

PROMTPRESS PUBLIC REPORT

Channel audit

Where do the money hibernate?



@zimaudeneg

Business secrets, investments, fresh insights & best startup ideas



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SUBSCRIBERS	ERR (% SEE POSTS)	REACH/POST
16 309	2.0%	332
16.07.2026 ⁻²⁵⁵ per month	last day ^{1.0%}	ad reach ¹⁶³ /24h
HTTPS://PROMTPRESS.COM/AUDIT/ZIMAUDENEG		

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card – a separate channel health indicator. The subtitle below the number shows the period it covers.

 SUBSCRIBERS 16 309 —	 SUBSCRIBER REACH 2.04% avg % subs see post	 VIEWS/POST 332 median 362 · 29 days	 POSTS/WEEK 22.0 for period
 7D TREND -10.8% vs previous week	 REACTIONS/POST 0.8 79 reactions, 176 reposts, 18 comments	 POST LENGTH 322 chars. median 303 · 29 days	 POSTS ANALYZED 94 29 days
 AD REACH 163 24h avg	 CHURN / MONTH -255 last month	 CITATION RATE 635 citation index · 909 channels mentioned ever	 CHANNEL AGE 5 years 23 days created 23.06.2021

AI EDITOR SUMMARY

Channel «Where do the money hibernate?» – 16 309 subs. Each post avg views 332 people (2% of subs), reach low – expand audience. Publishes 22 posts/week (~3/day) – active. Week Jun 29 – Jul 5 reach dropped -10.8% by week 22–28 Jun – worth analyzing why.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement and underperformers — to see what to repeat and what to drop.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on **94** posts over 29 days.
- 02 Dominant format — **Photo** (68/94 posts).
- 03 Avg post length — **322** chars (median 303).
- 04 Audience peak activity — **Monday**, 10:00 MSK.
- 05 Top posts get **2×** more views than the weakest (446 avg for top vs 262 for worst) — among 94 posts in 29 days. Analyze what top posts share — topic, format, timing.

TOP 5 POSTS

Nº1 22.06 · 09:06 PHOTO In Moscow, blogger Alexandra Mitroshina got 3 years suspended and a 900K RUB fine for money laundering. The investigation...	VIEWS 450 REPOSTS —	REACTIONS — ER 2.8%
Nº2 22.06 · 16:07 PHOTO A girl built an app to find out if her ex-boyfriend loved her seven years ago. She uploaded their chats and got...	VIEWS 447 REPOSTS 2	REACTIONS 3 ER 2.7%
Nº3 21.06 · 16:09 PHOTO On April 1, 2003, at Euroset on Tverskaya in Moscow, a promotion 'Get naked for a phone' took place. The first 20 buyers who agreed to take off...	VIEWS 442 REPOSTS 3	REACTIONS 1 ER 2.7%

Nº4 29.06 • 16:06 PHOTO A girl invested almost all her parents' savings in stocks and futures, buying an apartment. After the market crash, her loss hit 90%...	VIEWS 436 REPOSTS 4 REACTIONS — ER 2.7%
Nº5 22.06 • 07:03 VIDEO Tinkov*, foreign agent in Russia, said he doesn't want to talk to people earning less than \$5K. He thinks such people have...	VIEWS 434 REPOSTS 6 REACTIONS 7 ER 2.7%

