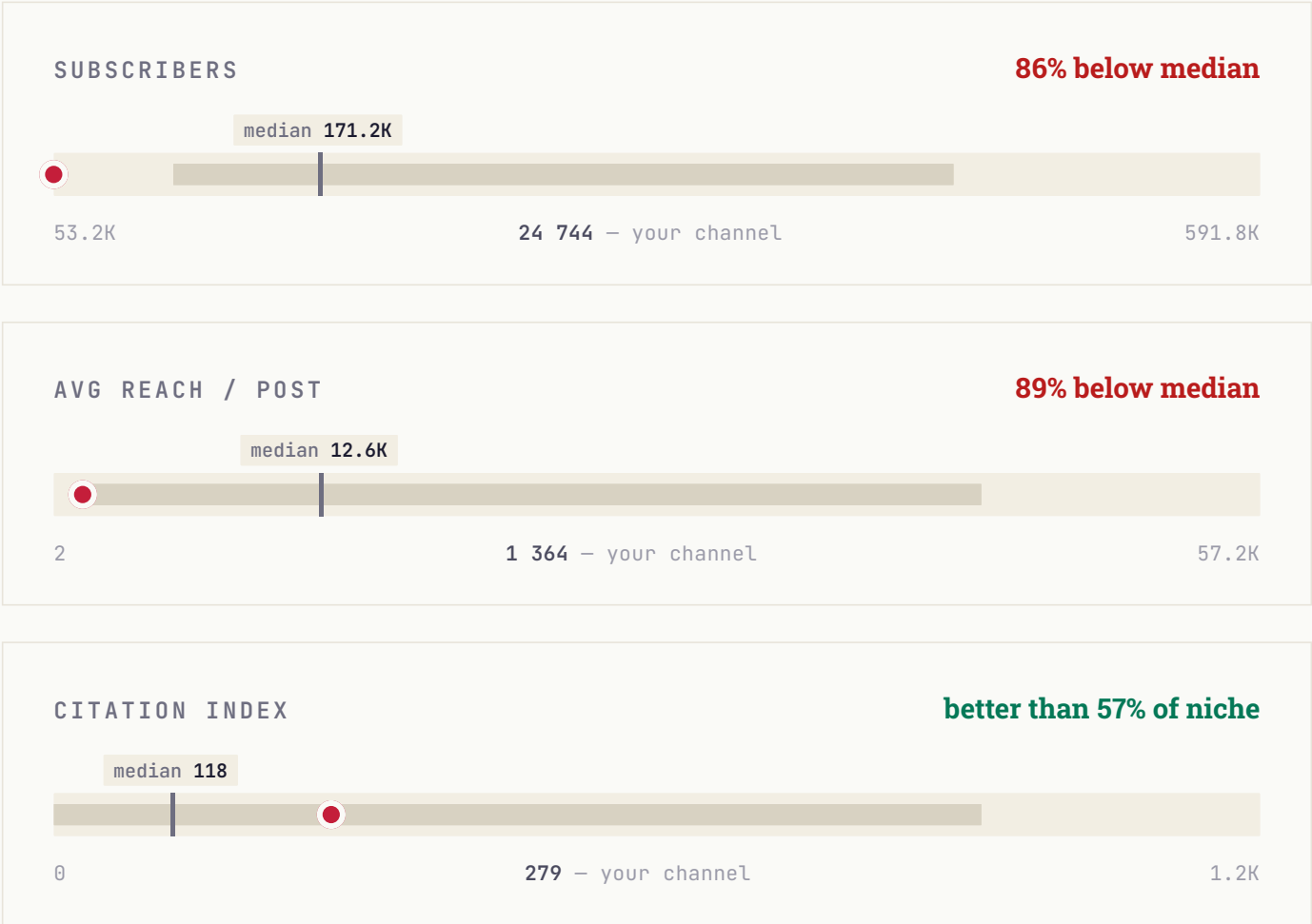
COMPARATIVE INSIGHT

Channel 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 traffic & content work.

SECTION 07 · 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 08 · STRATEGY

What to do right now

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

- 01

Main post of the week — on Friday

Audience is most active on this day at 12:00 MSK.

IMPACT

Best window for an important post
- 02

Increase share of video posts

Video in Telegram holds audience longer and is favored by the algorithm. Aim for 15-25%.

IMPACT

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.

IMPACT

+1000-3000 subs
- 04

Test polls & interactive formats

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

IMPACT

+5-15% ER
- 05

Cross-promo with neighboring channels

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

IMPACT

Growth from relevant audience

★ WHAT'S NEXT

Want us to do this **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 Telegram ads	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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