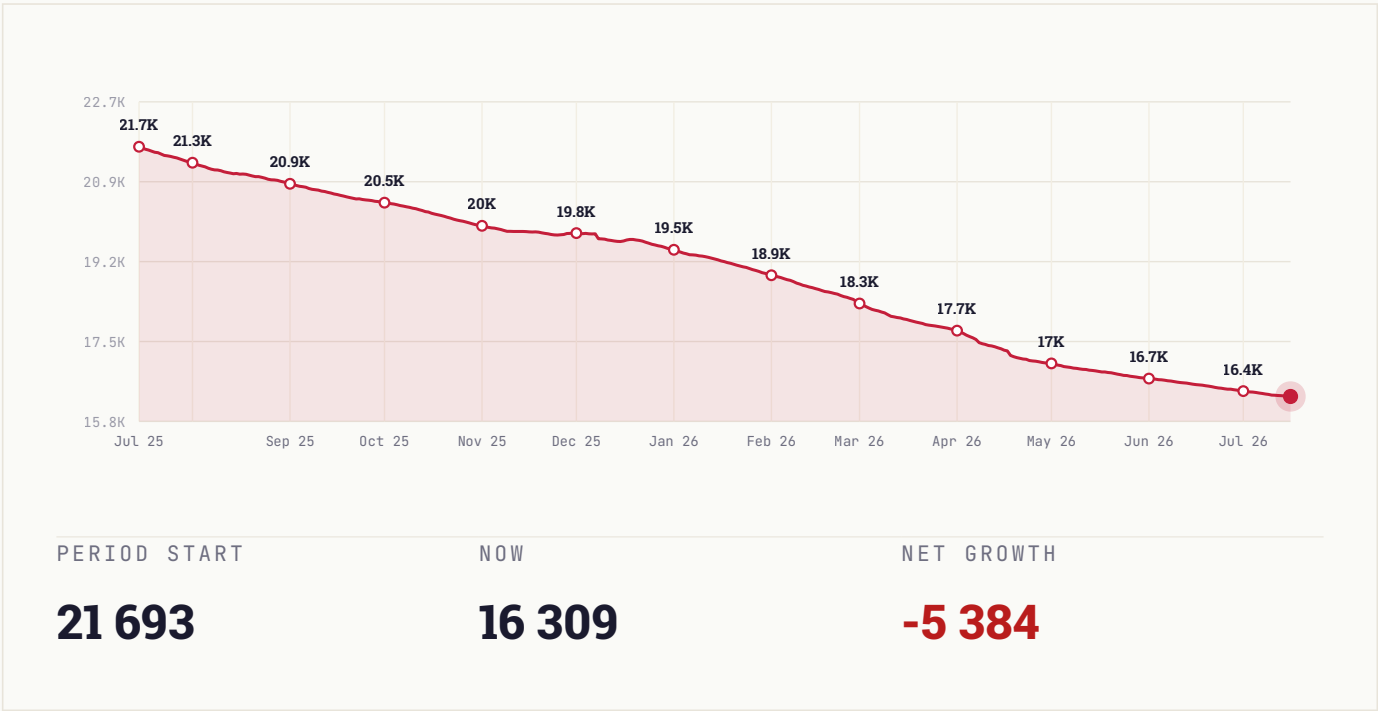
WORST 3

↓ 11.07 • 07:03 PHOTO Desperate entrepreneur. Fatigue from uncertainty and inability to get a job make him openly share...	VIEWS 268 REPOSTS 1 REACTIONS — ER 1.6%
↓ 13.07 • 06:50 PHOTO Since Sep 1, Russian hotels with 50+ rooms must check guests via Max system if no ID. This...	VIEWS 261 REPOSTS 1 REACTIONS — ER 1.6%
↓ 10.07 • 09:20 PHOTO Over a third of Russian clothing brands ended 2025 in the red. 34% of mass-market stores and 40% of premium brands posted losses...	VIEWS 259 REPOSTS — REACTIONS — ER 1.6%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

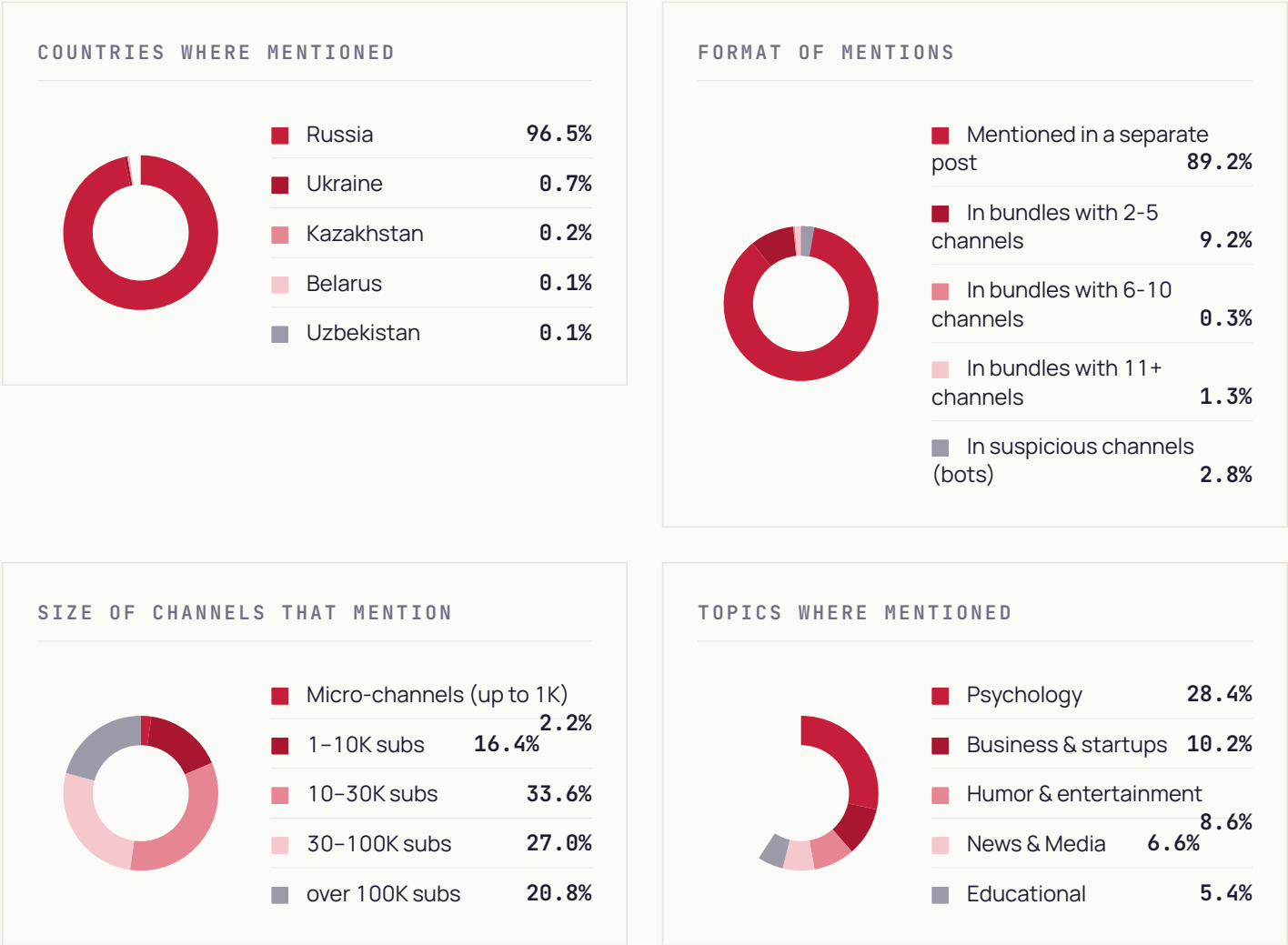
Subscriber growth chart for the year. Key months show exact sub count. See which months the channel grew and which it lost subs.



SECTION 04 · MENTIONS

Who mentions the channel and how

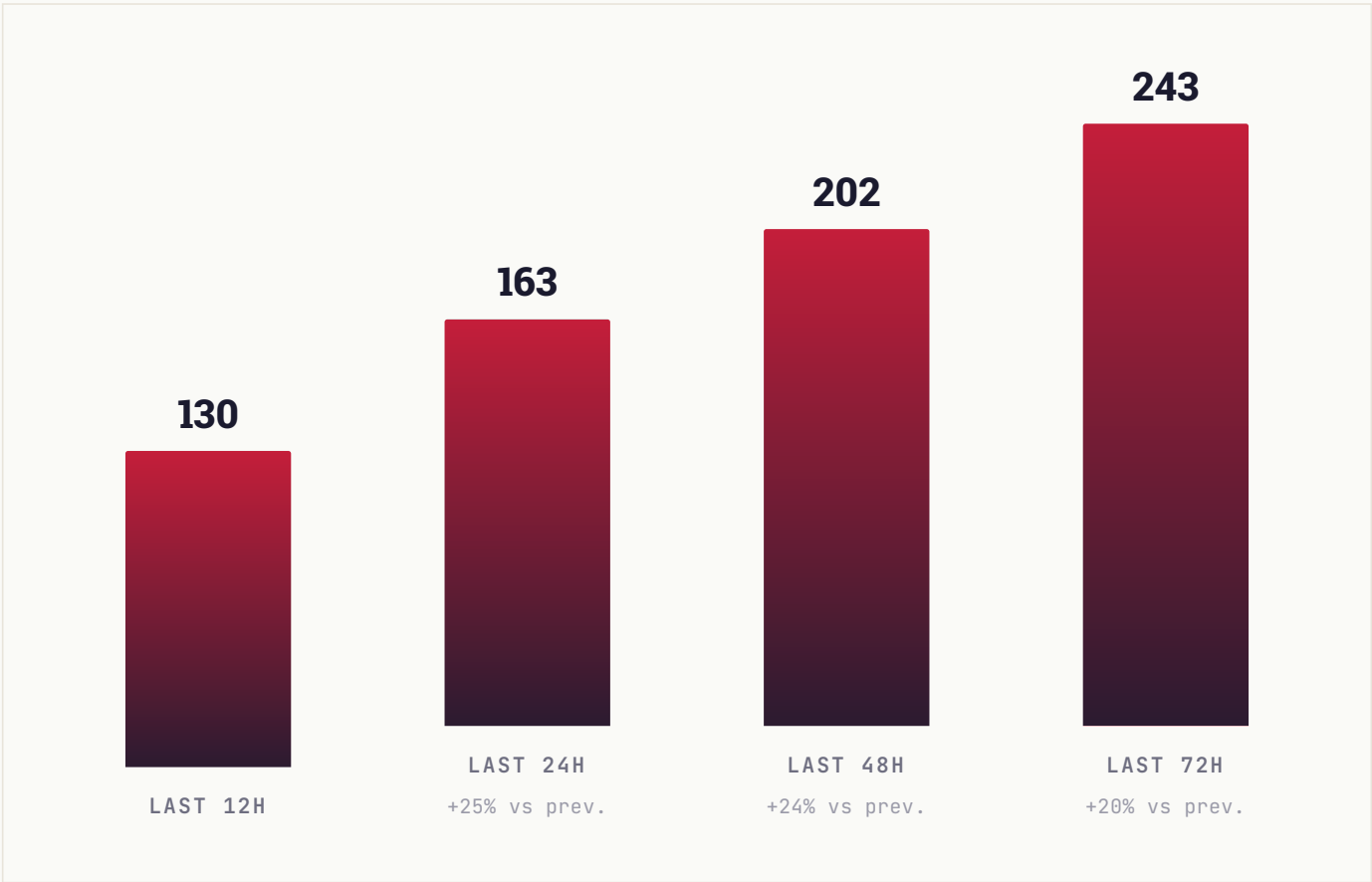
Citation index **635** — channel popularity rating based on mentions. Considers not only count but also mentioner weight: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: **909** different channels.



— SECTION 05 · AD POTENTIAL

How long a post drives reach

Avg reach of 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. Your channel highlighted — 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 Moscow Business	1.1M
CN Books to millions business blog	861.7K
RII Roxman typing...	529.9K
AB Business Shark	502.2K
SS Merger & acquisition	469.6K
لز لباس زیر اقساطی ریزسابل	456.9K
GD Where do the money hibernate? YOU	16.3K

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 traffic and content work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

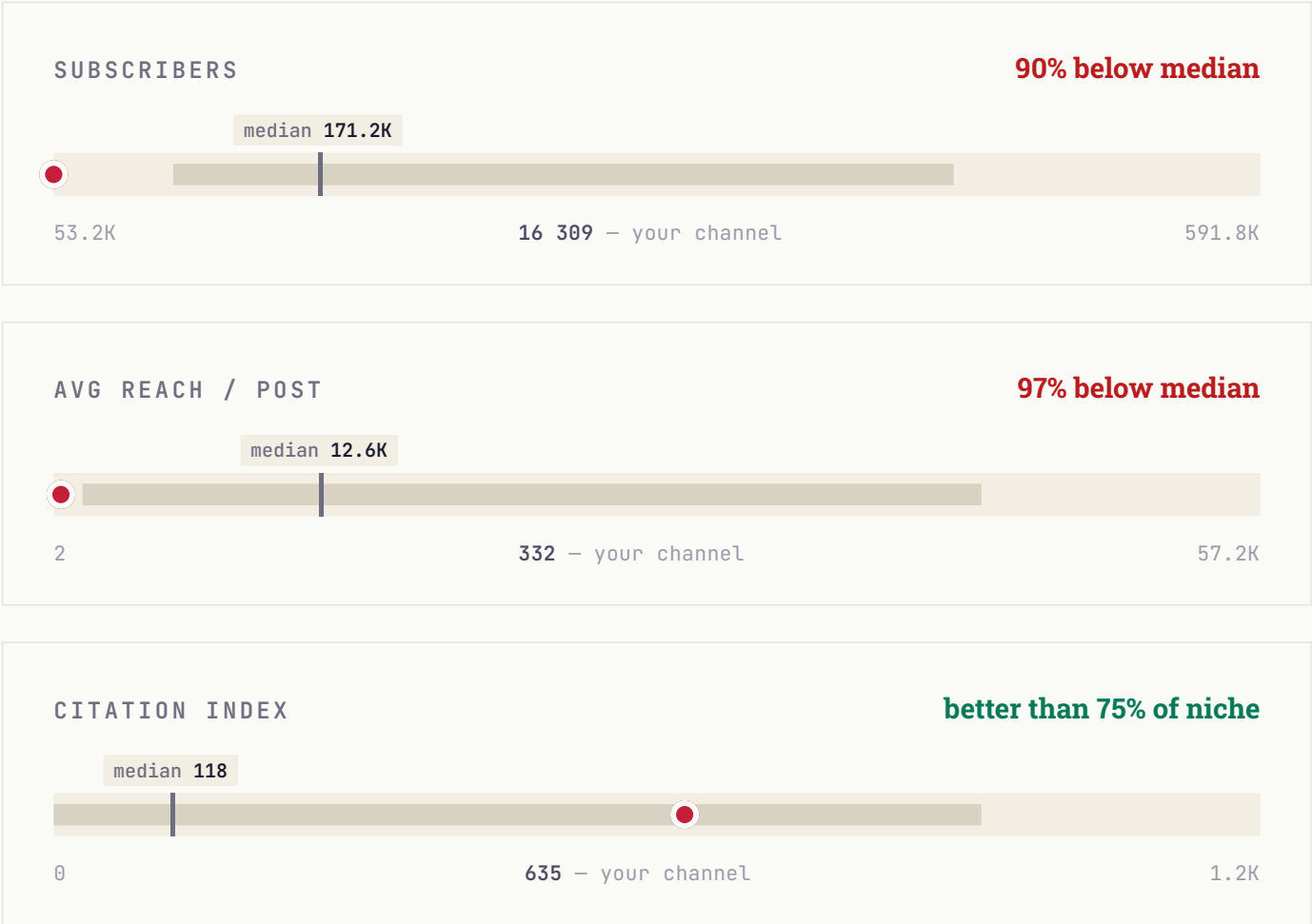
Every month we track posts in other channels that mention yours. Over the last **6 months** such mentions were **9**, they brought **108** new subs.

PERIOD	MENTIONS	CHANNELS	BROUGHT	SUBSCRIBERS
January 2026	0	0	0	
December 2025	0	0	59	
November 2025	1	1	42	
October 2025	0	0	0	
September 2025	2	2	1	
August 2025	6	2	6	
TOTAL MENTIONS		MONTHS OF DATA		ATTRACTED SUBSCRIBERS
9		6		108

SECTION 08 · NICHE COMPARISON

Where the channel stands in its league

Took top-100 channels in category «Business & startups» (Russia) and saw how your channel compares. 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 sorted by expected impact. Check off and revisit this report in a month.

- 01

Top post of the week — on Monday
 Audience is most active on this day at 10:00 MSK.

EFFECT
Best time for key posts
- 02

ER below niche benchmark — rethink formats
 Current ER 2.04% vs norm 3.5%. Try polls & interactive formats.

EFFECT
+1.5pp ER
- 03

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
- 04

Test polls & interactive formats
 Posts with polls/reactions usually boost ER by +5-15%.
 One poll per week on a hot topic is an easy win.

EFFECT
+5-15% ER
- 05

Cross-promo with neighboring channels
 Swap posts quarterly with channels in the same niche.
 No need daily — 2-3 collabs give relevant growth.

EFFECT
Growth from relevant audience

★ WHAT'S NEXT

Want us to do this **PromptPress?**

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

01

**Launch ads on
Telegram**

<https://panel.promptpress.com/register>

02

Contact manager

t.me/PromptPress_manager